



# WAC #7

3/14/14

Coachella General Plan Update

# Agenda

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- Introductions
- Public Draft General Plan Overview and Discussion of Next Steps
- Implementation and Evaluation
- Health Element Process Evaluation (discussion)
- Celebration Dinner!

# Meeting Objectives

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- Understand the contents of the entire general plan
- Create an outreach and education strategy for the public draft release
- Set priorities and establish partnerships for tracking and implementation
- Celebrate our accomplishments



# General Plan Overview

# Community Process

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## Wellness Advisory Committee Meetings (6 of 7)



## Fiesta de la Salud Health Element Public Workshops (3 of 3)



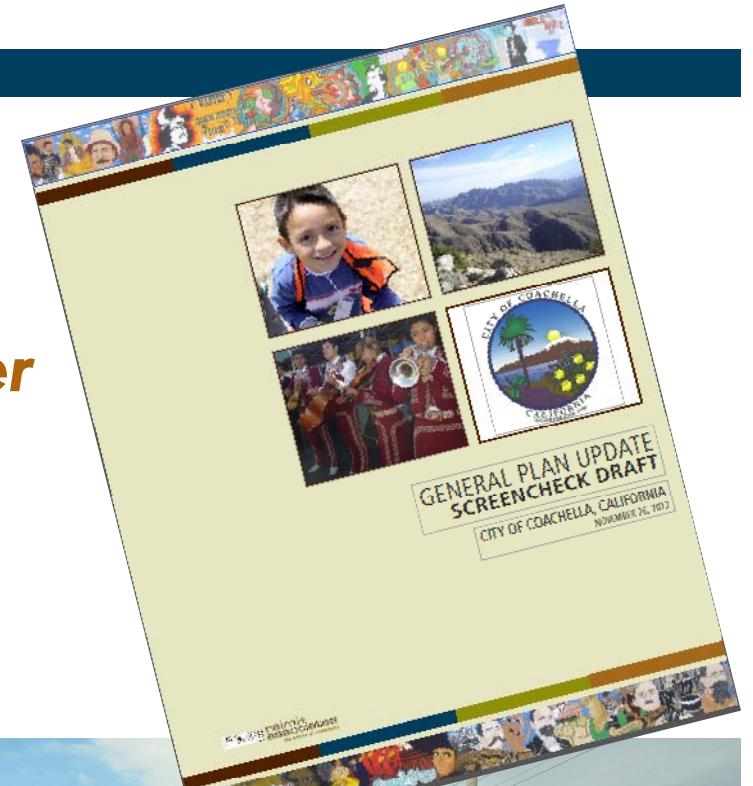
## General Plan Documents and Hearings



# General Plan Overview and Structure

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1. Introduction
2. Vision, Guiding Principles, + Philosophy
3. Existing Conditions
4. **Land Use + Community Character**
5. **Circulation**
6. **Community Health + Wellness**
7. **Sustainability + Natural Environment**
8. **Safety**
9. Infrastructure + Public Services
10. Noise
11. Implementation Actions

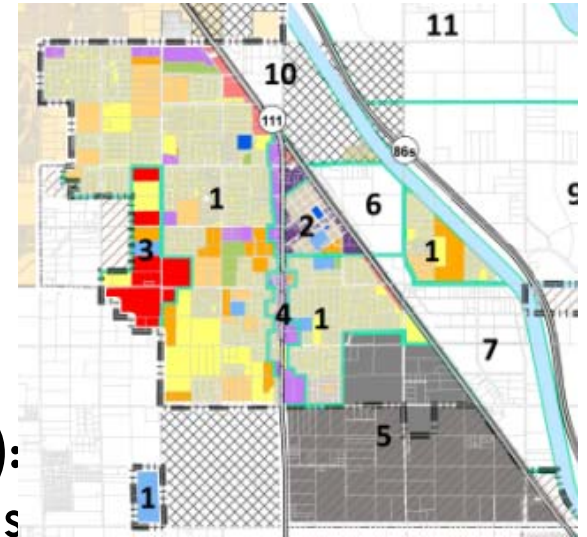


# General Plan Overview and Structure

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- Elements include:

- ▣ **GOALS:** Desired long-range future end-state
- ▣ **POLICIES:** Principle or rule to guide decisions and achieve outcomes
- ▣ **ACTIONS:** (in the implementation chapter): Strategies that are specific proactive steps to achieve the goals following the instructional guidelines. Link between long-range planning and current-decision making.



- Some maps, figures and diagrams.

# Vision and Guiding Principles

*Touchstones to guide future decision making*

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1. A Distinct City within the Valley
2. A Complete City at Each Stage Of The Growth Cycle
3. A City with A Range Of Housing For Multiple Generations, Cultures, and Incomes
4. A City with Neighborhood-Scale Retail
5. A City with Downtown as Its Heart
6. A Healthy City
7. A Parks Rich City
8. A Walkable City
9. A City with Multi-modal Streets and Transit Ready Places
10. A City of Education and Learning

