

4 | COMMUNITY DISTRICTS

New development in the Vision Plan Area will include many different types of land uses, including a “destination retail” area that attracts people from all over the region; recreation opportunities such as golf courses and sports complexes; houses, apartments and condominiums; and offices and manufacturing facilities. The Vision Plan Area will be organized into several Community Districts that provide many possible combinations of these land uses. Each Community District will be developed as a series of neighborhoods, which will include places where people can live, work, shop and play.

Neighborhood Design Principles

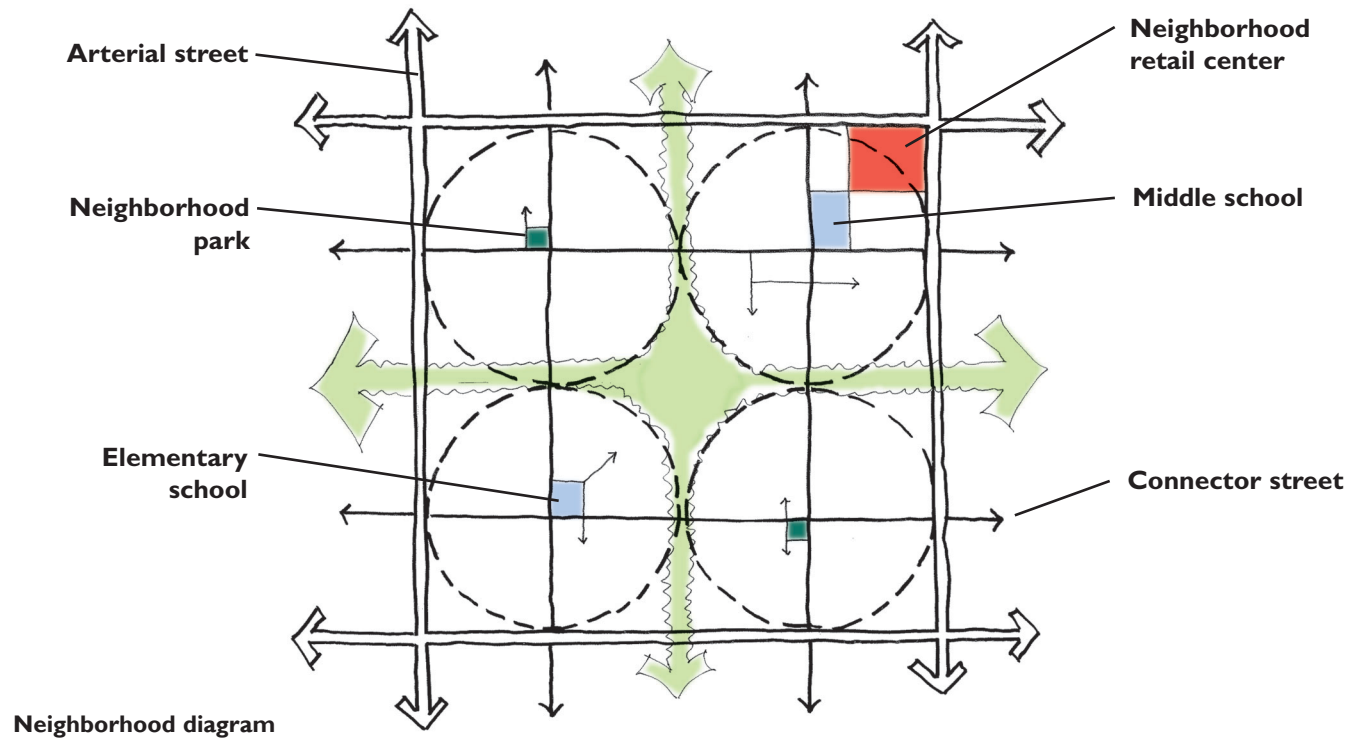
The fundamental principles described in this section will provide for high-quality new neighborhoods in the Vision Plan Area, regardless of where they are located or what types of development they include. Each Community District allows a combination of activities that supports these principles.



Identifiable Centers

Neighborhoods should be organized around an important place—a park, school, civic building or retail center—that acts as a focal point and identifying element for the neighborhood and its residents, providing space for social activities and creating a land-

mark that people can use to recognize the neighborhood. In many cases, it may be possible to combine space for neighborhood parks with playfields on school sites. This allows for maximum use of the open space amenity.



Walkable Neighborhoods

People are more willing to make trips on foot when their destination is less than a quarter mile away. To make it easier for people to shop, visit their neighbors or go to local parks without using their car, a neighborhood should be organized so that most homes and workplaces are within a quarter mile of the neighborhood center.



