

# 04 | LAND USE + COMMUNITY CHARACTER

## INTRODUCTION

This Element provides a long-term vision, goals and policies for land use and development in Coachella over the next 20 to 30 years. Over this time, Coachella is expected to grow significantly and transform from a small town to a medium sized city. Coachella will become a community of walkable neighborhoods, tied together by multi-modal transportation corridors and interspersed with vibrant districts for shopping, working, entertaining and commerce. The walkable neighborhoods will have a diverse mix of housing and will be in close proximity to shopping and services so the majority of one's daily needs are a short walk away. Downtown will grow and expand to serve as the cultural and economic hub of the City with a variety of retail, entertainment and office uses where residents of the region may shop and play. There will also be a significant number of new jobs in industrial areas near the airport, as well as office, and research and development space adjacent to downtown. The urban area of the City will also be supported by a vast network of parks, trails and open spaces.

While high level of growth is desired by the residents and elected officials of Coachella, it also comes with a unique set of challenges that includes maintaining the small-town character, paying for infrastructure, public facilities and services and ensuring the growth improves the quality of life for residents and the economic environment for businesses. Given the amount of development that will occur and the large geographic area of the City, the Element balances the need for long-term flexibility with necessary regulations to meet the City's vision.

The goals and policies in the Land Use and Community Character Element are critical to the overall success of the City. Thus, it goes beyond typical land use element requirements prescribed by California. In addition to regulating land use and development intensity, the Element also regulates the form and character of development that will occur and the connections between development projects. There are also regulations for the provision of the necessary public facilities and services to create the high quality of life desired by the residents of Coachella. However, the regulation of land use is highly flexible to allow for changes in economic and demographic conditions over time. This balance of flexibility and regulation will ensure project sponsors have a high degree of control of what is proposed and the City develops as a network of high-quality neighborhoods, retail areas and employment centers.

## ORGANIZATION OF THIS ELEMENT

The Land Use and Community Character Element is organized into the following sections:

- **Our Community's Goals:** This section includes a brief summary of the overall goals and direction of the Element.

- **General Plan Designations:** The General Plan Designations are one of the most important components of the General Plan because they identify the intended future land use, development intensity and development character for the entire City. The designations are divided into six base designations: Ranchos, Neighborhoods, Centers, Districts, Specific Plans, and Public. This section includes descriptions of designations, a designation map, a summary table of regulations and requirements and a description of the master planning process for new development projects.
- **Subarea Descriptions:** For planning purposes and to ensure the City has unique and distinct areas, Coachella is divided into 17 distinct subareas. Each subarea includes an overview of the existing conditions of the area, a vision statement for the area and specific policies that guide future development in the subarea.
- **Goals and Policies:** This section includes broad goals and policies for land use and community design topics that apply to the entire City.

## OUR COMMUNITY'S GOALS

The General Plan is designed to be a transformative vision for the future of Coachella through the year 2035 and beyond. It provides guidance not just for day-to-day planning decisions but for how these individual decisions should move the City toward a new future.

During the General Plan update process, the citizens of Coachella, along with the City Council and Planning Commission, provided their ideas for what Coachella should look like in the future. They identified the unique aspects of the City as well as the vision for the growth as Coachella transforms from a small town into a medium-sized city. As part of this process, the community identified key land use and community design concepts, described below, which are the foundation for both the City's future land-use vision, the development of General Plan designations and for the specific goals and policies contained in this Element, as well as elsewhere in the General Plan.

To achieve the community's vision as presented in Chapter 3 of the General Plan, the Land Use and Community Design Element is organized around the following broad goals.

- **Grow into a medium sized City while preserving small town character and identity.** The City is expected to grow from approximately 40,000 people in 2010 to upwards of 150,000 by 2035 and more growth is envisioned for the City beyond 2035. As the City grows, there is a strong desire to preserve the small-town character and identity while also becoming a full-service city. Allowing for growth while maintaining the character of the community is a critical goal of the plan.
- **Preserve cultural and ethnic heritage.** The City is culturally diverse with a rich heritage. While the City will change over time, the community desires that maintaining cultural and ethnic diversity be a priority of the City.
- **Create walkable and interconnected neighborhoods.** Neighborhoods are the building blocks of cities and the residents of Coachella desire those that are walkable, attractive and near goods and services.
- **Create neighborhood-oriented retail centers.** Interspersed between neighborhoods should be retail and commercial centers that provide daily goods and services for residents within a walking distance of most homes. The centers should be designed to be easily accessible from neighborhoods and have a walkable, main street character.

- **Revitalize the existing City.** While the City will grow and change over time, care and attention must be given to the current residents and businesses and the existing built environment. This plan calls for a revitalization and improvement of the City's character and infrastructure. Projects such as streetscape improvements, attracting new uses and revitalizing the downtown and the major transportation corridors will enable Coachella to move toward becoming a complete city.
- **Define the form and character of new development.** Moving forward, the City will use urban design to differentiate Coachella from its neighbors. There are standards and guidelines for how the City – its neighborhoods, centers and districts – should look, feel and function.
- **Make the City connected and multi-modal.** Connectivity for pedestrians, cyclists, transit and vehicles is a critical component of a livable and sustainable city. While much of the plan is flexible and visionary, this plan includes specific standards for how areas of the City should link to one another and how individual development projects should be connected internally and externally.
- **Preserve the natural beauty and scenic quality of the City.** The City is located in an area of striking natural beauty. While the landscape will be altered with future development, the views of the mountains and the rural, agricultural character should be respected. In general, the natural topography of the hills should be maintained, some of the existing agricultural uses should be preserved or integrated into the landscape and views of the surrounding mountains should be maintained.
- **Provide public facilities and services to improve the quality of life.** As the City grows, it is essential that quality public facilities and services be provided for residents. This includes parks, civic buildings, community centers and programs, such as athletic leagues. Providing services at the time development occurs, and requiring developers pay for their fair share of the costs, is an important part of transforming Coachella into a full-service city.
- **Revitalize and expand the Downtown.** The Downtown is the heart of the City and should be supported, revitalized and expanded to accommodate Coachella's growing population. Arts and cultural activities, civic uses and destination retail and shopping should be focused here. Festivals and farmers markets should occur Downtown whenever possible and the Downtown can be expanded to become a hub of office and economic activity for the Coachella Valley.
- **Make Coachella a destination for tourism and entertainment.** Coachella should expand the number and variety of tourism and entertainment uses as the City grows and changes over time. While difficult to attract, such uses could include hotels, theme parks, sports complexes, performing arts venues and major retail centers.
- **Expand economic development opportunities.** As the City's population grows, so too should the number and diversity of jobs. Over time, the job base should expand considerably so Coachella is not just a bedroom community but is also a thriving job center and a major hub of commerce in the Coachella Valley. There should be a diversity of jobs that match the diversity and skill level of its residents. Supplementing this should be an educational system – including a college or university – and vocational training to improve the socio-economic conditions of Coachella residents.
- **Improve the fiscal health of the City.** As the City and its economy grows and diversifies over time, the fiscal health of Coachella should also improve. New development should pay its own way and all decisions should be made with an understanding of the overall, long-term fiscal health of the City.
- **Allow for creativity and flexibility in development and growth.** Coachella is going to grow considerably over time and the exact location of each use is difficult to predict. Thus, this plan provides for significant flexibility in the location of new uses. This will allow developers to define

the range of new uses in their projects so long as it conforms to the overall vision of the City and the vision of the subarea where the project is located.

## GENERAL PLAN DESIGNATIONS

State law requires that General Plans identify the future intended land use in the City and the allowable density or intensity of development. The General Plan designations are developed to provide a vision of the organization of uses in the City and a flexible structure to allow for changes in economic conditions and community visions. Further flexibility is added in the General Plan to account for the large amounts of undeveloped land that may be converted into urban uses as Coachella grows from a small town to a medium-sized city by 2035.

The General Plan designations are organized into six base designations. A description of each is below and summarized in Table 3-1 and Table 3-2:

- **Ranchos.** These rural areas include space for agriculture and low density residential development. The preservation of agriculture in viable sizes for continued agricultural production is critical as the City urbanizes over time.
- **Neighborhoods.** Neighborhoods are the basic building block of great cities and this General Plan identifies a range of neighborhood types. The vision of the plan is to create complete, compact and connected neighborhoods that provide a high quality of life for residents.
- **Centers.** Centers are the primary places of commerce, neighborhood-serving retail, arts and culture and civic activities. There are a variety of centers ranging from walkable, mixed-use Neighborhood Center to Downtown to higher intensity employment areas. Centers are characterized by the urban and walkable character and their mix of uses.
- **Districts.** Districts are areas of the City that are more single use and automobile-oriented. The Districts include large format retail and commercial areas, industrial areas and resorts. These areas are critical to the overall economic prosperity of the City but have a lower level of design regulation and pedestrian-orientation than other areas of the City.
- **Specific Plans.** These areas are approved Specific Plans. In these areas, the Specific Plan defines the land uses and development intensity. As approved Specific Plans are updated or modified, they should conform to the vision and policies in this General Plan.
- **Public.** This category of designations is for a range of public facilities and uses including parks, public buildings and preserved open spaces.

Within the six base designations there are 16 General Plan character designations, each of which is described in the next section.

In addition to the required information on allowed land use and intensity of development, the General Plan character designations provide more detailed information on the built form and character of the uses than is typically found in a general plan. With the exception of the Public and Specific Plan designations (which are described more generally), each designation has policy guidance on:

- **Intent and purpose.** This describes the overall purpose of the land use designation.
- **Intended physical character.** This describes the intended physical form and character that new development will take.



- **Allowed land uses.** The allowed land uses are generally described. Additional detail on specific land uses is provided in a separate table that follows the land use designation descriptions. (See Table 3-1.)
- **Development intensity.** The intensity of development as measured in dwelling units per acre for residential development and floor area ratio (FAR) for non-residential development.
- **Network and connectivity.** This includes descriptions and metrics for ensuring a high level of connectivity in the transportation system.
- **Street design.** A description of the roadways desired in each designation is included. This description works in concert with the policies and street types in the Mobility Element.
- **Parks and open space.** This includes descriptions of the range of parks and open spaces desired. Additional detail on specific park types is provided in a separate table presented in the Sustainability and Natural Environment Element. (See Table 6-1.)
- **Urban form guidelines.** This includes information on the overall urban form of the designation including lot coverage, building frontages, parking location and access and allowed building types.

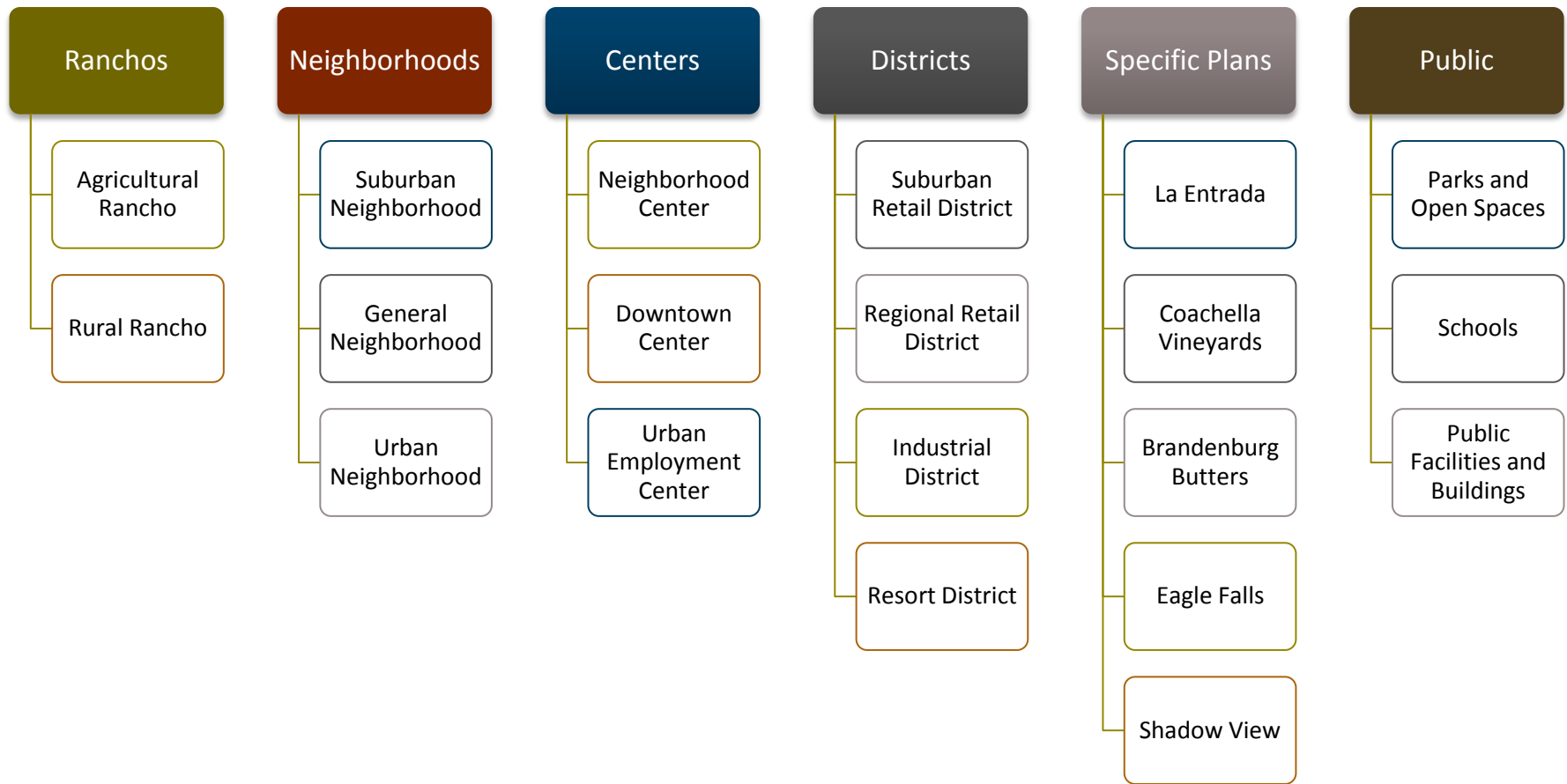


Figure 3-1: General Plan Base Designations and Character Designations.

# RANCHO DESIGNATIONS

Rural and agricultural areas are part of the history and heritage of Coachella and are important aspects of the community's image and identity. These land use designations are intended to preserve agriculture in the City for economic development and aesthetic benefits. This category also allows for rural development, both in a common pattern of homes on large parcels and in developments with homes clustered together and surrounded by preserved open space. Based on these characteristics, the General Plan contains two Rancho designations: Agricultural Rancho and Rural Rancho.

## AGRICULTURAL RANCHO

### INTENT AND PURPOSE

The Agricultural Rancho designation provides areas for productive agriculture uses in the City. Agricultural areas provide for active uses such as date farms, field crops or grapes. In some cases, this designation also encompasses other working lands that provide an open space benefit or are in other ways a non-urban land use, such as mining. These rural environments – and the natural and agricultural systems that define them – are intended to be preserved in perpetuity and may not be converted for urban use.

### INTENDED PHYSICAL CHARACTER

Areas with this designation are undeveloped except for rural roads providing access and buildings related agricultural production.

### ALLOWED LAND USES

Allowed uses include agricultural lands and small amounts of accessory uses that support the agricultural use. Agricultural uses include housing for farm owners and workers, equestrian stables, barns and sheds for packaging, processing and selling produce grown on site. In certain cases, mining is also allowed.

### DEVELOPMENT INTENSITY

DU/AC = 1 unit per parcel or 1 unit per 40 acres, whichever is smaller.  
Commercial = 0.01 FAR max.

### NETWORK AND CONNECTIVITY

"Blocks" defined by public roads through these environments are very large – in some cases 1 mile by 1 mile or ½ mile by ½ mile, in some cases transected by private roads – paved and unpaved – and by trails to the extent necessary for access. Some dead end roads may be warranted to preserve existing topography and/or natural environment.

### STREET DESIGN

Streets accessing these properties are rural in character, with:

1. Paved and/or compact aggregate pedestrian and multi-use trails – generally separated from the roadway – in lieu of sidewalks.
2. Compacted shoulders in lieu of on-street parking lanes.

3. Open drainage swales (ditches) in lieu of curb and gutter improvements.
4. Minimal or no street lights.

## PARKS AND OPEN SPACE

This designation is intrinsically an open space designation, so no additional open-space requirements are necessary.

## RURAL FORM GUIDELINES

1. Parcels are large, ranging from 40 acres to several hundred acres.
2. Grading is strictly limited to the bare minimum necessary for access or cultivation. Buildings conform themselves to the natural terrain.
3. Buildings are generally set back from roads with deep front, side and rear setbacks. Frontages are generally defined by rustic, open fences.
4. Building heights are generally one to two stories and in some cases 2 ½ stories with a partial third floor under the roof on larger lots. In the case of agricultural barns and buildings, structures may be taller and the equivalent of multiple stories.



Existing farmlands in eastern Coachella.



Very large blocks are acceptable in Agricultural Rancho designations.



Cultivation is an integral part of the Coachella heritage and economy.



Buildings should be agricultural in character and design.

Figure 3-2: Examples of Agricultural Rancho character

## RURAL RANCHO

### INTENT AND PURPOSE

The Rural Rancho designation accommodates low intensity residential development within a preserved rural landscape. These areas are intended to serve as a buffer between Agriculture and any of the urban designations of this Plan or as the edge of the urbanized City.

### INTENDED PHYSICAL CHARACTER

Dwellings and their accessory buildings are integrated into the natural or agricultural landscape and don't fundamentally alter that landscape. Residences may be distributed throughout the landscape on large lots or may be clustered as a village.

### ALLOWED LAND USES

Residential primarily, except for home occupations, and uses accessory to agricultural cultivation.

### DEVELOPMENT INTENSITY

DU/AC = 0.4 (1 unit per 2.5 acres) – 1 DU/AC

FAR =  $n/a$

### NETWORK AND CONNECTIVITY

"Blocks" defined by public roads through this rural environment are large, up to ¼ mile by ¼ mile, in some cases transected by private roads – paved and unpaved. Some dead end roads may be warranted to preserve existing topography and/or natural environment.

### STREET DESIGN

Streets accessing these properties are rural in character, with:

1. Paved and/or compact aggregate pedestrian and multi-use trails – generally separated from the roadway – in lieu of sidewalks.
2. Compacted shoulders in lieu of on-street parking lanes.
3. Open drainage swales (ditches) in lieu of curb and gutter improvements.
4. Minimal or no street lights.

### PARKS AND OPEN SPACE

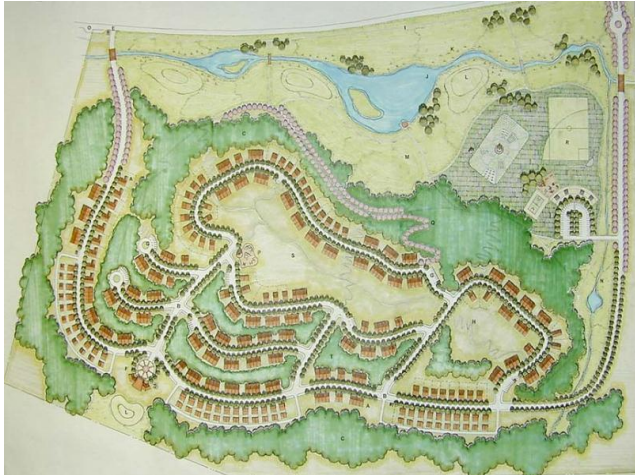
1. Neighborhood Parks and Mini Parks, such as tot-lots, are required as part of rural development projects.
2. Community Parks may be located in limited amounts throughout these areas.
3. Areas should be connected to the urban parts of the community through multi-use trails and greenways.
4. Nature, as exemplified by agriculture and open space, is acceptable, as well, when resource conservation is a priority at a given site.

### RURAL FORM GUIDELINES

1. Parcels are large with low building coverage (generally less than 10 percent), except for rural cluster development (where parcels are smaller and clustered in order to preserve large open space areas for common use, public use and/or natural preservation).



2. Grading is strictly limited to the bare minimum necessary for access or cultivation. Buildings conform themselves to the natural terrain.
3. Buildings are generally set back from roads with deep front, side and rear setbacks to maintain the rural character. Frontages are generally defined by rustic, open fences.
4. Buildings are limited to single family houses, accessory second units and agricultural barns and sheds.
5. Building heights are generally one to two stories and in some cases 2 ½ stories with a partial third floor under the roof on larger lots. In the case of agricultural barns and buildings, structures may be taller and the equivalent of multiple stories.



Cluster pattern achieved through “conservation subdivision” design (Source: University of Idaho Junior Design Studio).



Rural Rancho houses have deep setbacks with rustic fencing.



Clustered development allows for substantial open-space preservation (Source: Capitol Development Design).

Figure 3-3: Examples of Rural Rancho land use character.

# NEIGHBORHOOD DESIGNATIONS

Neighborhoods are the basic building blocks of a livable and sustainable Coachella. A Coachella neighborhood – as defined in this Plan – mixes a variety of residential types within a walkable network of green streets and parks, well-connected to parks, schools and neighborhood centers to serve daily shopping needs. Almost all of Coachella’s residents live in neighborhoods, which must provide safe, attractive and comfortable places to live and play. The neighborhood designations presented below call for the development of such traditional neighborhoods throughout the City. The design character and mix of residential types will vary by neighborhood and by location within town, but all neighborhoods should have the following common characteristics:

- A diversity of housing types.
- A diversity of architectural styles.
- A variety of attractive, green, walkable streets that provide a safe environment for pedestrians, bicyclists and children.
- A focus on a public amenity, such as a park, school or civic or recreational center.
- Comfortable walking and biking access to a neighborhood center with basic commercial amenities, such as shops and restaurants.
- A street network designed to provide abundant routes within the neighborhood – and connecting to adjoining neighborhoods, districts and corridors – for walking, biking and short car trips.

Neighborhoods with these simple, timeless characteristics have generally proven to be the most desirable living environments in cities throughout California over the past century, holding their value through economic downturns and enjoying multiple cycles of reinvestment and renovation. The conventional, automobile-oriented residential development patterns that have been prevalent in recent years in the Coachella Valley, and Southern California at large— such as those with gated subdivisions, cul-de-sacs, treeless walled arterial streets, and limited connectivity to adjoining neighborhoods and amenities – do not support the active, healthy lifestyles that Coachella envisions for its future.

Based on these characteristics, the Coachella General Plan identifies three designations for the creation of neighborhoods within the City. These are:

1. **Suburban Neighborhood.** Predominantly single family residential housing types.
2. **General Neighborhoods.** A mix of single-family and multi-family housing types with good non-motorized access to a range of civic and commercial amenities.
3. **Urban neighborhoods.** Predominantly – although not exclusively – multi-family housing types with very good non-motorized access to a wide range of civic and commercial amenities located at the edges and/or within the mixed-use fabric of the neighborhood.

Many existing residential areas of Coachella do not meet the criteria identified here, and most are valued by the residents who call them home. However, their long-term value and livability may be further enhanced by the introduction of selected elements of this vision for Coachella’s neighborhoods over time. Improved landscape, pedestrian and bike facilities along with enhanced access and connections to nearby civic and commercial amenities should be considered in particular.



## SUBURBAN NEIGHBORHOOD

### INTENT AND PURPOSE

Suburban Neighborhoods provide a lower intensity, quieter, family-living environment but are still well connected to surrounding neighborhoods, retail areas as well as natural and agricultural open spaces. Because Suburban Neighborhoods are less compact than General Neighborhoods, they are inherently less walkable and amenities such as parks, schools and convenience retail are farther from most residences. Accordingly, greater accommodation is provided to the automobile in these Neighborhoods, and greater attention must be paid to bike routes.

### INTENDED PHYSICAL CHARACTER

Suburban Neighborhoods provide a more naturalistic, landscaped setting than General Neighborhoods, and tend to have larger lots, larger yards, larger setbacks, more landscaping and predominantly single-family houses.

### ALLOWED LAND USES

Residential only (except for home occupations).

