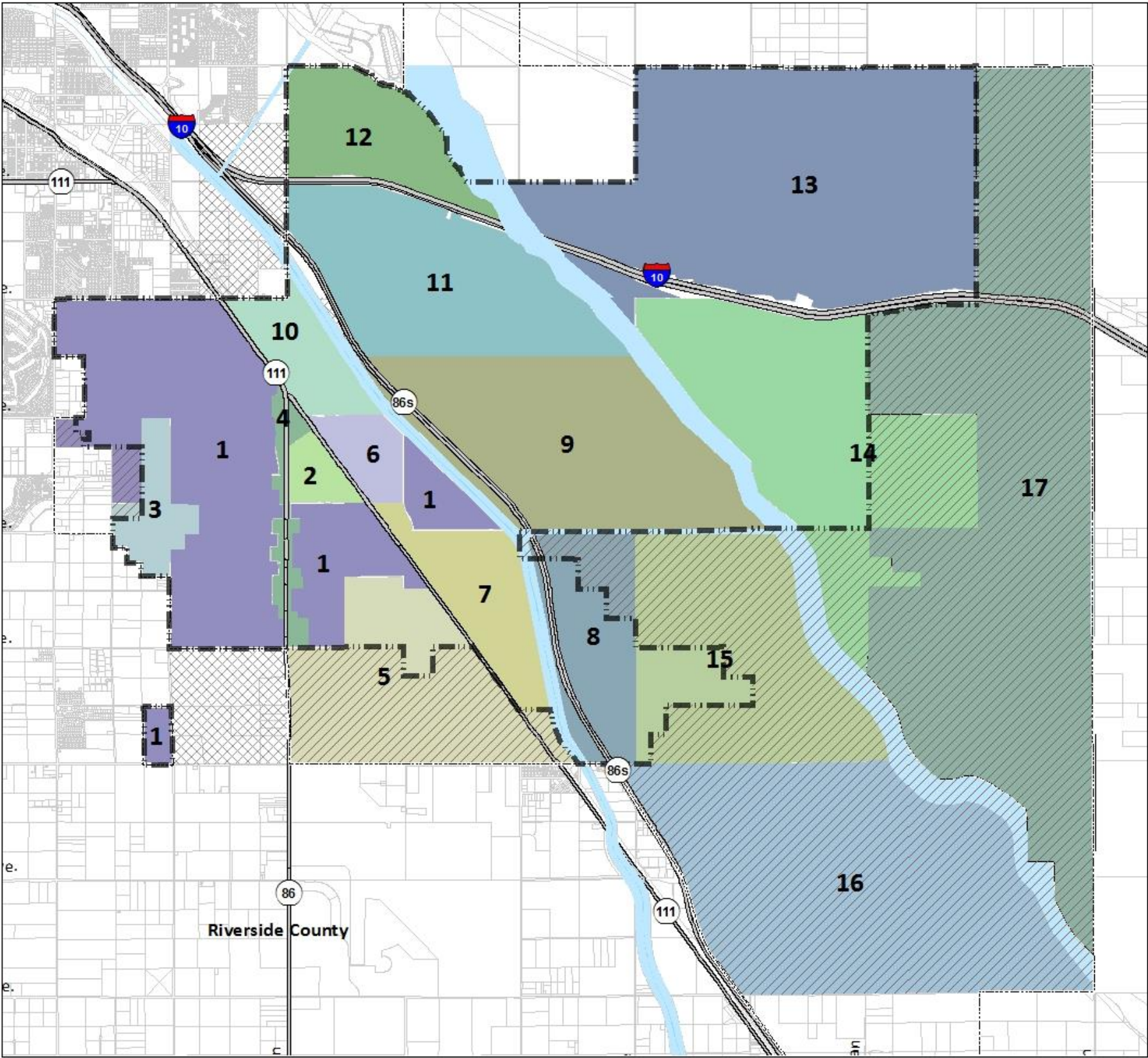


Figure 4-24: General Plan Subareas Map



City of Coachella
General Plan Update 2035

General Plan Subareas

Legend

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

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: January 2014

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MASTER PLANNING PROCESS DESCRIBED

For parcels in Subareas 5 through 17, project sponsors must use the following system during the project application process. The purpose of this section is to enable incremental development of vacant parcels while generating interconnected neighborhoods and employment areas of the City. Before preparing a subdivision map, the applicant is required to prepare a Specific Plan or similar master planning document (Master Plan) for City review and comment per the following requirements.

DUE DILIGENCE STAGE

1. **Identify the location of the site in neighborhood and review General Plan policies.**
 - Project sponsors must first identify the project site and the subarea where the project site is located.
 - The project sponsor must then review the General Plan vision and policies for the subarea and the range of allowed General Plan designations. As part of this process, the project sponsor should understand the requirements for preserving open space, development of parks and public facilities and the specific network connectivity requirements in the General Plan.
2. **Meet with City staff.**
 - Once the materials have been reviewed, the project sponsor should meet with the City to determine if any other Master Plans have been created for the subarea.
 - For land controlled by others, those owners are to be invited to participate in the master planning process. The requirements for land not controlled by the applicant are focused on minimum connectivity and adjacencies.
3. **Identify non-buildable land.**
 - For all land within the subarea, the project sponsors should identify and map the general extent of existing and potential future land not buildable because of environmental constraints such as soils, drainage, seismic conditions, endangered species or other factors. This may require reviewing existing technical studies or working with resource agencies.
 - A detailed parcel-by-parcel assessment and major technical studies are not required at this point in the process and the information should be more detailed within the project site than outside of the project site.
 - This analysis should also include consideration of projects within the subarea that are built or in the development pipeline.

PRE-APPLICATION REVIEW STAGE

4. **Identify City-wide transportation network.**
 - Once the major non-buildable land is identified, the project applicant should identify the major transportation network through the entire subarea, if this has not already been created by a previous project or the City.
 - The project sponsor should map this network (which is assumed to be approximately every quarter-mile) and show connections to the project site.

5. **Identify street network and blocks for land controlled by applicant.**
 - The next step is to develop the internal transportation network for the project site. Requirements in the General Plan designations shall be followed to understand the intersection spacing.
 - Connections to existing roadways adjacent to the site should be, wherever feasible, continued into the site and the project should plan for connections to adjacent undeveloped areas. The point of this critical step is to ensure that isolated subdivisions are not created and new neighborhoods, centers and districts connect to one another throughout the City.
 - This process will result in both a transportation network and block pattern within the project site.
6. **Apply General Plan Designations, parks and building types to blocks.**
 - For each block, the project applicant should then apply the allowed General Plan designations and identify the approximate location and amount of various types of parks to be located within the project site. While the General Plan has a map of designations, it is understood that in large, undeveloped areas the designations may change as long as the vision of the General Plan and subareas is met. The policy guidance for each subarea provides a range of designations allowable.
 - As part of this step, the project sponsor should further identify the potential building types by block to more precisely define the form and character of their development.
7. **Identify net development yield.**
 - Using the information in the previous step, the project sponsor should create a block-by-block development program table that calculates the various building types, number of units, non-residential square footage and other site conditions.

