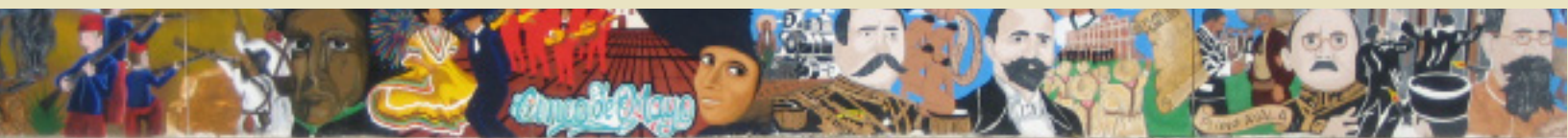




GENERAL PLAN UPDATE

CITY OF COACHELLA, CALIFORNIA

Adopted April 22, 2015



CITY OF COACHELLA GENERAL PLAN UPDATE

Adopted April 22, 2015



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City Staff

Luis Lopez, Development Services Director
Monica Diaz, Permit Technician
David Garcia, City Manager
Bill Pattison, Finance Director
Maritza Martinez, Public Works Director
Jonathan Hoy, City Engineer
Kirk Cloyd, Utilities General Manager
Rosa Montoya, Planning Technician

City Council

Steven Hernandez, Mayor
Betty Sanchez, Councilmember
V. Manuel Pérez, Councilmember
Emmanuel Martinez, Councilmember
Magdalena Zepeda, Councilmember

Planning Commission

Eddie Cedeño
Mario Zamora, Chairman
Yvonne Franco, Vice Chairman
Jason Hernandez
Albert Perez
Atay Ramirez

Acknowledgements

Wellness Advisory Committee Members

Joey Acuna Jr., Desert Recreation District

Barb Adair, Desert Recreation District

Maria Aguirre, Lideres Campesinas

Elizabeth Arce, Inland Congregations United for Change - Esperanza /
Youth Representative

Olga S Betancourt, Coachella Valley Rescue Mission

Noelani Bonlle, Apostolic Assembly of the Faith in Christ Jesus

Karen Borja, Inland Congregations United for Change

Sandra Carroll, Hidden Harvest

Sandra Cardenas, Inland Congregations United for Change

Brett Daniels, Coachella Valley Water District

Britni Edwards, Coachella Valley Housing Coalition

Maria Estrada, Coachella Valley Unified School District

Joe Forgiarini, SunLine Transit Agency

Michael Gialdini, Office of Supervisor John Benoit

Gloria Gomez, Gallilee Center

Carlos Gonzalez, Office of Assemblymember V. Manuel Perez

Blaz Gutierrez, California Rural Legal Assistance

Arturo J Hernandez, First 5 Riverside County

Esther Hernandez, Riverside County Department of Public Health

Jonathan Horton, Coachella Valley Community Trails Alliance

Mark Lardenoit, Walgreens

Claudia Limon, Riverside County Department of Public Health

David Lopez, Coachella Resident

Jacqueline Lopez, Office of Assemblymember V. Manuel Perez

Mariel Lopez, Riverside County Department of Public Health and Spanish
language interpretation and translation throughout the process

Noel Loughrin, Riverside County Fourth District Supervisor John Benoit

Alex Luna, Inland Congregations United for Change

Hector Marin, Inland Congregations United for Change

Acknowledgements

Wellness Advisory Committee Members

Jean Martines, Coachella Resident

Laura Massie, California Rural Legal Assistance

Cristina Mendez, California Rural Legal Assistance

Ashley Mendoza, Inland Congregations United for Change - Esperanza /
Youth Representative

Paul Palodichuk, Palm Springs Cultural Center Certified Farmer's Markets

Silvia Paz, Office of Assemblymember Victor Manuel Perez

Albert Perez, Apostolic Assembly

Anita Petre, Sunline Transit

Christy Porter, Hidden Harvest

Abraham Ramirez, Coachella Resident

Erika Ramirez, Raices Cultura

Christina Ramos, Walgreens

Dr. Raul Ruiz, UC Riverside School of Medicine

Sara T. Resler, Coachella Valley Unified School District

Marco Robles, Cardenas

John Rodriguez, Inland Congregations United for Change

David Saldivar, Augustine Band of Cahuilla Indians

Patrick Swarthout, Imperial Irrigation District

Elizabeth Toledo, The California Endowment

Denise Torres, Coachella Valley High School-Junior

Lupe Torres, Galilee Center

Jeff VanHoy, JFK Memorial Hospital

Jacqueline Vargas, Planned Parenthood

Israel J. Vasquez, Riverside County Department of Public Social Services

Miguel A. Vasquez, Riverside County Department of Public Health

Mike Walsh, Coachella Valley Housing Coalition

Abel Zarate, Center Coachella

Ramona Zarate, New Life Family Worship

Rolando Zavala, Raices Cultura



Consultant Team

Raimi + Associates

Matt Raimi, AICP, LEED AP Principle

Matthew Burris, AICP, LEED AP, Project Manager

Beth Altshuler, Health Specialist

Fehr and Peers

Christopher Gray, AICP

Earth Consultants International

Tania Gonzalez

Sargent Town Planning

David Sargent

Rincon Consultants, Inc

Joe Power

Greg Martin

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01 | INTRODUCTION

SETTING THE STAGE – A MOMENT IN TIME

The City is at the threshold of establishing its new identity, an identity that will be realized during the next growth cycle. With the current economic slowdown, the City must take a breath and consider who and what it wants to be. The last 10 years have been frenetic and chaotic, with the housing boom promising great opportunity to communities, much of which was not realized as boom became bust and the recession set Coachella was not spared the housing bust, experiencing high unemployment, high foreclosure rates and abandoned subdivisions.

During this time of economic uncertainty, California has made great strides in addressing the looming threat of global climate change and energy security, passing landmark legislation that commits the state to reduce its greenhouse gas emissions, become more energy efficient and strive toward more sustainable land use patterns. While these macro trends will affect Coachella, environmental challenges are not limited to global trends. Like many agricultural communities, Coachella faces water quality challenges that could affect the health of its residents. And, like so many other Riverside County communities, Coachella suffers from poor air quality. It is not surprising, then, that public health has moved to the forefront of public consciousness. As this awareness has grown, the role of city planning in affecting public health has also grown as has the demand for healthy, walkable, equitable communities.

These trends have had an enormous impact on Coachella, and present a tremendous opportunity. In the near future, governments will be operating in a state of austerity, with limitations on tax revenue and dependable financial support from the state and federal governments. Coachella's median household income is 41% lower than the state average, its retail sales are 42% lower than the state average and nearly a quarter of its residents are living below the poverty level. The City is in great need of economic development that will provide the community with better paying jobs and more tax revenue. While local economic development can be a mercurial effort that is strongly influenced by larger external market forces, efficiency of infrastructure and land development economics are key fiscal health goals. The City is also picking up the pieces of failed developments, struggling to deal with incomplete subdivisions with incomplete infrastructure. But Coachella is a community of resilient, optimistic people and the City is taking advantage of inexpensive land and state and federal programs to bring new amenities, such as new parks and improved pedestrian infrastructure.

Coachella's resiliency and optimism stem from its social cohesion. Coachella is a tightly knit community, and this characteristic is one of the most valuable resources the City has. The social cohesion has created great community leaders and provides immeasurable benefit. Maintaining this cohesion and sense of identity, ensuring that it is not lost as the City grows, is critically important as this community grows into a bustling city that is three times more populous than it is today.

As the last growth cycle waned, there was much interest in development opportunities in Coachella. While the City's current population is around 40,000, it is likely to be 155,000 by 2035. Including the

land within its sphere of influence area, the City could accommodate over 250,000 people. Further, the population in southeastern Coachella Valley is expected to increase to between 300,000 and 500,000 people within a generation or two. This significant growth creates both challenges as well as tremendous opportunities and possibilities.

As the economy begins to recover, the community has had a period of time to stop and consider its future. Decisions on growth and development made now – decisions about where roads are built, how neighborhoods are designed, and the type of jobs to pursue – will have a lasting impact on the City. These decisions can make Coachella unique and different from its neighbors, charting a new course for the future.

This General Plan is the community's statement of the community's values and its vision for its future. Like the creative, adaptive and resilient people that make up Coachella, this General Plan establishes Coachella to be a unique City within the Valley. Coachella is embracing its roots as a walkable, authentic desert town and, as such, establishes a departure from the conventional, automobile-oriented development patterns have burdened so many California communities. Most of the development in California after World War II was automobile-oriented, with roadway and neighborhood designs that emphasized the efficient operation of the automobile. Such design priorities can be seen in the wide roadways, large block sizes, narrow sidewalks, and large street setbacks of so many communities.

Instead, Coachella has chosen to approach its growth in a people-oriented fashion, calling for vibrant, equitable neighborhoods, human-scale corridors and protection of its natural resources. Coachella desires to move forward, emphasizing community designs that prioritize active transportation modes such as walking and bicycling, encourage social interaction and create traditional neighborhoods. And, it is this approach that puts Coachella on a path to becoming a healthier, more sustainable community.

LOCATION AND PHYSICAL GEOGRAPHY

Coachella is a desert community of approximately 40,000 people located at the eastern end of the Coachella Valley, in Riverside County, California. The City was founded in 1876 and later incorporated in 1946. Coachella is located southeast of the San Geronio Pass, east of the San Jacinto and Santa Rosa Mountains, north of the Salton Sea 68 feet below sea level. Interstate 10 runs the length of the Coachella Valley, connecting the Coachella with nearby cities and the Southern California region. Figure 1-1: Regional Location Map shows Coachella's location within Riverside County.

The current City limits encompass 18,564 acres and the sphere of influence encompasses 14,755 additional acres around the City. Figure 1-2: Jurisdictional Limits Map shows the geographic extent of these various areas.



Figure 1-1: Regional Location Map

ROLE OF THE GENERAL PLAN

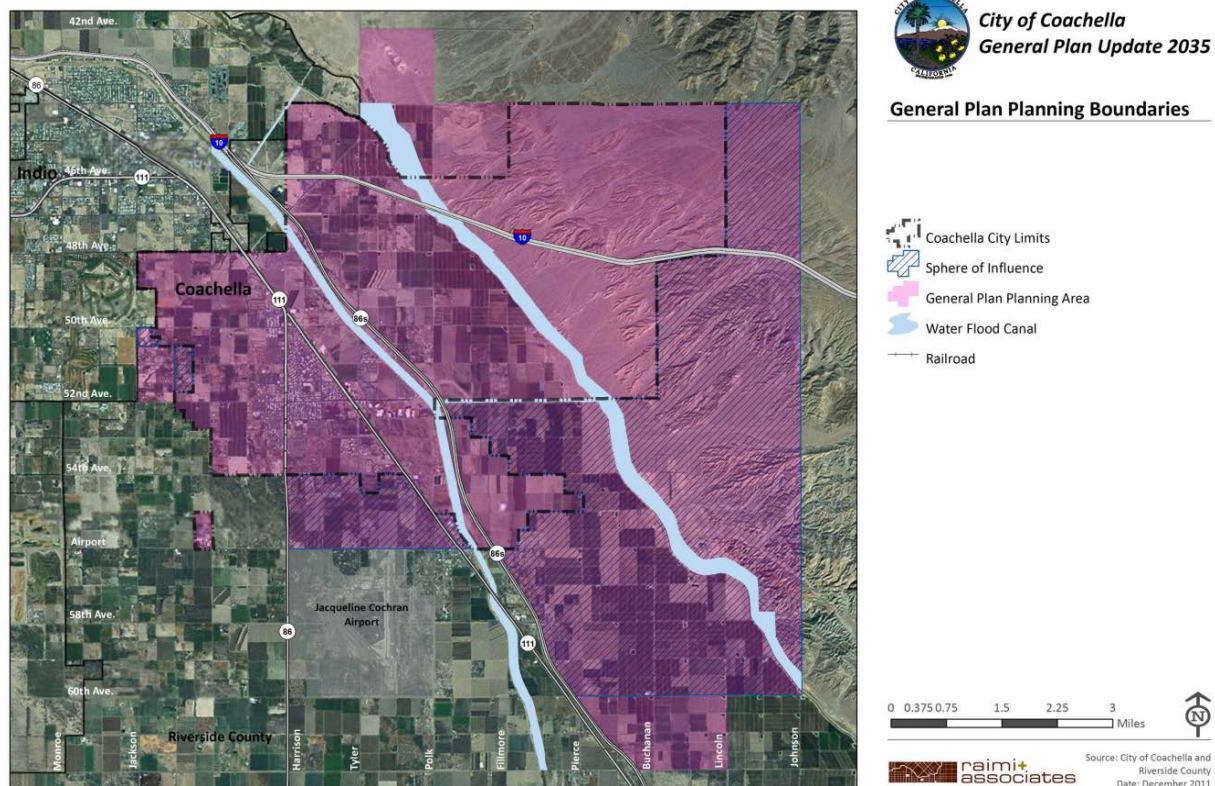
The Coachella General Plan is the primary legal document to guide long-term growth, development and conservation in the City and the Sphere of Influence. The General Plan is the articulation for the City's vision of growth for the next 80-100 years with specific steps to guide development toward that vision between now and 2035. As such, the General Plan identifies the goals, policies and actions that will enable the City to achieve this vision.

Its purpose is:

- To identify long-term goals
- Provide a basis for decision-making
- Provide citizens a forum for input on their community's direction
- Inform citizens, developers, decision-makers, and other cities of the ground rules for development within the City.

Much of its content was developed through a conversation with the community that has taken place over the last five years. The people of Coachella are extremely interested in how the design of the City affects their health and the health of future residents. As such, this General Plan addresses many topics that connect public health and the built environment and the General Plan contains one element, the Health Element, which is dedicated to health. Additionally, it is important to the community and the

Figure 1-1: Jurisdictional Limits Map



City that health topics be integrated within the General Plan, thus, many health-related topics can be found throughout the remainder of the elements. The Land Use Element contains topics on healthy community design and universal access. The Transportation and Circulation Element contains the goals and policies that address active transportation and transportation safety. The Sustainability and Natural Resources Element contains goals and policies on park, trails and the impact of climate change as well as extreme weather. Finally, the Safety Element contains goals and policies on environmental health.

The General Plan also represents current thinking about Smart Growth planning, such as using land use designations that rely on “Place Types” instead of conventional designations that are limited to the use that occupies the land, revitalizing corridors and districts with mixed use development and activity nodes, an emphasis on connectivity and walkability, and preserving and enhancing existing neighborhoods. As Coachella continues to evolve, this General Plan aims to carefully guide the character of its growth and development in order to realize a healthier community.

STATUTORY REQUIREMENTS/AUTHORITY

Legally, the State of California requires that “each planning agency shall prepare and the legislative body of each county and city shall adopt a comprehensive, long-term general plan for the physical development of the county or city.” (Gov’t Code § 65300). Within this general requirement, some aspects of the general plan are tightly prescribed, while others are left to the discretion of individual cities or counties. In sum, the general plan:

- Must set forth a “statement of development policies” that includes “objectives, principles, standards, and plan proposals,” and must include seven mandatory elements – land use, circulation, housing, conservation, open space, noise and safety – as well as any optional elements the City chooses. (Gov’t Code § 65302).
- Must be an “internally consistent and compatible statements of policies.” (Gov’t Code § 65300.5).
- “. . . may include any other subjects which, in the judgment of the legislative body, relate to the physical development of the county or city.” (Gov’t Code § 65303).
- Should “accommodate local conditions and circumstances” (Gov’t Code § 65300.7)
- “. . . may be adopted in any format deemed appropriate or convenient by the legislative body, including the combining of elements,” provided it meets other minimum requirements (Gov’t Code § 65301).

This General Plan meets the above legal requirements and also introduces some discretionary elements the City has deemed appropriate (i.e. the Infrastructure and Public Services, Health and Wellness Element, as well as discretionary sections of elements such as the Green Building and Climate Change sections of the Sustainability and Natural Environment Element).

APPLICABILITY

This General Plan applies to all property within the existing City limits and the adopted Coachella Sphere of Influence (Figure O-2) This plan will be administered by the Coachella Community Development Department, the Coachella Planning Commission and the Coachella City Council according to the procedures and requirements set forth in the Municipal Code.

MAINTENANCE AND UPDATE OF PLAN

The General Plan will be implemented over an extended period of time (20+ years, with a time horizon of 2035). During this time, the long-range planning efforts for Coachella will continue using the goals and objectives as a guide. However, the General Plan is a living document, and presents the outcomes desired by the community based on their current goals and local conditions. As the City grows and changes, it may become necessary to amend specific policies and implementation actions as economic and demographic conditions change while new ideas about growth and conservation are formed. In fact, state law encourages annual reviews of implementation actions and recommends that the entire General Plan be thoroughly reviewed every five years to ensure it is still consistent with the community's goals.

Any part of a general plan may be amended to accommodate changing conditions. Property owners, the Planning Commission, the City Council, or City staff may propose amendments. Proposed changes must be reviewed by the Planning Commission and the City Council at public hearings and the potential of environmental difficulties must be evaluated in accordance with the California Environmental Quality Act.

PLAN ORGANIZATION

The General Plan is organized into the following chapters:

INTRODUCTION

The Introduction provides a summary of the impetus for the update of the General Plan, including a brief synopsis of the trends facing the City. This section of the General Plan also describes the role of the General Plan in Coachella, how it is intended to be used and administered and an overview of the Plan.

VISION AND GUIDING PRINCIPLES

The Vision establishes the ideal city Coachella is striving to become. The Vision is long term in nature and is intended to be reached over the course of one or two generations of thoughtful growth and development. This chapter of the General Plan also includes Guiding Principles that help explain the nature of new development that is sought within Coachella. It is expected that the Vision will help guide decisions about community growth as new development and updates of the City's various plans and ordinances are considered.

EXISTING CONDITIONS

The Existing Conditions section provides an overview of the physical, social and economic conditions at the time the General Plan was developed. Descriptions of the City's various resources and conditions are summarized for the relevance to the topics addressed in the various elements of the General Plan and includes the City's history, natural environment, regional geology and natural hazards, agriculture, water resources, health conditions, circulation network and demographics.

TOPICAL ELEMENTS

This General Plan is comprised of the state-mandated elements, an additional element addressing community health, and the previously prepared and adopted Housing Element. These elements serve as chapters that address related topics and issues. The General Plan contains the following elements:

- **LAND USE + COMMUNITY CHARACTER**

This element presents the approach to land use and urban design. Within this element are the General Plan land use designations, the designation map along with goals and policies that indicate the community's preferences and priorities for the character and performance of new development.

- **MOBILITY**

This element presents the approach to transportation, addressing access and mobility within Coachella. Included in this element are descriptions of street types, the circulation network map as well as goals and policies addressing existing and future transportation facilities in Coachella.

- **COMMUNITY HEALTH + WELLNESS**

This element presents the community's priorities for realizing a healthy community. It includes goals and policies that address existing community health concerns as well approaches to managing new development to prevent future health issues.

- **SUSTAINABILITY + THE NATURAL ENVIRONMENT**

This element presents the community's approach for dealing with open space, conservation of natural resources, pollution prevention, climate change and green design.

- **SAFETY**

This element contains the community's approach in reducing the potential risk of death, injuries and property damage resulting from natural disasters and hazards such as earthquakes, floods, fire and extreme weather. The element contains goals and policies that will help guide the City's decisions related to new development and the risks to the health, safety, and welfare of local hazards.

- **INFRASTRUCTURE + PUBLIC SERVICES**

This element presents the community's intent for the development of its water, wastewater, stormwater, and energy networks. The element also includes goals and policies that address the provision of public services such as police, fire and education.

- **NOISE**

This element addresses the approach for minimizing the community's exposure to harmful noise levels. The element analyzes and quantifies future noise levels. It includes a map summarizing the results, and presents goals and policies for managing exposure to excessive noise.

- **HOUSING**

The City's Housing Element was prepared before the General Plan update and is undergoing a separate update process. The current Housing Element will remain a component of the City's General Plan until the Housing Element update process is complete, at which the updated Housing Element will be adopted by the City and become a part of this General Plan.

IMPLEMENTATION

The General Plan provides a vision for the future of Coachella and guidance about how to attain that future. City staff, the city council, the planning commission, and other boards and commissions, as part of their duties to the City, will carry out the goals and policies of the plan. Plan implementation will be achieved through the adoption, implementation and revision of the municipal code, annual budget, capital improvements program, and through on-going decisions about development proposals. Indeed, all City programs, policies and actions must and will be made consistent with this General Plan to meet state requirements.

To assist with the effort of implementing this General Plan, the final chapter, Implementation, provides a list of actions that the City will undertake to carry out the vision. Each action includes a description, a level of priority, a timeframe for accomplishing the tasks the responsible parties for each action, and a list of relevant goals implemented by the action.

Community members, neighborhood groups and local organizations are encouraged to get involved in the on-going planning efforts of the City and to participate in the implementation of the General Plan. By active, thoughtful involvement, City residents can be part of the process of shaping and growing Coachella to make it an even more active, prosperous and welcoming city than it is today.

ELEMENT STRUCTURE

Each new element of the General Plan (not including the existing Housing Element) is organized with the following sections:

- **Introduction.** Each element has a summary introducing the element's purpose and intent, describing the community's desired future outcomes on the topics covered by that element.
- **Our Community's Goals.** Following each element vision is a summary of the topics covered, providing quick reference and easy understanding of the community's plan for achieving its vision for the future.
- **Goals and Policies.** Each element contains a series of goals and policies responding to the key opportunities and issues associated with achieving the community's vision, and are intended to provide clear direction in how the City will implement the overall vision of this plan.

The policies in this General Plan use language that reflects the following principles:

- **Mandatory** – Certain policies are critical and must be implemented. Thus, compliance with the policy or action is mandatory. Language used to describe this intent includes require, prohibit, conduct, maintain and implement.
- **Advisory** – Many policies are strongly encouraged by the City but total implementation may not be possible for a variety of reasons, thus compliance is not mandatory. Language used to describe this intent includes encourage, consider, explore, allow, discourage and promote.

COMMUNITY HEALTH AND WELLNESS ELEMENT PUBLIC ENGAGEMENT PROCESS

Health is a critical value for the Coachella community. Coachella residents define health very broadly to include physical, mental, emotional, social, and spiritual health. Accordingly, residents expressed a desire for the City's General Plan update to integrate and highlight community health as a key value central to the City.

Through a generous grant from the California Endowment and the dedicated efforts of the local community based organizations, the Riverside County Public Health Department, local businesses, community members, and City Staff, the community dedicated their time to be part of a rich participatory planning process to help guide the creation of the Community Health and Wellness Element (Health Element). The process unified numerous groups around the common goal of improving health, equity and quality of life in Coachella. This process combined qualitative and quantitative research to understand Coachella's health issues and opportunities and to set policy priorities.

To understand numerous different aspects of the community's health, the general plan update team conducted numerous stakeholder interviews, produced an existing health conditions report, used a community outreach toolkit to conduct focus groups with special population groups, and hosted public community workshops.

Additionally, this process would not have been possible without the Wellness Advisory Committee (WAC). The WAC members met seven times between July 2011 and March 2013 to provide feedback to the City on policy and to support community outreach efforts. With the help of the WAC, the City hosted three energetic, well attended, and productive Fiestas de la Salud (or Community Health and Wellness Element public workshops).



Figure 1-3: Health Element Public Engagement Summary

While the Health Element was the centerpiece of this process, the input collected informed the direction of some of the more traditional general plan topics. The Health Element process input informed the entire element as well as the development of goals and policies throughout other elements.



Throughout the general plan, the icon to the left appears next to goals and policies that came directly from the Health Element community process. Numerous other goals, policies and actions in this plan did not come from the Health Element process, but will likely have indirect health benefits to the community over time. While the supportive goals and policies are potentially beneficial to the overall health and wellness of the community, this icon is used strictly for identifying results of the Health Element process.

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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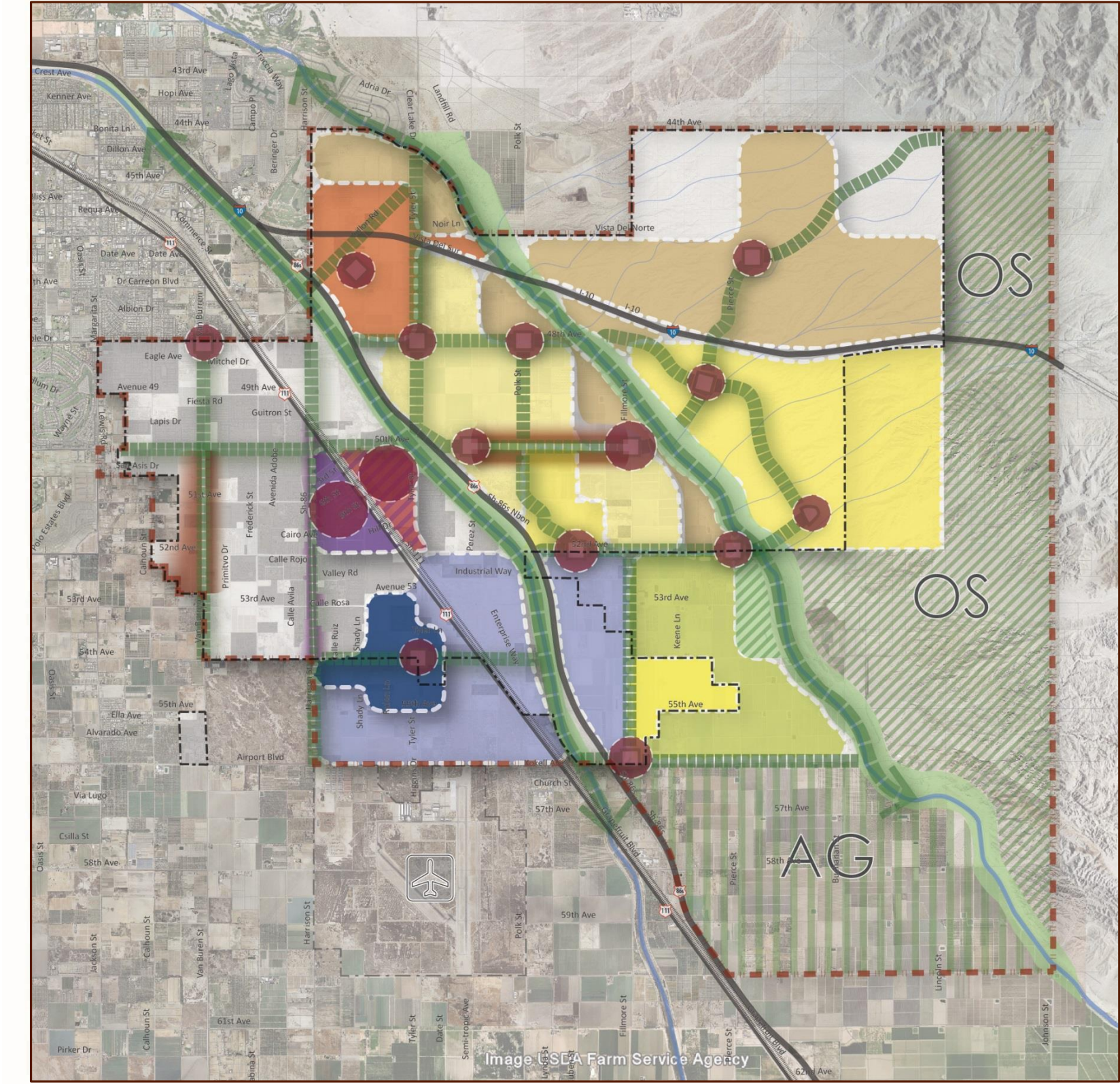


