



# CITY OF COACHELLA DVBA PRESENTATION

January 9, 2014

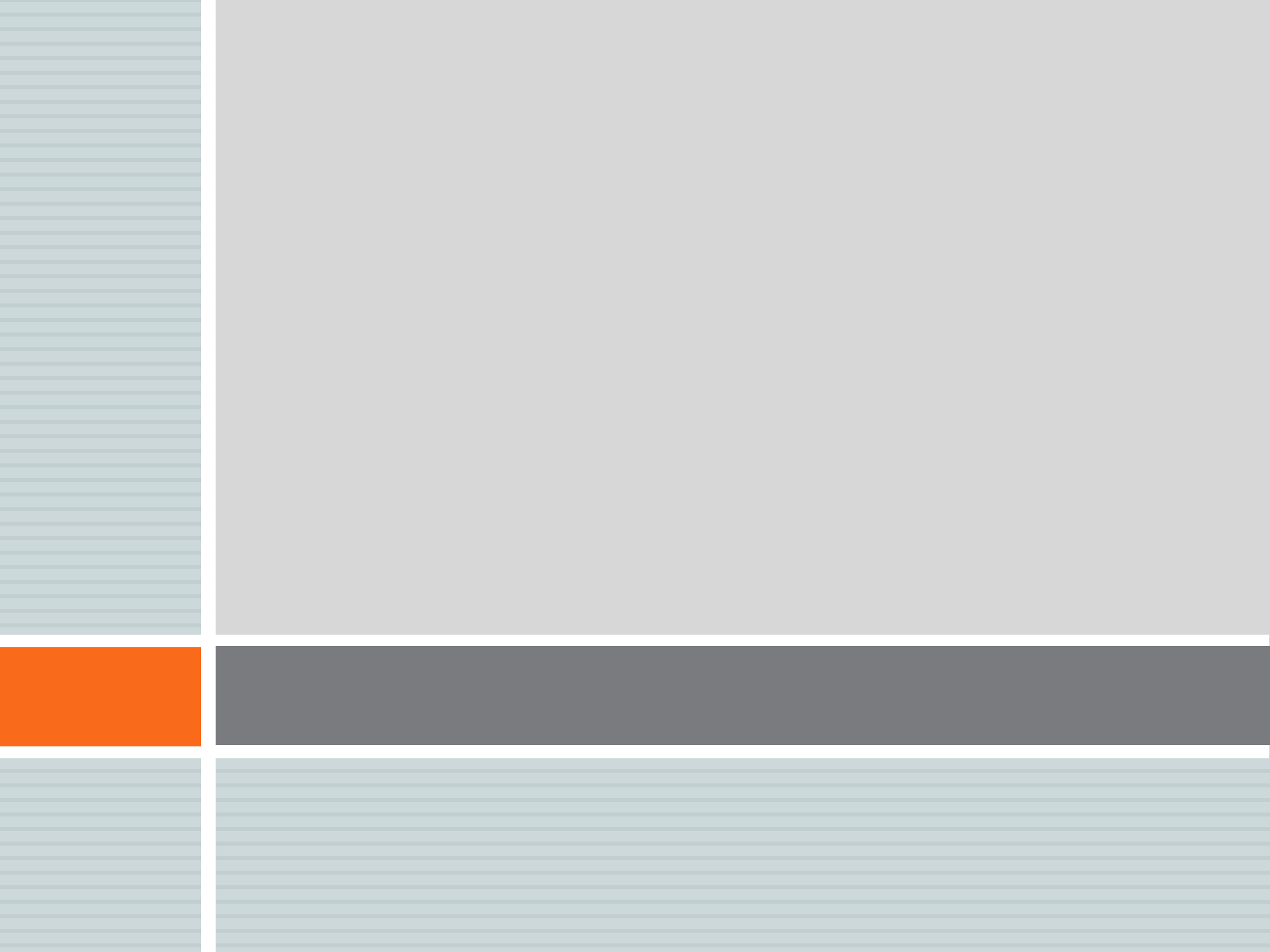
- 1) Steady Growth
- 2) General Plan 2035
- 3) Projects on the Horizon
- 4) Non-Residential Activity
- 5) La Entrada Specific Plan

## Coachella Highlights

- 1) Aventine – KB Home (51<sup>st</sup> and Van Buren)
- 2) Los Jardines/Rancho Cielo – CV Housing Coalition
- 3) Vista Escondida – Lennar Homes (Ave 54<sup>th</sup> at Shady Lane)
- 4) Cesar Chavez Villas - Chelsea Investment Group

Steady Growth









## Aventine (KB Home) and Rancho Cielo (CVHC)

### Steady Growth

- 7-10 building permits per month
- Variety of housing product types
- USDA Financing



## Vista Escondida (Lennar Homes)

### 17 Infill Lots

- Small-Lot P.U.D.
- Modified 2-story product type
- New Neighborhood Park
- 71 Rooftops To Date (211 Remaining Lots)





## Cesar Chavez Villas (Bagdad Avenue)

### 1<sup>st</sup> Phase

- 56 Family Apartments (Ag Labor Housing) – TCAC, Joe Serna, PILOT
- Community Building (Computer Stations/Multi-Purpose Room)
- Carports w/ Solar Panels/ Basketball /Shaded BBQ & Tot Lots



# General Plan 2035

# General Plan Overview and Structure

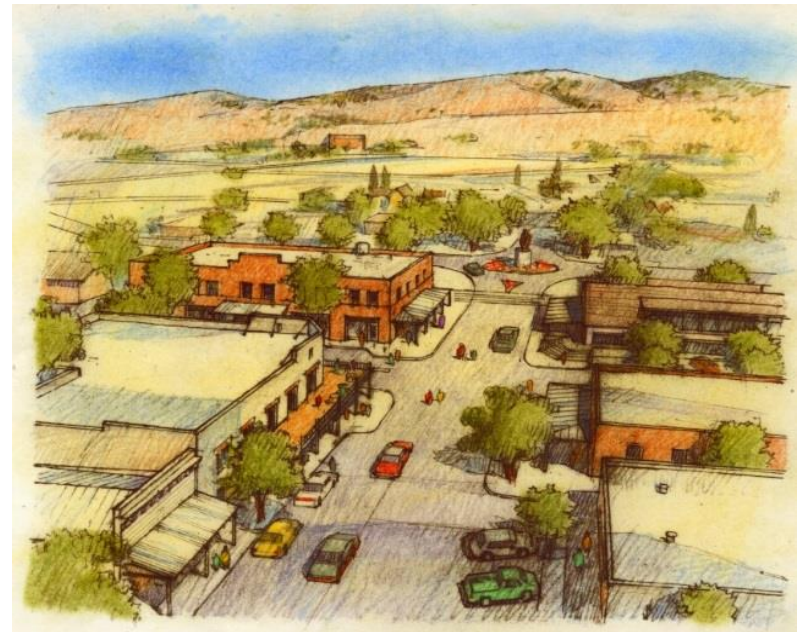
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1. Introduction
2. Vision, Guiding Principles, + Philosophy
3. Existing Conditions
- 4. *Land Use + Community Character***
- 5. *Circulation***
- 6. *Community Health + Wellness***
- 7. *Sustainability + Natural Environment***
- 8. *Safety***
- 9.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