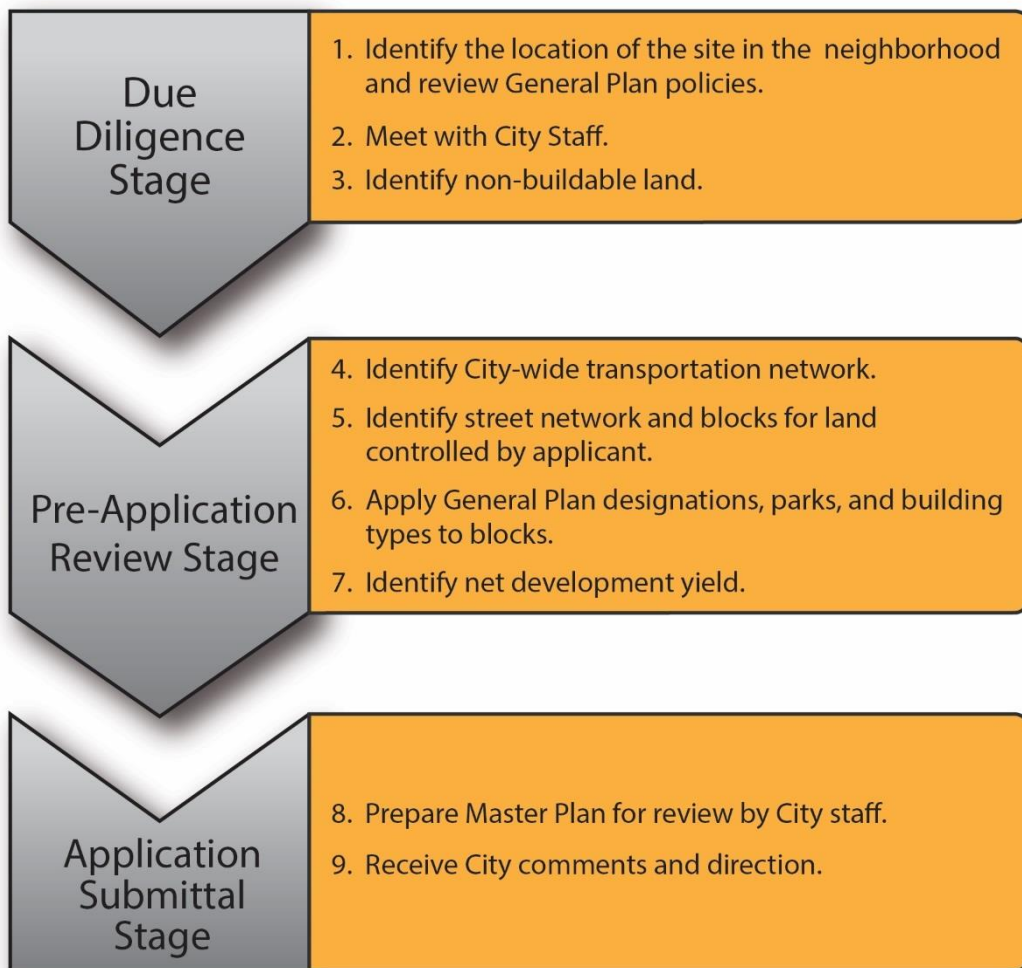
APPLICATION SUBMITTAL STAGE

8. **Prepare Master Plan for review by City staff.**
 - The project sponsor shall prepare a master plan for site review by City staff. The Master Plan should have the following components:
 - Land not controlled by project sponsor:
 - Subarea map with project site identified.
 - Undevelopable land due to environmental or other constraints (generalized if specific data is not available).
 - Existing streets in the subarea.
 - Planned major streets at approximately quarter-mile intervals
 - Existing planned and approved projects in the subarea
 - Land controlled by project sponsor:
 - Site boundary map.
 - Undevelopable land due to environmental or other constraints (must be more detailed than land not controlled by project sponsor).
 - Existing streets in the project site.

- Planned streets and network connections within and external to the project site
- Blocks for development (based on the street network requirements).
- Required park locations, types and acreages.
- Map of General Plan designations applied to blocks (or portions of blocks).
- Map of building types applied to blocks (or portions of blocks).
- Development program table calculating net development yield and the amounts of other uses (such as parks, roads, open space, etc.).

9. Receive City comment and direction.

- Present Master Plan to the City for review and comment. At its discretion, the City may retain an outside consultant such as a “town planner” to provide guidance on compliance with the vision and the policies. Additionally, the Planning Commission or the City Council may provide input or guidance on compliance with the vision and policies.
- Upon receiving direction from the Planning Commission, the applicant may proceed with preparing a subdivision map.



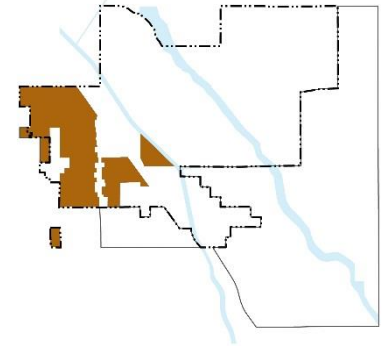
SUBAREA DESCRIPTIONS

For planning purposes, the City of Coachella is divided into 17 unique subareas and every parcel in the City is located in one of these areas. Figure 4-24: General Plan Subareas Map, shows the subareas. The purpose of the subareas is to define an overall vision and specific policy direction that supplements the General Plan Designations and the citywide goals and policies.

SUBAREA 1 – WEST COACHELLA NEIGHBORHOODS

EXISTING CONDITIONS

The West Coachella neighborhoods are located west, south and east of downtown and encompass most of the urbanized area in 2010. The area is predominantly single-family homes but also contains various types of retail uses, apartments, schools and parks. The area was built over a long period with a significant number of homes and retail centers built in the past 20 years. While there are some areas that are highly walkable and built on a traditional street grid, a significant amount of the area is in conventional subdivisions characterized by cul-de-sacs, sound walls and automobile-oriented roadways. The development pattern has resulted in a lack of connectivity, between both residential subdivisions and residential and commercial areas along with a limited amount of parks space.



VISION

The West Coachella Neighborhoods will evolve over time with new development and improvements to existing neighborhoods to create a block and street network that links existing and new development into a coherent town. West Coachella will provide much needed housing that ranges from single-family houses to house-scale multi-family buildings. New development will occur as infill development completes and repairs the neighborhood fabric of West Coachella. The discontinuous street networks are retrofitted to interconnect with all new areas fully connected, providing easy access to shopping and jobs located within adjacent areas. Streets are pedestrian friendly with on-street parking, sidewalks shaded by trees and safe crosswalks.