# Vision and Guiding Principles

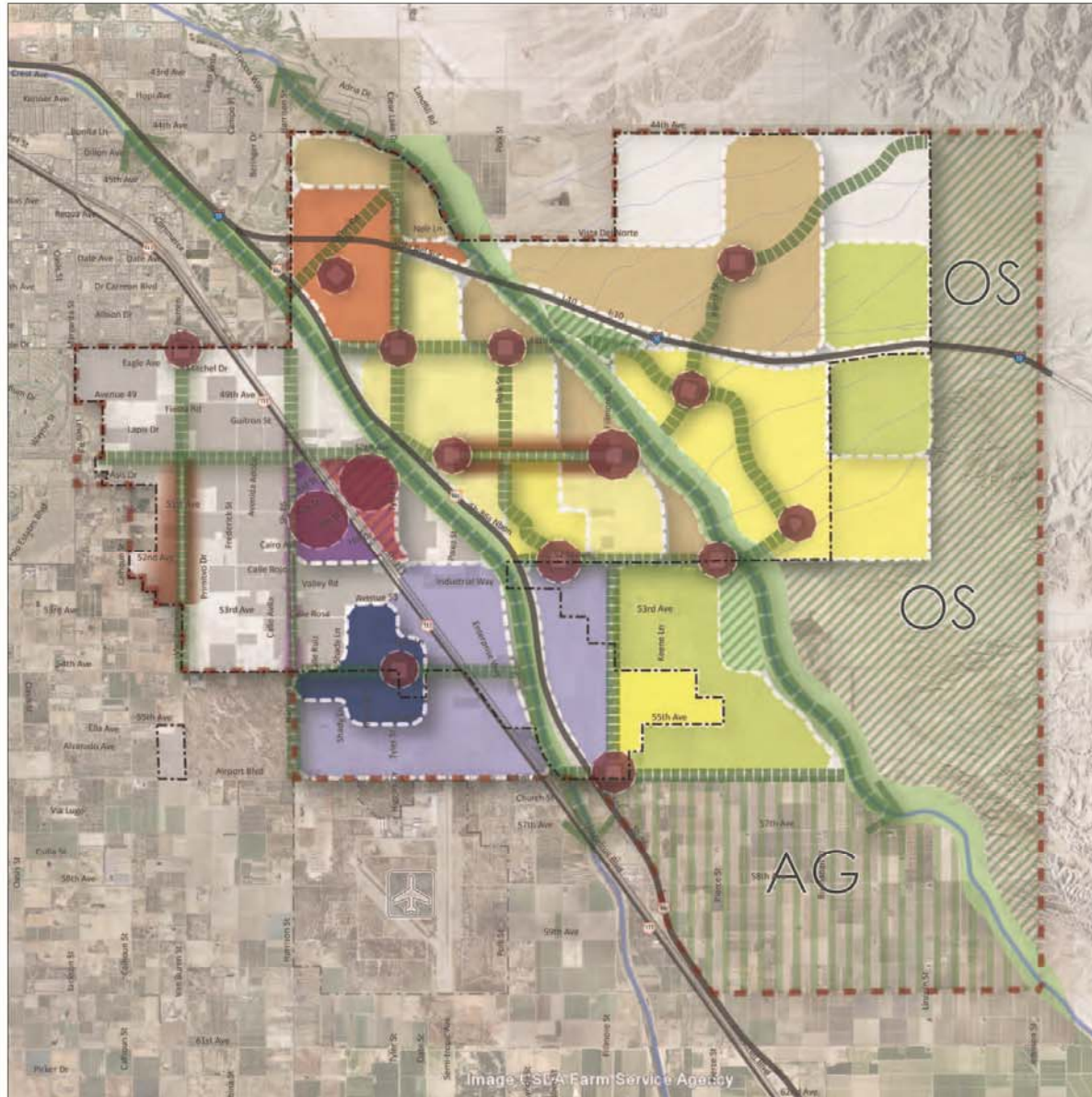
11. A Connected City
12. A City with High Standards For Improved Living Conditions
13. An Entertainment Destination
14. A Haven for Arts And Culture
15. A Diverse Economy and Jobs Center
16. A Fiscally Sustainable City
17. A City with Sustainable Agriculture
18. A City with Rich, Healthy Natural Resources
19. A City that Preserves and Values its Rich Heritage
20. A Civically Active Community
21. A City with Complete Neighborhoods

# Top Guiding Principles

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- A city of education and learning;
- A complete city where people can live, work, and play;
- A healthy city;
- A walkable city;
- A city with rich, healthy natural resources.

## Coachella General Plan - Overall Vision Plan



### Envisioned Land Uses

- Pueblo Viejo
- Future Central Business District Expansion
- Office / R&D Jobs Center
- Industrial Jobs Center
- Regional Retail District
- Major Commercial Corridor
- Mixed-Use Corridor
- Neighborhood
- Planned Communities
- Rural Neighborhood
- Resort
- Open Space
- Agriculture