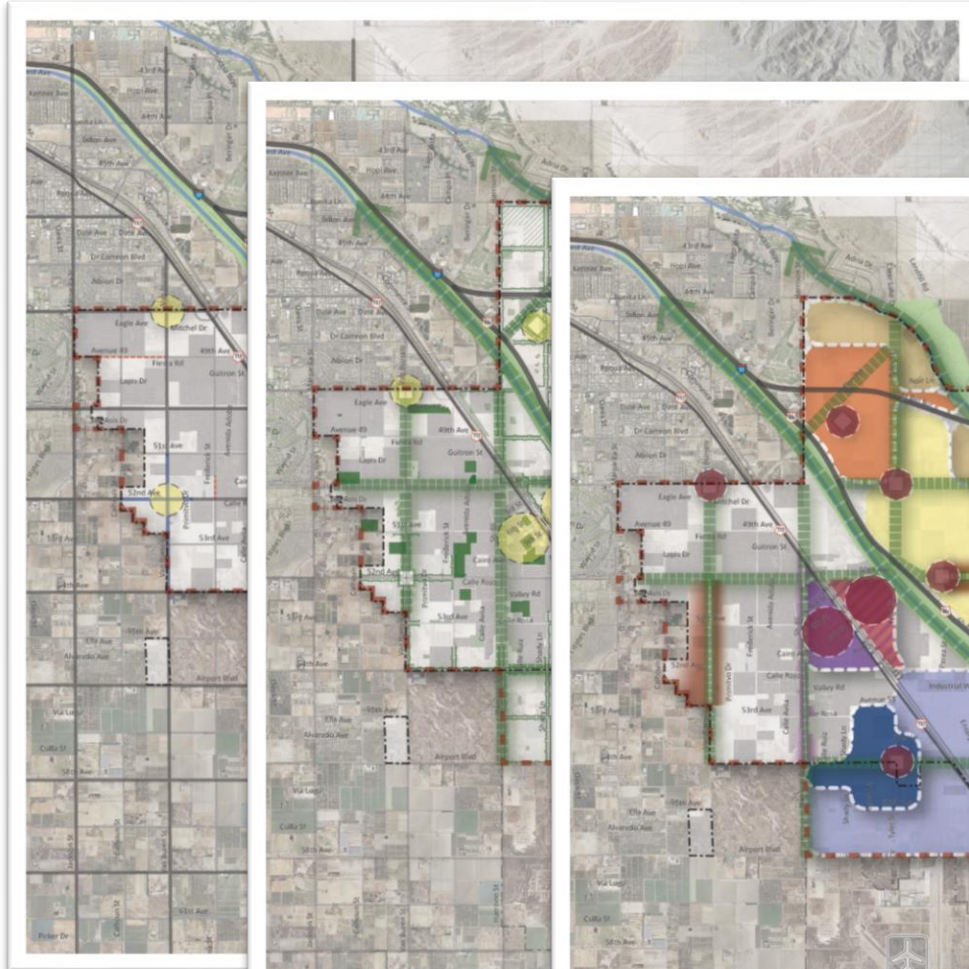
# Vision

- *Transform the City from a small town to a medium-sized, full-service city – a city where people can live, work, and play...*