POLICY DIRECTION

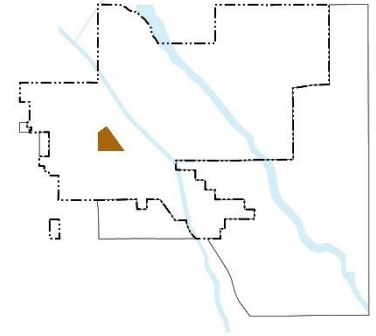
1. Encourage the infill of vacant and underutilized parcels with neighborhood patterns that support walkability, exemplify great urban neighborhoods as described by the General Plan designations and expand the range of housing available.
2. Retrofit existing neighborhoods with a variety of improvements including improved connections to adjacent neighborhoods and commercial districts, pedestrian-friendly streets, parks and open spaces.
3. Pursue the transformation of automobile-oriented strip commercial areas into walkable Neighborhood Centers that are physically connected with the adjacent neighborhoods.
4. Retrofit existing streets to be more pedestrian friendly, including trees, safe crossings, road diets, and traffic calming.
5. Encourage and facilitate the development of new parks and related recreational opportunities.

6. Balance the development of new homes and the preservation of existing residences to realize a dynamic mix of housing vintages.
7. Pursue the creation of new and improved physical connections to Downtown and the Harrison Street corridor from adjacent neighborhoods.

SUBAREA 2 – DOWNTOWN

EXISTING CONDITIONS

The Downtown subarea of Coachella is diverse and dynamic, containing historic homes, shops, and numerous civic uses, housing City Hall, the Post Office, churches, schools and parks. The Downtown is an original railroad town and is laid out in a walkable, small-block pattern west of the railroad tracks. Harrison Street also runs through the Downtown Subarea, providing a variety of new and old commercial uses and a fairly auto-focused transportation system.



VISION

Downtown will continue as the physical, civic and cultural heart of Coachella. As the City grows, new civic uses, cultural facilities, housing and retail will be located in Downtown to enhance its role as the central meeting and gathering place for Coachella residents. Sixth Street, the central spine of Downtown, will continue to evolve as a lively, mixed-use street offering shady walkways, cooling water fountains, outdoor dining and unique shopping. New mixed-use, town-scale buildings that respect the heritage and community values of Coachella will be built to expand the retail, commercial and cultural offerings. The existing residential areas north and south of the central core will evolve over time as existing homes are upgraded and new housing added. As Coachella grows into a large city, the Downtown area will grow, expanding into the area east of the railroad with additional specialty and local-serving retail, civic uses, restaurants, services, arts, and cultural opportunities and diverse employment opportunities (See subarea 3).

POLICY DIRECTION

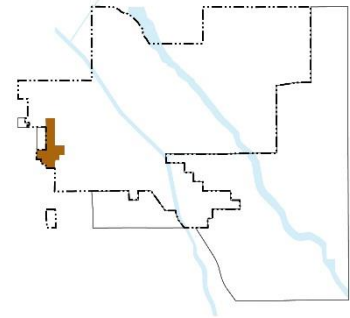
1. Actively facilitate the implementation of the Pueblo Viejo Plan through appropriate new development approvals and targeted public investments.
2. Ensure new development does not conflict with the Pueblo Viejo Plan. If there are inconsistencies between the Pueblo Viejo Plan and this General Plan, the General Plan shall govern.
3. Recognizing that Downtown is the heart of the City, encourage development there.
4. Focus a variety of cultural arts and cultural uses in the Downtown.
5. Improve Sixth Street as the “main street” of Downtown with a pedestrian-oriented environment and a diverse mix of retail and commercial activity.
6. Maintain a strong civic focus and ensure that City Hall remains in the area.
7. Pursue mixed-use development on vacant parcels and create a new gateway to Downtown at the intersection of Sixth Street and Harrison Street.
8. Improve residential neighborhoods adjacent to Downtown by upgrading existing housing and infilling vacant and underutilized parcels with a diverse mix of housing types.
9. Conduct streetscape improvements throughout Downtown to make the area safe and inviting for pedestrians.

10. Develop a plan to provide for the evolution of Downtown and its expansion east across the railroad tracks into an active, livable civic core, appropriate for a large city.
11. Seek to construct multiple, safe connections across the railroad tracks from Downtown to the Downtown Expansion subarea.
12. Work with local and regional transit and transportation agencies to establish a transportation center in Downtown provides for bus and rail transit to the City.
13. Work with State and regional agencies to bring high frequency, regional transit to the Downtown.
14. Allow the re-zoning of certain residential block faces where existing bungalows can be converted to office and/or professional uses.

SUBAREA 3 – VAN BUREN CORRIDOR

EXISTING CONDITIONS

The Van Buren Corridor extends from approximately 50th to 53rd Avenues along Van Buren. Existing uses along the corridor include single-family, retail, schools and vacant land. The Van Buren Corridor is at a key location between Indio, Coachella, and La Quinta and much of the land through the corridor is still available for quality development, providing Coachella with a great opportunity to create a strong neighborhood center and regional shopping district.



VISION

The Van Buren Corridor will transform into a major sub-regional retail destination that will provide a wide variety of goods and services for Coachella residents, as well as neighboring communities. The large format, regional-serving retail will be built in a fashion so it coexists with existing and future neighborhood development in and around the Van Buren Corridor. The new commercial development will promote walkability with a mix of appropriately scaled buildings fronting the streets and large, block-scale buildings throughout. While walkable, the retail area will also provide ample parking for visitors. The commercial development will be connected to the surrounding new and existing residential areas, allowing a high degree of access and balancing the impact of traffic on the community.

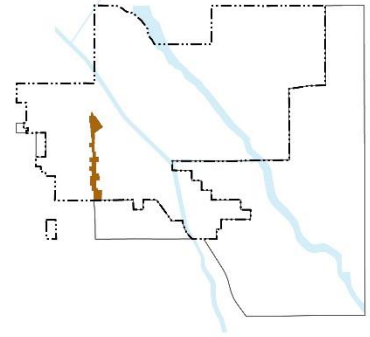
POLICY DIRECTION

1. Pursue a diverse mix of retail and services along the Van Buren Corridor to capitalize on the area's strategic location.
2. Allow large format, auto-oriented retail and commercial uses to locate along the corridor.
3. Ensure appropriate and well-designed transition between retail and commercial development along the corridor and the adjacent residential neighborhoods.
4. Physically connect the development along Van Buren with adjacent areas with frequent streets and pedestrian connections to ensure easy pedestrian, bicycle and automobile access.
5. Require new development include wide sidewalks, trees, pedestrian furniture, safe pedestrian crossings and direct connections to the front entrances of retail and services.

SUBAREA 4 – HARRISON STREET CORRIDOR

EXISTING CONDITIONS

The Harrison Street corridor extends from approximately 54th Avenue north to the intersection of Harrison Street and SR111 (at approximately 49th Avenue). Presently, the corridor is an automobile oriented roadway with shopping centers, large surface parking lots and limited pedestrian facilities.