### DEVELOPMENT INTENSITY

DU/AC = 2 – 8, with 5 DU/AC average for new projects

FAR = n/a

### NETWORK AND CONNECTIVITY

1. The street network should be well connected with walkable blocks – between 400 and 600 feet long in most cases. The maximum block perimeter should be 3,200 feet. Larger blocks or dead-end streets may be considered where the community design value of natural elements – such as waterways, hills or sensitive habitats – warrant compromise.
2. Neighborhoods must be designed with at least one through street every 800 feet, unless the community design value of natural elements – such as waterways, hills or sensitive habitats – warrant compromise. Considerations warranting such compromise do *not* include increasing the number of lots or reducing the connectivity within a neighborhood or adjoining neighborhoods.

### STREET DESIGN

1. Residential streets should be as narrow as practical to encourage slow, safe driving speeds, with curbside parking on both sides. Recommended curb to curb dimensions range from 34 to 36 feet, depending on expected traffic volumes.
2. Sidewalks (minimum of six feet) should be provided on both sides of the street, generally separated from the curb by a parkway strip least 6 feet wide or more.
3. Street trees should be planted approximately 30 to 40 feet apart – sometimes in uneven, naturalistic patterns – to provide a picturesque canopy to shade the yards and street while enhancing neighborhood character and identity. Broad canopied, deciduous trees are preferred near homes to provide shade in the summer and still allow heating and daylight from the winter sun.

### PARKS AND OPEN SPACE

1. Mini Parks and Neighborhood Parks should be integrated into the neighborhood, approximately a quarter-mile walk distance of at least 75 percent of the dwelling units. Other allowed park

types include Community Parks, Plazas/Greens, Linear Parks, Special Use Parks, Greenways/Trails and Nature.

## URBAN FORM GUIDELINES

1. Lot coverage generally does not exceed 40 percent.
2. Buildings should have generous front, rear and side yards.
3. The main entrance to the residence should be located within the front façade, accessed directly from the street and designed to welcome visitors.
4. Building heights are generally one and two stories, and in some cases 2 ½ stories with a partial third floor under the roof on larger lots.
5. Alleys are recommended for lots less than 60 feet wide to minimize dominating streets with garages. Driveways from the street should be as narrow as practical, and not more than 20% of the lot width within the front yard setback to minimize front yard paving.



Typical Suburban Neighborhood land use pattern.



Architecture appropriate to the Coachella context.



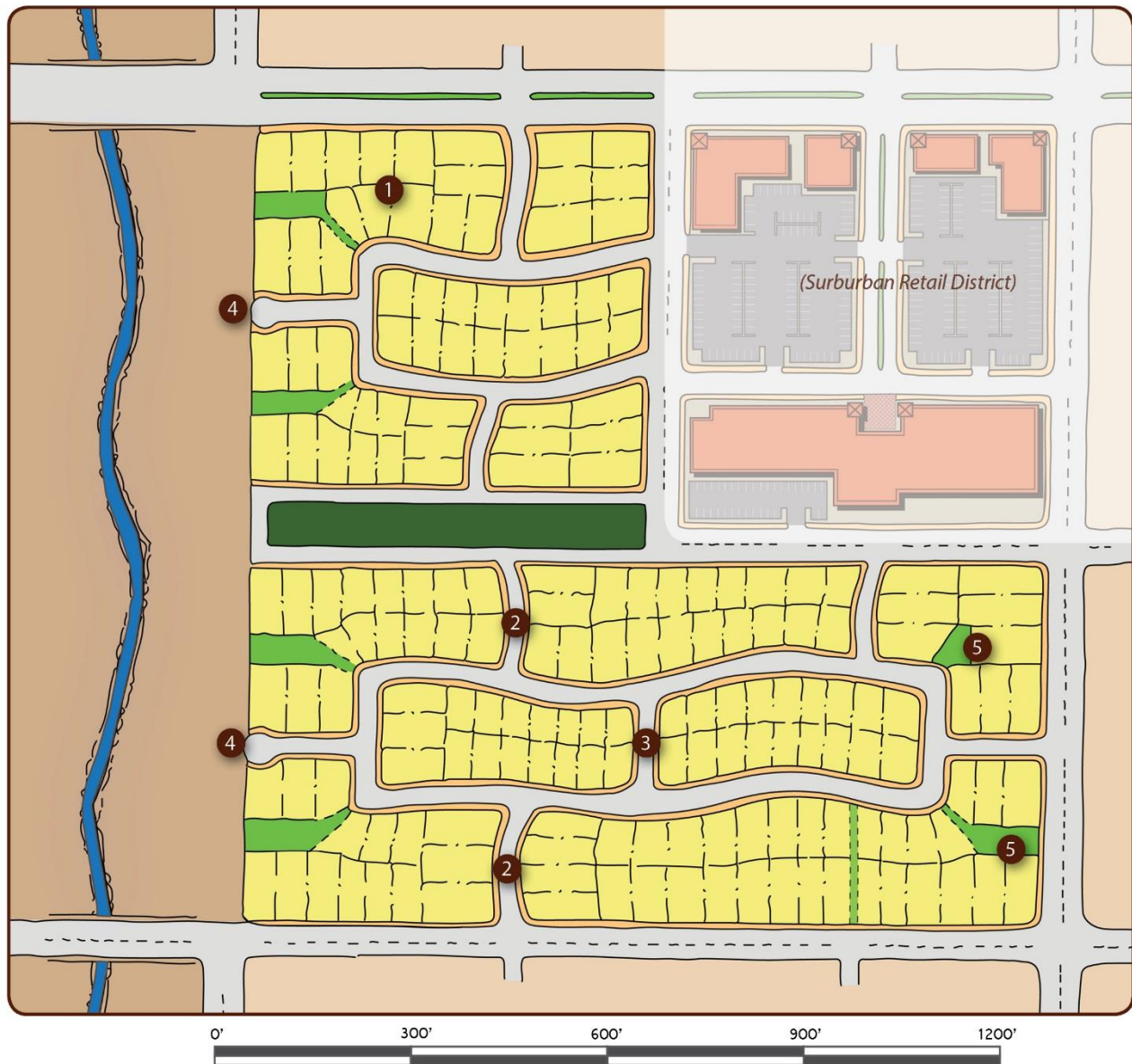
If alleys are not possible, design a frontage which minimizes the visual impact of the garage/driveway.



Generous front yard setbacks with planter strip between sidewalk and roadway.

Figure 3-4: Examples of Suburban Neighborhood pattern and character.

## Suburban Neighborhood



- 1 Predominantly detached single-family housing type.
- 2 Walkable blocks with through streets at regular intervals.
- 3 Sidewalks provided on both sides of the street.
- 4 Cul-de-sacs permitted if waterways or sensitive habitats exist.
- 5 Tot lots or mini-parks integrated into neighborhood,

Figure 3-5: Illustrative land use diagram for desired character and form of Suburban Neighborhood.



## GENERAL NEIGHBORHOOD

### INTENT AND PURPOSE

General Neighborhoods provide a diversity of housing that meets the needs of Coachella's many household sizes, incomes and lifestyle preferences. General Neighborhoods integrate a range of single- and multi-family housing options within a green, walkable neighborhood environment that offers parks and playgrounds for their residents and access to schools and basic shopping needs within a comfortable walk, bike ride or short drive.

### INTENDED PHYSICAL CHARACTER

The fundamental character of these neighborhoods is defined by tree-lined streets and small blocks, well-landscaped front yards and welcoming entries to each residence. Vehicular access and parking on each lot should not intrude into the front yards, primarily places for children to play and neighbors to meet. Although most of the residences are single-family detached houses, multi-family housing is also provided in "house-form" building types – such as duplexes, garden apartments and rowhouses – that are compatible in scale and character with houses. Large apartment buildings or complexes are not compatible with this sort of neighborhood setting.

### ALLOWED LAND USES

Residential only (except for home occupations)

### DEVELOPMENT INTENSITY

DU/AC = 7 – 25 DU/AC, with 12 DU/AC average for new projects

FAR = n/a

### NETWORK AND CONNECTIVITY

1. The street network should be well interconnected with pedestrian friendly blocks – between 400 and 500 feet long in most cases. The maximum block perimeter should be 2,400 feet. Larger blocks or dead-end streets may be considered where the community design value of natural elements – such as creeks, hills or sensitive habitats – warrant compromise.
2. Neighborhoods must be designed with at least one through street every 800 feet, unless the community design value of natural elements – such as creeks, hills or sensitive habitats – warrant compromise. Considerations warranting such compromise do *not* include increasing the number of lots or reducing the connectivity within a neighborhood or adjoining neighborhoods.

### STREET DESIGN

1. Residential streets should be as narrow as practical to encourage slow, safe driving speeds, with curbside parking on both sides. Recommended curb-to-curb dimensions range from 34 to 36 feet, depending on expected traffic volume. Narrower dimensions might be acceptable if approved by the city engineer and fire department.
2. Sidewalks (minimum of six feet) should be provided on both sides of the street, generally separated from the curb by a parkway strip at least six feet wide.
3. Trees should be planted approximately 30 to 40 feet apart to provide a canopy and shade to enhance neighborhood character and identity. Deciduous trees and those with broad, shading canopies are preferred.

## PARKS AND OPEN SPACE

1. Mini Parks and Neighborhood Parks should be integrated into the neighborhood, within approximately a ¼-mile distance of at least 75 percent of the dwelling units. Other allowed park types include Plazas/Greens, Linear Parks, Community Parks, Special Use Parks, Greenways/Trails and Nature.

## URBAN FORM GUIDELINES

1. Lot coverage generally does not exceed 50 percent.
2. Desired building types are Single-Family Houses, Duplex/Triplex/Quadplex, Multiplex/Efficiency Dwelling, Rowhouse/Townhouse, Garden Apartment and Urban Apartment.
3. Building are generally one and two stories, with some three-story buildings near a Neighborhood Center.
4. Buildings – except row houses – should have front, rear and side yards.
5. The main entrance to the residence should be located within the front façade, accessed directly from the street and designed to welcome visitors.
6. Vehicular access should be provided through an alley at the rear of the lot or a driveway to the street. Driveways from the street should be as narrow as practical – and not more than 20% of the lot width – to minimize front-yard paving.



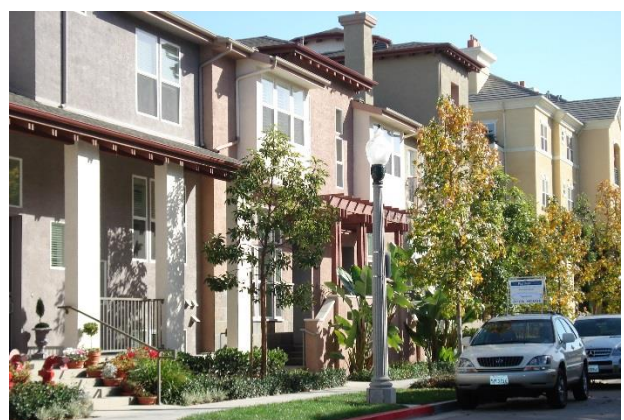
Duplexes provide a high quality street-fronting condition.



Two-story rowhouses are suitable to General Neighborhood.



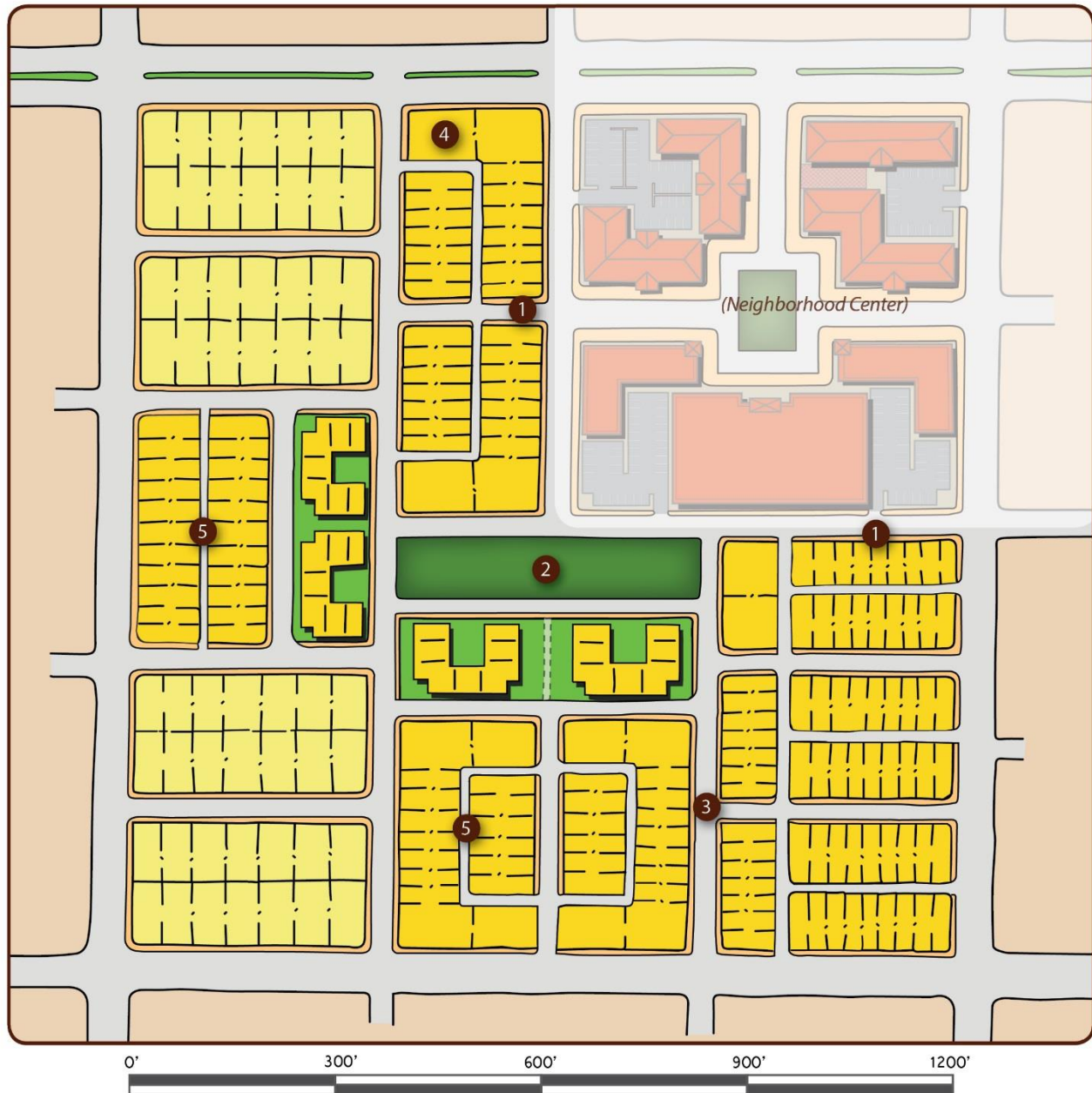
Bungalow courts are appropriate for a desired density of 7-25 DUA.



Alley-loaded townhouses face a narrow, residential street.

Figure 3-6: Examples of General Neighborhood form and character

## General Neighborhood



- 1 Diversity of housing in close proximity and well-connected to neighborhood center.
- 2 Neighborhood park located near the center of the community.
- 3 Well-connected street network with 200' x 350' blocks.
- 4 Multiplex/efficiency dwelling housing type fronting arterial.
- 5 Alley-loaded attached building types can be used for narrow lots.

Figure 3-7: Illustrative land use diagram for desired character and form of General Neighborhood.





Figure 3-8: Illustrative renderings of General Neighborhood form and character (Source: Sargent Town Planning)



## URBAN NEIGHBORHOOD

### INTENT AND PURPOSE

Urban Neighborhoods create a high-intensity, walkable, transit-ready neighborhood with a variety of types of housing - predominantly multi-family of various types. Urban Neighborhoods should be located in close proximity to high quantities of commercial, civic and recreational uses. The value of the Urban Neighborhood derives from its compactness, and the degree to which it allows a larger number of residents to live near one another, within easy walking distance of parks, schools, shops, transit and employment.

### INTENDED PHYSICAL CHARACTER

The design character of an urban neighborhood is defined by its buildings, with smaller setbacks and smaller yard area per household. This compression of more building and more activity into each block requires vehicular access, parking and services be provided primarily by alleys, to avoid degrading the pedestrian quality of the streetscapes. The design quality of public open spaces and private frontages is especially critical to making a comfortable living environment for neighborhood residents.

### ALLOWED LAND USES

Primarily multi-family residential. Support retail, office, civic and recreational uses may be allowed in limited quantities. Small numbers of single-family homes may be allowed.

### DEVELOPMENT INTENSITY

DU/AC = 20 – 38 DU/AC with 30 DU/AC average for new projects

FAR = 0.5

### NETWORK AND CONNECTIVITY

1. The street network should be highly interconnected with pedestrian friendly blocks, between 400 and 500 feet long in most cases. Block depths are generally 250 to 300 feet to allow space for alley-accessed parking at the rear of lots. The block perimeter should be no more than 2,400 feet
2. Neighborhoods must be designed with at least one through street every 800 feet, unless the community design value of natural elements – such as waterways, hills or sensitive habitats – warrant compromise. Considerations warranting such compromise do *not* include increasing the number of lots or reducing the connectivity within a neighborhood or adjoining neighborhoods.

### STREET DESIGN

1. Streets should be as narrow as practical to encourage slow, safe driving speeds, with curbside parking on both sides. Recommended curb to curb dimensions range from 34 to 36 feet, depending on expected traffic volumes.
2. Sidewalks (minimum of six feet) should be provided on both sides of the street, generally separated from the curb by a parkway strip at least six feet wide. On streets with multi-family housing, portions of the parkway strip may be paved to facilitate higher parking volume.
3. Trees should be planted approximately 30 to 40 feet apart to provide a canopy and shade to enhance neighborhood character and identity. Deciduous trees and those with broad, shading canopies are preferred.

## PARKS AND OPEN SPACE

1. Mini Parks and Neighborhood Parks should be integrated into the neighborhood, within approximately a quarter-mile distance of at least 75 percent of the dwelling units. Other allowed park types include Plazas/Greens and Greenways/Trails.

## URBAN FORM GUIDELINES

1. Lot coverage generally does not exceed 60 percent.
2. Buildings should generally have front and rear yards.
3. Desired building types are Rowhouse/Townhouse, Garden Apartment and Urban Apartment.
4. The main entrance to each building should be located within the front façade, accessed directly from the street and designed to welcome visitors.
5. Building heights are generally two to three stories.
6. Vehicular access should be provided through an alley at the rear of the lot or a driveway connecting to the street. Driveways from the street, when necessary, should be as narrow as practical – and not more than 18 feet wide.



Three-story apartment complex with a landscaped setback.



Narrow townhouses contribute to a dense, walkable place.



Garden multiplexes with common entrances and private yards.



Three-story modern townhouses with tuck-under parking.

Figure 3-9: Examples of Urban Neighborhood Form and Character

## Urban Neighborhood



Figure 3-10: Illustrative land use diagram for desired character and form of Urban Neighborhood Form.

# CENTER DESIGNATIONS

Centers are commercial areas with a compact and walkable environment and a mix of primarily non-residential uses. Some Centers are retail and service commercial oriented and provide concentrations of goods and services that residents of the nearby neighborhoods need for their daily lives. Others provide concentrations of jobs, civic and cultural uses. Multi-family residences may also be integrated into Centers, often on upper floors of buildings above ground-floor businesses.

This General Plan presents three different Centers, each with a slightly different character and non-residential intent. Retail-oriented Centers will vary in size but are generally located on larger, cross-town avenues, where they have the benefit of significant amounts of pass-by traffic as well as connections back into adjoining neighborhoods. In some areas near the middle of town, Centers may extend along major avenues in a form similar to strip commercial but with a stronger pedestrian orientation. There can be town-scale buildings that address the avenue and neighborhood streets that provide high quality pedestrian and bicycle connections to nearby residences. In such cases, the Centers become “corridors” (or linear Centers) that derive value from the traffic on the avenue while buffering the flanking neighborhoods from the busier corridor environment.

Like neighborhoods, the design character and mix of commercial types will vary by center and by location within town but all should have the following common characteristics:

- A diversity of architectural styles.
- A variety of attractive, green, walkable streets that provide a safe environment for pedestrians, bicyclists and children.
- Comfortable walking and biking access to nearby neighborhoods.
- An interconnected street network designed to provide abundant routes connecting to adjoining neighborhoods, districts and corridors – for walking, biking and short car trips.

Based on these characteristics, the Coachella General Plan identifies three designations for the creation of centers within the City. These are:

1. Neighborhood Center: Provides for a concentration of neighborhood-serving commercial businesses and civic amenities - often mixed with multi-family housing - within convenient walking or biking distance of nearby neighborhoods.
2. Downtown Center: Serves to bring the entire community together in a one-of-a-kind Coachella center that is the civic heart of the City. The hallmark of Downtown Coachella is unique local goods, services, culture and society.
3. Urban Employment Center: Provides for a range of employment uses to help expand and diversify the City’s economy and transform Coachella from a small town into a full-service city. These centers are the primary location for office and professional jobs, supported by retail, services and homes.



# NEIGHBORHOOD CENTER

## INTENT AND PURPOSE

This designation creates a concentration of commercial businesses and civic amenities—often mixed with multi-family housing—within convenient walking or biking distance of nearby neighborhoods. Centers provide gathering places for the residents of surrounding neighborhoods and are ideal locations for high-quality transit stops.

## INTENDED PHYSICAL CHARACTER

Generally located at the intersection of two major roadways, Neighborhood Centers balance the need to provide convenient access and parking for passing motorists with the need to provide a comfortable, walkable environment for shoppers and diners. Buildings face public streets (either the primary roadway or new internal streets) with attractive shopfronts designed to display merchandise, dining rooms,, patios and signage to passersby. Streets connect the center to adjacent neighborhoods and to the urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit.

## ALLOWED LAND USES

Primarily neighborhood-serving retail and services, with residential uses on upper floors of mixed-use buildings and in multi-family buildings at the edge of the center where it transitions to the adjoining neighborhood.

## DEVELOPMENT INTENSITY

DU/AC = 15 – 40

FAR = 0.5 – 1.5

## NETWORK AND CONNECTIVITY

1. Blocks may be large, up to 800 by 800 feet to accommodate parking required for such commercial centers. These blocks should be subdivided into smaller “virtual blocks” with dimensions in the 400- to 500- foot range by major driveways or internal streets that include sidewalks on at least one side, detailed as small streets within individual projects. The streets flanking the blocks and the drives that transect them should connect to neighborhood streets to provide convenient access for nearby residents as well as motorists.
2. Block perimeters should be no more than 3,200 feet and Neighborhood Centers must be connected to adjacent neighborhoods and other areas at least every 600 feet, except where connections cannot be made because of physical obstacles, such as prior platting of property, construction of existing buildings or other barriers, slopes over 20%, water bodies, railroad and utility rights-of-way, existing limited access motor vehicle rights-of-way and existing parks and dedicated open space.

## ICSC CENTER TYPE CORRELATIONS

While Coachella’s Neighborhood Centers are envisioned as shopping centers and centers of social life – as well as possessing physical design characteristics particular to Coachella – the close parallel among the center types defined by the International Council of Shopping Centers (ICSC) would be the eponymous Neighborhood Center, providing a super market and other shops and restaurants to meet the daily and weekly shopping needs of residents.

## STREET DESIGN

1. New internal streets should be designed for pedestrians and vehicles with comfortable sidewalks and vehicle lanes that are 10 feet wide in most cases, and up to 12 feet to accommodate

back-out movements from angled parking spaces. Parallel parking lanes should typically be 8 feet wide.

2. Sidewalks 10 to 18 feet wide should be provided on both sides of the street, with trees planted in grates or landscaped planters approximately 30 feet on center.
3. High-branching deciduous trees with relatively open canopy structure are recommended to increase the visibility of buildings and signage.
4. Streets along major roadways may be wider but should be designed to be comfortable and safe for pedestrians and cyclists while also accommodating the needs of vehicles.

## PARKS AND OPEN SPACE

1. Open spaces in Centers generally take the form of Plazas and Greens and should be flanked by active ground floor retail or restaurant uses and in some cases ground-floor residences. Mini Parks with playgrounds could also be utilized as a park type within Centers.