### Key Features

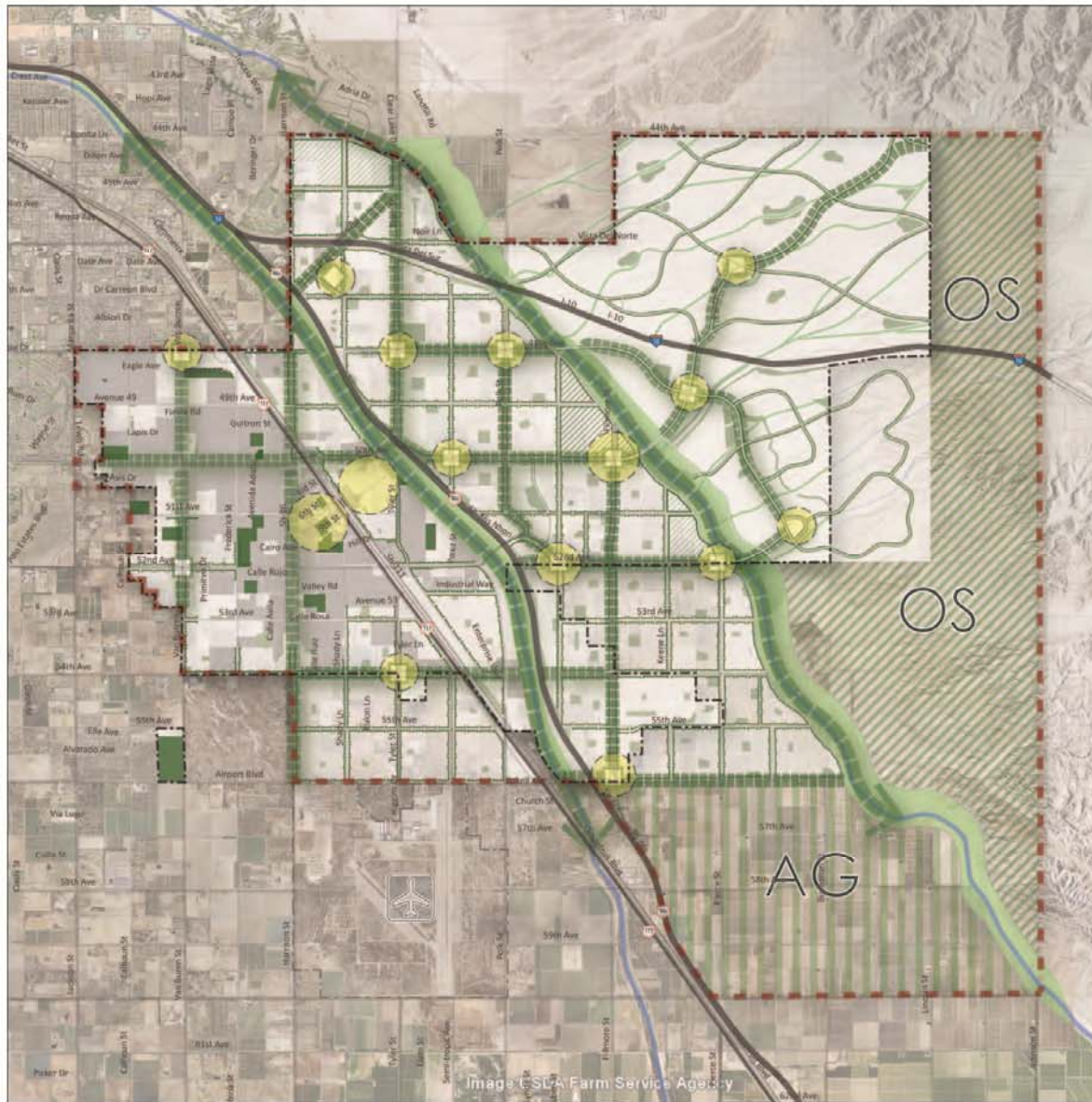
- Coachella Sphere of Influence
- Coachella City Boundary
- High Priority Green Street / Open Space Network
- Bikeway and Trails
- Potential Neighborhood Centers

0 0.375 0.75 1.5 2.25 3 Miles



Source: City of Coachella, Raimi + Associates  
Date: June 2011

## Coachella General Plan - Open Space Network



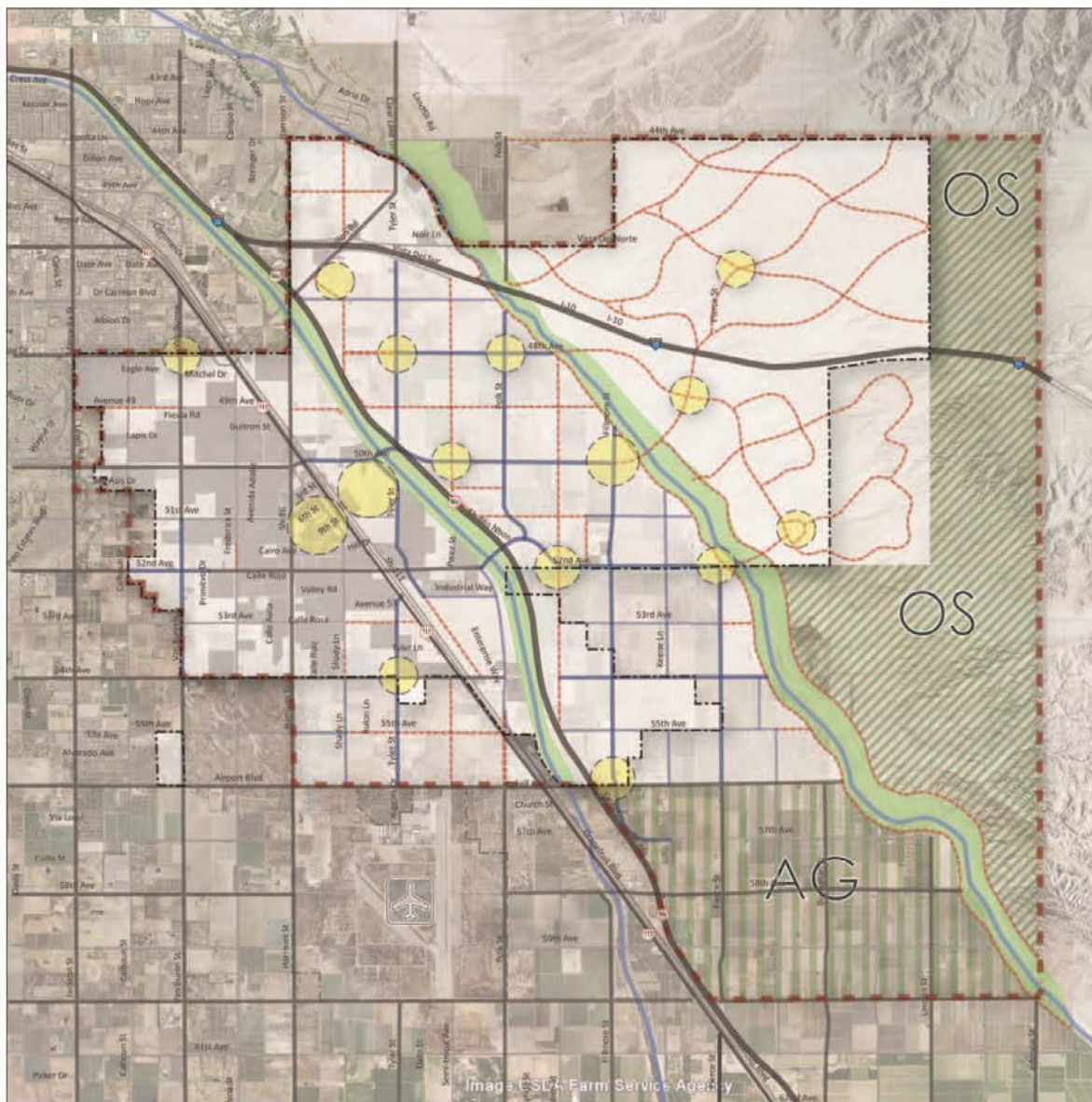
### Key Features

- Coachella Sphere of Influence
- - - Coachella City Boundary
- High Priority Corridors in Open Space Network
- Second Priority Corridors in Open Space Network
- Green Hill Streets / Open Space Network
- Bikeway and Trails
- Potential Parks / Open Spaces
- Existing Parks / Open Spaces
- OS Open Space Reserved
- AG Agrigultural Reserved
- Potential Neighborhood Centers

