

URBAN DESIGN ELEMENT

The Urban Design Element of the Coachella General Plan identifies and establishes the City's official policy relative to the establishment of a unique and attractive visual identity for the City. The purpose of the Urban Design Element is to provide official City policy which:

- Develops design criteria for general use throughout the entire project area including transition areas, parkways and medians, sidewalks, parking lots and other components
- Develops a series of inviting images for general use throughout the entire project area including landscaping, shade structures, water attractions and street furniture
- Develops and promotes a new positive image for Coachella
- Projects a sense of pride in the history and accomplishments of Coachella
- Uses one of the initial projects as a signature piece for the new visual image - containing many of the design elements to be used throughout the entire project
- Develops urban design overview elements as bird's-eye view illustrations or large scale relief models for each area. This allows for a perspective view of the entire area being renewed. Design relationships within the area can be properly analyzed, adjustments made and visual corridors enhanced

Urban Design is the study and creation of the physical characteristics of cities. It is closely related with Urban Planning which is the study and development of solutions to specialized problems of cities. Most often, Urban Designers work with Urban Planners to develop a delineated urban plan of the entire city. In Coachella's case, due to existing conditions, some areas will require gradual change while others will demand immediate development.

EXISTING SETTING

Coachella's community setting is one of an agricultural center with a small, tightly knit downtown area and residential areas surrounding the downtown core. There are also several strip shopping centers located in the City. Industrial

businesses and agricultural lands dot the otherwise open land.

Currently, there is no central theme or unifying design that brings the different aspects of the community together. There are several areas where attempts have been made to create a sense of community, such as the downtown area which has most of the older, historic buildings, street tree plantings and street furniture.

SUMMARY OF KEY PLANNING ISSUES

The following key planning issues are addressed in the policies of the Urban Design Element.

- To create a new positive image of the City for residents and visitors alike. -Striking new visuals will be designed to establish a sense of permanence and security. Attractive, clean structures with age old character; elegant outside amenities such as street lighting, shade structures, street furniture and sturdy iron fencing - a place where citizens can feel safe and comfortable.
- To develop a unique "natural" environment in all public areas of transition and destination. Creatively designed "natural" settings woven into the single organizing principle of water features - lakes, streams, raging rivers and placid reservoirs selectively placed throughout lush native landscaping and impressive stonescaping - suggesting one is surrounded by a grand, inviting, friendly oasis. This must be a quality environment which will inspire civic pride across the entire spectrum of the community.
- To produce a series of dynamic vistas and exciting structures so dramatic as to attract passers-by to stop and visit. Quality is the one constant which has the power to attract visitors and local residents alike, which enhances the vision.
- To promote good design which is a product of thoughtful study, professional research and creative thinking. The result of which becomes a catalyst for stimulating an aura of quality and desire for excellence.

- Creating urban design themes that are reminiscent of Coachella's agricultural past and desert environment
- Establishment of primary and secondary image corridors of boulevards and streets with raised, landscaped medians and heavily landscaped areas within and contiguous to the street rights-of-way
- Designing image corridors to include street lighting systems, street furniture, bus shelters, street name signs and noise barriers which are implemented in a coordinated and consistent theme unique to Coachella
- Establish primary and secondary gateway treatments at specified entries into Coachella using special paving, street furniture, hardscape, screen wall arrangements and street lighting to create a dramatic design statement
- Establishment of setback standards for walls, buildings and parking areas based on the type of street the development is fronting
- Creation of buffering standards for conditions where nonresidential uses are adjacent to a residential use or designation
- Providing clear definition of pedestrian and automobile circulation within sites using enhanced pavers, sidewalks, walkways with orientation towards major entrances and drive aisles that are perpendicular to major stores
- Defining design standards that discourage graffiti and property vandalism
- Establishment of site design and architectural guidelines for the various land uses

URBAN DESIGN VISION STATEMENT

The essence of Coachella's vision for urban design is captured in the following statement.

The City of Coachella's vision of the future for Urban Design focuses on creating an image that projects Coachella as a safe, friendly oasis in the center of the large Coachella Valley desert. It is important that a sense of pride and accomplishment in the City's history be nourished and that citizens of all ages and economic status be included in the

process, from the planning stage through the transformation. Quality is the keynote for new development and redevelopment.

RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Urban Design Element is one of eleven elements in the Coachella General Plan. The development policies within the Urban Design Element are closely related to the policies within the Land Use and Economic Development Elements. The policies related to the Urban Design Element shall be consistent with all other elements of the General Plan.

OVERVIEW OF THE URBAN DESIGN POLICY DIAGRAMS

Figures 19 through 31 present planning and design concepts, landscaping concepts, typical design elements and details that are key to the Urban Design approach to be implemented.

Figure # and Title

- 19 Planning & Design Concepts
- 20 Landscaping Concepts - View 1
- 21 Landscaping Concepts - View 2
- 22 Ave 50 Grade Separation Concept View 1
- 23 Ave 50 Grade Separation Concept View 2
- 24 Glorietta Streetscape
- 25 Typical Streetscape
- 26 4 Lane Street Cross-Section
- 27 6 Lane Street Cross-Section
- 28 Glorietta Roadway & Intersection Concept
- 29 Major Arterial Roadway/Intersection Concept
- 30 Street Light Fixture Design
- 31 Wrought Iron Fencing Design & Detail

URBAN DESIGN CONCEPTS

There are fundamental concepts which form the foundation of our design philosophy:

- Create "the vision" - the total picture. It must be your vision and it must meet the challenge
- Insist upon quality. Consistent quality is the most widely recognized and appreciated factor of any project.

- Recognize the entertainment nature and value of each project. All successful public space design contains some entertainment consideration.
- Focus on the ultimate purpose of every project. It must create or contribute to financial success. An artistic masterpiece in receivership has no value.

A new image: a safe, friendly oasis in the center of this large desert valley, with the feeling of substance and character.

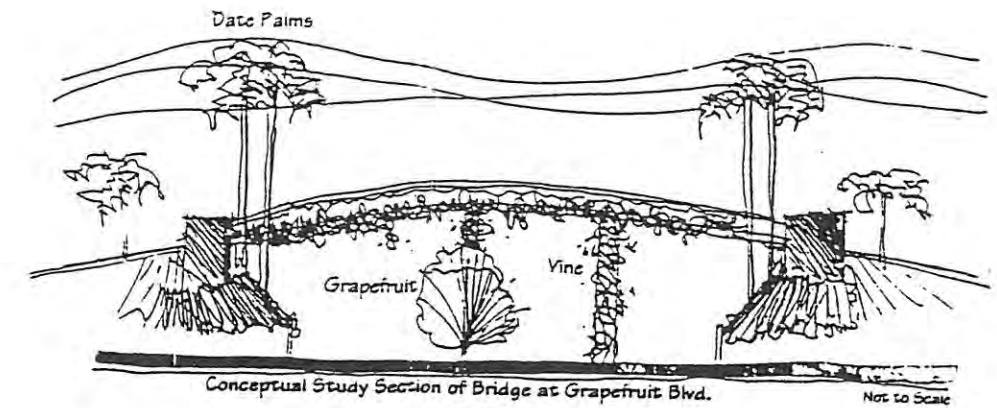
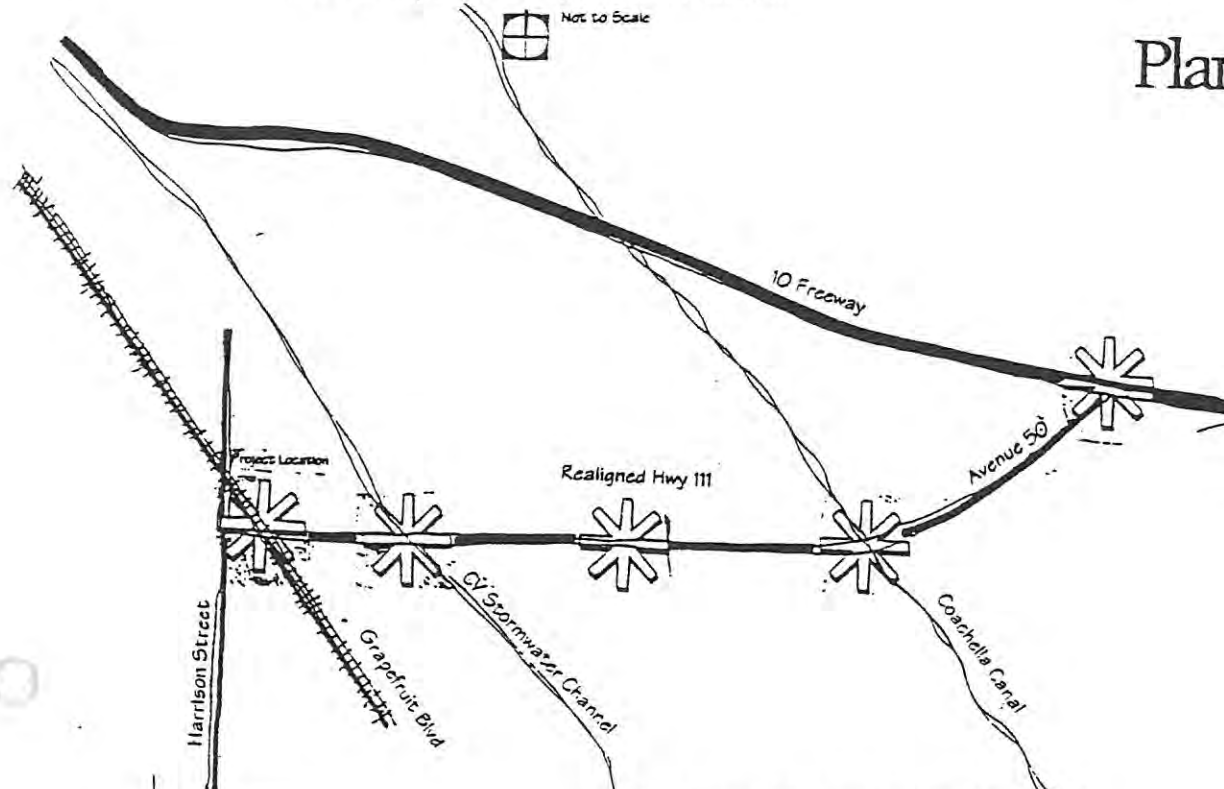
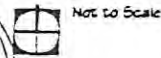
- Imposing stonescaping elements, monuments, statues and decorative fountains create a sense of permanence.
- Period details in street lighting, fencing, structures and street furniture lend an historic quality to the city.

