

# 02 | VISION + GUIDING PRINCIPLES

## OUR COMMUNITY VISION

### GUIDING VISION

Coachella’s vision is to transform the City from a small town to a medium-sized, full-service city – a city where people can live, work, and play – and the driving force behind the Valley’s economy.

To become a diverse, vibrant, full-service city, Coachella will develop a series of unique neighborhoods, districts and corridors while offering a range of amenities and destinations. Each of these areas will have a unique look and feel and contribute in a distinct way to the City’s overall vision. In terms of employment, the City will move beyond reliance on its two main industries – agriculture and hospitality services – and transform itself to a mature mix of economic activity and job opportunities. These jobs will be organized in a range of districts throughout the City providing economic opportunities for all segments of the population. These diversified districts will include an office/research & development district located south of the Downtown, a light-manufacturing district focusing on small-scale production and other local support businesses and a more traditional industrial district with larger-scale manufacturing and logistics uses.

The City will offer a range of housing for all ages and incomes organized into mixed income, walkable and distinct neighborhoods. These neighborhoods will be supported by a variety of retail, shopping and entertainment destinations, including neighborhood shopping areas and destination-style entertainment venues such as a soccer stadium, a gaming “strip” and resort hotels. There will also be a wide range of civic amenities including a diverse downtown, a hospital, and high-quality schools, and the City will form strong partnerships with the College of the Desert. The residential, commercial and civic sectors will be complemented by a wide range of passive and active open spaces throughout the City providing new recreational opportunities to residents. All will be connected by a true multi-modal transportation system that balances transit, walking, biking and auto use. Transportation and new development will evolve with a recognition of environmental constraints and with an awareness of global and local environmental concerns.

Figure 2-1: Vision Map, Figure 2-2: Open Space Network Vision, and Figure 2-3: Road Network Vision, provide an illustration of the City’s vision on the following pages.

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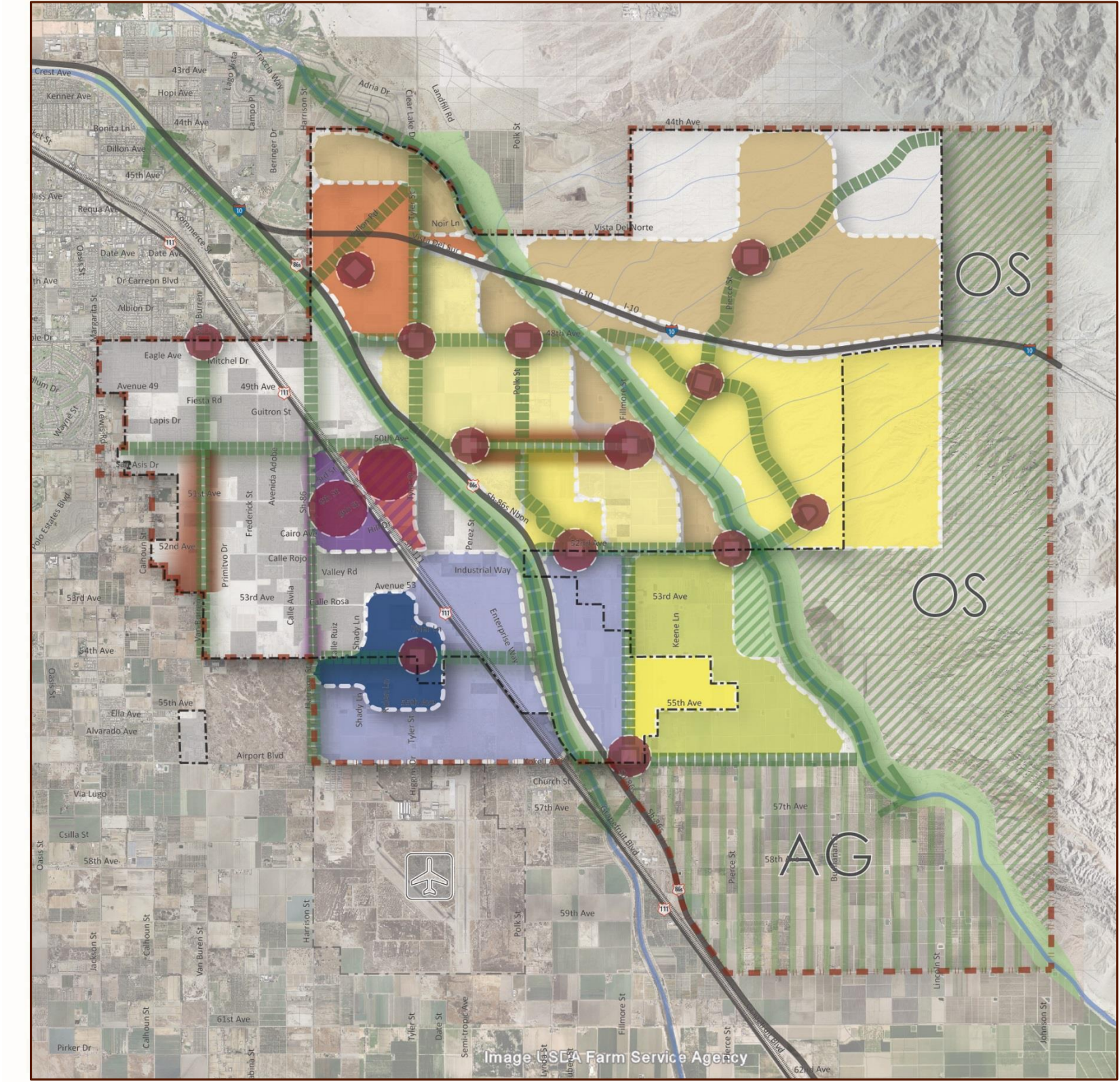