0 0.375 0.75 1.5 2.25 3 Miles



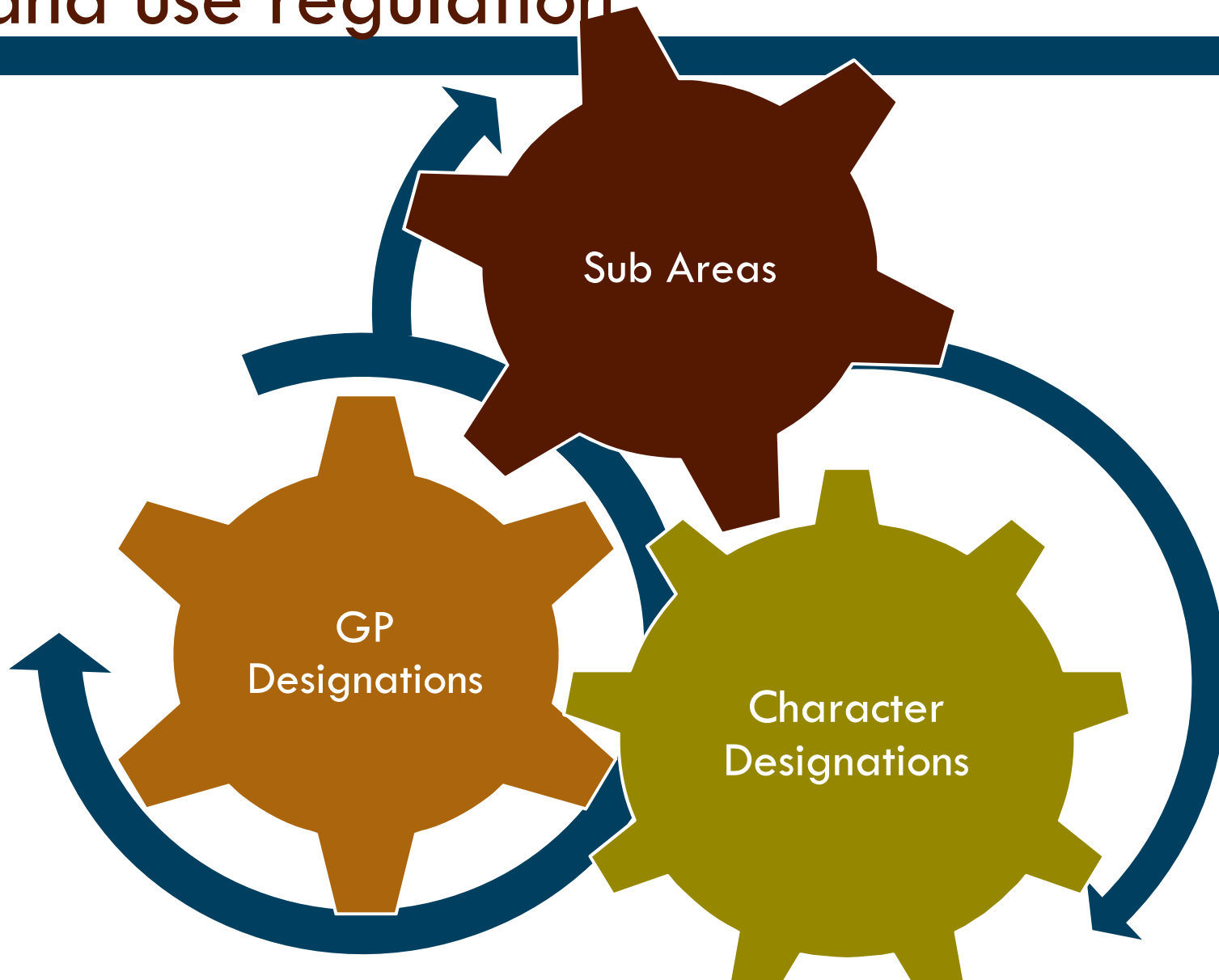
Source: City of Coachella, Raimi + Associates  
Date: June 2011