50th Avenue Bridge

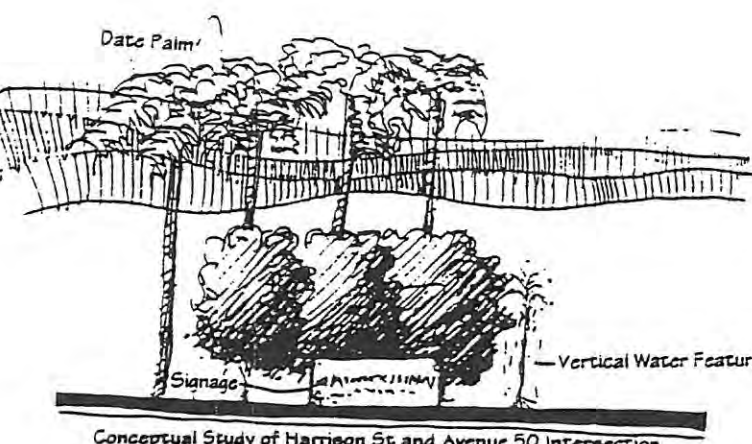
CITY OF COACHELLA

Planning & Design Concepts

Areas of Special Design Consideration



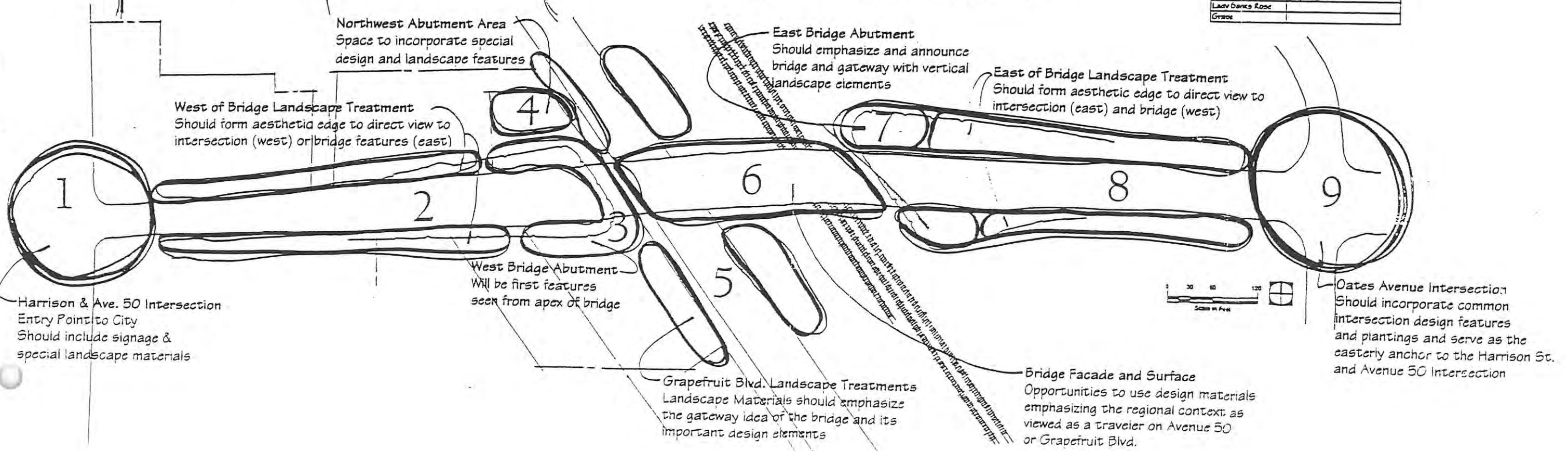
Conceptual Study Section of Bridge at Grapefruit Blvd. Not to Scale



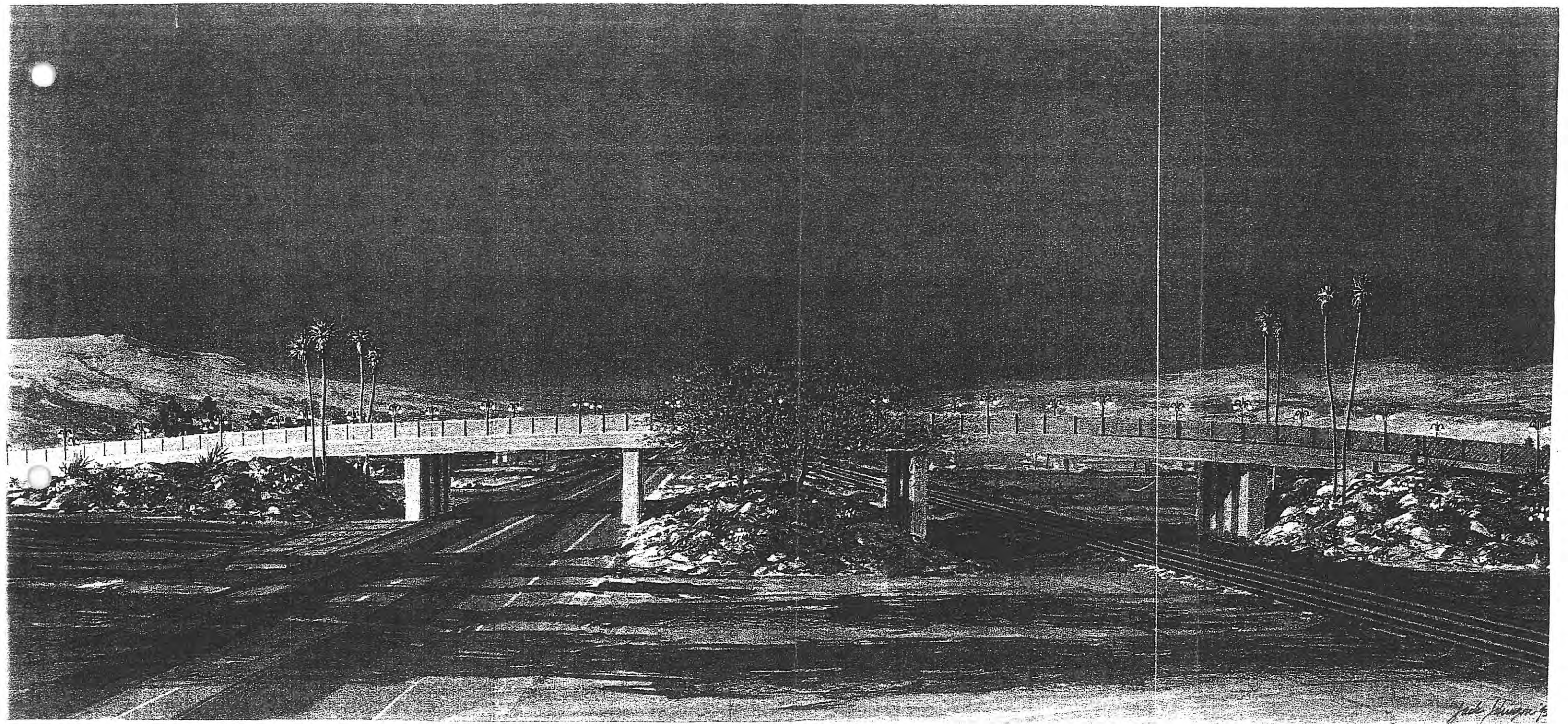
Conceptual Study of Harrison St and Avenue 50 Intersection