VISION

Over time, the Harrison Street Corridor will become a pedestrian-oriented mixed-use corridor with a diverse mix of retail, commercial and residential uses. New development will be more urban in design with buildings that frame the street and parking located back of the buildings. While transformed over time, the corridor will continue to serve as a major thoroughfare and a major retail street for the City, focusing on goods and services that meet the daily needs of residents.

POLICY DIRECTION

1. Require new development to follow the vision and design direction presented in the 2011 report titled “Improving Neighborhood Connections along Coachella’s Harrison Street Corridor.” If there are inconsistencies between the report and this General Plan, the General Plan shall govern.
2. Pursue the revitalization of the Harrison Street Corridor as proposed by the Harrison Street Corridor Plan through:

Transforming the Harrison Street Corridor into a pedestrian friendly neighborhood commercial area that is integrated with the Downtown and surrounding neighborhoods.

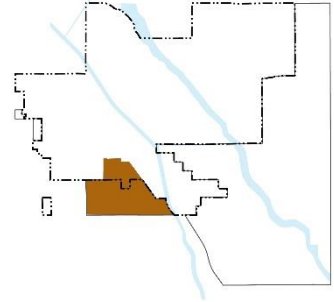
Conducting a series of roadway improvements to Harrison Street that:

- Improve safety for everyone on the street.
 - Reduce vehicle speeds.
 - Reduce unsafe turns in and out of driveways.
 - Reduce crashes.
 - Reduce crash severity.
 - Shorten crosswalk distance to improve pedestrian safety.
 - Improve sidewalks where they are insufficient or missing.
 - Provide space dedicated to bicyclists.
 - Beautify the streets.
3. Creating gateways to the City at Harrison Street and SR111 and at Harrison Street and 54th Avenue. Create a new gateway to the Downtown at Sixth Street.
 4. Allowing mixed use and pedestrian-oriented retail along the corridor.

SUBAREA 5 - AIRPORT DISTRICT

EXISTING CONDITIONS

This area of the City contains a variety of industrial uses, very low density residential development and agricultural uses. Generally bounded by Harrison Street on the west, Airport Boulevard on the south and SR111 on the east, the area has exceptional regional highway and airport access and a significant amount of vacant parcels.



VISION

The Airport District will continue to evolve into one of the primary industrial areas of the City. Proximity to the airport and access to regional highways provides an excellent location for manufacturing, logistics, and agricultural support uses. The area will be built with large buildings, lots and block sizes to accommodate the large areas needed for a variety of industrial activities. Visitor and service retail is allowed along Harrison Street and Grapefruit Boulevard, serving the employees of the District, as well as the traffic traveling these roads.

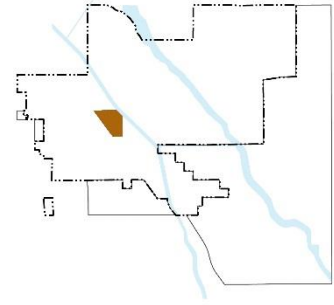
POLICY DIRECTION

1. Encourage the development of a variety of industrial and manufacturing uses within this subarea.
2. Target new uses to this area that take advantage of the proximity to the Jacqueline Cochran Airport.
3. Ensure new development is compliant with airport safety standards and the Airport Land Use Compatibility Plan.
4. Ensure new uses are compatible with, and appropriately transition, from nearby residential and commercial uses and focus objectionable uses near the airport.
5. Allow a variety of retail and commercial activities to locate along SR111 and Harrison Street to take advantage of through traffic along these roadways.
6. Limit heavy industrial to vicinity of Grapefruit Avenue and 54th Street.
7. Prohibit the annexation of additional land adjacent to this subarea into the City limits unless other areas that allow industrial development are significantly built out or unless there is a major industrial development that produces new jobs and economic development opportunities for the City.
8. Final designation mix should be:
 - 70 to 90 percent Industrial District
 - Up to 20 percent Suburban Retail District

SUBAREA 6 - DOWNTOWN EXPANSION

EXISTING CONDITIONS

The Downtown Expansion area is located on the east side of SR111 and the railroad tracks and is bordered by 50th Avenue to the north, Tyler Street to the east and Bagdad Avenue to the South. The area is currently primarily agricultural uses with fields and processing facilities.



VISION

Over time, this area will serve as the expansion of Downtown Coachella and it is envisioned to have a wide diversity of employment and civic uses. The area is envisioned as having small, walkable blocks with office, R&D and supporting retail and services. Multi-family residential uses may be located on the edges of this area and adjacent to existing residential development, such as the area east of Tyler Street. This area would also be an ideal location for a college or university that could benefit from the proximity to Downtown and expected office and R&D uses and an orientation towards walkable, university campus-style development.

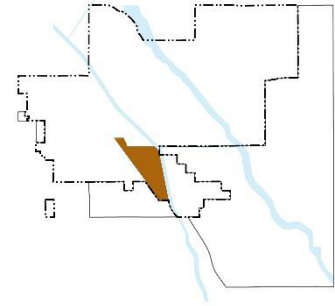
POLICY DIRECTION

2. Design the Downtown Expansion area as a series of walkable blocks (between approximately 300 and 500 feet in length).
3. Pursue a variety of office and R&D uses to anchor the area.
4. Require all new developments are pedestrian-oriented with buildings fronting the street with minimal setbacks and parking located internal to blocks. Prohibit new projects designed in a typical automobile-oriented business-park format.
5. Seek out and recruit a college or university to locate in this subarea.
6. Encourage the creation and incubation of new businesses and research and development operations.
7. Increase connectivity between this subarea and the Downtown subarea with additional pedestrian, bicycle and vehicle connections across SR111 and the railroad tracks.
8. Encourage the creation of a riverfront promenade and park that incorporates the regional Whitewater River multi-use trail.
9. Final designation mix should be:
 - Up to 10 percent General Neighborhood
 - 10 to 50 percent Urban Neighborhood
 - Up to 50 percent Downtown Center
 - 20 to 35 percent Urban Employment Center

SUBAREA 7 – SOUTH EMPLOYMENT DISTRICT

EXISTING CONDITIONS

The South Employment District contains a variety of industrial uses, a significant amount of vacant land, limited single-family residential uses, and a school. The area is bounded by the railroad and SR111 on the west and by the Whitewater River and SR86S on the east.



VISION

This area will transform over time into an employment district that contains a diversity of job-producing uses. Toward the northern end of the subarea, the uses should focus on office and research and development while to the south the uses should be more industrial, warehouse and distribution. The subarea should capitalize on the proximity to the airport and the railroad corridor. Residential development should be allowed in limited locations and in situations that do not interfere with the expansion of jobs and employment uses. Connecting this area over the Union Pacific Railroad and SR86S should be a priority as development occurs.