Figure 2-1: Vision Map

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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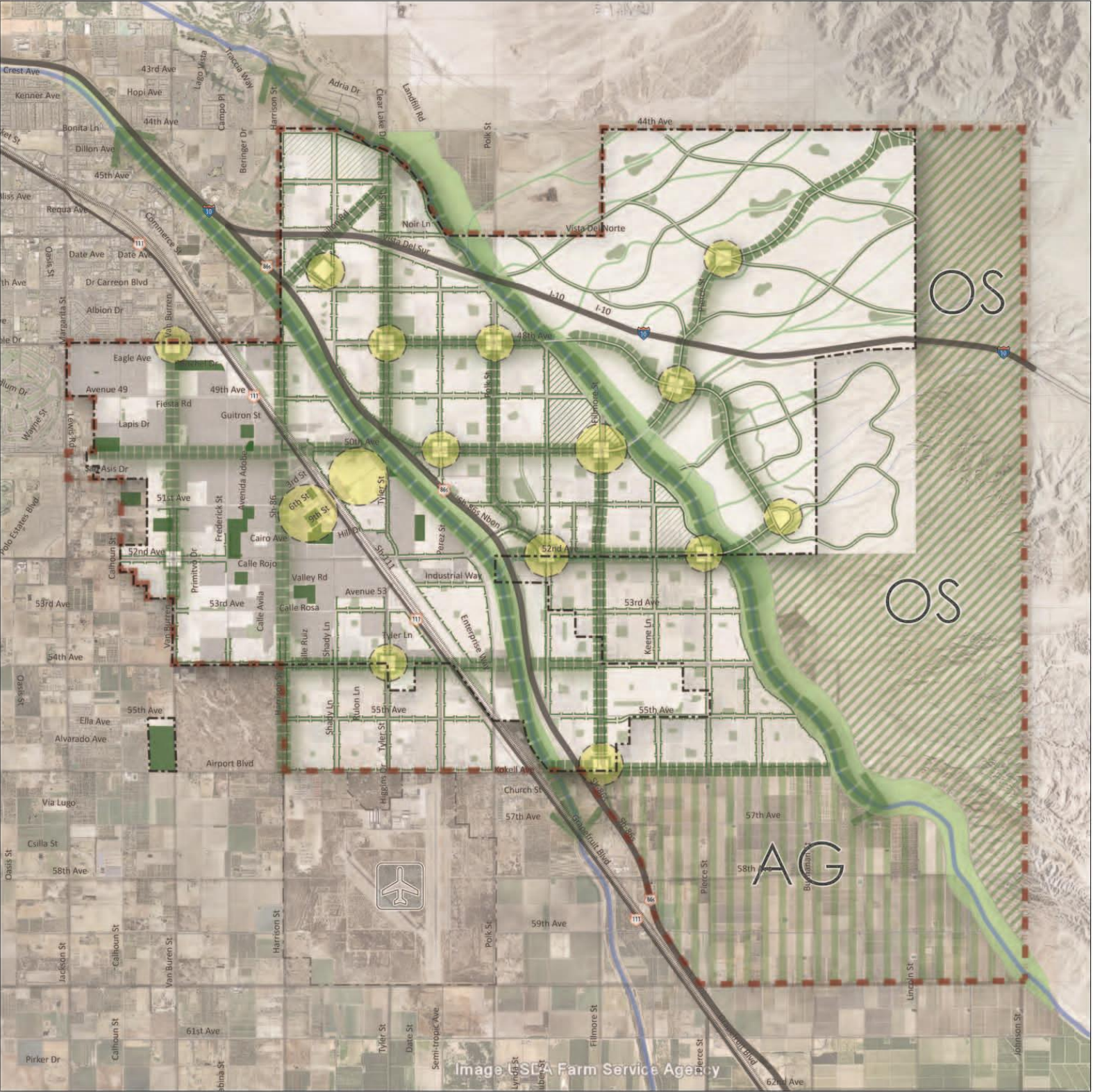
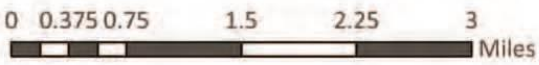


Figure 2-2: Open Space Network Vision

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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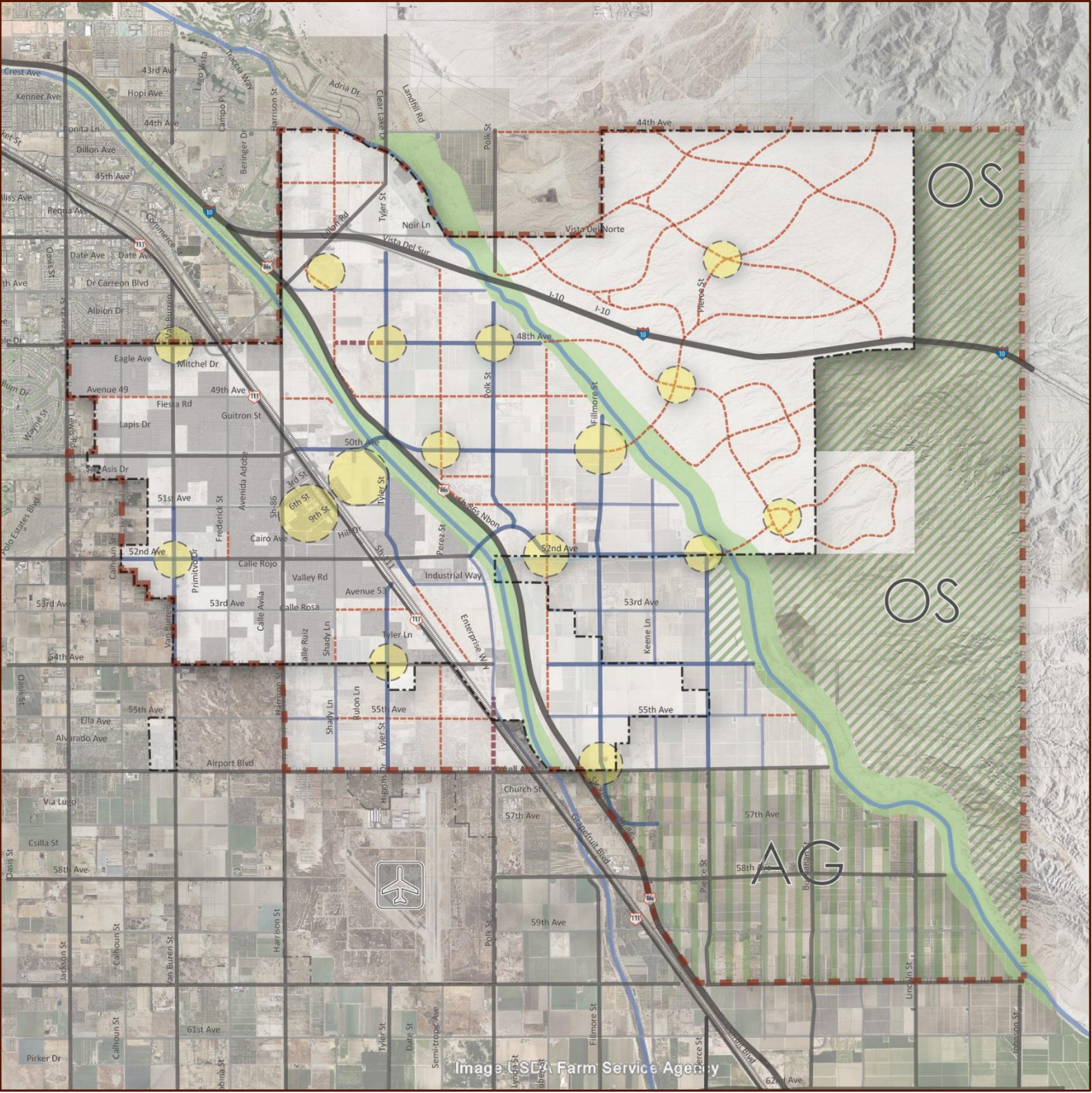


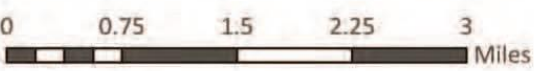
Figure 2-3: Road Network Vision

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.

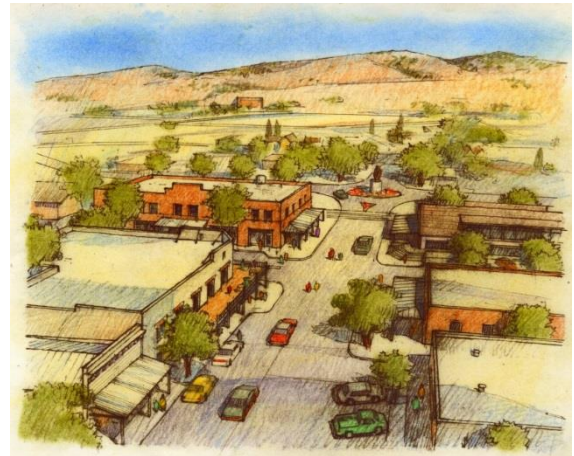


Figure 2-4: Walkable neighborhoods that preserve City's history also support active lifestyles for existing and new residents.

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 2-5: 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.

03 | EXISTING CONDITIONS

HISTORY OF COACHELLA

Coachella is a desert community of approximately 40,000 people located at the eastern end of the Coachella Valley, in Riverside County, California. The City was founded in 1876 and later incorporated in 1946. Before the settlement of the Coachella Valley by Europeans, the Valley was home to the Agua Caliente band of Cahuilla Indians. The Cahuilla Indians are the first known human inhabitants of the Coachella Valley. The Cahuilla were hunters and gatherers, generally divided into three groups based on their geographic setting: the Pass Cahuilla of the Beaumont/Banning area; the Mountain Cahuilla of the San Jacinto and Santa Rosa Mountains; and the Desert Cahuilla from the Coachella Valley, as far south as the Salton Sea. Varying clan groups of the Desert Cahuilla had many villages throughout the Coachella Valley. Planted crops, as well as hunting and gathering, was identified as the primary way of life for the Cahuilla. Before European contact, population for the Cahuillas ranged from 3,600 to as high as 10,000. Due to European diseases, such as smallpox, the Cahuilla population was decimated during the 19th century. The first official United States land survey in Southern California in the mid-1850's noted eight Indian villages or Indian rancherias within, or just outside, the present boundaries of Coachella, presumably occupied by the Desert Cahuilla people.



Figure 3-1: Coachella circa 1949.

A number of roads and trails were observed crisscrossing the planning area, connecting the villages and rancherias to one another. Two of these roads and trails, both traversing through the planning area in a northwest-southeast direction, appear to have been the main thoroughfare for traffic in the vicinity. One road passed through the planning area in the southwestern corner while the other was recorded along the Whitewater River/Coachella Valley Stormwater Channel bed, running directly through the

center of the planning area. These two main roads were considered to be two branches of the ancient Cocomaricopa Trail.

With the discovery of gold in California in 1848, the first wave of non-Native American immigrants began arriving in California. In 1862, this ancient Cocomaricopa Trail was “rediscovered” by William David Bradshaw, and soon became known as Bradshaw Trail as he transformed the route into Riverside County’s first road. A stagecoach was put into service adjacent to this trail as gold miners and settlers began arriving in the Valley via the Trail.

In 1866, development of the Southern Pacific Coachella Valley railroad brought waves settlers to the Coachella Valley, and a series of new communities sprang up along the tracks. Once the Southern Pacific Railroad route connecting the desert and Los Angeles was completed in 1877, the Valley’s population began to expand more rapidly. By the early 20th century, Euroamerican settlements had replaced the Indian villages and rancherias to become the prevailing cultural landscape in the area.

In the 1920s and 1930s, U.S. Highways 99 and 60-70 were completed, further facilitating travel, migration and economic growth in the Valley’s primary economic sectors for tourism and agriculture. Palm Springs and neighboring cities became a major destination for Hollywood celebrities and other vacationers during the years before World War II. The Valley’s population continued to grow during the war as troops from nearby training centers came to Palm Springs and other cities looking for relaxation and entertainment.

The highways, combined with major irrigation projects that brought water from the Colorado River, have supported a prosperous agricultural sector. By the 1940s, the planning area showed significant growth in population and agriculture. The cities of Coachella and Indio, and the unincorporated areas of Mecca and Thermal became known for niche crops such as dates, grapes, lemons, oranges, avocados, figs, persimmons and even mangos. The fast-growing date palm industry in the Coachella Valley had become the main agricultural staple in the region. Since the late 1940s, the Coachella Canal has served as the main water supply for residents of the Coachella Valley.

The completion of the Coachella Canal had a dramatic impact on the growth of the Coachella Valley, taking place in the western portion of the City south of the Coachella Canal, while the eastern portion, north of the canal, essentially remained untouched by civilization.

DEMOGRAPHICS AND ECONOMIC CONDITIONS

POPULATION AND POPULATION GROWTH

While Coachella has been a small town since its inception, its population has grown very quickly. Between 2005 and 2010, the City’s population increased by nearly one-third, jumping from 30,879 to 40,704 in only five years. And, the City’s population is expected to continue to grow at a high rate for the foreseeable future. The Southern California Association of Governments 2012 Regional Transportation Plan estimates that Coachella could grow to 70,200 by 2020 and 128,700 by 2035. This is a massive amount of growth that the City must be prepared to accommodate.

HOUSING UNITS

In 2010, 40,704 people lived in the City of Coachella's 8,998 occupied housing units. On average, 4.51 persons were living within each occupied housing unit. As compared to the statewide (2.96) and countywide averages (3.2), Coachella had more persons living within each occupied unit. Further, the average number living in mobile homes was 5.8 persons in 2007.¹

Table 3-1: Housing Occupancy²

HOUSING OCCUPANCY	OCCUPIED UNITS	% OF OCCUPIED UNITS	POPULATION	PERSONS PER OCCUPIED UNIT
OWNER-OCCUPIED	5,586	62.1	25,519	4.57
RENTER-OCCUPIED	3,412	37.9	15,127	4.43

In Coachella, 62.1% of the housing units were owner-occupied and 37.9% were renter-occupied in 2010, and 21.7% of homes are in multi-family structures. As compared to California as a whole, this was a higher proportion of owner-occupied units (56%) and lower proportion of renters (44%). Riverside County had 67% owner-occupied units and 33% renter-occupied units.

HOUSING TENURE

In Coachella, 62.1% of the housing units were owner-occupied and 37.9% were renter-occupied in 2010, and 21.7% of homes are in multi-family structures. As compared to California as a whole, this was a higher proportion of owner-occupied units (56%) and lower proportion of renters (44%). Riverside County had 67% owner-occupied units and 33% renter-occupied units.

JOBS-HOUSING BALANCE

The jobs-housing ratio is a basic tool to measure whether the number of jobs and housing units within a community are roughly equivalent. In Coachella, the jobs-housing ratio was 0.65 (5,831 jobs ÷ 8,998 housing units) in 2010. The recommended standard for jobs-housing unit ratios is based on the assumption the average number of workers per household is approximately 1.5. As such, the Coachella jobs-housing ratio is significantly lower than the recommended standard, indicating the area is job-poor, requiring many of workers to travel outside the jurisdiction to find employment.

NUMBER AND TYPE OF JOBS

In 2010, there were 5,831 jobs in Coachella, 11% below the 2007 total of 6,593. The total included salary and wage jobs held by business owners and self-employed individuals. For particular sectors,

¹ A 2007 Poder Popular report.

² U.S. Census Bureau (2011). 2010 Census Summary File 1— California).

total manufacturing jobs numbered 208, construction accounted for 245, retail trade jobs numbered 867 and professional and management accounted for 555 jobs.³

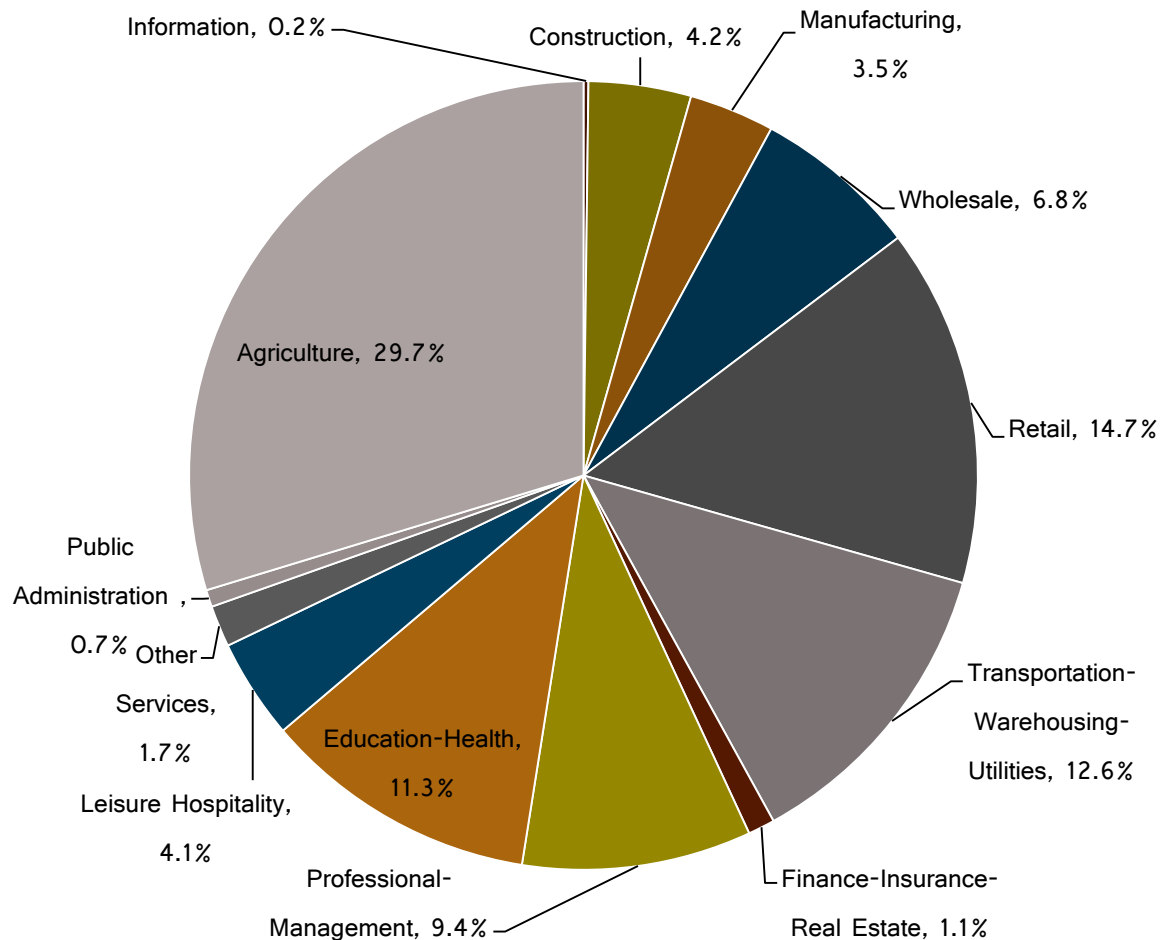


Figure 3-2: Jobs by Sector in 2010⁴

UNEMPLOYMENT RATE

In March 2012, the unemployment rate in Coachella was higher than neighboring communities and county and statewide averages. The California Employment Development Department reported the unemployment rate in Coachella was 20%, higher than the California unemployment rate (11%) and the Riverside County rate (12.7%). Table 3-2 shows the unemployment for cities in the Coachella Valley, Riverside County and statewide in March 2012. Between 2006 (before the recession) and 2012, the

³ Southern California Association of Governments, (2011). Profile of the City of Coachella. Available at <http://www.scag.ca.gov/resources/pdfs/2011LP/Riverside/Coachella.pdf>.

⁴ Southern California Association of Governments, (2011). Profile of the City of Coachella. Available at <http://www.scag.ca.gov/resources/pdfs/2011LP/Riverside/Coachella.pdf>.

unemployment rate in Coachella rose 169%, increasing from 8% to 20%. Similarly in Riverside County over the same period, the unemployment rate increased 169%, from 5% to 12.7%.⁵

Table 3-2: Unemployment Rates in March 2012⁶

REGION	UNEMPLOYMENT RATE MARCH 2012
COACHELLA	20.0%
INDIO	13.8%
PALM DESERT	7.6%
RIVERSIDE COUNTY	12.7%
CALIFORNIA	11.0%

POVERTY RATES

According to the American Community Estimates (2008-2010), approximately 24% of the households in the City had income below the Federal poverty level during the last 12 months. This was significantly higher than the countywide (13%) and statewide (14%) averages. Further, 28% of the households earned incomes less than \$25,000 per year and 51% of households earned less than \$50,000 per year.

SENATE BILL 244

Senate Bill 244 (SB 244) requires procedural steps to be taken that ensure the identification, consideration, and protection of disadvantaged communities to be included in the general plans. Disadvantaged community settlements occur where a majority of residents have less income and higher density living have also been found to have insufficient infrastructure. According to SB 244 sufficient infrastructure in community developments includes sidewalks, safe drinking water, and adequate waste processing. Lack of these basic necessities negatively impact residents' health, safety, and quality of life as well as generate inequities in the larger economic market. Additionally, continuous lack of infrastructure investments increases the equality gap and further impairs the quality of life of residents living in disadvantaged communities. These disadvantages not only create hardship for residents, but can weaken the social and economic health of the City, Sphere of Influence, and region where disadvantaged communities are present.

In response to adjust reduce inequalities and protect disadvantaged communities from such hardship, SB 244 has set in place criteria to identify the location of disadvantaged communities, and assess gaps in infrastructure. Through local governments and local agency formation commissions (LAFCOs), establishment criteria are used to site communities, and work with counties and cities to comply with SB244.

⁵ Bureau of Labor Statistics. (2012). Local Area Unemployment Statistics. Available at <http://data.bls.gov/cgi-bin/dsrv>.

⁶ California Employment Development Department (2012). Labor Market Information. Available at <http://www.labormarketinfo.edd.ca.gov/>.

City and counties are also required to follow procedures to identify island, fringe, or disadvantaged communities, assess infrastructure needs of each community, and outline potential funding mechanisms to address infrastructure improvements in these communities. These requirements are to be included in the land use element of a general plan update, in conjunction with adoption of the city's housing element.

DISADVANTAGED COMMUNITIES

According to SB 244 a disadvantaged community meets the following criteria:

- 1) Housing contains 10 or more dwelling units in close proximity to one another;
- 2) Community is either within a city SOI, is an island within a city boundary, or is geographically isolated and has existed for more than 50 years; and
- 3) The median household income is 80 percent or less than the statewide median household income.

Within the City of Coachella and its Sphere of Influence, there are five communities that are considered to be disadvantaged communities under SB 244: Shady Lane, Cocopah, Thermal, Fillmore, and Vista Santa Rosa. Following are brief descriptions of these communities. Figure 3-3, shows there location within the Planning Area. Table 3-3 shows the infrastructure needs in each of the five disadvantaged communities in Coachella

1. ***Shady Lane.*** This community has water and sewer available nearby on 54th street. Water wells in this area have a high mineral content, and there is no stormwater management infrastructure in the Shady Lane community. Additionally, this neighborhood is so dense that septic is no longer viable and it needs to be connected to the wastewater treatment system.
2. ***Cocopah.*** The nearest water and sewer facilities are between one and two miles away from the community. The water quality is adequate and is supplied through private wells. Septic capacity and quality is considered adequate, as the community is low in density, and low in overall wastewater demand. In addition, there are current plans for water and sewer infrastructure improvements upon development of the La Entrada Specific Plan.
3. ***Thermal.*** Thermal does not have storm drain facilities. This area is included in the Coachella Valley Water District and receives water and wastewater sewer through the district.
4. ***Fillmore Street.*** This community has adequate well and septic facilities due to low density and low treatment demand. Like the rest of the City, there are no stormwater facilities in the area.
5. ***Vista Santa Rosa.*** Water wells in this community are depleted. There is also no sewer or storm drain infrastructure. However, septic treatment is adequate.

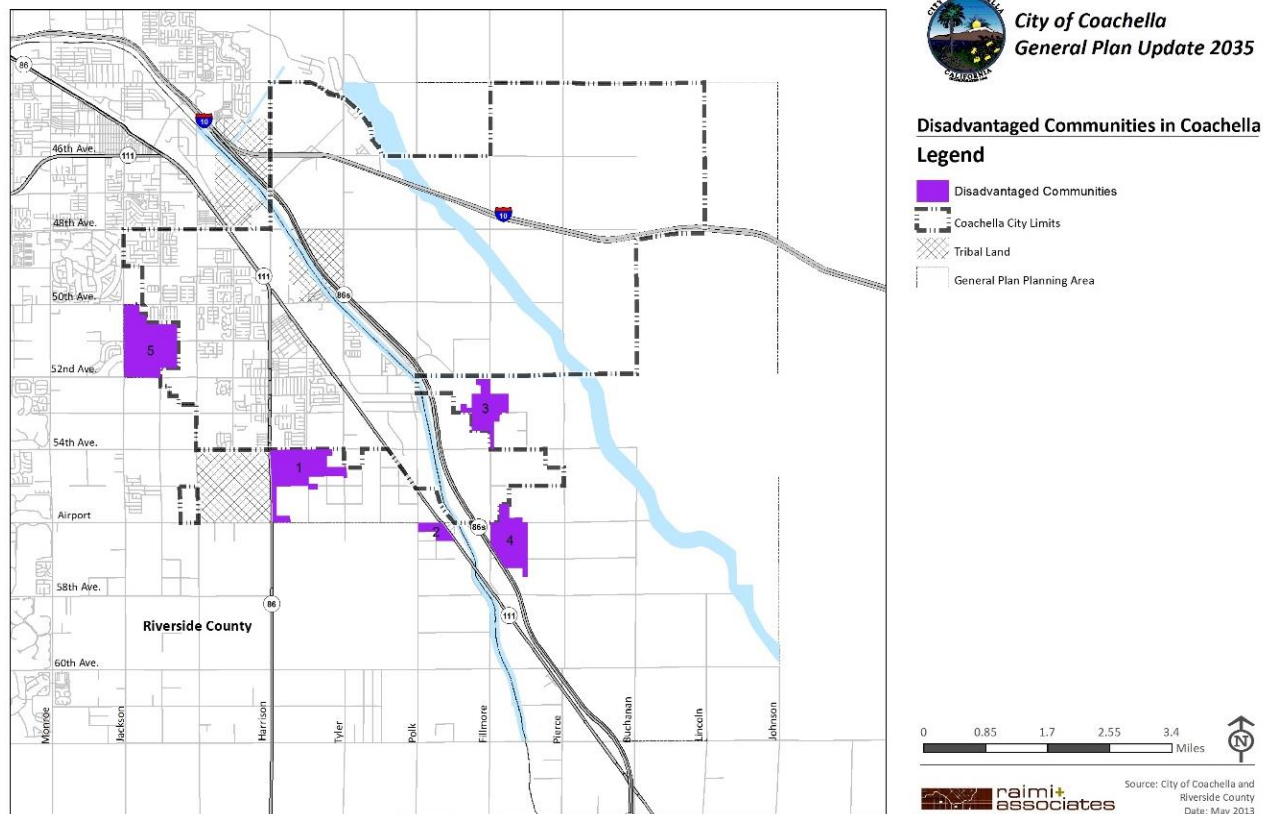


Figure 3-3: Location of the five disadvantaged communities in Coachella

Table 3-3: Disadvantaged Communities Infrastructure Needs Analysis

NEIGHBORHOODS	WATER	SEWER	STORMWATER	FIRE
SHADY LANE	Y	Y	Y	N
COCOPAH	N	N	Y	N
THERMAL	N	N	Y	N
FILLMORE	N	N	Y	N
VISTA SANTA ROSA	Y	N	N	N

FINANCING INFRASTRUCTURE

Financial investments in infrastructure improvements will supply disadvantaged communities with a better environment to improve the health and safety of each community. There are several strategies to fund the necessary improvements that would be applicable to these communities. These include:

Development impact fees. The City is able impose development impact fees for projects that could affect disadvantaged communities or for projects that would also require infrastructure to be extended near or past a disadvantaged community. The City has done so in previous project developments, and is able incorporate such fees into the City's development review and permitting process. These additional fees would be allocated to support the planning, building and implementation of infrastructure

to meet necessary service levels in disadvantaged communities. The City can use these funds now, as well as continue to collect funding to support maintenance, or future additions to meet adequate levels of service.

Master plan implementation. It is common practice for cities to actively prepare and adopt infrastructure and utilities master plans, or similar plan types. These plans have the potential to allocate City funds towards building and maintaining necessary infrastructure improvements in identified disadvantaged communities. Potential plans, including a water master plan, a wastewater master plan, and a stormwater management plan, provide frameworks for infrastructure improvements throughout the City, including in disadvantaged communities. Within each plan, proposed funding opportunities and allocation strategies would be included to support infrastructure improvements. Once plans are adopted by the City, the approval of funding allocation and plan implementation can begin working towards closing the infrastructure service gaps in disadvantaged communities. This General Plan includes policies for the creation, maintenance, and implementation of such master plans needed to address the infrastructure needs of these five disadvantaged communities.