Figure 2-1: Vision Map

**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



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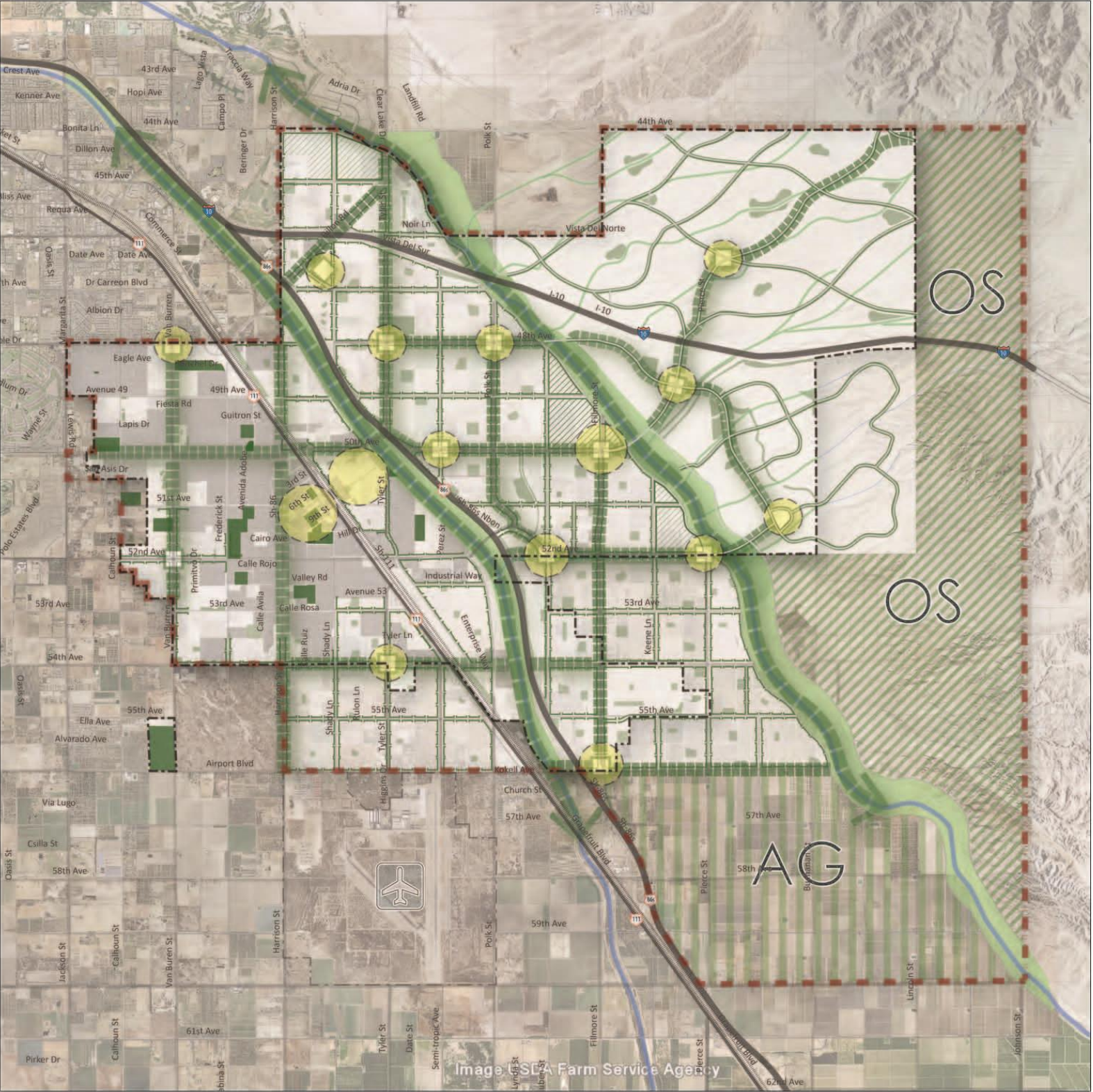
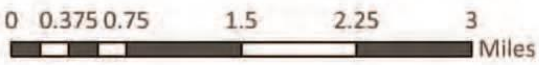


