

LAND USE ELEMENT

The Land Use Element of the Coachella General Plan identifies and establishes the City's policy relative to the desired future pattern, intensity, density and interrelationship of land uses in the City.

The State General Plan Guidelines require that a land use element:

- Designate the proposed general distribution, location and extent of the use of land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land.
- Include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan.
- Identify areas covered by the plan which are subject to flooding and review annually with respect to those areas.

The element identifies goals, objectives and policies and an implementation plan to achieve the desired land uses.

EXISTING SETTING

The City of Coachella is a long-established, family oriented community in the eastern Coachella Valley characterized by large amounts of agricultural land. Incorporated in 1946, the City has since grown to a population of 21,038 persons as of January 1, 1996

Coachella's incorporated city limits encompass approximately 21 square miles of land while the City's adopted Sphere of Influence extends an additional eight square miles. In defining the General Plan, the City has determined that a total of 84 square miles is included in the planning area. This area is described in Figure 3.

Within the Planning Area, urbanization is limited to the historic downtown core near the intersection of Harrison Street and Grapefruit Boulevard and along major highway and rail corridors. Urban development includes residential, commercial and industrial land uses. The residentially developed

portion of the community is primarily single family residential with a smaller percentage of multiple family units and mobile homes. The majority of the Planning Area is largely undeveloped and contains large areas of agriculture (41%) south, east and west of the urban core and vacant land (34%), much of which consists of natural open space in the Mecca Hills to the northeast.

SUMMARY OF KEY LAND USE ISSUES

The following are key land use issues for consideration in this document:

- The City contains a thriving agri-business which depends upon large areas of cultivated land along with support infrastructure such as packing houses, irrigation pipelines, agricultural tile drains, and easy access to rail and highway transportation systems. The general plan should preserve sufficient amounts of agricultural land and appropriate support facilities to ensure the continued viability of this industry.
- Lands controlled by the Cabazon Band of Mission Indians and the 29 Palms Band of Mission Indians lie within the City Sphere of Influence at the interchange of the Interstate 10 freeway and State Highway 86. The tribes currently operate two casinos the Fantasy Springs and Spotlight 29. There are also plans for expanded entertainment related uses in the future. The General Plan recognizes the opportunity for continuation of entertainment land uses to the east along the Interstate 10 and State Highway 86 corridors within an Entertainment Commercial land use category. The Augustine Band of Mission Indians, a third tribal group, control approximately one square mile of land near the Thermal Airport, but have developed no firm plans for this site. The Torres Martinez Band of Desert Cahuilla Indians have plans for future casino development on land within the planning area.
- Coachella is built around a small but well defined downtown consisting of older residences, small local businesses and agricultural packing houses located along the Southern Pacific railroad line. Creation of a new Entertainment District has the potential to compete with the Downtown for new businesses and services. The Land Use

Element should seek to protect the vitality of this area by allowing a mix of uses and incorporating creative incentives to encourage downtown residents to walk to jobs and services. The creation of a downtown commercial district with a Village Center on property at State Highway 111 and Harrison Street, and a MetroLink station are other possible methods to enhance the Downtown's viability.

- The Thermal Airport controls approximately four square miles of land giving ample expansion potential. The airport area has not yet been encroached upon by urban uses with their attendant potential for noise and safety conflicts. The Land Use Element should designate land use patterns to avoid conflicts between new development and flight approaches to the airport, and to avoid placing conflicting land uses adjacent to airport property.
- Multiple family residential development should be allowed in areas close to employment centers and major transportation corridors. These developments should be designed to be compatible with surrounding development through architectural design, buffering and landscaping.
- Open Space should address the preservation of hillsides, water courses and habitat areas for endangered wildlife and plant species, as well as cultural, historical, geological, archaeological, paleontological and mineral resources.
- As the community continues to develop, site specific land use incompatibilities will need to be resolved. Land uses that negatively impact sight, sound and smell will need to be addressed through design, buffering, screening or by prohibition.
- Regional commercial centers should be located at freeway interchanges and on major roadways capable of handling significant traffic volumes. The designation of commercial land uses in the Land Use Element should be based on characteristics such as size, type of use, location and design criteria.
- The Mecca Hills should be preserved as open space or developed with sensitive design techniques including lower densities, clustering of units, stepped foundations and other appropriate methods to protect their visual and aesthetic value to the City.

- The Planning Area boundary includes a number of previously approved Specific Plans including Brandenburg and Butters, Promenade Park, McNaughton and Rancho California Vineyards. The land uses identified in these plans are incorporated into the General Plan and include appropriate compatible, adjacent uses.
- Much of the land within the Planning Area boundary consists of unincorporated land under the jurisdiction of the County of Riverside. As a result, the City's ability to apply development policy is limited. At a minimum, the City should petition Local Agency Formation Commission of Riverside County (LAFCO) to expand the City's Sphere of Influence to include all lands within the Planning Area.
- The Coachella Stormwater Channel and the All American Canal cross the Planning Area and are the primary surface water features in this desert environment. These features should be protected by appropriate land use controls in order to preserve water quality and as a potential aesthetic and recreational resource.

LAND USE VISION STATEMENT

The essence of Coachella's vision for land use is captured in the following statement.

The City of Coachella's land use vision focuses on planning for a community that enjoys pleasing, cohesive neighborhoods, an abundance of residential types and prices, vital retail commercial areas, and industrial areas that provide jobs, distribution of goods and support the existing agriculture industry. The City of Coachella also envisions promotion of the development of new businesses, the entertainment industry and attraction of tourists to the community.







RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

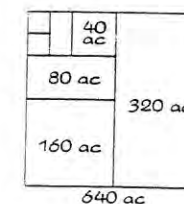
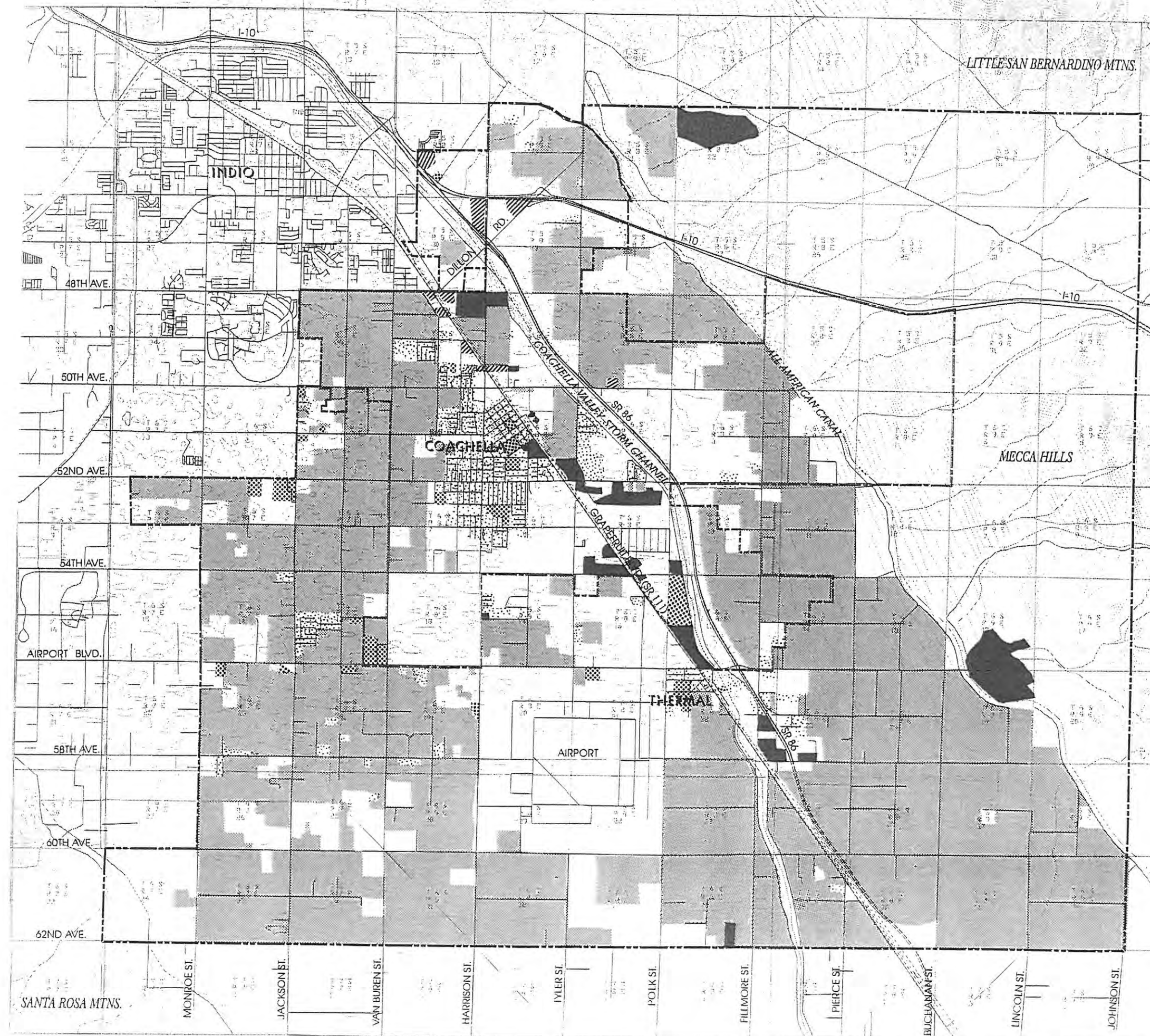
According to the State General Plan Guidelines the Land Use Element has the broadest scope of the seven mandatory elements. In theory, it plays the central role of correlating all land use issues into a set of coherent development policies. Its goals, objectives, policies and implementation measures relate directly to the other elements. In practice, it is the most visible and often used element in the local general plan. Although all general plan elements carry equal weight, the land use element is often perceived as being most representative of the general plan.