A less-intensive commercial area serves people from nearby areas of the city.



A high-intensity, mixed-use development serves visitors from throughout the region.

Range of Development Intensities

No single type of development, such as single-family homes or entertainment retail, is appropriate for an entire neighborhood. Instead, a neighborhood should provide several types and intensities of development, so that people have more choices about where to live and shop. Higher-intensity development, such as large retail stores or multi-story apartments, should be organized around higher-capacity streets that can serve a large number of people. Lower-intensity development, such as smaller shops or single-family homes, should occur on smaller local streets that serve fewer people.

Parks and Open Space

People who live, work and shop in a neighborhood should have a park or other public space nearby, so that everyone has a place to relax, socialize and play outdoors. A city should have many different types of parks, accommodating a range of uses:

- ◆ **Neighborhood Parks** are designed primarily to serve the people who live and work near them. Their sizes vary depending on how they will be



used; for example, a neighborhood park could be a quarter-acre “pocket park” with landscaping and “tot-lot” or seating areas; a 2-acre play space and community garden; or a 5-acre space with a sports field, playground and basketball courts.

- ◆ **Community Parks** offer uses that attract people from all over the city. They provide space for

organized sports leagues and community gatherings, and they can include special facilities such as swimming pools, gymnasiums and community gardens. Community parks are located so as to be easily accessible from other neighborhoods. To accommodate this scale of activity and potential number of users, community parks generally range in size from 35 to 50 acres.

- ◆ **Regional Parks** include large and unique facilities, such as a public amphitheater, equestrian center or sports complex that draw visitors from throughout the region. A regional park can also include undeveloped open space that preserves habitat for animals and plants, along with a trail system that provides limited public access. A regional park’s size is between 100 and 200 acres, or larger, depending on the park’s intended use and the area it serves.

District Descriptions

This section provides a description of the Community Districts that make up the Vision Plan Area. The Community Districts are shown below, and the land uses that are allowed for each district are shown in Table 4-1.