Figure 2-2: Open Space Network Vision

**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



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

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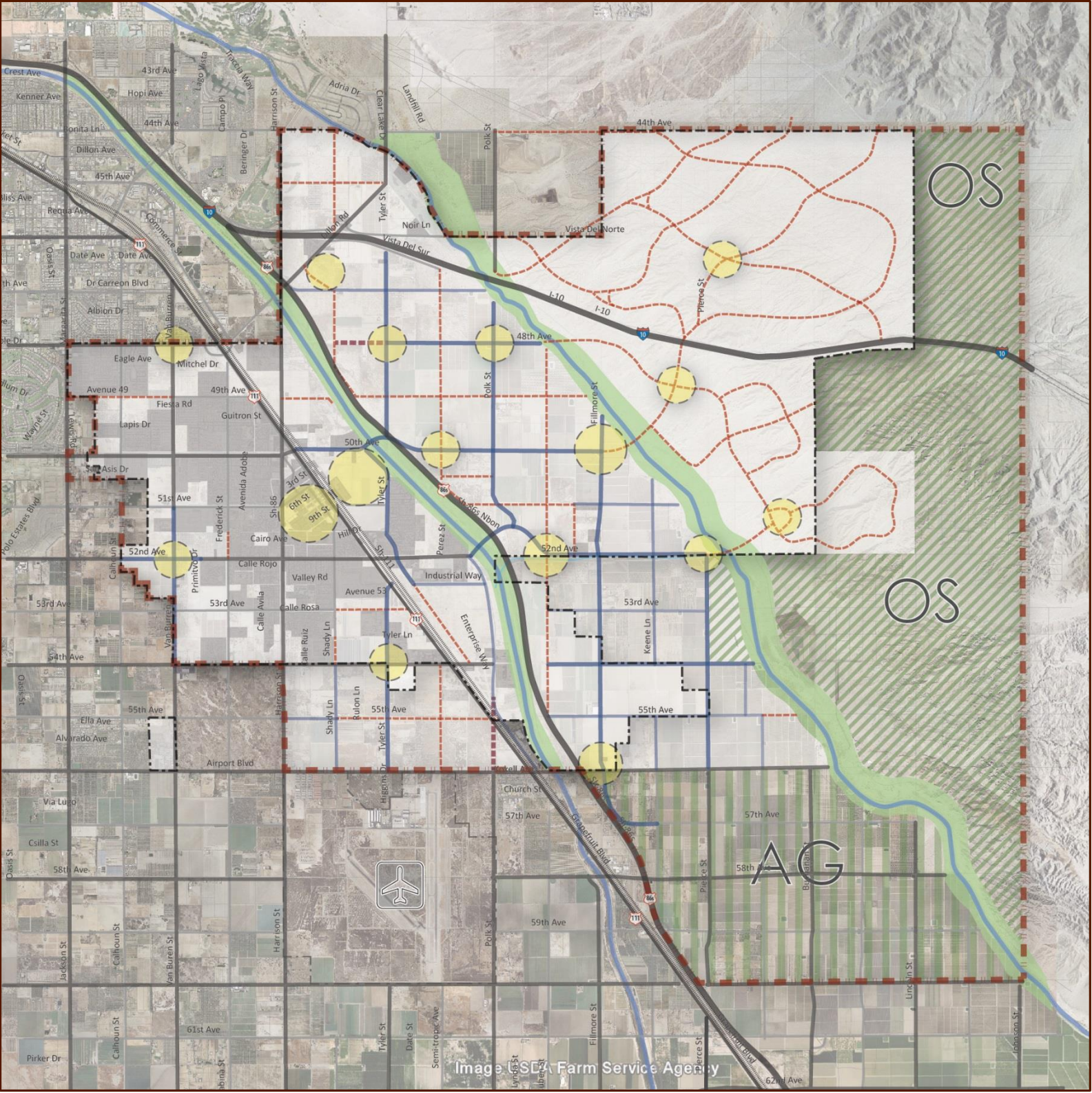


