



**STAFF REPORT**  
**7/10/2024**

**TO:** Honorable Mayor and City Council Members

**FROM:** Gabriel Perez, Development Services Director

**SUBJECT:** Coachella Valley Event Center

**SPECIFICS:** Adopt Resolution No. 2024-37 approving Entertainment Permit No. 22-04 for the Coachella Valley Event Center, an entertainment venue located on a 20-acre site at 46600 Tyler Street (APN# 603-130-001). Applicant: Edwart Rostamian

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**STAFF RECOMMENDATION:**

Staff recommends Council adopt Resolution No. PC 2024-37 approving Entertainment Permit No. 22-04, pursuant to the findings and conditions of approval contained in the attached resolution.

**BACKGROUND:**

The subject site is a 20-acre property 46600 Tyler Street located on a site that was formerly operated as the Corona Yacht Club, which includes on-site improvements that include an existing single-family residence, large covered structures for the event center, restrooms, lake, and an elevated walking path all located towards the northeast portion of the parcel. The Corona Yacht Club previously operated as an outdoor event venue that hosted weddings, quinceañeras, birthdays, and Coachella Festival related events. The site is also the location of a palm tree farm which also was the location of a fire incident in 2022.

The property ownership has shifted and the current owner/applicant, Edwart Rostamian, is interested in securing entitlements that allow special event operations to resume once again at the site and is awaiting City approval of the entertainment permit. Staff has met several times since the entertainment permit was submitted to the City to inspect the site and consistently observed unpermitted site, structural and electrical improvements during each visit. Furthermore, several unpermitted RVs were observed on-site and occupied for living purposes. The applicant is working with the City Building Official to ensure improvements at the site are permitted and inspected.

The subject property is in the Urban Neighborhood District of the General Plan, which includes allowed uses of residential at a density of 20-38 du/acre. The proposed use is consistent with the General Plan Vision of Subarea 11 Commercial Entertainment District that will contain much of the new development that attracts visitors to Coachella, including destination retail, hotels and resorts, and entertainment uses. The policies of the subarea encourage the City to act with strong discretion when approving projects, seeking unique, destination-oriented and visitor-serving entertainment and retail uses that would be enhanced by the subarea's location. The proposed

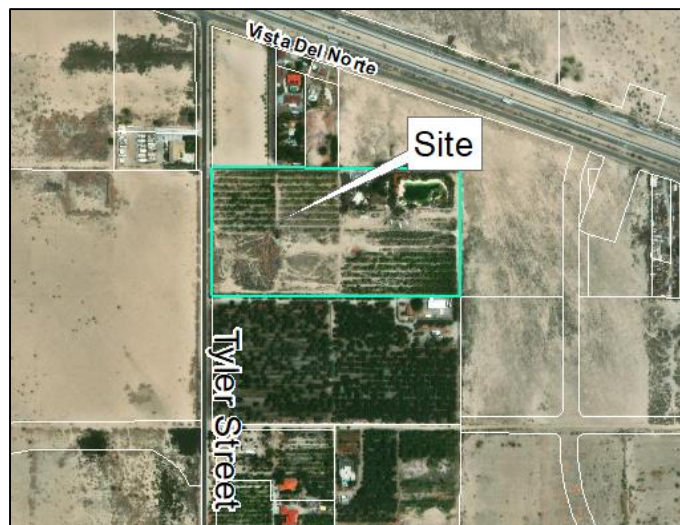
special event venue would create a destination-oriented use. The applicant expressed future plans for multi-family residential and hotel development on the site.

Entertainment permits are permitted under Chapter 5.24 of the Coachella Municipal Code under Title 5 (Business Licenses and Regulations). Application for an entertainment permit require an investigation of the application by the City Manager and consideration of the proposal at a public hearing by the City Council. If the City elects to grant the entertainment permit, it may impose conditions that include:

1. The days and hours during which the entertainment establishment may operate.
2. The total number of persons including employees and entertainers allowed during its operation.
3. Traffic control measures including the number of parking spaces required for the entertainment establishment.
4. Noise control measures required in the entertainment establishment.
5. Security or safety measures of the patrons, employees, neighbors and general public of the entertainment establishment, including the number of security personnel which may be altered by the chief of police.
6. The placement and utilization of hand-held metal detectors at each entrance to the entertainment establishment for the purpose of ascertaining and removal of weapons from each and every person entering the entertainment establishment to the satisfaction of the chief of police.

