

# GUIDING PRINCIPLES DESCRIPTION

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## In the Future, Coachella Will Be...

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### A Distinct City within the Valley

Coachella will be distinct from the other cities in the Coachella Valley. The City will be an authentic California Desert Town that has strong traditional elements. The City will be comprised of healthy, walkable neighborhoods that are different from the conventional subdivisions that populate the Valley and in high demand by transplants to the Valley. With this distinct character and its geographic location, the City becomes the eastern Gateway to the Coachella Valley.

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### A Complete City at Each Stage Of The Growth Cycle

Coachella will be a complete City at the conclusion of each economic cycle. The City will grow incrementally over time in a way that maximizes investments, enhances connectivity and efficient land use, and saves costs for the City, growing in a scalable manner that provides complete neighborhoods, complete streets, and a complete City over the course of each economic cycle. With major development opportunities within the heart of the City and on its eastern edge, the next phase of development will concentrate development in the areas around Avenue 50 and 52. New development will generally be contiguous (or proximate) to existing development and leapfrog development will be avoided.

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### A Complete City Where the People Of Coachella Can Live, Work, and Play

Coachella will be a complete City. The people of Coachella will be able to have all of their day to day needs met within the City. This includes food, medical care, employment, and entertainment.

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### A City with A Range Of Housing For Multiple Generations, Cultures, and Incomes

Coachella will have a range of housing types. The City will have homes for people across generations, cultures, and incomes. This will help reinforce the community's economy and increase social equity by providing opportunities for people and families across income levels to live and stay in Coachella, changing from one housing type to another as their needs and means change over time.

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### A City with Neighborhood-Scale Retail

Coachella will have thriving, neighborhood-scale retail. As a full-service city, Coachella will offer a diversity of retail services. There will be a series of neighborhood shopping nodes, or "Village Centers" located throughout the city. These Village Centers are smaller, compact, and walkable retail nodes and include food markets, restaurants, cafes, professional services (such as tax preparers) and neighborhood convenience uses and will serve to provide the community members with their everyday needs. The Village Centers will be attractive, connected via sidewalks and bike tails to neighborhoods and, in some locations, include high-density housing.

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### A City with Downtown as Its Heart

Coachella's downtown will be the virtual heart of the City. Coachella's downtown plays an important role in giving the City a sense of place and a location for community and civic gathering, and its continuing viability will play a large role in Coachella's future success. A vision for the downtown was developed through the Pueblo Viejo Concept Plan, and implementing this plan is a priority for the City. In general, the downtown should focus on civic, arts and residential uses, including the new city hall, an expanded library, a senior center, medium- and high-density housing, and other similar uses. New restaurants should also be located in the downtown area to serve both daytime employees (in the office/R&D district to the east) and also create a city-wide and regional dining destination.

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### A Healthy City

Coachella will be a healthy city. Coachella envisions a future which includes thriving physical, emotional, and

spiritual health for the entire community. Neighborhoods will provide opportunities for residents to improve their physical and mental health while meeting daily needs – walking to the store, meeting friends, bicycling to school, taking transit to work, and having access to nutritious and affordable foods that can be purchased or grown in the neighborhood. The City will find innovative solutions to ensure its streets, parks, and public spaces are safe, accessible, and inviting for all users. There will be ample choices for walking, bicycling, team sports, and exercise programs for people of all ages, and positive social interaction in public spaces.

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### **A Parks Rich City**

Coachella will be a City of inviting parks and open space. The future of the City includes a significant amount of parks, open space and other public spaces. These uses should be dispersed throughout the City and connected to each other via a trail network and a network of “green streets.” Specific ideas for this include new, major recreational facilities for soccer, football and baseball, a network of small- and medium-scaled neighborhood parks, and multi-use recreational trails along the Whitewater Canal and the All American Canal with southwest-northeast fingers that run towards the hillsides northeast of the City. The downtown, employment districts, and village centers will include plazas and town squares that can serve as meeting places for residents and visitors. Additionally, the City will capitalize on environmental constraints like faults, channels, and liquefaction and landslide zones to achieve these open space and park objectives.