## URBAN FORM GUIDELINES

1. A variety of building types are allowed, ranging from Rowhouse/Townhouse to Main Street/Mixed-Use.
2. Building entrances are direct from the sidewalk, generally via shopfronts.
3. Building heights are generally one to three stories.
4. Vehicular access is provided to parking lots via common drives detailed as small streets and by alleys. Services and trash should be located behind the buildings in alleys.



Neighborhood-serving commercial with a mix of upper-floor uses.



Two-story corner building with flats above storefronts.

Figure.3-11: Examples of Neighborhood Center Form and Character

## Neighborhood Center

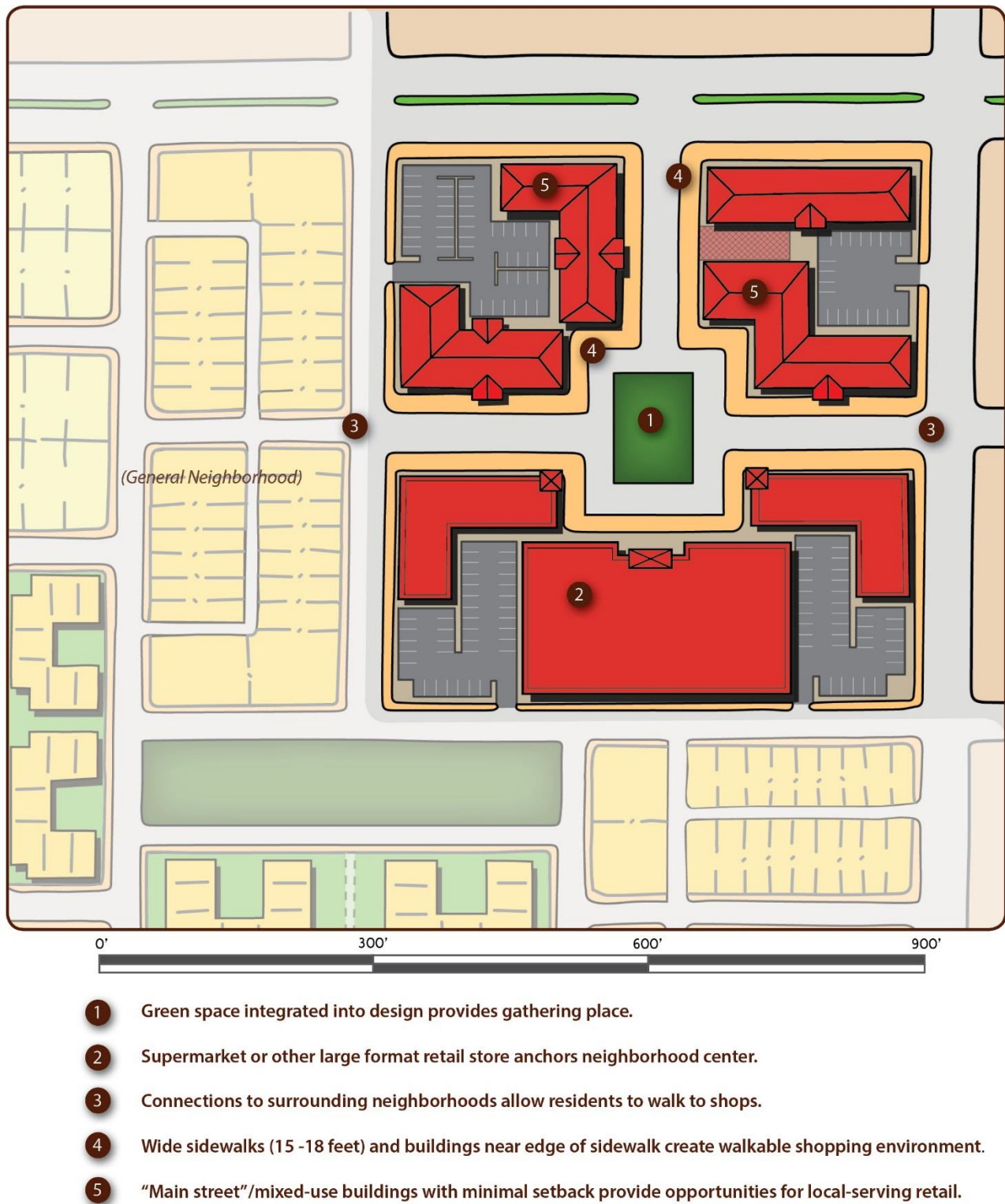


Figure 3-12: Illustrative land use diagram for desired character and form of Neighborhood Center.





Figure 3-13: Examples of Neighborhood Center form and character. (Source: Sargent Town Planning)

## DOWNTOWN CENTER

### INTENT AND PURPOSE

As Neighborhood Centers bring residents of surrounding neighborhoods together by providing a convenient and congenial environment for everyday shopping and dining, the Downtown brings the entire community together in a one-of-a-kind Coachella center that is the civic heart of the City.

While many of Coachella's other Centers and Districts are focused on bringing goods and services from around the region and the world to the residents of the City, the hallmark of Downtown Coachella is unique local goods, services, culture and society.

Downtown should integrate the seat of city government, include a higher educational institution and provide a variety of space for local startup businesses, local theater and entertainment, boutiques and studios focused on local goods, arts and crafts and restaurants featuring fresh local foods and produce. Most importantly, the Downtown is a place that belongs to all of the people of Coachella and provides a space where they can meet and greet one another as they enjoy the life of their town.

### INTENDED PHYSICAL CHARACTER

Every Downtown street is designed as an outdoor room, defined by active building facades and frontages that provide valuable addresses for shops, restaurants, hotels, residences and community facilities of many kinds. Plazas and squares punctuate the network of streets, providing larger, comfortable spaces for formal and informal gatherings, outdoor dining, public markets and special events.

Buildings define the public realm with arcades, galleries and awnings that provide welcome shade for pedestrians. Large trees offer shade on hot days and moderate winds make open spaces more inviting.

### ALLOWED LAND USES

A diverse mix of commercial, civic, and residential uses focused primarily on retail, office, residential, civic and recreation.

### DEVELOPMENT INTENSITY

DU/AC = 20 – 65

FAR = 0.5 – 3.0

*"PUEBLO VIEJO IS THE CIVIC AND CULTURAL HEART OF COACHELLA. THE COMMUNITY IS PROUD OF THE HISTORIC CHARM, LOCALLY-OWNED BUSINESSES AND VIBRANT CIVIC CENTER. AS YOU ENTER THROUGH THE ATTRACTIVE GATEWAYS ON SIXTH STREET, YOU ARE IMMERSED IN A LIVELY STREET SCENE OFFERING SHADY WALKWAYS, COOLING WATER FOUNTAINS, OUTDOOR DINING AND UNIQUE SHOPPING. ONCE EMPTY LOTS ARE NOW FILLED WITH MIXED-USE BUILDINGS THAT RESPECT THE HERITAGE, CLIMATE AND COMMUNITY VALUES. FAMILY-FRIENDLY EVENTS AND FESTIVALS FILL THE STREETS AND PUBLIC SPACES. AS YOU RELAX IN THE CLEAN, WELL-MAINTAINED CIVIC CENTER CORE, YOU KNOW . . . YOU HAVE ARRIVED IN PUEBLO VIEJO!"*

PUEBLO VIEJO REVITALIZATION PLAN (MARCH 2010)

### ICSC CENTER TYPE CORRELATIONS

While Coachella's Downtown is envisioned as much more than a shopping center, to the extent that a concentration of retail businesses can be attracted to and organized within the Downtown, the closest parallel among the center types defined by the International Council of Shopping Centers (ICSC) would be the Theme or Festival Center, as it emphasizes a unique theme (Coachella and the Coachella Valley) along with restaurants and entertainment.



## NETWORK AND CONNECTIVITY

1. Blocks are 300 by 400 feet (the approximate size of the existing blocks in Downtown Coachella). Mid-block paseos are recommended to provide pedestrian connections from the streets to parking facilities within the blocks. Selected blocks may be larger if necessary to accommodate special uses such as theaters, college facilities or major municipal parking structures but multiple paseos should be provided in such blocks to ensure a high degree of connectivity and amenities for pedestrians.

## STREET DESIGN

1. Downtown streets should be designed for slow driving speeds, convenient curbside parking and easy and safe pedestrian movement. Large delivery or emergency vehicles must be accommodated but the geometry of intersections and crosswalks should favor the pedestrian in all cases.
2. Vehicular lanes should be 10 feet wide in most cases, and up to 12 feet to accommodate back-out movements from angled parking spaces. Parallel parking lanes should typically be eight feet wide, although seven feet is sufficient along residential frontages.
3. Sidewalks of 14 to 20 feet wide should be provided on both sides of the street, with trees planted in grates or landscaped planters approximately 30 feet on center.
4. High-branching deciduous trees with relatively open canopy structure are recommended to increase the visibility of buildings and signage. Palms can provide vertical accents in selected locations but should generally be used sparingly in combination with canopy trees that provide shade.

## PARKS AND OPEN SPACE

1. Open spaces in the Downtown will generally take the form of Plazas, Squares, Courtyards and Paseos. In limited instances, Mini Parks and Neighborhood Parks would also be acceptable.

## URBAN FORM GUIDELINES

1. An overall diversity of building types is allowed and encouraged. The allowed types are: Rowhouse/Townhouse; Garden Apartment; Urban Apartment and Main Street/Mixed Use.
2. Building entrances are direct from the sidewalk, via shopfronts, arcades, galleries and forecourts for shops and restaurants, and via stoops, dooryards or porches for residences.
3. Building heights are generally two to five stories, with taller buildings toward the Downtown core.
4. Vehicle access is designed to minimize impact on the pedestrian environment. Parking lots are located internally to blocks and accessed via side streets, alleys or with a minimal number of intrusions in the sidewalk.
5. Buildings made of, or emulating, heavy masonry are generally recommended in the Downtown subarea.



Main street shopping corridor with mid-block paseo.



Pedestrian-scaled frontages.



Two-story of residential above ground floor shops.



High-quality streetscape.



Mixed-use apartment building with pedestrian arcade.



Open space in Downtown Coachella.



Pedestrian zone.

Figure 3-14: Examples of Downtown Center form and character

## URBAN EMPLOYMENT CENTER

### INTENT AND PURPOSE

This General Plan designation provides space for a range of employment uses to help expand and diversify the City's economy and transform Coachella from a small town to a full-service city. The desired employment uses are office and research and development rather than industrial uses such as manufacturing, distribution and warehouse. The employment uses are supported by retail, service and similar uses. Residential uses are allowed in residential-only buildings or in a mixed-use configuration with ground-floor retail. Also allowed are higher education uses (such as a college or university) designed in urban setting.

### SUBAREA INTENDED PHYSICAL CHARACTER

The buildings are configured in an urban format of walkable blocks, attractive streetscapes and buildings at or near the sidewalk edge. There is limited surface parking and minimal landscaping between the buildings and the sidewalk, typical of office or business parks in the Coachella Valley and Western Riverside County.

### ALLOWED LAND USES

Office, research and development, live-work, multi-family residential, and support retail.

### DEVELOPMENT INTENSITY

DU/AC = 30 – 65

FAR = 0.5 – 2.0

### NETWORK AND CONNECTIVITY

1. Blocks should be approximately 400-500 feet in length with a block perimeter of no more than 2,400 feet.
2. Pedestrian connectivity within these centers—and connecting them to adjoining neighborhoods and the Downtown system—are top priorities as that is what will differentiate these centers from the more auto-oriented industrial district closer to the airport. Mid-block paseos are recommended to provide pedestrian connections from the streets to parking facilities within the blocks.

### STREET DESIGN

1. Streets should be designed for slow speeds, convenient curbside parking and easy and safe pedestrian crossing. Large delivery or emergency vehicles must be accommodated but the geometry of intersections and crosswalks should favor the pedestrian.
2. Vehicular lanes should be 10 to 12 feet wide and parallel parking lanes typically eight feet wide, although seven feet is sufficient along residential frontages.
3. Sidewalks 10 to 16 feet wide should be provided on both sides of the street, with trees planted in grates or landscaped planters at approximately 30-40 feet on center.
4. High-branching deciduous trees with relatively open canopy structure are recommended to increase the visibility of buildings and signage. Palms can provide vertical accents in selected locations but should generally be used in combination with canopy trees that provide welcome shade.
5. In some areas—and particularly in order to attract a large employer to locate in these center—it may be appropriate for several blocks to be joined together as a campus environment with

pedestrian-only paths that connect to the streets of the surrounding district and neighborhoods. This configuration should not be used for speculative building development but reserved as a potential enticement to a large user offering significant employment opportunities.

## **PARKS AND OPEN SPACE**

1. Open spaces in the Urban Employment Centers will generally take the form of public Plazas/Greens, Mini Parks and perhaps a Neighborhood Park. Greenways/Trails may also be used to connect open spaces throughout the area and provide connectivity to adjacent areas.

## **URBAN FORM GUIDELINES**

1. The primary building types allowed should be Office/R&D and Mixed Use/Main Street. Other allowed building types are Garden Apartment and Urban Apartment. Rowhouses/Townhouses may be allowed in limited circumstances to serve as a transition to lower density residential uses.
2. Buildings with ground-floor shopfronts are generally built to the sidewalk and office or R&D buildings may be set back behind shallow front yards or forecourts.
3. Building entrances are directly from the sidewalk, via forecourts, shopfronts, dooryards, stoops and porches.
4. Vehicular access is provided to parking lots or structures by alleys and driveways. Services and trash should be located behind the buildings in alleys or rear parking areas.
5. Buildings made of, or emulating, heavy masonry are generally recommended in the Downtown subarea. Concrete buildings—including good quality tilt-up buildings designed with appropriate urban facades—as well as buildings clad with metal are appropriate except in the Downtown subarea.





Office building with special corner treatment.



Cluster of office buildings.



Typical two-story office building.



“Corporate campus” style development pattern which attracts larger employers by virtue of the enhanced public realm.

Figure 3-15: Examples of Urban Employment Center form and character. (Source: Sargent Town Planning)



## Urban Employment Center



- 1 Typical block size is 300' by 400'.
- 2 Ground floor retail provides services for workers.
- 3 Public spaces interspersed throughout office buildings.
- 4 Wide sidewalks (15 to 20 feet wide).
- 5 Residential uses integrated into employment district.
- 6 Buildings front streets, plazas, and parks.
- 7 Retail uses integrated with employment uses.
- 8 Multiple blocks joined together to create 'campus'.

Figure 3-16: Illustrative land use diagram for desired character and form of Urban Employment District.

# DISTRICT DESIGNATIONS

Districts are areas of the City that generally have a single or limited number of uses and are more automobile-oriented. They differ from Neighborhoods and Centers in that the most important physical characteristics are the connectivity through the area and the way the districts adjoin (and potentially impacts) adjacent uses. Districts play an important role in the City since they are the primary retail and entertainment areas (Suburban Retail District and Regional Retail District), and provide jobs and economic development opportunities (Industrial District). The Resort District also provides an opportunity for the City to capitalize on the part-time living and hospitality economic sectors.

## SUBURBAN RETAIL DISTRICT

### INTENT AND PURPOSE

The Suburban Retail District provides concentration of retail businesses—including "big box" and "large format" retailers—in a setting that accommodates the parking requirements of such businesses. It also provides good pedestrian connectivity and town scale buildings adjacent to corridor frontages, bringing shopping amenities and fiscal resources to Coachella without unreasonably disrupting its small-town character.

### INTENDED PHYSICAL CHARACTER

Located on major crosstown corridors, retail districts balance the need to provide convenient access and parking for motorists while also providing an attractive shopping environment. Buildings face the street or internal sidewalks with attractive shop fronts. Neighborhood streets connect the center to adjacent neighborhoods and urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit.

### ALLOWED LAND USES

Primarily retail and services, sometimes with commercial uses on upper floors.

### DEVELOPMENT INTENSITY

DU/AC = n/a  
FAR = 0.35 – 1.0

### NETWORK AND CONNECTIVITY

1. Blocks – as defined by public streets – may be very large, up to 1,000 by 1,000 feet to accommodate the parking required for such commercial centers. These blocks should be subdivided into smaller "virtual blocks" with dimensions in the 400- to 500- foot range by major drives that include sidewalks on at least one side, detailed as small streets. The streets flanking the blocks and the drives that transect them should connect to neighborhood streets to provide convenient access for nearby residents as well as motorists.
2. The internal streets should result in block perimeters that are no more than 3,200 feet.

### ICSC CENTER TYPE CORRELATIONS

Coachella's Suburban Shopping Districts – integrating concentrations of larger format retail businesses with Coachella's family-oriented neighborhoods – are expected to be similar in retail tenant mix and functional format to the Community Center type as defined by ICSC. These generally include two or more anchor tenants, and occupy sites between 10 and 30 acres in size.

3. To ensure connectivity with adjacent areas, there must be a vehicle or pedestrian connection at the project boundary every 800 feet.

## **STREET DESIGN**

1. New internal streets and drive aisles should be designed for slower speeds and provide access to the retail areas. Recommended lane widths are 10 to 12 feet, and curbside parking lanes, if any, should be eight feet wide.
2. Sidewalks of six to eight feet wide should be provided on at least one side of the private streets, and 12 to 18 feet wide along the shop front side of private drives.
3. Rows of high-branching deciduous trees with relatively open canopy structure are recommended along the private streets, in order to provide shade and spatially define those streets.

## **PARKS AND OPEN SPACE**

1. Open spaces in Suburban Retail Districts should generally be Plazas/Greens to provide sufficient gathering space for shoppers and visitors. Mini Parks may be appropriate as supporting open space. Greenways/Parkways may be acceptable to link open spaces together.
2. Parking lots should be defined by rows of high-branching deciduous trees to provide shade and improve the visual appearance. The location of trees should be balanced with the desire to provide visibility from the major thoroughfare.
3. Drainage swales planted with drought tolerant native species are recommended between parking rows to manage storm water flow, improve stormwater quality and provide locations for planting trees.

## **URBAN FORM GUIDELINES**

1. Lot coverage generally does not exceed 30 percent and building heights are generally one and two stories.
2. The allowed building types for this District are Suburban Retail and Main Street/Mixed Use.
3. Buildings with ground-floor shop fronts are generally built to the sidewalk or walkway and are generally attached, with no side yards. Service functions (loading and trash pickup) should occur at the rear, where employee parking may also be provided to reduce the required size of front parking lots to the minimum needed for customers.
4. Vehicular access is provided to parking lots via private streets (a.k.a. common drives detailed as small streets) by driveways from adjacent neighborhood streets and by service alleys.

## Suburban Retail District



Figure 3-17: Illustrative land use diagram for desired character and form of Suburban Retail District.





Gateway feature at entrance to suburban retail center.



Typical façade rhythm for retail center.



Retail center that provides pedestrian speed table in front.



Parking lots may be located in front, below or on top of retail.



Retail center composed of scattered one to two-story buildings, with high visibility signage.

Figure 3-18: Examples of Suburban Retail District form and character. (Source: Sargent Town Planning)



## REGIONAL RETAIL DISTRICT

### INTENT AND PURPOSE

This designation provides opportunities for a wide range of shopping and entertainment in a variety of urban and suburban formats. These include regional shopping centers, mixed destination centers or similar uses. The uses allowed in this designation will cater to regional clientele and provide a unique amenity to all residents of the Coachella Valley and an important revenue source for the City. The primary purpose of the District is to provide for commercial opportunities, with residential uses supporting the retail environment.

### INTENDED PHYSICAL CHARACTER

Like the other Centers and Districts of Coachella, the Regional Retail District is organized into blocks by a combination of public and private streets that provide addresses for the businesses and organize access and parking for them. The blocks of this District may be the largest in Coachella, with buildings, landscape and signage similarly scaled up in size, but not neglecting the importance of creating a comfortable and attractive pedestrian environment for shoppers.

### ALLOWED LAND USES

A wide range of retail, lodging, entertainment and residential uses.

### DEVELOPMENT INTENSITY

DU/ac = n/a

FAR = 0.35 – 2.0

### NETWORK AND CONNECTIVITY

1. The block size will vary depending on the type of uses. The majority of retail, residential and commercial uses should strive for blocks of no more than 1,000 feet in length with a block perimeter of no more than 4,000 feet.
2. Where large blocks exist, pedestrian and bicycle connections, which could be realized as sidewalks, bicycle paths and multi-use paths, should ideally occur as frequently as every 400 to 500 feet. Also, in pedestrian-oriented retail and residential environments, these blocks should be subdivided into smaller “virtual blocks” with lengths in the 400- to 500- foot range by major drives that include sidewalks on at least one side, detailed as small streets. The streets flanking the blocks and the drives that transect them should connect to neighborhood streets to provide convenient access for nearby residents as well as motorists.

### ICSC CENTER TYPE CORRELATIONS

Among other uses, Coachella’s Regional Retail District will allow shopping environments similar to a number of the ICSC Center Types, including Regional Center, Superregional Center, Power Center and Outlet Center. As Coachella is able to attract significant new retail and entertainment businesses, careful and strategic consideration should be given to their location within the City. Ideally, tenants with a very large trade area should be allocated to the Regional Retail District tenants with a trade area focused more on Coachella and neighboring towns to the Suburban Retail District, and smaller scale tenants focused on food and entertainment to the Downtown.

### STREET DESIGN

1. Street widths may vary depending on the adjacent uses, with some streets carrying high traffic volumes.

2. All streets should create safe and comfortable pedestrian accommodations with sidewalks, trees and safe pedestrian crossings. Sidewalks six to eight feet wide should be provided on at least one side of the private streets, and 12 to 18 feet in front of retail projects. On other major roadways, sidewalks shall be at least eight feet and separated from the vehicle travel lanes planting strips and by on-street parking or street trees. Soundwalls and other similar barriers should be avoided, except adjacent to freeways.
3. Rows of high-branching deciduous trees with relatively open canopy structure are recommended along the pedestrian-oriented streets, to provide shade, to spatially define those streets and the parking lots they organize, while providing visibility of buildings and signage.

## **PARKS AND OPEN SPACE**

1. A variety of open spaces allowed depending on the uses. These include Mini Parks, Community Parks, Plazas/Greens and Greenway/Trails.

## **URBAN FORM GUIDELINES**

1. The primary building type envisioned for this designation is Suburban Retail. Other building types allowed include Main Street/Mixed Use, Urban Apartment and Rowhouse/Townhouse.
2. Building heights are generally one and two stories but may be up to four stories, particularly for mixed use projects. Exceptions may be made in special circumstances such as hotels, iconic buildings or structures.
3. The District—including its streets, buildings, parking fields and signage—should be designed for the comfort and wayfinding of shoppers within the District, while projecting a unique and compelling image from the adjoining highways to entice passersby to become shoppers.
4. Buildings with ground-floor shopfronts are generally built to the sidewalk and are generally attached, with no side yards. Service functions such as loading and trash pickup should occur at the rear, where employee parking may also be provided to reduce the required size of front parking lots to the minimum needed for customers.
5. Vehicular access is provided to parking lots via public and private streets (e.g., common drives detailed as small streets) by driveways from adjacent neighborhood streets, by service alleys and from the primary roadway.
6. Drainage swales planted with drought tolerant native species are recommended between parking rows to manage stormwater flow, improve stormwater quality, and provide locations for planting trees.