General Fund. The City can allocate infrastructure investments as a part of annual budget expenditures and allocate a certain amount or percentage of spending towards improvements in disadvantaged communities and typically occurs through the City's Capital Improvements Program. City decision makers and City officials can allocate funding, or community members could also recommend and propose part of the City's general fund go towards updating infrastructure to an adequate level of service. This may ultimately benefit the economic viability of the City, and have a secondary benefit of adding revenue back into the general fund.

Loans, grants, and program funds. There is potential for periodic grant opportunities and government loans, to fund the necessary infrastructure improvements. Potential funding opportunities could also come from Proposition 84 and the Water Authority and Sanitary District Enterprise Funds. Application of such funding opportunities can be done with partnerships between the City and various utilities companies, the Coachella Valley Water District, or any other interested party.

Development funded improvements. Some disadvantaged communities are in unincorporated areas, and in areas where development is happening at a slower pace. As development continues, the City may consider annexing this land, and could require that development in identified disadvantaged communities fund infrastructure improvements necessary to meet sufficient levels of service. During the permitting and development projects must have necessary infrastructure plans for meet adequate levels of service for the project as well as additional investments into infrastructure that will support the project's surrounding community.

LAND USE AND COMMUNITY FORM

At the time this plan was prepared, 18,530 acres of the City was developed. The City's Planning Area of 45,300 acres is only partially developed, with nearly 27,000 acres undeveloped. Of that undeveloped land, approximately 10 percent of it has been entitled for future development. Most of the City's houses are modest, varying greatly in vintage. However, many of the City's neighborhoods suffer

from an incomplete transportation network, unfinished subdivisions, poor access and limited parks and neighborhood serving uses. The City's urban fabric is in need of repair.

MIX OF LAND USES

The land uses within Coachella's various neighborhoods and commercial areas include residential housing, public spaces (parks and streets), industrial activity and commercial activities, such as restaurants, retail stores, offices, and services. Some areas within the City's commercial areas have a mix of uses, including commercial and industrial on the same parcel, or on neighboring parcels. Table 3-5 identifies the total distribution of existing land uses in Coachella as of 2008.

Table 3-4: Land Use Designations

LAND USE CLASSIFICATION	ACRES	% OF TOTAL AREA	% OF TOTAL AREA EXCLUDING AGRICULTURE AND VACANT LAND
AGRICULTURE	11,174	33%	-
COMMERCIAL AND SERVICES	138	0.4%	3%
EDUCATION	98	0.3%	2%
FACILITIES	54	0.2%	1%
GENERAL OFFICE	101	0.3%	2%
INDUSTRIAL	892	3%	18%
MIXED COMMERCIAL AND INDUSTRIAL	5	0.01%	0%
MULTI-FAMILY RESIDENTIAL	55	0.2%	1%
OPEN SPACE AND PARKS	109	0.3%	2%
OTHER RESIDENTIAL	277	1%	6%
SINGLE FAMILY RESIDENTIAL	1,007	3%	20%
TRANSPORTATION, COMMUNICATIONS, + UTILITIES	1,889	6%	38%
UNDER CONSTRUCTION	300	1%	6%
VACANT	18,224	53%	-
GRAND TOTAL	34,322	100%	100%

Agricultural land comprises approximately 33% of the area. Transportation, communications and utilities comprised 6% of the land area, and both single family residential and industrial land account for 3% of the land area. All other uses comprised 2% of the land area. By excluding agriculture and vacant lands, transportation, communications and utilities comprised 38% of the land area, single family residential

represented 20% of the land area, and industrial land accounted for 18% of the land area. All other uses comprised 24% of the land area.

POPULATION DENSITY

According to the 2010 Census, the population density of Coachella was 2.20 persons per acre for the entire city⁷. The population density was about four times higher than the county and six times higher than the state. Compared to other cities, however, Coachella's population density was lower than Palm Desert (2.82), Indio (4.07) and Riverside (5.58). However, when looking at population density for only the developed areas of the city (west of SR86), the result is much different; Coachella's developed areas have a density of 6.71 persons per acre. Although Coachella's residential development patterns are similar to the rest of the region, some neighborhoods have smaller lots and household size in Coachella is much larger than other geographic areas.

Population is not uniformly distributed in Coachella, ranging from zero on the eastern and southern sides of Coachella to more than 30 people per acre. Figure 3-4 shows the population density within the Coachella city limits and General Plan Planning Area.

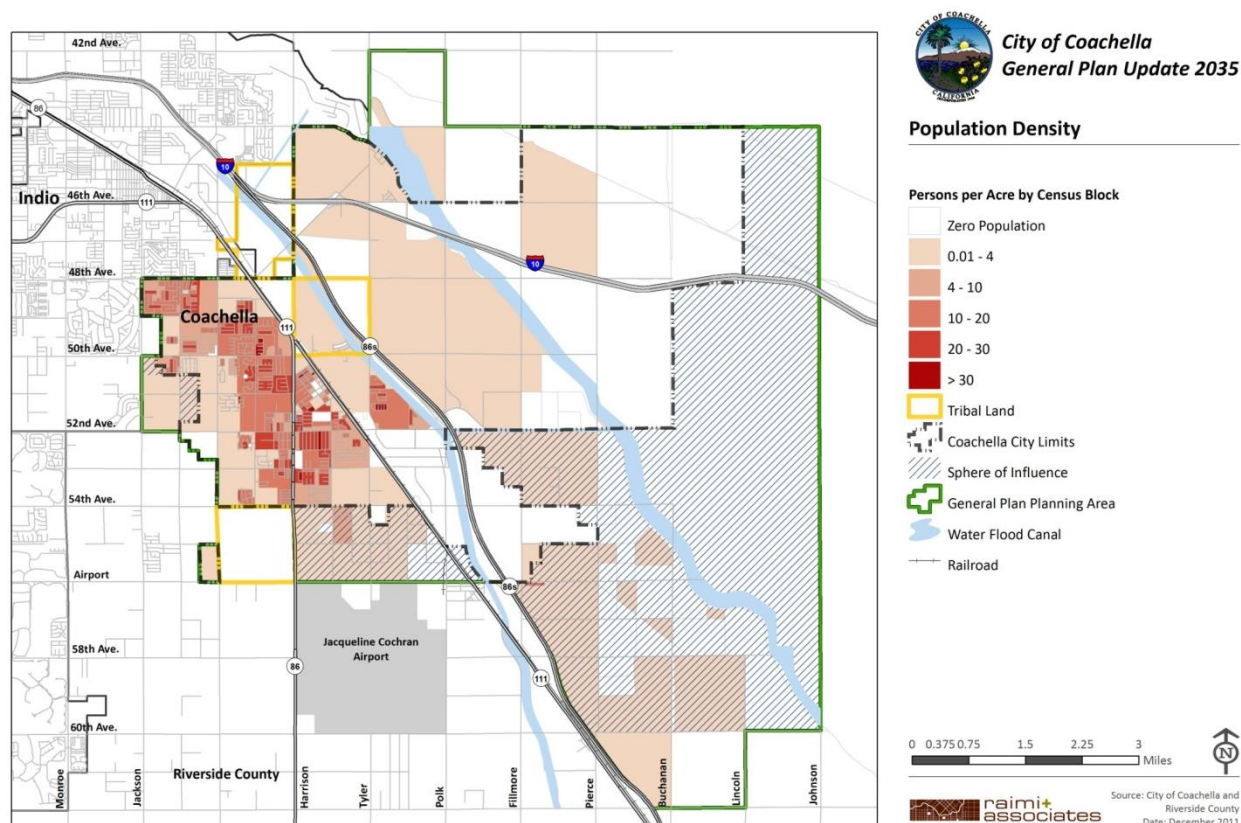


Figure 3-4: Population Density - Persons per Acre

⁷ U.S. Census Bureau (2011). 2010 Census Summary File 1— California).

STREETSCAPE QUALITY AND PEDESTRIAN NETWORK

The layout and quality of the streetscape varies significantly by neighborhood and City region. In some older residential communities, sidewalks are separated from roadways by landscaped parkways, often incorporating grass and shade trees. In the newer residential areas, sidewalks are typically adjacent to the curb and gutter while landscaping is minimal. There are examples of utility poles and street lights embedded directly into the sidewalk in these areas, creating obstructions and potential hazards in low-light conditions.

Sidewalks are generally continuous in the residential neighborhoods, though there are occasionally gaps in connectivity between neighborhoods. In more newly developed areas of the City, residential tracts may have sidewalks within the community and on the major roads immediately adjacent but sidewalks may not extend all the way to the next development, creating an island effect. This is often due to the fact developers were required to widen roads and provide sidewalks for the street sections directly abutting their sites, but were not required to implement improvements beyond those boundaries. If neighborhoods are not built proximate to one another, gaps in the pedestrian network are observed.

Older neighborhoods tend to feature better connectivity between blocks, but lack a continuous style or layout. Walkway widths, setback from roadway, landscaping and disabled person's access all vary. In general, the pedestrian network in these older neighborhoods could be considered safer and more walkable. The main component missing is favorable destinations; houses, schools and parks are connected and within walking distance but food service and commercial developments are still focused outside of these residential areas, requiring residents to either walk in a less pedestrian-friendly environment or use another form of transportation. Outside of residential and commercial core areas, sidewalks are not common.

Crosswalks are common at intersections of higher volume streets throughout the City. They are less common at intersections of residential streets and collectors/arterials. In some of the newer areas in the northern part of the City there may be as much as a half-mile between safe pedestrian crossing locations at major arterials, limiting access between the residential developments by foot. In the central residential area of the City, pedestrian connectivity between the neighborhood blocks is better, with more mid-block crossing. Many of these crosswalks also feature higher visibility marking, such as ladder painting. Crosswalks are also much more prevalent in the vicinity of parks and schools. One area of concern is SR86S, where there are few intersections, and little to no pedestrian right of way. This essentially isolates pedestrians east of the highway from the rest of the City.

Despite the incomplete pedestrian facilities, field investigations indicate walking is a common form of transportation for residents in the older neighborhoods, particularly in the southern half of the City. Residents were observed walking alone, in couples, in groups and with children. Pedestrians were observed carrying food and other groceries. In the newer residential developments, less walking was observed, which may correspond with higher auto ownership, less pedestrian-oriented design or both.

BLOCK SIZE

Block size varies in Coachella, primarily by age. Older residential neighborhoods and commercial areas, such as the downtown core, feature smaller blocks laid out in a traditional grid pattern. The average distance between intersections in the downtown core and surrounding neighborhoods is 300 to 400 feet. Even in residential areas, where rows are used in place of a square grid pattern, the road system is uniform and the intersection distance doesn't typically exceed 400 feet. A commonly used measure for walkable neighborhoods is an intersection distance of 500 feet. The triangle formed by Grapefruit

Blvd, Harrison Street and 52nd Avenue could be considered “walkable” as it has access to services, homes, outdoor areas and commercial zones all within a half-mile distance. As you move farther away from downtown, block sizes increase and cul-de-sacs become more common.

Newer residential developments usually feature an internal road network that is isolated from the arterial roadways providing access to the site except for occasional entries and exits mid-block. These roads rarely form a connected grid pattern, and as a result, travel distances between homes is increased, and access to the major roadways is often limited to one or two points for the entire development. The resulting intersection spacing can exceed 1200 feet. This configuration is commonly known as a “superblock”, where arterial roads surround an independent residential neighborhood. However, in these areas pedestrian connectivity outside the neighborhood is lacking. Walls along property lines prevent access to connector roads and arterials from homes directly adjacent to the roads, and pedestrian paths are not common.

Recent commercial developments are typically built on large lots and feature a big, central parking lot serving all businesses, creating large blocks. In the rural and industrial areas, blocks can grow very large, having no internal circulation between the avenues, with a half-mile between intersections.

TRANSPORTATION

Coachella’s transportation network consists of freeways, arterial roadways and local streets. State Routes (SR) 86, 86S and Grapefruit Boulevard (SR111) provide connectivity to neighboring cities, as does an established transit (bus) service. The safe and efficient movement of goods and vehicles is a key element in Coachella’s future social and economic well-being.

Coachella’s roadway system includes regional freeways, major arterials and local streets. Two major functions of roadways are to serve through traffic and provide access to adjacent property, and different roadways prioritize these functions differently. For instance, arterials generally prioritize the movement of traffic over access to individual adjacent properties, while local streets emphasize access to private properties over through traffic. Roadways are also the backbone of the bicycle and pedestrian network.

Collectively, the average daily trips of the City’s aggregate land uses can be measured by VMT, or vehicle miles traveled. In 2008, Coachella generated 245 million VMT; in 2010, 308 million.

Walking and bicycling are environmentally friendly modes of transportation that enhance personal and social well-being. In addition to transportation, these modes of travel provide health and economic benefits. Walking and bicycling are recognized as integral components of Coachella’s transportation system. Safe, convenient, attractive and well-designed pedestrian and bicycle facilities are essential if these modes are to be properly accommodated and encouraged. Well-designed pedestrian and bicycle facilities are safe, attractive, convenient and easy to use. Inadequate facilities discourage users and unnecessary facilities waste money and resources.

The bicycle system in Coachella primarily consists of shared bicycle and motor vehicle facilities. There are few dedicated bicycle facilities in Coachella and the City is actively working to expand the network of bicycle lanes and bicycle paths.

TRANSIT SERVICES AND FACILITIES

Public transportation in Coachella is operated by SunLine Transit Agency, which enables commuters to travel within the City and adjacent cities with minimal transfers. Currently, SunLine operates buses on two routes within the City including Routes 90 and 91. Route 90 operates seven days a week and connects also Coachella to Indio. Service frequency is 35 minutes weekdays and weekends. Route 91 operates seven days a week and connects Coachella to Indio, Thermal, Oasis and Mecca. Weekday service frequency is 60 minutes and weekend service frequency is 80 minutes.

Ridership data indicates that each of these lines accommodates 700 trips per day during the week. Approximately 24% of ridership for Route 91 originates or terminates in Coachella. Route 90 provides a similar number of trips as Route 91, but operates almost entirely within Coachella. This could be taken as an indicator that transit ridership within the City is higher than in surrounding cities or towns. Ridership during the week is significantly higher than the weekend, which indicates transit may be the primary method of work commuting for many residents. Line 90 sees a high volume of ridership commuting west into Indio in the morning and returning in the evening. From this information, we can infer transit is an important element of the commute within the Coachella Valley as it facilitates travel between Coachella and adjacent cities.

CITYWIDE MODAL SPLIT

The City's land use patterns and topography play an important role in the way residents travel in and around the City. Coachella residents have access to several modes of travel such as walking, bicycling and public transit. However, the automobile is the primary means of travel within the City.

The 2005-2009 American Community Survey (ACS) was analyzed to determine mode split for the City of Coachella, Riverside County, California and the United States. Table 3- provides a comparison between the City, county, state and national level for these commute characteristics.

As is clear from the Table 3-5, a majority of Coachella residents choose to drive rather than using other modes of transportation. Coachella residents carpool more frequently than the county, state and national average, which is likely indicative of less access to vehicles than elsewhere in the Southern California region. Public transit utilization is lower than County, though our ridership information indicates that it is an important travel mode. Average commute time to work is 21.0 minutes in Coachella, according to the 2005-2009 American Community Survey data.

Table 3-5: Modal Transportation Shift⁸

COMMUTE MODE CHOICE	COACHELLA CITY	RIVERSIDE COUNTY	CALIFORNIA	UNITED STATES
SINGLE OCCUPANT AUTO	72.8%	75.3%	73.1%	76.1%
CARPPOOL	21.2%	15.3%	12.3%	10.6%
PUBLIC TRANSIT	0.9%	1.4%	5.0%	4.8%
BICYCLING/WALKING	1.6%	1.9%	2.8%	2.9%
OTHER MEANS	1.2%	1.2%	2.2%	1.7%
WORK AT HOME	2.2%	4.9%	4.7%	3.9%

⁸ 2005-2009 American Community Survey.

HEALTH AND HEALTH CARE

HEALTH CARE FACILITIES

Regional hospital and emergency services are generally good based on a national perspective. Tenet Health Care owns JFK Memorial Hospital, the main regional provider, capturing 62% market share. The other regional hospital providers are Eisenhower Medical Center (14% share of the market) and Desert Regional Medical Center (11% share of the market).

Along with major health care providers, there are also several clinics and family care centers that serve Coachella. Clinicas de Salud del Pueblo, Santa Rosa Del Valle Clinic and Clinica Medica Del Valle are located within the City.

Despite the availability of regional hospitals and local clinics, there are significant transportation issues for Coachella residents. This prevents some residents from accessing services that are available in Indio, such as the primary care clinic and WIC clinic, as well as other locations outside of Coachella⁹. Several SunLine transit routes do provide access to medical facilities, but service is infrequent and often requires the passenger to transfer to another line. For example, SunLine Routes 80 and 81 provide access to John F Kennedy Memorial Hospital, but these buses only run once an hour, fifteen hours per day.

To support the full health-care demand of Coachella, it would need approximately 42 additional physicians: 12 adult primary care physicians, four pediatricians, 16 medical specialists, and 10 surgical specialists. Most of these specialists were located near JFK Memorial Hospital, Eisenhower Medical Center, or Desert Regional Medical Center.¹⁰

ASTHMA HOSPITALIZATIONS

Asthma affects adults and children in Riverside County, particularly children living in relative poverty. Asthma is triggered by a number of factors, including smog, dust, pollen, smoke and cockroaches. In Riverside County, approximately 14% of the children up to 17-years-old have been diagnosed with asthma and many children suffer from asthma that result in trips to the ER or hospitalization.¹¹ In Eastern Riverside County, asthma was cited as the one of the top 10 reasons for emergency department visits for children 5 to 14 years old.¹²

CLIMATE AND AIR QUALITY

The climate of the Salton Sea Air Basin where the City is located, is typical of a desert regime, with large daily and seasonal fluctuations in temperature and relatively high annual average temperatures. Temperatures frequently exceed 100 degrees Fahrenheit (°F) for the summer months. During winter, temperatures can drop to near freezing (and below freezing at higher elevations). Throughout the year, average daily relative humidity and average rainfall are low. Daily temperature fluctuations and seasonal

⁹ Medical Development Specialists LLC. (2011). Healthcare Needs Assessment.

¹⁰ Medical Development Specialists LLC. (2011). Healthcare Needs Assessment.

¹¹ Meconis KD. Childhood Asthma in Riverside County, 2009. (2011) Riverside, CA: Riverside County Department of Public Health, Epidemiology and Program Evaluation.

¹² Health Assessment Resource Center, (2010). Eastern Riverside County Community Health Monitor.

variations are generally extreme. Clear skies with rapid heating and cooling of desert soils create high temperatures by day and quick cooling by night. Daily temperatures range from the mid-40s to low 70 degrees during winter, and from low 70s to mid-100s during summer. The average annual rainfall is about 3 inches, and the average annual air temperature is about 72.

The weather of the area is governed by large-scale warming and sinking of air in the semi-permanent subtropical high-pressure center over the Pacific Ocean. The high-pressure ridge blocks most mid-latitude storms, except in the winter when the high-pressure ridge is weakest and farthest south. The coastal mountains prevent the intrusion of the cool, damp air found in California's coastal regions.

The flat terrain and strong temperature differentials created by intense heating and cooling patterns produce moderate winds and deep thermal circulation systems. As a result, the general dispersion of local air pollution is greater than in the coastal basins where polluted inversion layers may remain for long periods of time.

Health-based air quality standards have been established by California and the federal government for the following criteria air pollutants: Ozone (O_3), Carbon Monoxide (CO), Nitrogen Dioxide (NO_2), Sulfur Dioxide (SO_2), Respirable Particulate Matter (PM_{10}), Fine Particulate Matter ($PM_{2.5}$) and lead. These standards were established to protect sensitive receptors with a margin of safety from the impact of adverse health due to exposure to air pollution. The California standards are more stringent than the federal standards and, in the case of PM_{10} and SO_2 , much more stringent. California has also established standards for sulfates, visibility-reducing particles, hydrogen sulfide and vinyl chloride.

Air quality of a region is considered to be in attainment by the National Ambient Air Quality Standards (NAAQS) if the measured ambient air pollutant levels are not exceeded more than once per year, except for O_3 , PM_{10} , $PM_{2.5}$ and those based on annual averages or arithmetic mean. The NAAQS for O_3 , PM_{10} , and $PM_{2.5}$ are based on statistical calculations over one- to three-year periods, depending on the pollutant. The California Air Resources Board (CARB) is the state agency responsible for setting the California Ambient Air Quality Standards (CAAQS). Air quality of a region is considered to be attained by the CAAQS if the measured ambient air pollutant levels for O_3 , CO , NO_2 , SO_2 , PM_{10} , $PM_{2.5}$, and lead are not exceeded, and all other standards are not equaled or exceeded at any time in any consecutive three-year period.

The US EPA designates air basins as being in "attainment" or "nonattainment" for each of the seven criteria pollutants. Nonattainment air basins are ranked (marginal, moderate, serious, severe, or extreme) according to the degree of the threshold violation. The stringency of emission control measures adopted by a state or air district depends on the severity of the air quality within the specific air basin. The status of the Riverside County portion of the Salton Sea air basin with respect to attainment with the NAAQS is summarized in Table 3-6.

Table 3-6: National Ambient Air Quality Standard Designations Status

POLLUTANT	DESIGNATION/CLASSIFICATION
OZONE (O ₃) ^a	Nonattainment/Severe-15
NITROGEN DIOXIDE (NO ₂)	Attainment/Unclassified
CARBON MONOXIDE (CO)	Attainment/Unclassified
SULFUR DIOXIDE (SO ₂)	Attainment/Unclassified
RESPIRABLE PARTICULATE MATTER (PM ₁₀)	Nonattainment/Serious
FINE PARTICULATE MATTER (PM _{2.5})	Attainment/Unclassified
LEAD (Pb)	Attainment

For PM₁₀, the Riverside County portion of the basin was required to meet the national standard by 2001; however, elevated annual PM₁₀ levels from 1999 through 2001 prompted the SCAQMD to adopt the *2002 and 2003 Coachella Valley PM₁₀ State Implementation Plan* (CVSIP), both of which demonstrated attainment of the federal PM₁₀ NAAQS by 2006.¹³ In 2006, the US EPA repealed the annual PM₁₀ standard¹⁴ due to a lack of evidence linking health problems to long-term exposure to coarse particle pollution. The revocation of the annual PM₁₀ standard became effective December 17, 2006.¹⁵ Over the past five years, annual average PM₁₀ concentrations have met the levels of the revoked standard and peak 24-hour average PM₁₀ concentrations have not exceeded the current federal standard; thus, the Riverside County portion of the basin is currently eligible for redesignation as attainment.¹⁶ However, a formal request for redesignation has not been submitted to the US EPA. Therefore, the region remains nonattainment for the federal PM₁₀ standard.

CARB supervises and supports the regulatory activities of local air quality districts as well as monitors air quality itself. CARB will designate an area as nonattainment for a pollutant if monitoring data show that a California Ambient Air Quality Standard (CAAQS) for a particular pollutant was violated at least once during the previous three years. In addition to the criteria pollutants, CAAQS have been established for visibility-reducing particulates, hydrogen sulfide, and sulfates.

CARB establishes policy and statewide standards and administers the state's mobile source emissions control program. In addition, CARB oversees air quality programs established by state statute.

CARB makes area designations for 10 criteria pollutants: O₃, CO, NO₂, SO₂, PM₁₀, PM_{2.5}, sulfates, lead, hydrogen sulfide, and visibility-reducing particles. The status of the Riverside County portion of the basin with respect to attainment for the CAAQS is summarized in Table 3-7.

¹³ South Coast Air Quality Management District, *Final 2003 Coachella Valley PM₁₀ State Implementation Plan*, <http://www.aqmd.gov/aqmp/PM10Plans.htm>, (2003).

¹⁴ US Environmental Protection Agency, 40 CFR Part 50, "*National Primary and Secondary Ambient Air Quality Standards*," <http://www.epa.gov/air/criteria.html>. 2010.

¹⁵ Ibid.

¹⁶ South Coast Air Quality Management District, 2007 Air Quality Management Plan, (2007) 8-1.

Table 3-7: California Ambient Air Quality Standards Status

POLLUTANT	DESIGNATION/CLASSIFICATION
OZONE (O ₃)	NONATTAINMENT
NITROGEN DIOXIDE (NO ₂)	ATTAINMENT
CARBON MONOXIDE (CO)	ATTAINMENT
SULFUR DIOXIDE (SO ₂)	ATTAINMENT
RESPIRABLE PARTICULATE MATTER (PM ₁₀)	NONATTAINMENT
FINE PARTICULATE MATTER (PM _{2.5})	UNCLASSIFIED
LEAD (Pb) ¹	ATTAINMENT
SULFATES (SO ₄)	ATTAINMENT
HYDROGEN SULFIDE (H ₂ S)	UNCLASSIFIED
VINYL CHLORIDE ²	UNCLASSIFIED
VISIBILITY-REDUCING PARTICLES	UNCLASSIFIED

CLIMATE CHANGE

During the last several decades, an overwhelming body of scientific evidence has demonstrated that human activity is altering the Earth's climate by increasing the concentration of greenhouse gases in the atmosphere. Climate change poses significant risks for, and may already be affecting, human and natural systems, including coastal infrastructure, human health, energy sources, agriculture and freshwater resources.¹⁷ Human activities, such as the use of fossil fuels, industrial processes, and land use changes, have increased the amount of greenhouse gases in the atmosphere, intensified the greenhouse effect, and caused changes to the climate. Since the Industrial Revolution, greenhouse gas concentrations have risen 40% in the Earth's atmosphere and are at a level unequaled during the last 800,000 years. Higher concentrations of greenhouse gases trap additional energy in the atmosphere, resulting in more rapid warming. During the last century, the global average temperature rose 1.4°F with significant variation across the planet.¹⁸ In California, average temperatures rose 2.1°F between 1915 and 2000.

From 2005 to 2010, greenhouse gas emissions in Coachella rose. Metered electricity and natural gas use, vehicle fuel consumption, and water use all increased. Between 2005 and 2010, greenhouse gas emissions increased from 312,628 metric tons of carbon dioxide equivalent (MTCO₂e) to 349,032 MTCO₂e, a 12% increase in emissions. Greenhouse gas emissions from the transportation sector accounted for 180,078 MTCO₂e, or 51% of all community emissions. Emissions per person in Coachella were 8.7 MTCO₂e in 2010. 2010 per capita emissions were down from the 2005 emissions of 10.5 MTCO₂e per person. Similar to person emissions, per service population emissions fell from 8.5 MTCO₂e in 2005 to 7.6 MTCO₂e in 2010.¹⁹

¹⁷ National Research Council, 2010. Advancing the Science of Climate Change. Washington, DC: The National Academies Press.

¹⁸ Thomas R. Karl, Jerry M. Melillo, and Thomas C. Peterson (eds.), 2009. Global Climate Change Impacts in the United States.

¹⁹ Service population is defined as population (residents) plus employment (jobs).

Table 3-8: Community Greenhouse Gas Emissions (2005-2010)

COMMUNITY-WIDE GREENHOUSE GAS EMISSIONS	2005	2010
AGRICULTURE	N/A	8,844
COMMERCIAL, INDUSTRIAL, & PUBLIC	78,128	72,294
LIGHTING INFRASTRUCTURE	492	730
RESIDENTIAL	51,662	65,357
SOLID WASTE	15,747	10,960
TRANSPORTATION	152,528	180,078
WATER	11,960	17,693
TOTAL EMISSIONS	312,628	355,956
POPULATION, EMPLOYMENT, AND PER CAPITA AND PER SERVICE AREA EMISSIONS		
POPULATION	29,754	40,704
EMPLOYMENT	7,213	5,831
SERVICE AREA POPULATION (POP + EMP)	36,967	46,535
EMISSIONS PER CAPITA (MTCO ₂ E/POP)	10.5	8.7
EMISSIONS PER SERVICE POPULATION (MTCO ₂ E/SP)	8.5	7.6

1 Activity data includes a range of information, including annual metered electricity use, fuel consumption by type, solid waste production, and vehicle miles travelled. Emissions factors are used to convert activity data into greenhouse gas emissions quantities.