CITY OF COACHELLA
GENERAL PLAN

Existing Land Use

-  Residential
-  Agriculture (Includes residences)
-  Industrial
-  Commercial
-  Public
-  Vacant



Source:
Feb. 1996 Land Use Survey,
Smith, Peroni & Fox

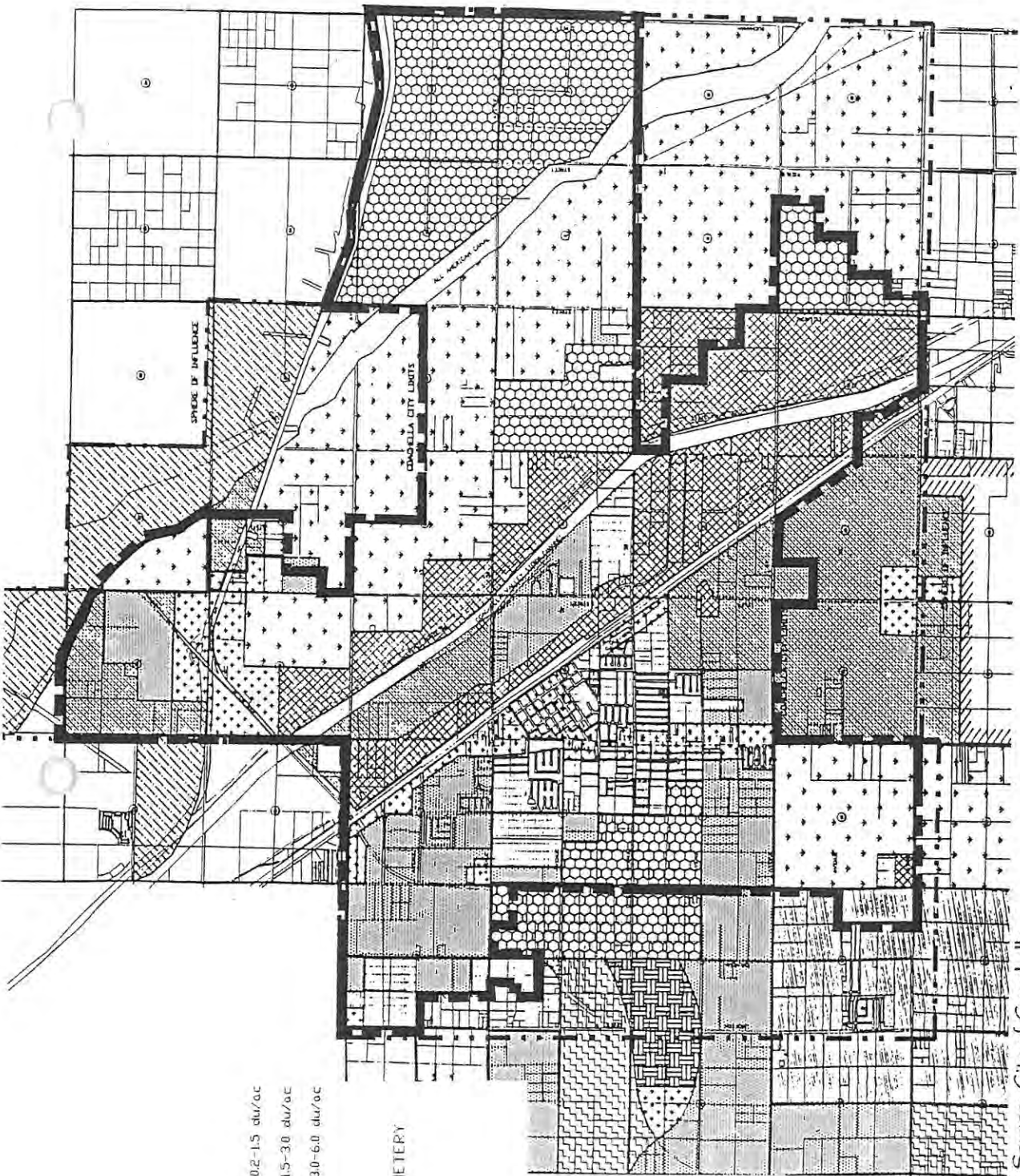


Smith, Peroni & Fox, Planning Consultants, Inc.
225 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

Figure No.

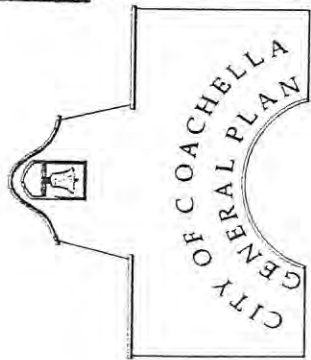
LEGEND

- AGRICULTURE
- DESERT
- RURAL RESIDENTIAL 0.2-1.5 du/oc
- SUBURBAN RESIDENTIAL 1.5-3.0 du/oc
- URBAN RESIDENTIAL 3.0-6.0 du/oc
- RESORT
- GENERAL COMMERCIAL
- PUBLIC/QUASI PUBLIC CEMETERY
- LIGHT INDUSTRIAL
- GENERAL INDUSTRIAL
- SPECIFIC PLAN
- AIRPORT