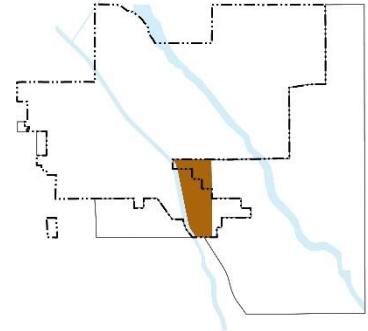
POLICY DIRECTION

1. Require most of the area be developed with employment uses and prohibit the conversion of this subarea to residential uses.
2. Pursue uses that capitalize on the subarea's location adjacent to the railroad and SR86S.
3. Require new industrial development to locate in this subarea (or adjacent subareas 5 and 8) before additional annexation of land into the City limits.
4. The area south of 52nd Avenue, west of Polk, and north of 54th should remain light industrial.
5. Limit heavy industrial to the SR-86 corridor.
6. Discourage significant residential development and only locate new residential uses in ways that do not inhibit the employment generating uses.
7. Allow support retail and services in this subarea that support the employment uses. Such uses would include restaurants, dry cleaners, cafés and small markets.
8. Pursue an auto mall or auto dealers adjacent to SR86S.
9. Final designation mix should be:
 - Up to 15 percent General Neighborhood
 - Up to 10 percent Downtown Center
 - 20 to 80 percent Urban Employment Center
 - 50 to 75 percent Industrial District

SUBAREA 8 – EAST INDUSTRIAL DISTRICT

EXISTING CONDITIONS

The East Industrial District is located east of the Whitewater River, west of Fillmore and between Airport Boulevard and 52nd Avenue. Approximately two-thirds of the subarea is within the City limits and the other one-third is located in the Sphere of Influence. The area is topographically flat and contains agricultural uses.



VISION

This subarea will transform over time into an employment district that contains a variety of industrial and office uses. The area should take advantage of the SR86S that runs along the eastern side of the subarea. Development along 52nd Avenue could also be for retail and office development as this corridor transforms into a major east-west thoroughfare.

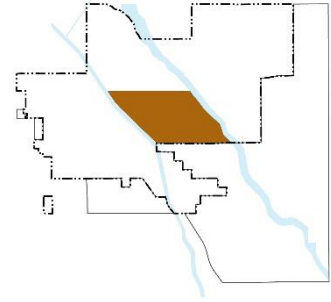
POLICY DIRECTION

1. Require that the majority of land area be developed with employment uses and prohibit the conversion of this subarea to residential development.
2. Encourage uses that take advantage of the area's location adjacent to the railroad and SR86S.
3. Encourage new industrial development to locate in subarea the City limits (or adjacent subareas 5 and 7) before additional annexation of land. However, given the location, this subarea could be completely annexed into the City before 2035.
4. Encourage a collaborative planning effort with the Rancho California Vineyards Specific Plan in Subarea 15 in order to achieve a critical mass of development that will help facilitate the extension of infrastructure to this area of the City.
5. Limit heavy industrial to the SR-86 corridor.
6. Capitalize on the transformation of 52nd Avenue into a major thoroughfare and allow a range of retail, commercial and office uses.
7. Ensure well designed, effective transitions between the employment uses in this subarea and residential uses that are expected to occur in subareas 9 and 15 so as to minimize impacts and encourage connectivity between areas.
8. Encourage support retail and services in this subarea that support employment uses. Such uses would include restaurants, dry cleaners, cafés and small markets.
9. Pursue an auto mall or auto dealers adjacent to SR86S.
10. Final designation mix should be:
 - Up to 10 percent General Neighborhood
 - 30 to 60 percent Urban Employment Center
 - Five to 10 percent Suburban Retail District
 - 50 to 90 percent Industrial District

SUBAREA 9 – CENTRAL COACHELLA NEIGHBORHOODS

EXISTING CONDITIONS

The area is bounded by the Whitewater River on the west and the Coachella Canal on the east, Avenue 52 on the south and Avenue 49 on the north. The area is primarily used for agricultural production, with a combination of cultivated row crops, orchards and natural open space. The area also hosts limited rural homes, including unpermitted informal mobile home parks.



VISION

Central Coachella is a priority expansion area, envisioned as a series of vibrant, sustainable, healthy, walkable, interconnected neighborhoods, each with its own unique character and amenities. Housing is the dominant use of Coachella's neighborhoods – and single family houses the prevalent housing type – but most neighborhoods also include additional amenities that enrich the life of the neighborhood, including neighborhood-scale retail and services, neighborhood parks and playgrounds, schools and other civic facilities. To promote choice, livability and economic viability, multi-family housing is also present in most neighborhoods in modest amounts, designed so as to be integrated into the fabric of the neighborhood. In some cases this will be in house-scale buildings interspersed with houses and in other cases built along cross-town corridors and in mixed-use centers at key crossroads with good access to transit. Multi-family uses will be more often found near neighborhood commercial nodes in order to better promote transit viability. Most neighborhoods should be within walking distance of neighborhood services, a school or park and open space, including regional multi-use trails on the Whitewater River and Coachella Canal. Neighborhoods should emphasize residential living but include non-residential along the edges and at key locations. The public realm will be beautiful and comfortable, with diverse and finely-grained streets, parks and plazas. The street networks will be highly interconnected, providing multiple paths for pedestrians, bicyclists and motorists.

POLICY DIRECTION

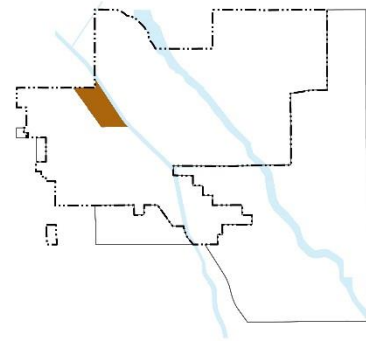
1. As the City grows, prioritize new residential development in this subarea over subareas to the east.
2. Require a variety of neighborhood types throughout the central Coachella Neighborhoods subarea.
3. Ensure neighborhoods are tied together with pedestrian, bicycle and vehicle connections and not treated as separate subdivisions surrounded by sound walls or other barriers.
4. Prohibit gated subdivisions in this subarea.
5. Prohibit sound walls along major thoroughfares.
6. Capitalize on Avenues 50 and 52 as major east-west thoroughfares and promote the development of retail, goods and services along these corridors.
7. Create a diversity of parks and open spaces that are connected by green streets and a multi-use trail network and strive for a majority of residents to be within a quarter-mile walking distance of a park or open space.
8. Locate Neighborhood Centers at major intersections so the majority of residents are within a short walk of retail, goods and services.
9. Allow higher intensity, non-residential uses in the western portion of the subarea in order to complements and support the Downtown and nearby employment centers.

10. Require primary boulevards to be designed, constructed and operated as multi-modal, not wide, auto-oriented arterials.
11. Pursue an auto mall or auto dealers adjacent to SR86S.
12. Final designation mix should be:
 - Up to 35 percent Suburban Neighborhood
 - 40 to 70 percent General Neighborhood
 - Up to 15 percent Urban Neighborhood
 - Five to 15 percent Neighborhood Center
 - Up to 10 percent Suburban Retail District

SUBAREA 10 – NORTH EMPLOYMENT DISTRICT

EXISTING CONDITIONS

The North Employment District is used primarily for agricultural activities, but also includes some industrial and residential uses. The area is bounded by the 50th Avenue on the south, Grapefruit Boulevard and the Union Pacific Railroad on the west, Whitewater River on the east and the city limit on the north. Given its location, regional access to the area is relatively poor with limited roadway access. Additionally, most of the area is Native American tribal land, thus limiting the amount of new development that can be controlled by the City.