2 The water sector uses both electricity and natural gas to collect, convey, treat, and deliver water to users, and then it uses additional energy to collect, treat, and dispose of the resulting wastewater. This embedded energy yields both direct and indirect greenhouse gas emissions.

3 Totals may be slightly off due to rounding.

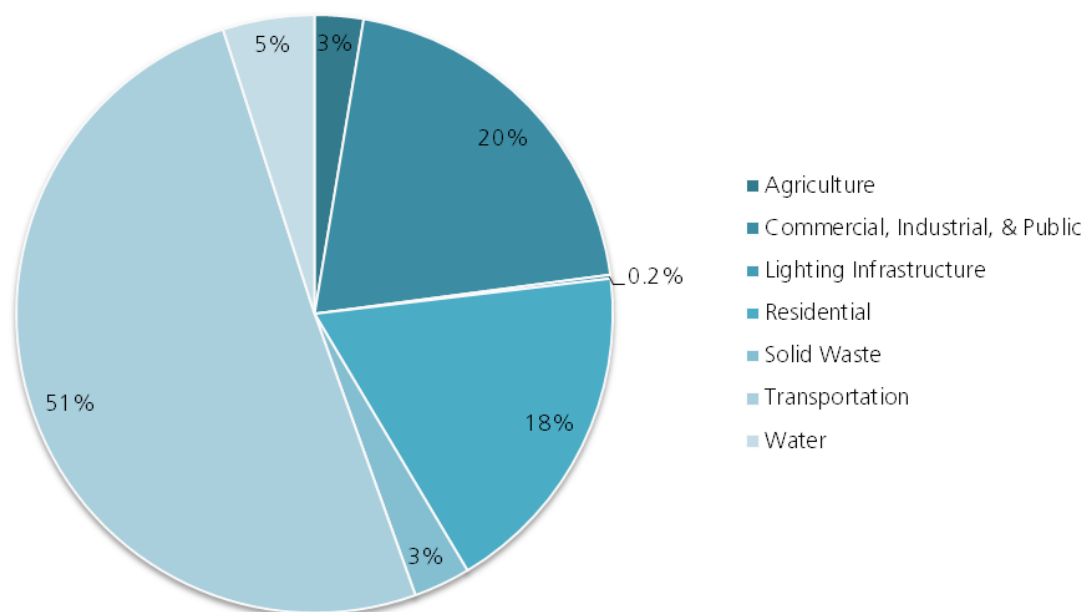


Figure 3-5: Community Emissions Summary by Sector in 2010

AGRICULTURE

California is the leading agriculture-producing state in the nation, and Riverside County is the leading agriculture-producing county in Southern California. In 2002, Riverside County sold \$1,008,273,000 in agricultural products. Of that total, \$268,873,000 was from sale of fruits, nuts and berries. These are the primary types of crops grown in Coachella.^{20,21}

As part of Riverside County, the City of Coachella's agricultural lands are a key aspect of the county and City's character. Preservation of agriculture is considered integral to the City's future. As shown by Figure 3-, agricultural land is one of the predominant land uses within Coachella, covering approximately 40 percent (21,840 acres) of the City's planning area. Approximately 17 percent (3,800 acres) of the total agricultural land within the planning area is located within the City's incorporated area. Most of the agricultural land is located in the unincorporated areas (18,040 acres) (Coachella, 1998). The City of Coachella contained 3,405 acres of land with existing agricultural operations in 2011.

Coachella's multiple field crops result in year-round harvesting. Some examples include mature date palm groves, citrus groves and vineyards, which are considered of high value from both their annual

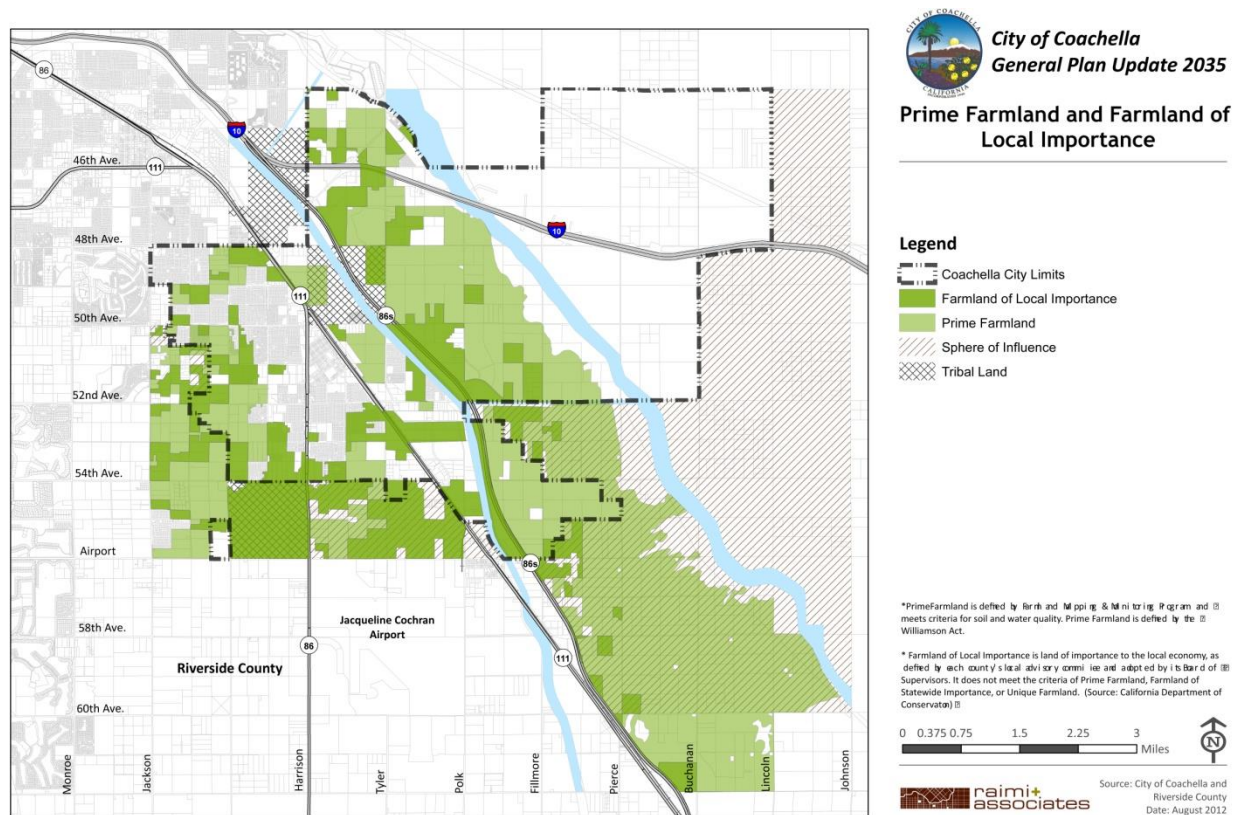


Figure 3-6: Prime Farmland and Farmland of Local Importance

²⁰ United States Department of Agriculture, Census of Agriculture, http://www.agcensus.usda.gov/Publications/2002/County_Profiles/California/index.asp, Accessed September 22, 2008.

²¹ City of Coachella. City of Coachella General Plan 2020, 1998.

sales and revenues and from an open space and aesthetic perspective. However, Coachella has experienced a significant loss in farmland that continues as urbanization spreads.

WATER RESOURCES

Water resources within the City and the surrounding area have historically been at the center of all activity public and private, economic and domestic. Agricultural-based industry began early in the 20th century and continues today. In those early days, artesian water was plentiful and tapping into those natural reserves was as easy as drilling a private well on one's own property. With the draw on resources thanks to increased population and the growth of agriculture, water resources began to diminish, eventually to the point that natural flowing artesian wells stopped producing. In 1918, the Coachella Water District was formed in order to protect remaining water resources through management and replenishment. Additional information on regional geology can be found in Appendix B, Safety Element Technical Background Report.

Even with managed water resources, groundwater levels continued to fall as population and agricultural operations expanded to meet market demands for agricultural products. Not until 1949, when Colorado River water was introduced into the Valley via the Coachella Canal, did groundwater levels begin to stabilize. Overdraft of local groundwater began again in the 1980s as scale and population overtook the holding capacity of the water tables and the carrying capacity of the Coachella Canal. In 2009, the pilot Dike 4 recharge facility was replaced by the Thomas E. Levy Groundwater Replenishment Facility. Since 2009, average groundwater levels in 200 wells that CVWD monitors in the East Whitewater River Subbasin Area of Benefit, which includes the City of Coachella, have increased 26 feet. Artesian conditions have also returned to a large portion of this area of benefit.

The local groundwater basin encompasses most of the Coachella Valley from the San Geronio Pass to the Salton Sea and has been subdivided by the Department of Water Resources (DWR) and U.S. Geological Survey into four interrelated water-bearing sub-basins which are delineated by fault barriers that restrict the lateral movement of groundwater. Specifically, the planning area lies within the Whitewater River (or Indio) sub-basin that encompasses approximately 400 square miles and extends one mile west of the intersection of State Highway 111 and Interstate 10 to the Salton Sea. Coachella is located within the Thermal Subarea of the Whitewater Sub-basin and it is noteworthy the lower valley basins, including the Coachella area, are overlain by a layer of clay which blocks the flow of surface water to and from the aquifer. The City uses approximately 5.32 million gallons of water per day (mgd) for all nonagricultural uses including residential, commercial and industrial development. This accounts for only four % of total water usage within the planning area and the existing water supply is adequate to serve existing and future residents.

Within the Coachella Valley, groundwater replenishment through direct precipitation is negligible due to the small amount of annual precipitation. Percolation of water from stream flows, which originate in the adjacent mountain areas, serves as the largest natural source of groundwater replenishment in the Lower Coachella Valley. These stream flows develop from rain and snowmelt and are transported to the Lower Coachella Valley, including the project area, primarily by the Whitewater River/Coachella Valley

Stormwater Channel and surrounding canyons. In addition to these naturally occurring drainages, percolation from the Coachella serves as another source of groundwater replenishment. Additional information on Seismic Hazards can be found in Appendix B, Safety Element Technical Background Report.

WATER QUALITY

The source of potable water for the City of Coachella is the Coachella Valley Groundwater Basin. The City's groundwater supplies are chlorinated before to distribution. Other treatment processes are not necessary to meet the State's primary drinking water standards. Furthermore, well water is routinely monitored to ensure continued compliance with applicable standards.

According to the EPA Safe Drinking Water Information, Coachella has had five monitoring and reporting violations in the last 10 years, since 2000. Although having any violations is a concern, this is in fact a good record, as the EPA indicates that in 2005, the last fiscal year for which the EPA has complete data, 24% of all water purveyors had a reporting/monitoring violation, 6.1% reported a MCL violation, and 1.5% reported a treatment technique violation. During the same period, the Coachella Valley Water District has had no health violations, or monitoring and reporting violations.

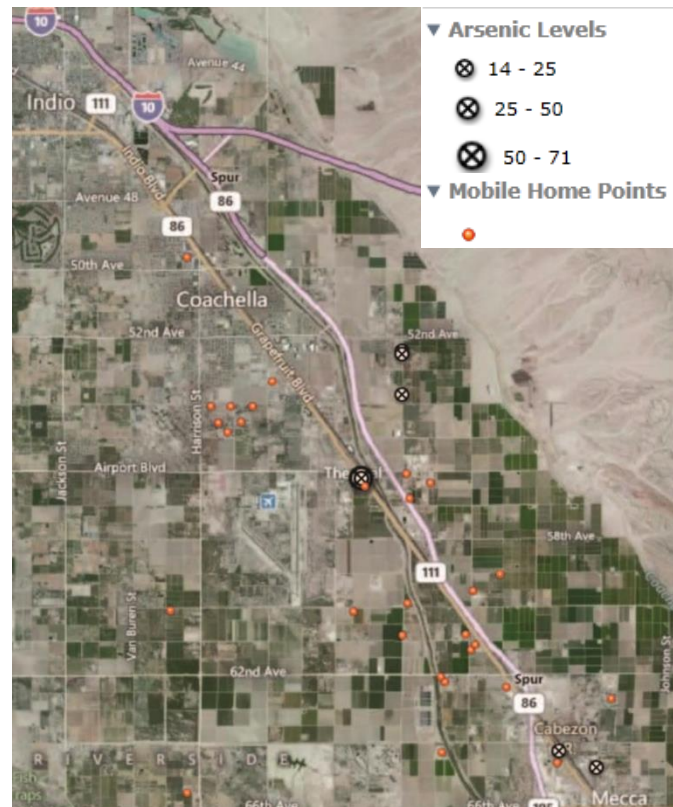


Figure 3-7: Coachella Valley Arsenic Levels Map

Groundwater, recently extracted east of the Coachella Valley Storm Channel, reported elevated levels of fluoride. A high level of arsenic in the water supply is an area concern for residents of the Coachella Valley, as well. The EPA set the arsenic standard for drinking water at 10 parts per billion, and several areas in the Coachella Valley exceed that standard. Figure 3-7: Coachella Valley Arsenic Levels Map shows arsenic levels that exceed the EPA standard around the City of Coachella. Some of the mobile home parks in the vicinity are near or at areas with unsafe levels of arsenic. Concentrations of naturally occurring arsenic have been detected in several wells in the Coachella Valley at levels above the state-adopted Maximum Contaminant Level (MCL) of 10 µg/L. As a result, the Coachella Valley Water District has built and is operating facilities that reduce, via an ion-exchange process, the amount of arsenic present in those municipal water wells that exceed the MCL.

Leaking underground storage tanks (LUSTs) are an additional source groundwater contamination, leaking gasoline compounds and solvents. The State Water Resources Control Board (SWRCB) is the lead regulatory agency in the development of regulations and policy for underground storage tanks. The SWRCB, in cooperation with the Office of Emergency Services, maintains an inventory of LUSTs in a statewide database called GeoTracker. The database lists 37 reported LUST cases in the Coachella area. Of these, 30 sites have been remediated and closed, leaving seven cases still open. Because of the relatively shallow ground water table in several parts of the Coachella area, 15 of the reported leaks

reportedly had an impact on groundwater in aquifers used for drinking purposes, and another 11 impacted aquifers not used for drinking-water purposes.

Perchlorates are substances that are persistent in the environment and that can pose a health hazard, especially to infants and women. Perchlorate in relatively small amounts was detected in the early 2000s in water samples from a few wells in the Coachella Valley, including one in La Quinta, one in Palm Springs, and at least three in the Torres Martinez Indian Reservation. In February and March 2007, the U.S. Geological Survey, in cooperation with the State Water Resources Control Board, sampled 35 wells in the Coachella Valley Study Unit as part of the Groundwater Ambient Monitoring and Assessment (GAMA) Program. Of 35 wells sampled, 12 (34%) were found to contain perchlorate, although in most wells, the concentration of perchlorate was less than 1 µg/L. Only two of the water wells sampled had concentrations above the public health goal of 6.0 µg/L; one in La Quinta (9.0 µg/L), and one southwest of Mecca (6.1 µg/L) (Goldrath et al., 2009).

Other quality issues of special interest in the Coachella Valley that are being monitored, and where necessary, remediated for, include salinity (in the form of high Total Dissolved Solids), chromium-6 (hexavalent chromium), and solvents with carcinogenic properties.

Hexavalent chromium has been detected in hundreds of wells in the Coachella Valley at levels below the 50 µg/L for total chromium established by California in 1977. California's drinking water maximum contaminant level of 10 µg/L became effective July 1, 2014. Groundwater supplied for drinking water throughout many areas of the Coachella Valley, including the City of Coachella, contains naturally-occurring levels of hexavalent chromium above this new standard.

Nitrate and nitrite are nitrogen-oxygen combinations that occur in several organic and inorganic compounds. Nitrates are used extensively in fertilizers and are thus found in agricultural areas and landscaped areas where fertilizers are used extensively. Other sources of nitrates include leaks from septic tanks and leaching fields, along with erosion of natural deposits. Drinking water with high concentrations of nitrates can pose serious health hazards, especially to infants. Nitrate at concentrations above the maximum contaminant level of 10 parts per million (ppm or mg/L) as nitrogen, and 45 ppm as nitrate, has been detected in some wells in the Cove Communities area.

PARKS

Parks and open-space facilities are important resources for maintaining and improving health. In 2012, Coachella maintained approximately 47 acres of parkland spread across seven different parks. The City categorized each park by its size and role within the community.

Table 3-9 describes each municipal park in Coachella. Along with existing parks, Coachella is currently in the process of developing Rancho Las Flores Park, which will add an additional 29 acres of community parkland to the City's inventory.

Table 3-9: Coachella Parks

PARK NAME	TYPE OF PARK	ACRES
BAGDOUMA PARK	Community Park	34
RANCHO LAS FLORES PARK*	Community Park	12
DATELAND PARK	Neighborhood Park	5
DE ORO PARK	Neighborhood Park	4
SIERRA VISTA PARK	Neighborhood Park	2
VETERANS MEMORIAL PARK	Neighborhood Park	1.5
SHADY LANE PARK	Neighborhood Park	1
YA' WE' VICHEM PARK	Pocket Park	0.6
AVE 53 TOT LOT	Pocket Park	0.21

Phase 1 of Rancho Las Flores Park is complete, with future phases planned for future expansion.

PARK ACCESS

Creating new places for physical activity or improving their accessibility can increase the proportion of residents who exercise three times a week by 25 percent. People who live within walking distance (quarter-mile) of a park are 25 percent more likely to meet the minimum weekly exercise recommendation of 30 minutes three times a week. In 2010, approximately 67% of Coachella's residents lived within a half-mile of a community, a neighborhood park or one quarter-mile of a pocket park. Figure 3-8 shows the park service area for municipal parks.

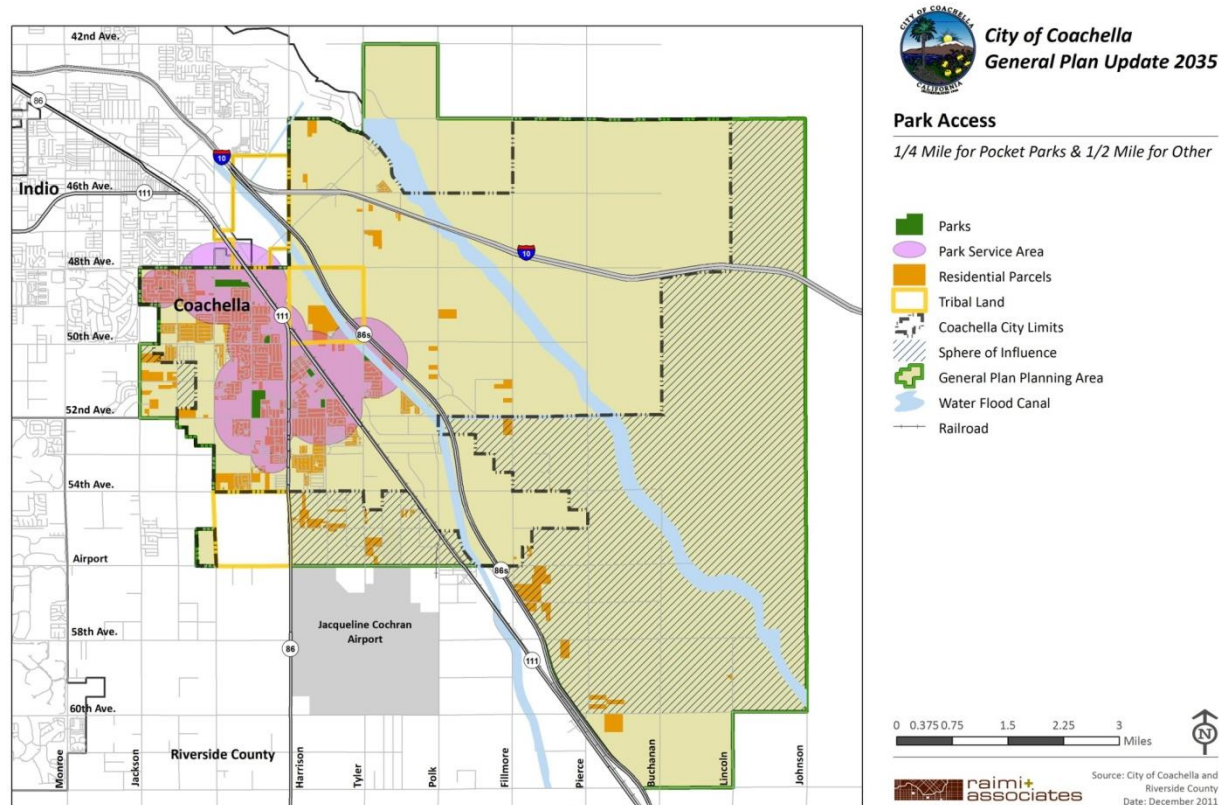


Figure 3-8: Park Service Area

While seemingly a high proportion of residents are near parks, these calculations do not consider barriers that would limit access to Coachella's parks by non-motorized means such as walking and biking. These impediments include crossing highways SR86S and SR111, the water flood canal, streets with posted speed limits above 40 miles per hour, and also include neighborhoods that lack sidewalks or bicycle facilities. Thus, the percentage of residents who can safely walk to a park is lower than what is shown above.

REGIONAL GEOLOGY

The Coachella General Plan area is highly diverse physically and geologically, the result of both the youthful seismic setting of the surrounding region, and the effects of climate. Coachella is located within the eastern portion of the Coachella Valley, defined as a low and relatively flat desert basin bounded by mountainous terrain. The City is located south of the Little San Bernardino Mountains, southeast of the San Geronio Pass, east of the San Jacinto and Santa Rosa Mountains, north of the Salton Sea at 68 feet below sea level. Interstate 10 runs the length of the Coachella Valley, connecting the City of Coachella with nearby cities and the Southern California region. Coachella (including its SOI and planning area) is located in a portion of Coachella Valley that ranges in elevation from 1,000 feet in the Mecca Hills to the east, to approximately 160 feet below sea level south of Thermal. However, the majority of the City (including its SOI and planning area) is relatively flat, gently sloping from northwest

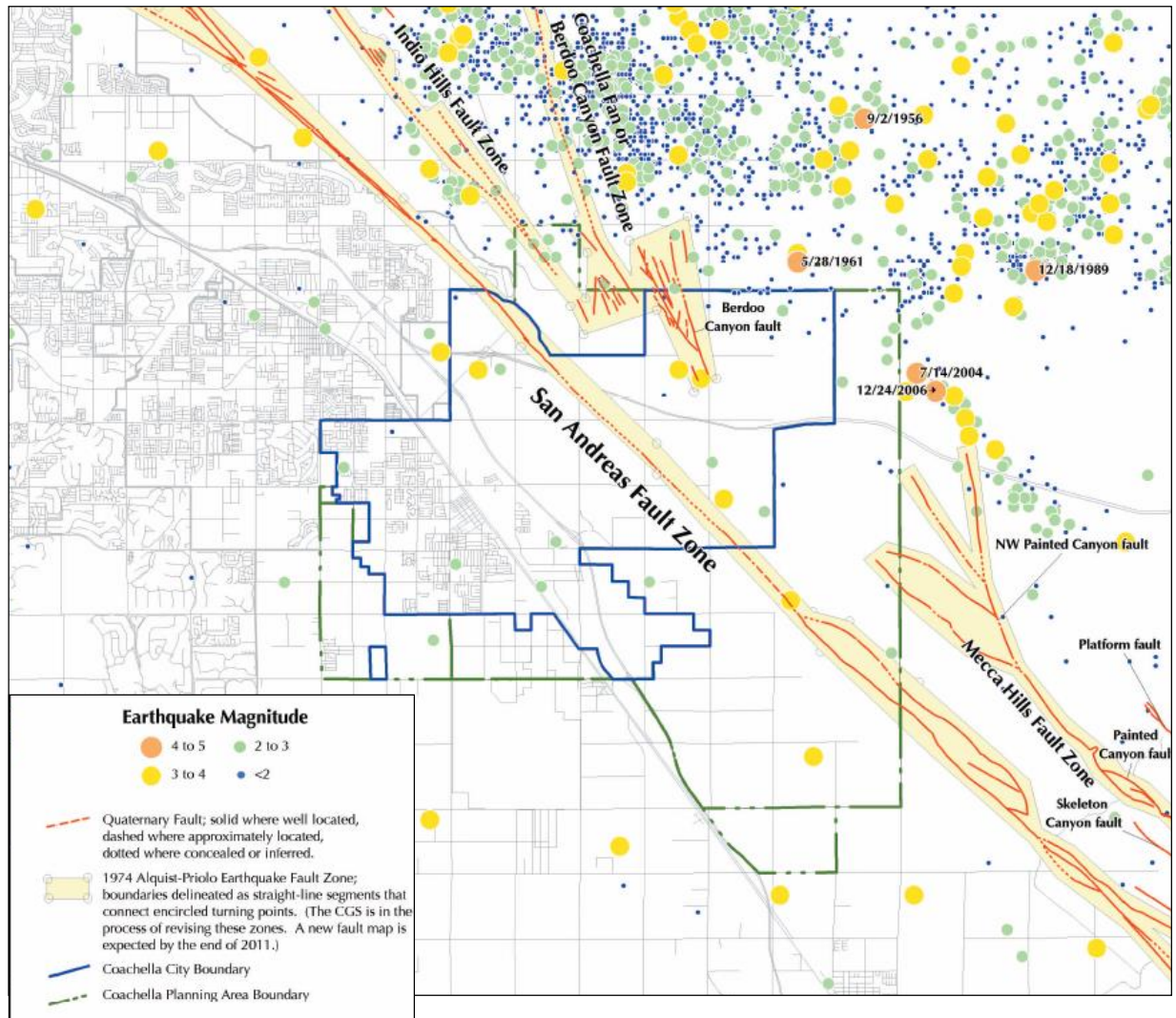
to southeast. Additional information on soils can be found in Appendix B, Safety Element Technical Background Report.

The area is bisected by the Whitewater River/Coachella Valley Stormwater Channel and the Coachella Canal, both of which traverse generally northwest to southeast. Major geographic features in the region include the Santa Rosa Mountains to the southwest of the planning area; the Mecca Hills to the south of the City area; and the Indio Hills to the north of the City (including its SOI and planning area). The surrounding mountains range from 3,000 to 9,000 feet, with peaks ranging to over 11,000 feet (San Geronio peak). The overall valley gradient is from northwest to the Salton Sea with a current surface of approximately 220-feet below mean sea level. The Coachella Valley is surrounded by the Santa Rosa Mountains (Toro Peak, 8,715 feet) approximately five miles southwest. The north and northeast portion of the valley is defined by the Little San Bernardino Mountains (up to 5,267 feet) approximately two miles to the northeast. There are several natural rock outcroppings in the hillside areas of the east that provide a native desert appearance as viewed from the Valley floor. The northeastern portion of the Study Area contains the alluvial that forms the base of the Joshua Tree National Monument and the San Bernardino Mountains to the north (outside of the Study Area).

SEISMIC HAZARDS

Geologically speaking, the valley portion of Coachella lies at the eastern edge of a broad structural basin known as the Salton Trough (also called the Salton Sink or the Coachella Valley). Over the last million years or so, the Salton Trough has been tectonically subsiding, and filling with sediments eroded from adjacent mountain ranges. The eastern boundary of the basin is formed by the San Andreas fault, a wide zone of multiple fault strands that trends northwesterly through the middle of the General Plan area. The rise of hills in the eastern part of Coachella, as well as mountains to the east and north, are a direct result of movement along the San Andreas fault zone.

Because the San Andreas fault passes through the area, the hazards of primary surface fault rupture and strong ground shaking are very high. For instance, the Coachella segment of the San Andreas fault is thought capable of generating a maximum magnitude 7.2 earthquake. Because this segment has not ruptured since about 1680, scientists estimate there is a high probability it will break in a significant earthquake within the next 30 years. If the entire Southern segment (a much larger section of the fault zone that includes the Coachella segment) ruptured, an earthquake of magnitude 8.0 is conceivable. Although the probability of this earthquake occurring is lower, it is not considered unrealistic and the impact to the Coachella region would be considerably more severe. Furthermore, Coachella is located near several other regional active faults – such as the San Jacinto – that have the potential to cause strong ground shaking in the area. The nearby segments of the San Jacinto fault zone could generate at least a magnitude 6.6 earthquake.