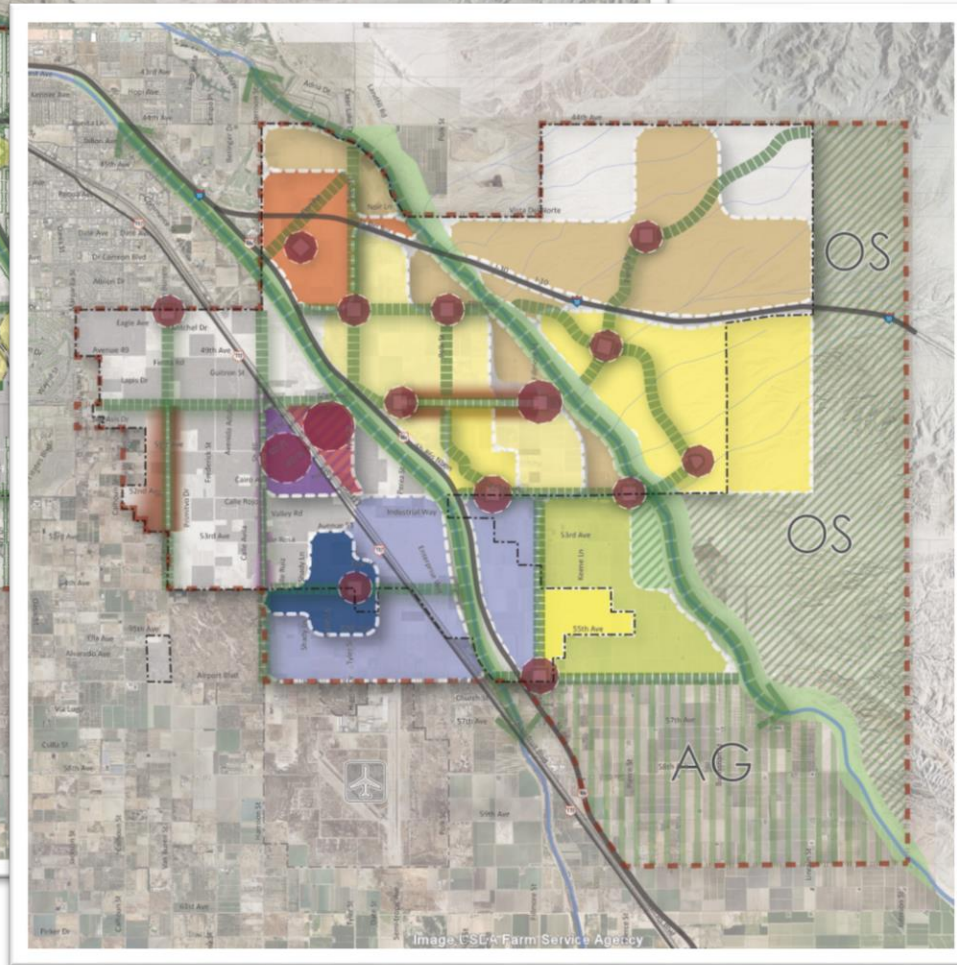
# Vision Maps



Well-connected street system

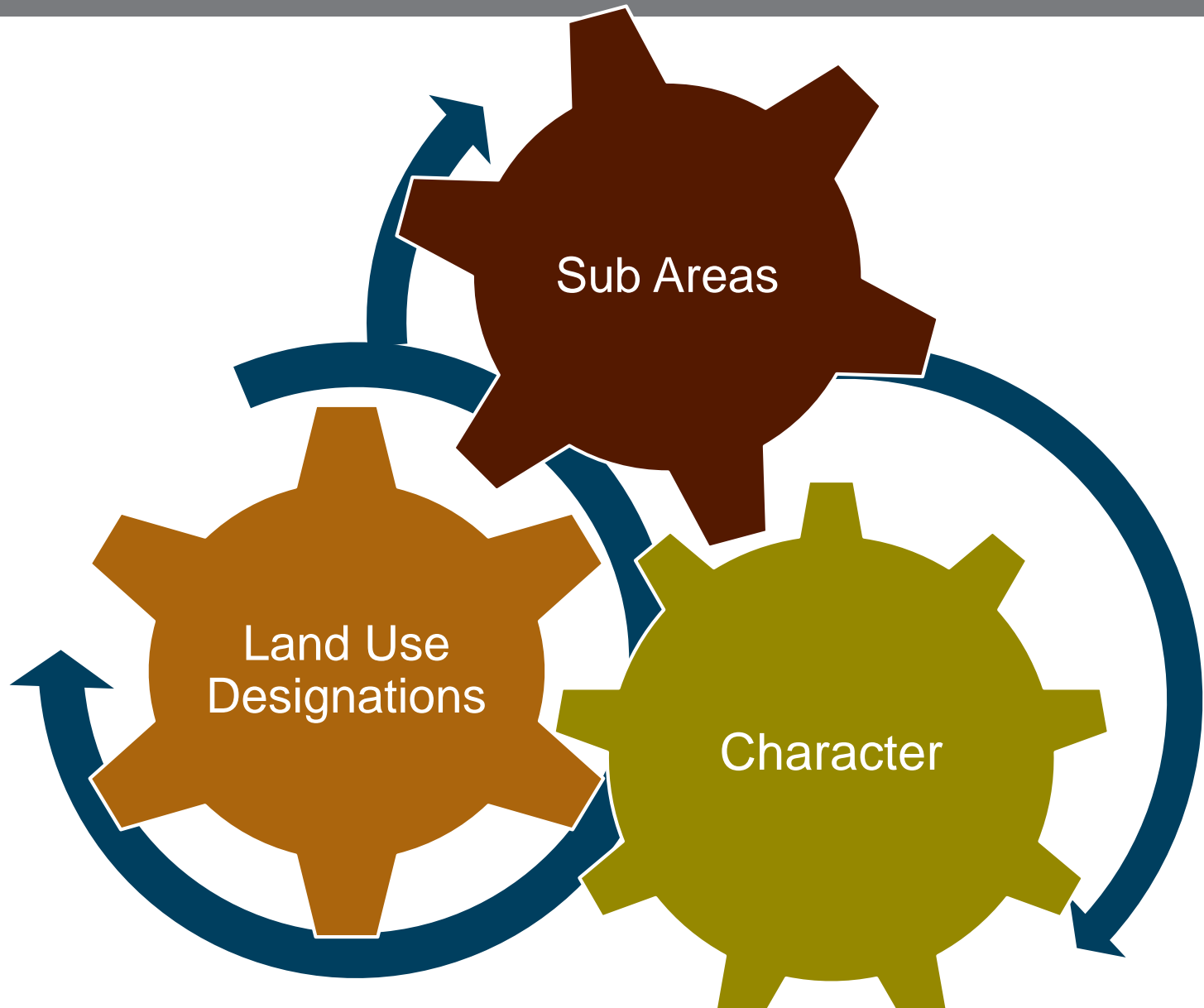
Extensive open space

A complete city



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

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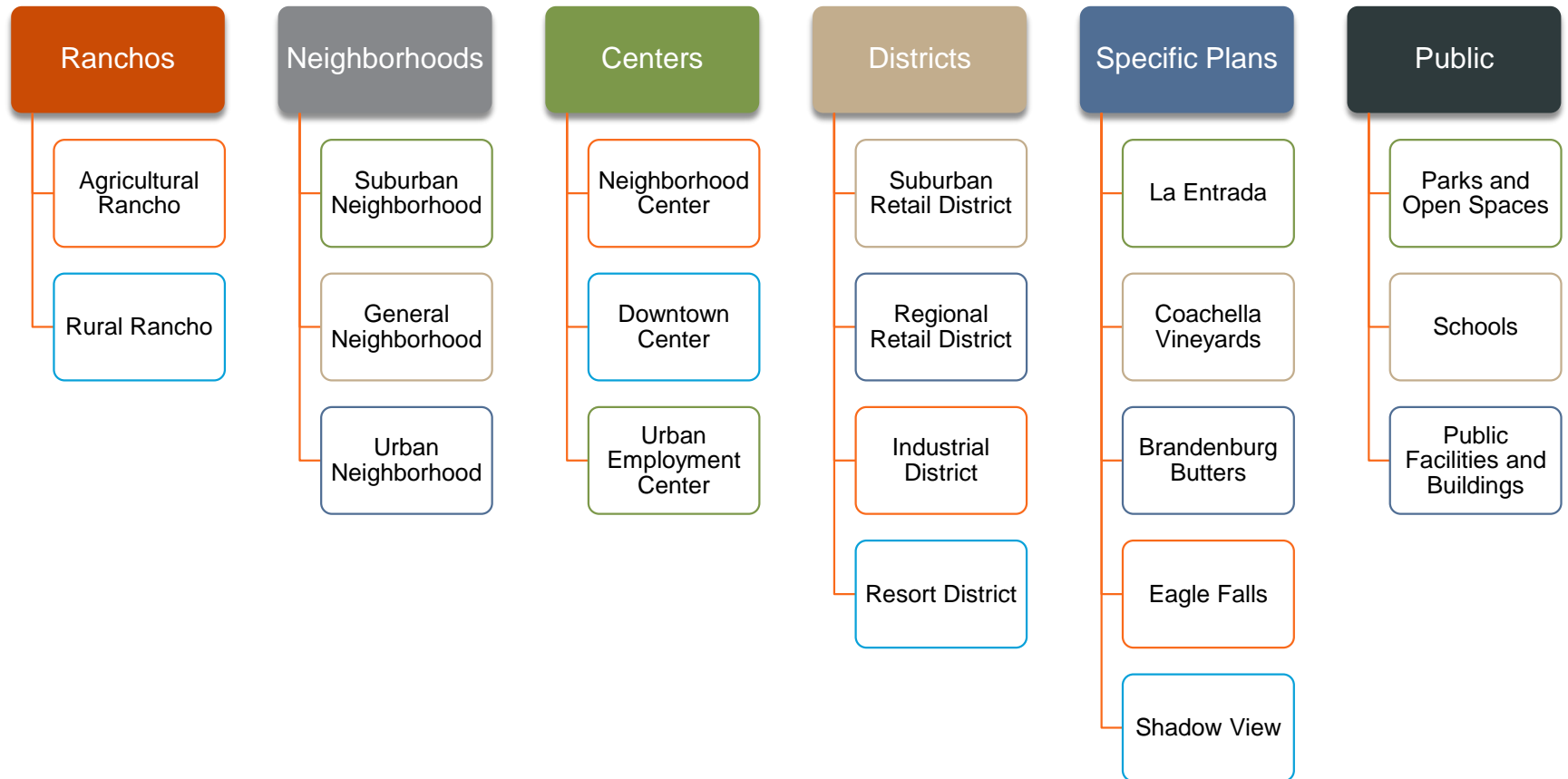


# General Plan Designations

- 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.



# Categories of Designations



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

[illegible]