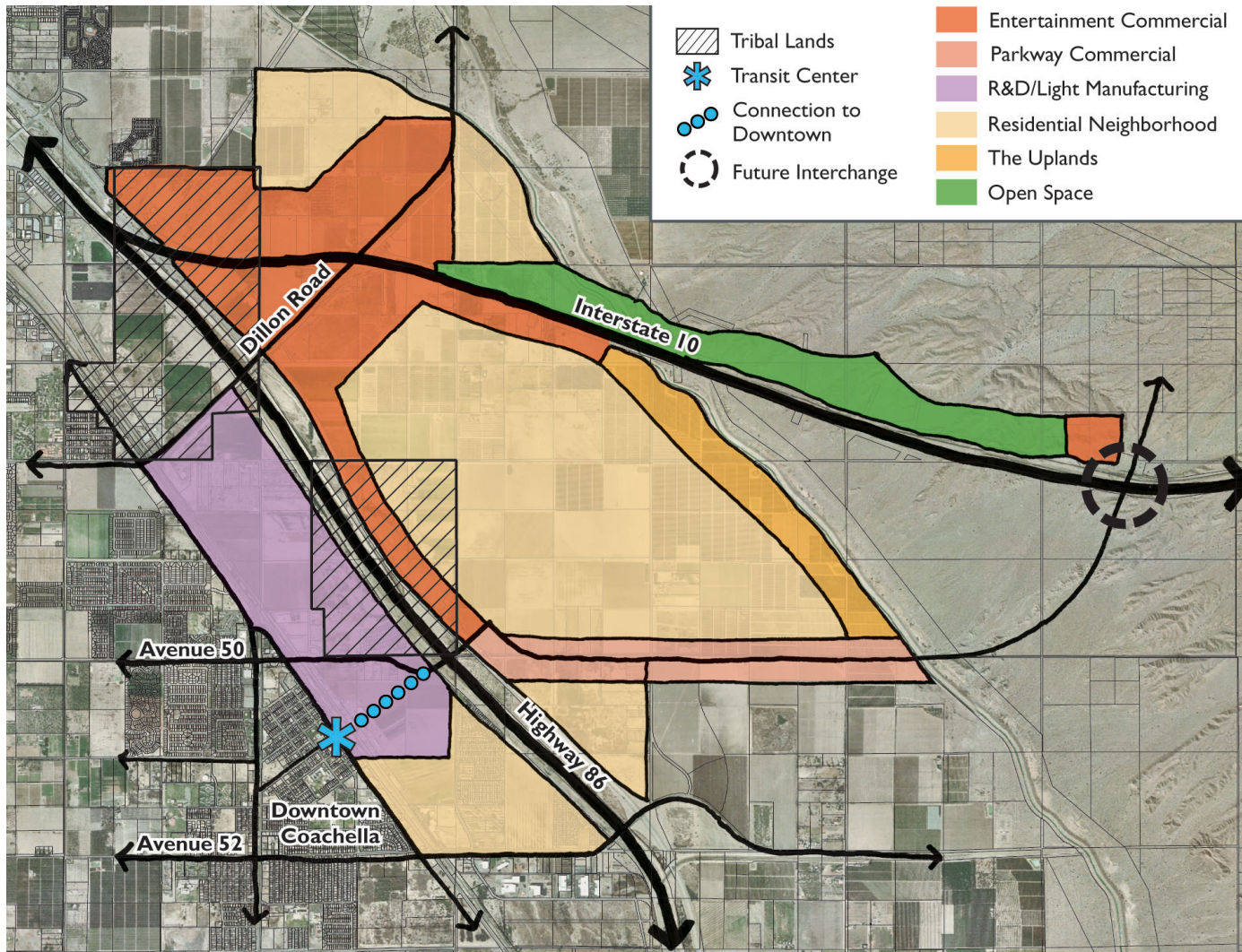


Table 4-1 ALLOWED LAND USES

DISTRICT	RESIDENTIAL Single and Multi-Family	COMMERCIAL Neighborhood-Serving Retail	Casino Resort Hotel	Hotel/Motel	Theme Park	Golf Course	Sports Complex	Equestrian Center	Park-Related For Fee Venue	Office	Home Occupation	Manufacturing/ Agriculture	CIVIC Light Industrial	Elementary or Middle School	High School	K-12 School	College / University	Neighborhood Park	Community Park	Regional Park	Museum/Visitor Center	Public Market	Amphitheater	House of Worship	Hospital
Entertainment Commercial	X ¹	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X ⁴	X	X	X				
Parkway Commercial	X ²	X		X				X	X	X			X	X	X	X	X						X	X	
R&D/ Manufacturing	X	X						X	X	X	X					X	X							X	
Residential Neighborhood	X ³	X			X			X	X				X	X	X	X	X	X	X	X		X			
The Uplands	X ³	X		X	X	X	X	X	X							X	X	X	X	X					
Open Space						X					X						X								

x Use allowed

¹ Minimum 20 dwelling units/acre

² Minimum 12 dwelling units/acre

³ Minimum 10 dwelling units/acre blended over a neighborhood

⁴ With park-related for-fee venue

Entertainment Commercial

The Entertainment Commercial Community District includes much of the new development that will attract visitors to Coachella, including destination retail stores, hotels and resorts, a theme park, a golf course, a new casino and sports complexes. This District capitalizes on its location at the junction of Coachella's major freeways, making it easy for people to reach these tourist destinations from other parts of the region.

The Entertainment Commercial Community District could also provide housing, including multi-story, mixed-use buildings that provide retail on the ground floor and apartments on the upper floors. The presence of housing would make it possible for people who work in the District to live near their jobs. Neighborhood parks and urban plazas would provide open space for residents, and a regional park could be built to create new recreational opportunities for the entire Coachella Valley.



A destination retail center attracts visitors from throughout the Valley.

Parkway Commercial

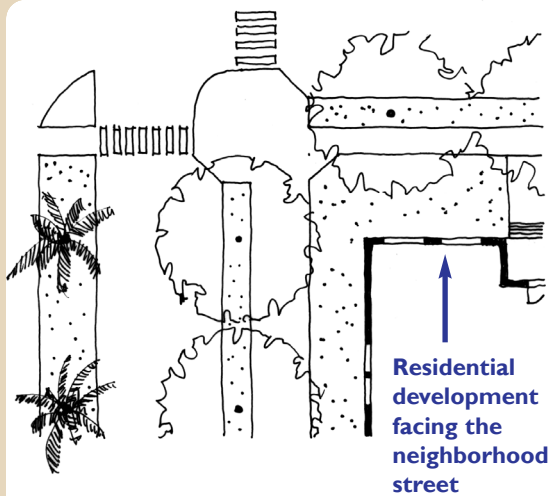
The Parkway Commercial Community District emphasizes higher-intensity development along parkways, which are major streets that accommodate both through-moving traffic and pedestrian activity. (Streets are described in more detail in Chapter 5.) Retail centers would be located along the parkway, near the parkway's major intersections with other

streets, so that people are drawn to many different parts of the District. Apartments or offices would be on the upper floors of these retail buildings.