Source: City of Coachella, Raimi + Associates  
Date: November 2012

# A new way to think about Coachella's land use regulation

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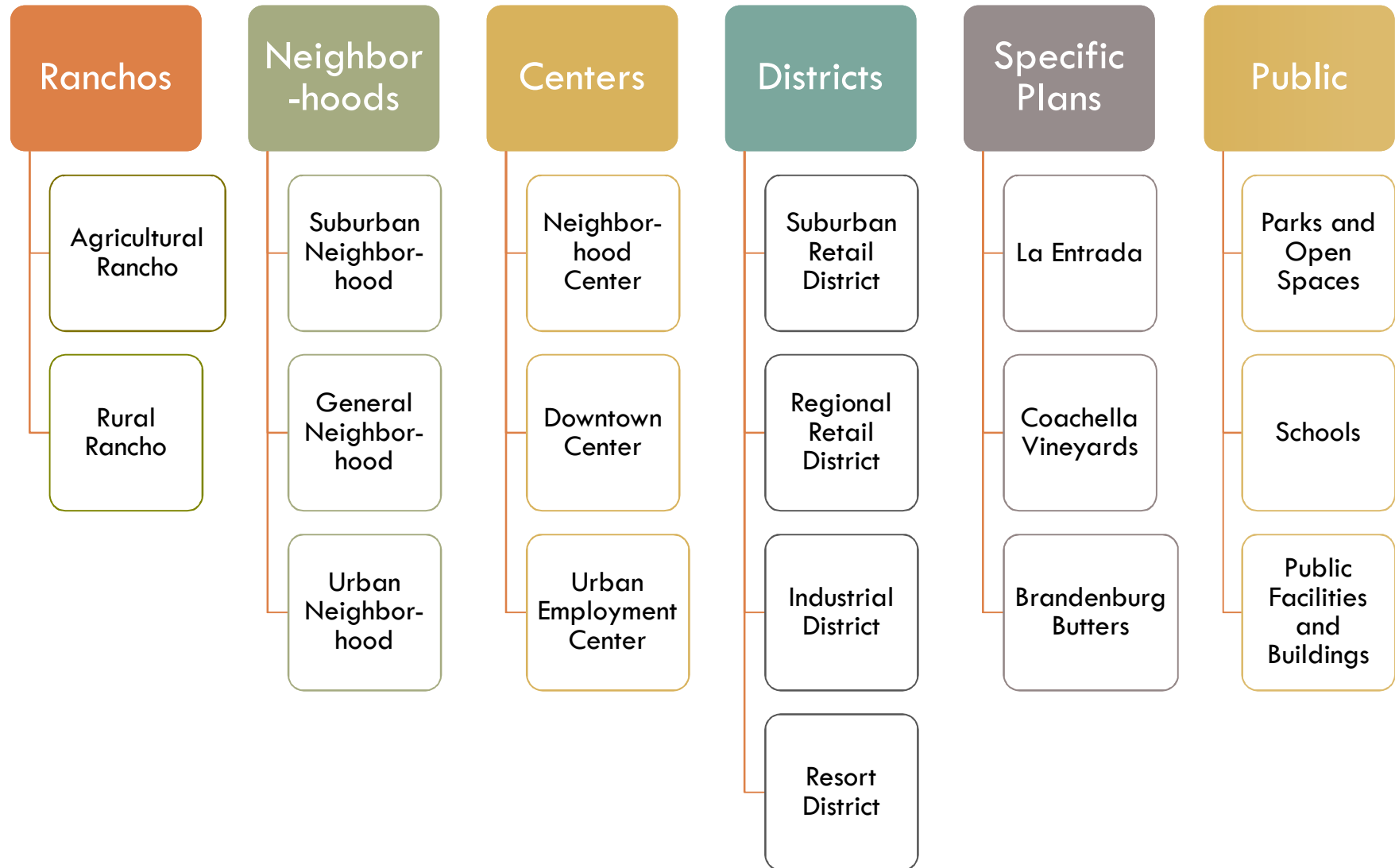
# General Plan Designations

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- CA law requires that General Plans identify the future intended land use in the City and the allowable density or intensity of development.
- The General Plan designations provide
  - ▣ A vision of the organization of uses in the City
  - ▣ A flexible structure to allow for changes in economic conditions and community visions.

# General Plan Designations

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# Character Designations

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- Provide more detailed information on the built form and character of the uses than is typically found in a general plan.
- Except for Public and Specific Plan designations, each designation has policy guidance on:
  - Intent and purpose.
  - Intended physical character.
  - Allowed land uses.
  - Development intensity.
  - Network and connectivity.
  - Street design.
  - Parks and open space.
  - Urban form guidelines.