VISION

While much of this area is under tribal governance and subject to their land use and development decisions, the North Employment District is intended to become an employment center with industrial and, to a lesser degree, office jobs and residential uses. The North Employment district allows for a mixture of office and light fabrication in a block structure and building fabric compatible with a mixture of urban commercial and residential uses, becoming a jobs center that hosts a wide variety of employment opportunities. Limited residential uses could be near the Whitewater River on the east and multi-family residential is also found on the south of the area, in a mixed-use configuration that supports the Downtown Expansion Subarea with nearby residents.

POLICY DIRECTION

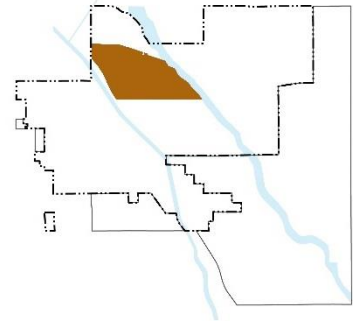
1. Work with the Native American Tribes to develop the area in a way that supports the vision for Coachella and this Subarea.
2. Develop the subarea in a way that supports Downtown by locating more intense and active uses closest to the Downtown Expansion subarea, allowing industrial uses to occur in the northern portion of the subarea.
3. Require the development of pedestrian-appropriate building designs, with loading activities sited behind buildings.
4. Require a mix of retail to provide adequate services for the daytime employment population.
5. Allow residential development adjacent to the Whitewater River.

6. Allow residential development adjacent to the Downtown Expansion Subarea when residential uses are a secondary use in mixed-use buildings.
7. Encourage areas immediately adjacent to the Interstate 10 interchange to develop visitor serving, auto-oriented uses.
8. Allow recycling and wrecking yard uses to continue in the vicinity of 48th and Harrison Street.
9. Final designation mix should be:
 - Up to 10 percent Suburban Neighborhood
 - Up to 15 percent General Neighborhood
 - Up to 10 percent Urban Neighborhood
 - Up to 10 percent Neighborhood Center
 - 20 to 60 percent Urban Employment Center
 - Up to 10 percent Suburban Retail District
 - 20 to 50 percent Industrial District

SUBAREA 11 – COMMERCIAL ENTERTAINMENT DISTRICT

EXISTING CONDITIONS

The Commercial Entertainment District is located at the junction of Interstate 10 and SR86S, an area with exceptional regional accessibility. It is in close proximity to tribal lands and Spotlight 29 Casino. The area is mostly agricultural uses and limited residential and commercial uses.



VISION:

The Commercial Entertainment District will contain much of the new development that attracts visitors to Coachella, including destination retail, hotels and resorts, and entertainment uses. This subarea will capitalize on its location at the junction of Coachella's major freeways, making it easy for people to reach these unique, visitor-serving destinations from other parts of the region. Special attention to design will be paid in the development of the area to ensure that it is visually attractive to motorists traveling the adjacent highways. This is a highly unusual area and it will have special and unique developments in the area. A range of residential densities and building types should be encouraged in this subarea, provided they are designed to integrate with the high intensity commercial uses planned for the area. The subarea must also exhibit strong, fine-grained connections to the surrounding neighborhoods of the subarea and the adjacent subareas, allowing community members easy access to shopping and entertainment.

POLICY DIRECTION

1. Encourage a wide variety of entertainment, commercial and mixed use projects and focus commercial uses in the area west of Tyler and north of Avenue 48.
2. Act with strong discretion when approving projects, seeking unique, destination-oriented and visitor-serving entertainment and retail uses that would be enhanced by the subarea's location and exceptional regional access.
3. Allow resort developments along the eastern edge of the subarea adjacent to the canal.

4. Pursue a large scale destination retail complex (that could include multi-family housing) in this subarea.
5. Require new development buildings and signage visible from Interstate 10 and SR86S to be attractive to passing motorists.
6. Allow a range of hospitality uses including hotels and motels.
7. Work with the tribal government to pursue development of regionally unique entertainment.
8. Allow development of walkable neighborhoods with a mix of housing types within the subarea provided it does not inhibit the primary goal of developing regionally unique retail and entertainment uses and provided such development is connected and integrated with the intense, regional uses.
9. Require new developments to incorporate design features that facilitate pedestrian, bicycle and vehicular connections throughout the subarea.
10. Encourage areas immediately adjacent to the I-10 interchange to develop visitor serving, auto-oriented uses.
11. Require an amendment to portions of the Shadow View Specific Plan in general, conceptual conformance with the site plan concept shown in Figure 3-25. With this modification, and notwithstanding the percentages set forth in Policy Directive No. 12, the remaining components of the Shadow View Specific Plan, as shown on Exhibit 3-4, Land Use Master Plan, of the approved Specific Plan, including the single family residential development, is determined to be consistent with the goals and policies of the Commercial Entertainment District.
12. Consider Urban Neighborhood as a substitute for Regional Commercial so long as the walkable character intended for the subarea is still achieved and so long as the opportunity for viable Regional Retail is not lost.
13. Final designation mix should be:
 - Up to 25 percent Suburban Neighborhood
 - Up to 50 percent General Neighborhood
 - Up to 25 percent Urban Neighborhood
 - Up to 15 percent Neighborhood Center
 - Up to 15 percent Urban Employment Center
 - Up to 15 percent Suburban Retail District
 - 30 to 60 percent Regional Retail District
 - Up to 50 percent Resort

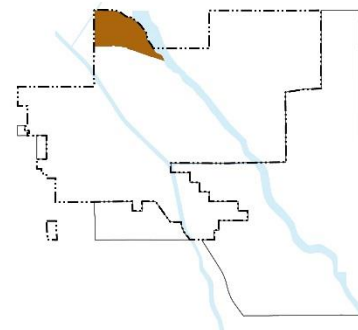
Figure 4-25: Conceptual Amendments to Shadow View Specific Plan



SUBAREA 12 - NORTH DILLON ROAD

EXISTING CONDITIONS

The North Dillon Road Area is largely undeveloped, but does contain some limited residential, recreational and commercial development. The area is adjacent to Interstate 10 and situated with particularly rich and interesting natural amenities. The site has excellent views of the nearby mountains, is adjacent to the Coachella Canal and is adjacent to the San Andreas fault zone. The area is bounded by Interstate 10 to the south, the Coachella Canal to the east and the City limits to the north and west.



VISION

With excellent regional access and unique natural attributes, this area has great entertainment, recreation and service retail potential. The North Dillon Road area is intended to develop as a regional visitor-serving area with uses that complement the regional Commercial Entertainment District to its south. Lodging, entertainment and large-scale service and fueling stations can all be found in this area

along Interstate 10 and the uses are arranged in a highly logical way that builds value and minimizes use incompatibilities.