### **DISCUSSION/ANALYSIS:**

The applicant, Edwart Rostamian, submitted a request for an entertainment permit to allow the operation of an outdoor entertainment venue on a 20-acre site at 46600 Tyler Street. The zoning designation of the commercial center where the store is proposed is within the U-N (Urban Neighborhood) zone. The entertainment venue would accommodate a range of events that would be proposed to operate Monday-Thursday 9 a.m. to 12 p.m. and Friday-Sunday 10 a.m. to 2:00 a.m. and accommodate up to 500 guests.



Staff contacted the Lieutenant Vasquez with the Riverside County Sheriff regarding any concerns for the proposed business that the City Council may want to consider when making findings or including conditions of approval for the entertainment permit. Lieutenant Vasquez expressed concern about late night events on Sunday.

Hours of Operation:

The applicant has indicated event operating hours would be Monday-Thursday 9 a.m. to 12 p.m. and Friday-Sunday 10 a.m. to 2:00 a.m.

Environmental Setting:

The subject site is a vacant site that is substantially surrounded by urban uses, with adjoining zoning and land uses as follows:

North: General Commercial and Vista Del Agua Specific Plan Commercial Uses/  
Residential uses.

South: Urban Neighborhood/ estate residential uses

East: Vista del Agua Specific Plan and vacant land

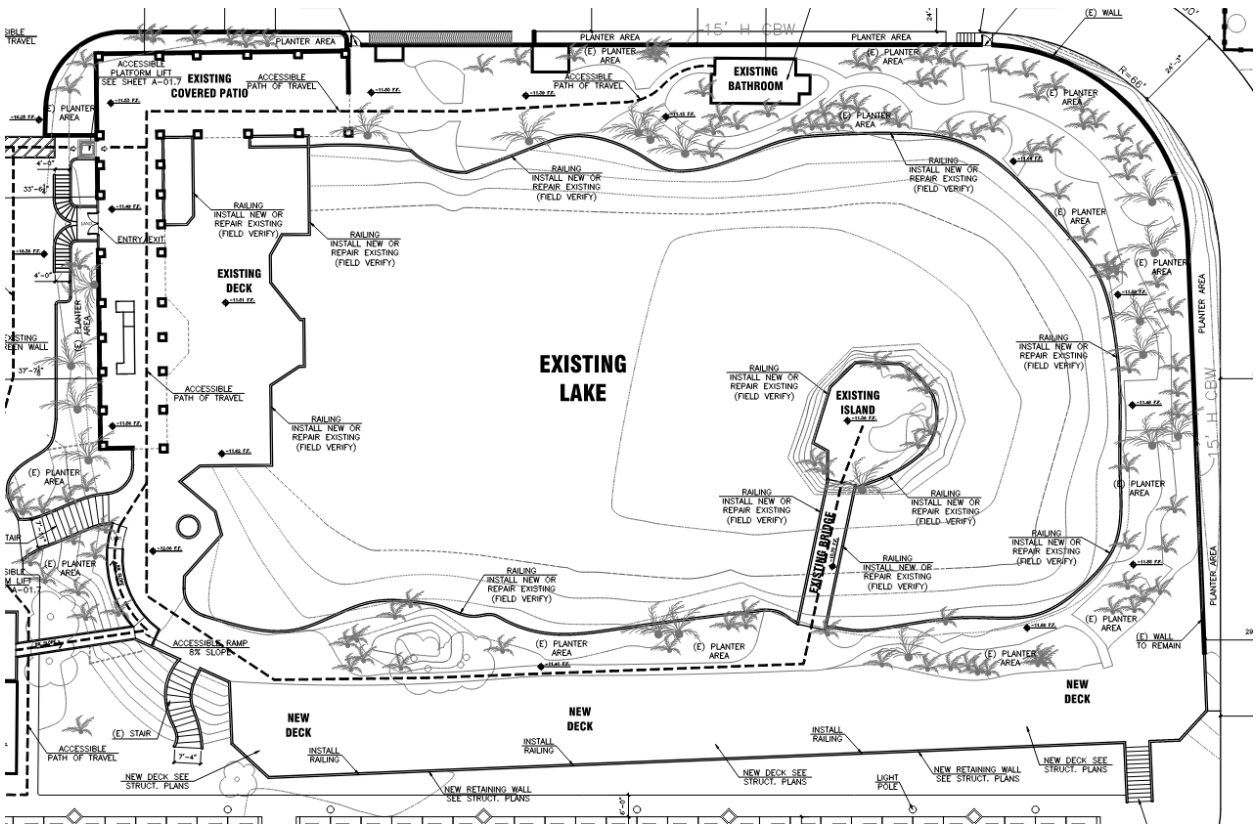
West: Vacant/ (R-C, Regional Commercial)