## City of Coachella General Plan Update 2035

### General Plan Land Use Designations

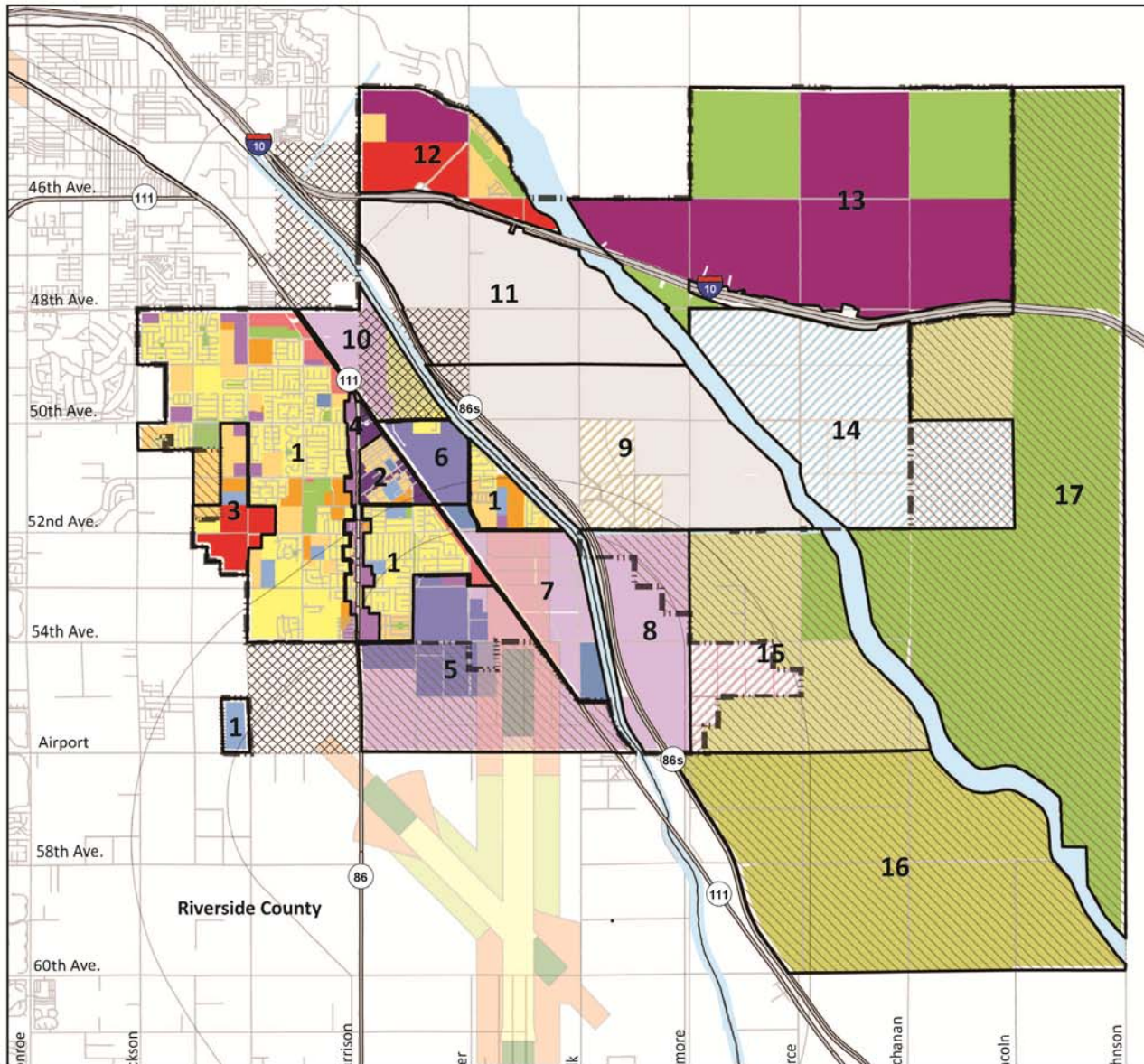
#### Legend

- Coachella City Limits
- Tribal Land
- Sphere of Influence
- General Plan Planning Area
- Airport Compatibility Zones
  - Zone A
  - Zone B1
  - Zone B2
  - Zone C
  - Zone D
  - Zone E
- General Plan Update Land Use Designation
  - Downtown Center
  - Urban Employment Center
  - Neighborhood Center
  - Regional Retail District
  - Suburban Retail District
  - Resort District
  - Industrial District
  - Urban Neighborhood
  - General Neighborhood
  - Suburban Neighborhood
  - Rural Rancho
  - Agricultural Rancho
  - Open Space
  - School
  - Public Facilities
  - Brandenburg Butters Specific Plan
  - Coachella Vineyards Specific Plan
  - La Entrada Specific Plan
  - Future / Revised Specific Plans



raimi+  
associates

Source: City of Coachella and  
Riverside County  
Date: November 2012





# City of Coachella General Plan Update 2035

## General Plan Subareas

### Legend

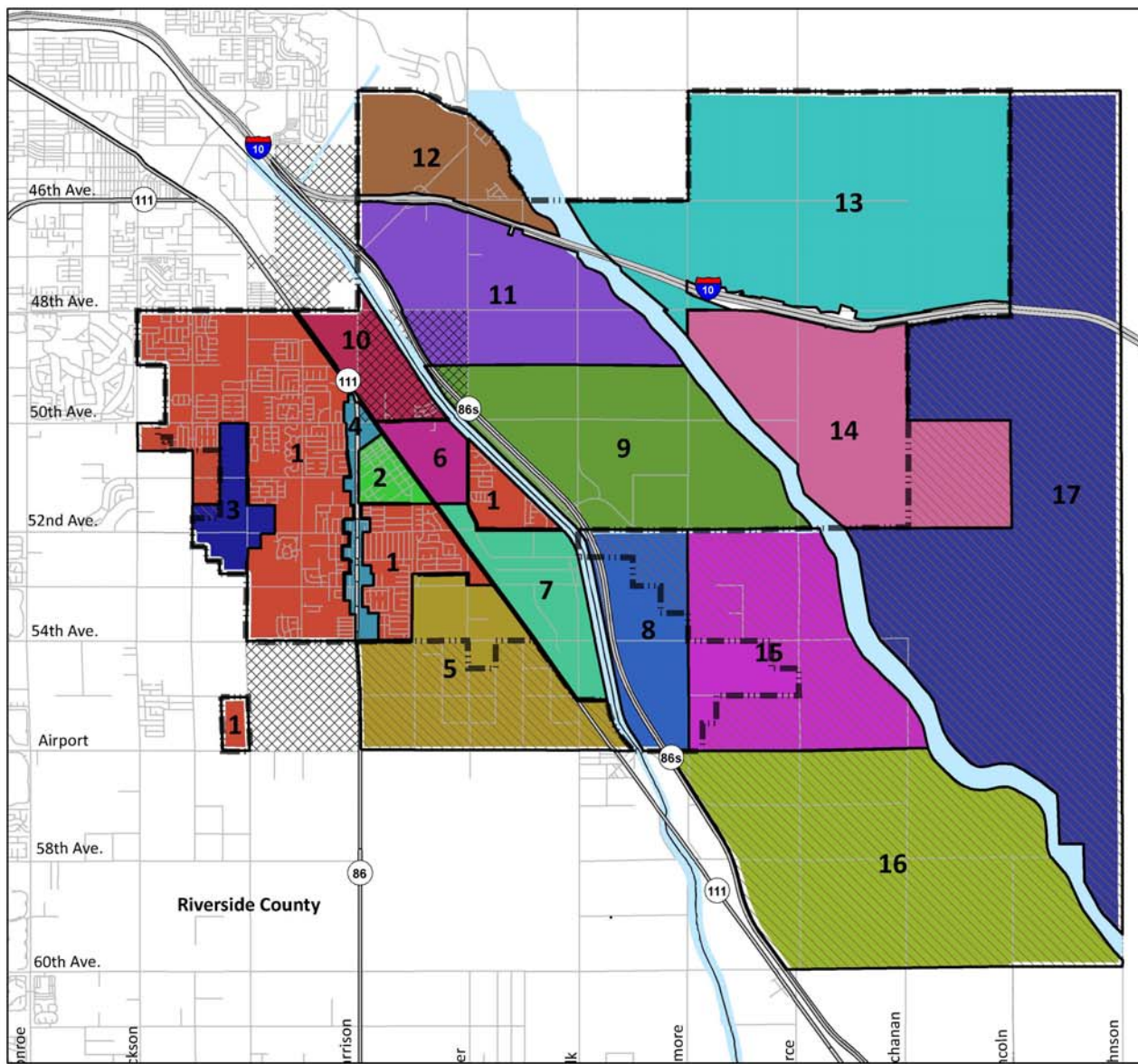
- Coachella City Limits
- Sphere of Influence
- Tribal Land
- General Plan Planning Area