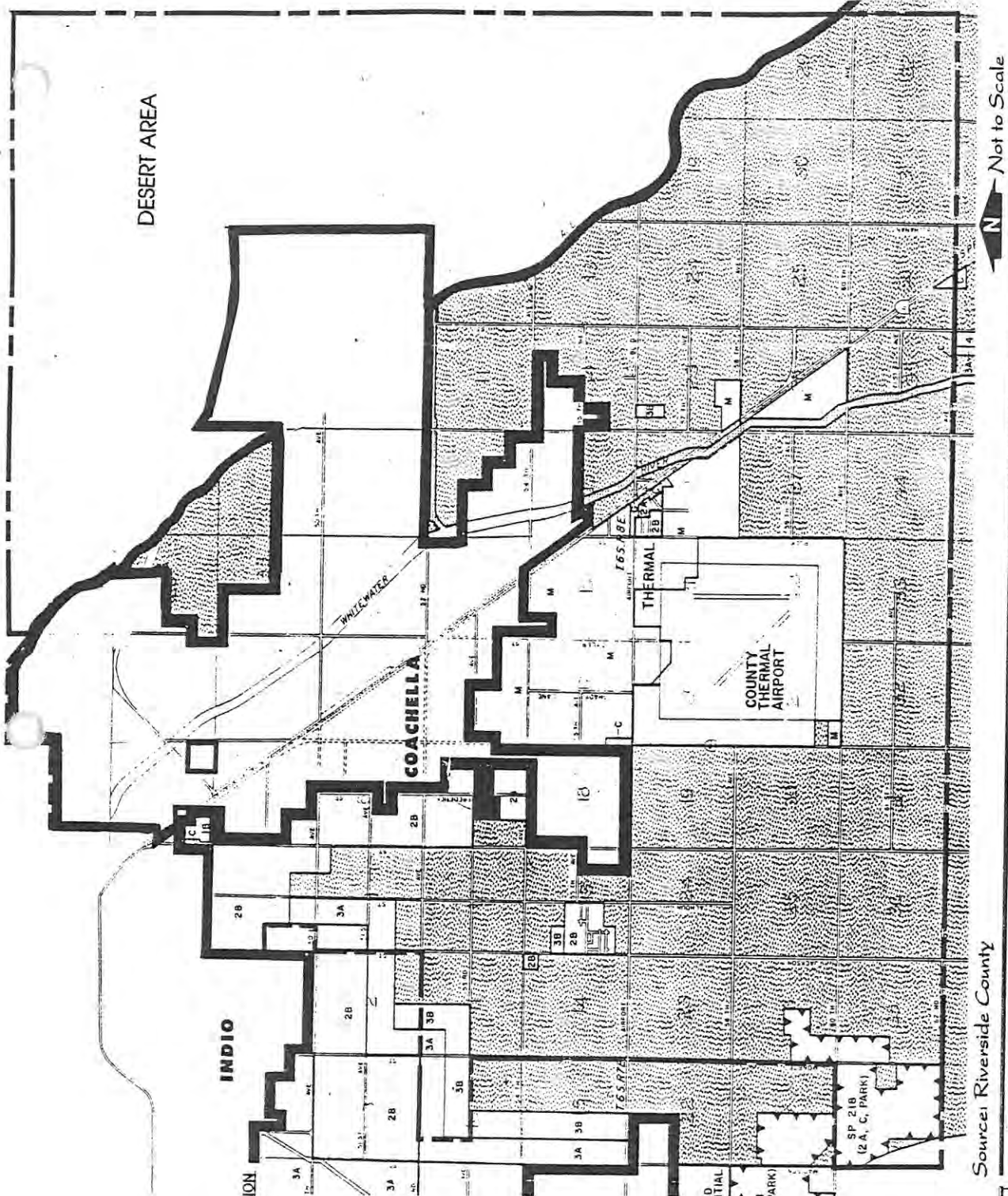
Source: City of Coachella

Not to Scale



City of Coachella Existing General Plan Land Use

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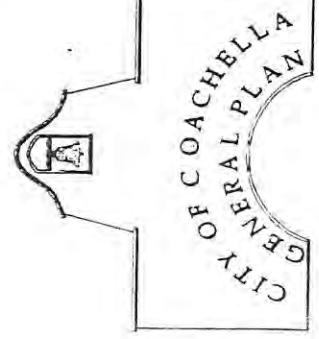


LEGEND

- OPEN SPACE AND CONSERVATION**
- AGRICULTURE
 - PARKS/FORESTS
 - MOUNTAINOUS AREAS
 - DESERT AREAS
 - WATER RESOURCES
 - ADOPTED SPECIFIC PLANS

LAND USE CATEGORIES

- RESIDENTIAL**
- 1A.....14-20 Dwelling units per acre
 - 1B.....8-14 Dwelling units per acre
 - 2A.....5-8 Dwelling units per acre
 - 2B.....2-5 Dwelling units per acre
 - 3A.....4-2 Dwelling units per acre
 - 3B.....2-4 Dwelling units per acre
 - 4.....0-2 Dwelling units per acre
 - 5.....0-5 Dwelling units per acre
- RESIDENTIAL RESERVE**
- 6.....COMMERCIAL
 - 7.....INDUSTRIAL/MANUFACTURING
 - 8.....PUBLIC FACILITIES



Riverside County Existing General Plan Land Use

Source: Riverside County
Smith, Peroni & Fox, Planning Consultants, Inc.
305 S. Chic Dr. Suite 1-3 Palm Springs, CA 92262

Figure

LAND USE POLICY DIAGRAM

The land use policies are depicted on Figure 7, Land Use Policy Diagram. The diagram designates the proposed distribution and location of various land uses.

Figure 8, Summary of Land Use Designations, identifies the General Plan categories, acres, projected number of dwelling units, projected intensity of commercial and industrial development, and population at buildout. Figure 9, Entertainment Commercial Land Use Assumptions, outlines the assumptions made in the preparation of Figure 8.

LAND USE CATEGORIES, INTENSITIES, AND CONSISTENCY MATRIX

For each land use designation, the General Plan defines a maximum residential density based on dwelling units per acre (du/ac) along with permitted land uses and building types. Proposed land use categories and intensities are described in Figure 10, Land Use Categories, Standards & Consistency Matrix. Figure 10 also establishes the zones which are consistent with each of the General Plan designations.

RESIDENTIAL DEVELOPMENT POLICIES

Residential development within the City of Coachella has been primarily single family detached homes. Homes tend to be modest and house an average population per household of 4.683. There are a total of 3,830 units in Coachella. Of those, 3,029 are single family units and 435 are mobile homes.

Existing in the City of Coachella and in many other communities, are illegal vehicle parks and homeless camps that often times are ignored or are perceived and handled as police problems. In fact, they are evidence of housing problems. Identification of the needs specific to Coachella must be made and a plan developed to provide accommodations for persons and families in transition, and for the permanently homeless. Solutions to meet this need may be included within areas designated in residential categories in this General Plan.

Projected development in the future will be allowed within the seven residential land use categories included on the Land Use Policy Diagram. Projected acreages, housing units and population are presented in Figure 8. The goals, objectives and policies which follow establish the standards for density and the development characteristics of residential units in Coachella's future. Consistent

categories are identified for each land use designation in Figure 10.

Goal

To develop a city containing a diversity of residential densities and housing types for the current and future needs of Coachella residents.

Objective

The General Plan Land Use Policy Diagram shall illustrate all residential land use categories and provide for a diversity of housing types and densities.

Policy

The General Plan shall utilize the dwelling unit to residential site area ratio (du/ac) as the appropriate standard for residential land use density. Du/ac shall be defined as the number of proposed dwelling units divided by the gross residential site area. Gross residential site area is the total area of a site minus lands planned for commercial and industrial uses and minus the area dedicated as public street right-of-way for arterial or greater streets.

Policy

All new residential development shall conform to the building density ranges established on the Land Use Policy Diagram. No residential project shall exceed the maximum density allocated for a particular site as indicated on the Land Use Policy Diagram except where a density bonus is permitted pursuant to the Agriculture Transition Overlay Policy that follows.

Policy

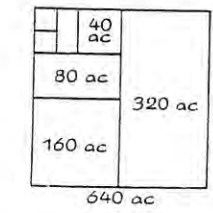
An Agriculture (AG) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 1 dwelling unit/40 acres. The maximum density shall be 1 dwelling unit per 40 acres. The general residential product type shall be one to two story, single family detached homes on agricultural land of 40 acres or more. Additional uses shall be limited to those normally found as appurtenant to agricultural operations.

CITY OF COACHELLA GENERAL PLAN

Land Use Policy Diagram

- AG Agriculture (1du/40ac)
- RVL Very Low Density Residential (0-2du/ac)
- RL Low Density Residential (0-6dw/ac)
- RM Medium Density Residential (0-10du/ac)
- RH High Density Residential (0-20du/ac)
- RVH Very High Density Residential (0-30du/ac)
- CG General Commercial
- CE Entertainment Commercial
- IL Light Industrial
- IH Heavy Industrial
- P Public Use
- OS Open Space-Conservation
- T Transportation Facilities

- Planning Area Boundary
- Incorporated City Limits (March 1996)
- Approved Specific Plan
Within these areas, the approved Specific Plan is the official General Plan land use diagram, including maximum allowable residential densities and nonresidential intensities. Land uses depicted on the General Plan Land Use Policy Diagram which lie inside the Specific Plan boundary are illustrative only to show the general pattern of land use and its spatial relationship to adjacent properties. The Specific Plan should be consulted for a detailed understanding of allowable land uses and maximum densities/intensities.
- Entertainment Area Plan
This is an area of special interest to the City of Coachella which will be further refined through the use of implementing plans such as specific plans, planned unit developments and similar detailed plans.
- Tribal Land
Tribal Lands include properties under the control of Native American groups including the Coachon Indians, the 29 Palm Band of Coachella Indians and the Augustine Indians.
- Airport Master Plan
This area encompasses lands within the Thermal Airport Master Plan boundary. The Thermal Airport Master Plan is the official General Plan land use diagram for this area except where specific land uses are assigned within the master plan boundary on this General Plan Land Use Policy Diagram.
- Agriculture to Urban Transition Overlay