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### **A Walkable City**

Coachella will be a walkable community where neighborhoods will have many amenities within easy walking distance of homes. The pedestrian environment is safe and inviting and residents, including the young and the old, have equal pedestrian access to everyday service and destinations.

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### **A City with Multi-modal Streets and Transit Ready Places**

Coachella will have a balanced, multi-modal transportation system and neighborhoods that are ready for transit. Streets will be planned and designed to accommodate multiple modes, prioritizing community design that fosters accessibility to transit. These will be planned to accommodate future Bus Rapid Transit, have safe bicycling, and will be pleasant to walk along. Walking and cycling amenities will be organized in a highly connected network. Street types and neighborhood types are designed in tandem to reinforce community character and the balanced operations of multiple modes of transportation.

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### **A Connected City**

Coachella will be a highly accessible community. The future roadway network will allow dispersed road access with many route choices across the City, instead of concentrating traffic on a few major arterials. This means that direct east-west and north-south roadways should be spaced every quarter or eighth of a mile and that all development projects – residential and non-residential – should be planned to encourage connectivity through the project. Given that the City will grow from a small town into a medium sized City, plans should be made now for a comprehensive network of transit, bike paths and other non-driving options. This will ensure access and mobility for all age and income levels, more active lifestyles and will address the growing concern over global climate change.

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### **A City of Education and Learning**

Coachella will have great opportunities for lifelong learning. The City will provide great access to education within the City. Better access to education and public services will increase social equity in Coachella and support economic development. Great educational opportunities and a highly trained workforce will increase the City's economic opportunities. Siting and constructing the College of the Desert within Coachella expands the local offerings for training and lifelong learning. And a new university near Downtown would expand the City's potential for research and development-based industries.

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### **A City with High Standards For Improved Living Conditions**

Coachella will have development that reflects its high standards. The City has a clear vision of a highly desirable community with beautiful, livable neighborhoods. To achieve this vision and an improved standard of living, every

development project must meet the City's high standards for quality of design and building construction.

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### **An Entertainment Destination**

Coachella will be a regional entertainment destination. Entertainment uses will play an important part in Coachella and will be comprised of regional entertainment draws such as casinos, sports complexes, resorts, destination retail districts, arts and cultural venues and perhaps even a theme park. These regional entertainment uses will help establish Coachella as a destination in both the Coachella Valley and Southern California. These entertainment uses will also serve to function as gateways to Coachella, welcoming new visitors to the City.

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### **A Haven for Arts And Culture**

Coachella will be a haven for arts and cultural activities. The City has a rich history and its strong cultural traditions are reinforced through the community's development. Art is integrated into public places, enriching community centers and streetscapes and supporting local artists. The emphasis on culture attracts small galleries, a performing arts theater, and a local cultural history museum.

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### **A Diverse Economy and Jobs Center**

Coachella will have a diverse, resilient economy. Developing a strong economy is tantamount to the future success of the City. The economic and employment vision calls for transforming the City from a two-industry town (agriculture and gaming) to a city with great diversity of economic activity and uses. These uses will include small manufacturing and other business support industries, large-scale industrial, office and professional, resort- and entertainment-related services, research and development, health care, retail, and auto-related uses. In addition to providing jobs for a large portion of the community, the diverse economy will also be a resilient economy that is able to withstand the ebb and flow of regional and global economic cycles.

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### **A Fiscally Sustainable City**

Coachella will be a fiscally sustainable fiscal city. Through measures designed to capitalize on the City's natural values and raise property values, strategies to improve average household income, and efficient infrastructure and community building patterns, Coachella will be a fiscally healthy city. The City will make sound development decisions, logically phasing new development in an affordable manner.

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### **A City with Sustainable Agriculture**

Coachella will have a healthy, sustainable agricultural economy. Agriculture has always been a primary component of the City, providing jobs, major economic activity, and defining community characteristics. Agriculture has the potential to continue to play an important role in the City's economy, but can only do so if this important economic resource is managed appropriately. By concentrating the next wave of growth between Avenues 50 and 52, the City's agricultural base can remain largely intact, supporting the greater agricultural economy in the valley.