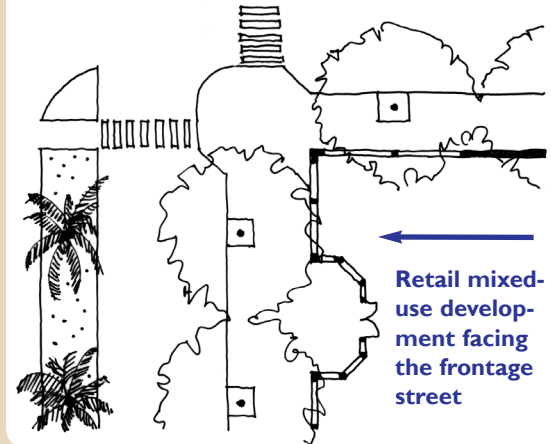


Higher densities of housing, offices and ground floor retail are appropriate uses in the Parkway Commercial District.

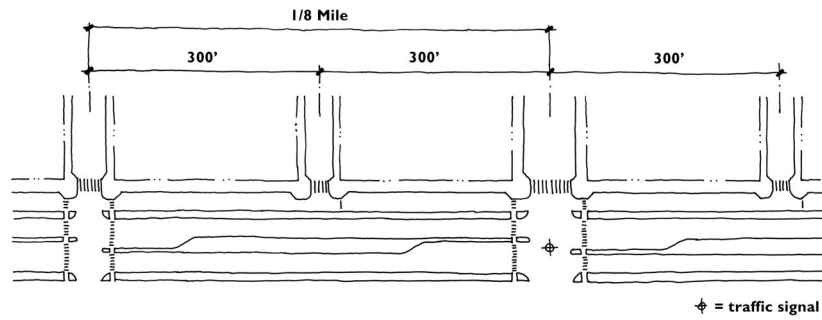
The rest of the parkway itself could be lined with small-lot single-family homes, apartment buildings, offices and parks. Other parts of the Parkway Commercial use district could provide space for new homes as well as neighborhood commercial centers, an elementary or middle school, neighborhood and community parks and a hospital to serve the region.



Residential development facing the neighborhood street



Retail mixed-use development facing the frontage street



Development Context on The Parkway

The Parkway prototype allows for a separation of faster moving through-traffic and slower moving neighborhood traffic. Through-traffic uses the center lanes and has limited opportunities to access the frontage streets and mixed-use neighborhoods along the Parkway. Development along a frontage street is separated from through-traffic by over 45 feet. Neighborhood streets connect to the frontage street every 200 to 300 feet but only connect to the Parkway through-lanes about every one eighth of a mile. This allows for adequate neighborhood circulation while minimizing cut-through traffic. The frontage street has retail mixed-use or higher-density residential development fronting the street. Residential buildings can also front onto the neighborhood streets while siding onto the frontage street with a well designed and landscaped side yard condition.

Office, business park and light manufacturing uses are appropriate in the Research & Development /Light Manufacturing District.



Research & Development/Light Manufacturing

The Research & Development/Light Manufacturing Community District, located near downtown Coachella, offers space for traditional industrial uses, such as warehouses and machine shops, as well as modern “research and development” uses, which include offices and research laboratories. Development in this District would provide many of the Plan Area’s new jobs. Grapefruit Boulevard and the railroad corridor lie at the western edge of this district. A beautification process for Grapefruit Boulevard could help strengthen a connection between this District and the downtown. During the planning process, there was strong support for a non-vehicular connection in the Vision Plan Area from Avenue 50 to a point on the railroad at the end of Sixth Street. At this point there should be a transit facility and pedestrian bridge over the railroad tracks.



A university or college campus could be sited in the Research & Development /Light Manufacturing District.

In addition, this District allows for a college or university campus to be built. It could also include a limited number of homes, located in multi-story, mixed-use buildings with retail uses on the ground floor, as well as neighborhood parks and open space for the enjoyment of residents and workers.

Residential Neighborhood

Although the Residential Neighborhood Community District emphasizes single-family and multi-family housing, it allows for a wide variety of other activities as well, including a variety of schools and parks and houses of worship as well as a new Town Center. It could also include a new residential development built around a golf course.

Residential development in this District could take many forms, including large and small single-family homes; bungalows arranged around courtyards; townhouses with shared open space; and multi-story apartment buildings, including both large and small dwelling units.