Source:
City of Coachella
Smith, Peroni & Fox



Figure

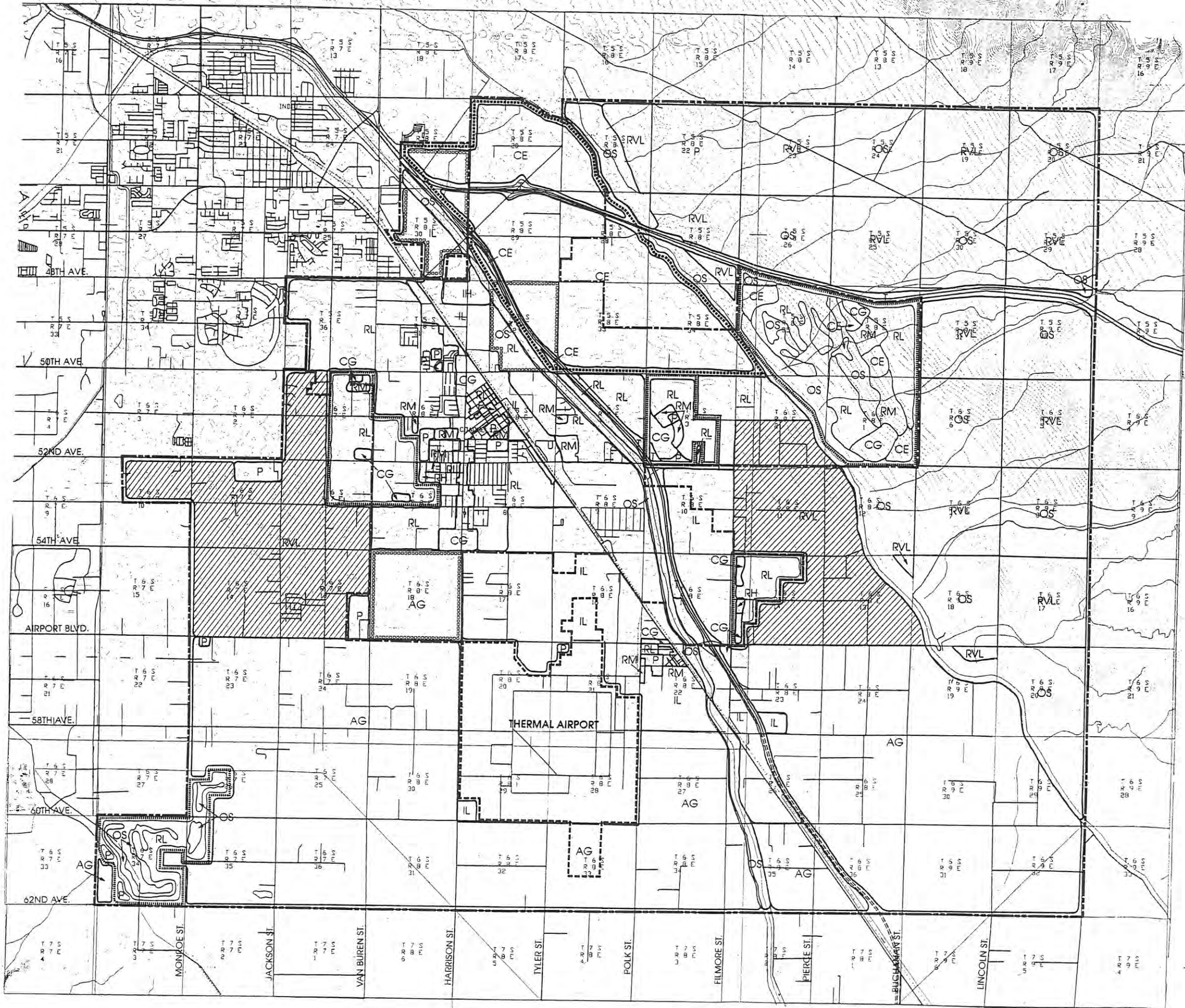


Table
COACHELLA GENERAL PLAN UPDATE
Summary of Land Use Designations

| G/P | General Plan Designation | Area (acres) | | | Development Magnitude residential dwelling units | | | Population (persons) | | | | | |
|-----------------|--|-----------------|-----------------|-----------------|---|---------------|---------------|----------------------|-----------------|-----------------|---------------|---------------|----------------|
| | | Incorp | Unincorp | Study Area | Incorp | Unincorp | Study Area | Incorp | Unincorp | Study Area | | | |
| A-1 | Agriculture (1du/40 ac) | 648.0 | 13,914.4 | 14,563.4 | 16 | 581 | 508 | - | - | 0.0 | 48 | 1,788 | 1,812 |
| RVI | Very Low Density Residential (0.2 du/ac) | 280.0 | 10,346.5 | 10,626.5 | 403 | 13,854 | 14,257 | - | - | 0.0 | 1,225 | 42,116 | 43,341 |
| RL | Low Density Residential (0.8 du/ac) | 3,431.4 | 471.0 | 3,002.4 | 14,293 | 32 | 14,325 | - | - | 0.0 | 43,461 | 97 | 43,648 |
| RM | Medium Density Residential (0-10 du/ac) | 148.5 | 14.3 | 162.8 | 780 | 51 | 811 | - | - | 0.0 | 2,310 | 165 | 2,405 |
| RI | High Density Residential (0-20 du/ac) | 12.0 | 0.0 | 12.0 | 184 | 0 | 184 | - | - | 0.0 | 559 | 0 | 559 |
| RVIH | Very High Density Residential (0-30 du/ac) | 0.0 | 0.0 | 0.0 | 0 | 0 | 0 | - | - | 0.0 | 0 | 0 | 0 |
| CC | General Commercial | 365.0 | 110.0 | 475.0 | 500 | 45 | 545 | 1,295.9 | 119.0 | 1,414.9 | 1,520 | 137 | 1,657 |
| CE | Entertainment Commercial | 2,290.7 | 1,194.8 | 3,485.5 | 1,598 | 833 | 2,429 | 1,737.7 | 908.4 | 2,644.1 | 4,862 | 2,532 | 7,394 |
| I | Light Industrial | 1,788.3 | 2,850.1 | 4,438.4 | - | - | 0 | 19,710.5 | 30,278.5 | 49,989.0 | 0 | 0 | 0 |
| II | Heavy Industrial | 90.0 | 0.0 | 90.0 | - | - | 0 | 994.4 | 0.0 | 994.4 | 0 | 0 | 0 |
| P | Public Use | 293.9 | 819.1 | 1,103.0 | - | - | 0 | 66.8 | 23.5 | 90.3 | 0 | 0 | 0 |
| OS | Open Space/Conservation | 512.8 | 8,577.4 | 7,060.2 | - | - | 0 | - | - | 0.0 | 0 | 0 | 0 |
| T | Transportation Facilities | 501.3 | 703.5 | 1,204.8 | - | - | 0 | - | - | 0.0 | 0 | 0 | 0 |
| Subtotal | | | | | | | | | | | | | |
| | McNaughton | 1,877.0 | 0.0 | 1,877.0 | 8,000 | 0 | 8,000 | 835.2 | 0.0 | 835.2 | 24,320 | 0 | 24,320 |
| | Brandenburg/Butlers | 348.5 | 0.0 | 348.5 | 1,481 | 0 | 1,481 | 688.3 | 0.0 | 688.3 | 4,502 | 0 | 4,502 |
| | Luasadi (Rancho Coachella Vineyards) | 280.0 | 0.0 | 280.0 | 1,085 | 0 | 1,085 | 328.6 | 0.0 | 328.6 | 3,298 | 0 | 3,298 |
| | Rancho La Oubita | 0.0 | 825.9 | 825.9 | 0 | 2,084 | 2,084 | 0.0 | 0.0 | 0.0 | 0 | 8,276 | 8,276 |
| | Pionerada | 335.0 | 457.0 | 792.0 | 2,720 | 2,000 | 4,720 | 200.3 | 424.0 | 634.2 | 8,209 | 8,000 | 14,349 |
| | Thermal Airport Master Plan | 0.0 | 2,273.1 | 2,273.1 | 0 | 0 | 0 | 0.0 | 3,785.7 | 3,785.7 | 0 | 0 | 0 |
| TOTALS | | 13,172.4 | 40,356.8 | 53,529.2 | 31,037 | 19,480 | 50,497 | 25,843.7 | 35,518.0 | 61,361.7 | 94,352 | 59,158 | 153,511 |

Table Assumptions

- Incorporated / unincorporated statistics based upon incorporated City area as of March 1996.
- Dwelling unit, square footage and population figures presented above illustrate a "credible worst case" buildout scenario but are not intended to set quotas or otherwise limit future development.
- Dwelling unit projections assume an adjustment of vacant acreage to account for streets, easements, and lotting inefficiencies as follows: 28% (RVL), 33% (RL, RM, CG, CE), 24% (RII, RVII).
- RVL category assumes no development on slopes over 15% (approx. 640 acres) or transmission powerline rights-of-way (approx. 86 acres).
- Square footage projections assume a 32% adjustment of vacant acreage to account for streets, easements, and lotting inefficiencies in all nonresidential categories.
- Specific Plan acreage, dwelling unit, and square footage statistics are based upon approved specific plan documents.
- Thermal Airport acreage and square footage statistics are based on approved master plan excluding general aviation and cargo related facilities.
- Popul projections assume a socioeconomic makeup similar to Indio using an average household of 3.2 persons (Indio - 1990 Census) and a 5% vacancy rate.