Map prepared by: Earth Consultants International

Figure 3-9: Faults and Historical (1800 - 2011) Seismicity Map

Although an earthquake can be upsetting or terrifying on its own, it is the effect of this shaking on the built environment that can make an earthquake deadly. The interaction between earthquake-induced ground motion and human-made structures is complex; some of the governing factors include the structure's height, construction quality, stiffness, architectural design, condition and age. New advances are reflected in the most recent building codes, thus, newer structures built to these codes are theoretically stronger and more likely to survive an earthquake. However, the main purpose of building codes is to prevent structures from collapsing; significant damage that might cause a structure to be uninhabitable following a large earthquake is possible and permissible. Building codes are also not

retroactive, consequently there are older building types still in existence that do not perform well when shaken.

This is reflected in the HazUS²² loss estimation analyses conducted for this General Plan Update background investigation, which included two modeled scenarios on the San Andreas fault – one for the Coachella segment earthquake, and one for the larger Southern segment earthquake. For the Coachella segment, the analyses indicate over 24% of the buildings in the Coachella area could be at least moderately damaged²³. Single-family homes would fare best overall but the models indicate that nearly 86% of residential structures other than single-family homes (that is, multi-family residential buildings, including duplexes, condominiums and apartments) would suffer at least moderate damage, as would nearly half of the industrial, agricultural and commercial structures. About 30% of the school buildings would suffer moderate damage. Higher levels of damage are expected if an earthquake occurs on the entire Southern San Andreas fault, including a significant increase in buildings experiencing extensive or complete damage. Additional information on flood hazards can be found in Appendix B, Safety Element Technical Background Report.

The HazUS analyses predicts that the three hospitals located in the valley north of Coachella (there are no hospitals in the General Plan area) will be less than 20% functional the day an earthquake on the Coachella segment occurs, and completely non-functional immediately after the larger Southern San Andreas earthquake. At the same time, the model predicts hundreds of people in the region will require medical attention. Therefore it is essential that alternate medical providers, both within and outside of Coachella, be identified.

The models indicate the potable water, wastewater and natural gas systems in Coachella will experience moderate damage from the Coachella segment earthquake, and severe damage if an earthquake occurs on the entire Southern San Andreas. In the worse-case scenario, pipelines will have thousands of leaks and breaks, essentially destroying the water distribution system. Coachella households may be without potable water for a minimum of three months, and in some areas, for six months or longer.

Most of the local transportation system is expected to perform relatively well during the Coachella segment earthquake, except where structures, such as Interstate 10, Dillon Road, and the Coachella Canal cross, the fault. Primary displacement along the fault trace and secondary displacement due to ground movement is likely to be high, not only affecting transportation, but also severing or displacing buried utilities. Displacement of the Coachella Canal could result in flooding and loss of water resources. An earthquake on the Southern segment could additionally result in moderate to complete damage to 17 of the 21 bridges in the General Plan area. Damage to roads, bridges, highways and rail lines both north and south of Coachella will also hinder response and recovery activities immediately and for some time after the earthquake.

²² HazUS (short for Hazards United States) is a methodology developed by the National Institute of Building Sciences with funding from the Federal Emergency Management Agency (FEMA) to make standardized loss estimates at a regional scale resulting from earthquakes, floods, or hurricanes. HazUS addresses nearly all aspects of the built environment and is used in planning for disaster loss mitigation, and emergency preparedness, response and recovery.

²³ The definition of moderate damage varies by building type. For mobile homes, moderate damage means that the structure suffered major movement over its supports, resulting in damage to metal siding and stairs, and requiring resetting of the mobile home on its supports. For precast concrete tilt-up buildings, moderate damage means that most wall surfaces exhibit diagonal cracks; larger cracks in walls with doors or window openings; few shear walls exceeded their yield capacities as indicated by larger diagonal cracks and concrete spalling. Some walls may have visibly pulled away from the roof. Some welded panel connections may have been broken, as indicated by spalled concrete around the connections.

SOILS

Seismic shaking can also cause various types of ground deformation; liquefaction and slope failure are the most destructive of these. When liquefaction occurs, the soils that liquefy lose the ability to support structures; buildings may sink or tilt, with the potential for extensive structural damage. The valley portion of Coachella, west of the Whitewater River/Coachella Valley Stormwater Channel, is underlain by soils that could liquefy during an earthquake.

Seismic shaking can cause loose, geologically young deposits to become more tightly packed, resulting in a reduction of the soil column, and differential settlement at the ground surface. Areas at or near the contact between alluvium and bedrock, or at the contact between artificial fill and natural soils, can be susceptible to seismically induced differential settlement. The valley portion of Coachella is underlain by unconsolidated, young alluvial deposits and artificial fill that may be susceptible to this hazard.

Deformation may also occur in alluvial-filled drainages within the hills, although the losses associated with this kind of failure are anticipated to be small and geotechnical measures implemented during development of the area can mitigate this hazard. The unconsolidated sediments are also potentially compressible and/or collapsible.

Topographically, the eastern part of Coachella encompasses low rounded hills. The hills of Coachella are currently in a natural state but proposed development is expanding eastward and will eventually reach these areas. Future developments that encroach up to the base, or within the hills, will be exposed to potential slope instability. Most slope damage in the region is likely to occur as a result of earthquake-induced shaking or during periods of exceptional and/or prolonged rainfall. Slope damage in this area typically consists of shallow failures involving the surficial soils, uppermost weathered bedrock and mud or debris flows. Seismically induced slope failures can occur in the moderately steep hills and low mountains in the General Plan area, especially in the Mecca Hills where tectonic deformation and geologically weak clays are present. Grading cuts into these hills could also trigger slope failures and may require remediation during construction. The more gently sloping hills that occupy most of the hillside area are generally more stable, but highly susceptible to erosion. Ridgetop shattering may occur locally in the hills and mountains and near Coachella.

Seiches can occur in bodies of water both near and far from the earthquake epicenter. Given that there are canals, ponds and pools in the Coachella area, seiches as a result of ground shaking can be expected to occur in the region. The amplitude of these waves cannot be predicted but these are typically less than about 0.5 m (1.6 feet). Property owners down-gradient from these bodies of water should be aware of the potential hazard to their property. Given its distance from the ocean, Coachella does not have a tsunami hazard.

Sedimentary units in the Coachella area are a mix of water-transported (alluvial) sand, silt, clay, gravel derived from erosion of the adjacent hills and mountains and very fine-grained ancient lake deposits. Very young, unconsolidated alluvial sediments line the drainage courses. Consequently, the expansion characteristics of the soils are highly variable. Fine-grained soils, such as clays and silts, in the Coachella area are potentially expansive. The sediments in the valley areas are generally corrosive to metallic objects such as pipelines if these come in direct contact with the soils.

The results of studies evaluating the potential for regional subsidence within the Coachella General Plan boundary are unclear. Significant subsidence has been documented in other parts of the valley (Palm Desert, Indian Wells and La Quinta), where the subsidence and associated ground fissuring have been attributed to groundwater withdrawal. Recognizing that significant subsidence in the area could pose a major environmental constraint, several agencies, including the U.S. Geological Survey, the Coachella

Valley Water District and the City of Coachella, are currently devoting resources to the study and mitigation of this potential hazard. Additional information on hazardous materials can be found in Appendix B, Safety Element Technical Background Report.

Unconsolidated sediments in drainage bottoms and the valley floor, as well as the granular semi-consolidated sediments forming the hills, are generally susceptible to erosion. Because much of the runoff travels through the area in natural washes and gullies, and by sheet flow, sedimentation is locally a hazard. Natural erosion processes are often accelerated by man's activities, including the removal of protective vegetation, modification of natural drainage patterns and construction of slopes that may be more susceptible to erosion than the natural slope conditions. Development also reduces the surface area available for infiltration, leading to increased flooding, erosion and downstream sedimentation.

FLOOD HAZARDS

Floods are natural and recurrent events that generally do not pose a hazard when they occur in an undeveloped area; it is only when floods interact with the built environment, typically in the form of structures built on the floodplain, where they obstruct floodwaters, that they become hazardous. Unfortunately, as development in floodplains has increased, the average annual losses due to flooding have also steadily increased.

Southern California typically has mild winters and warm, dry summers as a result of a high-pressure area over the eastern Pacific Ocean that deflects storms to the north. However, during the winter months, this high-pressure area can break down, allowing the jet stream to move storms along a more southerly track. If the northern jet stream taps into the sub-tropical jet stream and then veers into southern California, rainfall totals in the region can increase dramatically. El Niño events can also result in increased rainfall in the area and summer monsoons occasionally cause severe weather in July and August. Although Coachella receives on average about three inches of rain a year, actual numbers can vary substantially from year to year.

Runoff totals in the area are also controlled by topography. Coachella is located in the lower part of the Whitewater River basin, a regional watershed covering more than 1,000 square miles. The San Jacinto and San Bernardino Mountains capture a significant portion of the precipitation from strong Pacific storms that pass through, such that average rainfall in the San Jacinto Mountains is more than eight times that in the Coachella Valley (25 inches instead of the average three inches in Coachella). The steep mountain slopes and relatively impermeable bedrock means that most of this precipitation becomes runoff that eventually makes it way to the Whitewater River and its tributaries. Consequently, this drainage can convey substantial discharges even if little rain falls on the valleys floors.

There are two distinct flood sources in the Coachella Valley: 1) the Whitewater River and its tributaries upstream from the valley, and 2) the streams entering the valley from the mountain ranges flanking the northeast and southwest sides of the valley. The Whitewater River is the largest drainage course in the area. Collecting runoff from the slopes and canyons of the San Bernardino and San Jacinto Mountains, the river emerges from the mountains near the southern entrance to the San Gorgonio Pass, where it joins and captures the San Gorgonio River, and near Palm Springs, Taquitz Creek.

Although one of the Coachella Valley Water District goals is to safely convey floodwaters from the mountains across the valley to the Salton Sea, rain that falls directly on the valley is the responsibility of the local cities or the county. Currently, there is not a permanent, interconnected flood control system

in the General Plan area, nor does the City or county have a comprehensive master drainage plan. Most stormwater passes through Coachella as surface flow (there are very few underground structures such as storm drains) and existing local structures are not tied to the Coachella Valley Stormwater Channel. As a consequence, the City has periodic local flooding in the downtown area. Streets in the older part of the city have very slow drainage, causing water to pond for days after a storm.

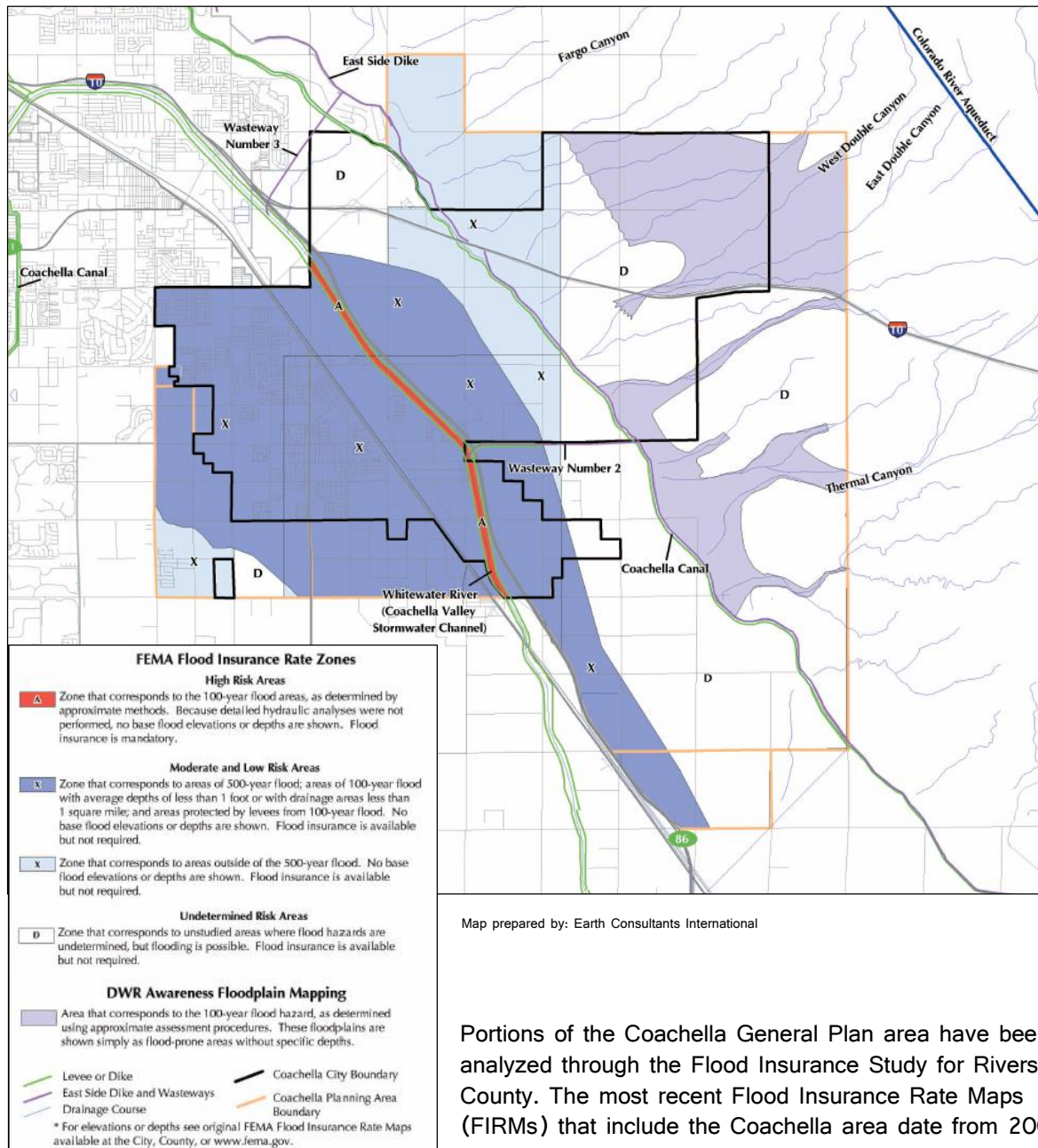


Figure 3-10: Flood Hazards

the flood zones are incomplete in the eastern part of the area. Thus, there are areas outside of the mapped flood zones that could be affected by flooding. It should be noted that FEMA is evaluating

Portions of the Coachella General Plan area have been analyzed through the Flood Insurance Study for Riverside County. The most recent Flood Insurance Rate Maps (FIRMs) that include the Coachella area date from 2008. The inundation limits for the 100-year and 500-year floods are shown on these FIRMs; however it is important to note that not all of the General Plan area was evaluated and

different technical approaches for modeling flood hazards in the vicinity of levees. As a result, the Coachella Valley Water District has put on hold an approved Comprehensive Study of the Stormwater Channel from Indio to the Salton Sea, pending policy changes in FEMA's flood zone mapping. When studies by these agencies are completed, it is likely the FEMA maps covering the Coachella area will be revised. Furthermore, in an attempt to fill in gaps in FEMA's mapping in the state, the California Department of Water Resources has mapped the 100-years flood in portions of the eastern area, using approximate methods. This mapping is broad-based and general, therefore useful only as a starting point by local agencies for mandating more detailed studies when developments are proposed in those areas. Refer to Figure 3-10: Flood Hazards for more information about the extent of flood hazards in the Planning Area.

The City of Coachella and Riverside County have participated as regular members in the National Flood Insurance Program (NFIP) since 1980. Coachella's most current effective FIRM maps are dated August 2008; however maps and flood elevations are amended periodically to reflect changes. Because the City and county are participating members of the NFIP, flood insurance is available to any property owner in the Coachella General Plan area. In fact, to secure financing to buy, build, or improve structures in a Special Flood Hazard Zone, property owners are required to purchase flood insurance. Lending institutions that are federally regulated, or federally insured, must determine if the structure is located in a SFHZ and must provide written notice requiring flood insurance.

Seismically induced inundation refers to flooding that occurs when water retention structures, such as dams or levees, fail due to an earthquake. There are no existing dams with the potential to inundate Coachella. However, local flooding resulting from the potential failure of the Coachella Valley Stormwater Channel levees, the Eastside Dike, or the Coachella Canal remains a risk for the people of Coachella. The channel's levee system, or the canal, could be affected by a severe earthquake, with the potential for the foundation soils to fail as a result of lateral spreading. Liquefaction and lateral spreading damaged several levees in the Imperial Valley during earthquakes in 1979 and 1987, and more recently, as a result of the Easter Sunday (Sierra El Mayor-Cucapah) earthquake of 2010. Field reconnaissance of the Imperial Valley canals following the 2010 earthquake showed that there was significant slumping and lateral spreading along the canals, although none of them failed. However, this damage was the result of an earthquake many miles to the south causing shaking-induced lateral spreading. The canals in the General Plan area could be damaged by strong ground shaking, ground deformation and surface fault rupture.

Within the General Plan area, the Coachella Canal is especially vulnerable to primary fault rupture, as its alignment nearly coincides with the trace of the San Andreas fault – a condition considerably more severe than a high-angle fault crossing. The 2008 ShakeOut Scenario by the U.S. Geological Survey estimates that rupture by offset of the canal would likely occur in at least three places, resulting in flooding of valley areas to the southwest. Immediate offset could be on the order of 7.2 to 15.7 feet, with an additional afterslip of 5.9 to 10.8 feet, which is likely to hamper repairs of the damaged canal. In anticipation of a major earthquake, the Coachella Valley Water District has a comprehensive Emergency Response Plan in place that includes the canal system. They have also participated in Shakeout drills that include simulated earthquake damage and practiced response to a break in the canal. There are however, currently no engineering analyses that include potential inundation mapping of the levees and canals in the Coachella area.

Inundation in a smaller scale can also occur if an above-ground water storage tank suffers damage as a result of ground shaking, releasing the water. Flexible joints at the inlet/outlet connections, in addition to bracing and baffling, can help mitigate the damage resulting from water sloshing inside the tank. The City of Coachella has three above-ground water reservoirs in the General Plan area. The newest tank,

located at Well 18, is the only one constructed to current seismic standards. However, all tanks have isolation valves. The only above-ground reservoir in the Coachella General Plan area, owned by the Coachella Valley Water District, is located in their Coachella yard. It is an older tank that has not been retrofitted. The District is evaluating whether to upgrade or demolish the facility. Maintaining the structural integrity of these water tanks during an earthquake is important not only to prevent flooding and provide water to residents but also to fight any fires that may occur as a result of the earthquake.

FIRE HAZARDS

Wildfires are a necessary part of the natural ecosystem in southern California, but they become a hazard when they extend out of control into developed areas, with a loss of property, and sometimes, unfortunately, injuries or deaths. The wildfire risk in the United States has increased in the last few decades with the encroachment of residences and other structures into the wildland environment and the increasingly larger number of people living and playing in wildland areas.

The valley portion of Coachella is located in the Colorado Desert section of the Southeastern Deserts Bioregion, while the hilly, far eastern section of the planning area is a small outlier of the South Coast Bioregion. The Deserts Bioregion is characterized by isolated mountain ranges separated by broad basins blanketed with alluvial fan, dune and playa deposits. In its native state, the Colorado Desert section is characterized by low- to mid-size riparian vegetation, with desert scrub being the predominant vegetation. In Coachella, however, most of the acreage within the Colorado Desert section is no longer in a natural state, as the native cover has been replaced by crops and urban development, or has been altered to varying degrees by road construction, introduction of invasive plant species and other stressors.

In the past 40 years, several different but related fire hazard assessment and classification systems have been developed at the local, state and federal level for the purpose of quantifying the severity of a fire hazard in a given area. The State Responsibility Areas system was developed and implemented by the California Department of Forestry and Fire Protection to rank fire hazards in California as moderate, high or very high based primarily on fuel types. There are no State Responsibility Areas in the Coachella General Plan area. However, there are several sections classified as Federal Responsibility Areas with a moderate fire hazard, and a small section in the far northeastern corner of the planning area is considered to have a high fire hazard. Most of the hillsides in the eastern and northeastern half of Coachella are located within a Local Responsibility Area (LRAs) with a moderate fire hazard. The developed areas in the valley floor do not have a wildfire hazard. Under the California Plan, most of the Coachella planning area east of the Coachella Canal is mapped having a moderate fuel rank and potential fire behavior, with isolated pockets of high fuel rank potential fire behavior.

HAZARDOUS MATERIALS

Hazardous materials are used every day in industrial, commercial, medical and residential applications. The primary concern associated with a hazardous materials release is the short- and/or long-term

effect to the public from exposure to these substances. Compared to other cities in southern California, Coachella has a relatively low number of sites that generate, use or store hazardous materials.

According to the Environmental Protection Agency (EPA), there are no Superfund sites in the Coachella General Plan area. There is one facility in Coachella listed in the most recent Toxics Release Inventory database released to the public on December 2010 with data for the year 2009. This TRI facility is the ARMTEC Defense Products Company, an ordnance and accessories manufacturer. As of May 10, 2011, there were 21 locations in Coachella study area reported as small-quantity generators, and three as large-quantity generators. Two of the small-quantity generators are listed as “conditionally exempt.” The Foster-Gardner site, a company that previously manufactured pesticides, is included in the Cortese list. There are no registered transporters of hazardous waste in the City; however, hazardous materials are transported through the City, both by truck and rail. Refer to Figure 3- for an illustration of the location of known sites in the City.³

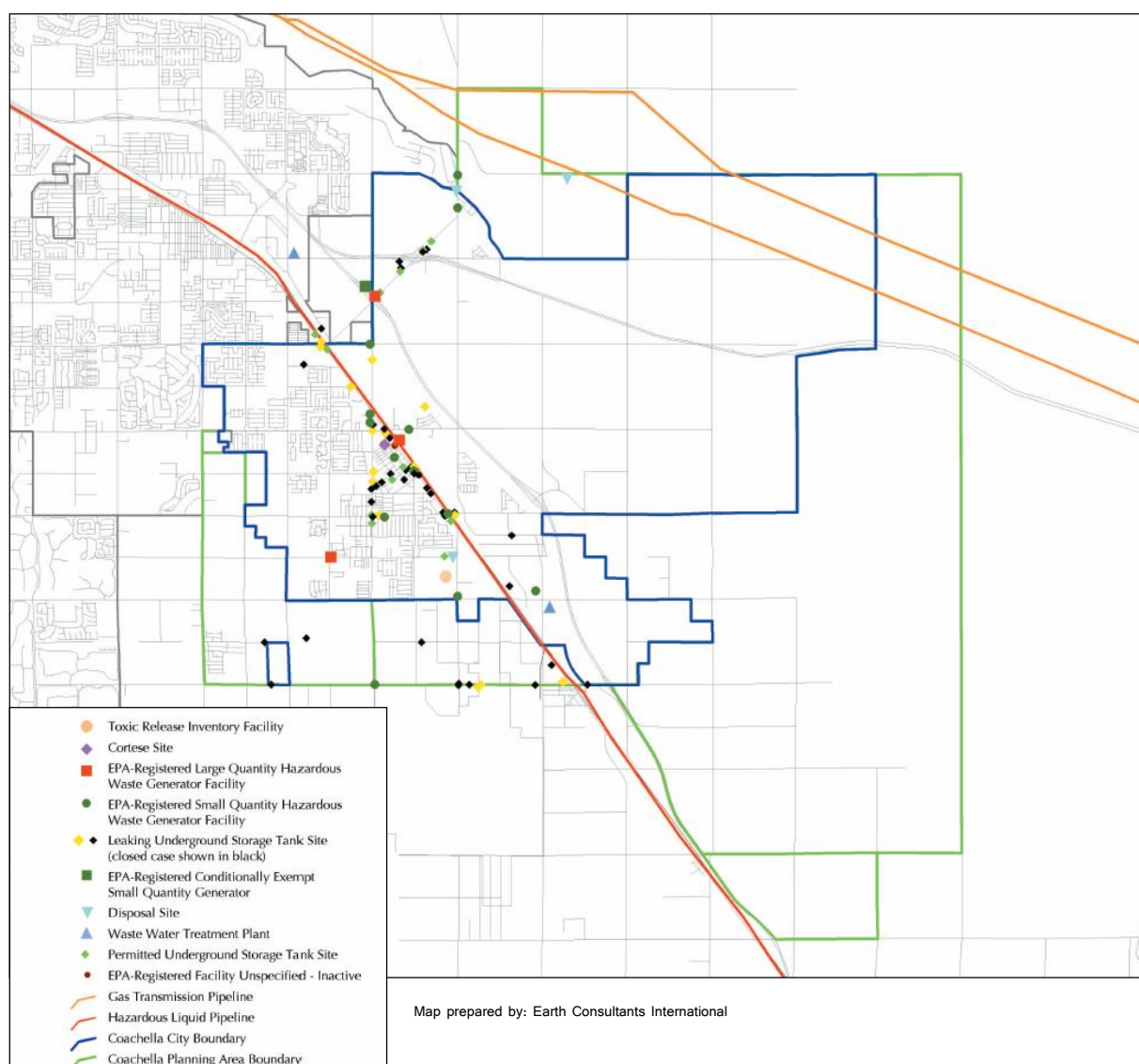


Figure 3-11: Hazardous Materials Sites

04 | LAND USE + COMMUNITY CHARACTER

INTRODUCTION

This Element provides a long-term vision, goals and policies for land use and development in Coachella over the next 20 to 30 years. Over this time, Coachella is expected to grow significantly and transform from a small town to a medium sized city. Coachella will become a community of walkable neighborhoods, tied together by multi-modal transportation corridors and interspersed with vibrant districts for shopping, working, entertaining and commerce. The walkable neighborhoods will have a diverse mix of housing and will be in close proximity to shopping and services so the majority of one's daily needs are a short walk away. Downtown will grow and expand to serve as the cultural and economic hub of the City with a variety of retail, entertainment and office uses where residents of the region may shop and play. There will also be a significant number of new jobs in industrial areas near the airport, as well as office, and research and development space adjacent to downtown. The urban area of the City will also be supported by a vast network of parks, trails and open spaces.

While high level of growth is desired by the residents and elected officials of Coachella, it also comes with a unique set of challenges that includes maintaining the small-town character, paying for infrastructure, public facilities and services and ensuring the growth improves the quality of life for residents and the economic environment for businesses. Given the amount of development that will occur and the large geographic area of the City, the Element balances the need for long-term flexibility with necessary regulations to meet the City's vision.

The goals and policies in the Land Use and Community Character Element are critical to the overall success of the City. Thus, it goes beyond typical land use element requirements prescribed by California. In addition to regulating land use and development intensity, the Element also regulates the form and character of development that will occur and the connections between development projects. There are also regulations for the provision of the necessary public facilities and services to create the high quality of life desired by the residents of Coachella. However, the regulation of land use is highly flexible to allow for changes in economic and demographic conditions over time. This balance of flexibility and regulation will ensure project sponsors have a high degree of control of what is proposed and the City develops as a network of high-quality neighborhoods, retail areas and employment centers.

ORGANIZATION OF THIS ELEMENT

The Land Use and Community Character Element is organized into the following sections:

- **Our Community's Goals:** This section includes a brief summary of the overall goals and direction of the Element.

- **General Plan Designations:** The General Plan Designations are one of the most important components of the General Plan because they identify the intended future land use, development intensity and development character for the entire City. The designations are divided into six base designations: Ranchos, Neighborhoods, Centers, Districts, Specific Plans, and Public. This section includes descriptions of designations, a designation map, a summary table of regulations and requirements and a description of the master planning process for new development projects.
- **Subarea Descriptions:** For planning purposes and to ensure the City has unique and distinct areas, Coachella is divided into 17 distinct subareas. Each subarea includes an overview of the existing conditions of the area, a vision statement for the area and specific policies that guide future development in the subarea.
- **Goals and Policies:** This section includes broad goals and policies for land use and community design topics that apply to the entire City.

OUR COMMUNITY'S GOALS

The General Plan is designed to be a transformative vision for the future of Coachella through the year 2035 and beyond. It provides guidance not just for day-to-day planning decisions but for how these individual decisions should move the City toward a new future.