### General Plan Subareas

- 1 - West Coachella Neighborhoods
- 2 - Downtown
- 3 - Van Buren Corridor
- 4 - Harrison Street Corridor
- 5 - Airport District
- 6 - Downtown Expansion
- 7 - South Employment District
- 8 - East Industrial District
- 9 - Central Coachella Neighborhoods
- 10 - North Employment District
- 11 - Commercial Entertainment District
- 12 - North Dillon Road
- 13 - The Uplands
- 14 - La Entrada
- 15 - Cocopah Area
- 16 - South Coachella
- 17 - Eastern Coachella



Source: City of Coachella and  
Riverside County  
Date: November 2012



# Coachella Sub Areas

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Not all character  
designations are the  
same in all subareas

# Land Use Highlights

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- Community character and quality of design are emphasized
  - ▣ Neighborhood-specific policies
  - ▣ Diverse housing options for all family-types

[illegible]

# Streamline Master Planning Process

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## Due Diligence Stage

- 1. Identify the location of the site in neighborhood and review General Plan policies.
- 2. Meet with City staff.
- 3. Identify non-buildable land.

## Pre-Application Review Stage

- 4. Identify City-wide transportation network.
- 5. Identify street network and blocks for land controlled by applicant.
- 6. Apply General Plan Designations, parks, and building types to blocks.

## Application Submittal Stage

- 7. Identify net development yield.
- 8. Prepare Preliminary Public Facilities Phasing & Financing Plan
- 9. Prepare Master Plan for review by City staff.
- 10. Receive City comments and direction.

# Focus on Multi Modal Transportation

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- New street classifications that explicitly prioritize walking, bicycling, and transit

Street Type	Description	Cross-Section	ROW	Travel Lane Width	Sidewalk Width	Bike Lane Width	Prioritized Modes	Non-Prioritized Modes
Country Road	Two-lane roadways designed to carry traffic through rural areas of the City. It is designed for higher speeds and a variety of vehicles including cars, large trucks, and agricultural equipment as necessary. Limited bicycle and pedestrian usage is anticipated.		50 feet	12 to 15 feet	Not Present	Not Present		
Major Arterial	These facilities provide for all modes of travel, but they acknowledge that the arterial is a primary link in the City's vehicular transportation system. Major arterials have six travel lanes and can have ROW up to 120 feet. Travel lanes can vary from 11 to 12 feet.		120 feet	11 to 12 feet	5 feet or more	Not Present		
Major Arterial with Enhanced Bicycle Facilities	These facilities provide for all modes of travel, but they acknowledge that the arterial is a primary link in the City's vehicular transportation system. Major arterials have six travel lanes and can have ROW up to 132 feet. Travel lanes can vary from 11 to 12 feet.		132 feet	11-12 feet	5 feet or more	5 feet or more		
Primary Arterial	These facilities provide for all modes of travel, but they acknowledge that the arterial is a primary link in the City's vehicular transportation system. Major arterials have four travel lanes and can have ROW up to 110 feet. Travel lanes can vary from 11 to 12 feet.		110 feet	11-12 feet	5 feet or more	Not present		

# Community Health + Wellness Goals

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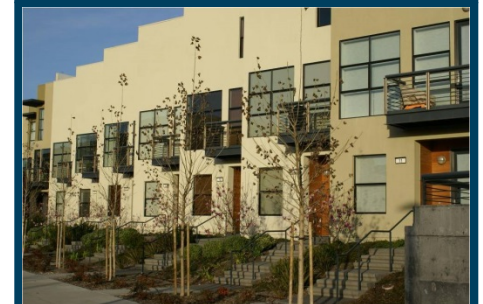
- ❑ Goal 1. Healthy Community.
- ❑ Goal 2. Healthy Housing.
- ❑ Goal 3. Smoke-Free Environments.
- ❑ Goal 4. Public Safety and Social Support.
- ❑ Goal 5. Local Food System.
- ❑ Goal 6. Healthy Food Access.
- ❑ Goal 7. Jobs, Prosperity, and Economic Development.
- ❑ Goal 8. Educational and Community Facilities.
- ❑ Goal 9. Healthcare and Social Services.



# Land Use + Community Design Health Goals

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- Goal 3. Healthy Community Design.
- Goal 5. Neighborhoods.
- Goal 8. Public Facilities and Buildings.
- Goal 11. Economic Development.
- Goal 12. Diversity of uses for economic development.



# Circulation Health Goals

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- Goal 1. Complete Streets.
- Goal 2. Traffic Calming.
- Goal 3. Pedestrian Network.
- Goal 4. Bicycle Trail Network.
- Goal 5. Transit Supportive Development Patterns.
- Goal 6. Sustainable Transportation.



# Sustainability + Natural Environment

## Health Goals

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- Goal 1. Climate Change.
- Goal 2. Energy.
- Goal 3. Water Resources.
- Goal 5. Agricultural Preservation.
- Goal 10. Passive Open Space.
- Goal 11. Air Quality.
- Goal 13. Parks and Open Space.