## Regional Retail District

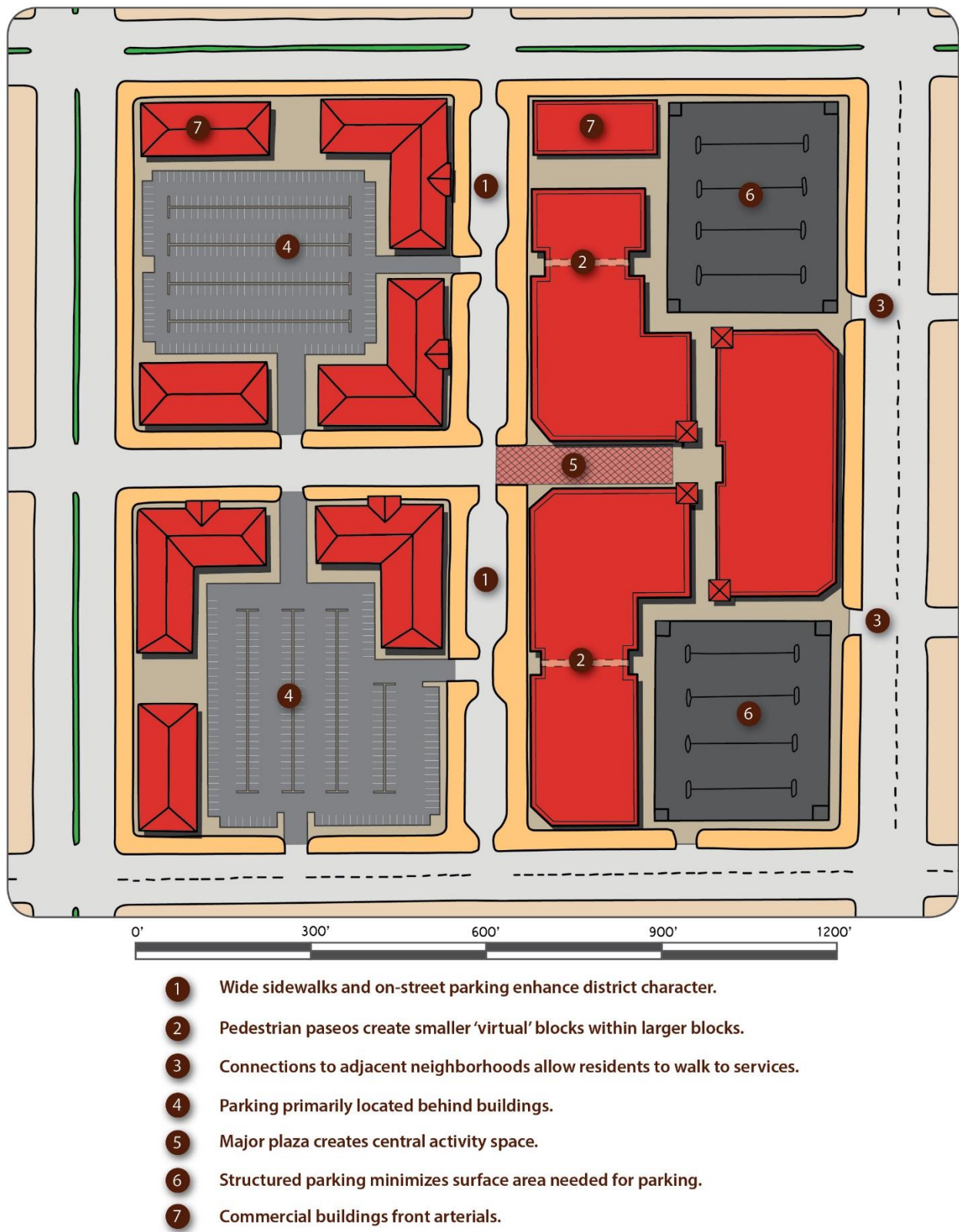


Figure 3-19: Illustrative land use diagram for desired character and form of Regional Retail District.





Though most customers arrive by car, a regional retail district can still provide a walkable experience.



Large, nationally recognized anchors occupy significant square footage at a Regional Retail District.



Vast parking lots are necessary to serve regional retailers but facades can still front onto internal streets rather than the lots.

Figure 3-20: Examples of Regional Retail District form and pattern

# INDUSTRIAL DISTRICT

## INTENT AND PURPOSE

This designation accommodates a range of heavy commercial and industrial businesses that provide employment and generate more noise, light, odors or truck traffic than would be appropriate in the Urban Employment District.

## INTENDED PHYSICAL CHARACTER

Coachella's Industrial District is characterized by larger blocks, lots and buildings that would be incompatible with the scale and character of Coachella's neighborhoods and centers. This District accommodates higher concentrations of heavy business activity. Nonetheless, the streetscapes of this District are well landscaped and include good quality pedestrian and bicycle routes so employees and visitors may conveniently arrive by bicycle or transit, while safely and comfortably walk to restaurants and service businesses in the course of their workday.

## ALLOWED LAND USES

Industrial and research and development uses, with support retail and office uses.

## DEVELOPMENT INTENSITY

DU/ac = n/a

FAR = 0.1 – 2.0

## NETWORK AND CONNECTIVITY

1. Blocks – as defined by public streets – may be very large, up to 1,200 by 1,200 feet to accommodate the large buildings, truck loading and outdoor storage functions required for such industrial districts. Whenever practical, these blocks should be subdivided into smaller “virtual blocks” or provide non-motorized through connections with dimensions in the 400- to 600- foot range by major drives that include sidewalks on at least one side, detailed as small streets, organizing large parking areas and providing addresses for buildings within multi-building complexes or campuses.
2. External connections from individual development to adjacent areas shall occur at least every 1,200 feet.

## STREET DESIGN

1. Streets are generally wider than those elsewhere in Coachella in order to accommodate higher volumes of large vehicle traffic. Curb to curb widths range from 40 to 60 feet, with curbside parking generally provided on both sides for employees and visitors and center turn lanes where appropriate. Vehicular lanes should generally be 12 feet wide and parallel parking lanes should be a minimum of eight feet wide.
2. Within multi-building complexes or campuses – whether designed for large users or as a multi-tenant industrial development – the major drives should be designed as small streets, defined by rows of “street trees” to project the image of valuable business addresses.
3. Sidewalks of six to eight feet wide should be provided on all public streets and on at least one side of private streets and major drives aisles to improve the visitor/customer experience while encouraging employees to commute by transit.
4. Rows of deciduous trees are recommended along the private streets and within the parking fields to provide shade.



## **PARKS AND OPEN SPACE**

1. Open spaces in the District will generally take the form of small private or public Plazas/Greens to provide comfortable locations for employee breaks, dining areas for District restaurants and play areas for day-care facilities.
2. Neighborhood Parks, with athletic facilities and passive open spaces, are allowed in order to serve employees and visitors.
3. Greenways/Trails are also encouraged to increase non-motorized connectivity through the area.

## **URBAN FORM GUIDELINES**

1. Lot coverage is generally in the 25- to 50- percent range but may be lower for uses with significant outdoor operations and higher for uses requiring only small amounts of parking.
2. Buildings should face the street with simple, attractive facades with main entries and windows, welcoming visitors, providing light and view for the occupants and animating the architecture.
3. Buildings may be set back from the street with appropriate landscaping to provide an attractive visual buffer.
4. Allowed building types are Office/R&D, Industrial and Suburban Retail.
5. Building heights are generally one and two stories but office buildings may be up to three stories. Higher height limits may be allowed if necessitated by specific uses and industries so long as there is no negative impact on health, welfare or the economic development opportunity of other properties in the District or nearby areas.
6. Office functions and activity areas – such as lunchrooms – should be organized at the frontage when feasible to provide a human scale and sense of activity along the streetscapes.
7. Loading functions should be located toward the rear of the property. Employee parking lots should also be located beside or behind buildings when possible rather than in front.
8. Simple modern masonry and concrete architecture is recommended. Large buildings should be organized into multiple simple masses and articulated with fenestration. Galleries, arcades, and projecting sunscreens are recommended architectural elements, providing valuable shade and visual depth to the architecture.
9. Natural masonry, concrete and metal materials that weather and age with grace, are recommended.



Typical two-story industrial/R&D warehouse style building.



Utilitarian architecture is appropriate for industrial districts.



Industrial building with well landscaped pedestrian path.



Large industrial manufacturing facility provides head of household jobs but should be distant from residential districts.

Figure 3-21: Examples of Industrial District form and character

## RESORT DISTRICT

### INTENT AND PURPOSE

This designation creates a neighborhood organized around a recreational, entertainment or vacation destination, providing a range of residential options, neighborhood-serving retail, service and restaurant amenities, and, in some cases, lodging. This designation also allows a range of entertainment and destination uses not allowed in other areas, such as theme parks, that require large amounts of land and that draw visitors to the City.

### INTENDED PHYSICAL CHARACTER

The design of resorts will vary, depending upon the core amenities or intended market niche. However, a resort by its nature must be a place where visitors will go out of their way to spend time, thus must present a cohesive, comfortable and attractive vacation environment. In general, there is significant flexibility on the internal design of resorts. Critical to the City is visual appearance of the outside of the resort so its location does not affect the overall connectivity, and the economic development benefits that result for the City. This designation also provides for flexibility for certain uses, such as theme parks or large entertainment venues, which may not be able to meet the urban and pedestrian-oriented standards of other designations.

### ALLOWED LAND USES

Residential, lodging, recreational and support retail and commercial services. Theme parks, sports venues and specialized entertainment uses are also allowed within this designation.

### DEVELOPMENT INTENSITY

DU/AC = up to 8<sup>1</sup>

FAR = 0.10 max, exceptions may be made for certain entertainment uses such as theme parks.

### NETWORK AND CONNECTIVITY

1. An internal street network is not defined for resorts. However, residential resorts with a variety of housing types should follow the same general design principles as the Neighborhood General destination.
2. Resorts, by reduced vehicular connectivity, should be located and designed to not unreasonably disrupt the overall connectivity of Coachella. Accordingly, it is recommended they be located adjacent to elements that inherently impede such connectivity, such as the highways, the canal, and the river. Properties abutting the southerly/westerly edge of the canal are particularly suitable for resorts, being adjacent to the open space of the canal and connecting to the linear park and trails that will flank the canal, which should be designed to accommodate pedestrians, bicycles and horses. External connections around and through the resort should be at minimum

---

<sup>1</sup> Within Resorts, the distinction between lodging and vacation rentals may become blurred. A mix of houses, casitas, small multi-family buildings and larger hotels could be mixed within a single resort, making dwelling units per acre an inadequate metric. Such facilities should occupy buildings from one to four stories, having a town scale and Coachella character, which will be determined on a case-by-case basis.



every quarter-mile but exceptions may be made depending on the location and the proposed uses.

3. Resorts may be gated and provide limited public access.

## STREET DESIGN

1. Streets internal to resorts may be designed according to the specifications of the resort developer. However, residential resorts with a variety of housing types should follow the same general design principles as the Neighborhood General destination.
2. Streets on the perimeter of the resort may vary based on location but all streets should provide comfortable pedestrian amenities such as sidewalks (of at least five feet in width), street trees (planted approximate every 40 feet) and safe pedestrian crossings.

## PARKS AND OPEN SPACE

1. Parks should be integrated into the resort design in the form of Plazas/Greens, Mini Parks, Special Use Parks and Greenways/Trails. Parks internal to the resort may be private, however public parks outside of the project must be provided to meet City standards.

## URBAN FORM GUIDELINES

1. A range of building types are allowed to suit the needs of the resort developer and expected clientele and types other than these are allowed so long as there is no negative visual or aesthetic impact to areas outside of the resort.
2. Building heights should generally be between one and four stories but higher limits may be allowed in certain circumstances such as larger hotels or other structures.



Roundabout circulation entrance is acceptable for resorts.



Tall vertical landscaping elements mark entrance to a resort.

Figure 3-22: Examples of Resort District form and character

## SPECIFIC PLANS

This designation provides unique projects the City entitles under a Specific Plan. State legislation provides for the preparation and use of Specific Plans as focused implementation tools for individual developments in a defined area. In the future, the City may see fit to process and entitle special projects that may not be easily described by this General Plan and a Specific Plan would be an acceptable approach for approving such a project. If a Specific Plan is approved, that document defines the parameters of the land uses and character. However, under this General Plan designation, should an area of land be designated as “Specific Plan” and a Specific Plan be prepared for the area, the Specific Plan must conform to the Vision, Goals, and Policies of this General Plan. Additionally, when possible, the General Plan designation presented here should be used by any future Specific Plans.

At the time of this General Plan update, the City had numerous approved Specific Plans in place for various areas of the City. Given the change in the housing market and other economic and demographic changes, many of the City’s Specific Plans are undergoing revisions or expected to undergo revisions. Following The following, is a brief summary of the nature and status of the City’s larger Specific Plans.

### LA ENTRADA

The La Entrada Specific Plan has plans for approximately 2,200 acres on the eastern edge of the City, providing for approximately 7,800 residential units, 135 acres of mixed-use, elementary schools, 343.8 acres of parks, multi-purpose trails and 556.9 acres of open space.

### COACHELLA VINEYARD

The Coachella Vineyard Specific Plan provides for 807 units in the southeastern area of the City.

### BRANDENBURG BUTTERS SPECIFIC PLAN

The Brandenburg Butters project provides for 71.5 acres of commercial uses and 1,381 dwelling units.

### EAGLE FALLS

The Eagle Falls is a Specific Plan that is within the boundaries of Coachella (60 acres) and Indio (30 acres) on a 90-acre site with plans for 295 units, of which 202 units will be within the City of Coachella. The Specific Plan provides for a gated golf course community and is included as a part of the Cabazon Band of Mission Indians Fantasy Springs Master Plan.

### SHADOW VIEW

The Shadow View Specific Plan provides for a single-family residential community consisting of 1,600 dwelling units on 380 acres, a mixed-use commercial center on 100 acres, and a 37-acre park. The commercial site has a residential overlay that provides an option to construct up to 1,000 high-density residential units.

# PUBLIC DESIGNATIONS

This category of General Plan designations is intended for a variety of public uses including parks, schools, public buildings and other similar uses. These areas host community services and/or educational, cultural, administrative and recreational facilities often located within a well-landscaped setting. These areas provide a public function and often include a significant amount of parking to accommodate users of the facilities. It should be noted many of the public uses are also allowed and located in other General Plan Designations.

## PARKS AND OPEN SPACES

Parks and Open Spaces provide for the preservation, continued growth and enhancement of Coachella's parklands, recreational areas and surrounding open spaces. Open spaces are areas intended to remain essentially open with limited or no development. This includes spaces used for passive recreation, resource protection and/or hazard avoidance. Parks include greenways, developed parks and other areas primarily used for recreation. Typically, these areas are characterized by a high degree of open area and a limited number of buildings. Parks frequently include sports fields, playground equipment, picnic areas, sitting areas, concession businesses, open turf, natural areas, trails and public golf courses.

The following describes the variety of Parks and Open Space types included in the General Plan and additional details can be found in Table 6-1, Parks Classification Standards, within the Sustainability and Natural Environment Element:

**Mini Parks.** Mini Parks are spaces that exist primarily in residential areas or adjacent to light business zones and have features such as grass, shade, trees, passive areas, green space, shelters, native plant life, playgrounds and play structures. Use is limited to the local neighborhood. They may be realized in "tot-lot" configurations that provide secure recreational space for small children and typically include equipment such as swings, slides, 'monkey bars' and sandboxes while leaving sufficient room for people to sit and enjoy the space. The size of Mini Parks varies but should be up to 1.5 acres in size and are intended to serve a population within a walking or short biking distance.

**Plazas/Greens.** Plazas and Greens have the widest variety and the most intense activities of all open spaces. Plazas and Greens serve as formal or informal community gathering spaces. Plazas are unique to the City of Coachella and represent a connection to the culture of the community. These park types are often shaped primarily by building frontages. Plazas are shaped primarily by building frontages, primarily hardscape with occasional landscape in planters or containers. Greens are landscaped open areas located at the center of a community. Features may include gazebos, water features, trees, shade, performance areas, public artwork and other similar features. Plazas and Greens vary in size but are typically no larger than two acres.

**Neighborhood Parks.** Neighborhood Parks are larger than Mini Parks and provide large unobstructed areas for passive or active recreation throughout neighborhoods. Neighborhood Parks often contain community gardens and playgrounds and are primarily landscaped. Neighborhood parks are between approximately 1.5 acres and 15 acres in size. These parks provide features such as grass, trees, restrooms, tot-lots, picnic and shade shelters, grills, playground equipment, open fields, informal sport areas, swimming pools and neighborhood/community centers. Neighborhood Parks have a service area of about a 2.5-mile radius.



**Community Parks.** Community Parks are larger than Neighborhood Parks and the largest of formal (non-natural) open spaces for the purpose of providing regionally-oriented areas for passive or active recreation. Community Parks may contain large grass areas, large picnic and shelter areas, restrooms, on-site parking, swimming pool, community centers, sports arenas/complexes, entertainment areas and special features such as skateboard areas, outdoor theaters, disc golf, exercise stations, ponds and water features. Community parks are approximately between 10 and 45 acres in size (but may be larger under special circumstances) and have a service area of greater than 2.5 miles in radius.

**Special Use Parks.** Special Use Parks are not located in residential areas. Features might include large scale sports complex, special events site (such as fairs and festivals), gardens, concessions, trails, natural/open space, lakes and animal uses.

**Nature/Open Space.** Nature areas are generally free from development and respect the natural environmental characteristics that serve as preservation of natural, cultural and archeological resources. Specific uses include natural parks, habitat, floodplains and areas with permanent open-space easements. In some cases, Open Space also includes working lands such as farming, ranching and mining.

**Greenway/Trails.** Greenways and Trails are community- and regionally-oriented, active and passive open spaces. Greenways and Trails traverse or define multiple neighborhoods and can have natural or identified paths and trails. Greenways may be opportunistic such as the reclaiming of areas within overhead utility easements or may be in response to natural conditions such as an existing natural feature such as a river, canal or seismic hazard area.

**Linear Parks.** Linear parks are a special type whose primary purpose is to connect parks, entry ways and transportation routes with unique features. These parks and the trails may be concrete, asphalt, or crusher fine, among other options.

## **SCHOOLS**

This designation is intended for public schools, including elementary, middle and high schools and colleges and universities within the City of Coachella. Public K through 12 schools will vary in size but all new schools should be located within or adjacent to neighborhoods to enable students to walk and bike to school. Schools should not be designed as fenced and walled-off campuses. Colleges and universities should be encouraged to integrate uses such as residential, retail, services and other public facilities in and around their campuses to augment the economic vitality of the neighborhood. They should ensure other public enhancements that contribute to a greater quality of life in Coachella, such as arts, culture, athletics, public lectures and/or medical facilities are accessible to the community.

## **PUBLIC FACILITIES AND BUILDINGS**

This designation provides for governmental buildings and facilities to ensure a high quality of life for residents of Coachella. A wide range of public uses in this designation include city hall, libraries, community centers, senior centers, fire stations, police stations, corporate yards and similar uses. Given the activities that occur in public facilities and buildings, the urban design will vary greatly from use to use. The majority of public facilities and buildings should be located in Downtown, Neighborhood Centers or integrated within neighborhoods to ensure they are central to the residents they intend to serve. Locating city office in remote, auto-oriented areas shall be discouraged.

# BUILDING TYPES

All complete cities have a wide variety of types of buildings that vary depending on the use, location and intended intensity of development. While there are a large number of building types, the following are the types that will help implement the City's vision. The information below provides a general description of the building type and general rules of thumb on the density and lot size for each type. These summaries are meant to be guides rather than standards. Other types may be used as long as they conform to the vision and character defined in this General Plan.

## SINGLE-FAMILY HOUSE

A building surrounded on all four sides by setbacks and may contain one dwelling unit and/or commercial use as allowed by the zone. On-site open space is provided through a rear yard. The intensity range varies from very low density rural settings of one unit per 40 acres or large to upwards of eight units per acre. Lot areas are a minimum of 5,000 square feet.



## DUPLEX/TRIPLEX/QUADPLEXHOUSE

A building with two or more dwellings surrounded on all four sides by setbacks and may contain dwelling units and/or commercial uses as allowed by the zone. Onsite open space is provided through a rear yard for all the dwellings or through individual yards for each dwelling. The density range depends on location but is generally between eight and 18 units per acre. Lot areas are generally between 5,000 and 15,000 square feet.



## MULTIPLEX/EFFICIENCY DWELLING

A building with the appearance of a large house containing up to eight dwelling units or congregate living facilities. The building has a central lobby that provides access to individual units. On-site open space is provided by a rear yard for all the dwellings. The building may accommodate commercial uses allowed by the General Plan. The density of Mansion buildings is generally between 15 and 20 units per acre. Lot areas are generally between 10,000 and 15,000 square feet.



## ROWHOUSE/TOWNHOUSE

A building of attached dwellings arranged side by side, with above grade to provide rooms and unit access from the street. The building is located at the front of the property, with the garage at the rear, ideally separated by a rear yard. The density range for Rowhouses/Townhouses is between 15 and 22 units per acre. The lot area is generally 2,000 to 2,500 square feet per unit.



## GARDEN APARTMENT

A group of attached dwellings arranged to share one or more common courtyards with pedestrian access to the building's entrances from the courtyard and/or fronting street. Courtyard buildings may accommodate commercial/flex uses as allowed by the General Plan. The density range for Courtyard Buildings is between 25 and 35 units per acre and the lot area is generally between 15,000 and 60,000 square feet.



## URBAN APARTMENT BUILDING

A building with multiple stories of dwellings that is arranged on a large open space such as a park or along a street. The building has a central lobby or multiple lobbies that provide access to individual dwellings. The ground floor may accommodate commercial/flex uses as allowed by the General Plan. The dwelling unit range is between 30 and 65 units per acre and the lot area is generally between 20,000 and 60,000 square feet. (Note that this intensity may be increased for affordable and senior housing where smaller units and/or less on-site parking is provided.)



## MAIN STREET/MIXED USE BUILDING

A building designed for occupancy by retail, service and/or office uses on the ground floor with upper floors configured for retail, service, office and/or dwellings with occupancy fronting on streets. Upper units may be directly accessed from the street through a stair or street level lobby. Residential densities range between 30 to 65 units per acre and non-residential intensities vary by General Plan Designation. The lot area is as small as 5,000 and as large as 125,000 square feet.



## SUBURBAN RETAIL BUILDING

A building designed for occupancy by commercial service or retail uses on the ground floor, with upper floors configured for the same uses. The building is located away from the street typically with parking between the street and the building. Non-residential intensities vary by General Plan Designation and the minimum lot areas is 10,000 square feet.





## OFFICE/R&D BUILDING

A building designed for occupancy by office and laboratory-type space on the ground floor, with upper floors configured for the same uses. Ground floors may accommodate commercial uses as allowed by the General Plan. Non-residential intensities vary by General Plan Designation and lot areas have a vast range from 10,000 to 250,000 square feet.



## INDUSTRIAL BUILDING

A building designed for occupancy by industrial, commercial service or retail uses on the ground floor, with upper floors configured for service or industrial uses. The building is located anywhere on the lot to accommodate outdoor industrial activity. Non-residential intensities vary by General Plan Designation and the minimum lot size is 5,000 square feet; however parcels are usually much larger to accommodate industrial uses.



## RANGE OF COMPATIBLE LAND USES

The following table, Table 3-1, further defines the range of allowed land uses expected within each General Plan Designation. The table includes three categories. The first is the primary use or uses expected within the designation. There may be more than one “primary” use in a designation. The next category is the secondary use (shown with an “S” in the table). The secondary uses are support uses that are allowed but shall not be the primary use. The last category is for uses that are not allowed within the designation. These uses are marked with the following symbol: “—”. In addition, some of the uses have annotations to further explain the vision for the use within the designation. This table of compatible uses is not the complete range of possible uses and the allowable uses will be further refined in the zoning code. Table 3-2: General Plan Designations Summary provides a summary of the development characteristics for each General Plan Designation.