Possible Specialty Plants

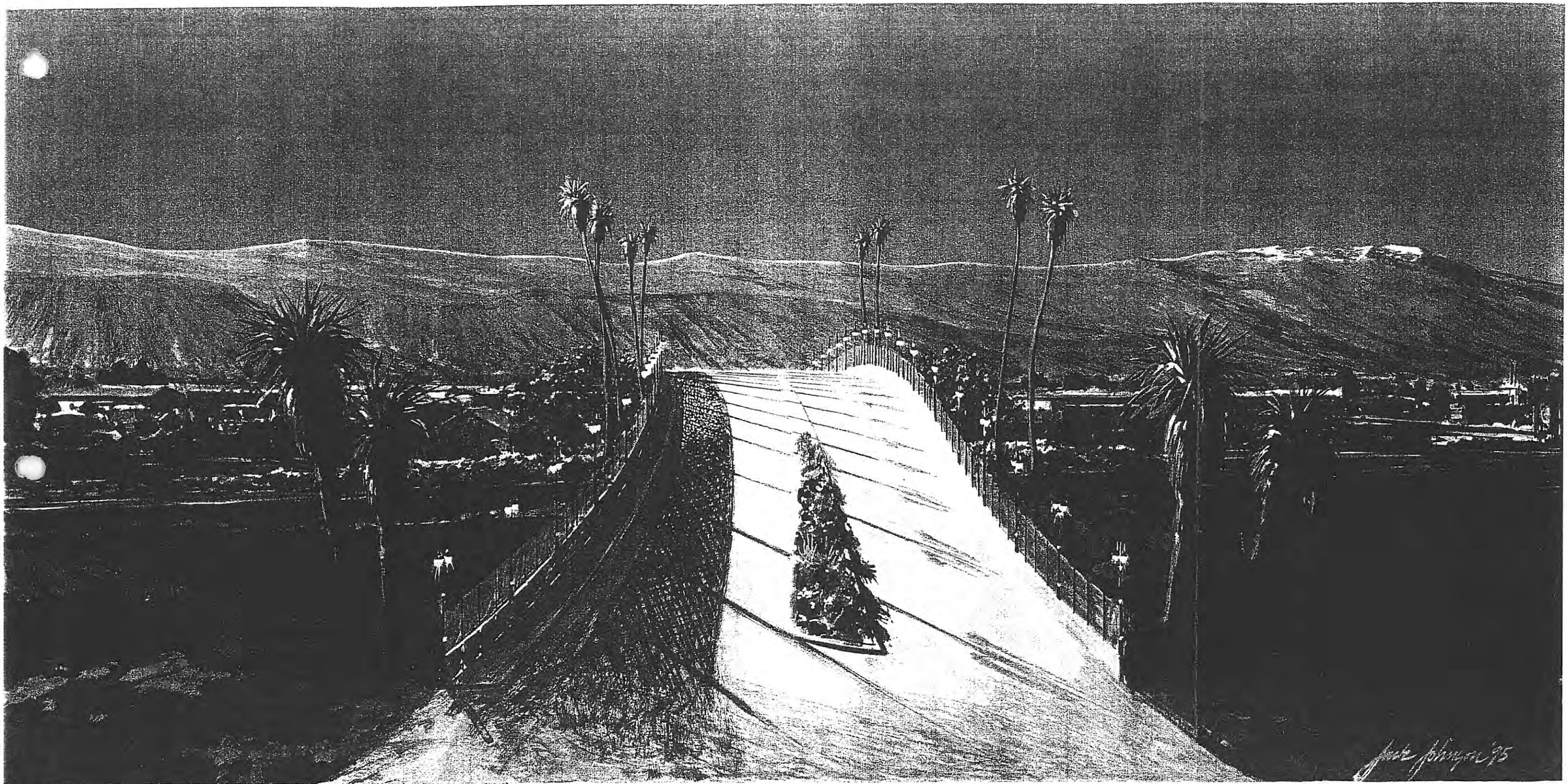
Plant Name	Notes
Trees	
Date Palm	100' Tall, Regional Significance
Canary Island Palm	60' Tall
Grapefruit	12' Tall, acid on slopes
Mossy	Nice desert tree
Shrubs	
Brower Saltbush	6-8', nice acid fruit, dense
Casahuate	6', yellow flower, fl. arm.
Dodonaea Viscosa	10-12'
Red Currantberry	6', red berries
Red Yucca	3-4', red flower
Groundcovers/Vines	
Crotona Fia	N&E Slopes only
Ocotillo	Desert Landscapes
Mexican Primrose	Pink Flower
Cats Claw Vine	Yellow flower
African Aloe	
Santolina Cr.	Large or green
Lady Banks Rose	
Grass	