During the General Plan update process, the citizens of Coachella, along with the City Council and Planning Commission, provided their ideas for what Coachella should look like in the future. They identified the unique aspects of the City as well as the vision for the growth as Coachella transforms from a small town into a medium-sized city. As part of this process, the community identified key land use and community design concepts, described below, which are the foundation for both the City's future land-use vision, the development of General Plan designations and for the specific goals and policies contained in this Element, as well as elsewhere in the General Plan.

To achieve the community's vision as presented in Chapter 3 of the General Plan, the Land Use and Community Design Element is organized around the following broad goals.

- **Grow into a medium sized City while preserving small town character and identity.** The City is expected to grow from approximately 40,000 people in 2010 to upwards of 150,000 by 2035 and more growth is envisioned for the City beyond 2035. As the City grows, there is a strong desire to preserve the small-town character and identity while also becoming a full-service city. Allowing for growth while maintaining the character of the community is a critical goal of the plan.
- **Preserve cultural and ethnic heritage.** The City is culturally diverse with a rich heritage. While the City will change over time, the community desires that maintaining cultural and ethnic diversity be a priority of the City.
- **Create walkable and interconnected neighborhoods.** Neighborhoods are the building blocks of cities and the residents of Coachella desire those that are walkable, attractive and near goods and services.
- **Create neighborhood-oriented retail centers.** Interspersed between neighborhoods should be retail and commercial centers that provide daily goods and services for residents within a walking distance of most homes. The centers should be designed to be easily accessible from neighborhoods and have a walkable, main street character.

- **Revitalize the existing City.** While the City will grow and change over time, care and attention must be given to the current residents and businesses and the existing built environment. This plan calls for a revitalization and improvement of the City's character and infrastructure. Projects such as streetscape improvements, attracting new uses and revitalizing the downtown and the major transportation corridors will enable Coachella to move toward becoming a complete city.
- **Define the form and character of new development.** Moving forward, the City will use urban design to differentiate Coachella from its neighbors. There are standards and guidelines for how the City – its neighborhoods, centers and districts – should look, feel and function.
- **Make the City connected and multi-modal.** Connectivity for pedestrians, cyclists, transit and vehicles is a critical component of a livable and sustainable city. While much of the plan is flexible and visionary, this plan includes specific standards for how areas of the City should link to one another and how individual development projects should be connected internally and externally.
- **Preserve the natural beauty and scenic quality of the City.** The City is located in an area of striking natural beauty. While the landscape will be altered with future development, the views of the mountains and the rural, agricultural character should be respected. In general, the natural topography of the hills should be maintained, some of the existing agricultural uses should be preserved or integrated into the landscape and views of the surrounding mountains should be maintained.
- **Provide public facilities and services to improve the quality of life.** As the City grows, it is essential that quality public facilities and services be provided for residents. This includes parks, civic buildings, community centers and programs, such as athletic leagues. Providing services at the time development occurs, and requiring developers pay for their fair share of the costs, is an important part of transforming Coachella into a full-service city.
- **Revitalize and expand the Downtown.** The Downtown is the heart of the City and should be supported, revitalized and expanded to accommodate Coachella's growing population. Arts and cultural activities, civic uses and destination retail and shopping should be focused here. Festivals and farmers markets should occur Downtown whenever possible and the Downtown can be expanded to become a hub of office and economic activity for the Coachella Valley.
- **Make Coachella a destination for tourism and entertainment.** Coachella should expand the number and variety of tourism and entertainment uses as the City grows and changes over time. While difficult to attract, such uses could include hotels, theme parks, sports complexes, performing arts venues and major retail centers.
- **Expand economic development opportunities.** As the City's population grows, so too should the number and diversity of jobs. Over time, the job base should expand considerably so Coachella is not just a bedroom community but is also a thriving job center and a major hub of commerce in the Coachella Valley. There should be a diversity of jobs that match the diversity and skill level of its residents. Supplementing this should be an educational system – including a college or university – and vocational training to improve the socio-economic conditions of Coachella residents.
- **Improve the fiscal health of the City.** As the City and its economy grows and diversifies over time, the fiscal health of Coachella should also improve. New development should pay its own way and all decisions should be made with an understanding of the overall, long-term fiscal health of the City.
- **Allow for creativity and flexibility in development and growth.** Coachella is going to grow considerably over time and the exact location of each use is difficult to predict. Thus, this plan provides for significant flexibility in the location of new uses. This will allow developers to define

the range of new uses in their projects so long as it conforms to the overall vision of the City and the vision of the subarea where the project is located.

- SB 244. A description of the disadvantaged communities found in the Planning Area is in Chapter 3, Existing Conditions.

GENERAL PLAN DESIGNATIONS

State law requires that General Plans identify the future intended land use in the City and the allowable density or intensity of development. The General Plan designations are developed to provide a vision of the organization of uses in the City and a flexible structure to allow for changes in economic conditions and community visions. Further flexibility is added in the General Plan to account for the large amounts of undeveloped land that may be converted into urban uses as Coachella grows from a small town to a medium-sized city by 2035.

The General Plan designations are organized into six base designations. A description of each is below and summarized in Table 4-1 and Table 4-2:

- **Ranchos.** These rural areas include space for agriculture and low density residential development. The preservation of agriculture in viable sizes for continued agricultural production is critical as the City urbanizes over time.
- **Neighborhoods.** Neighborhoods are the basic building block of great cities and this General Plan identifies a range of neighborhood types. The vision of the plan is to create complete, compact and connected neighborhoods that provide a high quality of life for residents.
- **Centers.** Centers are the primary places of commerce, neighborhood-serving retail, arts and culture and civic activities. There are a variety of centers ranging from walkable, mixed-use Neighborhood Center to Downtown to higher intensity employment areas. Centers are characterized by the urban and walkable character and their mix of uses.
- **Districts.** Districts are areas of the City that are more single use and automobile-oriented. The Districts include large format retail and commercial areas, industrial areas and resorts. These areas are critical to the overall economic prosperity of the City but have a lower level of design regulation and pedestrian-orientation than other areas of the City.
- **Specific Plans.** These areas are approved Specific Plans. In these areas, the Specific Plan defines the land uses and development intensity. As approved Specific Plans are updated or modified, they should conform to the vision and policies in this General Plan.
- **Public.** This category of designations is for a range of public facilities and uses including parks, public buildings and preserved open spaces.

Within the six base designations there are 16 General Plan character designations, each of which is described in the next section.

In addition to the required information on allowed land use and intensity of development, the General Plan character designations provide more detailed information on the built form and character of the uses than is typically found in a general plan. With the exception of the Public and Specific Plan designations (which are described more generally), each designation has policy guidance on:

- **Intent and purpose.** This describes the overall purpose of the land use designation.

- **Intended physical character.** This describes the intended physical form and character that new development will take.
- **Allowed land uses.** The allowed land uses are generally described. Additional detail on specific land uses is provided in a separate table that follows the land use designation descriptions. (See Table 3-1.)
- **Development intensity.** The intensity of development as measured in dwelling units per acre for residential development and floor area ratio (FAR) for non-residential development.
- **Network and connectivity.** This includes descriptions and metrics for ensuring a high level of connectivity in the transportation system.
- **Street design.** A description of the roadways desired in each designation is included. This description works in concert with the policies and street types in the Mobility Element.
- **Parks and open space.** This includes descriptions of the range of parks and open spaces desired. Additional detail on specific park types is provided in a separate table presented in the Sustainability and Natural Environment Element. (See Table 6-1.)
- **Urban form guidelines.** This includes information on the overall urban form of the designation including lot coverage, building frontages, parking location and access and allowed building types.

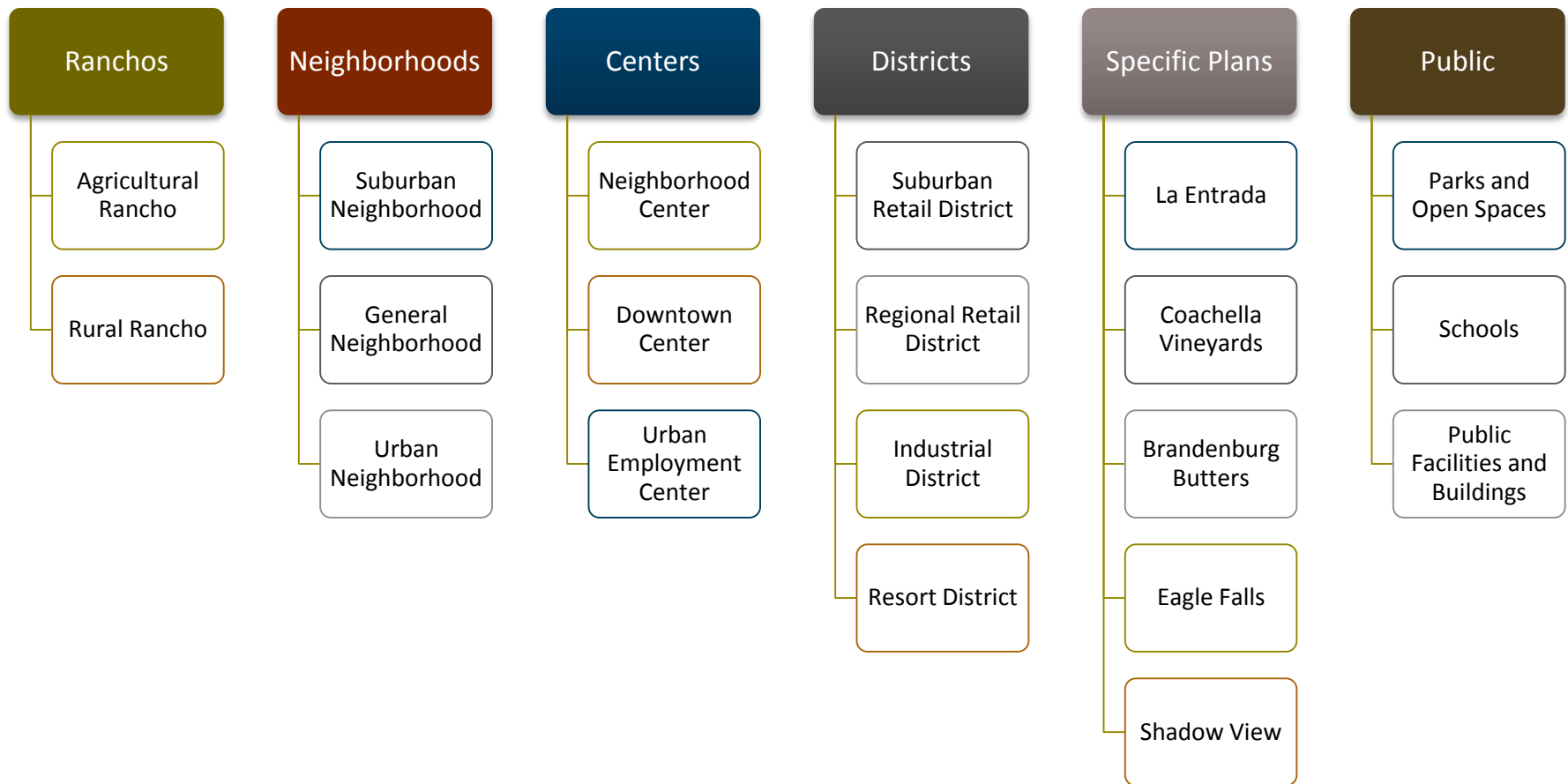


Figure 4-1: General Plan Base Designations and Character Designations.

RANCHO DESIGNATIONS

Rural and agricultural areas are part of the history and heritage of Coachella and are important aspects of the community's image and identity. These land use designations are intended to preserve agriculture in the City for economic development and aesthetic benefits. This category also allows for rural development, both in a common pattern of homes on large parcels and in developments with homes clustered together and surrounded by preserved open space. Based on these characteristics, the General Plan contains two Rancho designations: Agricultural Rancho and Rural Rancho.

AGRICULTURAL RANCHO

INTENT AND PURPOSE

The Agricultural Rancho designation provides areas for productive agriculture uses in the City. Agricultural areas provide for active uses such as date farms, field crops or grapes. In some cases, this designation also encompasses other working lands that provide an open space benefit or are in other ways a non-urban land use, such as mining. These rural environments – and the natural and agricultural systems that define them – are intended to be preserved in perpetuity and may not be converted for urban use.

INTENDED PHYSICAL CHARACTER

Areas with this designation are undeveloped except for rural roads providing access and buildings related agricultural production.

ALLOWED LAND USES

Allowed uses include agricultural lands and small amounts of accessory uses that support the agricultural use. Agricultural uses include housing for farm owners and workers, equestrian stables, barns and sheds for packaging, processing and selling produce grown on site. In certain cases, mining is also allowed.

DEVELOPMENT INTENSITY

DU/AC = 1 unit per parcel or 1 unit per 40 acres, whichever is smaller.
Commercial = 0.01 FAR max.

NETWORK AND CONNECTIVITY

"Blocks" defined by public roads through these environments are very large – in some cases 1 mile by 1 mile or ½ mile by ½ mile, in some cases transected by private roads – paved and unpaved – and by trails to the extent necessary for access. Some dead end roads may be warranted to preserve existing topography and/or natural environment.

STREET DESIGN

Streets accessing these properties are rural in character, with:

1. Paved and/or compact aggregate pedestrian and multi-use trails – generally separated from the roadway – in lieu of sidewalks.
2. Compacted shoulders in lieu of on-street parking lanes.

3. Open drainage swales (ditches) in lieu of curb and gutter improvements.
4. Minimal or no street lights.

PARKS AND OPEN SPACE

This designation is intrinsically an open space designation, so no additional open-space requirements are necessary.

RURAL FORM GUIDELINES

1. Parcels are large, ranging from 40 acres to several hundred acres.
2. Grading is strictly limited to the bare minimum necessary for access or cultivation. Buildings conform themselves to the natural terrain.
3. Buildings are generally set back from roads with deep front, side and rear setbacks. Frontages are generally defined by rustic, open fences.
4. Building heights are generally one to two stories and in some cases 2 ½ stories with a partial third floor under the roof on larger lots. In the case of agricultural barns and buildings, structures may be taller and the equivalent of multiple stories.



Existing farmlands in eastern Coachella.



Very large blocks are acceptable in Agricultural Rancho designations.



Cultivation is an integral part of the Coachella heritage and economy.



Buildings should be agricultural in character and design.

Figure 4-2: Examples of Agricultural Rancho character

RURAL RANCHO

INTENT AND PURPOSE

The Rural Rancho designation accommodates low intensity residential development within a preserved rural landscape. These areas are intended to serve as a buffer between Agriculture and any of the urban designations of this Plan or as the edge of the urbanized City.

INTENDED PHYSICAL CHARACTER

Dwellings and their accessory buildings are integrated into the natural or agricultural landscape and don't fundamentally alter that landscape. Residences may be distributed throughout the landscape on large lots or may be clustered as a village.

ALLOWED LAND USES

Residential primarily, except for home occupations, and uses accessory to agricultural cultivation.

DEVELOPMENT INTENSITY

DU/AC = 0.4 (1 unit per 2.5 acres) – 1 DU/AC

FAR = n/a

NETWORK AND CONNECTIVITY

"Blocks" defined by public roads through this rural environment are large, up to ¼ mile by ¼ mile, in some cases transected by private roads – paved and unpaved. Some dead end roads may be warranted to preserve existing topography and/or natural environment.

STREET DESIGN

Streets accessing these properties are rural in character, with:

1. Paved and/or compact aggregate pedestrian and multi-use trails – generally separated from the roadway – in lieu of sidewalks.
2. Compacted shoulders in lieu of on-street parking lanes.
3. Open drainage swales (ditches) in lieu of curb and gutter improvements.
4. Minimal or no street lights.

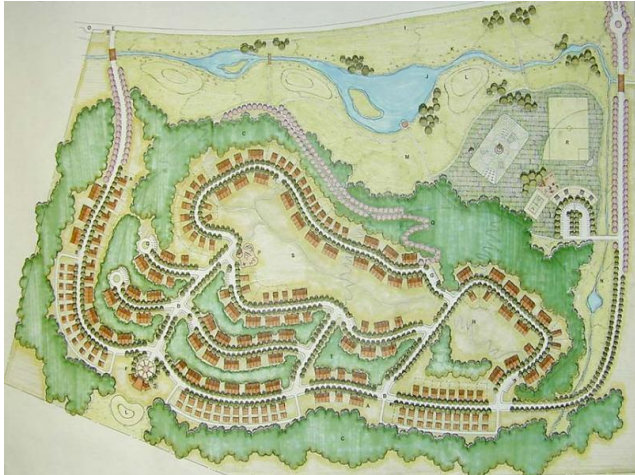
PARKS AND OPEN SPACE

1. Neighborhood Parks and Mini Parks, such as tot-lots, are required as part of rural development projects.
2. Community Parks may be located in limited amounts throughout these areas.
3. Areas should be connected to the urban parts of the community through multi-use trails and greenways.
4. Nature, as exemplified by agriculture and open space, is acceptable, as well, when resource conservation is a priority at a given site.

RURAL FORM GUIDELINES

1. Parcels are large with low building coverage (generally less than 10 percent), except for rural cluster development (where parcels are smaller and clustered in order to preserve large open space areas for common use, public use and/or natural preservation).

2. Grading is strictly limited to the bare minimum necessary for access or cultivation. Buildings conform themselves to the natural terrain.
3. Buildings are generally set back from roads with deep front, side and rear setbacks to maintain the rural character. Frontages are generally defined by rustic, open fences.
4. Buildings are limited to single family houses, accessory second units and agricultural barns and sheds.
5. Building heights are generally one to two stories and in some cases 2 ½ stories with a partial third floor under the roof on larger lots. In the case of agricultural barns and buildings, structures may be taller and the equivalent of multiple stories.



Cluster pattern achieved through “conservation subdivision” design (Source: University of Idaho Junior Design Studio).



Rural Rancho houses have deep setbacks with rustic fencing.



Clustered development allows for substantial open-space preservation (Source: Capitol Development Design).

Figure 4-3: Examples of Rural Rancho land use character.

NEIGHBORHOOD DESIGNATIONS

Neighborhoods are the basic building blocks of a livable and sustainable Coachella. A Coachella neighborhood – as defined in this Plan – mixes a variety of residential types within a walkable network of green streets and parks, well-connected to parks, schools and neighborhood centers to serve daily shopping needs. Almost all of Coachella’s residents live in neighborhoods, which must provide safe, attractive and comfortable places to live and play. The neighborhood designations presented below call for the development of such traditional neighborhoods throughout the City. The design character and mix of residential types will vary by neighborhood and by location within town, but all neighborhoods should have the following common characteristics:

- A diversity of housing types.
- A diversity of architectural styles.
- A variety of attractive, green, walkable streets that provide a safe environment for pedestrians, bicyclists and children.
- A focus on a public amenity, such as a park, school or civic or recreational center.
- Comfortable walking and biking access to a neighborhood center with basic commercial amenities, such as shops and restaurants.
- A street network designed to provide abundant routes within the neighborhood – and connecting to adjoining neighborhoods, districts and corridors – for walking, biking and short car trips.

Neighborhoods with these simple, timeless characteristics have generally proven to be the most desirable living environments in cities throughout California over the past century, holding their value through economic downturns and enjoying multiple cycles of reinvestment and renovation. The conventional, automobile-oriented residential development patterns that have been prevalent in recent years in the Coachella Valley, and Southern California at large – such as those with gated subdivisions, cul-de-sacs, treeless walled arterial streets, and limited connectivity to adjoining neighborhoods and amenities – do not support the active, healthy lifestyles that Coachella envisions for its future.

Based on these characteristics, the Coachella General Plan identifies three designations for the creation of neighborhoods within the City. These are:

1. **Suburban Neighborhood.** Predominantly single family residential housing types.
2. **General Neighborhoods.** A mix of single-family and multi-family housing types with good non-motorized access to a range of civic and commercial amenities.
3. **Urban neighborhoods.** Predominantly – although not exclusively – multi-family housing types with very good non-motorized access to a wide range of civic and commercial amenities located at the edges and/or within the mixed-use fabric of the neighborhood.

Many existing residential areas of Coachella do not meet the criteria identified here, and most are valued by the residents who call them home. However, their long-term value and livability may be further enhanced by the introduction of selected elements of this vision for Coachella’s neighborhoods over time. Improved landscape, pedestrian and bike facilities along with enhanced access and connections to nearby civic and commercial amenities should be considered in particular.

SUBURBAN NEIGHBORHOOD

INTENT AND PURPOSE

Suburban Neighborhoods provide a lower intensity, quieter, family-living environment but are still well connected to surrounding neighborhoods, retail areas as well as natural and agricultural open spaces. Because Suburban Neighborhoods are less compact than General Neighborhoods, they are inherently less walkable and amenities such as parks, schools and convenience retail are farther from most residences. Accordingly, greater accommodation is provided to the automobile in these Neighborhoods, and greater attention must be paid to bike routes.

INTENDED PHYSICAL CHARACTER

Suburban Neighborhoods provide a more naturalistic, landscaped setting than General Neighborhoods, and tend to have larger lots, larger yards, larger setbacks, more landscaping and predominantly single-family houses.

ALLOWED LAND USES

Residential only (except for home occupations).

DEVELOPMENT INTENSITY

DU/AC = 2 – 8, with 5 DU/AC average for new projects

FAR = n/a

NETWORK AND CONNECTIVITY

1. The street network should be well connected with walkable blocks – between 400 and 600 feet long in most cases. The maximum block perimeter should be 3,200 feet. Larger blocks or dead-end streets may be considered where the community design value of natural elements – such as waterways, hills or sensitive habitats – warrant compromise.
2. Neighborhoods must be designed with at least one through street every 800 feet, unless the community design value of natural elements – such as waterways, hills or sensitive habitats – warrant compromise. Considerations warranting such compromise do *not* include increasing the number of lots or reducing the connectivity within a neighborhood or adjoining neighborhoods.

STREET DESIGN

1. Residential streets should be as narrow as practical to encourage slow, safe driving speeds, with curbside parking on both sides. Recommended curb to curb dimensions range from 34 to 36 feet, depending on expected traffic volumes.
2. Sidewalks (minimum of six feet) should be provided on both sides of the street, separated from the curb by a parkway strip least six feet wide or more.
3. Street trees should be planted approximately 30 to 40 feet apart – sometimes in uneven, naturalistic patterns – to provide a picturesque canopy to shade the yards and street while enhancing neighborhood character and identity. Broad canopied, deciduous trees are preferred near homes to provide shade in the summer and still allow heating and daylight from the winter sun.

PARKS AND OPEN SPACE

1. Mini Parks and Neighborhood Parks should be integrated into the neighborhood, approximately a quarter-mile walk distance of at least 75 percent of the dwelling units. Other allowed park

types include Community Parks, Plazas/Greens, Linear Parks, Special Use Parks, Greenways/Trails and Nature.

URBAN FORM GUIDELINES

1. Lot coverage generally does not exceed 40 percent.
2. Buildings should have generous front, rear and side yards.
3. The main entrance to the residence should be located within the front façade, accessed directly from the street and designed to welcome visitors.
4. Building heights are generally one and two stories, and in some cases 2 ½ stories with a partial third floor under the roof on larger lots.
5. Alleys are recommended for lots less than 60 feet wide to minimize dominating streets with garages. Driveways from the street should be as narrow as practical, and not more than 20% of the lot width within the front yard setback to minimize front yard paving.



Typical Suburban Neighborhood land use pattern.



Architecture appropriate to the Coachella context.



If alleys are not possible, design a frontage which minimizes the visual impact of the garage/driveway.



Generous front yard setbacks with planter strip between sidewalk and roadway.

Figure 4-4: Examples of Suburban Neighborhood pattern and character.

Suburban Neighborhood



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

Figure 4-5: Illustrative land use diagram for desired character and form of Suburban Neighborhood.

GENERAL NEIGHBORHOOD

INTENT AND PURPOSE

General Neighborhoods provide a diversity of housing that meets the needs of Coachella's many household sizes, incomes and lifestyle preferences. General Neighborhoods integrate a range of single- and multi-family housing options within a green, walkable neighborhood environment that offers parks and playgrounds for their residents and access to schools and basic shopping needs within a comfortable walk, bike ride or short drive.

INTENDED PHYSICAL CHARACTER

The fundamental character of these neighborhoods is defined by tree-lined streets and small blocks, well-landscaped front yards and welcoming entries to each residence. Vehicular access and parking on each lot should not intrude into the front yards, primarily places for children to play and neighbors to meet. Although most of the residences are single-family detached houses, multi-family housing is also provided in "house-form" building types – such as duplexes, garden apartments and rowhouses – that are compatible in scale and character with houses. Large apartment buildings or complexes are not compatible with this sort of neighborhood setting.

ALLOWED LAND USES

Residential only (except for home occupations)

DEVELOPMENT INTENSITY

DU/AC = 7 – 25 DU/AC, with 12 DU/AC average for new projects

FAR = n/a

NETWORK AND CONNECTIVITY

1. The street network should be well interconnected with pedestrian friendly blocks – between 400 and 500 feet long in most cases. The maximum block perimeter should be 2,400 feet. Larger blocks or dead-end streets may be considered where the community design value of natural elements – such as creeks, hills or sensitive habitats – warrant compromise.
2. Neighborhoods must be designed with at least one through street every 800 feet, unless the community design value of natural elements – such as creeks, hills or sensitive habitats – warrant compromise. Considerations warranting such compromise do *not* include increasing the number of lots or reducing the connectivity within a neighborhood or adjoining neighborhoods.

STREET DESIGN

1. Residential streets should be as narrow as practical to encourage slow, safe driving speeds, with curbside parking on both sides. Recommended curb-to-curb dimensions range from 34 to 36 feet, depending on expected traffic volume. Narrower dimensions might be acceptable if approved by the city engineer and fire department.
2. Sidewalks (minimum of six feet) should be provided on both sides of the street, separated from the curb by a parkway strip at least six feet wide.
3. Trees should be planted approximately 30 to 40 feet apart to provide a canopy and shade to enhance neighborhood character and identity. Deciduous trees and those with broad, shading canopies are preferred.

PARKS AND OPEN SPACE

1. Mini Parks and Neighborhood Parks should be integrated into the neighborhood, within approximately a ¼-mile distance of at least 75 percent of the dwelling units. Other allowed park types include Plazas/Greens, Linear Parks, Community Parks, Special Use Parks, Greenways/Trails and Nature.

URBAN FORM GUIDELINES

1. Lot coverage generally does not exceed 50 percent.
2. Desired building types are Single-Family Houses, Duplex/Triplex/Quadplex, Multiplex/Efficiency Dwelling, Rowhouse/Townhouse, Garden Apartment and Urban Apartment.
3. Building are generally one and two stories, with some three-story buildings near a Neighborhood Center.
4. Buildings – except row houses – should have front, rear and side yards.
5. The main entrance to the residence should be located within the front façade, accessed directly from the street and designed to welcome visitors.
6. Vehicular access should be provided through an alley at the rear of the lot or a driveway to the street. Driveways from the street should be as narrow as practical – and not more than 20% of the lot width – to minimize front-yard paving.



Duplexes provide a high quality street-fronting condition.



Two-story rowhouses are suitable to General Neighborhood.