Table 3-1: General Plan Designations Compatibles Uses

	RANCHOS		NEIGHBORHOODS			CENTERS			DISTRICTS			
	AGRICULTURAL	RURAL	SUBURBAN NEIGHBORHOOD	GENERAL NEIGHBORHOOD	URBAN NEIGHBORHOOD	NEIGHBORHOOD CENTER	DOWNTOWN CENTER	URBAN EMPLOYMENT CENTER	SUBURBAN RETAIL DISTRICT	REGIONAL RETAIL DISTRICT	INDUSTRIAL DISTRICT	RESORT
RANGE OF COMPATIBLE LAND USES												
SINGLE FAMILY	S	P	P	P	S	--	--	--	--	--	--	P
MULTI-FAMILY	--	--	--	P	P	S	P	S	--	S	--	P
MOBILE HOME PARK	--	S	--	S	--	--	--	--	--	--	--	--
ENTERTAINMENT AND RECREATION	--	--	--	--	S	S	P	S	P	P	--	P
GOLF COURSE	--	S	S	--	--	--	--	--	--	--	--	P
LODGING (HOTEL, MOTEL, B&B)	B&B only	S	--	--	S (no motel)	S	S (no motel)	S	S	P	--	P
AUTOMOTIVE (INCL GAS STATION)	--	--	--	--	--	S (with limitations)		--	P	S	S	--
RESTAURANT	--	--	--	--	S (with limitations)	P	P	S	P	S	S	S
DRIVE THROUGH RESTAURANT	--	--	--	--	--	--	--	--	P	P	S	S
RETAIL <10,000 SF	--	S	--	--	S (with limitations)	P	P	P	P	P	S	S
RETAIL > 10,000 SF	--	--	--	--	--	P	P	--	P	P	--	S
RETAIL > 35,000 SF	--	--	--	--	--	--	S (with limitations)		P	P	--	--
PERSONAL SERVICES (e.g., dry cleaner, travel agent, etc.)	--	--	--	--	S	P	P	S	P	S	S	S
MEDICAL OFFICE	--	--	--	--	S	S	S	P	P	S	--	--
OFFICE/RESEARCH & DEVELOPMENT	--	--	--	--	--	S	S	P	S	--	S	--
AGRICULTURE	P	P	S (interim)	--	--	--	--	--	--	--	--	S
INDUSTRIAL/DISTRIBUTION	--	--	--	--	--	--	--	S	--	--	P	--
HOSPITAL / AIRPORT	--	Airport	--	--	--	--	Hospital		P	--	--	P
CIVIC AND GOVERNMENT	--	S	S	S	S	S	P	S	S	S	S	--
RESOURCE EXTRACTION	S	S (with limitations)	--	--	--	--	--	--	--	--	--	--

**KEY:** P= Primary use                      S = Secondary Use                      - = Not allowed

*Page intentionally left blank.*



Table 3-2: General Plan Designations Summary

	RANCHOS		NEIGHBORHOODS			CENTERS			DISTRICTS			
	AGRICULTURAL	RURAL	SUBURBAN NEIGHBORHOOD	GENERAL NEIGHBORHOOD	URBAN NEIGHBORHOOD	NEIGHBORHOOD CENTER	DOWNTOWN CENTER	URBAN EMPLOYMENT CENTER	SUBURBAN RETAIL DISTRICT	REGIONAL RETAIL DISTRICT	INDUSTRIAL DISTRICT	RESORT
DEVELOPMENT CHARACTERISTICS												
DU/AC (RANGE AND AVERAGE) (Density varies depending on building type)	1 DU per 40 acres	1 DU/2.5 acres to 1 DU/ac	2 – 8 DU/ac with 5 DU/ac average for new projects	7-25 DU/ac with 12 DU/ac average for new projects	20 – 35 DU/ac with 30 average for new projects	15-40 DU/ac	20 - 65 DU/ac	30-65 DU/ac	n/a	n/a	n/a	Up to 8 DU/ac
FAR	0.01	n/a	n/a	n/a	0.5	0.5 – 1.5	0.5 – 2.0	0.5 – 2.0D	0.35 – 1.0	0.35 – 2.0	0.1 – 2.0	0.1 max
STREET DESIGN, NETWORK AND CONNECTIVITY												
BLOCK PERIMETER Note: exceptions apply for natural and man-made barriers	n/a	n/a	3200 ft. max	2400 ft. max	2400 ft. max	1600 ft. max	2000 ft. max	2400 ft. max	3200 ft. max	4000 ft. max	4,800 ft. max	n/a
BLOCK LENGTHS (DESIRED) Note: exceptions apply for natural and man-made barriers	n/a	n/a	400-500 ft.	400-500 ft.	400-500 ft.	400-500 ft.	300-500 ft.	300-500 ft.	Up to 1000 ft.	Up to 1000 ft.	Up to 1200 ft.	n/a
EXTERNAL CONNECTIVITY (project or neighborhood boundary)	n/a	¼ mi. min	Min 1 connection every 800 ft.	Min 1 connection every 800 ft.	Min 1 connection every 800 ft.	Min 1 connection every 600 ft.	Min 1 connection every 600 ft.	Min 1 connection every 600 ft.	Min 1 connection every 800 ft.	Min 1 connection every 1000 ft.	Min 1 connection every 1200 ft.	Min 1 connection every ¼ mi.
GATED RESIDENTIAL AREAS	--	Y	--	--	--	--	--	--	n/a	n/a	n/a	Y
PARKS AND OPEN SPACE												
MINI PARK	--	--	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
NEIGHBORHOOD PARK	--	Y	Y	Y	Y	--	Y	--	--	--	Y	--
COMMUNITY PARK	Y	Y	Y	Y	--	--	--	--	--	Y	--	Y
PLAZA/GREEN	--	--	Y	Y	Y	Y	Y	Y	Y	Y	--	--
GREENWAY/PARKWAY	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
SPECIAL USE	--	--	Y	Y	--	--	--	--	--	--	--	--
NATURE/OPEN SPACE	Y	Y	Y	Y	--	--	--	Y	--	--	--	Y
LINEAR PARK	--	Y	Y	Y	--	--	--	--	--	--	--	Y

*Page intentionally left blank.*

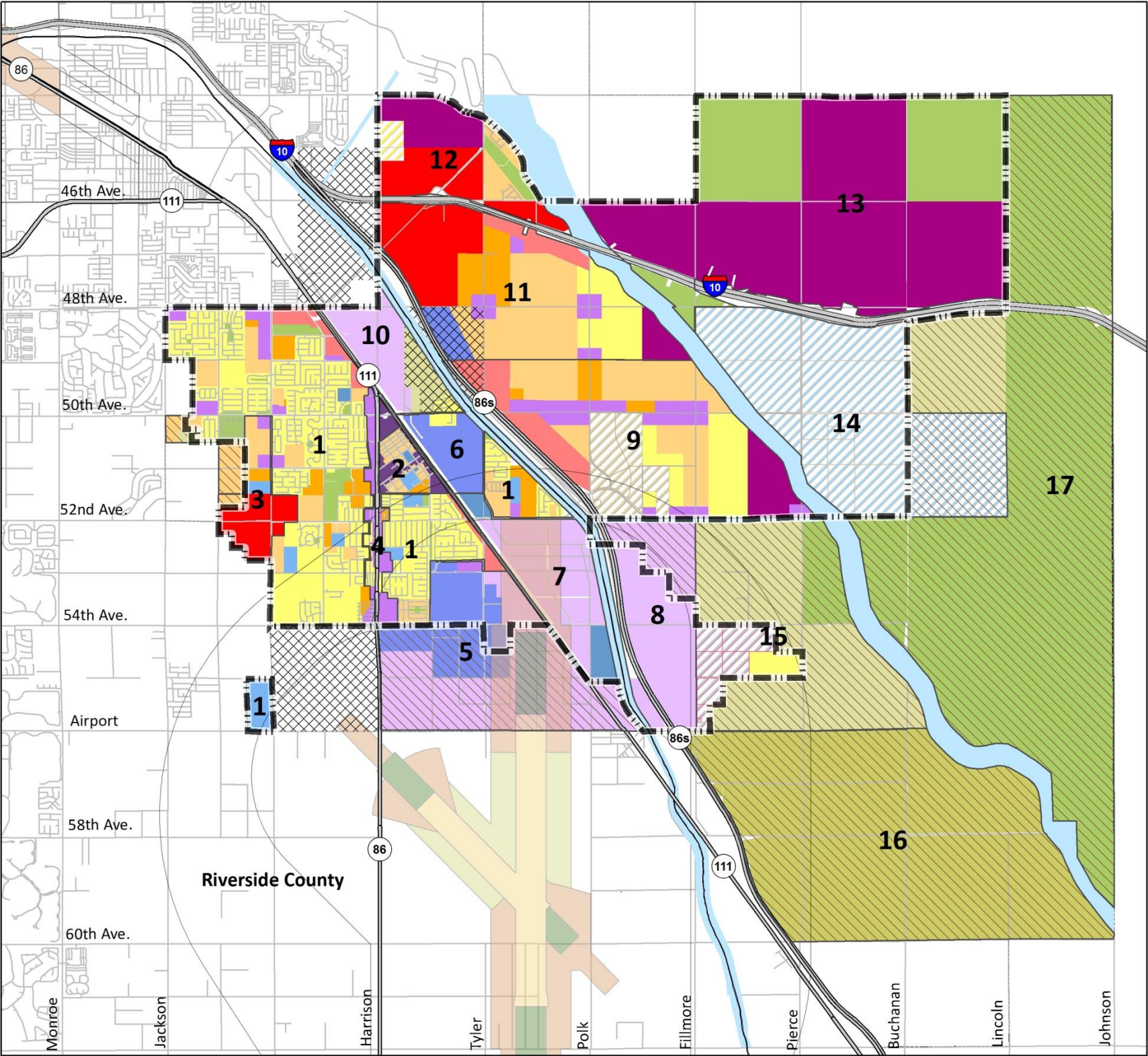
## GENERAL PLAN DESIGNATION MAP

This section presents the General Plan Designation Map for the City of Coachella. While the General Plan Designations are applied directly to each parcel, the General Plan provides for some flexibility in the ultimate range and distribution of uses for subareas 5 through 17. The ranges of appropriate uses for each of these subareas are defined in the Subarea Descriptions. It is expected that the final mix and distribution of appropriate uses would be defined for each through the City's Master Planning process. Figure 3-23: General Plan Designation Map shows the General Plan Designation map and Figure 3-24: General Plan Subareas Map, shows the extent of the various subareas.



*Page intentionally left blank.*

Figure 3-23: General Plan Designation Map



**City of Coachella**  
**General Plan Update 2035**

**General Plan Land Use Designations**

**Legend**

- Coachella City Limits

Tribal Land

Sphere of Influence

General Plan Planning Area

**Airport Compatibility Zones**

Zone A

Zone B1

Zone B2

Zone C

Zone D

Zone E
- Land Use Designation**

Downtown Center

Urban Employment Center

Neighborhood Center

Regional Retail District

Suburban Retail District

Resort District

Industrial District

Urban Neighborhood

General Neighborhood

Suburban Neighborhood

Rural Rancho

Agricultural Rancho

Open Space

School

Public Facilities

Brandenburg Butters Specific Plan

Coachella Vineyards Specific Plan

Eagle Falls Specific Plan

La Entrada Specific Plan

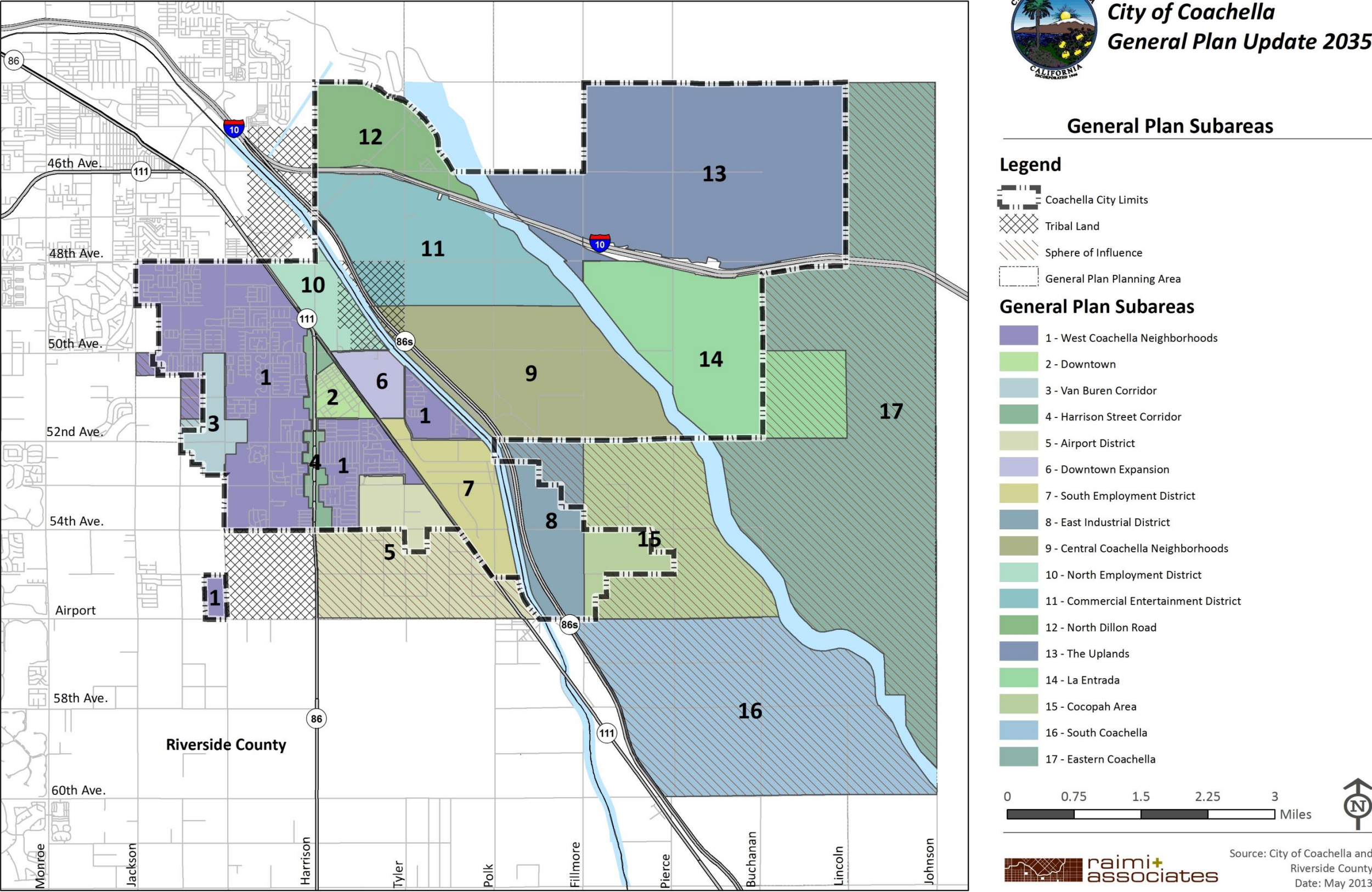


Source: City of Coachella and  
Riverside County  
Date: May 2013

*Page intentionally left blank.*



Figure 3-24: General Plan Subareas Map



*Page intentionally left blank.*

# MASTER PLANNING PROCESS DESCRIBED

For parcels in Subareas 5 through 17, project sponsors must use the following system during the project application process. The purpose of this section is to enable incremental development of vacant parcels while generating interconnected neighborhoods and employment areas of the City. Before preparing a subdivision map, the applicant is required to prepare a Specific Plan or similar master planning document (Master Plan) for City review and comment per the following requirements.

## DUE DILIGENCE STAGE

1. **Identify the location of the site in neighborhood and review General Plan policies.**
  - Project sponsors must first identify the project site and the subarea where the project site is located.
  - The project sponsor must then review the General Plan vision and policies for the subarea and the range of allowed General Plan designations. As part of this process, the project sponsor should understand the requirements for preserving open space, development of parks and public facilities and the specific network connectivity requirements in the General Plan.
2. **Meet with City staff.**
  - Once the materials have been reviewed, the project sponsor should meet with the City to determine if any other Master Plans have been created for the subarea.
  - For land controlled by others, those owners are to be invited to participate in the master planning process. The requirements for land not controlled by the applicant are focused on minimal connectivity and adjacencies.
3. **Identify non-buildable land.**
  - For all land within the subarea, the project sponsors should identify and map the general extent of existing and potential future land not buildable because of environmental constraints such as soils, drainage, seismic conditions, endangered species or other factors. This may require reviewing existing technical studies or working with resource agencies.
  - A detailed parcel-by-parcel assessment and major technical studies are not required at this point in the process and the information should be more detailed within the project site than outside of the project site.
  - This analysis should also include consideration of projects within the subarea that are built or in the development pipeline.

## PRE-APPLICATION REVIEW STAGE

4. **Identify City-wide transportation network.**
  - Once the major non-buildable land is identified, the project applicant should identify the major transportation network through the entire subarea, if this has not already been created by a previous project or the City.
  - The project sponsor should map this network (which is assumed to be approximately every quarter-mile) and show connections to the project site.



5. **Identify street network and blocks for land controlled by applicant.**
  - The next step is to develop the internal transportation network for the project site. Requirements in the General Plan designations shall be followed to understand the intersection spacing.
  - Connections to existing roadways adjacent to the site should be, wherever feasible, continued into the site and the project should plan for connections to adjacent undeveloped areas. The point of this critical step is to ensure that isolated subdivisions are not created and new neighborhoods, centers and districts connect to one another throughout the City.
  - This process will result in both a transportation network and block pattern within the project site.
6. **Apply General Plan Designations, parks and building types to blocks.**
  - For each block, the project applicant should then apply the allowed General Plan designations and identify the approximate location and amount of various types of parks to be located within the project site. While the General Plan has a map of designations, it is understood that in large, undeveloped areas the designations may change as long as the vision of the General Plan and subareas is met. The policy guidance for each subarea provides a range of designations allowable.
  - As part of this step, the project sponsor should further identify the potential building types by block to more precisely define the form and character of their development.
7. **Identify net development yield.**
  - Using the information in the previous step, the project sponsor should create a block-by-block development program table that calculates the various building types, number of units, non-residential square footage and other site conditions.

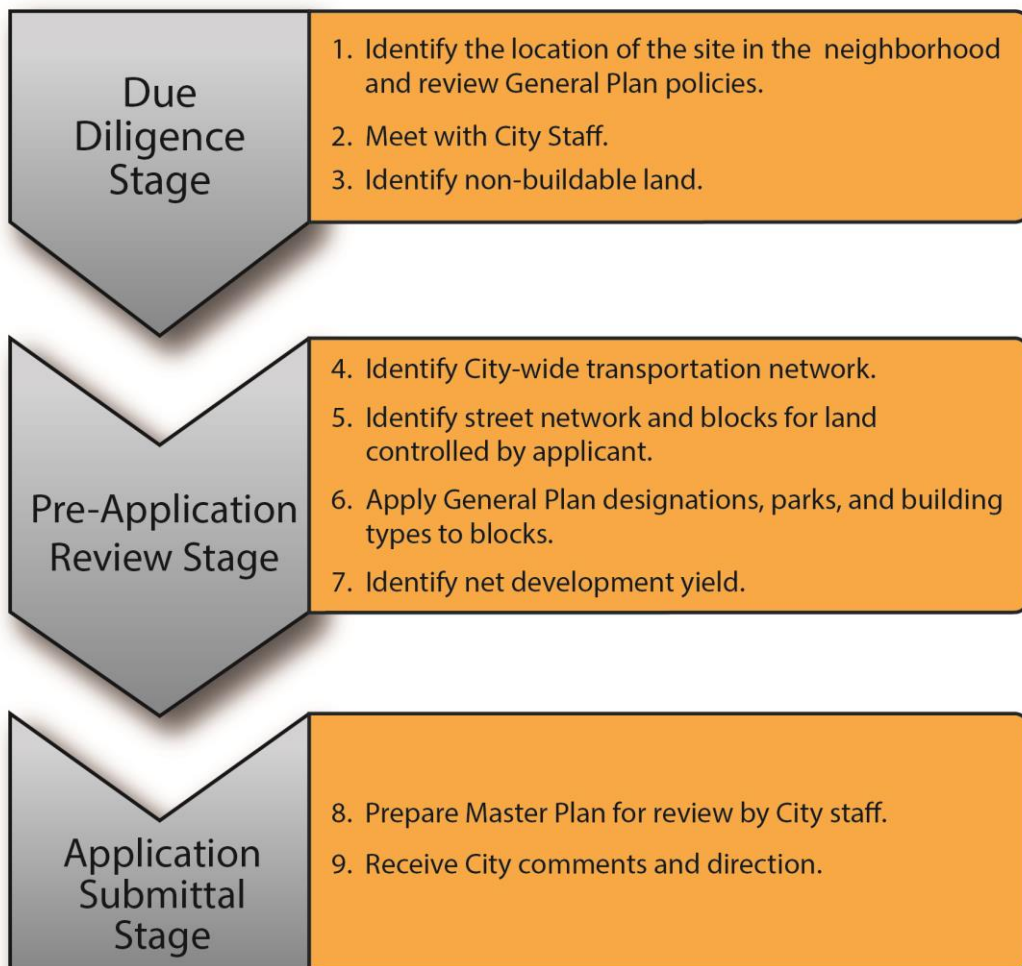
## APPLICATION SUBMITTAL STAGE

8. **Prepare Master Plan for review by City staff.**
  - The project sponsor shall prepare a master plan for site review by City staff. The Master Plan should have the following components:
    - Land not controlled by project sponsor.
      - Subarea map with project site identified.
      - Undevelopable land due to environmental or other constraints (generalized if specific data is not available).
      - Existing streets in the subarea.
      - Planned major streets at approximately quarter-mile intervals
      - Existing planned and approved projects in the subarea
    - Land controlled by project sponsor.
      - Site boundary map.
      - Undevelopable land due to environmental or other constraints (must be more detailed than land not controlled by project sponsor).
      - Existing streets in the project site.

- Planned streets and network connections within and external to the project site
- Blocks for development (based on the street network requirements).
- Required park locations, types and acreages.
- Map of General Plan designations applied to blocks (or portions of blocks).
- Map of building types applied to blocks (or portions of blocks).
- Development program table calculating net development yield and the amounts of other uses (such as parks, roads, open space, etc.).

9. Receive City comment and direction.

- Present Master Plan to the City for review and comment. At its discretion, the City may retain an outside consultant such as a “town planner”, the planning commission or the city council to review and provide comments on the Master Plan.
- Upon receiving direction from the planning commission, the applicant may proceed with preparing a subdivision map.



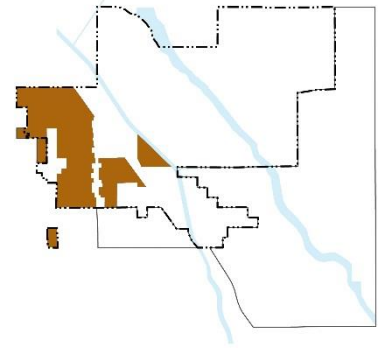
# SUBAREA DESCRIPTIONS

For planning purposes, the City of Coachella is divided into 17 unique subareas and every parcel in the City is located in one of these areas. Figure 3-24: General Plan Subareas Map, shows the subareas. The purpose of the subareas is to define an overall vision and specific policy direction that supplements the General Plan Designations and the citywide goals and policies.

## SUBAREA 1 – WEST COACHELLA NEIGHBORHOODS

### EXISTING CONDITIONS

The West Coachella neighborhoods are located west, south and east of downtown and encompass most of the urbanized area in 2010. The area is predominantly single-family homes but also contains various types of retail uses, apartments, schools and parks. The area was built over a long period with a significant number of homes and retail centers built in the past 20 years. While there are some areas that are highly walkable and built on a traditional street grid, a significant amount of the area is in conventional subdivisions characterized by cul-de-sacs, sound walls and automobile-oriented roadways. The development pattern has resulted in a lack of connectivity, between both residential subdivisions and residential and commercial areas along with a limited amount of parks space.



### VISION

The West Coachella Neighborhoods will evolve over time with new development and improvements to existing neighborhoods to create a block and street network that links existing and new development into a coherent town. West Coachella will provide much needed housing that ranges from single-family houses to house-scale multi-family buildings. New development will occur as infill development completes and repairs the neighborhood fabric of West Coachella. The discontinuous street networks are retrofitted to interconnect with all new areas fully connected, providing easy access to shopping and jobs located within adjacent areas. Streets are pedestrian friendly with on-street parking, sidewalks shaded by trees and safe crosswalks.

### POLICY DIRECTION

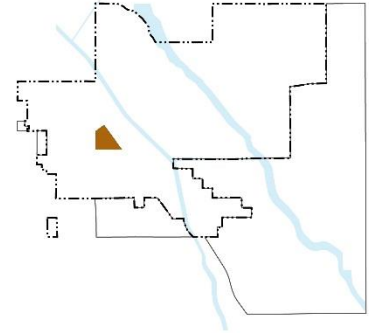
1. Encourage the infill of vacant and underutilized parcels with neighborhood patterns that support walkability, exemplify great urban neighborhoods as described by the General Plan designations and expand the range of housing available.
2. Retrofit existing neighborhoods with a variety of improvements including improved connections to adjacent neighborhoods and commercial districts, pedestrian-friendly streets, parks and open spaces.
3. Pursue the transformation of automobile-oriented strip commercial areas into walkable Neighborhood Centers that are physically connected with the adjacent neighborhoods.
4. Retrofit existing streets to be more pedestrian friendly, including trees, safe crossings, road diets, and traffic calming.
5. Encourage and facilitate the development of new parks and related recreational opportunities.