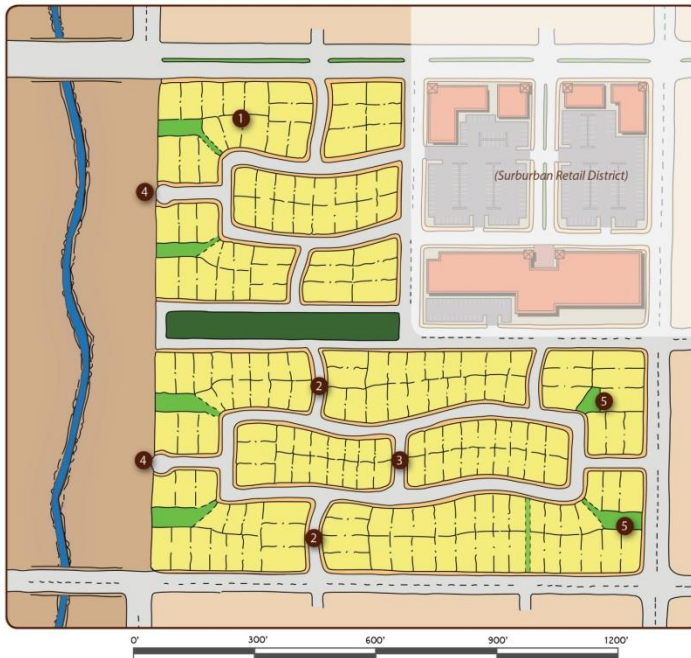
# Character Direction





# Character Direction

## Suburban Neighborhood



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

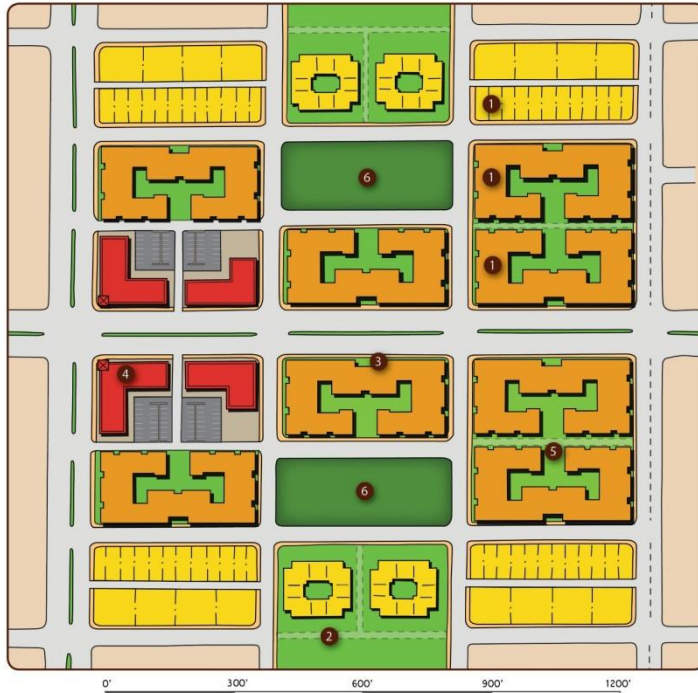
## General Neighborhood



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

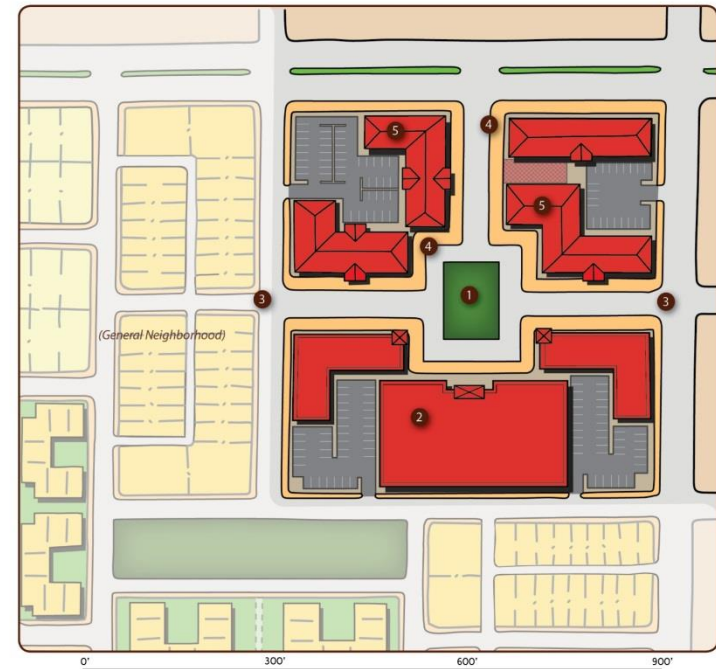
# Character Direction

## Urban Neighborhood



- 1 Mix of housing types, including townhouses, courtyard housing, and apartment buildings.
- 2 Pedestrian pathways allow mid-block connections.
- 3 Residential entrances located to the front.
- 4 Commercial uses within walking distance of residents.
- 5 Block sizes of approximately 300 to 400 feet.
- 6 Open spaces serve as amenity for residents.

## Neighborhood Center



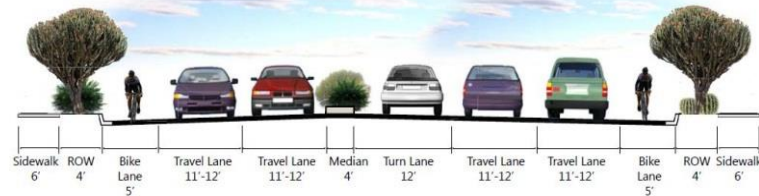
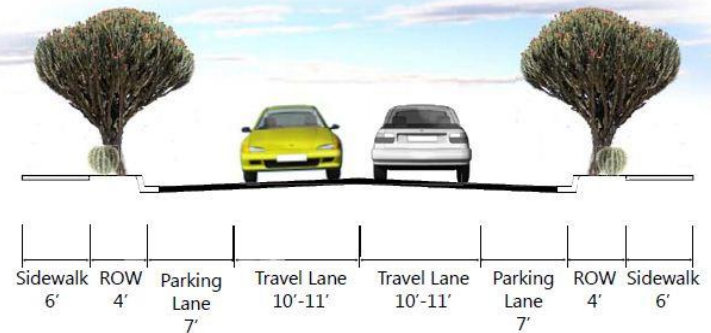
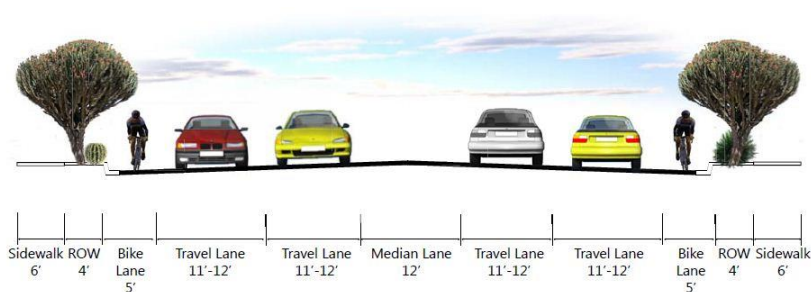
- 1 Green space integrated into design provides gathering place.
- 2 Supermarket or other large format retail store anchors neighborhood center.
- 3 Connections to surrounding neighborhoods allow residents to walk to shops.
- 4 Wide sidewalks (15 - 18 feet) and buildings near edge of sidewalk create walkable shopping environment.
- 5 "Main street"/mixed-use buildings with minimal setback provide opportunities for local-serving retail.

# Multi Modal Transportation

## Emphasis

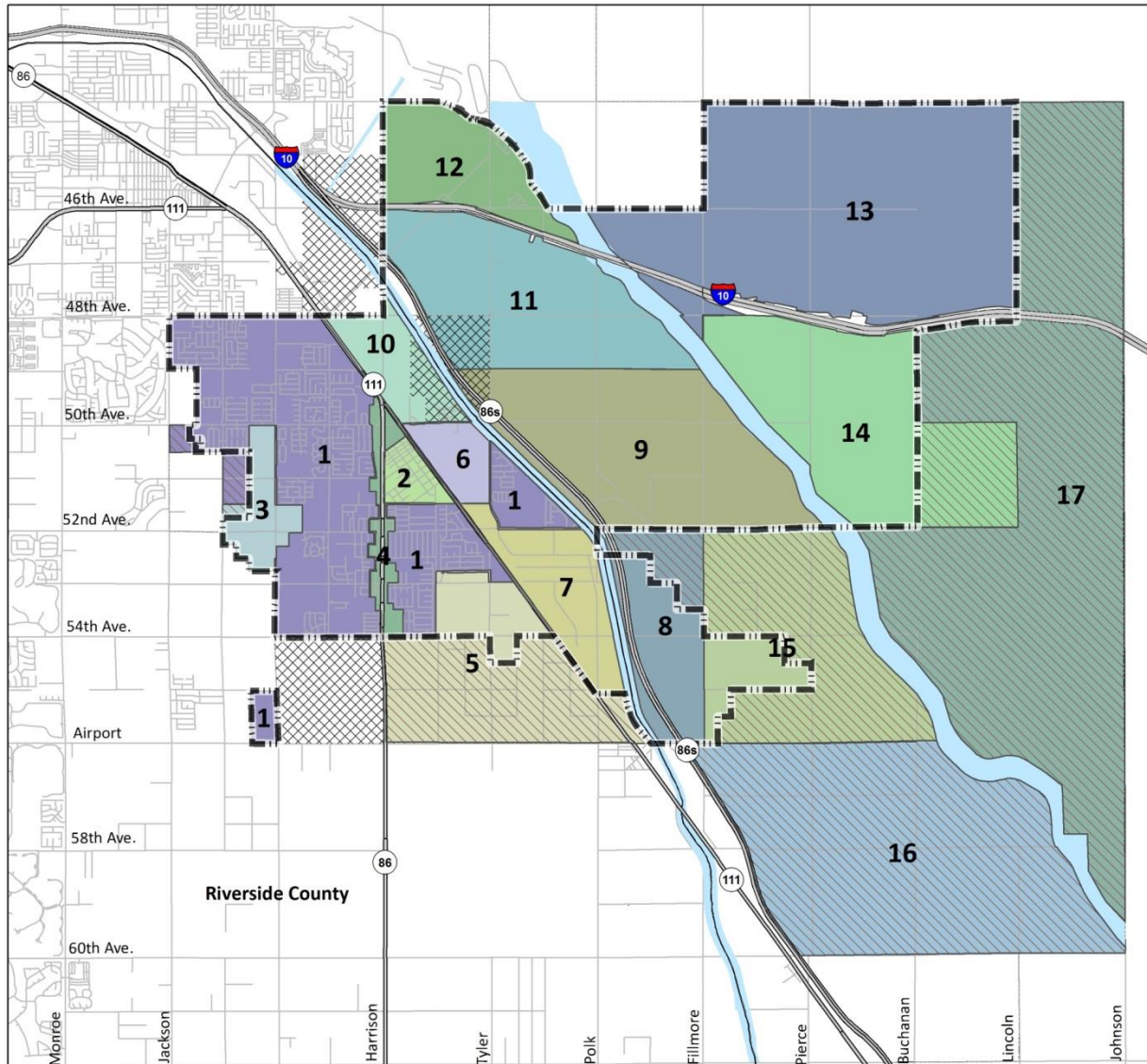
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- New street classifications that explicitly prioritize walking, bicycling, and transit





