



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Les Johnson, Community Development Director

DATE: May 20, 2014

SUBJECT: 2014 GOLDENVOICE CONCERTS UPDATE

The 2014 Coachella Music and Arts Festival and Stagecoach Music Festival recently concluded. Staff assisted residents with concerns and complaints, observed operations and monitored the festivals all three weekends. A summary of staff's observations is as follows:

Traffic and Circulation:

As a result of implementation of mitigation measures from the environmental impact review and the addition of a westbound lane to Avenue 52 between Madison and Monroe Streets, minimal traffic impacts occurred outside of the core area surrounding the festivals. Traffic congestion did occur Monday morning following Coachella weekend No. 1. Northbound Jefferson Street traffic was impacted due to traffic control measures in place at the Avenue 50 and Jefferson Street intersection. Modifications were made to the traffic plan, which resolved this matter.

The shuttle service was well received and used again this year with approximately 30,000 patrons using shuttles during each of the two Coachella weekends. Approximately 15,000 patrons used shuttles during Stagecoach (up from 7,500 in 2013).

The drop-off/pick up area was again located at Avenue 52 and Madison Street. This segment of the operation, which also sees a heavy flow of pedestrian and bicycle traffic heading to and from neighboring La Quinta residences, flowed well again this year. The taxi area was moved to Avenue 49 and Monroe Street, resulting in a noticeable reduction in traffic at Avenue 52 and Madison Street, though flow was still heavy at times.

Overall, traffic flow on streets surrounding the venue flowed well during the festivals with many of the surrounding streets seeing minimal, if any, traffic delays.

Hours of Operation:

The agreement between Goldenvoice and the City of Indio identifies specific ending times for the festivals, including a noise curfew for the camping area. With exception to an

isolated music issue in the camping area the Thursday/early Friday morning prior to the Stagecoach Music Festival, the camping noise curfew time was adhered to and concert ending times were complied with.

Noise:

Goldenvoice again retained a consultant this year to monitor the noise level at the four perimeter intersections. Monitoring information from each of the stations was available real time via a webpage. In summary, the monitoring identified that maximum noise level was not exceeded during the three weekends. A report is forthcoming that will identify noise levels during the three festival weekends and compare this information with what was reported in 2012 and 2013.

In addition to monitoring provided by Goldenvoice, staff also conducted spot noise level checks at multiple locations in La Quinta throughout each of the three festival weekends. Venues were loud at times, particularly during the two Coachella weekends, which resulted in a number of complaints that were primarily received during the late evening/early morning hours.

Security:

Goldenvoice again provided financial assistance to several homeowners' associations for private security to be established at multiple La Quinta communities in close proximity to the venue. There was a visible presence of private security officers at several of the surrounding gated communities (Rancho Santana, Carmela, La Cantera, Polo Estates, Mountain View, Codorniz). In addition to private security, Goldenvoice also once again provided financial assistance for additional La Quinta Police officers to be available during the festivals. These officers were dedicated to patrolling the La Quinta area neighboring the venue and responding to matters associated with the concerts.

Special Events:

In addition to the Goldenvoice concerts, two special events were held in La Quinta. During the first week of Coachella, events were held at the Chateau at Lake La Quinta Inn (Time Warner) and at the Merv Griffin Estate (Soho House). Both events were approved by the City, with each adhering to the prescribed conditions of approval. Police resources were called in to assist with a crowd gathered near the Chateau at Lake La Quinta due to celebrities attending the event.

Summary:

Improvements continue to be made to the festivals, which are reducing most impacts upon La Quinta residents. The number of complaints received this year is down from previous years. Staff will continue to work closely with Goldenvoice and City of Indio representatives to further address impacts associated with the concerts.