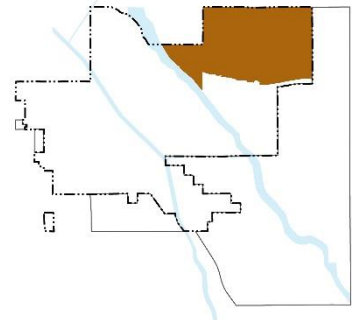
POLICY DIRECTION

1. Seek out and encourage uses that complement the vision of the Commercial Entertainment District and ensure proposed uses do not conflict with those planned for the Commercial Entertainment area.
2. Capitalize on the access to the freeway and seek out and encourage freeway oriented uses, large format retail, truck stops, lodging and regional entertainment and recreational uses that benefit from easy regional access.
3. Work closely with nearby tribes to ensure compatibility of uses with planned development on nearby tribal land.
4. Allow resorts and lower density residential development within this subarea, particularly along the Coachella Canal and the northern edge of the subarea.
5. Consider a range of entertainment uses for this subarea including amphitheaters, sports complexes, golf courses and similar uses.
6. Final designation mix should be:
 - Up to 10 percent Neighborhood Center
 - 15 to 40 percent Suburban Retail District
 - Up to 25 percent Regional Retail District
 - Up to 25 percent Resort

SUBAREA 13 – DESERT LAKES

EXISTING CONDITIONS

Desert Lakes is an environmentally diverse and rich area of the City. It is part of the Mecca Hills that serve as a scenic backdrop to Coachella and is bounded on the south by Interstate 10 and on the west by the San Andreas Fault and Coachella Canal. The area is a very environmentally sensitive and constrained area, with desert washes and 100 year floodplains, active faults and potentially sensitive habitat. Access to the area is very limited.



VISION

As a very sensitive area with limited access and a need for substantial infrastructure investment, this area of the City is envisioned, but not required, to remain undeveloped during the planning horizon of the General Plan. When development does occur, the vision for this area is to have low density resorts, rural residential development and some suburban neighborhoods and suburban retail. Until this is developed, this subarea will contribute to the visual identity and aesthetic beauty of Coachella.

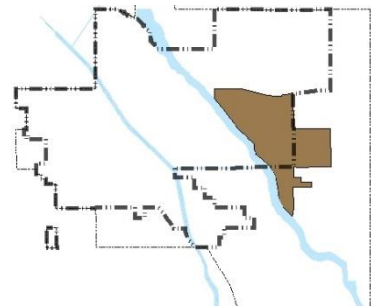
POLICY DIRECTION

1. Maintain Resort and Open Space General Plan designations for this subarea.
2. Facilitate good roadway connectivity to Dillon Road. The network illustrated by Figure 4-1 could be adjusted to account for topography and physical constraints as long as the envisioned connectivity is maintained.
3. Prior to development, prepare a single conceptual Specific Plan for the subarea that establishes a long-term vision, land uses and an implementation program. Separate implementing project-level specific plans may be prepared for individual projects.
4. Minimize grading of the subarea and follow the natural topographic features during the planning and development process.
5. Require that public facilities and services be provided concurrent with the development to ensure a high quality of life for residents.
6. Require rural and clustered development in steeper and topographically constrained areas.
7. Require new developments be designed for, and provided with, adequate public services and infrastructure to be self-sufficient in the event of a large earthquake.
8. Require the primary boulevards to be designed, constructed and operated as multi-modal boulevards, not wide high-speed streets.
9. Limit all resort development to a density of no more than 4 DU/AC.
10. Final designation mix should be:
 - 20 to 30 percent Open Space
 - Up to 25 percent Agricultural Rancho and Open Space
 - Up to 50 percent Rural Rancho
 - Up to 10 percent General Neighborhood
 - Up to 3 percent Suburban Retail District
 - Up to five percent Neighborhood Center
 - Up to 60 percent Resort

SUBAREA 14 – LA ENTRADA

EXISTING CONDITIONS

The La Entrada subarea is an environmentally rich area of the City with rugged topography. It is part of the Mecca Hills that serve as a scenic backdrop of the City and is bounded on the north by Interstate 10 and on the west by the San Andreas Fault and The Coachella Canal. The area is currently undeveloped and access to the subarea is limited.



VISION

La Entrada is envisioned with a diversity of neighborhoods and commercial services. Regional Commercial and Mixed-Use Development will be located in the western portion of the subarea along 50th Avenue that is being realigned to allow for a new interchange with I-10. The subarea will contain a diversity of residential neighborhoods that may include retirement communities and more traditional walkable neighborhoods. The rugged natural topography shall be maintained with lower density

residential and open space. The area will have a well-defined open-space network with multi-use trails connecting neighborhoods, parks and natural open spaces. While some distance from Downtown, La Entrada will be directly connected to Central Coachella, Downtown and West Coachella via Avenues 50 and 52, which are broad four-six-lane boulevards with frequent pedestrian crossings and pleasant tree-lined sidewalks.

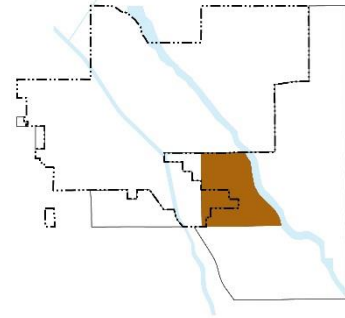
POLICY DIRECTION

1. Prepare and maintain two Specific Plans for the subarea that establish a long-term vision, land uses and an implementation program; one for the La Entrada project and one for the Phillips Ranch project.
2. To the greatest extent feasible, preserve the natural topographic features during the planning and development process.
3. Require public facilities and services be provided concurrent with the development to ensure a high quality of life for residents.
4. Require all new development within this subarea conform to the vision and design parameters of the General Plan Designations.
5. Strive for a high level of connectivity of residents to neighborhood services through site design, open space linkages, and bicycle facilities. Strive for 75 percent of residents (except for the rural residential and resorts) to be within a half-mile walk distance of retail and neighborhood services.
6. Require the 90 percent of residents be within quarter-mile walk distances of a dedicated park, school, or multi-use trail.
7. Require new development be designed as high quality neighborhoods that provide multiple amenities, a beautiful public realm and are consistent with the City's vision for complete neighborhoods.
8. Require rural neighborhoods and clustered development in steeper and topographically constrained areas and use these development types to preserve the significant natural amenities.
9. Require new developments be designed for and provided with adequate public services and infrastructure to be self-sufficient in the event of a large earthquake.
10. Require the primary boulevards to be designed, constructed and operated as multi-modal boulevards, not wide high-speed streets.
11. Follow the block size and connectivity standards for new development found in this General Plan.
12. Require development of grading guidelines and standards as part of a Specific Plan for the Phillips Ranch project.
13. Require clustered single family and multifamily development in less constrained portions of Phillips Ranch, transferring density from areas constrained by seismic, drainage, rights of way, or other conditions based on technical studies. Assumed gross density would be 4 du/acre.
14. Consider annexation as a logical extension of the City boundaries as neighboring properties are annexed and adjacent properties are developed.
15. The final designation mix should be determined through the preparation of Specific Plans.

