

APPENDIX: VISION PLAN GOALS AND PROCESS

This appendix describes the public involvement process that created this Vision Plan and provides a complete list of the Vision Plan's goals, which were developed and prioritized by workshop participants.

Public Involvement Process

The Vision Plan took shape during a series of public meetings in the summer and fall of 2005, including background presentations, roundtable discussions and an intensive design charrette. The earliest meetings focused on setting an overall direction for the Vision Plan. At later meetings, participants worked with urban planners, economists and transportation experts to define the land uses and circulation network for the Plan Area.



Community members developed their own land use maps at the CE District Potential Workshop.

Stakeholder Interviews

In June and July 2005, the consultant team for the Vision Plan held interviews with key stakeholders for the project. These stakeholders included representatives from the following agencies and groups:

- ◆ Indian tribes
- ◆ Local community groups
- ◆ School districts
- ◆ Coachella Valley Recreation and Park District
- ◆ Coachella Valley Association of Governments
- ◆ Riverside County Planning Department
- ◆ California Department of Transportation (Caltrans)

The consultants also met with several property owners in the Plan Area, as well as developers who are familiar with the city and region.

Smart Growth Workshop

The first public workshop, held in July 2005, included an overview of smart growth development principles,

as well as a group discussion and exercise in which workshop participants developed and ranked a series of smart growth goals. The goals were developed for the following broad categories:

- ◆ Design
- ◆ Environment
- ◆ Circulation
- ◆ Social
- ◆ Economic

The consultant team began the discussion with a number of goals that had been prepared for each category. Participants discussed these goals and added their own ideas, then ranked each category's goals in order of importance.

Because many participants felt it was important to provide benefits for Coachella's existing residents, including affordable housing and long-term fiscal sustainability, the Vision Plan Area was expanded to include the land between the CE District and the Downtown Colonia. This additional land will bridge the gap between Coachella's existing and future devel-

opment. Chapter 1 of this report shows the final boundary for the Plan Area.

CE District Potential Workshop

The design process for the Vision Plan Area began with an August 2005 workshop, where the participants worked in small groups with facilitators to discuss and draw their ideas for land uses in the Plan Area. After this exercise, a spokesperson for each group explained the group’s approach to developing their map, along with the unique ideas included in the map. The workshop concluded with a discussion of general themes and issues for the Vision Plan.

Design Charrette

Immediately following the August workshop, the consultant team spent three days holding an intensive design charrette in Coachella, where they refined the workshop participant’s ideas to create three preliminary land use alternatives for the Plan Area. The charrette included a series of technical meetings that focused on specific issues, including:

- ◆ **Circulation and Community Form**, which

focused on vehicular and non-vehicular circulation, as well as development components that contribute to good community form.

- ◆ **Preliminary Economic Analysis**, including a presentation of information related to market demand and the Vision Plan’s fiscal implications.
- ◆ **Preliminary Circulation Analysis**, which involved a discussion of circulation issues with the Caltrans District Planning Director, including future interchanges on Interstate 10 and Highway 86S.

The three preliminary alternatives accounted for all of these technical issues. They were developed based on the amount of tourism that each one is meant to attract, and they were differentiated based on each one’s specific approach to visitor attraction:

- ◆ **Alternative A, *City of Villages***, focused on attracting tourism and visitors from a local audience.
- ◆ **Alternative B, *Destination Coachella***, focused on attracting tourism and visitors from a regional audience, with the goal of Coachella becoming the center of the Eastern Coachella Valley.

- ◆ **Alternative C, Gateway**, focused on attracting tourism and visitors from national or international audiences.

All of the conceptual alternatives included residential neighborhoods, casinos, retail opportunities, parks, open space and employment-generating uses. However, each alternative emphasized different land uses, and each one included unique elements.

Immediately following the design charrette, the consultant team held a workshop to present and discuss the preliminary land use alternatives. Comments from the participants influenced the development of a preferred alternative, which was designed to respond to the community's recommendations.

City Council/Planning Commission Work Session

A work session with the consultant team was held in September 2005 to discuss the fiscal implications of the three preliminary alternatives. The consultant team suggested focusing on elements that would enable the Plan Area—and Coachella—to become a regional destination, the focus of Alternative B, while

including elements from Alternative C, such as hotels, second homes, golf courses and sports centers.

Preferred Alternative Workshop

The consultant team led another public workshop in December 2005, which gave community members an overview of the Draft Preferred Alternative and an opportunity to comment on the preferred alternative before it was finalized. Following the workshop, the consultant team worked with City staff to create a Final Preferred Alternative, which appears in Chapter 4 as the map of community districts. The team also drew from the community's goals to write the Vision Plan and analyze the economic feasibility of the development it proposes.

Project Goals

The following list of project goals was developed and prioritized during the Vision Plan's first community workshop. These goals helped to shape all aspects of the Vision Plan.

DESIGN

High Support

- ◆ Pedestrian- and transit-oriented development
- ◆ Placemaking that capitalizes on Coachella’s history and environment
- ◆ Compact neighborhoods
- ◆ High quality site and building design

Medium Support

- ◆ Marquee entry statement
- ◆ Consistent design theme
- ◆ Balanced mix of uses
- ◆ Environment-responsive design
- ◆ Comprehensive approach to phased development

ENVIRONMENT

High Support

- ◆ Innovative approaches to stormwater management

- ◆ Conserve open space
- ◆ Water conservation
- ◆ Protect agricultural lands
- ◆ Energy efficiency

Medium Support

- ◆ Provide adequate habitat areas

Low Support

- ◆ Develop with appropriate solar orientation

CIRCULATION

High Support

- ◆ Design streets for walkability, cycling, transit and cars

Medium Support

- ◆ High degree of street connectivity
- ◆ Future train system to connect outside Coachella
- ◆ Support for bus transit

- ◆ Area trail system with connections to regional trails
- ◆ Serve all users

Low Support

- ◆ In-town taxi service

SOCIAL

High Support

- ◆ Affordable housing for existing residents
- ◆ Enough residential development to ensure affordability

Medium Support

- ◆ Adequate police and fire services citywide
- ◆ Good proximity to schools and services
- ◆ Provide adequate parks at a range of sizes
- ◆ Range of housing types
- ◆ Senior centers and children’s services

- ◆ Sports facilities
- ◆ Cultural amenities, such as museums

Low Support

- ◆ New civic center

ECONOMIC

High Support

- ◆ College facilities
- ◆ Range of commercial opportunities
- ◆ Adequate number of households to support commercial uses
- ◆ Long-term fiscal sustainability for all of Coachella, including the existing community
- ◆ Maintain a jobs-to-housing balance
- ◆ Destination conference center/sports facility

Medium Support

- ◆ Capitalize on Coachella Valley gateway location

- ◆ Flexible development program
- ◆ Hotels oriented to casinos
- ◆ Destination retail

Low Support

- ◆ Business attraction strategies
- ◆ Diversity of jobs
- ◆ Adequate financing mechanisms for public facilities