Table _____
 Entertainment Commercial Land Use Assumptions¹

| | | | |
|-----|---|--|--------------------|
| 1. | <u>Retail & Restaurant</u> | <u>23 FAR</u> | (65 acres, 1.9%) |
| | a. Mexican village | (.25 FAR) | |
| | b. Specialty shop | (.25 FAR) | |
| | c. Outlet mall | (.12 FAR) | |
| | d. Arts & crafts pavilion | (.25 FAR) | |
| | e. Restaurant row | (.25 FAR) | |
| | f. Farmer's market | (.25 FAR) | |
| | g. Office | (.40 FAR) | |
| 2. | <u>Regional Commercial</u> | <u>25 FAR</u> | (80 acres, 2.3%) |
| 3. | <u>Indoor Recreation</u> | <u>19 FAR</u> | (220 acres, 6.3%) |
| | a. Theater | (.175 FAR) | |
| | b. Casino | (.20 FAR) | |
| | c. Dinner Theater | (.20 FAR) | |
| | d. Music theater | (.175 FAR) | |
| | e. Nightclub | (.20 FAR) | |
| 4. | <u>Accommodations</u> | | (220 acres, 6.3%) |
| | a. Full service resort hotel | (80 acres @ 25 rooms/acre = 2,000 rooms) | |
| | b. Limited service hotel/motel | (40 acres @ 25 rooms/acre = 1,000 rooms) | |
| | c. Recreational vehicle park | (50 acres @ 15 spaces/acre = 750 spaces) | |
| | d. Condominium hotel | (25 acres @ 25 rooms/acre = 625 rooms) | |
| | e. Timeshare hotel/condo | (25 acres @ 25 room/acre = 625 rooms) | |
| 5. | <u>Outdoor Recreation</u> | <u>.08 FAR</u> | (200 acres, 5.7%) |
| | a. Water park | .08 FAR | |
| | b. Family entertainment ctr | .08 FAR | |
| | c. Tennis camp | - | |
| | d. Multi-sport complex | - | |
| | e. Amphitheater | - | |
| | f. Equestrian center | - | |
| | g. Swimming | - | |
| | h. Agribusiness Visitors Center | - | |
| 6. | Residential (2 acres residential/1 acre residential golf course @ 6du/ac) | | (600 acres, 17.2%) |
| 7. | Residential Golf Course (1.5 courses @ 200 acres/18 hole course) | | (300 acres, 8.6%) |
| 8. | Hotel Golf Course (3 courses @ 200 acres/18 hole course) | | (600 acres, 17.2%) |
| 9. | Waterways | | (200 acres, 5.7%) |
| 10. | Parks | | (130 acres, 3.8%) |
| 11. | Street (25% of total acres) | | (870.5 acres, 25%) |

¹ Entertainment Area statistics are based upon "Presentation of Finalized Economic Goals" prepared by Harrison-Price Company with additional land use categories and percentage adjustment to increase land area from 2,000 acres to 3,485.5 acres. Floor Area Ratios (FAR's) provided by Shannon-Davis & Associates and Harrison-Price Company. "Accommodations" factors are from Harrison-Price Company.

Figure 12

**CITY OF COACHELLA
GENERAL PLAN CATEGORIES & STANDARDS
and
LAND USE CONSISTENCY MATRIX**

| GENERAL PLAN | Density / Intensity per Gross Acre* | CONSISTENT ZONES | Density / Intensity per Net Acre* | Comments |
|--------------|-------------------------------------|--|---|---|
| AG | 1 du/40 acres | A-R Agriculture Reserve A-T Agriculture Transition | 1 du/40 acres 1 du/5 acres | As Accessory Uses only |
| RVL | 0-2 du/acre | A-R Agriculture Reserve A-T Agriculture Transition R-E Residential Estate | 1 du/40 acres 1 du/5 acres 2 du/acre | Accessory Use Accessory Use |
| RL | 0-6 du/acre | A-R Agriculture Reserve A-T Agriculture Transition R-E Residential Estate R-S Single Family R-O 6000 Overlay R-MH Mobile Home | 1 du/40 acres 1 du/5 acres 2 du/acre 4.6 du/acre 5.4 du/acre 7.2 du/acre | Accessory Use Accessory Use Minimum lot: 7,000 sq ft 6,000 sq ft 4,500 sq ft |
| RM | 0-10 du/acre | R-M Multiple Family | 14 du/acre | Minimum 3,000 sq ft lot area per unit |
| RH | 0-20 du/acre | R-M Multiple Family | 14 du/acre | Minimum 3,000 sq ft lot area per unit |
| RVH | 0-30 du/acre | R-M Multiple Family | 14 du/acre | Minimum 3,000 sq ft lot area per unit |
| CG | | C-G General Commercial C-T Tourist Commercial R-M Multiple Family | 14 du/acre | Minimum 3,000 sq ft lot area per unit |
| CE | | C-G General Commercial C-T Tourist Commercial R-M Multiple Family | 14 du/acre | Minimum 3,000 sq ft lot area per unit |

| | GENERAL PLAN | Density / Intensity per Gross Acre* | CONSISTENT ZONES | Density / Intensity per Net Acre* | Comments |
|----|---|-------------------------------------|---|-----------------------------------|---|
| IL | Light Industrial | | M-S Manufacturing Service | | Minimum 2 acre lot size in M-S zone |
| IH | Heavy Industrial | | I-P Industrial Park Overlay M-S Manufacturing Service M-H Heavy Industrial M-W Wrecking Yards I-P Industrial Park Overlay | | Minimum 2 acre lot size in M-S and M-H zones |
| P | Public Uses | | | | |
| OS | Open Space - Conservation | | | | |
| | Approved Specific Plan | | | | See notes below |
| | Entertainment Area | | | | See notes below |
| | Tribal Land | | | | See notes below |
| | Airport Master Plan | | | | See notes below |
| | Agriculture to Urban Transition Overlay | | | | |
| | | | <p>Overlays: PUD Planned Unit Development Overlay</p> <p>R-O 6000 Overlay</p> <p>I-P Industrial Park Overlay</p> <p>G Geologic Hazard Zone</p> <p>A Assessment Improvement (Temporary)</p> <p>T Temporary Zone Change (Temporary)</p> | 5.4 du/acre | <p>Overlay allows 120% of underlying zone density under General Plan maximums & allows mixed uses</p> <p>Delete from Code</p> <p>Delete from Code</p> |

* General Plan residential densities are maximums. Development may not exceed these maximums. If the density of a consistent zone is greater than the General Plan designation, the General Plan density is the maximum allowed. Density bonuses may not exceed the maximum density allowed by the General Plan designation.

Notes:

Approved Specific Plan: The approved Specific Plan (SP) is the official General Plan (GP) land use diagram, including maximum allowable residential densities and nonresidential intensities. Land uses depicted on the GP Land Use Policy Diagram which lie inside the SP boundary are illustrative only to show the general pattern of internal land use and its spatial relationship to adjacent properties. The Specific Plan should be consulted for a detailed understanding of allowable land uses and maximum densities/intensities.

Entertainment Area Plan: The Entertainment Area is an area of special interest to the City of Coachella which will be further refined through the use of implementing plans such as specific plans, planned unit developments, and similar detailed plans.

Tribal Lands: Tribal Lands include properties under the control of Native American groups including the Cabazon Indians, the Palms Band of Mission Indians and the Augustine Indians.

Airport Master Plan: This area encompasses lands within the Thermal Airport Master Plan boundary. The Thermal Airport Master Plan is the official General Plan land use diagram for this area except where specific land uses are assigned within the master plan boundary on the General Plan Land Use Policy Diagram.

Policy

An Agricultural to Urban Transition Overlay shall be indicated on the Land Use Policy Diagram. The intent of this overlay area is to encourage the preservation of agricultural land to the maximum extent practical within the greater context of urban development. Urban development will be allowed at the intensity of the underlying General Plan land use category. However, the City shall develop a program of incentives including density bonuses, clustering, tax incentives and park and/or landscaping credits to achieve this objective.

Of particular interest for agricultural preservation are date groves, citrus groves and vineyards. Also of interest are creative projects which sensitively integrate forms of active cultivation in urban areas such as community gardens. The achievement of a sense of agricultural character from major streets is desirable and may be accomplished through the choice of plant materials and characteristics of site design. Examples of plant materials would be date trees, citrus trees, grapevines and row crops. These plants would be laid out in a manner similar to a working farm.