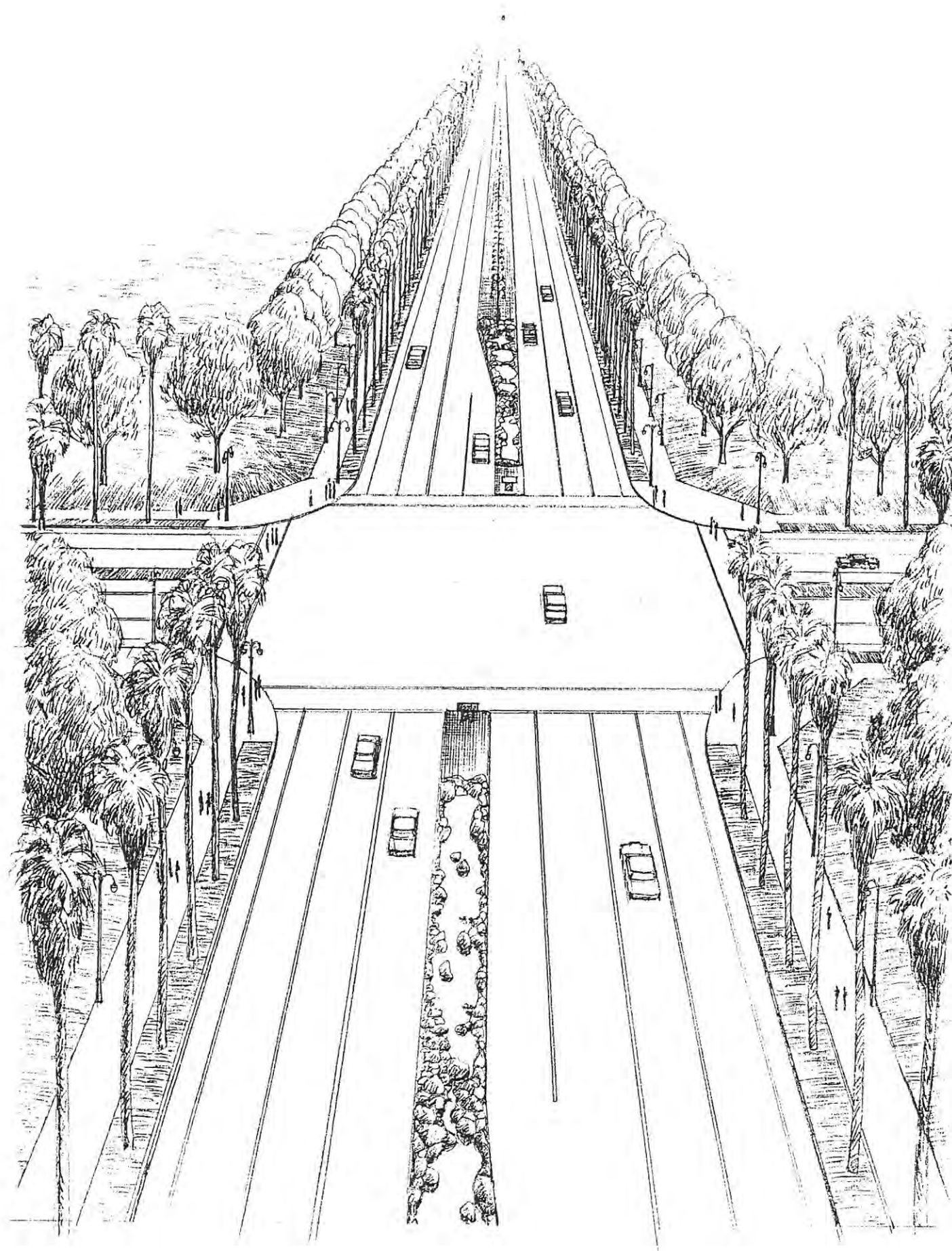
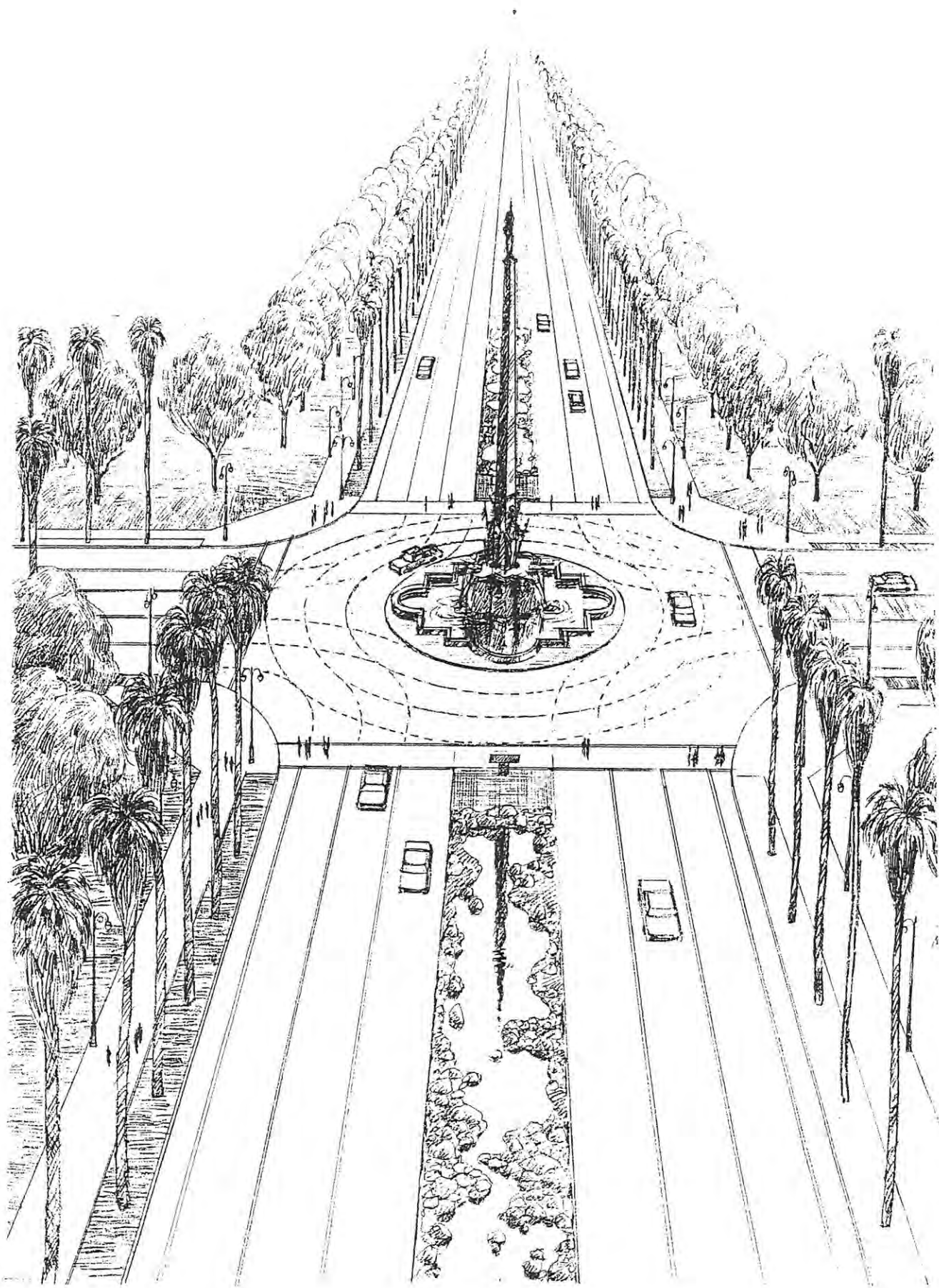