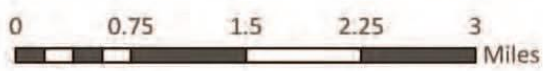
Figure 2-3: Road Network Vision

**Envisioned Land Uses**

- Existing Major Corridor
- Existing Minor Corridor
- Improved / Expanded Major Corridor
- Improved / Expanded Minor Corridor
- New Major Corridor
- New Minor Corridor

**Key Features**

- Coachella Sphere of Influence
- Coachella City Boundary
- Potential Neighborhood Centers



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

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## GUIDING PRINCIPLES

The Guiding Vision comprises of 20 Guiding Principles that will be key to the success of achieving the Vision as the City grows. These components are described below, providing clear and concise explanation of the Vision and how it will be realized.

*In the future, Coachella will be...*

### A DISTINCT CITY WITHIN THE VALLEY

Coachella will be distinct from the other cities in the Coachella Valley, an authentic California desert town, exhibiting strong traditional architectural elements of the region's history. Additionally, the City will be comprised of walkable neighborhoods in high demand by new arrivals to the Valley and different from the conventional subdivisions that populate the Valley. With this distinct character and its geographic location, the City becomes the eastern gateway to the Coachella Valley.

### A COMPLETE CITY AT EACH STAGE OF THE GROWTH CYCLE

Coachella will be a complete City at the conclusion of each economic cycle. The City will grow incrementally over time in a way that maximizes investments, enhances connectivity and efficient land use, and saves costs for the City. This will allow the City to grow in a scalable manner that provides complete neighborhoods, complete streets and a complete City over the course of each economic cycle. With major development opportunities within the heart of the City and on its eastern edge, the next phase of development will concentrate development in the areas around Avenue 50 and 52. New development will generally be contiguous (or proximate) to existing development and leapfrog development will be avoided.

### A CITY WITH A RANGE OF HOUSING FOR MULTIPLE GENERATIONS, CULTURES, AND INCOMES

Coachella will have a range of housing and will have homes for people across generations, cultures and incomes. This will help reinforce the community's economy and increase social equity by providing opportunities for people and families to live and stay in Coachella, going from one housing type to another as their needs and means change over time.

### A CITY WITH NEIGHBORHOOD-SCALE RETAIL

Coachella will have thriving, neighborhood-scale retail. As a full-service city, Coachella will offer diversity of retail services. There will be a series of neighborhood shopping nodes, or "village centers" located throughout the city. These village centers are smaller, compact and walkable retail nodes and include markets, restaurants, cafes and professional services and will serve to provide the community

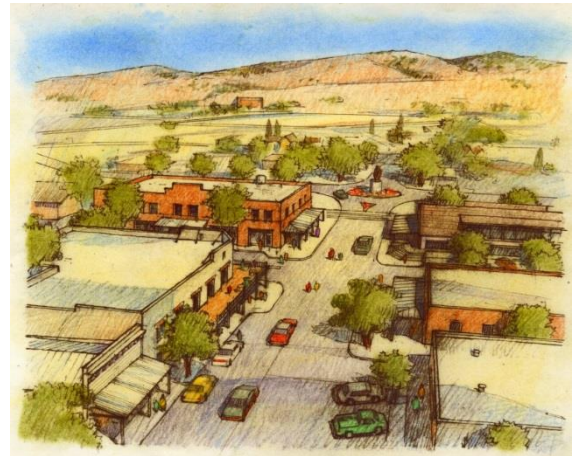


Figure 2-4: Walkable neighborhoods that preserve City's history also support active lifestyles for existing and new residents.



Figure 2-5: Walkable neighborhood retail also helps support the local economic base.

members with their everyday needs. The village centers will be attractive, connected via sidewalks and bike trails to neighborhoods and, in some locations, include high-density housing.