# Subareas Further Define Vision



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

## General Plan Subareas

### Legend

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

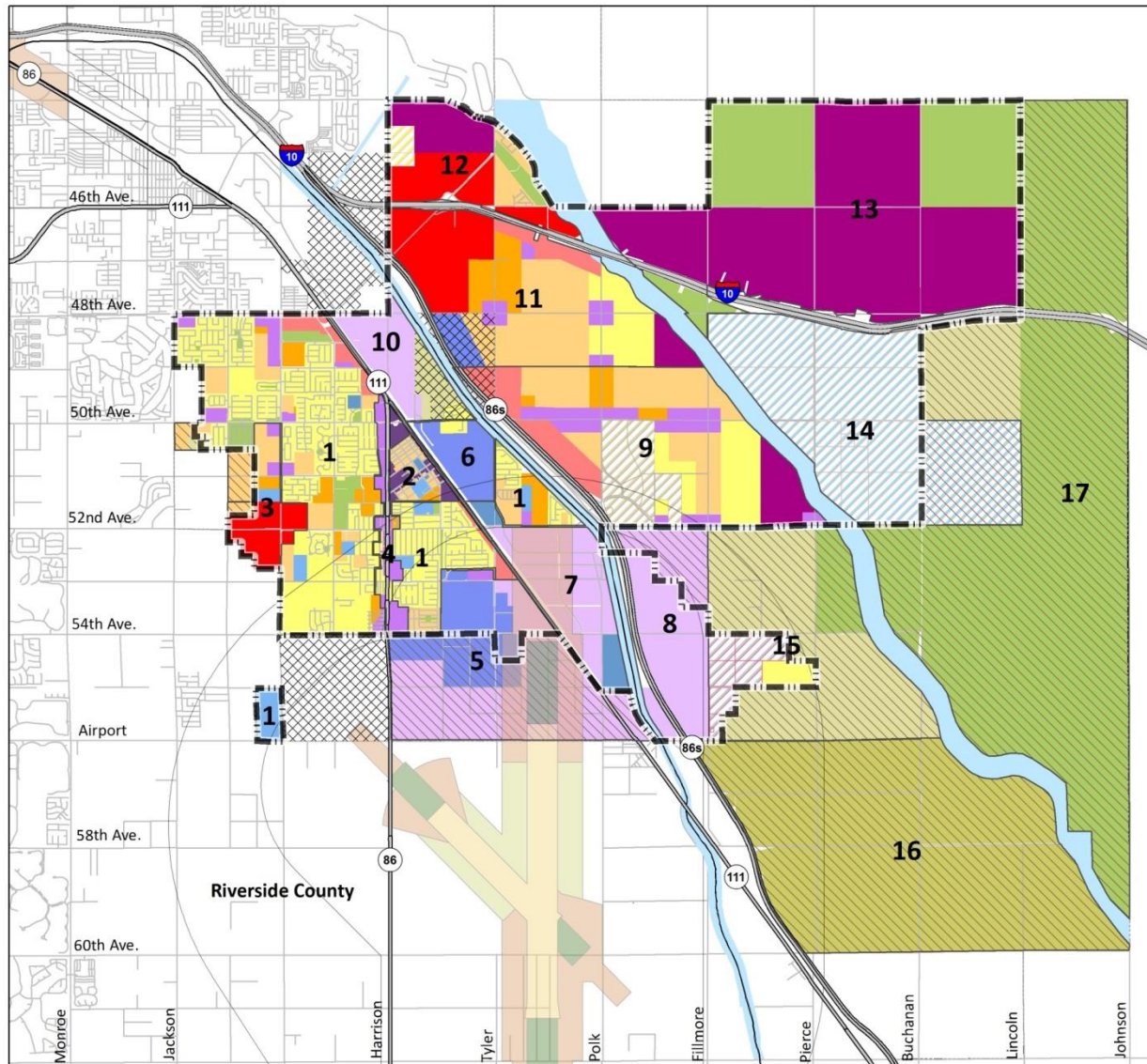
### General Plan Subareas

- 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

0 0.75 1.5 2.25 3 Miles



# Land Use Map



**City of Coachella**  
General Plan Update 2035

## General Plan Land Use Designations

### Legend

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

0 0.75 1.5 2.25 3 Miles



# Outcomes

- ❑ New homes: 34,295
- ❑ Added population: 93,711
- ❑ Jobs Added: 25,755
- ❑ Health interwoven throughout plan
- ❑ Encourages walkability and activity
- ❑ 15% VMT reduction
- ❑ Meets 2020 GHG reduction target

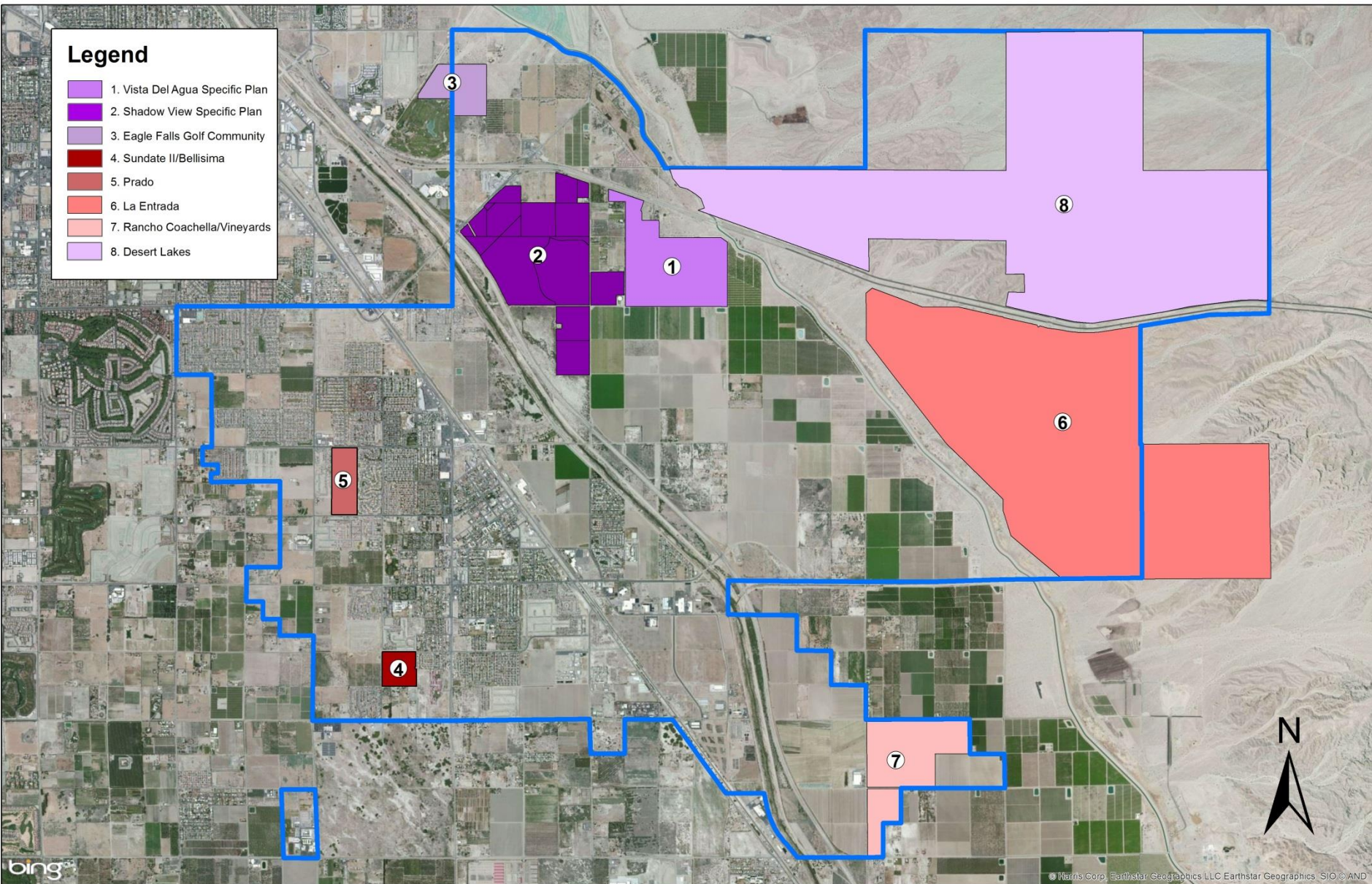
- 1) Vista Del Agua Specific Plan
- 2) Shadow View Specific Plan
- 3) Eagle Falls Golf Community
- 4) Sundate II/Bellissima (53<sup>rd</sup> and Frederick)
- 5) Prado – Phase 2

## Projects on the Horizon



## Legend

- 1. Vista Del Agua Specific Plan
- 2. Shadow View Specific Plan
- 3. Eagle Falls Golf Community
- 4. Sundate II/Bellissima
- 5. Prado
- 6. La Entrada
- 7. Rancho Coachella/Vineyards
- 8. Desert Lakes