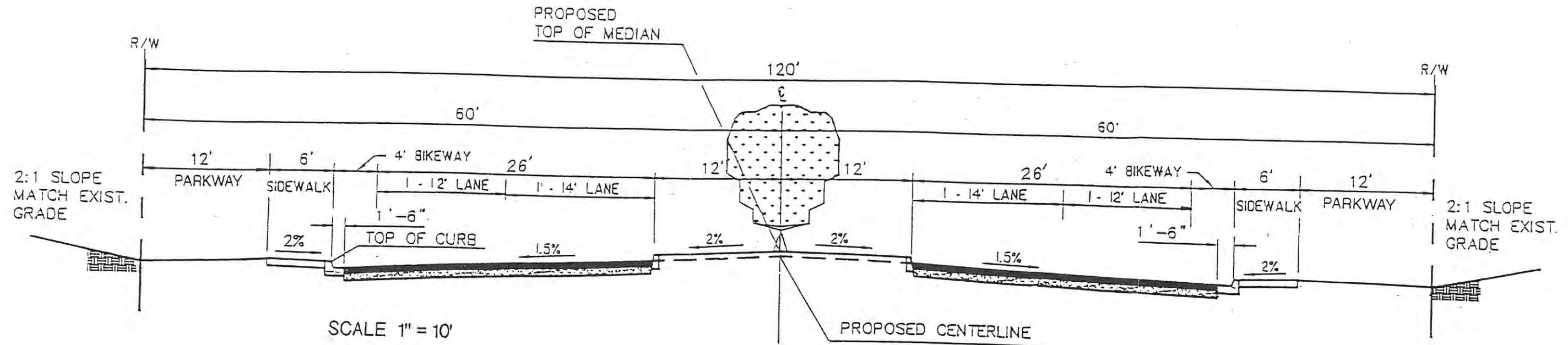


Jack Johnson

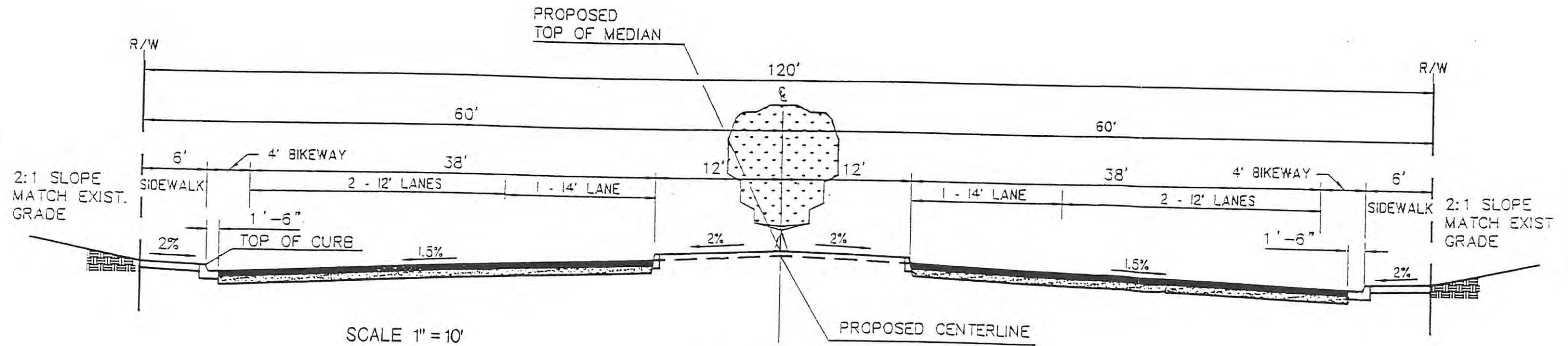


Jack Johnson '95





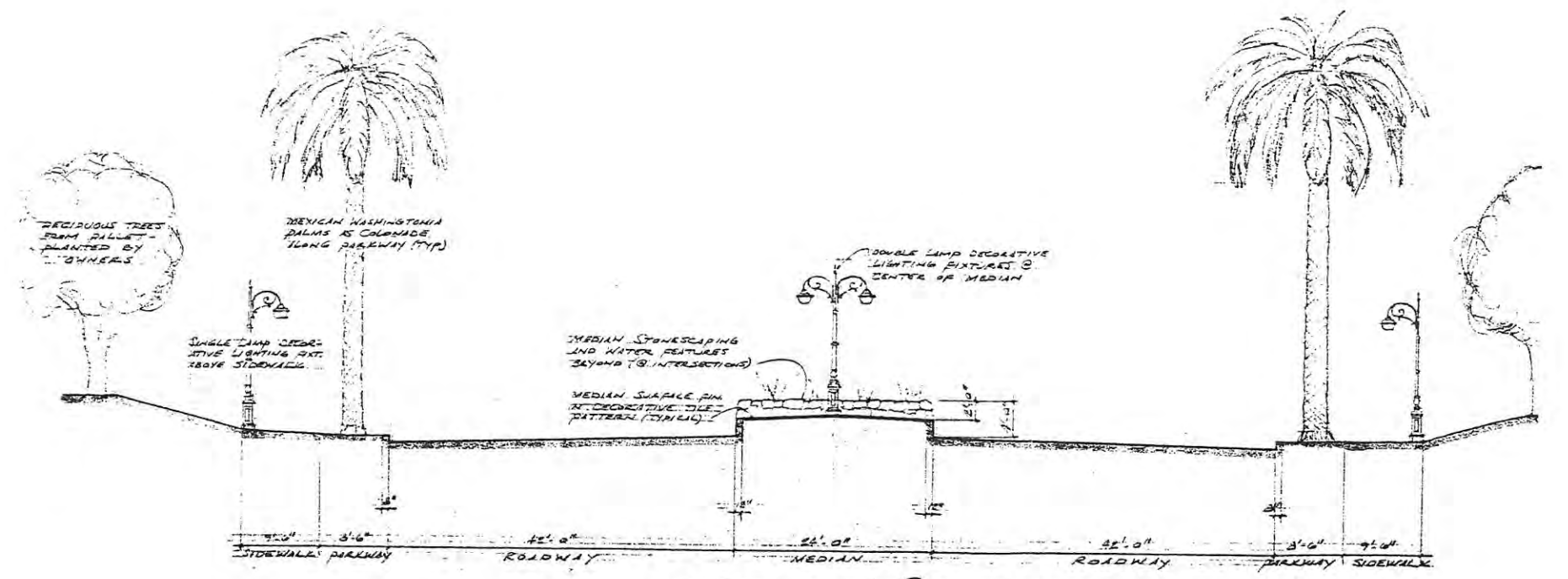
4 - LANE CROSS-SECTION
PHASE-1 ASSESSMENT ROADWAY



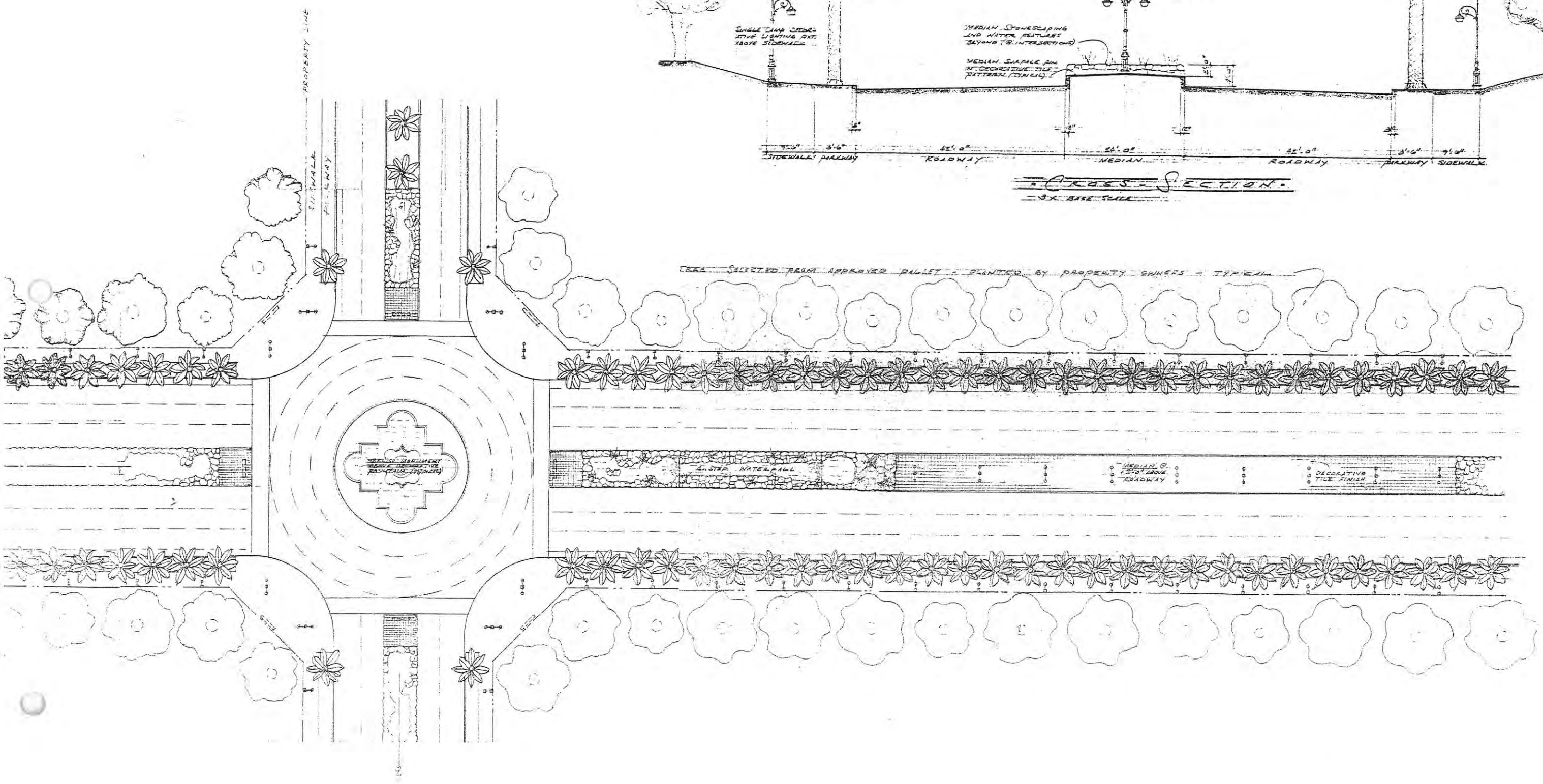
6 - LANE CROSS-SECTION
ULTIMATE ROADWAY

SYMBOL LEGEND





- ☉ - 2 LAMP DECORATIVE LIGHTING FIXTURE
- ☉ - 1 LAMP DECORATIVE LIGHTING FIXTURE
- ☉ - MEXICAN WASHINGTONIA PALM TREE
- ☉ - STREET DIRECTION SIGN - BUILT UP FOR NIGHT VIEW (MOUNTING STYLE AND HEIGHT TBD)