SUBAREA 15 –COCOPAH AREA

EXISTING CONDITIONS

This area is primarily used for agricultural production, with a combination of cultivated row crops, orchards and natural open space. The area is bounded by the Whitewater River on the west, Fillmore on the east, 52nd Avenue to the north and Airport Avenue to the south. The area is generally flat with a slight increase in elevation toward the east. The majority of the subarea is located outside of the City limits and within the Sphere of Influence.



VISION

This subarea is identified as a long-term urban expansion area that is not expected to develop during the time horizon of the General Plan. Through 2035, uses are envisioned as agriculture and open space. Over the long term, this area may be urbanized with a diversity of residential neighborhoods supported by Neighborhood Centers and Suburban Retail Districts.

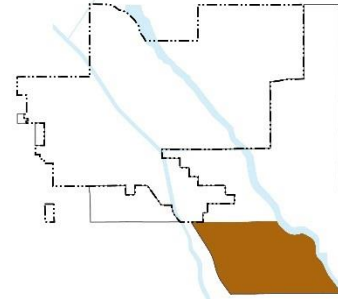
POLICY DIRECTION

1. Prohibit the annexation of new land into the City limits in this subarea unless 60 percent of the land within subareas 9, 11 and 14 are developed with urban uses.
2. Allow the annexation land for public uses such as parks.
3. For areas outside of the City limits, maintain the county's land-use designations until the land is annexed to the City.
4. Prioritize and actively support near and mid-term activities and uses that focus on agriculture and natural open space.
5. When it becomes appropriate to transition to urban uses, require new development be designed as traditional neighborhoods with a mix of housing types and densities, an interconnected street network and access to a diversity of commercial and public uses.
6. Allow resorts in the eastern portion of the subarea and prohibit resort development on the western side or anywhere that resorts could harm network connectivity.
7. Allow rural residential development in the eastern portion of the subarea.
8. Final designation mix should be:
 - Ten to 20 percent Open Space
 - Up to 25 percent Agricultural Rancho
 - Up to 20 percent Rural Rancho
 - Up to 50 percent Suburban Neighborhood
 - Up to 25 percent General Neighborhood
 - Up to five percent Urban Neighborhood
 - Up to five percent Neighborhood Center
 - Up to five percent Suburban Retail District
 - Up to five percent Regional Retail District
 - Up to five percent Industrial District
 - Up to 40 percent Resort

SUBAREA 16 – SOUTH COACHELLA

EXISTING CONDITIONS

This area is primarily used for agricultural production, with a combination of cultivated row crops, orchards and natural open space. The area is bounded by SR86S on the west, the Coachella Canal on the east, Airport Boulevard on the north and 60th Avenue on the south.



VISION

This subarea is identified as long-term urban expansion, not expected to develop during the time horizon of the General Plan. Through 2035, uses are envisioned as agriculture and open space. Over the long term, this area may be urbanized with a diversity of residential neighborhoods supported by Neighborhood Centers and Suburban Retail Districts.

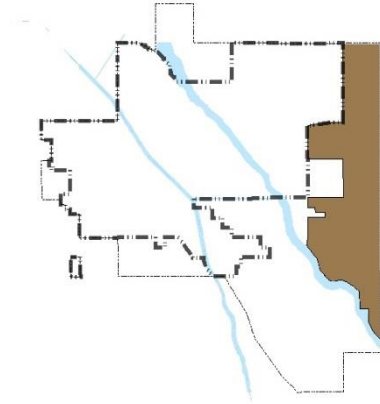
POLICY DIRECTION

1. Prohibit the annexation of new land into the City limits in the subarea unless 60 percent of the land within subareas 9, 11, 14 and 15 are developed with urban uses.
2. For areas outside of the City limits, maintain the county's land use designations until such a time as it is annexed to the City.
3. Prioritize and actively support near and mid-term activities and uses that focus on agriculture and natural open space.
4. When it becomes appropriate to transition to urban uses, require new development be designed as traditional neighborhoods with a mix of housing types and densities, an interconnected street network and access to a diversity of commercial and public uses.
5. Allow resorts in the eastern portion of the subarea and prohibit resort development on the western side or anywhere that resorts could harm network connectivity.
6. Allow rural residential development in the eastern portion of the subarea.
7. Work with the College of the Desert to encourage their growth and expansion to occur adjacent to the Downtown (in subarea 6) as opposed to this area. If the College of the Desert does pursue expansion plans in this subarea, encourage the campus to be located in Subarea 6 as an urban campus rather than an auto-oriented suburban complex.
8. Final designation mix should be:
 - Up to 100 percent Agricultural Rancho
 - Up to 50 percent Rural Rancho
 - Up to 60 percent Suburban Neighborhood
 - Up to 20 percent General Neighborhood
 - Up to five percent Urban Neighborhood
 - Up to five percent Neighborhood Center
 - Up to five percent Suburban Retail District
 - Up to five percent Regional Retail District
 - Up to five percent Industrial District
 - Up to 40 percent Resort

SUBAREA 17 – EASTERN COACHELLA

EXISTING CONDITIONS

The Eastern Coachella area is environmentally diverse and rich. It is part of the Mecca Hills that serve as a scenic backdrop of the City. The area is bounded on the southwest by the San Andreas Fault and Coachella Canal, bisected by Interstate 10. The area is a very environmentally sensitive and constrained area, with desert washes and 100 year floodplains, active faults and sensitive habitat and nearly all of the area has been set aside for conservation. Access to the area is limited due to the topography and location.



VISION

This area of the City should continue to be mostly undeveloped open space that defines the eastern edge of Coachella and provides a beautiful visual backdrop to the City. The urban development that does occur should be rural residential with minimal impact to the natural landscape from roads and homes.

POLICY DIRECTION

1. Investigate and consider the de-annexation of the subarea from the City's jurisdiction since the majority of the land is set aside for conservation or only allows very low density residential development.
2. Limit uses to Rural Residential and passive open space.
3. Prohibit grading to the minimum necessary to construct rural roadways and the allowed Rural Residential development.
4. As feasible, construct multi-use trails along the Coachella Canal either inside, or adjacent to, this subarea.
5. Final designation mix should be:
 - Ten to 40 percent Agricultural Rancho
 - Up to 100 percent Rural Rancho
 - 25 to 100 percent Open Space

GOALS AND POLICIES

Goal 1. Development Regulations. A land development and regulatory system that reinforces the City's desire to grow from a small town to a medium sized city in a sustainable and orderly manner.

Policies

- 1.1 **City limits.** Establish and maintain a city limit for Coachella that allows for a realistic amount of future growth.