Coachella Valley multi-family residences



Single-family street activated by front porches



Small park as neighborhood center



Single-family street with homes of varying heights and materials



Shared driveway to in-law unit behind home

The Residential Neighborhood Community District could also include a Town Center, which would provide a community gathering place and would include a mix of “Main Street” retail, civic uses and cultural amenities, along with homes of varying product types and residential densities. The Town Center will concentrate placemaking features that highlight Coachella's identity. It will be a place for local residents and others from the Eastern Coachella Valley to go to a restaurant, a bookstore, a museum or to take in movie. It will be well-linked to all parts of the new development, as well as existing Coachella.

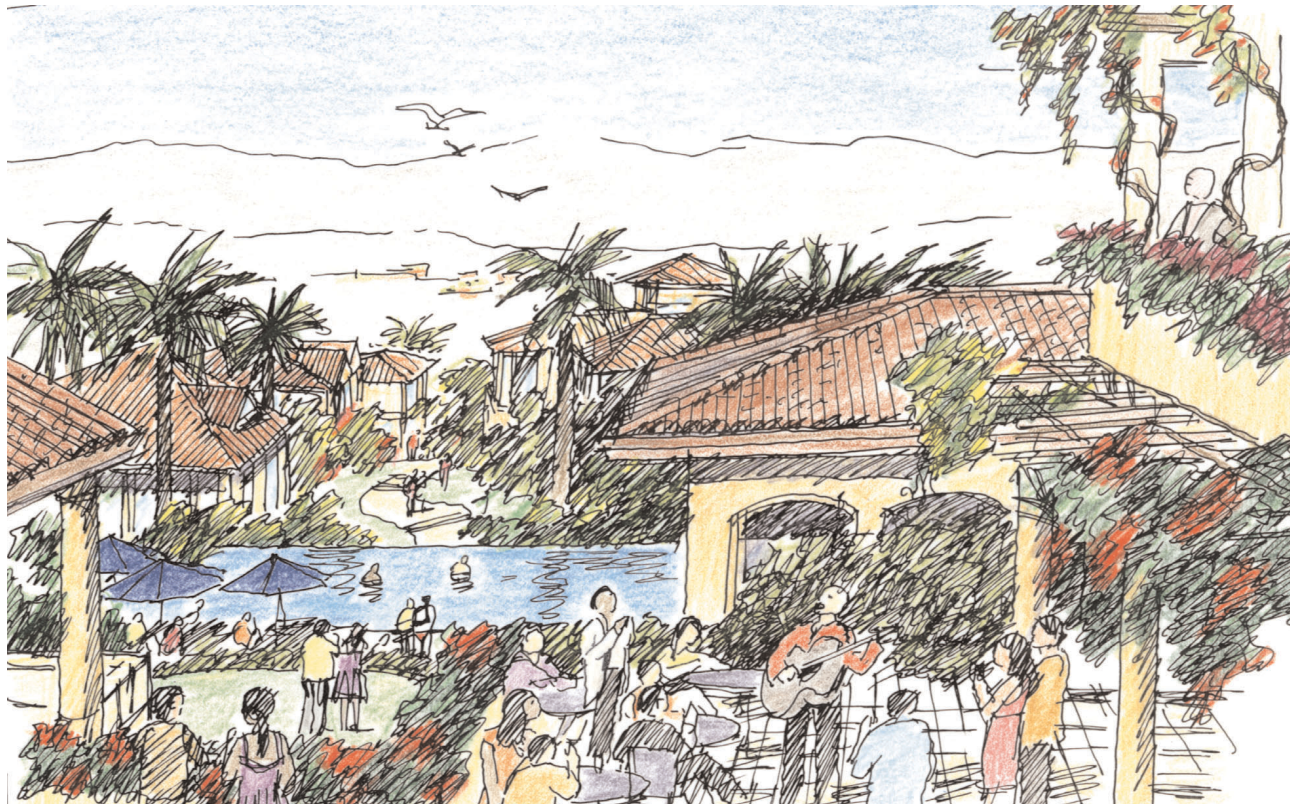


Town Center “Main Street” with ground floor retail

The Uplands

The Uplands Community District is mostly residential, with a unique mix of uses that takes advantage of the District's hillside location. Small resort hotels could offer visitors a view of the Coachella Valley, and an equestrian center could be built so that people can

enjoy the area's hills and trails on horseback. In addition, the Uplands Community District could provide a mix of uses similar to the Residential Neighborhood Community District, including parks, several types of housing and neighborhood-serving retail stores.



View from the Uplands District across the Coachella Valley



Existing desert landscape in the Valley

Open Space

The Open Space Community District preserves land in Coachella's hillside areas for a regional park and undeveloped open space. Although no residential or commercial development is permitted in this District, it could incorporate an equestrian center to draw more visitors to the area's parkland and trails.



Coachella Valley trail network near La Quinta