Policy

All projects proposing density bonuses except those in the Urban to Agricultural Transition Overlay shall be subject to approval of a Specific Plan or Planned Unit Development Zone. California law states that a housing development that provides 20 percent of its units for lower income households, or ten percent of its units for very low income households, or ten percent of its units for seniors, is entitled to a density bonus. That bonus shall be within the maximum density allowed by the General Plan designation.

Policy

The City shall develop a Hillside Conservation Ordinance which regulates development in hillside areas based on slope classification and would permit clustering of development to preserve hillside areas. Slopes below 20% would permit development in accordance with the underlying land use category. Slopes above 20% would remain essentially undeveloped allowing only appropriate recreational, circulation and utility uses such as hiking and equestrian trails, access roads, water tanks and utility lines subject to strict design guidelines.

Policy

A Very Low Density Residential (RVL) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 2 du/ac. The maximum density shall be 2 dwelling units per acre. The general types of residential units shall be characterized by one to two story, single family detached homes on estate lots or clustered one to two story, single family attached (condominium) units in projects with generous amounts of open space. Appropriate locations of RVL uses shall include areas adjacent to Low Density Residential (RL) and AG uses, within planned communities which provide a variety of residential dwelling unit types, in environmentally sensitive areas and in areas where equestrian uses are allowed or where a rural character is desired.

Policy

The RVL category shall allow for mining with the approval of a Conditional Use Permit. In order to contribute to regional availability of mineral resources, mining is necessary and the approval of a Conditional Use Permit should include conditions which minimize conflicts with adjacent development.

Policy

A Low Density Residential (RL) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 6 du/ac. The maximum density shall be 6 dwelling units per acre. The general types of residential units shall be characterized by one to two story, single family detached homes on large or medium size lots, including mobile homes in planned developments, and/or clustered one to two story, single family attached units in projects with generous amounts of open space.

Policy

A Medium Density Residential (RM) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 10 du/ac. The maximum density shall be 10 dwelling units per acre. The general types of residential units shall be characterized by one to two story, single family detached homes, including mobile homes in planned developments, on medium and small lots and/or one to two story, single family attached units in projects with open space.

Policy

A High Density Residential (RH) Category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 20 du/ac. The maximum density shall be 20 dwelling units per acre. The types of general residential units shall be characterized by one to two story, single family detached homes on small lots; one to two story single family attached units; one to three story apartments; one to two story condominiums and seasonal recreational vehicle planned developments.

Policy

A Very High Density Residential (RVH) Category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 30 du/ac. The maximum density shall be 30 dwelling units per acre. The general types of residential units shall be characterized by one to three story single family attached units, one to three story apartments and one to three story condominiums. Appropriate locations for RVH areas include areas where planned community facilities, major vehicular transportation system access, adequately sized utilities, commercial services and employment uses are readily available, and when adjacent development is compatible.

Objective

The General Plan shall provide an alternative to meet housing needs that are not currently met in a safe, sanitary and compassionate manner.

Policy

Recreational vehicle parks and travel trailer parks for year round residential use may be allowed in the residential General Plan designations within the maximum density allowed for the underlying designation within planned developments subject to approval of a Planned Unit Development Zone. Each recreational vehicle or travel trailer shall be considered one dwelling unit for purposes of calculating density. Camper shells, automobiles and vans are not considered to be recreational vehicles or travel trailers for these purposes.

A common recreational building, entirely enclosed, shall be provided in each park that includes, at a minimum, the following:

- A dining hall constructed to commercial standards with cooking facilities and dining area to serve a minimum of 50% of the projected population of the park in one seating
- Restroom, shower and bathing facilities constructed to commercial standards to serve the projected population of the park
- Significant indoor recreational facilities
- Day care center
- Laundry facilities
- Significant outdoor recreational areas

Individual sites shall be required to provide utility hookups for electricity, water and sewer. All streets and driveways shall be required to be paved with adequate drainage facilities. Each space shall have a concrete pad for the unit and parking for one vehicle. No outdoor storage of furniture or other belongings shall be permitted. No other structures shall be permitted to be constructed on each space, except for open shade structures built in accordance with the Uniform Building Code. Other conditions may be established as a part of the approval of these parks.

Policy

Identification of the needs of the homeless currently camping in Coachella must be made and a plan developed to provide accommodations for persons and families in transition, and for the permanently homeless. Solutions to meet this need may be included within areas designated in residential categories in this General Plan.

Policy

Residential Development Guidelines

- RVL, RL and RM uses will be allowed to locate in areas designated on the Land Use Policy Diagram as RH and RVH based on the following:

The RVL, RL and RM residential use is part of a mixed use planned development.

A Specific Plan or Planned Unit Development Zone application is filed and the overall project density is consistent with the underlying Land Use Policy Diagram density.

Utilities and transportation facilities to the site are designed for the use and density designated on the Land Use Policy Diagram.

The RVL, RL and RM residential development will not create a deterrent or negatively impact future RH or RVH development.

RVL, RL and RM areas are adequately buffered from adjacent RH and RVH uses, commercial, industrial and agricultural sites, and arterial roadways.

If the above conditions are not met, then a General Plan Amendment is required.

- RH and RVH uses will be allowed to locate in areas designated on the Land Use Policy Diagram as VLDR, LDR and MDR based on the following:

The RH and RVH uses are part of a mixed use, planned development.

A Specific Plan or Planned Unit Development Zone application is filed and the overall project density is consistent with the underlying Land Use Policy Diagram density.

Utilities and transportation facilities are designed to accommodate the RH and RVH uses.

RH and RVH uses are located adjacent to or in close proximity to arterial roadways and intersections.

RH and RVH uses serve to buffer RVL, RL and/or RM uses from commercial uses, industrial uses, agricultural uses or arterial roadways.

RH and RVH uses are located in close proximity to park or open space uses such as neighborhood and community parks, schools or other recreational facilities. If not located in close proximity to these uses, the RH and RVH uses must provide substantial recreational amenities within the development.

If the above conditions are not met, then a General Plan Amendment is required.

Goal

Strive to improve the existing neighborhoods, including the housing stock, the infrastructure, and the quality of life.

Objective

The City shall identify the needs in each of the existing neighborhoods and prepare a plan to improve conditions in each neighborhood.

Policy

Upgrade the existing neighborhoods through the construction, reconstruction and repair of public improvements on a regular and consistent schedule.

Policy

The City shall identify open space and recreational needs in existing neighborhoods.

Policy

The City shall develop a plan for the improvement of existing neighborhoods through demolition and rehabilitation of residential structures.

Policy

The City shall adequately fund and support a Code Enforcement Program designed to continually protect the neighborhoods against deterioration of the structures and quality of life.

COMMERCIAL DEVELOPMENT POLICIES

Retail commercial development in Coachella has historically been built around the nucleus of Sixth Street, the City's downtown area and along one of the three highways that traverse the city. Development in the future is expected to build around the existing Interstate 10 and the developing State Highway 86 Expressway.

Two commercial land use categories are included on the Land Use Diagram. Projected development in the future will be allowed within the two commercial land use categories. Building intensities are presented in Figure 8. The goals, objectives and policies which follow establish the standards for building intensity and the development characteristics of commercial development in

Coachella's future. Consistent categories are identified for each land use designation in Figure 10.

Goal

Encourage retail commercial development that meets the needs of the residents, neighborhoods and the community and that attracts shoppers from the regional commercial market.

Objective

The General Plan shall designate commercial land use in areas that create an environment in which retail commercial development can flourish.

Policy

The General Plan shall state building intensity in terms of Floor Area Ratio (FAR). FAR shall be defined as the gross floor area of a building divided by the net area of the commercial parcel of land. Net area is the total area of a site minus the area dedicated as public street right-of-way.

Policy

A General Commercial (CG) category shall be established on the Land Use Policy Diagram. The CG category shall provide for the development of retail commercial businesses and offices for the provision of services, as well as allowing for the development of multiple family residential units that are compatible with and enhance the retail commercial character of the area.

Policy

Neighborhood commercial uses shall be allowed in all commercial General Plan land use categories in order to provide areas for businesses offering the provision and sale of food, drugs, sundries and personal services which meet the daily needs of an immediate neighborhood trade area. Typical businesses providing neighborhood commercial services include grocery stores, drugstores, restaurants, automobile service stations, personal services such as laundromats, florists and barber shops, and small scale administrative or professional offices such as medical, financial, insurance and real estate offices.

Policy

Adult entertainment businesses shall be located in the City pursuant to the locational criteria specified by the City.

Goal

Improve the General Commercial corridor along Grapefruit Boulevard and Harrison Street merging it with Downtown.