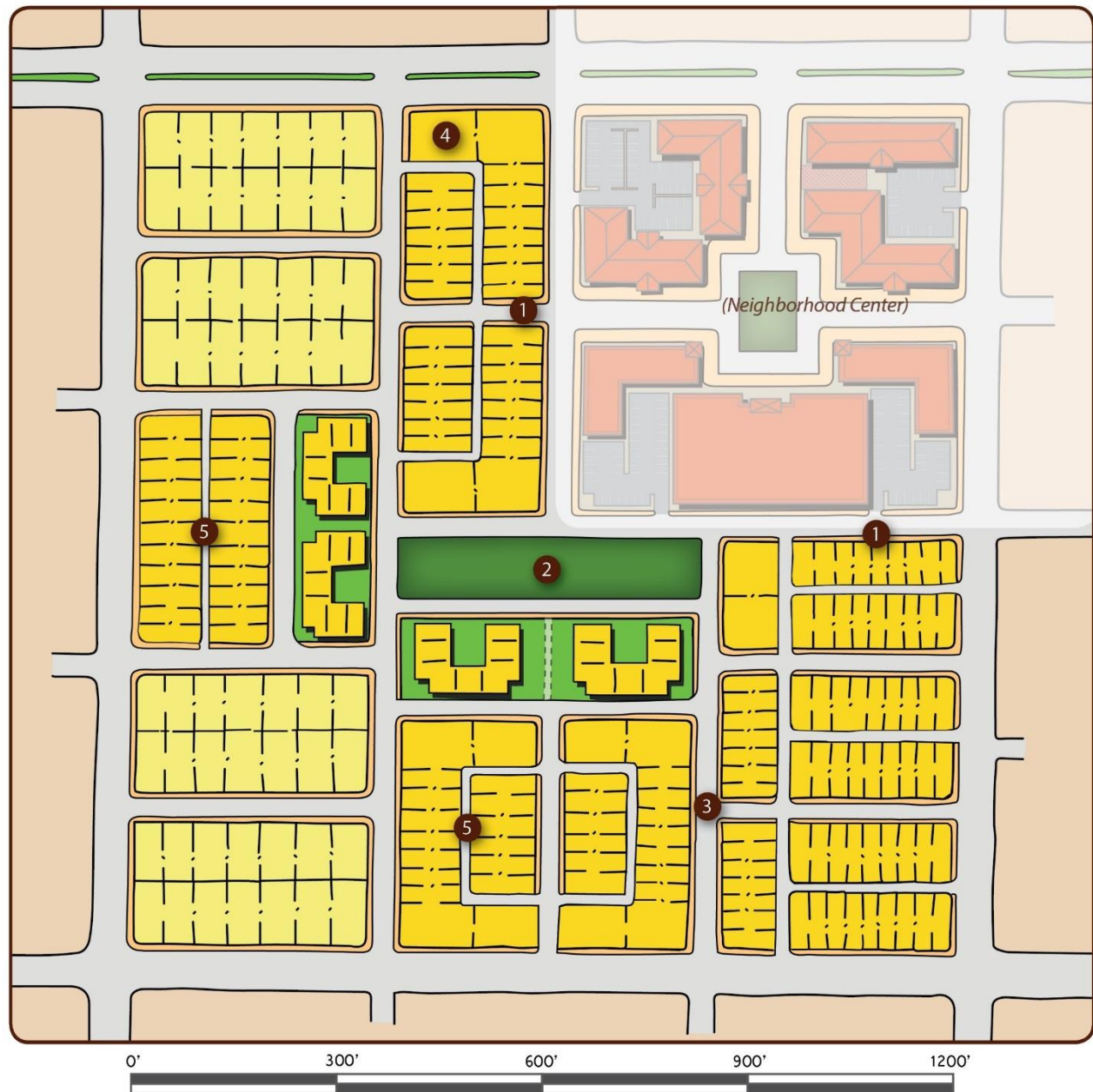
Bungalow courts are appropriate for a desired density of 7-25 DUA.



Alley-loaded townhouses face a narrow, residential street.

Figure 4-6: Examples of General Neighborhood form and character

General Neighborhood



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

Figure 4-7: Illustrative land use diagram for desired character and form of General Neighborhood.

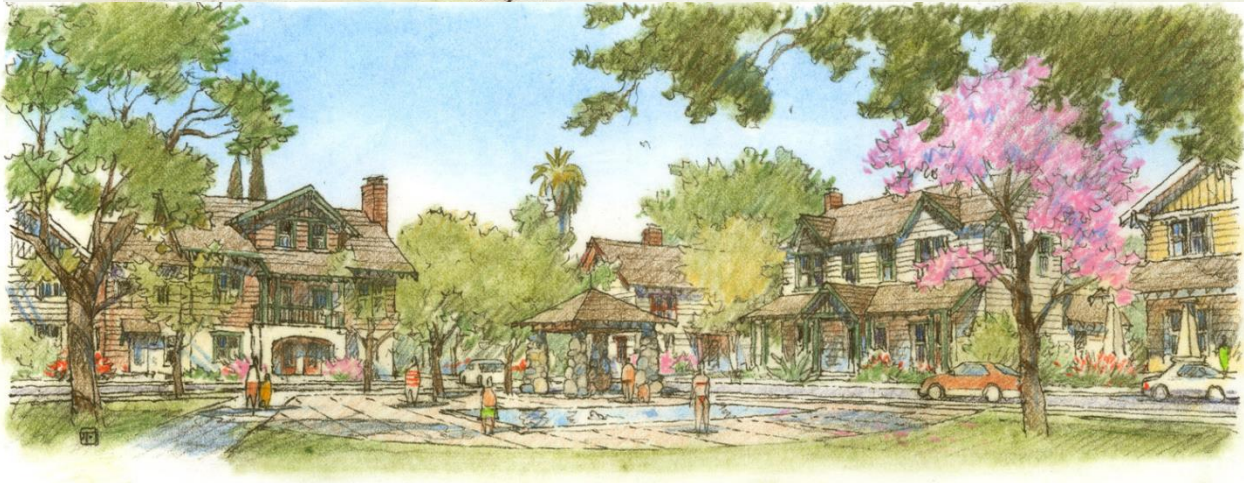


Figure 4-8: Illustrative renderings of General Neighborhood form and character (Source: Sargent Town Planning)

URBAN NEIGHBORHOOD

INTENT AND PURPOSE

Urban Neighborhoods create a high-intensity, walkable, transit-ready neighborhood with a variety of types of housing - predominantly multi-family of various types. Urban Neighborhoods should be located in close proximity to high quantities of commercial, civic and recreational uses. The value of the Urban Neighborhood derives from its compactness, and the degree to which it allows a larger number of residents to live near one another, within easy walking distance of parks, schools, shops, transit and employment.

INTENDED PHYSICAL CHARACTER

The design character of an urban neighborhood is defined by its buildings, with smaller setbacks and smaller yard area per household. This compression of more building and more activity into each block requires vehicular access, parking and services be provided primarily by alleys, to avoid degrading the pedestrian quality of the streetscapes. The design quality of public open spaces and private frontages is especially critical to making a comfortable living environment for neighborhood residents.

ALLOWED LAND USES

Primarily multi-family residential. Support retail, office, civic and recreational uses may be allowed in limited quantities. Small numbers of single-family homes may be allowed.

DEVELOPMENT INTENSITY

DU/AC = 20 – 38 DU/AC with 30 DU/AC average for new projects

FAR = 0.5

NETWORK AND CONNECTIVITY

1. The street network should be highly interconnected with pedestrian friendly blocks, between 400 and 500 feet long in most cases. Block depths are generally 250 to 300 feet to allow space for alley-accessed parking at the rear of lots. The block perimeter should be no more than 2,400 feet
2. Neighborhoods must be designed with at least one through street every 800 feet, unless the community design value of natural elements – such as waterways, hills or sensitive habitats – warrant compromise. Considerations warranting such compromise do *not* include increasing the number of lots or reducing the connectivity within a neighborhood or adjoining neighborhoods.

STREET DESIGN

1. Streets should be as narrow as practical to encourage slow, safe driving speeds, with curbside parking on both sides. Recommended curb to curb dimensions range from 34 to 36 feet, depending on expected traffic volumes.
2. Sidewalks (minimum of six feet) should be provided on both sides of the street, separated from the curb by a parkway strip at least six feet wide. On streets with multi-family housing, portions of the parkway strip may be paved to facilitate higher parking volume.
3. Trees should be planted approximately 30 to 40 feet apart to provide a canopy and shade to enhance neighborhood character and identity. Deciduous trees and those with broad, shading canopies are preferred.

PARKS AND OPEN SPACE

1. Mini Parks and Neighborhood Parks should be integrated into the neighborhood, within approximately a quarter-mile distance of at least 75 percent of the dwelling units. Other allowed park types include Plazas/Greens and Greenways/Trails.

URBAN FORM GUIDELINES

1. Lot coverage generally does not exceed 60 percent.
2. Buildings should generally have front and rear yards.
3. Desired building types are Rowhouse/Townhouse, Garden Apartment and Urban Apartment.
4. The main entrance to each building should be located within the front façade, accessed directly from the street and designed to welcome visitors.
5. Building heights are generally two to three stories.
6. Vehicular access should be provided through an alley at the rear of the lot or a driveway connecting to the street. Driveways from the street, when necessary, should be as narrow as practical – and not more than 18 feet wide.



Three-story apartment complex with a landscaped setback.



Narrow townhouses contribute to a dense, walkable place.



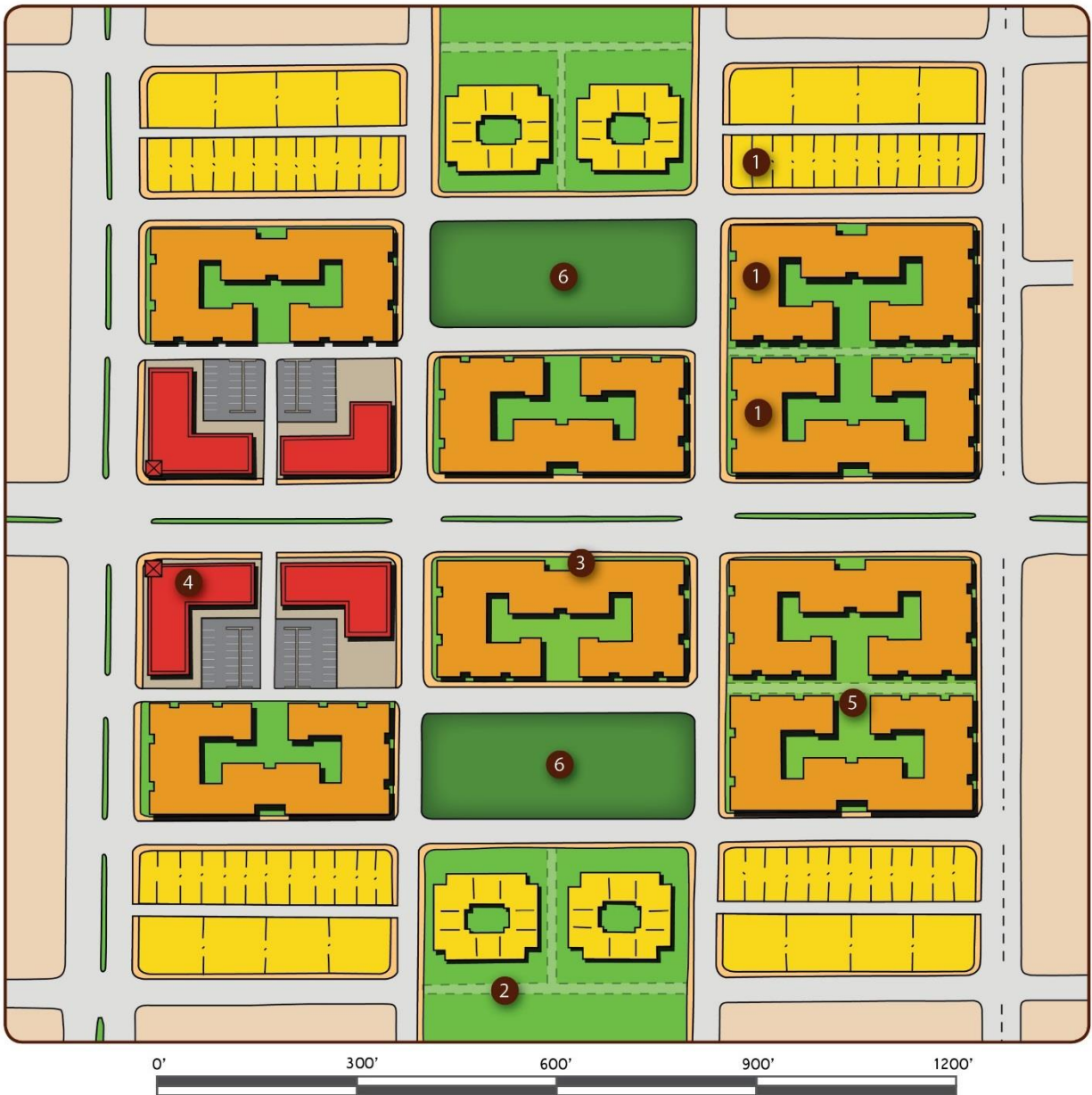
Garden multiplexes with common entrances and private yards.



Three-story modern townhouses with tuck-under parking.

Figure 4-9: Examples of Urban Neighborhood Form and Character

Urban Neighborhood



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

Figure 4-10: Illustrative land use diagram for desired character and form of Urban Neighborhood Form.

CENTER DESIGNATIONS

Centers are commercial areas with a compact and walkable environment and a mix of primarily non-residential uses. Some Centers are retail and service commercial oriented and provide concentrations of goods and services that residents of the nearby neighborhoods need for their daily lives. Others provide concentrations of jobs, civic and cultural uses. Multi-family residences may also be integrated into Centers, often on upper floors of buildings above ground-floor businesses.

This General Plan presents three different Centers, each with a slightly different character and non-residential intent. Retail-oriented Centers will vary in size but are generally located on larger, cross-town avenues, where they have the benefit of significant amounts of pass-by traffic as well as connections back into adjoining neighborhoods. In some areas near the middle of town, Centers may extend along major avenues in a form similar to strip commercial but with a stronger pedestrian orientation. There can be town-scale buildings that address the avenue and neighborhood streets that provide high quality pedestrian and bicycle connections to nearby residences. In such cases, the Centers become “corridors” (or linear Centers) that derive value from the traffic on the avenue while buffering the flanking neighborhoods from the busier corridor environment.

Like neighborhoods, the design character and mix of commercial types will vary by center and by location within town but all should have the following common characteristics:

- A diversity of architectural styles.
- A variety of attractive, green, walkable streets that provide a safe environment for pedestrians, bicyclists and children.
- Comfortable walking and biking access to nearby neighborhoods.
- An interconnected street network designed to provide abundant routes connecting to adjoining neighborhoods, districts and corridors – for walking, biking and short car trips.

Based on these characteristics, the Coachella General Plan identifies three designations for the creation of centers within the City. These are:

1. Neighborhood Center: Provides for a concentration of neighborhood-serving commercial businesses and civic amenities - often mixed with multi-family housing - within convenient walking or biking distance of nearby neighborhoods.
2. Downtown Center: Serves to bring the entire community together in a one-of-a-kind Coachella center that is the civic heart of the City. The hallmark of Downtown Coachella is unique local goods, services, culture and society.
3. Urban Employment Center: Provides for a range of employment uses to help expand and diversify the City’s economy and transform Coachella from a small town into a full-service city. These centers are the primary location for office and professional jobs, supported by retail, services and homes.

NEIGHBORHOOD CENTER

INTENT AND PURPOSE

This designation creates a concentration of commercial businesses and civic amenities—often mixed with multi-family housing—within convenient walking or biking distance of nearby neighborhoods. Centers provide gathering places for the residents of surrounding neighborhoods and are ideal locations for high-quality transit stops.

INTENDED PHYSICAL CHARACTER

Generally located at the intersection of two major roadways, Neighborhood Centers balance the need to provide convenient access and parking for passing motorists with the need to provide a comfortable, walkable environment for shoppers and diners. Buildings face public streets (either the primary roadway or new internal streets) with attractive shopfronts designed to display merchandise, dining rooms,, patios and signage to passersby. Streets connect the center to adjacent neighborhoods and to the urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit.

ALLOWED LAND USES

Primarily neighborhood-serving retail and services, with residential uses on upper floors of mixed-use buildings and in multi-family buildings at the edge of the center where it transitions to the adjoining neighborhood.

DEVELOPMENT INTENSITY

DU/AC = 15 – 40

FAR = 0.5 – 1.5

NETWORK AND CONNECTIVITY

1. Blocks may be large, up to 800 by 800 feet to accommodate parking required for such commercial centers. These blocks should be subdivided into smaller “virtual blocks” with dimensions in the 400- to 500- foot range by major driveways or internal streets that include sidewalks on at least one side, detailed as small streets within individual projects. The streets flanking the blocks and the drives that transect them should connect to neighborhood streets to provide convenient access for nearby residents as well as motorists.
2. Block perimeters should be no more than 3,200 feet and Neighborhood Centers must be connected to adjacent neighborhoods and other areas at least every 600 feet, except where connections cannot be made because of physical obstacles, such as prior platting of property, construction of existing buildings or other barriers, slopes over 20%, water bodies, railroad and utility rights-of-way, existing limited access motor vehicle rights-of-way and existing parks and dedicated open space.

ICSC CENTER TYPE CORRELATIONS

While Coachella’s Neighborhood Centers are envisioned as shopping centers and centers of social life – as well as possessing physical design characteristics particular to Coachella – the close parallel among the center types defined by the International Council of Shopping Centers (ICSC) would be the eponymous Neighborhood Center, providing a super market and other shops and restaurants to meet the daily and weekly shopping needs of residents.

STREET DESIGN

1. New internal streets should be designed for pedestrians and vehicles with comfortable sidewalks and vehicle lanes that are 10 feet wide in most cases, and up to 12 feet to accommodate

back-out movements from angled parking spaces. Parallel parking lanes should typically be 8 feet wide.

2. Sidewalks 10 to 18 feet wide should be provided on both sides of the street, with trees planted in grates or landscaped planters approximately 30 feet on center.
3. High-branching deciduous trees with relatively open canopy structure are recommended to increase the visibility of buildings and signage.
4. Streets along major roadways may be wider but should be designed to be comfortable and safe for pedestrians and cyclists while also accommodating the needs of vehicles.

PARKS AND OPEN SPACE

1. Open spaces in Centers generally take the form of Plazas and Greens and should be flanked by active ground floor retail or restaurant uses and in some cases ground-floor residences. Mini Parks with playgrounds could also be utilized as a park type within Centers.

URBAN FORM GUIDELINES

1. A variety of building types are allowed, ranging from Rowhouse/Townhouse to Main Street/Mixed-Use.
2. Building entrances are direct from the sidewalk, generally via shopfronts.
3. Building heights are generally one to three stories.
4. Vehicular access is provided to parking lots via common drives detailed as small streets and by alleys. Services and trash should be located behind the buildings in alleys.



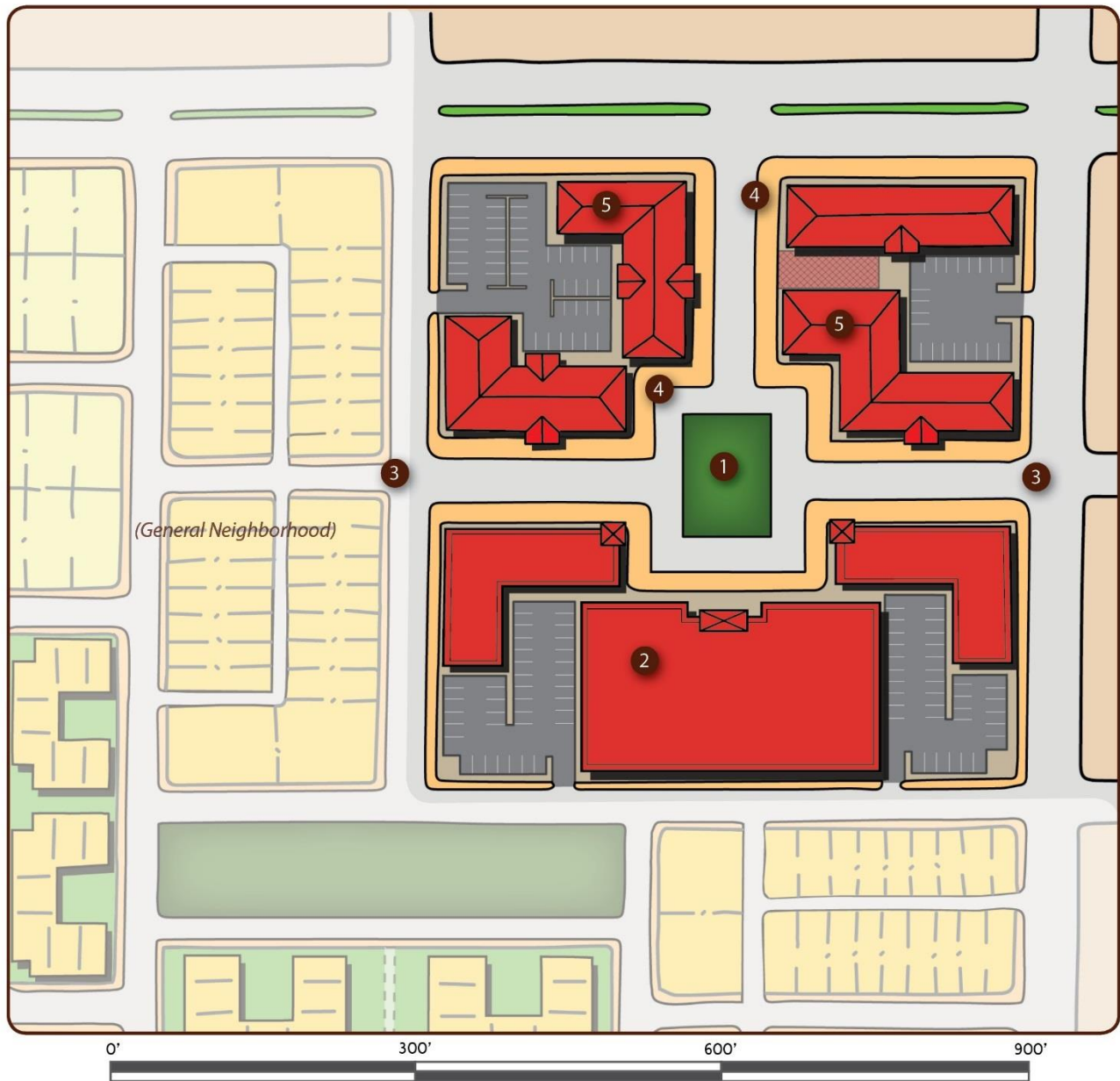
Neighborhood-serving commercial with a mix of upper-floor uses.



Two-story corner building with flats above storefronts.

Figure 4-11: Examples of Neighborhood Center Form and Character

Neighborhood Center



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

Figure 4-12: Illustrative land use diagram for desired character and form of Neighborhood Center.



Figure 4-13: Examples of Neighborhood Center form and character. (Source: Sargent Town Planning)

DOWNTOWN CENTER

INTENT AND PURPOSE

As Neighborhood Centers bring residents of surrounding neighborhoods together by providing a convenient and congenial environment for everyday shopping and dining, the Downtown brings the entire community together in a one-of-a-kind Coachella center that is the civic heart of the City.

While many of Coachella's other Centers and Districts are focused on bringing goods and services from around the region and the world to the residents of the City, the hallmark of Downtown Coachella is unique local goods, services, culture and society.

Downtown should integrate the seat of city government, include a higher educational institution and provide a variety of space for local startup businesses, local theater and entertainment, boutiques and studios focused on local goods, arts and crafts and restaurants featuring fresh local foods and produce. Most importantly, the Downtown is a place that belongs to all of the people of Coachella and provides a space where they can meet and greet one another as they enjoy the life of their town.

INTENDED PHYSICAL CHARACTER

Every Downtown street is designed as an outdoor room, defined by active building facades and frontages that provide valuable addresses for shops, restaurants, hotels, residences and community facilities of many kinds. Plazas and squares punctuate the network of streets, providing larger, comfortable spaces for formal and informal gatherings, outdoor dining, public markets and special events.

Buildings define the public realm with arcades, galleries and awnings that provide welcome shade for pedestrians. Large trees offer shade on hot days and moderate winds make open spaces more inviting.

ALLOWED LAND USES

A diverse mix of commercial, civic, and residential uses focused primarily on retail, office, residential, civic and recreation.

DEVELOPMENT INTENSITY

DU/AC = 20 – 65

FAR = 0.5 – 3.0

"PUEBLO VIEJO IS THE CIVIC AND CULTURAL HEART OF COACHELLA. THE COMMUNITY IS PROUD OF THE HISTORIC CHARM, LOCALLY-OWNED BUSINESSES AND VIBRANT CIVIC CENTER. AS YOU ENTER THROUGH THE ATTRACTIVE GATEWAYS ON SIXTH STREET, YOU ARE IMMERSED IN A LIVELY STREET SCENE OFFERING SHADY WALKWAYS, COOLING WATER FOUNTAINS, OUTDOOR DINING AND UNIQUE SHOPPING. ONCE EMPTY LOTS ARE NOW FILLED WITH MIXED-USE BUILDINGS THAT RESPECT THE HERITAGE, CLIMATE AND COMMUNITY VALUES. FAMILY-FRIENDLY EVENTS AND FESTIVALS FILL THE STREETS AND PUBLIC SPACES. AS YOU RELAX IN THE CLEAN, WELL-MAINTAINED CIVIC CENTER CORE, YOU KNOW . . . YOU HAVE ARRIVED IN PUEBLO VIEJO!"

PUEBLO VIEJO REVITALIZATION PLAN (MARCH 2010)

ICSC CENTER TYPE CORRELATIONS

While Coachella's Downtown is envisioned as much more than a shopping center, to the extent that a concentration of retail businesses can be attracted to and organized within the Downtown, the closest parallel among the center types defined by the International Council of Shopping Centers (ICSC) would be the Theme or Festival Center, as it emphasizes a unique theme (Coachella and the Coachella Valley) along with restaurants and entertainment.

NETWORK AND CONNECTIVITY

1. Blocks are 300 by 400 feet (the approximate size of the existing blocks in Downtown Coachella). Mid-block paseos are recommended to provide pedestrian connections from the streets to parking facilities within the blocks. Selected blocks may be larger if necessary to accommodate special uses such as theaters, college facilities or major municipal parking structures but multiple paseos should be provided in such blocks to ensure a high degree of connectivity and amenities for pedestrians.

STREET DESIGN

1. Downtown streets should be designed for slow driving speeds, convenient curbside parking and easy and safe pedestrian movement. Large delivery or emergency vehicles must be accommodated but the geometry of intersections and crosswalks should favor the pedestrian in all cases.
2. Vehicular lanes should be 10 feet wide in most cases, and up to 12 feet to accommodate back-out movements from angled parking spaces. Parallel parking lanes should typically be eight feet wide, although seven feet is sufficient along residential frontages.
3. Sidewalks of 14 to 20 feet wide should be provided on both sides of the street, with trees planted in grates or landscaped planters approximately 30 feet on center.
4. High-branching deciduous trees with relatively open canopy structure are recommended to increase the visibility of buildings and signage. Palms can provide vertical accents in selected locations but should generally be used sparingly in combination with canopy trees that provide shade.

PARKS AND OPEN SPACE

1. Open spaces in the Downtown will generally take the form of Plazas, Squares, Courtyards and Paseos. In limited instances, Mini Parks and Neighborhood Parks would also be acceptable.

URBAN FORM GUIDELINES

1. An overall diversity of building types is allowed and encouraged. The allowed types are: Rowhouse/Townhouse; Garden Apartment; Urban Apartment and Main Street/Mixed Use.
2. Building entrances are direct from the sidewalk, via shopfronts, arcades, galleries and forecourts for shops and restaurants, and via stoops, dooryards or porches for residences.
3. Building heights are generally two to five stories, with taller buildings toward the Downtown core.
4. Vehicle access is designed to minimize impact on the pedestrian environment. Parking lots are located internally to blocks and accessed via side streets, alleys or with a minimal number of intrusions in the sidewalk.
5. Buildings made of, or emulating, heavy masonry are generally recommended in the Downtown subarea.



Main street shopping corridor with mid-block paseo.



Pedestrian-scaled frontages.



Two-story of residential above ground floor shops.



High-quality streetscape.



Mixed-use apartment building with pedestrian arcade.



Open space in Downtown Coachella.



Pedestrian zone.

Figure 4-14: Examples of Downtown Center form and character

URBAN EMPLOYMENT CENTER

INTENT AND PURPOSE

This General Plan designation provides space for a range of employment uses to help expand and diversify the City's economy and transform Coachella from a small town to a full-service city. The desired employment uses are office and research and development rather than industrial uses such as manufacturing, distribution and warehouse. The employment uses are supported by retail, service and similar uses. Residential uses are allowed in residential-only buildings or in a mixed-use configuration with ground-floor retail. Also allowed are higher education uses (such as a college or university) designed in urban setting.