6. Balance the development of new homes and the preservation of existing residences to realize a dynamic mix of housing vintages.
7. Pursue the creation of new and improved physical connections to Downtown and the Harrison Street corridor from adjacent neighborhoods.

## SUBAREA 2 – DOWNTOWN

### EXISTING CONDITIONS

The Downtown subarea of Coachella is diverse and dynamic, containing historic homes, shops, and numerous civic uses, housing City Hall, the Post Office, churches, schools and parks. The Downtown is an original railroad town and is laid out in a walkable, small-block pattern west of the railroad tracks. Harrison Street also runs through the Downtown Subarea, providing a variety of new and old commercial uses and a fairly auto-focused transportation system.



### VISION

Downtown will continue as the physical, civic and cultural heart of Coachella. As the City grows, new civic uses, cultural facilities, housing and retail will be located in Downtown to enhance its role as the central meeting and gathering place for Coachella residents. Sixth Street, the central spine of Downtown, will continue to evolve as a lively, mixed-use street offering shady walkways, cooling water fountains, outdoor dining and unique shopping. New mixed-use, town-scale buildings that respect the heritage and community values of Coachella will be built to expand the retail, commercial and cultural offerings. The existing residential areas north and south of the central core will evolve over time as existing homes are upgraded and new housing added. As Coachella grows into a large city, the Downtown area will grow, expanding into the area east of the railroad with additional specialty and local-serving retail, civic uses, restaurants, services, arts, and cultural opportunities and diverse employment opportunities (See subarea 3).

### POLICY DIRECTION

1. Actively facilitate the implementation of the Pueblo Viejo Plan through appropriate new development approvals and targeted public investments.
2. Ensure new development does not conflict with the Pueblo Viejo Plan. If there are inconsistencies between the Pueblo Viejo Plan and this General Plan, the General Plan shall govern.
3. Recognizing that Downtown is the heart of the City, encourage development there.
4. Focus a variety of cultural arts and cultural uses in the Downtown.
5. Improve Sixth Street as the “main street” of Downtown with a pedestrian-oriented environment and a diverse mix of retail and commercial activity.
6. Maintain a strong civic focus and ensure that City Hall remains in the area.
7. Pursue mixed-use development on vacant parcels and create a new gateway to Downtown at the intersection of Sixth Street and Harrison Street.
8. Improve residential neighborhoods adjacent to Downtown by upgrading existing housing and infilling vacant and underutilized parcels with a diverse mix of housing types.

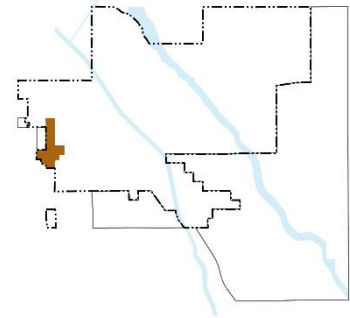


9. Conduct streetscape improvements throughout Downtown to make the area safe and inviting for pedestrians.
10. Develop a plan to provide for the evolution of Downtown and its expansion east across the railroad tracks into an active, livable civic core, appropriate for a large city.
11. Seek to construct multiple, safe connections across the railroad tracks from Downtown to the Downtown Expansion subarea.
12. Work with local and regional transit and transportation agencies to establish a transportation center in Downtown provides for bus and rail transit to the City.
13. Work with State and regional agencies to bring high frequency, regional transit to the Downtown.

## SUBAREA 3 – VAN BUREN CORRIDOR

### EXISTING CONDITIONS

The Van Buren Corridor extends from approximately 50<sup>th</sup> to 53<sup>rd</sup> Avenues along Van Buren. Existing uses along the corridor include single-family, retail, schools and vacant land. The Van Buren Corridor is at a key location between Indio, Coachella, and La Quinta and much of the land through the corridor is still available for quality development, providing Coachella with a great opportunity to create a strong neighborhood center and regional shopping district.



### VISION

The Van Buren Corridor will transform into a major sub-regional retail destination that will provide a wide variety of goods and services for Coachella residents, as well as neighboring communities. The large format, regional-serving retail will be built in a fashion so it coexists with existing and future neighborhood development in and around the Van Buren Corridor. The new commercial development will promote walkability with a mix of appropriately scaled buildings fronting the streets and large, block-scale buildings throughout. While walkable, the retail area will also provide ample parking for visitors. The commercial development will be connected to the surrounding new and existing residential areas, allowing a high degree of access and balancing the impact of traffic on the community.

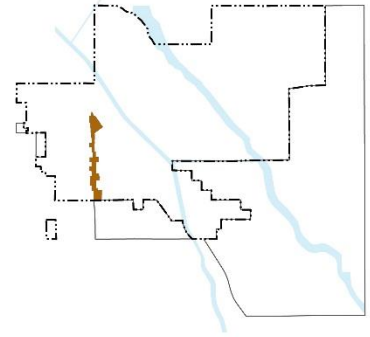
### POLICY DIRECTION:

1. Pursue a diverse mix of retail and services along the Van Buren Corridor to capitalize on the area's strategic location.
2. Allow large format, auto-oriented retail and commercial uses to locate along the corridor.
3. Ensure appropriate and well-designed transition between retail and commercial development along the corridor and the adjacent residential neighborhoods.
4. Physically connect the development along Van Buren with adjacent areas with frequent streets and pedestrian connections to ensure easy pedestrian, bicycle and automobile access.
5. Require new development include wide sidewalks, trees, pedestrian furniture, safe pedestrian crossings and direct connections to the front entrances of retail and services.

## SUBAREA 4 – HARRISON STREET CORRIDOR

### EXISTING CONDITIONS

The Harrison Street corridor extends from approximately 54<sup>th</sup> Avenue north to the intersection of Harrison Street and SR111 (at approximately 49<sup>th</sup> Avenue). Presently, the corridor is an automobile oriented roadway with shopping centers, large surface parking lots and limited pedestrian facilities.



### VISION

Over time, the Harrison Street Corridor will become a pedestrian-oriented mixed-use corridor with a diverse mix of retail, commercial and residential uses. New development will be more urban in design with buildings that frame the street and parking located back of the buildings. While transformed over time, the corridor will continue to serve as a major thoroughfare and a major retail street for the City, focusing on goods and services that meet the daily needs of residents.

### POLICY DIRECTION

1. Require new development to follow the vision and design direction presented in the 2011 report titled “Improving Neighborhood Connections along Coachella’s Harrison Street Corridor.” If there are inconsistencies between the report and this General Plan, the General Plan shall govern.
2. Pursue the revitalization of the Harrison Street Corridor as proposed by the Harrison Street Corridor Plan through:

Transforming the Harrison Street Corridor into a pedestrian friendly neighborhood commercial area that is integrated with the Downtown and surrounding neighborhoods.

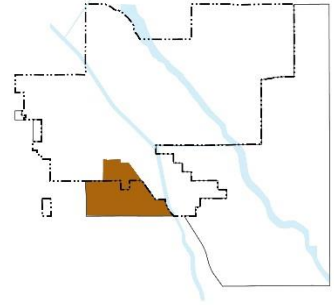
Conducting a series of roadway improvements to Harrison Street that:

- Improve safety for everyone on the street.
  - Reduce vehicle speeds.
  - Reduce unsafe turns in and out of driveways.
  - Reduce crashes.
  - Reduce crash severity.
  - Shorten crosswalk distance to improve pedestrian safety.
  - Improve sidewalks where they are insufficient or missing.
  - Provide space dedicated to bicyclists.
  - Beautify the streets.
3. Creating gateways to the City at Harrison Street and SR111 and at Harrison Street and 54<sup>th</sup> Avenue. Create a new gateway to the Downtown at Sixth Street.
  4. Allowing mixed use and pedestrian-oriented retail along the corridor.

## SUBAREA 5 - AIRPORT DISTRICT

### EXISTING CONDITIONS

This area of the City contains a variety of industrial uses, very low density residential development and agricultural uses. Generally bounded by Harrison Street on the west, Airport Boulevard on the south and SR111 on the east, the area has exceptional regional highway and airport access and a significant amount of vacant parcels.



### VISION

The Airport District will continue to evolve into one of the primary industrial areas of the City. Proximity to the airport and access to regional highways provides an excellent location for manufacturing, logistics, and agricultural support uses. The area will be built with large buildings, lots and block sizes to accommodate the large areas needed for a variety of industrial activities. Visitor and service retail is allowed along Harrison Street and Grapefruit Boulevard, serving the employees of the District, as well as the traffic traveling these roads.

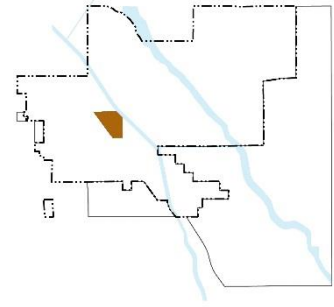
### POLICY DIRECTION

1. Encourage the development of a variety of industrial and manufacturing uses within this subarea.
2. Target new uses to this area that take advantage of the proximity to the Jacqueline Cochran Airport.
3. Ensure new development is compliant with airport safety standards and the Airport Land Use Compatibility Plan.
4. Ensure new uses are compatible with, and appropriately transition, from nearby residential and commercial uses and focus objectional uses near the airport.
5. Allow a variety of retail and commercial activities to locate along SR111 and Harrison Street to take advantage of through traffic along these roadways.
6. Prohibit the annexation of additional land adjacent to this subarea into the City limits unless other areas that allow industrial development are significantly built out or unless there is a major industrial development that produces new jobs and economic development opportunities for the City.
7. Final designation mix should be:
  - 70 to 90 percent Industrial District
  - Up to 20 percent Suburban Retail District

## SUBAREA 6 - DOWNTOWN EXPANSION

### EXISTING CONDITIONS

The Downtown Expansion area is located on the east side of SR111 and the railroad tracks and is bordered by 50<sup>th</sup> Avenue to the north, Tyler Street to the east and Bagdad Avenue to the South. The area is currently primarily agricultural uses with fields and processing facilities.



### VISION

Over time, this area will serve as the expansion of Downtown Coachella and it is envisioned to have a wide diversity of employment and civic uses. The area is envisioned as having small, walkable blocks with office, R&D and supporting retail and services. Multi-family residential uses may be located on the edges of this area and adjacent to existing residential development, such as the area east of Tyler Street. This area would also be an ideal location for a college or university that could benefit from the proximity to Downtown and expected office and R&D uses and an orientation towards walkable, university campus-style development.

### POLICY DIRECTION

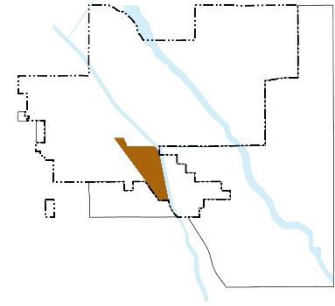
2. Design the Downtown Expansion area as a series of walkable blocks (between approximately 300 and 500 feet in length).
3. Pursue a variety of office and R&D uses to anchor the area.
4. Require all new developments are pedestrian-oriented with buildings fronting the street with minimal setbacks and parking located internal to blocks. Prohibit new projects designed in a typical automobile-oriented business-park format.
5. Seek out and recruit a college or university to locate in this subarea.
6. Encourage the creation and incubation of new businesses and research and development operations.
7. Increase connectivity between this subarea and the Downtown subarea with additional pedestrian, bicycle and vehicle connections across SR111 and the railroad tracks.
8. Encourage the creation of a riverfront promenade and park that incorporates the regional Whitewater River multi-use trail.
9. Final designation mix should be:
  - Up to 10 percent General Neighborhood
  - 10 to 50 percent Urban Neighborhood
  - Up to 50 percent Downtown Center
  - 20 to 35 percent Urban Employment Center



## SUBAREA 7 – SOUTH EMPLOYMENT DISTRICT

### EXISTING CONDITIONS

The South Employment District contains a variety of industrial uses, a significant amount of vacant land, limited single-family residential uses, and a school. The area is bounded by the railroad and SR111 on the west and by the Whitewater River and SR86S on the east.



### VISION

This area will transform over time into an employment district that contains a diversity of job-producing uses. Toward the northern end of the subarea, the uses should focus on office and research and development while to the south the uses should be more industrial, warehouse and distribution. The subarea should capitalize on the proximity to the airport and the railroad corridor. Residential development should be allowed in limited locations and in situations that do not interfere with the expansion of jobs and employment uses. Connecting this area over the Union Pacific Railroad and SR86S should be a priority as development occurs.

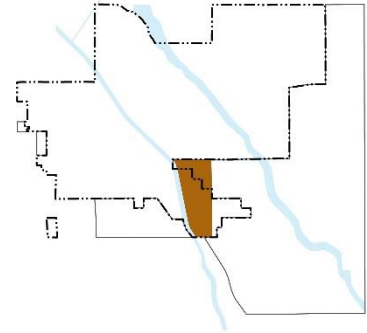
### POLICY DIRECTION

1. Require most of the area be developed with employment uses and prohibit the conversion of this subarea to residential uses.
2. Pursue uses that capitalize on the subareas location adjacent to the railroad and SR86S.
3. Require new industrial development to locate in this subarea (or adjacent subareas 5 and 8) before additional annexation of land into the City limits.
4. Discourage significant residential development and only locate new residential uses in ways that do not inhibit the employment generating uses.
5. Allow support retail and services in this subarea that support the employment uses. Such uses would include restaurants, dry cleaners, cafés and small markets.
6. Pursue an auto mall or auto dealers adjacent to SR86S.
7. Final designation mix should be:
  - Up to 15 percent General Neighborhood
  - Up to 10 percent Downtown Center
  - 20 to 80 percent Urban Employment Center
  - 50 to 75 percent Industrial District

## SUBAREA 8 – EAST INDUSTRIAL DISTRICT

### EXISTING CONDITIONS

The East Industrial District is located east of the Whitewater River, west of Fillmore and between Airport Boulevard and 52<sup>nd</sup> Avenue. Approximately two-thirds of the subarea is within the City limits and the other one-third is located in the Sphere of Influence. The area is topographically flat and contains agricultural uses.



### VISION

This subarea will transform over time into an employment district that contains a variety of industrial and office uses. The area should take advantage of the SR86S that runs along the eastern side of the subarea. Development along 52<sup>nd</sup> Avenue could also be for retail and office development as this corridor transforms into a major east-west thoroughfare.

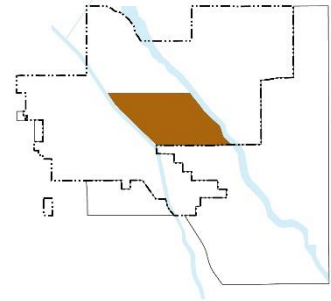
### POLICY DIRECTION

1. Require that the majority of land area be developed with employment uses and prohibit the conversion of this subarea to residential development.
2. Encourage uses that take advantage of the area's location adjacent to the railroad and SR86S.
3. Encourage new industrial development to locate in subarea the City limits (or adjacent subareas 5 and 7) before additional annexation of land. However, given the location, this subarea could be completely annexed into the City before 2035.
4. Capitalize on the transformation of 52<sup>nd</sup> Avenue into a major thoroughfare and allow a range of retail, commercial and office uses.
5. Ensure well designed, effective transitions between the employment uses in this subarea and residential uses that are expected to occur in subareas 9 and 15 so as to minimize impacts and encourage connectivity between area.
6. Encourage support retail and services in this subarea that support employment uses. Such uses would include restaurants, dry cleaners, cafés and small markets.
7. Pursue an auto mall or auto dealers adjacent to SR86S.
8. Final designation mix should be:
  - Up to 10 percent General Neighborhood
  - 30 to 60 percent Urban Employment Center
  - Five to 10 percent Suburban Retail District
  - 50 to 90 percent Industrial District

## SUBAREA 9 – CENTRAL COACHELLA NEIGHBORHOODS

### EXISTING CONDITIONS

The area is bounded by the Whitewater River on the west and the Coachella Canal on the east, Avenue 52 on the south and Avenue 49 on the north. The area is primarily used for agricultural production, with a combination of cultivated row crops, orchards and natural open space. The area also hosts limited rural homes, including unpermitted informal mobile home parks.



### VISION

Central Coachella is a priority expansion area, envisioned as a series of vibrant, sustainable, healthy, walkable, interconnected neighborhoods, each with its own unique character and amenities. Housing is the dominant use of Coachella's neighborhoods – and single family houses the prevalent housing type – but most neighborhoods also include additional amenities that enrich the life of the neighborhood, including neighborhood-scale retail and services, neighborhood parks and playgrounds, schools and other civic facilities. To promote choice, livability and economic viability, multi-family housing is also present in most neighborhoods in modest amounts, designed so as to be integrated into the fabric of the neighborhood. In some cases this will be in house-scale buildings interspersed with houses and in other cases built along cross-town corridors and in mixed-use centers at key crossroads with good access to transit. Multi-family uses will be more often found near neighborhood commercial nodes in order to better promote transit viability. Most neighborhoods should be within walking distance of neighborhood services, a school or park and open space, including regional multi-use trails on the Whitewater River and Coachella Canal. Neighborhoods should emphasize residential living but include non-residential along the edges and at key locations. The public realm will be beautiful and comfortable, with diverse and finely-grained streets, parks and plazas. The street networks will be highly interconnected, providing multiple paths for pedestrians, bicyclists and motorists.

### POLICY DIRECTION

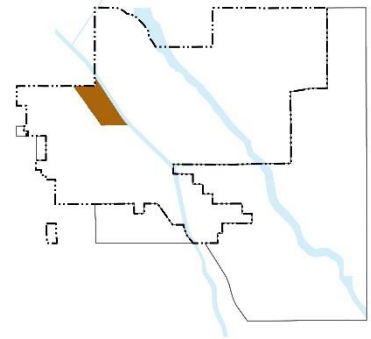
1. As the City grows, prioritize new residential development in this subarea over subareas to the east.
2. Require a variety of neighborhood types throughout the central Coachella Neighborhoods subarea.
3. Ensure neighborhoods are tied together with pedestrian, bicycle and vehicle connections and not treated as separate subdivisions surrounded by sound walls or other barriers.
4. Prohibit gated subdivisions in this subarea.
5. Prohibit sound walls along major thoroughfares.
6. Capitalize on Avenues 50 and 52 as major east-west thoroughfares and promote the development of retail, goods and services along these corridors.
7. Create a diversity of parks and open spaces that are connected by green streets and a multi-use trail network and strive for a majority of residents to be within a quarter-mile walking distance of a park or open space.
8. Locate Neighborhood Centers at major intersections so the majority of residents are within a short walk of retail, goods and services.
9. Allow higher intensity, non-residential uses in the western portion of the subarea in order to complements and support the Downtown and nearby employment centers.

10. Require primary boulevards to be designed, constructed and operated as multi-modal, not wide, auto-oriented arterials.
11. Pursue an auto mall or auto dealers adjacent to SR86S.
12. Final designation mix should be:
  - Up to 35 percent Suburban Neighborhood
  - 40 to 70 percent General Neighborhood
  - Up to 15 percent Urban Neighborhood
  - Five to 15 percent Neighborhood Center
  - Up to 10 percent Suburban Retail District

## SUBAREA 10 – NORTH EMPLOYMENT DISTRICT

### EXISTING CONDITIONS

The North Employment District is used primarily for agricultural activities, but also includes some industrial and residential uses. The area is bounded by the 50<sup>th</sup> Avenue on the south, Grapefruit Boulevard and the Union Pacific Railroad on the west, Whitewater River on the east and the city limit on the north. Given its location, regional access to the area is relatively poor with limited roadway access. Additionally, most of the area is Native American tribal land, thus limiting the amount of new development that can be controlled by the City.



### VISION

While much of this area is under tribal governance and subject to their land use and development decisions, the North Employment District is intended to become an employment center with industrial and, to a lesser degree, office jobs and residential uses. The North Employment district allows for a mixture of office and light fabrication in a block structure and building fabric compatible with a mixture of urban commercial and residential uses, becoming a jobs center that hosts a wide variety of employment opportunities. Limited residential uses could be near the Whitewater River on the east and multi-family residential is also found on the south of the area, in a mixed-use configuration that supports the Downtown Expansion Subarea with nearby residents.

### POLICY DIRECTION

1. Work with the Native American Tribes to develop the area in a way that supports the vision for Coachella and this Subarea.
2. Develop the subarea in a way that supports Downtown by locating more intense and active uses closest to the Downtown Expansion subarea, allowing industrial uses to occur in the northern portion of the subarea.
3. Require the development of pedestrian-appropriate building designs, with loading activities sited behind buildings.
4. Require a mix of retail to provide adequate services for the daytime employment population.
5. Allow residential development adjacent to the Whitewater River.

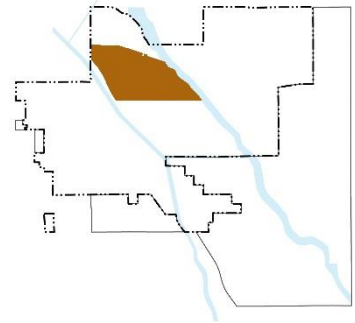


6. Allow residential development adjacent to the Downtown Expansion Subarea when residential uses are a secondary use in mixed-use buildings.
7. Encourage areas immediately adjacent to the Interstate 10 interchange to develop visitor serving, auto-oriented uses.
8. Final designation mix should be:
  - Up to 10 percent Suburban Neighborhood
  - Up to 15 percent General Neighborhood
  - Up to 10 percent Urban Neighborhood
  - Up to 10 percent Neighborhood Center
  - 20 to 60 percent Urban Employment Center
  - Up to 10 percent Suburban Retail District
  - 20 to 50 percent Industrial District

## SUBAREA 11 – COMMERCIAL ENTERTAINMENT DISTRICT

### EXISTING CONDITIONS

The Commercial Entertainment District is located at the junction of Interstate 10 and SR86S, an area with exceptional regional accessibility. It is in close proximity to tribal lands and Spotlight 29 Casino. The area is mostly agricultural uses and limited residential and commercial uses.



### VISION:

The Commercial Entertainment District will contain much of the new development that attracts visitors to Coachella, including destination retail, hotels and resorts, and entertainment uses. This subarea will capitalize on its location at the junction of Coachella's major freeways, making it easy for people to reach these unique, visitor-serving destinations from other parts of the region. Special attention to design will be paid in the development of the area to ensure that it is visually attractive to motorists traveling the adjacent highways. This is a highly unusual area and it will have special and unique developments in the area. A range of residential densities and building types should be encouraged in this subarea, provided they are designed to integrate with the high intensity commercial uses planned for the area. The subarea must also exhibit strong, fine-grained connections to the surrounding neighborhoods of the subarea and the adjacent subareas, allowing community members easy access to shopping and entertainment.

### POLICY DIRECTION

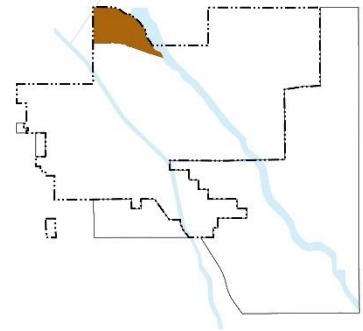
1. Encourage a wide variety of entertainment, commercial and mixed use projects and focus commercial uses in the area west of Tyler and north of Avenue 48.
2. Act with strong discretion when approving projects, seeking unique, destination-oriented and visitor-serving entertainment and retail uses that would be enhanced by the subarea's location and exceptional regional access.
3. Allow resort developments along the eastern edge of the subarea adjacent to the canal.
4. Pursue a large scale destination retail complex (that could include multi-family housing) in this subarea.