Objective

The General Plan shall include a General Commercial (CG) category on the Land Use Policy Diagram. CG uses shall be designated along Grapefruit Boulevard and Harrison Street including appropriate portions of the historic Downtown.

Policy

Except for the downtown area, the maximum FAR in the General Commercial (CG) category shall be 0.25 for retail projects and 0.40 for office projects.

In all areas, the maximum building height shall not exceed three stories.

Policy

Multiple family residences will be allowed to locate in the General Commercial (CG) category subject to specific approval by the City and providing:

- Units are located 1,000 feet away from the railroad tracks
- Units are sufficiently buffered both internally and externally from more intensive uses
- Units contain design elements which encourage pedestrian and/or bicycle transportation to the downtown or they propose a creative integration of residential and commercial uses, for example, shops on the first floor with the shopkeeper's residence above
- Multiple family projects shall be allowed only if a finding can be made that they are compatible with and enhance the retail character of the area

Goal

Establish a unique regional and international Entertainment Commercial Area (CE) between the two main highways providing a link to the resorts to the west and to Mexico.

Objective

The General Plan shall include an Entertainment Commercial (CE) category on the Land Use Policy Diagram.

Policy

An Entertainment Commercial (CE) category shall be established on the Land Use Policy Diagram. The Entertainment Commercial category shall provide area for the development of a broad spectrum of commercial and residential uses centered around the entertainment industry and regional commercial uses which serve local, regional and international trade areas. Typical facilities would include golf courses, casinos, hotels, theaters, retail and restaurant facilities, recreational vehicle parks, auto malls, single and multiple family dwellings, recreation uses such as water parks, family entertainment centers, tennis camps, equestrian centers and fairgrounds.

Policy

The maximum FAR in the Entertainment Commercial (CE) category shall be as specified in Figure 8. The maximum allowable building height shall not exceed 50 feet or three stories, whichever is less.

Policy

The City shall encourage the creation of a development partnership with significant participation by private property owners within the Entertainment District to represent the interests of all property owners throughout the planning and development process.

Policy

The City shall promote the preparation of a comprehensive Specific Plan for the Entertainment Commercial area to further refine land use and site design features. The Specific Plan shall create a feasible development plan and set forth the specific

land uses, project phasing and the means to implement its infrastructure.

Policy

Proposed Specific Plans which involve less than 100% of the CE category shall be reviewed by the City in light of the whole CE category. Partial Specific Plans shall meet the following criteria:

- Infrastructure which will adequately serve the project and which includes sufficient right-of-way dedication and/or utility oversizing to accommodate future development.
- The Specific Plan creates a feasible development plan for the area and sets forth the specific land uses, project phasing and the means to implement its infrastructure.
- Cumulative specific plans within the CE category do not exceed the acreage, FAR and dwelling unit thresholds identified on Figure 8. Incremental projects which exceed these thresholds will require additional environmental review and/or approval of a General Plan Amendment.
- The type and distribution of land use is consistent with the goals, objectives and policies of the CE category.

Policy

The City shall develop and maintain a system of accounting for cumulative land use development within the CE category.

Objective

The City shall encourage the development of sufficient neighborhood commercial centers to provide convenient and accessible shopping opportunities for Coachella's residents.

Policy

The maximum FAR for neighborhood commercial centers shall be 0.25 and building height shall not exceed two stories. Neighborhood commercial sites shall not exceed 20 acres in size.

Policy

Neighborhood commercial projects will be allowed to locate in all areas of the city providing:

- A market feasibility study is prepared which considers existing neighborhood centers and demonstrates sufficient additional market demand to support the proposed project.
- No more than one neighborhood commercial project is located at a given intersection.
- Utilities and transportation facilities are available which are capable of serving the proposed use.
- The project has direct access to arterial streets.
- The project is sufficiently buffered from surrounding residential land uses.

Policy

The City shall require all neighborhood commercial centers to include appropriate site planning and urban design amenities to encourage travel by non-motorized modes of transportation and public transit, particularly for residents from adjacent neighborhoods.

INDUSTRIAL DEVELOPMENT POLICIES

Two industrial land use categories are included on the Land Use Policy Diagram. The associated acreages and square footage distribution of building floor area are presented on Figure 8. Standards of building intensity and development characteristics are stated in the goals, objectives and policies which follow and are summarized in Figure 10.

Goal

Establish a city with sufficient industrial land to provide a convenient and diversified economy and a stable employment base for Coachella's residents.

Objective

The General Plan shall identify industrial land use categories on the Land Use Policy Diagram which specify the desired tenant mix, appropriate development standards and location of the various industrial land uses in Coachella.

Policy

The General Plan shall utilize the building FAR as the appropriate standard for industrial land use intensity. FAR shall be defined as the gross floor area of a building divided by the net area of the industrial parcel of land. Net area is the total area of a site minus the area dedicated as public street right-of-way.

Policy

A Heavy Industrial (IH) category shall be established on the Land Use Policy Diagram. The IH category shall provide area for intensive industrial activities including existing auto wrecking and disassembly and uses of a similar intensity.

Policy

A Light Industrial (IL) category shall be established on the Land Use Policy Diagram. The IL category shall provide area for a broad spectrum of light to medium manufacturing activities such as food processing, refrigeration and packing; manufacturing of homes; storage of component parts; assembly and manufacturing of parts for product creation; fabrication; warehousing, batch plants; railroad and trucking related loading and distribution activities as well as ancillary uses to permitted manufacturing uses.

Goal

Establish a city which recognizes and accommodates existing heavy industrial uses.

Objective

The General Plan shall include a Heavy Industrial (IH) category on the Land Use Policy Diagram. IH uses shall be designated at existing heavy industrial locations.

Policy

The maximum FAR of a project in the IH category shall be 0.40. The maximum building height shall be two story or 30 feet, whichever is less. Projects in IH areas shall be located with direct access to arterial or nonresidential collector streets.

Policy

The IH category shall not include uses which negatively affect conforming commercial or residential land uses or contribute to deterioration of existing environmental conditions beyond that allowed by state and federal standards.

Policy

The City shall establish development standards and review procedures for projects allowed in the IH category addressing such areas as access, signage, landscaping setbacks, building facade treatments, pedestrian amenities and similar design features.

Goal

Develop a City with light industrial and manufacturing uses located along the railroad corridor and adjacent to Thermal Airport

Objective

The General Plan shall include a Light Industrial (IL) category on the Land Use Policy Diagram.

Policy

The maximum FAR standard for the IL category shall be 0.40. The maximum building height shall not exceed three stories or 50 feet whichever is less. Projects in IL areas shall be located with direct access to arterial or nonresidential collector streets.

Policy

The IL category shall not include uses which negatively affect adjacent conforming commercial or residential land uses or contribute to deterioration of existing environmental conditions beyond that allowed by state and federal standards.

Policy

Light industrial uses shall displace nonconforming residential and commercial uses over time. Short term conflicts with nonconforming uses which may occur shall be resolved according to the following criteria:

- The industrial use shall make every reasonable physical and operational attempt to reduce nuisance impacts on adjacent uses.
- The industrial use shall not contribute to deterioration of environmental conditions beyond that allowed by state and federal standards.
- The industrial use shall be judged based on aesthetics, odor, noise, light and glare, building bulk, etc.

Policy

The City shall establish development standards and review procedures for projects allowed in the IL category addressing such areas as access, signage, landscaping setbacks, building facade treatments, pedestrian amenities and similar design features.

OPEN SPACE DEVELOPMENT POLICIES

Two categories of open space are included on the Land Use Policy Diagram. The standards for building intensity and development characteristics are stated in the goals, objectives and policies which follow.

Goal

The City shall contain ample amounts and varying types of open space and agriculture for its scenic, recreational and economic contribution to Coachella's quality of life.

Objective

The General Plan shall include an Open Space (OS) category on the Land Use Policy Diagram. Open Space shall include significant publicly owned natural open space areas and watercourses as well as existing and proposed public and private golf courses.

Policy

The OS category shall provide for the protection and preservation of sensitive environmental areas, major watercourses, flood control facilities and appropriate natural lands in public ownership to the maximum extent practical.

Policy

Development in areas subject to flooding shall be limited primarily to recreational uses such as golf courses, trails, play fields and similar uses which are compatible with periodic inundation by stormwater runoff. Development in other OS areas shall be pursuant to the policies of the Open Space Element.

Policy

The OS category shall allow for mining with the approval of a Conditional Use Permit. In order to contribute to regional availability of mineral resources, mining is necessary and the approval of a Conditional Use Permit should include conditions which minimize conflicts with adjacent open space.

Objective

The General Plan shall include an Agricultural (AG) category on the Land Use Policy Diagram.