- 1) Family Dollar #2
- 2) Wal-Mart Neighborhood Market/Big 5/Sol Sports Restaurant
- 3) Ocean Mist/Desert Valley Date/Anthony Vineyards
- 4) Glenroy Commercial Center

## Non-Residential Activity





## Family Dollar #2

52-226 Harrison Street

New 8,250 sf store

Reciprocal access with Aaron Rents-Jack In Box



## Wal-Mart Neighborhood Market

83-053 Avenue 48 (“Jackson Square”)

53,000 sq ft space (old Albertson’s / Sav-On Pharmacy)

Future Phase 2 inside Jackson Square





## New Businesses Transitioning

49-921 Grapefruit Blvd

Big 5 (old Fashion Outlet)

Sol Sports Restaurant (old Cici's Pizza – expanded)

- Mexican/Seafood/Sushi/Sports Bar/Norteño Music



## Agricultural Packing Plants

Industrial Park (Avenue 52 and Enterprise Way)

Ocean Mist – Melon Transfer Shed

Desert Valley Date – Phase 2 Expansion

Two “Future” Date Packing Plants – Industrial Ave and Enterprise Way (near Coca Cola)





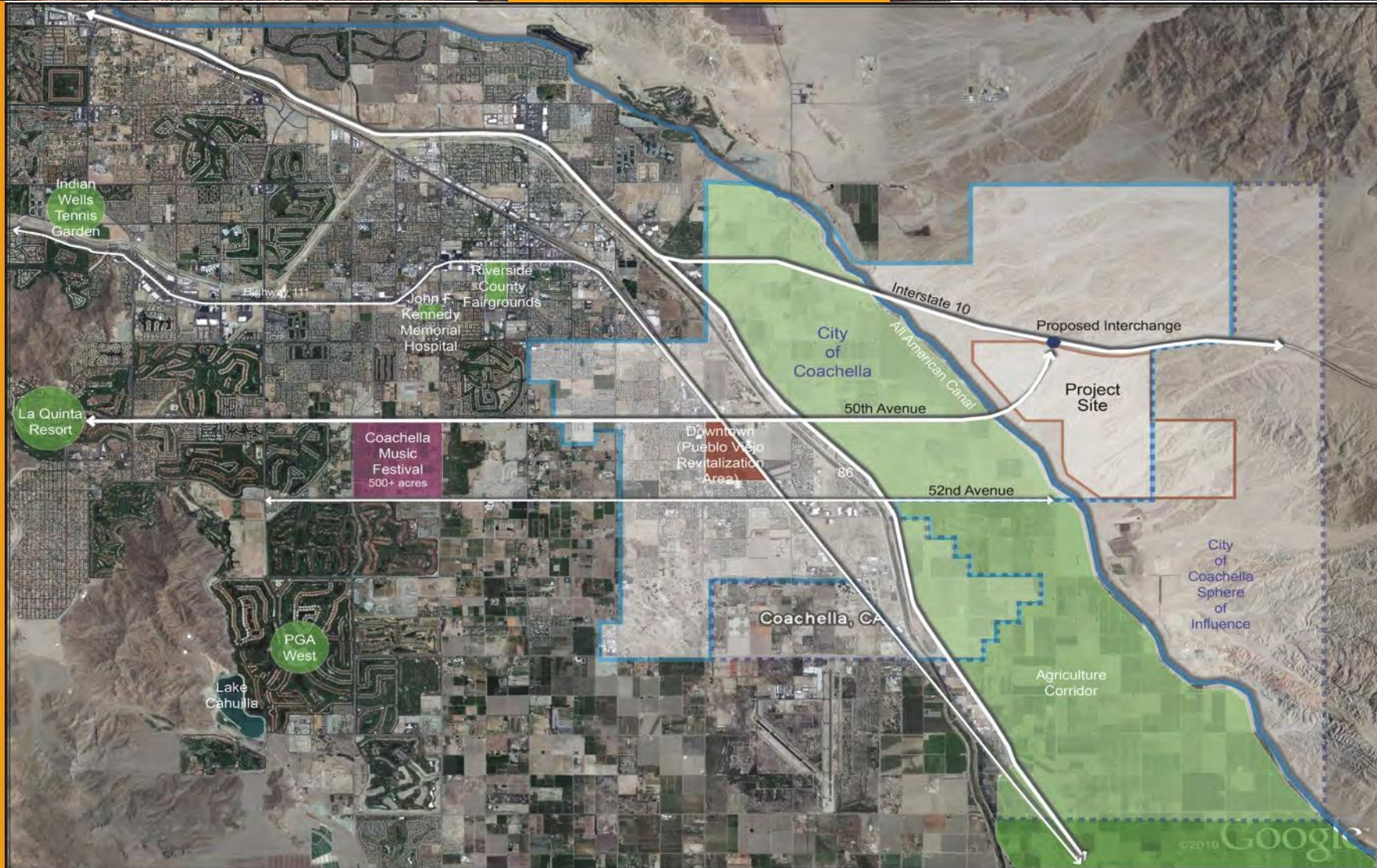
### Glenroy Commercial Center (48<sup>th</sup> & Van Buren)

- 28-acre Regional Commercial
- Good Freeway Connectivity
- Seasonal Parking – City Special Events / Coachella MusicFest
- Van Buren Corridor Commercial