# Safety Health Goals

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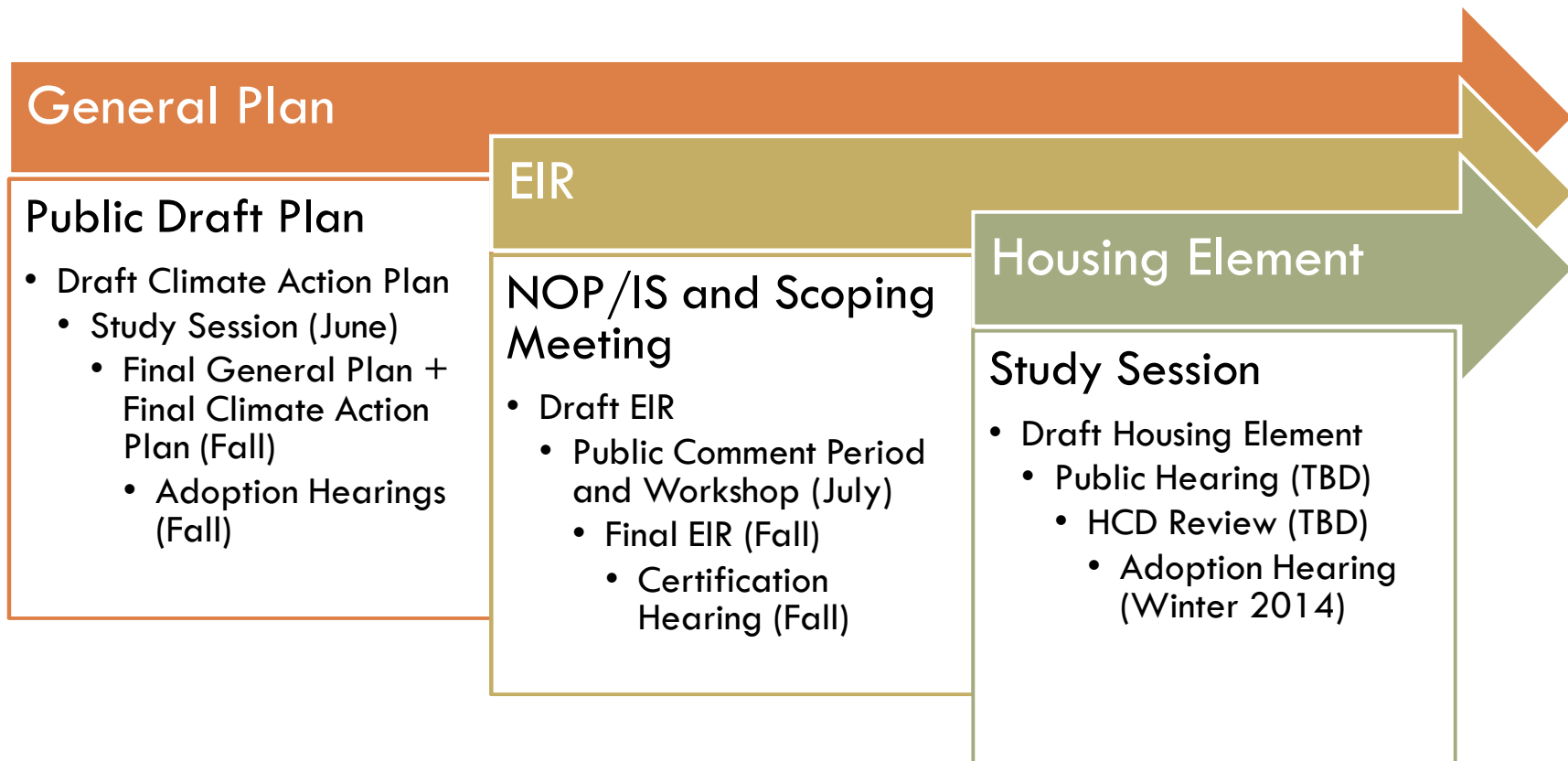
- Goal 5. Hazardous Materials Management
- Goal 6. Clean Environment.





# The Road to Adoption

# The Road to Adoption



# Opportunities for Input

NOP/IS

- Public Input – tonight March 14<sup>th</sup>



Draft General  
Plan/ Draft  
EIR

- Public Input –  
July 2013



Final EIR

- Public Input –  
Fall 2013

# Public Engagement Discussion

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- How should the City engage the public?
- How can CBO's and other organizations support the City?
  - ▣ Translate / summarize GP
  - ▣ Train / educate residents
  - ▣ Host resident study sessions
  - ▣ Create an online comment form
  - ▣ Bring people to public hearings
  - ▣ Coordinate comments before hearings
  - ▣ Write comment letters (*hopefully mostly supportive!*)



# Implementation

# Implementation Actions

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- TOO MUCH WORK FOR THE CITY ALONE  
....even over 30 years.
- Community groups can do or help with actions
- Residents identified priority actions at Fiesta #3

# How can CBOs and Businesses Help?

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- ❑ Form workgroups / action committees
- ❑ Collect data for city (public opinion)
- ❑ Write grants together
- ❑ Co-organize programs and events
- ❑ Continue participation in City planning decisions
- ❑ OTHERS?

# Implementation Activity

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- Land Use / Neighborhoods
- Recreation / Active Transportation
- Sustainability and Climate Change
- Healthy Food

# Funding

37

- How can all the Health Element stakeholders work together to leverage TCE, Clinton Foundation, and other local initiatives to support health and sustainability?



# Evaluation of the Plan

# Evaluation of the Health Element?

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- How will you know when the Health Element is making a difference?
- How can you track progress?

40

## Evaluation of the Process

# Evaluation Purpose

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- Ensure we are meeting the goals and objectives originally set out by the City, TCE, and partners
- What can other communities learn from Coachella?
- Learn from successes
  - ▣ How can we continue the momentum?
- Learn from challenges
  - ▣ How can we improve?

# Public Health Dept Evaluation Team

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- County Public Health will administer anonymous evaluations and compile results (not individual comments) to share with City, Raimi, and TCE
- What are some questions or topics you want covered?
- What format would you like?
  - ▣ Mailed paper
  - ▣ Online survey form
  - ▣ Electronic form (word) and email back



## Next Steps

# For additional information

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