### A CITY WITH DOWNTOWN AS ITS HEART

Coachella's Downtown will be the heart of the City. The Downtown plays an important role, giving the City a sense of place and a location for community and civic gathering, and its continuing viability will play an important role in Coachella's future success. A vision for the Downtown was developed through the Pueblo Viejo Revitalization Plan, and implementing this plan is a priority for the City. In general, the Downtown should focus on civic, arts and residential uses, including the new city hall, an expanded library, a senior center, medium- and high-density housing, art galleries and retail uses. New restaurants should also be located in the Downtown area to serve both daytime employees (in the office/R&D district to the east) and also create a city-wide and regional dining destination.



Figure 2-6: A downtown with complete sidewalks promotes activity and a rich city center.

### A HEALTHY CITY

Coachella envisions a future which includes thriving physical, emotional and spiritual health for the entire community. Neighborhoods will provide opportunities for residents to improve their physical and mental health while meeting daily needs – walking to the store, meeting friends, bicycling to school, taking transit to work and having access to nutritious and affordable foods that can be purchased or grown in the neighborhood. The City will find innovative solutions to ensure its streets, parks and public spaces are safe, accessible and inviting for all users.



Figure 2-7: Incorporating fun places for people of all ages to play will promote activity and a variety of recreation opportunities.

### A PARKS RICH CITY

The future of the City will include a significant amount of parks, open space and other public spaces. These should be dispersed throughout the City and connected via networks of trails and “green streets.” Specific ideas for this include new, major recreational facilities for soccer, football and baseball, a network of small- and medium-scale neighborhood parks, and multi-use recreational trails along the Whitewater River and the Coachella Canal with southwest-northeast fingers that run toward the hillsides northeast of the City. The Downtown, employment districts and village centers will include plazas and town squares that can serve as meeting places for residents and visitors. Additionally, where safe and feasible, the City will capitalize on environmental constraints such as faults, channels and liquefaction and landslide zones to achieve these open space and park objectives.



## A WALKABLE CITY

Coachella will be a walkable community where neighborhoods will have many amenities within easy walking distance of homes. The pedestrian environment is safe and inviting and residents, including the young and the old, have equal pedestrian access to everyday service and destinations.

## A CITY WITH MULTI-MODAL STREETS AND TRANSIT READY PLACES

Coachella will have a balanced, multi-modal transportation system and neighborhoods that are ready for transit. Streets will be planned and designed to accommodate multiple modes and prioritize community design that fosters accessibility to transit. These streets will accommodate future Bus Rapid Transit, have safe bicycling facilities and be pleasant to walk along. Walking and cycling amenities will be organized in a highly connected network. Streets and neighborhoods will be designed in tandem to reinforce the balanced operations of multiple modes of transportation.



Figure 2-8: Outdoor cafes invite pedestrian activity and move people away from drive-thrus.

## A CITY OF EDUCATION AND LEARNING

Coachella will have great opportunities for lifelong learning. The community will have access to education resources and facilities within the City. In turn, better access to education and public services will increase social cohesion and support local economic development as great educational opportunities and a highly trained workforce will increase the City's economic opportunities. Siting and constructing a campus of the College of the Desert within Coachella will help achieve this vision by expanding the local opportunities for training and lifelong learning. Additionally, a new college or university near Downtown would expand the City's potential for research and development-based industries and help reinforce the revitalization of the Downtown.



Figure 2-9: Complete streets provide the built environment that will support economic, civic, and retail activity for many generations.

## A CONNECTED CITY

Coachella will be a highly accessible community. The future network will allow dispersed road access with many choices across the City, instead of concentrating traffic on a few major arterials. To achieve this, east-west and north-south roadways should be spaced approximately every quarter or eighth of a mile. Additionally, all new development projects – residential and non-residential – will be planned and constructed with small block sizes and frequent transportation connections to support access to, and through, the developments. Given that the City will grow from a small town into a medium-sized City, plans should be made for a comprehensive network of transit, bike paths and other non-driving options, ensuring access and mobility for all age and income levels, more active lifestyles and will address the growing concern over global climate change.

## A CITY WITH HIGH STANDARDS FOR IMPROVED LIVING CONDITIONS

The City has a clear vision of a highly desirable community with beautiful, livable neighborhoods. To achieve this vision and an improved standard of living, every future development project must meet the City's high standards for design quality and building construction.