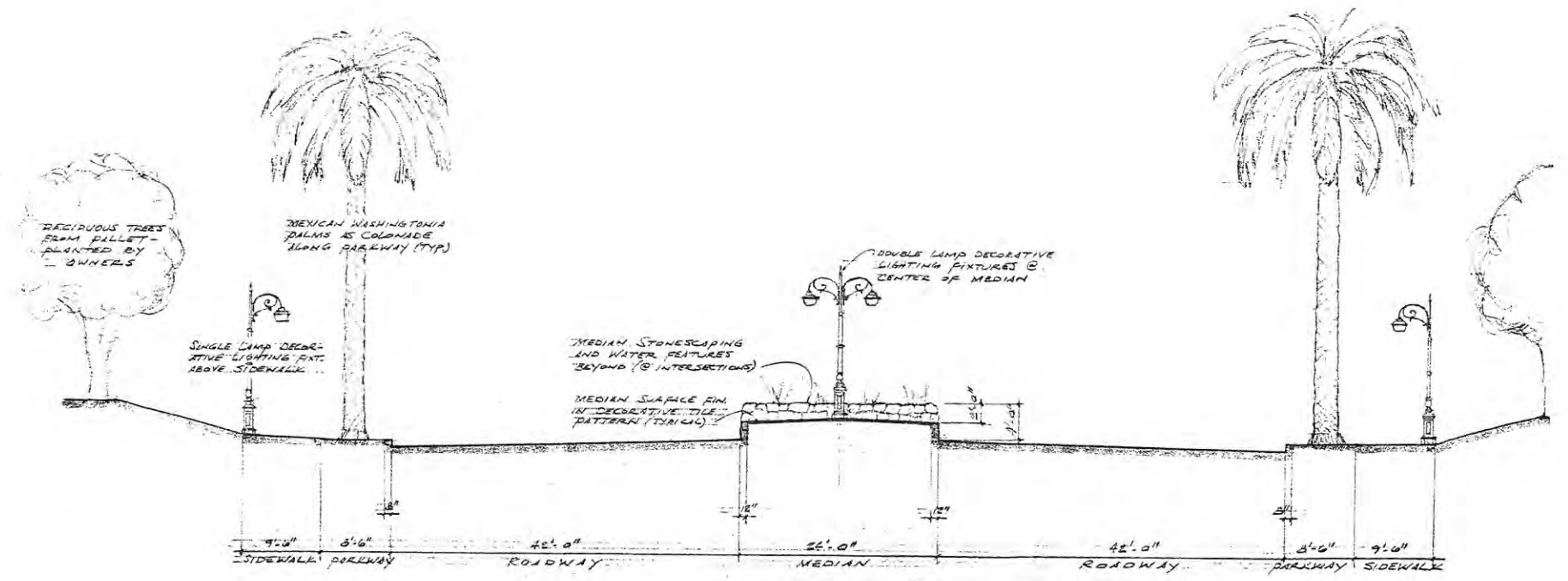


CROSS SECTION
 3/4" = 1'-0" SCALE

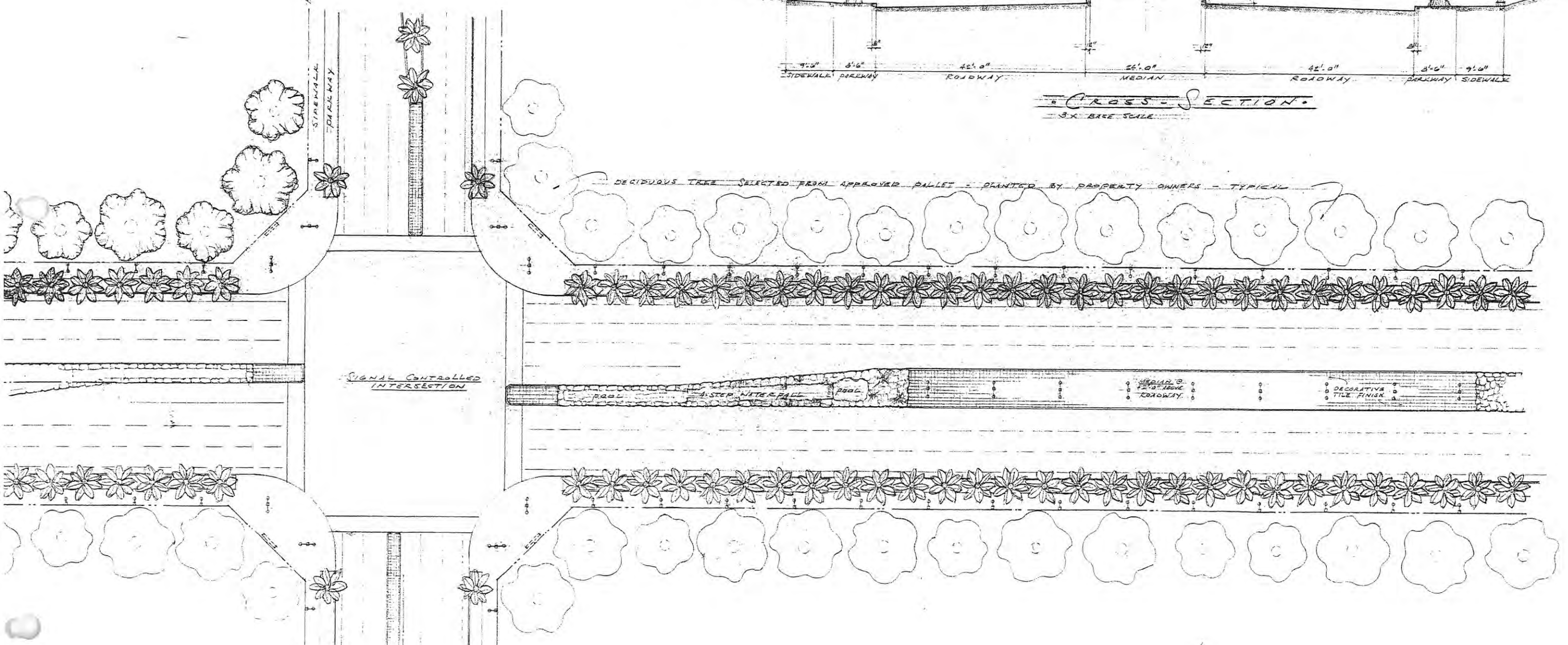


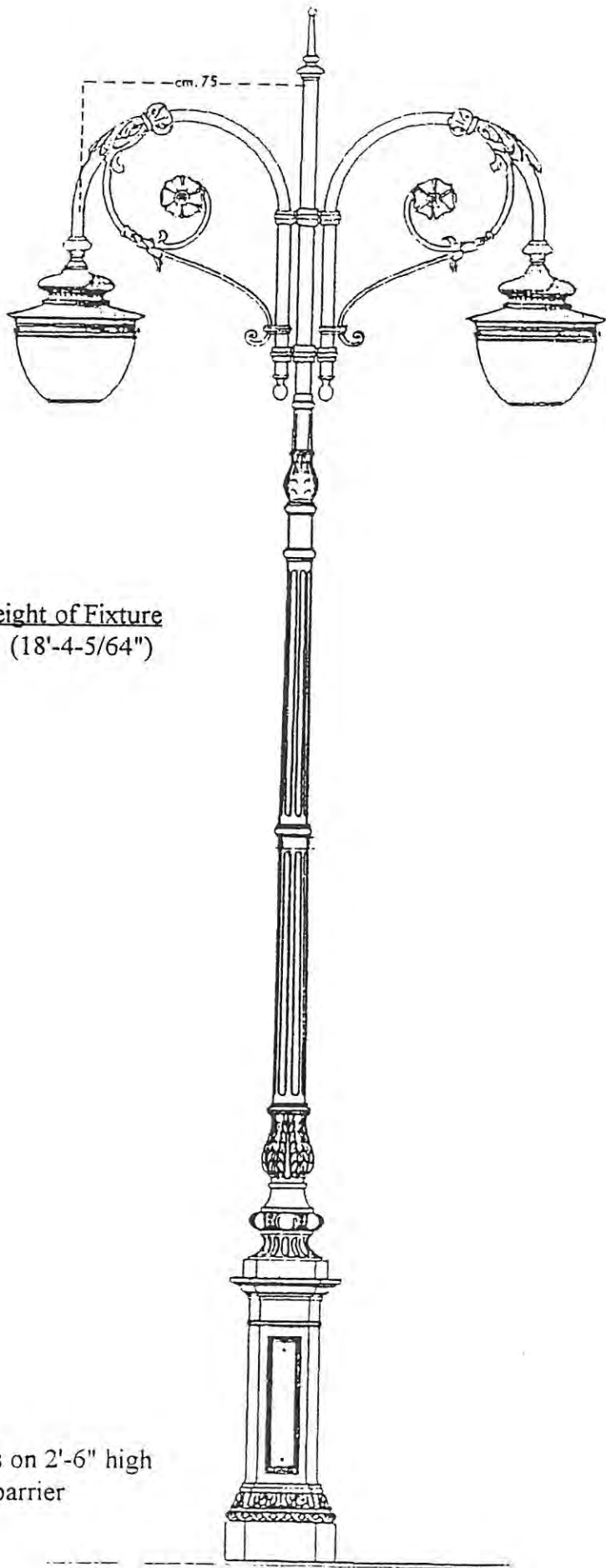
SYMBOL LEGEND

-  - 2 LAMP DECORATIVE LIGHTING FIXTURE
-  - 1 LAMP DECORATIVE LIGHTING FIXTURE
-  - MEXICAN WASHINGTONIA PALM TREE
-  - STREET DIRECTION SIGN - BACK LIT FOR NIGHT VISION (MOUNTING STYLE AND HEIGHT TBD)



CROSS-SECTION
- 3X BARE SCALE





Overall Height of Fixture
559 cm (18'-4-5/64")

Base rests on 2'-6" high
concrete barrier

- An abundance of trees, lush landscaping and unique water elements exposed to public access create an open, inviting, visitor friendly atmosphere.