5. Require new development buildings and signage visible from Interstate 10 and SR86S to be attractive to passing motorists.
6. Allow a range of hospitality uses including hotels and motels.
7. Work with the tribal government to pursue development of regionally unique entertainment.
8. Allow development of walkable neighborhoods with a mix of housing types within the subarea provided it does not inhibit the primary goal of developing regionally unique retail and entertainment uses and provided such development is connected and integrated with the intense, regional uses.
9. Require new developments to incorporate design features that facilitate pedestrian, bicycle and vehicular connections throughout the subarea.
10. Encourage areas immediately adjacent to the I-10 interchange to develop visitor serving, auto-oriented uses.
11. Require an amendment to the Shadow View Specific Plan to establish a walkable, commercial retail and entertainment destination. Design elements such as those found in the Victoria Gardens project and Downtown Disney are desired.
12. Final designation mix should be:
  - Up to 25 percent Suburban Neighborhood
  - Up to 50 percent General Neighborhood
  - Up to 25 percent Urban Neighborhood
  - Up to 15 percent Neighborhood Center
  - Up to 15 percent Urban Employment Center
  - Up to 15 percent Suburban Retail District
  - 30 to 60 percent Regional Retail District
  - Up to 50 percent Resort

## SUBAREA 12 - NORTH DILLON ROAD

### EXISTING CONDITIONS

The North Dillon Road Area is largely undeveloped, but does contain some limited residential, recreational and commercial development. The area is adjacent to Interstate 10 and situated with particularly rich and interesting natural amenities. The site has excellent views of the nearby mountains, is adjacent to the Coachella Canal and is adjacent to the San Andreas fault zone. The area is bounded by Interstate 10 to the south, the Coachella Canal to the east and the City limits to the north and west.



### VISION

With excellent regional access and unique natural attributes, this area has great entertainment, recreation and service retail potential. The North Dillon Road area is intended to develop as a regional visitor-serving area with uses that complement the regional Commercial Entertainment District to its south. Lodging, entertainment and large-scale service and fueling stations can all be found in this area

along Interstate 10 and the uses are arranged in a highly logical way that builds value and minimizes use incompatibilities.

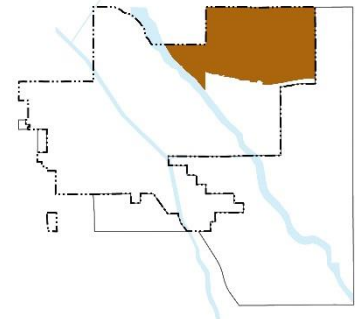
### **POLICY DIRECTION**

1. Seek out and encourage uses that complement the vision of the Commercial Entertainment District and ensure proposed uses do not conflict with those planned for the Commercial Entertainment area.
2. Capitalize on the access to the freeway and seek out and encourage freeway oriented uses, large format retail, truck stops, lodging and regional entertainment and recreational uses that benefit from easy regional access.
3. Work closely with nearby tribes to ensure compatibility of uses with planned development on nearby tribal land.
4. Allow resorts and lower density residential development within this subarea, particularly along the Coachella Canal and the northern edge of the subarea.
5. Consider a range of entertainment uses for this subarea including amphitheaters, sports complexes, golf courses and similar uses.
6. Final designation mix should be:
  - Up to 10 percent Neighborhood Center
  - 15 to 40 percent Suburban Retail District
  - Up to 25 percent Regional Retail District
  - Up to 25 percent Resort

## **SUBAREA 13 – THE UPLANDS**

### **EXISTING CONDITIONS**

The Uplands is an environmentally diverse and rich area of the City. It is part of the Mecca Hills that serve as a scenic backdrop to Coachella and is bounded on the south by Interstate 10 and on the west by the San Andreas Fault and Coachella Canal. The area is a very environmentally sensitive and constrained area, with desert washes and 100 year floodplains, active faults and potentially sensitive habitat. Access to the area is very limited.



### **VISION**

As a very sensitive area with limited access and a need for substantial infrastructure investment, this area of the City is envisioned to remain undeveloped during the span of the General Plan. Development in this area should occur after a significant portion of other areas within the current City limits are developed. When development does occur, the vision for this area is to have low density resorts, rural residential development and some suburban neighborhoods and suburban retail in the western portion of the subarea. In the interim, this subarea will be preserved from development and contribute to the visual identity and aesthetic beauty of Coachella.

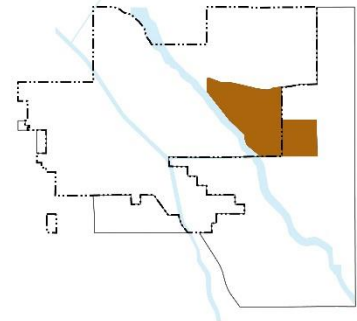
## POLICY DIRECTION

1. Maintain Resort and Open Space General Plan designations for this subarea.
2. Prohibit new development to occur until a significant portion of the land within the City limits is developed.
3. Prior to development, but after a significant portion of the land in the City limits is developed, prepare a single Specific Plan for the subarea that establishes a long-term vision, land uses and an implementation program.
4. Minimize grading of the subarea and follow the natural topographic features during the planning and development process.
5. Require that public facilities and services be provided concurrent with the development to ensure a high quality of life for residents.
6. Require rural and clustered development in steeper and topographically constrained areas.
7. Require new developments be designed for, and provided with, adequate public services and infrastructure to be self-sufficient in the event of a large earthquake.
8. Require the primary boulevards to be designed, constructed and operated as multi-modal boulevards, not wide high-speed streets.
9. Limit all resort development to a density of no more than 4 DU/AC.
10. Final designation mix should be:
  - 20 to 30 percent Open Space
  - Up to 25 percent Agricultural Rancho and Open Space
  - Up to 50 percent Rural Rancho
  - Up to 10 percent General Neighborhood
  - Up to five percent Neighborhood Center
  - Up to 60 percent Resort

## SUBAREA 14 – LA ENTRADA

### EXISTING CONDITIONS

The La Entrada subarea is an environmentally rich area of the City with rugged topography. It is part of the Mecca Hills that serve as a scenic backdrop of the City and is bounded on the north by Interstate 10 and on the west by the San Andreas Fault and The Coachella Canal. The area is currently undeveloped and access to the subarea is limited.



### VISION

La Entrada is envisioned with a diversity of neighborhoods and commercial services. Regional Commercial and Mixed-Use Development will be located in the western portion of the subarea along 50<sup>th</sup> Avenue that is being realigned to allow for a new interchange with I-10. The central portion of the subarea will contain a diversity of residential neighborhoods that may include retirement communities and more traditional walkable neighborhoods. The northeast and southeast portions of the area maintain the rugged natural topography with lower density residential. The area will have a well-defined open-space network with multi-use trails connecting neighborhoods, parks and natural open spaces. While



some distance from Downtown, La Entrada will be directly connected to Central Coachella, Downtown and West Coachella via Avenues 50 and 52, which are broad four-six-lane boulevards with frequent pedestrian crossings and pleasant tree-lined sidewalks.

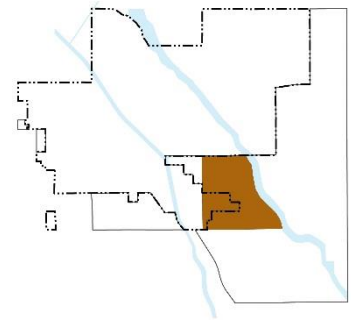
## **POLICY DIRECTION**

1. Prepare a single Specific Plan for the subarea that establishes a long-term vision, land uses and an implementation program.
2. To the greatest extent feasible, preserve the natural topographic features during the planning and development process.
3. Require public facilities and services be provided concurrent with the development to ensure a high quality of life for residents.
4. Require all new development within this subarea conform to the vision and design parameters of the General Plan Designations.
5. Strive for 75 percent of residents (except for the rural residential and resorts) to be within a half-mile walk distance of retail and neighborhood services.
6. Require the 90 percent of residents be within quarter-mile walk distances of a dedicated park, school, or multi-use trail.
7. Require new development be designed as high quality neighborhoods that provide multiple amenities, a beautiful public realm and are consistent with the City's vision for complete neighborhoods.
8. Require rural neighborhoods and clustered development in steeper and topographically constrained areas and use these development types to preserve the significant natural amenities.
9. Require new developments be designed for and provided with adequate public services and infrastructure to be self-sufficient in the event of a large earthquake.
10. Require the primary boulevards to be designed, constructed and operated as multi-modal boulevards, not wide high-speed streets.
11. Follow the block size and connectivity standards for new development found in this General Plan.

## **SUBAREA 15 –COCOPAH AREA**

### **EXISTING CONDITIONS**

This area is primarily used for agricultural production, with a combination of cultivated row crops, orchards and natural open space. The area is bounded by the Whitewater River on the west, Fillmore on the east, 52<sup>nd</sup> Avenue to the north and Airport Avenue to the south. The area is generally flat with a slight increase in elevation toward the east. The majority of the subarea is located outside of the City limits and within the Sphere of Influence.



## VISION

This subarea is identified as a long-term urban expansion area that is not expected to develop during the time horizon of the General Plan. Through 2035, uses are envisioned as agriculture and open space. Over the long term, this area may be urbanized with a diversity of residential neighborhoods supported by Neighborhood Centers and Suburban Retail Districts.

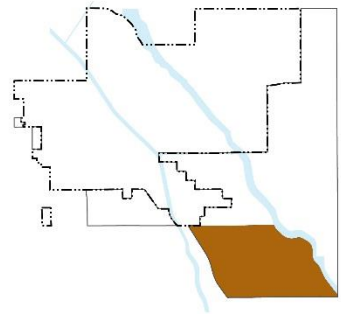
## POLICY DIRECTION

1. Prohibit the annexation of new land into the City limits in this subarea unless 60 percent of the land within subareas 9, 11 and 14 are developed with urban uses.
2. Allow the annexation land for public uses such as parks.
3. For areas outside of the City limits, maintain the county's land-use designations until the land is annexed to the City.
4. Prioritize and actively support near and mid-term activities and uses that focus on agriculture and natural open space.
5. When it becomes appropriate to transition to urban uses, require new development be designed as traditional neighborhoods with a mix of housing types and densities, an interconnected street network and access to a diversity of commercial and public uses.
6. Allow resorts in the eastern portion of the subarea and prohibit resort development on the western side or anywhere that resorts could harm network connectivity.
7. Allow rural residential development in the eastern portion of the subarea.
8. Final designation mix should be:
  - Ten to 20 percent Open Space
  - Up to 25 percent Agricultural Rancho
  - Up to 20 percent Rural Rancho
  - Up to 50 percent Suburban Neighborhood
  - Up to 25 percent General Neighborhood
  - Up to five percent Urban Neighborhood
  - Up to five percent Neighborhood Center
  - Up to five percent Suburban Retail District
  - Up to five percent Regional Retail District
  - Up to five percent Industrial District
  - Up to 40 percent Resort

## SUBAREA 16 – SOUTH COACHELLA

### EXISTING CONDITIONS

This area is primarily used for agricultural production, with a combination of cultivated row crops, orchards and natural open space. The area is bounded by SR86S on the west, the Coachella Canal on the east, Airport Boulevard on the north and 60th Avenue on the south.



## VISION

This subarea is identified as long-term urban expansion, not expected to develop during the time horizon of the General Plan. Through 2035, uses are envisioned as agriculture and open space. Over the long term, this area may be urbanized with a diversity of residential neighborhoods supported by Neighborhood Centers and Suburban Retail Districts.

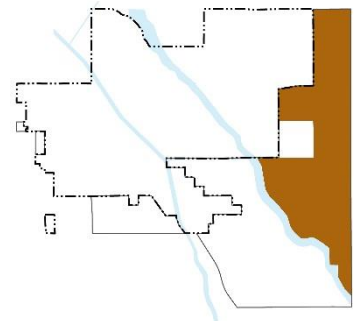
## POLICY DIRECTION

1. Prohibit the annexation of new land into the City limits in the subarea unless 60 percent of the land within subareas 9, 11, 14 and 15 are developed with urban uses.
2. For areas outside of the City limits, maintain the county's land use designations until such a time as it is annexed to the City.
3. Prioritize and actively support near and mid-term activities and uses that focus on agriculture and natural open space.
4. When it becomes appropriate to transition to urban uses, require new development be designed as traditional neighborhoods with a mix of housing types and densities, an interconnected street network and access to a diversity of commercial and public uses.
5. Allow resorts in the eastern portion of the subarea and prohibit resort development on the western side or anywhere that resorts could harm network connectivity.
6. Allow rural residential development in the eastern portion of the subarea.
7. Work with the College of the Desert to encourage their growth and expansion to occur adjacent to the Downtown (in subarea 6) as opposed to this area. If the College of the Desert does pursue expansion plans in this subarea, encourage the campus to be located in Subarea 6 as an urban campus rather than an auto-oriented suburban complex.
8. Final designation mix should be:
  - Up to 100 percent Agricultural Rancho
  - Up to 50 percent Rural Rancho
  - Up to 60 percent Suburban Neighborhood
  - Up to 20 percent General Neighborhood
  - Up to five percent Urban Neighborhood
  - Up to five percent Neighborhood Center
  - Up to five percent Suburban Retail District
  - Up to five percent Regional Retail District
  - Up to five percent Industrial District
  - Up to 40 percent Resort

## SUBAREA 17 – EASTERN COACHELLA

### EXISTING CONDITIONS

The Eastern Coachella area is environmentally diverse and rich. It is part of the Mecca Hills that serve as a scenic backdrop of the City. The area is bounded on the southwest by the San Andreas Fault and Coachella Canal, bisected by Interstate 10. The area is a very



environmentally sensitive and constrained area, with desert washes and 100 year floodplains, active faults and sensitive habitat and nearly all of the area has been set aside for conservation. Access to the area is limited due to the topography and location.

## VISION

This area of the City should continue to be mostly undeveloped open space that defines the eastern edge of Coachella and provides a beautiful visual backdrop to the City. The urban development that does occur should be rural residential with minimal impact to the natural landscape from roads and homes.

## POLICY DIRECTION

1. Investigate and consider the de-annexation of the subarea from the City's jurisdiction since the majority of the land is set aside for conservation or only allows very low density residential development.
2. Limit uses to Rural Residential and passive open space.
3. Prohibit grading to the minimum necessary to construct rural roadways and the allowed Rural Residential development.
4. As feasible, construct multi-use trails along the Coachella Canal either inside, or adjacent to, this subarea.
5. Final designation mix should be:
  - Ten to 40 percent Agricultural Rancho
  - Up to 100 percent Rural Rancho
  - 25 to 100 percent Open Space

# GOALS AND POLICIES

**Goal 1. Development Regulations.** A land development and regulatory system that reinforces the City's desire to grow from a small town to a medium sized city in a sustainable and orderly manner.

## Policies

- 1.1 City limits.** Establish and maintain a city limit for Coachella that allows for a realistic amount of future growth.
- 1.2 Annexation.** Allow the annexation of new land into the City when at least 60 percent of the land within the city limits is built with urban uses or permanently preserved open space.
- 1.3 Sphere of influence.** Establish and maintain a Sphere of Influence that identifies the long-term growth plans of the City. The Sphere of Influence may encompass an area that accommodates more growth than the time horizon of the General Plan.
- 1.4 Planning area.** Establish and maintain a Planning Area that allows Coachella to communicate to adjacent jurisdictions about potential the impact of Growth on the City.



- 1.5 **Subareas.** Establish and utilize a system of subareas to efficiently plan and manage the City's growth. Each area of the City and Sphere of Influence shall be included in a subarea. All development and policy decisions shall conform to the vision and policies for that planning area, in addition to the citywide goals and policies. See Figure 3-24 for a map of the City's subareas.
- 1.6 **General plan designations.** Establish and maintain a system of General Plan designations that:
  - Provides flexibility for land developers to determine the best use of their land within the bounds of the vision for the subarea, particularly in undeveloped areas of the City.
  - Regulates the form and character of new development to ensure the development that does occur is complete with a diversity of uses so residents don't have to drive long distances to access goods and services, connected to the Downtown and other parts of the City via multiple modes of transportation, and compact so that areas are walkable and pedestrian-friendly. The exception to the above shall be Resort developments which may be developed as isolated projects separate from the rest of the City.
  - Uses the development process to enhance the character and identity of Coachella.
- 1.7 **Specific Plans.** Utilize specific plans as strategic entitlement tools when considering unique projects that bring exceptional value to the community. Periodically review existing, un-built specific plans for relevance and the potential for needed updates.

**Goal 2. Growth and Development.** The successful transformation of Coachella from a small town into a medium-sized, full-service City that is a major economic center for the Coachella Valley.

### **Policies**

- 2.1 **Population and employment growth.** Allow the City to grow from its current population of approximately 40,000 and 5,800 jobs to a maximum of 135,000 and 32,000 jobs by 2035.
- 2.2 **Character and identity.** Strive to maintain Coachella's existing small-town character, identity and cultural diversity as development occurs in the future.
- 2.3 **Urban design as identity.** Recognize the City can differentiate itself from other Coachella Valley cities through urban design practices such as the development of complete neighborhoods, preservation of agriculture and open space, pedestrian-oriented design and sustainable development practices.
- 2.4 **Natural context.** Retain the City's natural infrastructure and visual character derived from topography, farmlands and waterway corridors.
- 2.5 **High quality construction and architecture.** Require high-quality and long-lasting building materials on all new development projects in the City. Encourage innovative and quality architecture in the City with all new public and private projects.
- 2.6 **Architectural diversity.** A diversity of architectural styles is encouraged, particularly those that have their roots in the heritage of Southern California and the Desert Southwest.

- 2.7 Climate-appropriate design.** Require architecture, building materials and landscape design to respect and relate to the local climate, topography, history, and building practices.
- 2.8 Growth and development evaluation.** Every five years, review and adjust, as needed, the General Plan’s population and employment capacities to meet changes in economic and demographic conditions.
- 2.9 Infill development.** Promote and provide development incentives for infill development and redevelopment of existing properties.
- 2.10 Contiguous development pattern.** Encourage and incentivize development to occur contiguous to, or proximate to, existing built areas to facilitate delivery of City services and minimize “leapfrog” development not connected to existing urbanized areas.
- 2.11 New growth.** Continue to plan for future expansion and new growth on previously undeveloped areas.
- 2.12 High priority development areas.** Identify subareas 5, 6, 7, 8, 9, 10, and 11 as Priority Growth Areas to be targeted for growth through City policies and actions and to receive priority for funding, community facilities and services.
- 2.13 Growth expansion areas.** Identify subareas 12 and 14 as future Growth Expansion Areas. During the time horizon of the General Plan, growth that occurs in these areas shall conform to the following criteria and characteristics.
- Minimum size of proposed development projects must be over 100 acres
  - Residential areas must be developed as one or more complete neighborhoods that contain a mix of housing types, sufficient parks and open spaces, necessary community facilities and services with access to retail and other goods and services.
  - Development must be connected to the existing City via a network of multi-modal streets and non-motorized trails.
  - All infrastructure connecting the new development to the existing City must be paid by the project sponsor using the City’s infrastructure specifications.
  - Financing plans for on-going operation and maintenance of streets, roads, parks and other community facilities and services that do not increase taxes or reduce services for existing residents must be approved and in place.
- 2.14 Reserve development areas.** Subareas 13, 15 and 16 shall be maintained as reserve development areas. These areas shall maintain their current land or agricultural use until the identified High Priority Development Areas and Growth Expansion Areas are at least 60 percent developed with urban uses or preserved open spaces.
- 2.15 Steep slopes.** Limit development and grading in areas with slopes greater than 20 percent and limit the density and intensity of development in areas with slopes of between 10 and 19 percent.
- 2.16 Range of uses.** Through Specific Plans, Planned Developments, or other similar master planning processes, allow the designations shown on the General Plan Designation Map to be adjusted within the ranges set forth for each policy area in large, undeveloped areas of the City so long as the visions of the General Plan and the applicable subarea is met.

- 2.17 Parks and open space.** Establish parks and open space as allowed uses within all General Plan Designations.
- 2.18 Open space conservation.** Establish mechanisms to provide for the conservation of resource land that is not yet conserved if it falls within one of the following categories:
- Flood plain, including Special Flood Hazard Areas.
  - Open Space to be acquired.
  - Wildlife corridors.
  - Legacy farmland.
  - Riparian areas.
  - Areas of cultural significance.
  - Seismic or geological hazard areas.
  - Legacy viewsheds.

**Goal 3. Healthy Community Design. Development patterns and urban design comprised of complete, walkable, attractive, family-friendly neighborhoods, districts and corridors that support healthy and active lifestyles.**



**Policies**

- 3.1 Physical plan.** Facilitate the construction of a built environment that supports a healthy physical and social environment for new and existing neighborhoods.
- 3.2 Walkable streets.** Regulate new development to ensure new blocks encourage walkability by maximizing connectivity and route choice, create reasonable block lengths to encourage more walking and physical activity and improve the walkability of existing neighborhood streets.
- 3.3 Pedestrian barriers.** Discourage physical barriers to walking and bicycling between and within neighborhoods and neighborhood centers. If physical barriers are unavoidable, provide safe and comfortable crossings for pedestrians and cyclists. Physical barriers may include arterial streets with speed limits above 35 mph, transit or utility rights-of-way, very long blocks without through-streets, and sound walls, among others.
- 3.4 Shared driveways.** Allow and encourage new commercial and residential developments to have common driveways serving multiple units, to minimize the number of curb cuts along any given block to improve pedestrian safety.
- 3.5 Health in Developments.** Evaluate the health impact and benefits of new development projects in the early planning phases to maximize its contribution to the vision for a healthier Coachella.
- 3.6 Family-friendly community.** Strive to create multi-generational family-friendly public spaces and affordable family-friendly neighborhoods through the following measures:
- The provision of family-friendly amenities, such as libraries, recreation centers and parks in residential neighborhoods.
  - Encouraging child-care and schools near employment centers and housing and vice versa.

- Set a minimum proportion or number of two-, and three-bedroom units in multi-family and rental housing development.
- Allow family child care in residential units by right.
- Provide child care at public meetings.
- Encourage youth participation in the planning process.

**3.7 Culture and entertainment hub.** Create opportunities for leisure/cultural activities in Coachella such as a movie theater, music and dancing venue, museum/gallery, cafe, or bowling alley, among many other facilities to ensure teens and young adults have safe ways to enrich their social lives.

**Goal 4. Rural Areas. A strong, preserved rural and agricultural heritage and character that preserves the natural beauty and context of the City.**

**4.1 Agricultural land preservation.** Provide for the protection and preservation of agricultural land as a major industry for Coachella and sufficient to maintain the rural character of the City. Explore and allow a variety of methods of preserving land in sizes that are viable economic units for continuing agricultural activities including:

- Density transfers to allow a greater portion of proposed development on other in order to allow productive sites to remain in agricultural production.
- Use of the Williamson Act.
- Implementation of a “right-to-farm” ordinance.
- Adopting a farmland protection program.

**4.2 Agricultural land conversion.** Actively discourage the urbanization of agricultural land when other land not in agricultural use within the city limits is available for development.

**4.3 Agricultural elements in urban landscape.** Where feasible, incorporate existing agricultural elements, such as date farms, vineyards and citrus trees into the urban landscape as part of development projects. This preservation will enable the agricultural history of the City to remain visible and provide unique urban landscape features that can distinguish Coachella from other cities in the Coachella Valley.

**4.4 Agricultural land in sphere of influence.** Preserve existing agricultural land in the Sphere of Influence and limit the annexation of active agricultural land, unless it is part of a development project.

**4.5 Rural residential.** Allow rural residential with homes on lots of up to 2.5 acres in size in limited areas of the City. These areas shall serve as buffers between more urban development and permanently undeveloped areas of the City. The Rural areas may serve as part of the City’s greenbelt.

**4.6 Conservation subdivisions.** Provide for, and encourage, conservation subdivisions that cluster development on a site as a way of preserving valuable natural resources such as agricultural lands.

**4.7 City Greenbelt.** Strive to create an undeveloped or rural greenbelt around the City comprised of rural residential, preserved parks and open space, and agricultural lands.