Site Plan / Parking and Circulation:

The site is accessed Tyler Street which is a Collector Street on the City's circulation plan, which at full construction would accommodate 4 vehicular lanes and bike lanes. The existing Tyler Street is in good condition with two vehicular lanes and an improved roadway about 25 feet wide with unpaved shoulders. Vehicular access to the subject site would occur from a 692-foot long driveway and is required to be improved to 30' wide. The driveway provides circulation around the event venue located toward the northeast portion of the parcel. A secondary driveway Tyler Street entrance exists on-site and is required for emergency purposes. There are two areas proposed parking areas a smaller one at the north side of the property for 10 parking spaces including 5 ADA spaces and a larger parking area that accommodates 122 parking spaces. The parking ordinance requires 150 parking spaces based on the assembly standards of one space for every 21 sq. ft. of assembly area. The total assembly area is assumed at 3,150 sq. ft.

The event area is largely elevated and centralized around an existing lake with existing improvements that include a covered patio (3,150 sq. ft.), deck (3,000 sq. ft.), walkways that circulate around the lake, restroom buildings, and an existing bridge to an island on the lake. A new 6,740 sq. ft. deck is proposed at the southside of the lake. Large ceremonies would be held on an existing turf area (2,563 sq. ft.) to the west of the elevated areas. The applicant identified a maximum occupancy of 500 guests. Due to the parking constraints on the proposed site plan, City staff will limit maximum occupancy to 275 persons.

**Figure 1: Event Area around existing lake**



Security:

The applicant proposes the use of on-site licensed security for all events and proposed to include 1 security guard for every 50 people. All private events that lease from the applicant will be required to use licensed security. The applicant is required to increase security personnel based on recommendations by the City Manager or Coachella Police.

Noise

The special event activities with use of amplified music are proposed and would generate noise on-site and therefore the applicant engaged Noise Monitoring Services to prepare a noise analysis. The noise analysis was prepared to determine the maximum noise level that can be generated by the event venue to be consistent with the City of Coachella Municipal Code noise standards by identifying the noise impact to existing receptors that include residences to the north zoned General Commercial and residences to the south zoned Urban Neighborhood. The analysis assumed a maximum of 25 loudspeakers distributed around the edge of the lake and a noise model that accounts for factors such as the location, noise sources, terrain, buildings and barriers at the site. The study concluded that the amplified sound from loudspeakers at the event venue could generate a maximum noise level of 76 dBA before 10:00 pm and no higher than 66 dBA after 10 p.m. when measured 25 feet in front of the loudspeakers for compliance with the City's noise ordinance. Recommendations from the study have been added as conditions of approval of the project. A condition of approval requires amplified sound for events under this permit to end by 10 p.m.

### **ENVIRONMENTAL REVIEW:**

A determination was made by the Development Services Department that the project will not have a significant impact on the environment and determined that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as an “Existing Facilities” project (CEQA Guidelines, Section 15301a). The proposed project consists of the operation, licensing and minor alteration of an existing location involving no expansion of existing or former commercial use on the property. The subject site has been used as a special event venue and no expansions of floor area are proposed.

### **FISCAL IMPACT:**

As conditioned, the proposed Entertainment Permit would not have any fiscal impacts upon the City of Coachella finances. There are no additional fees collected for this type of business other than normal licensing fees for the business. Visitor serving facilities such as the special event venue would support the local economy and small businesses that provide services for the special event venue.

### **ALTERNATIVES:**

- 1) Adopt Resolution No. 2022-37 approving Entertainment Permit 22-04 with the staff recommendations.
- 2) Adopt Resolution No. 2022-37 with new or modified conditions of approval.
- 3) Make findings and Deny the Entertainment Permit.
- 4) Continue the item and provide staff direction.

### **RECOMMENDED ALTERNATIVE**

Based on the analysis contained herein and the findings listed below, staff is recommending that the City Council approve Alternative #1.

#### Attachments:

1. Resolution No. PC 2022-37 EP No. 22-04  
Exhibit A - Conditions of Approval
2. Vicinity Map
3. Proposed Performance and Safety Plan - Coachella Valley Event Center
4. Site Improvement Plans
5. Noise Analysis
6. Existing Photos