The City of Coachella is rich in history and accomplishments. These may be presented in forms that promote community pride.

- A museum containing information on the development, accomplishments and growth of the date industry may be housed in a reconstructed Covalda Date Company building with tram tours of the date ranch, explaining the entire process of date farming, production and marketing.
- Historical events significant to the region may be immortalized by monuments, markers, statues, or even theatrical narratives.
- Buildings of historic significance (the first bank, the first clothing store, city hall, etc.) always have interesting stories about the pioneers and the entrepreneurial spirit of the founders. These stories may be summarized on plaques and mounted on the restored buildings or imbedded in the sidewalk where a building once stood.
- Prominent citizens in the early settlement of the region and their achievements may be recognized by renaming streets or city buildings in their honor.

Motivating the community to participate

The spirit of cooperation within the community is a critical element for the success of any community upgrade renewal effort. Citizens of all ages and economic status must be included in the process, from the planning stage through the transformation.

- Sharing visions with local property owners, developers, investors and merchants.

- Recruiting local artisans and craftsmen to contribute ideas, expertise, and concepts.
- Encourage local youngsters to be part of the planning by soliciting their suggestions on activities and facilities attractive to young people.
- Allow young people to physically help whenever possible, for example, assist the model maker in the construction of an urban design model; or participate in summer jobs as landscape and construction helpers on city projects.
- Allow local businesses, contractors, landscapers, etc. to submit proposals for all work in which they are qualified within the scope of the project.

Other ideas that should be kept in mind while designing, planning and communicating the vision to the public at large are:

- Be sure to let the plan determine the growth and not allow the growth to determine the plan.
- Have the patience to wait for a project to be done correctly - do not accept mediocrity just to get it done right away.
- Encourage investors, developers, property owners and merchants to think quality - so that the quality of goods and services equal the quality of the overall vision.

URBAN DESIGN DEVELOPMENT GOALS, OBJECTIVES AND POLICIES

Development within the City of Coachella shall be required to be constructed in a manner consistent with the development goals, objectives and policies that follow.

Goal

The City shall develop design criteria for general use throughout the City that develops a series of inviting images, creates unifying transition areas and assists in the creation of pride in the City.

Objective

Streetscapes shall be used as a means to create a unifying urban design effect and inviting images.

Policy

The City shall establish a hierarchy of streets in the roadway network that defines streetscape standards for use in Primary and Secondary Image Corridors as defined in the Circulation Element.

Policy

The City shall establish a hierarchy of Primary and Secondary Gateways as defined in the Circulation Element.

Policy

The City shall establish appropriate building height limits to ensure a low density character and appearance along Primary and Secondary Image Corridors.

Policy

The City shall establish landscaping setbacks for each street type as follows:

- Freeway frontage - 20 feet
- Harrison Street (State Highway 86) and Grapefruit Boulevard (State Highway 111) -15 to 20 feet
- Major Arterials and Arterials - 10 to 15 feet
- Collector Streets - 10 feet

Policy

Wall openings to allow views into projects along Image Corridors are required where appropriate as one means of minimizing negative visual impacts of continuous walls. This can also be accomplished by varying setbacks.

Policy

Special design treatments for major elements of the City's street system shall be considered in all approvals for related development.

Policy

Where possible and desirable, the use of existing natural vegetation such as date palm groves, citrus trees, eucalyptus stands and oleander hedges should be considered for retention in Image Corridor landscape designs.

Policy

The City shall require the under grounding of all utilities wherever possible.

Objective

Buffering guidelines for nonresidential uses adjacent to an existing residential use or land use designation shall be established.

Policy

The City shall use roadways as dividers between residential and nonresidential uses, where possible.

Policy

When no roadway separates a residential and nonresidential use, the City shall require increased setbacks, additional landscaping and building design features.

Objective

Guidelines for the screening of necessary service and utility areas within a development shall be established.

Policy

Trash collection, loading facilities, mechanical equipment, permitted outdoor storage and antennas shall be screened from public view using walls, enclosures and other solid screening materials as well as landscaping. Such screening shall use

colors, materials, and vertical and horizontal variations to be consistent with the overall design theme of the building.

Policy

Trash collection areas shall be fully enclosed and shall include a separate gate for user access and the emptying of trash receptacles.

Policy

Onsite utilities and equipment shall be located in inconspicuous locations that are out of the public view.

Policy

Roof mounted equipment shall be fully screened by a parapet wall that exceeds the heights of the equipment.

Objective

Pedestrian facilities are desirable amenities within all land use designations, including sidewalks, benches, water fountains, public art, and appropriately designed landscaping.

Policy

The City shall require adequate pedestrian facilities including sidewalks, benches, water fountains, public art, and appropriately designed landscaping.

Policy

Single family residential areas shall have pedestrian access provided for movement within the project as well as movement to adjacent residential neighborhoods and other land uses.

Policy

Multiple family residential areas shall provide convenient access from all units to common areas, such as swimming pools, recreation rooms, laundry facilities, mailboxes, trash receptacles and to the outside of the project.

Policy

Commercial areas shall include landscaped and well shaded plazas with seating areas and points of interest, such as a fountain or public art.

Policy

Within commercial areas, shaded walkways shall be provided for pedestrian traffic as shelter from the sun, wind and heat.

Policy

Outdoor dining areas are encouraged.

Policy

Within commercial centers, pedestrian and automobile circulation routes shall be separated and clearly defined.

Policy

Within commercial areas, deliveries should be oriented to separate loading facilities away from areas of high pedestrian traffic.

Policy

In industrial areas, shaded and/or sheltered common areas for employees shall be provided.

Objective

Guidelines for design that deter graffiti and other forms of vandalism shall be established.

Policy

Long expanses of blank walls shall not be allowed. Walls or building surfaces shall have planters with mature shrubs or vines to hide wall surfaces or to make access to the walls difficult.

Policy

The City shall continue efforts to remove graffiti expediently from all areas through City, other agency or volunteer mechanisms.

Goal

The City shall provide a set of design guidelines that establish guidance for aspects of design that are unique to the various land use designations.

Objective

Single family residential neighborhoods shall be designed to create a recognizable sense of place and a secure setting.

Policy

Dwellings shall be set back with varying distances from the minimum allowed front yard setback in order to increase visual diversity along the street. Setbacks should vary a minimum of five feet.

Policy

Garages shall be set back a minimum of 20 feet to allow vehicles to park in the driveway and not block passage along the sidewalk.

Policy

Dwellings should be designed to have varying entry locations and articulation of mass to provide for a more diverse neighborhood.

Policy

Dwellings should be designed to allow various garage orientations, such as entering from the front or the side.

Objective

Site design and architectural treatments shall provide a safe and well designed living area with private and common use areas in multiple family projects.

Policy

Common open areas should be conveniently located to all units within the complex. Separate and secure children's play areas are required.

Policy

Private open spaces such as a patio or balcony are required for each unit.

Policy

Garages and carports should be arranged to avoid blocking views of the dwelling units. Long, unbroken lines of garages and carports on both sides of a drive aisle are discouraged.

Policy

All areas not designated for dwelling units, ancillary structures, parking and drives shall be landscaped.

Policy

In addition to landscaping in and around the dwelling units, landscaping shall also be provided with the parking areas.

Policy

Multiple family residential complexes shall have a perimeter wall and shall use a security gate system for access into the project. Standards for emergency access and pedestrian access shall be enforced.