- Goal 5. Neighborhoods.** Neighborhoods that provide a variety of housing types, densities, designs and mix of uses and services that reflect the diversity and identity of Coachella, provide for diverse needs of residents of all ages, ethnicities, socio-economic groups and abilities, and support healthy and active lifestyles. *(The following policies apply to all locations with a “Neighborhood” General Plan Designation.)*

### **Policies**

- 5.1 Complete neighborhoods.** Through the development entitlement process, ensure that all new Neighborhoods (areas with a “Neighborhood” General Plan Designation) are complete and well-structured such that the physical layout and land use mix promote walking to services, biking and transit use; develop community identity and pride, are family friendly and address the needs of multiple ages and physical abilities. New neighborhoods should have the following characteristics:
- Be approximately 125 acres in size and approximately half-mile in diameter
  - Contain short, walkable block lengths.
  - Have a grid or modified grid street network (except where topography necessitates another street network layout).
  - Contain a high level of connectivity for pedestrians, bicycles and vehicles (except where existing development or natural features prohibit connectivity).
  - Have homes with entries and windows facing the street.
  - Contain a diversity of housing types, where possible.
  - Provide a diversity of architectural styles.
  - Have goods and services within a short walking distance.
  - Are organized around a central focal point such as a park, school, civic building or neighborhood retail such that most homes are no more than one quarter-mile from this focal point.
- 5.2 Conventional neighborhood design.** Discourage the construction of new residential neighborhoods that are characterized by cul-de-sacs, soundwalls, long block lengths, single building and housing types and lack of access to goods and services.
- 5.3 Variety of types of neighborhoods.** Promote a variety of neighborhoods within the City and ensure that neighborhood types are dispersed throughout the City.
- 5.4 Balanced neighborhoods.** Within the allowed densities and housing types, promote a range of housing and price levels within each neighborhood in order to accommodate diverse ages and incomes. For development projects larger than five acres, require that a diversity of housing types be provided and that these housing types be mixed rather than segregated by unit type.
- 5.5 Housing affordability.** Ensure affordable housing is distributed throughout the City to avoid concentrations of poverty and be accessible to jobs.
- 5.6 Senior housing.** Encourage the development of senior housing in neighborhoods that are accessible to public transit, commercial services and health and community facilities.
- 5.7 Walkable neighborhoods.** Require that all new neighborhoods are designed and constructed to be pedestrian friendly and include features such as short blocks, wide sidewalks, tree-shaded streets, buildings that define and are oriented to streets or

public spaces, traffic-calming features, convenient pedestrian street crossings, and safe streets that are designed for pedestrians, cyclists and vehicles.

- 5.8 Provision of sidewalks.** Except within designated rural areas, require sidewalks of at least six feet in width on both sides of streets in neighborhoods.
- 5.9 Street network.** Except where infeasible because of topographic conditions, require new Neighborhoods to be designed with a traditional grid pattern and block sizes ranging from 300 to 600 feet, depending on the General Plan Designations.
- 5.10 Street layout.** Design streets and lot layouts to provide a majority of lots within 20 degrees of a north-south orientation for increased energy conservation.
- 5.11 Connections to key destinations.** Require direct pedestrian connections between residential areas and nearby commercial areas.
- 5.12 Hillside connectivity.** Allow street patterns to follow natural topography and open spaces as long as connectivity and sense of place is maintained.
- 5.13 Tree-lined streets.** Design and build Neighborhoods to provide trees on both sides of at least 60 percent of new and existing streets within the project and on the project's side of bordering streets, between the vehicle travel way and walkway at intervals averaging no more than 50 feet (excluding driveways and utility vaults). This standard shall apply whenever new streets are constructed or when existing streets and sidewalks are significantly rehabilitated with existing neighborhoods.
- 5.14 Shaded streets.** Strive to design and build neighborhoods to provide shade over at least 30 percent of the length of sidewalks on streets within the project. Trees must provide shade within 10 years of landscape installation and should be as water efficient as possible.
- 5.15 Access to daily activities.** Strive to create development patterns such that the majority of residents are within one-half mile walking distance to a variety of neighborhood goods and services, such as supermarkets, restaurants, churches, cafes, dry cleaners, laundromats, farmers markets, banks, hair care, pharmacies and similar uses.
- 5.16 Access to parks and open spaces.** Design new neighborhoods and, where feasible, retrofit existing neighborhoods, so that 60 percent of dwelling units are within a one-third mile walk distance of a usable open space such as a tot-lot, neighborhood park, community park or plaza/green.
- 5.17 Neighborhood transitions.** Require that new neighborhoods provide appropriate transitions in scale, building type and density between different General Plan designations.
- 5.18 Gated communities.** Prohibit the construction of new gated communities except in the Rural or Resort General Plan Designations. As an alternative, consider gates around individual properties.
- 5.19 Gated blocks.** Allow small groups of homes up to one block to be gated as an alternative to gated communities so long as it does not impact community connectivity.

- 5.20 Soundwalls.** Allow the use of soundwalls to buffer new Neighborhoods from existing sources of noise pollution such as railroads and limited access roadways. Prohibit the use of soundwalls to buffer residential areas from arterial or collector streets. Instead design approaches such as building setbacks, landscaping and other techniques shall be used.
- 5.21 Subdivision gateways.** Discourage the use of signs to distinguish one residential project from another. Strive for neighborhoods to blend seamlessly into one another.
- 5.22 Green neighborhoods.** Encourage new developments to build to a green neighborhood rating standard and apply for certification from a program such as LEED for Neighborhood Development or LEED for Homes.
- 5.23 Neighborhood preservation.** Preserve and enhance the character of existing residential neighborhoods.
- 5.24 Infill neighborhoods.** In existing developed areas of the City, encourage repair-oriented development that creates complete neighborhoods (as defined above). Such activities include:
- Enhancing connectivity and reducing block size, including reasonable and related improvements in off-site locations.
  - Completing abandoned subdivisions with building types identified in this General Plan.
  - Making pedestrian-oriented blocks out of large scale superblocks through the addition of new streets.

**Goal 6. Centers.** A variety of mixed use, urban centers throughout the City that provides opportunities for shopping, recreation, commerce, employment and arts and culture.

### **Policies**

- 6.1 Downtown.** Facilitate the development of the Downtown as a vibrant, active downtown that is the civic and cultural heart of the community and as the regional center of the Coachella Valley for commerce, culture and government.
- 6.2 Downtown implementation.** Follow the Pueblo Viejo Revitalization Plan for the Downtown adopted by the City Council in 2009.
- 6.3 Arts and culture.** Focus arts and cultural activities in and around the Downtown.
- 6.4 Diverse centers.** Encourage the development of local and city-wide centers that address different community needs and market sectors. The centers shall complement and be integrated with surrounding neighborhoods.
- 6.5 Access to transit.** Promote the development of commercial and mixed use centers that are located on existing or planned transit stops in order to facilitate and take advantage of transit service, reduce vehicle trips and allow residents without private vehicles to access services.
- 6.6 Redevelopment of existing retail into neighborhood centers.** Provide incentives to transform existing, auto-dominated suburban centers into neighborhood destinations by adding a diversity of uses, providing new pedestrian connections to adjacent

residential areas, reducing the visual prominence of parking lots, making the centers more pedestrian-friendly and enhance the definition and character of street frontage and associated streetscapes.

- 6.7 New neighborhood centers.** Create a series of new neighborhood centers throughout Coachella so the majority of dwelling units in each Neighborhood are no more than one-half mile from any neighborhood center.
- 6.8 Neighborhood center location.** Locate new Neighborhood Centers at the intersections of major roadways such as collectors and arterials.
- 6.9 Neighborhood center design.** Design new neighborhood centers to be walkable and pedestrian-friendly with buildings that front internal streets and public sidewalks and with buildings facing major roadways. No more than 50 percent of the frontage on streets may be parking lots.
- 6.10 New urban employment centers.** Strive to create a series of new Urban Employment Centers in strategic locations in Coachella. The primary locations for this use are subareas 6, 7 and 10.
- 6.11 Design of urban employment centers.** Design Urban Employment Centers to be urban in character with compact buildings sited at or near front lot lines, a high percentage of lot coverage, and building facades and entrances directly addressing the street and with a high degree of transparency. Parking lots and large setbacks shall not dominate the frontage of the Urban Employment Centers.

**Goal 7. Districts.** A series of unique, destination-oriented districts throughout Coachella that provide space for large-format retail, industrial and resort uses in order to increase access to jobs, provide amenities for residents and improve the fiscal stability of the City.

#### **Policies**

- 7.1 Higher education.** Actively seek the location and establishment of higher education facilities, such as colleges or universities, within the City, ideally located adjacent to the Downtown in subarea 6. The colleges and universities should be integrated with the urban fabric and not designed as an isolated campus.
- 7.2 Industrial expansion.** Actively seek to expand the amount of industrial uses in Coachella as a source of jobs and economic development. Industrial uses should be focused in subareas 5, 7 and 8.
- 7.3 Heavy industry.** Locate heavy industrial uses in locations that do not affect sensitive uses.
- 7.4 Impact of industrial development.** Require new development within the City's industrial districts be designed for compatibility with surrounding uses to minimize impact and cultivate connectivity with each district.
- 7.5 Industrial compatibility.** Where industrial uses are near existing and planned residential development, require industrial projects be designed to limit the impact of truck traffic on residential areas.



- 7.6 **New suburban retail districts.** Allow Suburban Retail Districts to locate along major roadways throughout the City.
- 7.7 **Suburban retail district design.** Allow Suburban Retail Districts to have an automobile-oriented design with surface parking lots with landscaping, buildings set back from the street and relatively low floor area ratios. Freestanding retail pads are encouraged. Ensure that the design also allows for pedestrian and bicycle access to and through the site.
- 7.8 **Regional retail districts.** Establish major regional serving commercial centers that provide a mix of uses in a pedestrian oriented format and become vibrant destinations for people to live, work, shop and congregate. Allow a wide variety of uses to locate in Regional Retail Districts including destination retail centers, mixed-use town centers, theme parks, sports venues, entertainment complexes and hotels, among other uses.
- 7.9 **Regional retail district design.** Allow for significant flexibility in the design of Regional Retail Districts so long as city-wide and project-level connectivity standards are met, the uses do not adversely affect adjacent uses and accommodations are made for pedestrians, bicycle and transit users.
- 7.10 **Resorts.** Actively pursue the establishment of multiple resort complexes in Coachella. Locate resorts in areas of the City where city-wide connectivity will not be negatively affected by the design of the project. Such locations include adjacent to hillsides, on the edge of the Sphere of Influence and city limit where additional annexation is not expected to occur and adjacent to rivers and canals.
- 7.11 **Resort design and connectivity.** Allow resorts to be designed as isolated and gated developments as long as through traffic and external connectivity occurs at distances of no greater than 1,300 feet. Exceptions to this may be made where external connection is not possible because of steep slopes, natural or man-made barriers such as limited access roadways or rivers.

**Goal 8. Public Facilities and Buildings.** A variety of public facilities and buildings throughout the City that improves the quality of life for residents and maintains a high-level of public services.

#### **Policies**

- 8.1 **Equitable distribution of facilities and services.** Strive to equitably distribute public facilities, improvements and services throughout Coachella, with priority given to remedying existing deficiencies in blighted or underserved areas of the City.
- 8.2 **Phasing of public facilities.** Require new parks, open spaces and public facilities be constructed concurrent with, or prior to, the development of each Neighborhood. All required parks, open spaces and public facilities should be constructed before 75 percent of the dwelling units are constructed.
- 8.3 **School location and design.** Work with school districts to size, design and locate schools to better enable students to walk or bicycle to them.

- 8.4 **Parks and open space.** Establish a range of parks and open spaces, including tot lots, neighborhood parks, community parks, plazas/greens and/or greenways/parkways within all new Neighborhoods, Centers and Districts.
- 8.5 **Civic and institutional uses.** Locate civic and institutional uses in Downtown and neighborhood centers and avoid locating these uses in remote, single-use complexes.
- 8.6 **Civic identity.** Encourage civic buildings and public gathering places to be designed to provide locations that reinforce community identity and support self-government.
- 8.7 **Role of civic buildings.** Require civic buildings be distinctive and appropriate to a role more important than the other buildings that constitute the fabric of the City.

**Goal 9. Corridors and Connectivity.** A network of transportation and open space corridors throughout the City that provides a high level of connectivity for vehicles, cyclists and pedestrians.

### Policies

- 9.1 **City-wide connectivity.** Establish and preserve a Citywide street network throughout the City where through roads occur approximately every one-quarter mile, except where connections cannot be made because of previous large development projects or physical constraints. Physical constraints shall be canals, railroads, water, steep slopes, limited access roadways and similar natural and man-made barriers.
- 9.2 **Subarea connectivity.** Ensure a high-level of connectivity in all Neighborhoods, Centers and Districts throughout the City. The connectivity shall be measured as block perimeter and in external connectivity on the perimeter of a new development project.
- 9.3 **Connections between development projects.** Require the continuation of the street network between adjacent development projects and discourage the use of cul-de-sacs except where necessary because connections cannot be made due to existing development, topographic conditions or limited access to transportation systems.
- 9.4 **Transportation corridors.** Plan and reserve transportation corridors in coordination with land use.
  - *Van Buren Corridor.* Facilitate the development of the Van Buren Corridor into a beautiful, shaded, pedestrian-friendly avenue that provides regional retail commercial and serves to repair the edges of existing neighborhoods of the surrounding area.
  - *Harrison Street.* Require development along Harrison Street conform to recommendations of the Harrison Street Study to realize a town-scale Main Street environment that supports pedestrian activity and local serving commerce.
  - *Avenues 50 and 52.* Establish Avenues 50 and 52 as important cross-town corridors that connect Coachella, serve as transitions between neighborhoods, provide opportunities for local-serving retail and balance the needs of multiple transport modes.
  - *Grapefruit Avenue.* Facilitate the development of Grapefruit Avenue as major cross-town corridor that balances intercity automobile needs with pedestrian, bicycle and transit.
- 9.5 **Green/open space network.** Establish an interconnected open space network throughout Coachella that serves as a network for active transportation, recreation

and scenic beauty and connects all existing and future areas of the City. In particular, connections should be made between preserved open spaces, parks, the Downtown, Neighborhood Centers and other destinations within the City. Consider the following components when designing and implementing the green/open space network:

- Preserved open space areas.
- Greenways and parkways along fault lines, the Whitewater River and the Coachella Canal.
- Roadways with significant landscaping and pedestrian and bicycle amenities.
- Community and neighborhood parks.
- Multi-use trails and non-motorized rights-of-way.

**9.6 Trip Chaining.** Prioritize complementary land uses to encourage trip chaining and reduce automobile use.

**9.7 Unbundled parking.** Allow and encourage developers of residential, mixed-use and multi-tenant commercial projects to unbundle parking costs from unit sale and rental costs in denser, mixed-use areas to give tenants and owners the opportunity to save money by using fewer parking spaces.

**Goal 10. Development requirements.** A fair, understandable and predictable approach that ensures new development does not impose a fiscal burden on the City and requires new project provide adequate public facilities and services as part of the overall process.

### **Policies**

**10.1 Required contents of Specific Plans and Planned Developments that implement the subarea Master Plans.** Require that all Specific Plans, Planned Developments, Master Plans and other master-planned community implementation tools include:

- A plan for the phasing of all off-site infrastructure.
- A performance schedule for the issuance of building permits based on the concurrent availability of public services and amenities, including parks, schools and other public facilities identified in the entitlement documents.
- A clear statement of the minimum public improvements that will be required as part of the first phase of development.
- A statement of the financing mechanisms that will provide for the ongoing funding and financing of the public facilities of the project. These financing tools should be presented and discussed in the entitlement document implementation plan.

**10.2 Concurrency.** Prohibit the issuance of precise grading plans and building permits unless the City has made a determination that adequate stormwater facilities, parks, solid waste, water, sewer and transportation facilities are operating to serve each phase of development.

**10.3 Phasing of project site improvements.** Require that new subdivisions complete the public improvements before occupancy inspections unless a development agreement is implemented.

**10.4 Airport compatibility:** Require new development in the vicinity of Cochran Airport to conform to the county's airport land use and safety plans.

- 10.5 **Regional coordination.** Promote coordinated long-range planning between the City, airport authorities, businesses and the public to meet the region's aviation needs.
- 10.6 **Airport Land Use Commission Review.** Before the adoption or amendment of this General Plan, any specific plan, the adoption or amendment of a zoning ordinance or building regulation within the planning boundary of the airport land use compatibility plan, refer proposed actions for review, determination and processing by the Riverside County Airport Land Use Commission as provided by the Airport Land Use Law.
- 10.7 **Navigable airspace.** Ensure that no structures or activities encroach or adversely affect the use of navigable airspace of Cochrane Airport.
- 10.8 **Railroad safety.** When considering development adjacent to the railroad right-of-way, work to minimize potential safety issues associated with railroad adjacency.

**Goal 11. Economic Development.** A broad-based and long-term economic development environment for Coachella that is supportive of existing businesses and will attract new business and tourism.

#### **Policies**

- 11.1 **Long-term economic development.** Support the development and implementation of long-term economic development strategies that seek to establish and keep new businesses and a strong-middle class in Coachella over the decades to come.
- 11.2 **Regional presence.** Encourage economic development strategies that will cause Coachella to become a major city in the Coachella Valley and a driving force behind the area's economy.
- 11.3 **Regional jobs center.** Encourage economic development strategies that will cause Coachella to become a jobs center for the Coachella Valley.
- 11.4 **Diversified economy.** Encourage economic development strategies that allow the City to move beyond reliance on its two main industries – agriculture and resort services – and transform itself to a mature mix of economic activity and job opportunities.
- 11.5 **Jobs-housing balance.** Strive to improve the jobs-housing balance in the City by actively pursuing employment uses to the City.
- 11.6 **Jobs-housing match.** To the extent feasible, attract new employment uses to Coachella that match the skill and educational levels of existing and future residents.
- 11.7 **Job training.** Expand job training opportunities for Coachella residents.
- 11.8 **Development incentives.** Consider incentives for new development that provides a substantial economic benefit to the community such as retail sales taxes, transient occupancy taxes or higher-paying jobs. Prohibit the provision of incentives that outweigh the direct benefits from the use.
- 11.9 **Business support.** Support the Chamber of Commerce, retailers, tourist service businesses, artists, resort operators and other agencies to develop an aggressive marketing strategy with implementation procedures.



- 11.10 Revitalization incentives.** Develop and provide incentives to assist developers in revitalization and rehabilitation of existing structures, uses and properties through improvement programs, innovative development standards, specific plans and assessment districts.
- 11.11 Joint-use.** Promote joint use of public and private facilities for community use, tourism, conference, convention and cultural uses.
- 11.12 State and Federal assistance.** Utilize state and federal economic development assistance programs when appropriate and develop additional local financing programs. Work with the California Office of Tourism to develop the area's recognition as a major area for state recreational opportunities and cultural development.
- 11.13 Natural environment.** Maintain and enhance the natural environment as critical to the attraction of tourists and ensure that new development does not adversely affect the natural environment as a tourist draw.
- 11.14 Recreational amenities.** Strategically utilize City recreational investments to create and enhance development opportunities.
- 11.15 Creative Economy.** Prioritize strategies that will create an economy full of diverse talents, trades and goods for the City. For long lasting economic success, a range of services, arts, music, entertainment and retail should be supported on all scales of the City's economy.
- 11.16 Special events.** Actively recruit seasonal and special events, such as festivals and concerts and develop mitigation strategies that will offset the impact of such events in the City on community members and neighborhoods.

**Goal 12. Diversity of uses for economic development. Non-residential uses that creates a complete city and diversifies the local economy.**

**Policies**

- 12.1 Airport.** Encourage activities and developments that capitalize on Jacqueline Cochran Airport as an asset.
- 12.2 Office/R&D.** Actively attract and expand the number of and development (R&D) uses in Coachella.
- 12.3 Agriculture.** Recognize and maintain agriculture and related uses as a key component of the City's long-term economic development strategy. Prioritize the preservation of date groves, citrus groves and vineyards.
- 12.4 Entertainment and tourist attractions.** Pursue one or more major entertainment destinations for Coachella residents and to draw visitors from around the region. Such entertainment uses could include theme parks, water parks, theme-oriented retail destinations, sports facilities, performance venues and other similar uses. Strive to locate these uses near regional transportation infrastructure and in subareas 9, 11, and 12.
- 12.5 Arts and culture.** Pursue one or more arts and cultural facilities in Coachella as an economic development strategy. Such uses could include museums, theaters,

performing arts centers and similar uses. Strive to locate these uses in or around Downtown.

- 12.6 **Casinos.** Support the existing casinos around Coachella due to their ability to attract visitors to the region. Strive to capitalize on the casinos to expand destinations within Coachella.
- 12.7 **Hospitality.** Expand the number and variety of hospitality options with Coachella as a means of providing jobs for residents and expanding the local tax base.
- 12.8 **Convention/retreat center.** Pursue the development of one or more convention and retreat centers for the City over the long-term. To the extent feasible, locate these uses close to existing hospitality uses and/or the Downtown.
- 12.9 **Retail base.** Encourage economic development of all scales of retail development within Coachella in order to create a stronger tax base and increase the City's tax revenue.

**Goal 13. Fiscal Stability. A City with thorough economic development strategies and reasoned decisions based on sound fiscal policies.**

**Policies**

- 13.1 **Fiscal impact assessment.** For all major development projects, including but not limited to specific plans, annexations and changes in General Plan designations for areas over 20 acres in size, require a fiscal impact assessment to determine possible fiscal impact of the development project and use the information to formulate conditions of approval for the project.
- 13.2 **Development fees.** Implement a series of development fees needed to maintain the fiscal health of the City and ensure high quality public facilities and services. Annually review and, as needed, update the impact fees to keep pace with changing economic conditions and community needs. Adopt and update the City's authority for collection of development fees within the full extent allowed under state law.
- 13.3 **Efficient growth.** Manage growth in a manner that is fiscally sustainable and protects and/or enhances community values.
- 13.4 **Diverse tax base.** Provide a fiscally sound City with a sustainable tax base and user fees including property tax, sales tax, transient occupancy tax, utilities user tax and user fees that pay for cost of services.
- 13.5 **Rural-town transformation.** Manage infrastructure investments and growth to efficiently manage the transformation of Coachella from a rural area to a midsize town, and to an eventual large city.
- 13.6 **Growth costs.** Prioritize short-term and long-term fiscal sustainability to grow in a way that does not cost the City money.
- 13.7 **Fiscal impacts of infrastructure.** When considering new development proposals, discourage developments that require the construction of new infrastructure across large expanses of the City's undeveloped areas.

## Goal 14. Regional Collaboration. A leader and partner in the region.

### Policies

- 14.1 **Sustainable development leadership.** Establish the City as a regional leader in sustainable development and encourage compact, higher-density development that conserves land resources, protects habitat, supports transit, reduces vehicle trips, improves air quality, conserves energy and water and diversifies the housing stock in the Coachella Valley.
- 14.2 **Relationships with adjacent jurisdictions.** Maintain strong relationships with adjacent jurisdictions and work together on projects of mutual interest and concern.
- 14.3 **Regional transportation and infrastructure decisions.** Actively support regional transportation decisions that benefit the City and the region.
- 14.4 **Regional governance.** Plan an active role in the Coachella Valley Association of Governments, the Southern California Association of Governments and other regional agencies to protect and promote the interests of the City.

## Goal 15. Governance. Fair, predictable and transparent governance.

### Policies

- 15.1 **Development decisions.** Strive to conduct the development review process in a consistent and predictable manner.
- 15.2 **Regulations.** Establish clear, unambiguous regulations and policies to clearly communicate the City's expectations for new development.
- 15.3 **Long-term considerations.** Prioritize decisions that provide long-term community benefit and discourage decisions that provide short-term community benefit but reduce long-term opportunities.
- 15.4 **Clear decision making.** Provide for clear development standards, rules and procedures that will guide the implementation of the City's Vision.



- 15.5 **Universal outreach.** Utilize diverse methods of outreach that promote public participation and ensure Coachella events are communicated to all communities, especially to linguistically isolated households, households without internet access along with senior and low-income residents.



- 15.6 **Universal outreach guidelines.** Establish parameters and guidelines to ensure public participation is promoted through diverse methods.
- 15.7 **Civic policy and leadership academy.** Support the development of a local academy that teaches community members about local government functions and processes and encourages community participation in civic efforts.