Policy

The AG category shall provide for the protection and preservation of agriculture as long as possible in order to preserve the agrarian character and heritage of Coachella and to retain the economic and open space benefits which agriculture brings. Some methods of preserving agricultural land and character could include:

- Increasing densities or clustering residential development to allow a greater portion of proposed development on other sites in order to allow productive sites to remain in agricultural production
- Use of the Williamson Act
- Implementing a right-to-farm ordinance
- Adopting a farmland protection program

Agricultural development policies are discussed in detail in the Agriculture Element.

Policy

Preservation of date palm and citrus groves will be encouraged. Where preservation is not possible, trees may be incorporated into the landscape areas

or relocated to other public areas within the community.

Policy

The AG category shall allow for residential development at a maximum density of 1 dwelling unit per 40 acres (0.025 du/ac) as an incidental use to the primary agricultural use. The residential product type in this category shall be characterized by one to two story, single family detached homes interspersed among agricultural lands.

Policy

The AG category shall allow for mining with the approval of a Conditional Use Permit. In order to contribute to regional availability of mineral resources, mining is necessary and the approval of a Conditional Use Permit should include conditions which minimize conflicts with adjacent development.

PUBLIC USE DEVELOPMENT POLICIES

A Public Use category is included on the Land Use Policy Diagram. The standards for building intensity and development characteristics are stated in the goals, objectives and policies which follow.

Goal

The city shall contain sufficient land for public purposes.

Objective

The General Plan shall include a Public Use (P) category on the Land Use Policy Diagram which provides for various types of public facilities and improved neighborhood and community parks.

Policy

The General Plan shall establish a Public Use (P) category on the Land Use Policy Diagram to identify the location of major public facilities. Examples of major public facilities may include:

- Community, Senior and Youth Centers
- Fire Stations
- Government Offices

- Multipurpose Facilities
- Libraries
- Police Stations
- Post Offices
- Public Schools
- Public Parks
- Other facilities operated and staffed by public or nonprofit agencies for the public benefit

Specifically excluded from this list are infrastructure and utility facilities which are allowed in all land use categories throughout the City.

CITYWIDE DEVELOPMENT POLICIES

Goal

The City shall recognize and incorporate existing approved master plans and major highways.

Objective

The General Plan shall include a Transportation (T) category on the Land Use Policy Diagram which includes the Interstate 10 freeway and State Route 86 rights-of-way.

Policy

A Transportation (T) category shall be established on the Land Use Policy Diagram based upon State and Federal rights-of-way for the Interstate 10 Freeway and State Highway 86.

Policy

The Transportation category shall allow only transportation related facilities including roads, bridges, traffic safety devices, infrastructure, utilities and other related features.

Objective

The General Plan shall identify and incorporate approved Specific Plans.

Policy

The location, boundaries and generalized land use of approved Specific Plans shall be identified on the Land Use Policy Diagram.

Policy

Within the Specific Plan boundaries, the Specific Plan is the official General Plan land use diagram, including maximum allowable residential densities and nonresidential intensities. Land uses within Specific Plan boundaries depicted on the Land Use Policy Diagram are illustrative only to show the general pattern of land use and its overall relationship to adjacent properties. The adopted Specific Plan shall be consulted for a detailed understanding of allowable land uses and maximum densities or intensities.

Objective

The General Plan shall identify and incorporate the Thermal Airport Master Plan.

Policy

The location and boundaries of the Thermal Airport Master Plan shall be identified on the Land Use Policy Diagram.

Policy

Within the Thermal Airport Master Plan boundary, the Thermal Airport Master Plan is the official General Plan land use diagram, except where specific land uses have been assigned. The Master Plan should be consulted for a detailed understanding of allowable land uses and maximum densities or intensities.

Objective

The General Plan shall indicate Indian Tribal Lands on the Land Use Policy Diagram.

Policy

The location and boundaries of Indian Tribal Lands shall be identified on the Land Use Policy Diagram.

Policy

The City shall coordinate with local Indian Tribes including the Cabazon Band of Mission Indians, the 29 Palms Band of Mission Indians, the Augustine Band of Mission Indians and the Torres Martinez Desert Cahuilla Indians to achieve mutually compatible land uses on adjacent properties.

Policy

The City shall strive to negotiate a land use agreement with each tribe to establish a working relationship and to set goals and objectives for the future.

Goal

The growth of the City shall be based on fiscally responsible decisions regarding its ability to provide services and to meet the needs of developing adjacent land outside the corporate limits.

Objective

The General Plan shall identify guidelines for expansion of the City's incorporated area.

Policy

The City shall work with surrounding jurisdictions and LAFCO to establish a comprehensive sphere of influence so that expansion can occur in a logical and planned manner.

Policy

The City shall identify areas within its existing and future sphere of influence which shall be a priority for annexation.

Policy

Areas targeted for annexation shall be evaluated for the potential to broaden the City's tax base, generate tax revenues and attract desirable development within the City.

Policy

Existing agricultural uses in sphere of influence areas should be retained until conversion to urban uses are sound economic decisions.

Policy

The City shall coordinate with Riverside County to designate compatible and desirable land uses in areas outside of the City's incorporated area, but within the City's sphere of influence. Upon annexation of such areas, a General Plan Amendment may be permitted to adjust land use designations for consistency with the land use and annexation policies of the City.

LAND USE IMPLEMENTATION MEASURES

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Land Use Element are presented on Figure 11, the City of Coachella Land Use Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the infrastructure and public services development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.

FIGURE 11

**CITY OF COACHELLA LAND USE ELEMENT
IMPLEMENTATION MEASURES**

| Implementation Measures | Purpose | Key Participants |
|---|--|--|
| Prepare and adopt detailed residential density bonus guidelines | To guide the use of density bonuses required by State Law | City Council Planning Commission Planning Department |
| Prepare and adopt a hillside conservation ordinance | To protect the hillsides and to enhance hillside development | City Council Planning Commission Planning Department Engineering Department |
| Prepare and adopt comprehensive zoning ordinance revisions | To consistency with the General Plan | City Council Planning Commission Planning Department |
| Prepare and adopt a Specific Plan for the Entertainment Commercial Area | To further refine the mix, spacial location, design criteria and development standards for uses within the Entertainment Commercial area | City Council Planning Commission Planning Department Economic Development Committee Engineering Department |
| Petition LAFCO to expand the City's Sphere of Influence | To ensure orderly City growth and maximize influence over adjacent unincorporated lands | City Council Planning Department |
| Prepare and adopt strategic annexation guidelines | To identify guiding strategies and criteria relative to city growth | City Council Planning Department |
| Prepare and adopt guidelines for promoting and supporting agri-business retention and development | To strengthen the existing agri-business industry | City Council Planning Commission Planning Department Economic Development Committee |

| Implementation Measures | Purpose | Key Participants |
|--|---|---|
| Work with the Indian Tribes to develop cooperative strategies and agreements for future development and to achieve mutually compatible land uses | To establish working relationships for cooperative planning | City Council Planning Commission City Manager Planning Department |
| Create a downtown commercial district for funding and promoting rehabilitation, new development and cooperative promotion and marketing | To strengthen the Downtown commercial area | City Council Planning Commission Planning Department Chamber of Commerce Economic Development Committee C.V. Enterprise Zone Authority |
| Explore possibilities of attracting and developing a MetroLink station that enhances the Downtown, Entertainment Area and community | To attract new visitors to Coachella and to provide regional transportation for residents | City Council Planning Commission City Manager Planning Department Economic Development Committee Engineering Department |
| Prepare and adopt design standards for Multiple Family Residential development and rehabilitation | To assure quality of projects | City Council Planning Commission Planning Department Engineering Department |
| Prepare and adopt plans for the preservation of habitat areas for endangered wildlife, and plant species, as well as archaeological, cultural, historical and mineral resources | To protect resources | City Council Planning Commission Planning Department |
| Prepare and adopt a program of incentives including density bonus, clustering, tax incentives and park or landscape credits to encourage preservation of agricultural land to the maximum extent practical | To preserve the agricultural heritage of Coachella | City Council Planning Commission Planning Department |
| Prepare and adopt development standards for Heavy Industrial development addressing such areas as access, signage, landscaping setbacks, building facade treatments and pedestrian amenities | To assure quality development of heavy industrial facilities | City Council Planning Commission Planning Department |

| Implementation Measures | Purpose | Key Participants |
|---|----------------------------|--|
| Prepare and adopt a right-to-farm ordinance and/or farmland protection program | To preserve agriculture | City Council Planning Commission Planning Department |
| Review and revise, as may be necessary, the Planned Unit Development (PUD) zoning ordinance | To assure quality projects | City Council Planning Commission Planning Department |