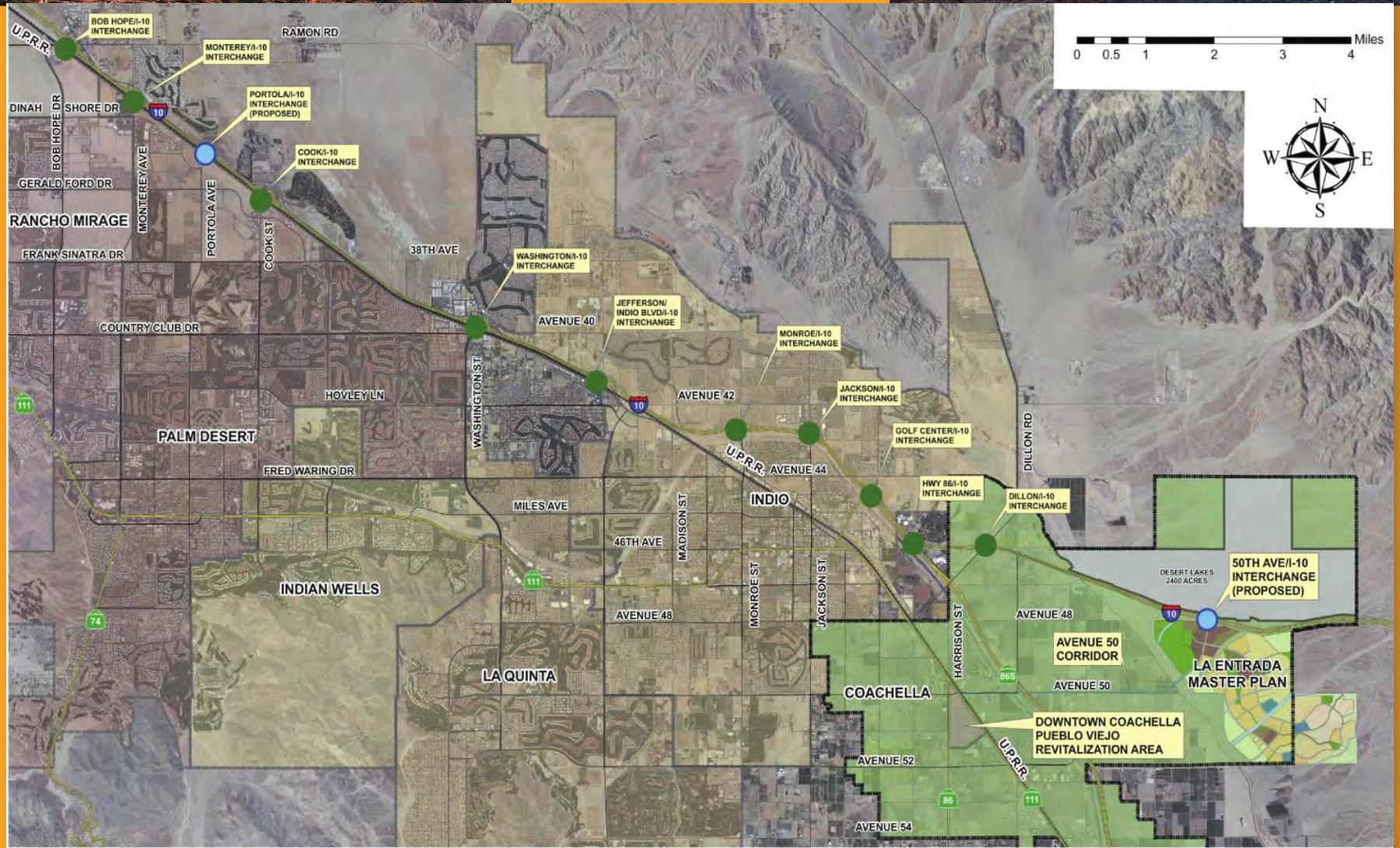
# LA ENTRADA







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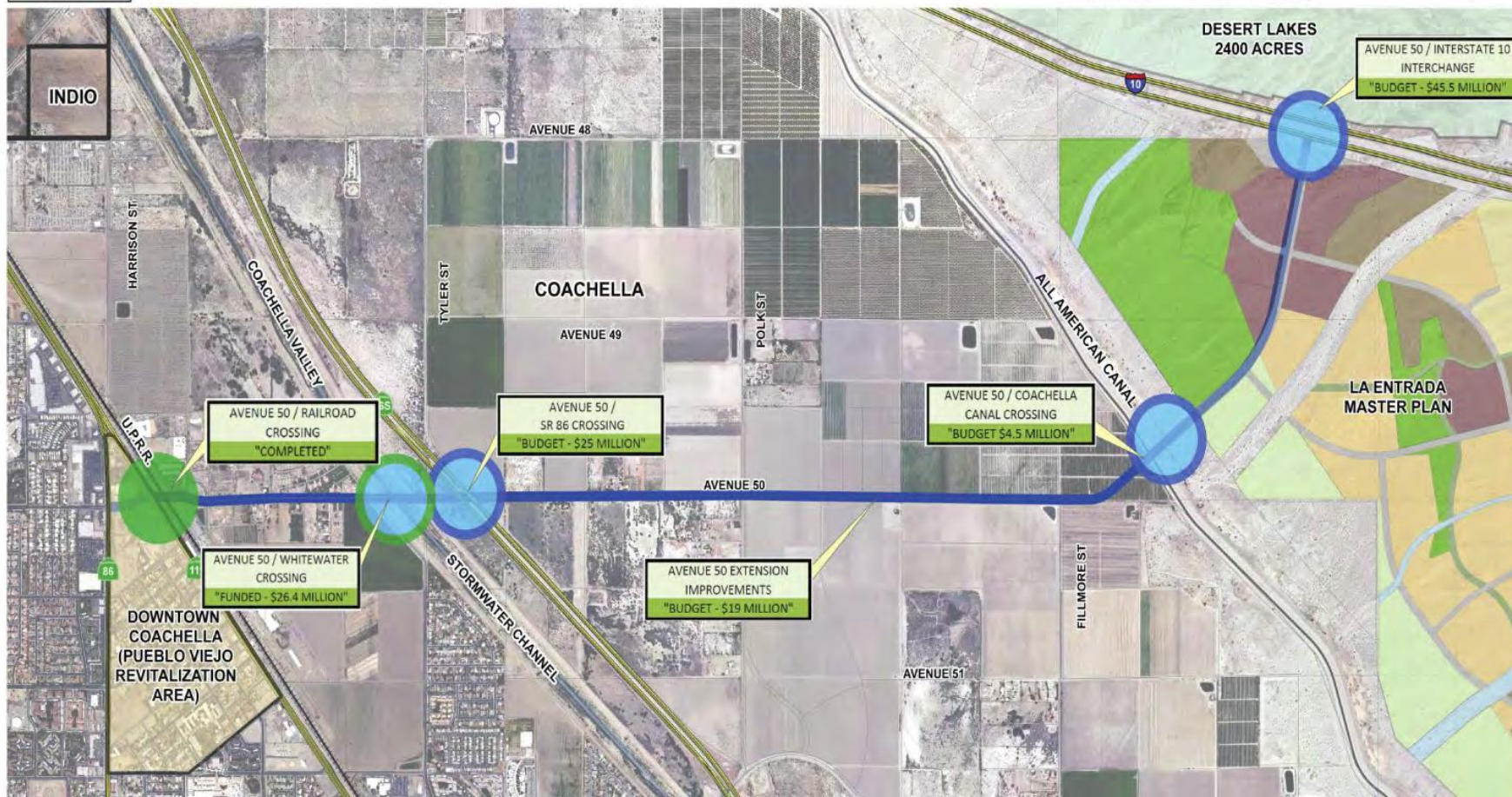