Policy

Facade and roof line articulation are required within multiple family complexes. Each unit should have a projection from the wall surface which can include ledges, balconies and window alcoves.

Policy

All ground mounted mechanical equipment, including air conditioning and forced air units, shall be screened using an enclosure that matches the architectural design of the building. All roof mounted mechanical equipment shall be screened

by a parapet wall that exceeds the height of the equipment.

Policy

Lighting shall be provided to ensure the safety and comfort of those in the complex. A lighting plan, including location, height, type and brightness shall be provided to the City for review and approval.

Objective

Commercial projects shall contain a level of design that provides for a pleasant and safe shopping experience.

Policy

Structures should be located in a cluster surrounding a common plaza, where possible. When buildings cannot be clustered, amenities such as landscaping, pavement treatments and covered walkways shall be used to visually link the individual structures.

Policy

Entry statements shall be made at the entry driveways into a commercial center through the use of pavers, center medians, signage and landscaping.

Policy

Reciprocal access and shared driveways shall be required in order to provide a consistent and workable ingress and egress plan for a commercial area. Median breaks shall only be provided on a one quarter mile interval.

Policy

Parking lots in commercial centers will be required to include a minimum of fifteen percent of landscaping to include shade for parking cars and plantings adjacent to all building facades to soften the appearance of the building.

Policy

Loading docks should be placed at the rear of buildings in order to more easily screen them from the public view. If the proposed loading dock is adjacent to a residential use, alternatives such as locating the loading dock on the side of the building, increasing the rear setback or additional screening shall be considered.

Policy

Commercial centers shall have varied design features such as high levels of articulation for both facade and roof planes, breaking large facades with articulation, using covered walkways, varying the materials and textures to be used and using accent colors to add interest to buildings.

Policy

Car wash facilities shall be oriented or screened so that the interior of the car wash is not directly visible to passing vehicles or to public areas.

Policy

Layout of gasoline service stations may take on one of several basic orientations: pumps perpendicular to one street, L-shaped or diagonal (angled across property or angles between two streets).

Policy

Auto service bays shall not be oriented to front upon a roadway.

Policy

Hotels and motels should have a design that focuses on detail, articulation and the combination of materials and textures. Long linear rows of units and doorways served by a common walkway or balcony shall not be allowed.

Objective

Industrial land uses shall have guidelines that facilitate the easy movement of people and goods while ensuring that activities do not infringe on the visual corridors of surrounding areas.

Policy

Reciprocal access and shared driveways shall be required in order to provide a consistent and workable ingress and egress plan for an industrial area. Median breaks shall only be provided on a one quarter mile interval.

Policy

Loading docks should be located at the rear of buildings in order to more easily screen them from the public view. If the proposed loading dock is adjacent to a residential use, alternatives such as locating the loading dock on the side of the building, increasing the rear setback or additional screening shall be considered.

Policy

Articulation shall be provided on all sides of a building that are visible to public view.

Objective

Mixed use designations may include a variety of land uses. The design of the transition from one land use to another shall give the appearance of a unified development.

Policy

All areas shall be linked by a system of pedestrian and bicycle trails that will connect into the regional trail system.

Goal

The City shall develop the proposed Entertainment Area based on a comprehensive Specific plan and the economic concepts as presented by Harrison Price Company.

Objective

Develop the Entertainment Area in accordance with the Entertainment Commercial land use designation.

Policy

Develop the concept of a combined recreation and entertainment zone which would carefully combine gaming facilities, recreation and entertainment.

Policy

Enhance the casinos, lounges and attractions with:

- Landscaping and water features
- Hotels and restaurants
- Open space recreation areas and museums
- Sports stadium and athletic fields
- Fairgrounds

Policy

Design the entrances to the entertainment area to reflect the design elements introduced and repeated throughout the General Plan area.

Policy

Improve the quality of life through the addition of public art throughout the Entertainment Area.

Policy

Assure public access to facilities throughout the Entertainment Area through the dedication of public right-of-way and improvement of areas for public use.

Policy

The City shall require dedication and improvement of waterways for the transportation of visitors within the Entertainment Area.

Policy

The City shall design a typical segment of the waterway, stations, ticket booths and docks and shall adopt specifications to be used for their improvement.

Policy

Develop quality ground transportation including rental cars, limousines and shuttles.

Policy

Create signage of distinction and quality within and around the zone to direct and introduce visitors to other areas of interest within the community.

Goal

The City shall develop and implement the concept of The Sixth Street Downtown Commercial District.

Objective

The City shall improve the Downtown as a commercial district through the use of various economic tools and rehabilitation.

Policy

The development and redevelopment of the Sixth Street Downtown Commercial District should reflect the community's commitment to excellence and quality in both design and implementation.

Policy

Community enthusiasm and pride in its history and accomplishments should be continued as was evidenced by the paint program, downtown upgrading and clean up.

Policy

The Sixth Street corridor should be converted into an area enticing and attractive to pedestrians.

Policy

Existing businesses should be encouraged to upgrade through assistance, community support, and merchant groups for common advertising and marketing.

Policy

A new emphasis on comfort and safety should be incorporated into development plans for the area.

Goal

Design and develop The Plaza Mayor as a quality, authentic and properly scaled Plaza, similar to those found in Mexico.

Objective

The City shall promote the concept of the Plaza Mayor.

Policy

The Plaza Mayor concept shall be based on an open air, pedestrian oriented commercial area constructed around governmental buildings, park areas and landscaped public areas.

Policy

The Plaza Major should be designed to become the thematic centerpiece of downtown redevelopment and shall be reminiscent of authentic plazas found in Mexico.

Policy

The Plaza Major should be designed to cater to local residents, as well as tourists.

Goal

Plan for and implement a Mexican Retail Village which brings Mexican goods to the Coachella Valley.

Objective

The City shall promote the development of the retail market for Mexican goods.

Policy

The location for the Mexican Retail Village should be chosen with regard to major commercial transport routes, passenger vehicle routes, and within easy access to a redesigned Thermal Airport.

Policy

The Mexican Retail Village shall be visible from major freeways to aid in attracting tourists.

URBAN DESIGN IMPLEMENTATION MEASURES

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Urban Design Element are presented on Figure #32, the City of Coachella Urban Design Element Implementation Measures.

- **Implementation Measures** - 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 #32

**CITY OF COACHELLA URBAN DESIGN ELEMENT
IMPLEMENTATION MEASURES**

Implementation Measures	Purpose	Key Participants
Develop design criteria for general use throughout the City including transition areas, parkways and medians, sidewalks and parking lots	Establish guidelines for use in planning projects	City Council Planning Commission Planning Department
Develop a series of inviting images for general use throughout the entire community, including landscaping, shade structures, water attractions and street furniture	Establish guidelines for use in planning projects	City Council Planning Commission Planning Department
Develop a program for the phaseout of all above grade utilities	To improve the aesthetics of the community	City Council Planning Commission Planning Department Engineering Department Imperial Irrigation District.
Develop a regular replacement program for all signage and for the addition of new signage	To improve the aesthetics of the community	City Council Planning Commission Planning Department
Prepare a comprehensive update of the City's Sign Ordinance	To improve the aesthetics of the community	City Council Planning Commission Planning Department
Develop a program for negotiating with private businesses to remove or disguise offensive visual obstructions throughout the City	To improve the aesthetics of the community	City Council Planning Commission Planning Department Chamber of Commerce

Implementation Measures	Purpose	Key Participants
Develop a program of infrastructure upgrading	To improve the aesthetics of the community	City Council Planning Commission Planning Department Engineering Department C. V. Water District Valley Sanitary District
Develop a plan to enhance the perception of visitors and residents regarding the safety of Coachella	To attract and retain visitors and residents	City Council Planning Commission Planning Department Engineering Department Police Department Chamber of Commerce
Prepare a plan to develop and implement the concept of the Sixth Street Downtown Commercial core area, including the formation of a downtown district	Establish guidelines for use in planning projects	City Council Planning Commission Planning Department Chamber of Commerce C. V. Enterprise Zone Authority
Prepare a conceptual design for the development of the Plaza Major as a quality, authentic and properly scaled plaza, similar to those found in Mexico	To stimulate economic development	City Council Planning Commission Planning Department
Prepare a conceptual design for the development of the Mexican Retail Village, based on an authentic Mexican theme design as an international attraction	To stimulate economic development	City Council Planning Commission Planning Department