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### **A City with Rich, Healthy Natural Resources**

Coachella will preserve its natural areas. Coachella has stunning views of the hillsides, the verdant agricultural fields, the amenities of the Canal and the Whitewater Channel, and sensitive species habitat. The City also straddles the San Andreas fault, which, in turn, helps define the extreme topographical differences within Coachella. The natural amenities provide great value to the City, through economic activity and through aesthetics. By respecting and preserving these amenities, the City creates value in its neighborhoods, preserves its economy, protects its citizens, provides regional access along recreational trails, and conserves for future generations.

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### **A City that Preserves and Values its Rich Heritage**

Coachella will preserve its heritage. Coachella is an old town with a rich history. The preservation of its resources is essential to maintaining the sense of traditional continuity and community pride as the City grows. As new development comes into the City, community heritage is taken into consideration and reflected in the design of the buildings, neighborhoods, and streets.

## **A Civically Active Community**

Coachella will be a civically active community. Coachella has a long history of an active populace, producing advocates and strong community leaders. The notion of democracy and participation in public process is a strong tradition in Coachella and played a strong role in the development of the General Plan. The City and its community leaders will continue to foster this process of open dialogue, public process, and democracy, maintaining the tradition of participation in civic affairs.

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## **A Network of Neighborhoods, Districts, and Corridors**

Coachella's original town structure, as with many pre-automobile towns, was organized around the concept of walkable neighborhoods, districts, and corridors. And while this concept has been largely overlooked in favor of conventional suburban development approaches, the organizational framework is a useful and valid one to this day. Through the General Plan Designation Map, the General Plan Designations, and the circulation network, the General Plan will guide the development of the City around these fundamental community building blocks. The Neighborhoods, Districts and Corridors concept provides an organizational framework for understanding Coachella and for describing its existing and future community structure.

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### *Neighborhoods*

Like any great city, Coachella has developed around the basic unit of the neighborhood. A true neighborhood is not a subdivision but rather a unique and identifiable area designed around a neighborhood center with a pedestrian-friendly mix of uses and a range of housing types for people in all stages of life. In truth, the walkable neighborhood is the fundamental building block of the best towns. Neighborhoods are often defined as the area within a quarter mile walking distance from the center to the edge, within which most residents can walk to meet their daily needs. Neighborhoods are also often bounded by physical characteristics, such as major roadways or railroads. However, it is also common for neighborhoods to have overlapping boundaries, especially as these boundaries are perceived by residents. Thus, specific boundaries for individual neighborhoods are not identified in this General Plan.

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### *Districts*

Districts are areas of higher intensity development located throughout the City. They often consist of unique streets or areas emphasizing specific types of activities or characteristics and are not intended or desired to become neighborhoods. Districts are important activity centers that include residents, but also serve to draw employees, shoppers and visitors to the City. The design and desired land use mix of Districts varies from area to area. Some will create a pedestrian- and transit-oriented environment. They will incorporate some mixed use residential development at a higher density than the surrounding areas. The Districts will serve as a focal point for new housing to help meet anticipated growth in population. Other Districts are designed to be primarily job centers. They will naturally have more of a focus on commerce, and may be less conducive to a pedestrian environment. At the same time, a certain number of mixed uses would be allowed in such Districts and a pedestrian- and transit-friendly environment would be encouraged wherever feasible.

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### *Corridors*

Corridors are the major transportation thoroughfares and access routes in the City. Corridors also include the parcels fronting the roadway and may be several parcels deep to allow for significant redevelopment opportunities. They serve both as boundaries and transition areas between Neighborhoods and Districts and as places that knit the community together by creating destinations for residents as well as visitors from across the region, buffering the neighborhoods from the noisy and activity of busier streets and with uses that benefit neighborhoods but may not be desirable *within* the neighborhoods. This General Plan seeks to transform Corridors from features that divide the community into areas that bring people together. Corridors should be attractive, contain a diverse mix of uses – including residential uses at higher densities than currently exist – provide safe travel for pedestrians, bicycles, transit vehicles and automobiles, and enable people and goods to circulate with relative ease.