# LA ENTRADA

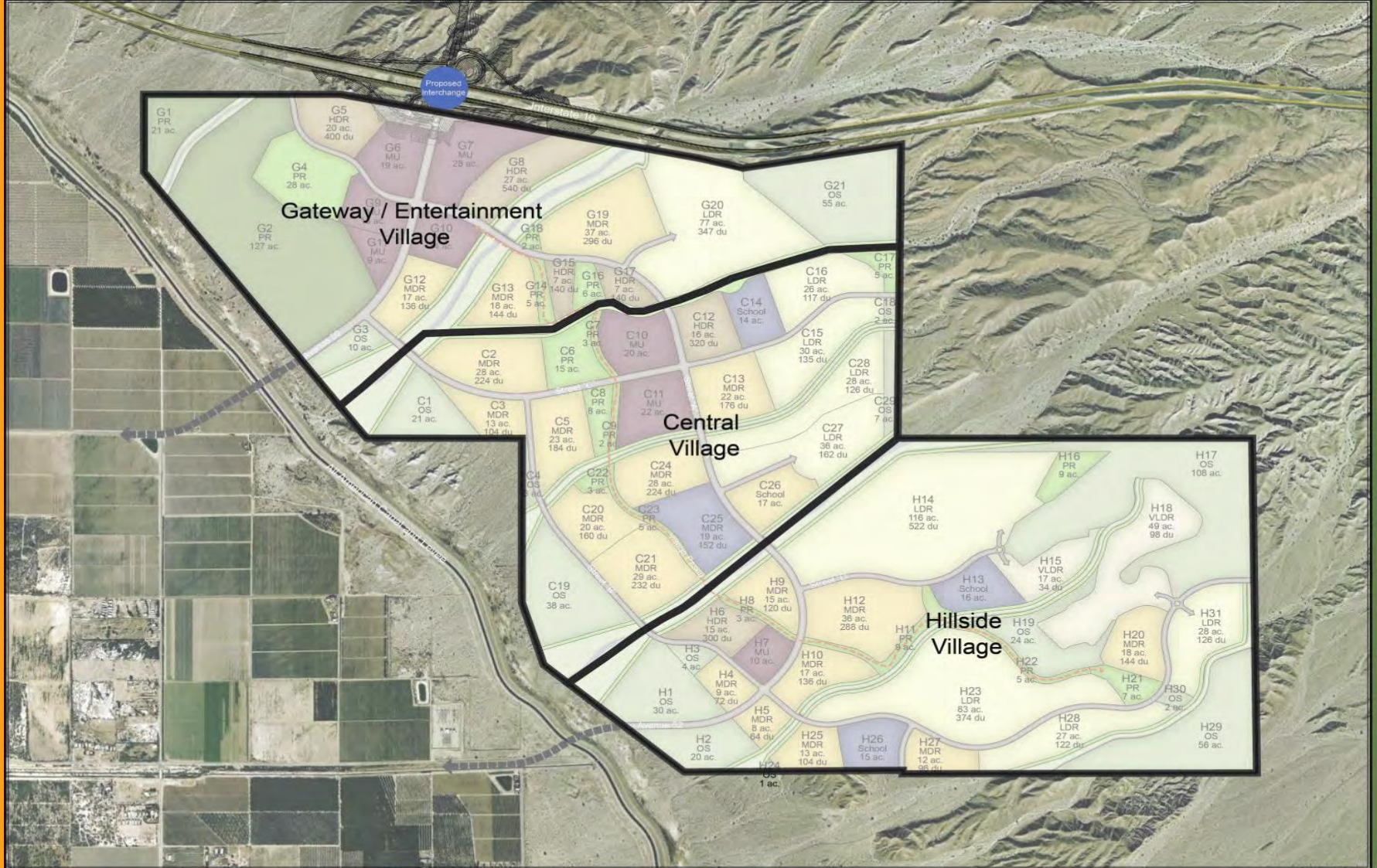
## Legend

- City Boundaries
- Railroad
- Parcels

0 0.125 0.25 0.5 0.75 1 Miles



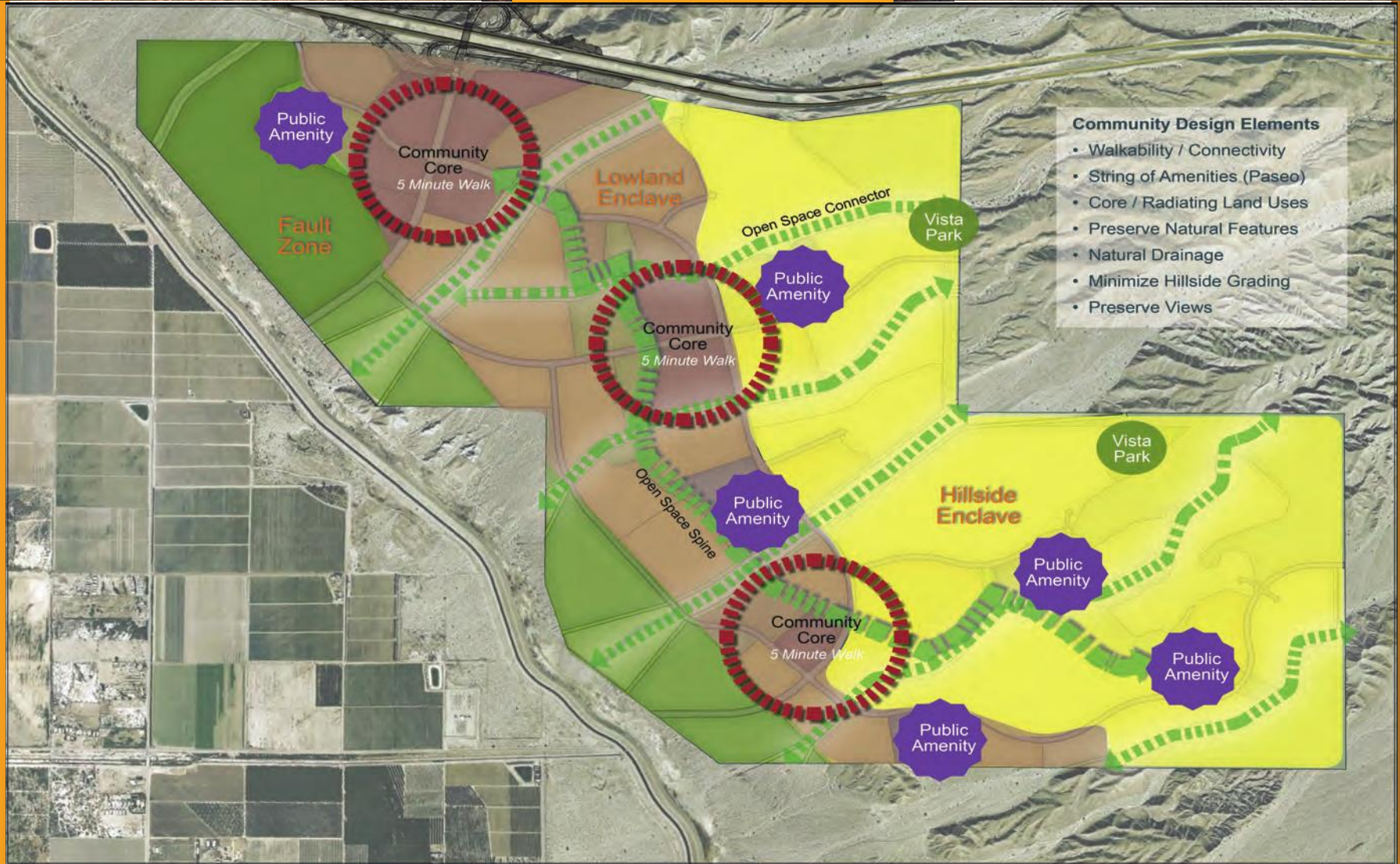








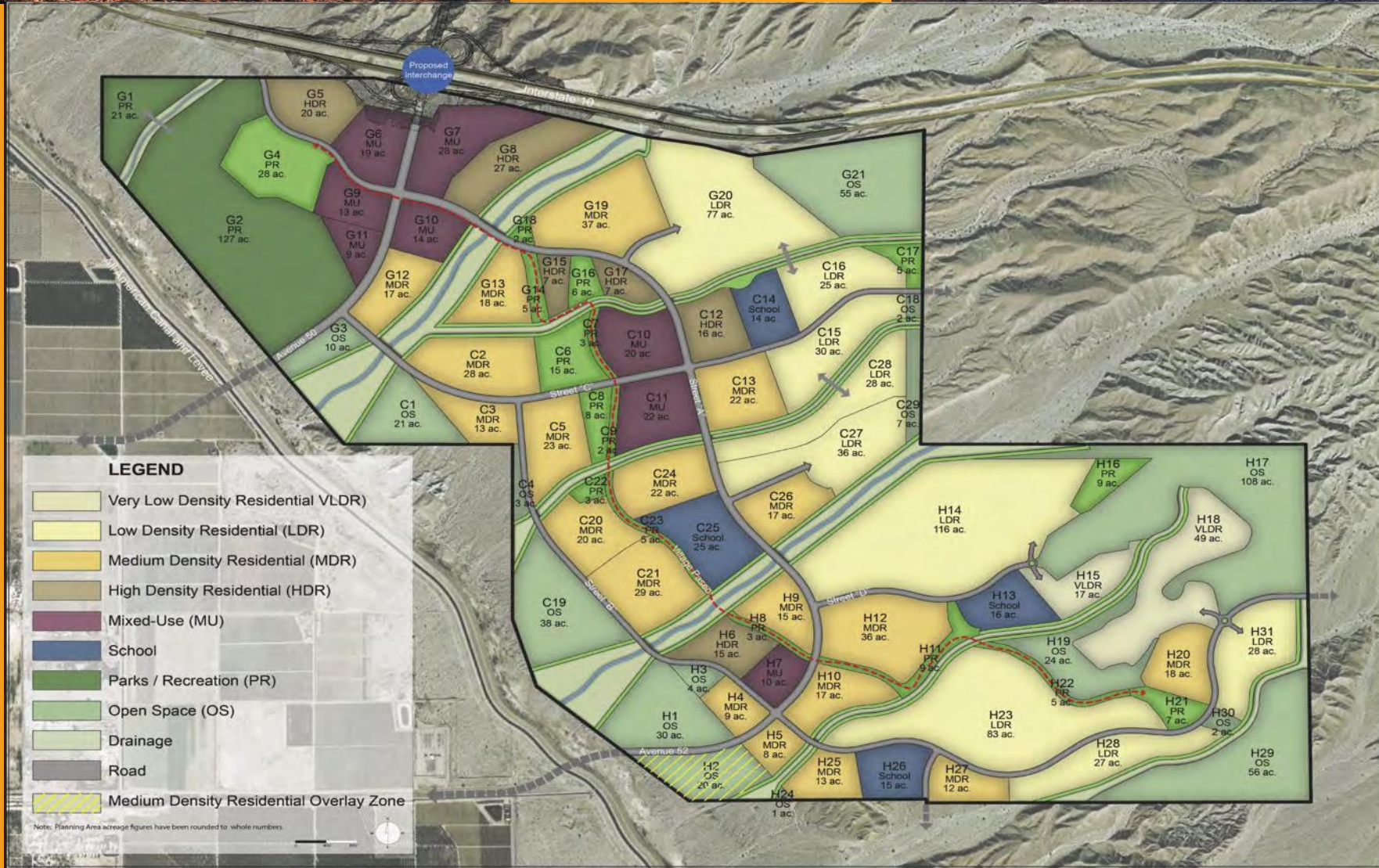
# LA ENTRADA







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# Community Benefits

- Improved access to Coachella
  - Extension of Avenue 50
  - New interchange at Interstate 10
- 345 acres of recreation area including soccer parks
- New elementary and middle schools
- 550 acres of open space with miles of multi-purpose trails
- 1.5 million square feet of retail and commercial lifestyle options
- Benefits extend to all of Coachella

Questions ?