## AN ENTERTAINMENT DESTINATION

Entertainment uses will play an important part in Coachella and will be comprised of casinos, sports complexes, resorts, destination retail districts, arts, cultural venues and perhaps even a theme park. These regional entertainment uses will help establish Coachella as a destination in both the Coachella Valley and Southern California.



Figure 2-10: Regional attractions will offer residents and visitors entertainment opportunities and support the economy within the City.

## A HAVEN FOR ARTS AND CULTURE

The City has a rich history and Coachella's strong cultural traditions will be reinforced through the community's development, not only in the form of new development but also through the types of uses that come to Coachella. Art will be integrated into public places, enriching community centers and streetscapes and supporting local artists. The emphasis on culture will attract small galleries, a performing arts theater and a local cultural history museum.

## A DIVERSE ECONOMY AND JOBS CENTER

Coachella will have a diverse, resilient economy. Developing a strong economy is imperative to the future success of the City. The economic and employment vision calls for transforming the City from a two-industry town (agriculture and hospitality) to a city with great diversity of economic activity and uses. These uses will include small manufacturing, warehousing and distribution, large-scale industrial, office and professional, resort- and entertainment-related services, research and development, health care and retail. In addition to providing jobs for a large portion of the community, the diverse economy will also be resilient, better able to withstand the ebb and flow of regional and global economic cycles.



### **A CITY WITH SUSTAINABLE AGRICULTURE**

Coachella will have a healthy, sustainable agricultural economy. Agriculture has always been a primary component of the City, providing jobs, major economic activity and physical definition to the community. Agriculture has the potential to continue to play an important role in the City's economy but can only do so if this important economic resource is managed appropriately. By focusing the next wave of growth between Avenues 50 and 52, the City's agricultural base can remain largely intact, supporting the greater agricultural economy in the valley.



Figure 2-11: Preserving agriculture as a large part of the City's economy will promote local food and job opportunities.

### **A FISCALLY SUSTAINABLE CITY**

The City will support and implement measures to raise property values by capitalizing on the City's natural resources and improving average household income. Additionally, a key element of this principle will be implementing efficient infrastructure and community building patterns by making sound development decisions and phasing in new development to not unduly burden the City with infrastructure maintenance costs.

### **A CITY WITH RICH, HEALTHY NATURAL RESOURCES**

Coachella has stunning views of the hillsides, the verdant agricultural fields along with the amenities of the Coachella Canal and the Whitewater River. The City also straddles the San Andreas Fault, which, in turn, helps define the extreme topographical differences within Coachella. The natural amenities provide great value to the City, through economic activity and aesthetics. The City will respect and preserve these amenities, which create value in its neighborhoods, preserve its economy, provide regional access along recreational trails and conserve for future generations.

### **A CITY THAT PRESERVES AND VALUES ITS RICH HERITAGE**

Coachella is an old town with a rich history. The preservation of its historic and cultural resources is essential to maintaining the sense of traditional continuity and community pride as the City grows. When new development comes into the City, community heritage is taken into consideration and will be reflected in the design of the buildings, neighborhoods, parks and streets.



Figure 2-12: Public art embraces cultural history and can strengthen the social community fabric.

### **A CIVICALLY ACTIVE COMMUNITY**

Coachella has a rich history of an active populace, producing advocates and strong community leaders. The notion of democracy and participation in public process is a strong tradition in Coachella playing a strong role in the development of the General Plan. The City and its community leaders will continue to foster this process of open dialogue, public process and democracy, maintaining the tradition of participation in civic affairs.

## A CITY WITH COMPLETE NEIGHBORHOODS

Like any great city, Coachella has developed around the basic unit of the neighborhood. A true neighborhood is not a subdivision but a unique and identifiable area designed around a center with a pedestrian-friendly mix of uses and a range of housing for people in all stages of life. In truth, the walkable neighborhood is the fundamental building block of the best towns. Neighborhoods are often defined as the area within a quarter mile walking distance from the center to the edge, which most residents can walk to meet their daily needs. This represents a marked shift from approaching development through individual subdivisions. The City will not follow the path of so many other California communities and become one of incomplete subdivisions. With this Plan, each new subdivision will be considered within the context of the larger unique, walkable neighborhood that it is helping to build.



Figure 2-13: Comprehensive planning allows for neighborhoods and communities that will be livable and healthy for all residents, and promote overall wellbeing for City residents.