SUBAREA INTENDED PHYSICAL CHARACTER

The buildings are configured in an urban format of walkable blocks, attractive streetscapes and buildings at or near the sidewalk edge. There is limited surface parking and minimal landscaping between the buildings and the sidewalk, typical of office or business parks in the Coachella Valley and Western Riverside County.

ALLOWED LAND USES

Office, research and development, live-work, multi-family residential, and support retail.

DEVELOPMENT INTENSITY

DU/AC = 30 – 65

FAR = 0.5 – 2.0

NETWORK AND CONNECTIVITY

1. Blocks should be approximately 400-500 feet in length with a block perimeter of no more than 2,400 feet.
2. Pedestrian connectivity within these centers—and connecting them to adjoining neighborhoods and the Downtown system—are top priorities as that is what will differentiate these centers from the more auto-oriented industrial district closer to the airport. Mid-block paseos are recommended to provide pedestrian connections from the streets to parking facilities within the blocks.

STREET DESIGN

1. Streets should be designed for slow speeds, convenient curbside parking and easy and safe pedestrian crossing. Large delivery or emergency vehicles must be accommodated but the geometry of intersections and crosswalks should favor the pedestrian.
2. Vehicular lanes should be 10 to 12 feet wide and parallel parking lanes typically eight feet wide, although seven feet is sufficient along residential frontages.
3. Sidewalks 10 to 16 feet wide should be provided on both sides of the street, with trees planted in grates or landscaped planters at approximately 30-40 feet on center.
4. High-branching deciduous trees with relatively open canopy structure are recommended to increase the visibility of buildings and signage. Palms can provide vertical accents in selected locations but should generally be used in combination with canopy trees that provide welcome shade.
5. In some areas—and particularly in order to attract a large employer to locate in these center—it may be appropriate for several blocks to be joined together as a campus environment with

pedestrian-only paths that connect to the streets of the surrounding district and neighborhoods. This configuration should not be used for speculative building development but reserved as a potential enticement to a large user offering significant employment opportunities.

PARKS AND OPEN SPACE

1. Open spaces in the Urban Employment Centers will generally take the form of public Plazas/Greens, Mini Parks and perhaps a Neighborhood Park. Greenways/Trails may also be used to connect open spaces throughout the area and provide connectivity to adjacent areas.

URBAN FORM GUIDELINES

1. The primary building types allowed should be Office/R&D and Mixed Use/Main Street. Other allowed building types are Garden Apartment and Urban Apartment. Rowhouses/Townhouses may be allowed in limited circumstances to serve as a transition to lower density residential uses.
2. Buildings with ground-floor shopfronts are generally built to the sidewalk and office or R&D buildings may be set back behind shallow front yards or forecourts.
3. Building entrances are directly from the sidewalk, via forecourts, shopfronts, dooryards, stoops and porches.
4. Building heights are generally two to five stories.
5. Vehicular access is provided to parking lots or structures by alleys and driveways. Services and trash should be located behind the buildings in alleys or rear parking areas.
6. Buildings made of, or emulating, heavy masonry are generally recommended in the Downtown subarea. Concrete buildings—including good quality tilt-up buildings designed with appropriate urban facades—as well as buildings clad with metal are appropriate except in the Downtown subarea.



Office building with special corner treatment.



Cluster of office buildings.



Typical two-story office building.



“Corporate campus” style development pattern which attracts larger employers by virtue of the enhanced public realm.

Figure 4-15: Examples of Urban Employment Center form and character. (Source: Sargent Town Planning)

Urban Employment Center



- 1 Typical block size is 300' by 400'.
- 2 Ground floor retail provides services for workers.
- 3 Public spaces interspersed throughout office buildings.
- 4 Wide sidewalks (15 to 20 feet wide).
- 5 Residential uses integrated into employment district.
- 6 Buildings front streets, plazas, and parks.
- 7 Retail uses integrated with employment uses.
- 8 Multiple blocks joined together to create 'campus'.

Figure 4-16: Illustrative land use diagram for desired character and form of Urban Employment District.

DISTRICT DESIGNATIONS

Districts are areas of the City that generally have a single or limited number of uses and are more automobile-oriented. They differ from Neighborhoods and Centers in that the most important physical characteristics are the connectivity through the area and the way the districts adjoin (and potentially impacts) adjacent uses. Districts play an important role in the City since they are the primary retail and entertainment areas (Suburban Retail District and Regional Retail District), and provide jobs and economic development opportunities (Industrial District). The Resort District also provides an opportunity for the City to capitalize on the part-time living and hospitality economic sectors.

SUBURBAN RETAIL DISTRICT

INTENT AND PURPOSE

The Suburban Retail District provides concentration of retail businesses—including "big box" and "large format" retailers—in a setting that accommodates the parking requirements of such businesses. It also provides good pedestrian connectivity and town scale buildings adjacent to corridor frontages, bringing shopping amenities and fiscal resources to Coachella without unreasonably disrupting its small-town character.

INTENDED PHYSICAL CHARACTER

Located on major crosstown corridors, retail districts balance the need to provide convenient access and parking for motorists while also providing an attractive shopping environment. Buildings face the street or internal sidewalks with attractive shop fronts. Neighborhood streets connect the center to adjacent neighborhoods and urban corridor(s), providing convenient access on foot or by bike from residences to retail amenities and to transit.

ALLOWED LAND USES

Primarily retail and services, sometimes with commercial uses on upper floors.

DEVELOPMENT INTENSITY

DU/AC = n/a
FAR = 0.35 – 1.0

NETWORK AND CONNECTIVITY

1. Blocks – as defined by public streets – may be very large, up to 1,000 by 1,000 feet to accommodate the parking required for such commercial centers. These blocks should be subdivided into smaller "virtual blocks" with dimensions in the 400- to 500- foot range by major drives that include sidewalks on at least one side, detailed as small streets. The streets flanking the blocks and the drives that transect them should connect to neighborhood streets to provide convenient access for nearby residents as well as motorists.
2. The internal streets should result in block perimeters that are no more than 3,200 feet.

ICSC CENTER TYPE CORRELATIONS

Coachella's Suburban Shopping Districts – integrating concentrations of larger format retail businesses with Coachella's family-oriented neighborhoods – are expected to be similar in retail tenant mix and functional format to the Community Center type as defined by ICSC. These generally include two or more anchor tenants, and occupy sites between 10 and 30 acres in size.

3. To ensure connectivity with adjacent areas, there must be a vehicle or pedestrian connection at the project boundary every 800 feet.

STREET DESIGN

1. New internal streets and drive aisles should be designed for slower speeds and provide access to the retail areas. Recommended lane widths are 10 to 12 feet, and curbside parking lanes, if any, should be eight feet wide.
2. Sidewalks of six to eight feet wide should be provided on at least one side of the private streets, and 12 to 18 feet wide along the shop front side of private drives.
3. Rows of high-branching deciduous trees with relatively open canopy structure are recommended along the private streets, in order to provide shade and spatially define those streets.

PARKS AND OPEN SPACE

1. Open spaces in Suburban Retail Districts should generally be Plazas/Greens to provide sufficient gathering space for shoppers and visitors. Mini Parks may be appropriate as supporting open space. Greenways/Parkways may be acceptable to link open spaces together.
2. Parking lots should be defined by rows of high-branching deciduous trees to provide shade and improve the visual appearance. The location of trees should be balanced with the desire to provide visibility from the major thoroughfare.
3. Drainage swales planted with drought tolerant native species are recommended between parking rows to manage storm water flow, improve stormwater quality and provide locations for planting trees.

URBAN FORM GUIDELINES

1. Lot coverage generally does not exceed 30 percent and building heights are generally one and two stories.
2. The allowed building types for this District are Suburban Retail and Main Street/Mixed Use.
3. Buildings with ground-floor shop fronts are generally built to the sidewalk or walkway and are generally attached, with no side yards. Service functions (loading and trash pickup) should occur at the rear, where employee parking may also be provided to reduce the required size of front parking lots to the minimum needed for customers.
4. Vehicular access is provided to parking lots via private streets (a.k.a. common drives detailed as small streets) by driveways from adjacent neighborhood streets and by service alleys.

Suburban Retail District



Figure 4-17: Illustrative land use diagram for desired character and form of Suburban Retail District.



Gateway feature at entrance to suburban retail center.



Typical façade rhythm for retail center.



Retail center that provides pedestrian speed table in front.



Parking lots may be located in front, below or on top of retail.



Retail center composed of scattered one to two-story buildings, with high visibility signage.

Figure 4-18: Examples of Suburban Retail District form and character. (Source: Sargent Town Planning)

REGIONAL RETAIL DISTRICT

INTENT AND PURPOSE

This designation provides opportunities for a wide range of shopping and entertainment in a variety of urban and suburban formats. These include regional shopping centers, mixed destination centers or similar uses. The uses allowed in this designation will cater to regional clientele and provide a unique amenity to all residents of the Coachella Valley and an important revenue source for the City. The primary purpose of the District is to provide for commercial opportunities, with residential uses supporting the retail environment.

INTENDED PHYSICAL CHARACTER

Like the other Centers and Districts of Coachella, the Regional Retail District is organized into blocks by a combination of public and private streets that provide addresses for the businesses and organize access and parking for them. The blocks of this District may be the largest in Coachella, with buildings, landscape and signage similarly scaled up in size, but not neglecting the importance of creating a comfortable and attractive pedestrian environment for shoppers.

ALLOWED LAND USES

A wide range of retail, lodging, entertainment and residential uses.

DEVELOPMENT INTENSITY

DU/ac = 10 – 15

FAR = 0.35 – 2.0

NETWORK AND CONNECTIVITY

1. The block size will vary depending on the type of uses. The majority of retail, residential and commercial uses should strive for blocks of no more than 1,000 feet in length with a block perimeter of no more than 4,000 feet.
2. Where large blocks exist, pedestrian and bicycle connections, which could be realized as sidewalks, bicycle paths and multi-use paths, should ideally occur as frequently as every 400 to 500 feet. Also, in pedestrian-oriented retail and residential environments, these blocks should be subdivided into smaller “virtual blocks” with lengths in the 400- to 500- foot range by major drives that include sidewalks on at least one side, detailed as small streets. The streets flanking the blocks and the drives that transect them should connect to neighborhood streets to provide convenient access for nearby residents as well as motorists.

ICSC CENTER TYPE CORRELATIONS

Among other uses, Coachella’s Regional Retail District will allow shopping environments similar to a number of the ICSC Center Types, including Regional Center, Superregional Center, Power Center and Outlet Center. As Coachella is able to attract significant new retail and entertainment businesses, careful and strategic consideration should be given to their location within the City. Ideally, tenants with a very large trade area should be allocated to the Regional Retail District tenants with a trade area focused more on Coachella and neighboring towns to the Suburban Retail District, and smaller scale tenants focused on food and entertainment to the Downtown.

STREET DESIGN

1. Street widths may vary depending on the adjacent uses, with some streets carrying high traffic volumes.

2. All streets should create safe and comfortable pedestrian accommodations with sidewalks, trees and safe pedestrian crossings. Sidewalks six to eight feet wide should be provided on at least one side of the private streets, and 12 to 18 feet in front of retail projects. On other major roadways, sidewalks shall be at least eight feet and separated from the vehicle travel lanes planting strips and by on-street parking or street trees. Soundwalls and other similar barriers should be avoided, except adjacent to freeways.
3. Rows of high-branching deciduous trees with relatively open canopy structure are recommended along the pedestrian-oriented streets, to provide shade, to spatially define those streets and the parking lots they organize, while providing visibility of buildings and signage.

PARKS AND OPEN SPACE

1. A variety of open spaces allowed depending on the uses. These include Mini Parks, Community Parks, Plazas/Greens and Greenway/Trails.

URBAN FORM GUIDELINES

1. The primary building type envisioned for this designation is Suburban Retail. Other building types allowed include Main Street/Mixed Use, Urban Apartment and Rowhouse/Townhouse.
2. Building heights are generally one and two stories but may be up to four stories, particularly for mixed use projects. Exceptions may be made in special circumstances such as hotels, iconic buildings or structures.
3. The District—including its streets, buildings, parking fields and signage—should be designed for the comfort and wayfinding of shoppers within the District, while projecting a unique and compelling image from the adjoining highways to entice passersby to become shoppers.
4. Buildings with ground-floor shopfronts are generally built to the sidewalk and are generally attached, with no side yards. Service functions such as loading and trash pickup should occur at the rear, where employee parking may also be provided to reduce the required size of front parking lots to the minimum needed for customers.
5. Vehicular access is provided to parking lots via public and private streets (e.g., common drives detailed as small streets) by driveways from adjacent neighborhood streets, by service alleys and from the primary roadway.
6. Drainage swales planted with drought tolerant native species are recommended between parking rows to manage stormwater flow, improve stormwater quality, and provide locations for planting trees.

Regional Retail District

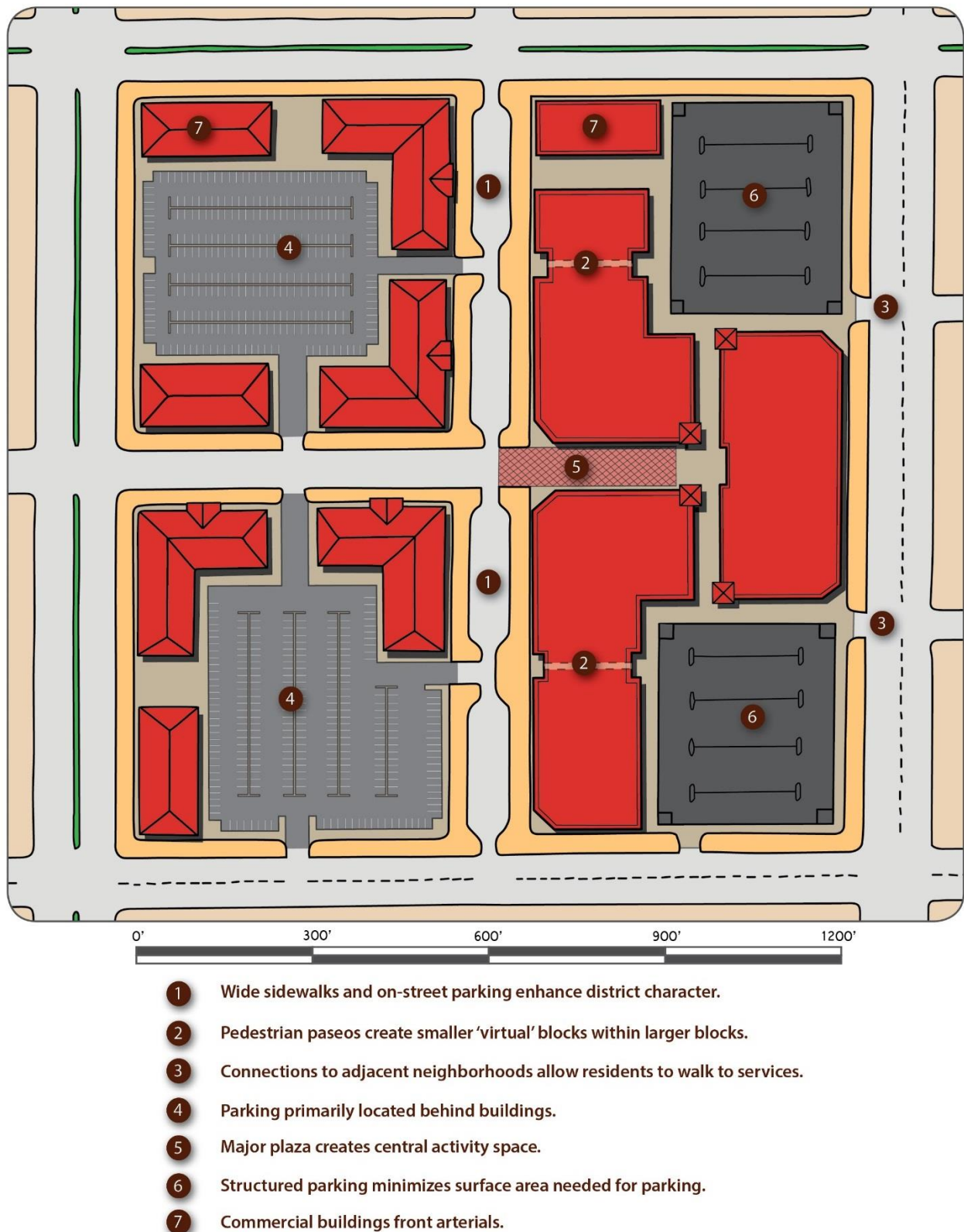


Figure 4-19: Illustrative land use diagram for desired character and form of Regional Retail District.



Though most customers arrive by car, a regional retail district can still provide a walkable experience.



Large, nationally recognized anchors occupy significant square footage at a Regional Retail District.



Vast parking lots are necessary to serve regional retailers but facades can still front onto internal streets rather than the lots.

Figure 4-20: Examples of Regional Retail District form and pattern

INDUSTRIAL DISTRICT

INTENT AND PURPOSE

This designation accommodates a range of light and heavy commercial and industrial businesses that provide employment and generate more noise, light, odors or truck traffic than would be appropriate in the Urban Employment District.

INTENDED PHYSICAL CHARACTER

Coachella's Industrial District is characterized by larger blocks, lots and buildings that would be incompatible with the scale and character of Coachella's neighborhoods and centers. This District accommodates higher concentrations of heavy business activity. Nonetheless, the streetscapes of this District are well landscaped and include good quality pedestrian and bicycle routes so employees and visitors may conveniently arrive by bicycle or transit, while safely and comfortably walk to restaurants and service businesses in the course of their workday.

ALLOWED LAND USES

Industrial and research and development uses, with support retail and office uses.

DEVELOPMENT INTENSITY

DU/ac = n/a

FAR = 0.1 – 2.0

NETWORK AND CONNECTIVITY

1. Blocks – as defined by public streets – may be very large, up to 1,200 by 1,200 feet to accommodate the large buildings, truck loading and outdoor storage functions required for such industrial districts. Whenever practical, these blocks should be subdivided into smaller “virtual blocks” or provide non-motorized through connections with dimensions in the 400- to 600- foot range by major drives that include sidewalks on at least one side, detailed as small streets, organizing large parking areas and providing addresses for buildings within multi-building complexes or campuses.
2. External connections from individual development to adjacent areas shall occur at least every 1,200 feet.

STREET DESIGN

1. Streets are generally wider than those elsewhere in Coachella in order to accommodate higher volumes of large vehicle traffic. Curb to curb widths range from 40 to 60 feet, with curbside parking generally provided on both sides for employees and visitors and center turn lanes where appropriate. Vehicular lanes should generally be 12 feet wide and parallel parking lanes should be a minimum of eight feet wide.
2. Within multi-building complexes or campuses – whether designed for large users or as a multi-tenant industrial development – the major drives should be designed as small streets, defined by rows of “street trees” to project the image of valuable business addresses.
3. Sidewalks of six to eight feet wide should be provided on all public streets and on at least one side of private streets and major drives aisles to improve the visitor/customer experience while encouraging employees to commute by transit.
4. Rows of deciduous trees are recommended along the private streets and within the parking fields to provide shade.

PARKS AND OPEN SPACE

1. Open spaces in the District will generally take the form of small private or public Plazas/Greens to provide comfortable locations for employee breaks, dining areas for District restaurants and play areas for day-care facilities.
2. Neighborhood Parks, with athletic facilities and passive open spaces, are allowed in order to serve employees and visitors.
3. Greenways/Trails are also encouraged to increase non-motorized connectivity through the area.

URBAN FORM GUIDELINES

1. Lot coverage is generally in the 25- to 50- percent range but may be lower for uses with significant outdoor operations and higher for uses requiring only small amounts of parking.
2. Buildings should face the street with simple, attractive facades with main entries and windows, welcoming visitors, providing light and view for the occupants and animating the architecture.
3. Buildings may be set back from the street with appropriate landscaping to provide an attractive visual buffer.
4. Allowed building types are Office/R&D, Industrial and Suburban Retail.
5. Building heights are generally one and two stories but office buildings may be up to three stories. Higher height limits may be allowed if necessitated by specific uses and industries so long as there is no negative impact on health, welfare or the economic development opportunity of other properties in the District or nearby areas.
6. Office functions and activity areas – such as lunchrooms – should be organized at the frontage when feasible to provide a human scale and sense of activity along the streetscapes.
7. Loading functions should be located toward the rear of the property. Employee parking lots should also be located beside or behind buildings when possible rather than in front.
8. Simple modern masonry and concrete architecture is recommended. Large buildings should be organized into multiple simple masses and articulated with fenestration. Galleries, arcades, and projecting sunscreens are recommended architectural elements, providing valuable shade and visual depth to the architecture.
9. Natural masonry, concrete and metal materials that weather and age with grace, are recommended.



Typical two-story industrial/R&D warehouse style building.



Utilitarian architecture is appropriate for industrial districts.



Industrial building with well landscaped pedestrian path.



Large industrial manufacturing facility provides head of household jobs but should be distant from residential districts.

Figure 4-21: Examples of Industrial District form and character

RESORT DISTRICT

INTENT AND PURPOSE

This designation creates a neighborhood organized around a recreational, entertainment or vacation destination, providing a range of residential options, neighborhood-serving retail, service and restaurant amenities, and, in some cases, lodging. This designation also allows a range of entertainment and destination uses not allowed in other areas, such as theme parks, that require large amounts of land and that draw visitors to the City.

INTENDED PHYSICAL CHARACTER

The design of resorts will vary, depending upon the core amenities or intended market niche. However, a resort by its nature must be a place where visitors will go out of their way to spend time, thus must present a cohesive, comfortable and attractive vacation environment. In general, there is significant flexibility on the internal design of resorts. Critical to the City is visual appearance of the outside of the resort so its location does not affect the overall connectivity, and the economic development benefits that result for the City. This designation also provides for flexibility for certain uses, such as theme parks or large entertainment venues, which may not be able to meet the urban and pedestrian-oriented standards of other designations.

ALLOWED LAND USES

Residential, lodging, recreational and support retail and commercial services. Theme parks, sports venues and specialized entertainment uses are also allowed within this designation.

DEVELOPMENT INTENSITY

DU/AC = up to 8¹

FAR = 0.10 max, exceptions may be made for certain entertainment uses such as theme parks.

NETWORK AND CONNECTIVITY

1. An internal street network is not defined for resorts. However, residential resorts with a variety of housing types should follow the same general design principles as the Neighborhood General destination.
2. Resorts, by reduced vehicular connectivity, should be located and designed to not unreasonably disrupt the overall connectivity of Coachella. Accordingly, it is recommended they be located adjacent to elements that inherently impede such connectivity, such as the highways, the canal, and the river. Properties abutting the southerly/westerly edge of the canal are particularly suitable for resorts, being adjacent to the open space of the canal and connecting to the linear park and trails that will flank the canal, which should be designed to accommodate pedestrians, bicycles and horses. External connections around and through the resort should be at minimum

¹ Within Resorts, the distinction between lodging and vacation rentals may become blurred. A mix of houses, casitas, small multi-family buildings and larger hotels could be mixed within a single resort, making dwelling units per acre an inadequate metric. Such facilities should occupy buildings from one to four stories, having a town scale and Coachella character, which will be determined on a case-by-case basis.

every quarter-mile but exceptions may be made depending on the location and the proposed uses.

3. Resorts may be gated and provide limited public access.

STREET DESIGN

1. Streets internal to resorts may be designed according to the specifications of the resort developer. However, residential resorts with a variety of housing types should follow the same general design principles as the Neighborhood General destination.
2. Streets on the perimeter of the resort may vary based on location but all streets should provide comfortable pedestrian amenities such as sidewalks (of at least five feet in width), street trees (planted approximate every 40 feet) and safe pedestrian crossings.

PARKS AND OPEN SPACE

1. Parks should be integrated into the resort design in the form of Plazas/Greens, Mini Parks, Special Use Parks and Greenways/Trails. Parks internal to the resort may be private, however public parks outside of the project must be provided to meet City standards.

URBAN FORM GUIDELINES

1. A range of building types are allowed to suit the needs of the resort developer and expected clientele and types other than these are allowed so long as there is no negative visual or aesthetic impact to areas outside of the resort.
2. Building heights should generally be between one and four stories but higher limits may be allowed in certain circumstances such as larger hotels or other structures.



Roundabout circulation entrance is acceptable for resorts.



Tall vertical landscaping elements mark entrance to a resort.

Figure 4-22: Examples of Resort District form and character

SPECIFIC PLANS

This designation provides unique projects the City entitles under a Specific Plan. State legislation provides for the preparation and use of Specific Plans as focused implementation tools for individual developments in a defined area. In the future, the City may see fit to process and entitle special projects that may not be easily described by this General Plan and a Specific Plan would be an acceptable approach for approving such a project. If a Specific Plan is approved, that document defines the parameters of the land uses and character. However, under this General Plan designation, should an area of land be designated as “Specific Plan” and a Specific Plan be prepared for the area, the Specific Plan must conform to the Vision, Goals, and Policies of this General Plan. Additionally, when possible, the General Plan designation presented here should be used by any future Specific Plans.

At the time of this General Plan update, the City had numerous approved Specific Plans in place for various areas of the City. Given the change in the housing market and other economic and demographic changes, many of the City’s Specific Plans are undergoing revisions or expected to undergo revisions. Following The following, is a brief summary of the nature and status of the City’s larger Specific Plans.

LA ENTRADA

The La Entrada Specific Plan provides for approximately 2,200 acres on the eastern edge of the City, providing for approximately 7,800 residential units, 135 acres of mixed-use, elementary schools, 343.8 acres of parks, multi-purpose trails and 556.9 acres of open space.

COACHELLA VINEYARD

The Coachella Vineyard Specific Plan provides for 807 units in the southeastern area of the City.

BRANDENBURG BUTTERS SPECIFIC PLAN

The Brandenburg Butters project provides for 71.5 acres of commercial uses and 1,381 dwelling units.

EAGLE FALLS

The Eagle Falls is a Specific Plan that is within the boundaries of Coachella (60 acres) and Indio (30 acres) on a 90-acre site with plans for 295 units, of which 202 units will be within the City of Coachella. The Specific Plan provides for a gated golf course community and is included as a part of the Cabazon Band of Mission Indians Fantasy Springs Master Plan.

SHADOW VIEW

The Shadow View Specific Plan provides for a single-family residential community consisting of 1,600 dwelling units on 380 acres, a mixed-use commercial center on 100 acres, and a 37-acre park. The commercial site has a residential overlay that provides an option to construct up to 1,000 high-density residential units.

PUBLIC DESIGNATIONS

This category of General Plan designations is intended for a variety of public uses including parks, schools, public buildings and other similar uses. These areas host community services and/or educational, cultural, administrative and recreational facilities often located within a well-landscaped setting. These areas provide a public function and often include a significant amount of parking to accommodate users of the facilities. It should be noted many of the public uses are also allowed and located in other General Plan Designations.

PARKS AND OPEN SPACES

Parks and Open Spaces provide for the preservation, continued growth and enhancement of Coachella's parklands, recreational areas and surrounding open spaces. Open spaces are areas intended to remain essentially open with limited or no development. This includes spaces used for passive recreation, resource protection and/or hazard avoidance. Parks include greenways, developed parks and other areas primarily used for recreation. Typically, these areas are characterized by a high degree of open area and a limited number of buildings. Parks frequently include sports fields, playground equipment, picnic areas, sitting areas, concession businesses, open turf, natural areas, trails and public golf courses.

The following describes the variety of Parks and Open Space types included in the General Plan and additional details can be found in Table 6-1, Parks Classification Standards, within the Sustainability and Natural Environment Element:

Mini Parks. Mini Parks are spaces that exist primarily in residential areas or adjacent to light business zones and have features such as grass, shade, trees, passive areas, green space, shelters, native plant life, playgrounds and play structures. Use is limited to the local neighborhood. They may be realized in "tot-lot" configurations that provide secure recreational space for small children and typically include equipment such as swings, slides, 'monkey bars' and sandboxes while leaving sufficient room for people to sit and enjoy the space. The size of Mini Parks varies but should be up to 1.5 acres in size and are intended to serve a population within a walking or short biking distance.

Plazas/Greens. Plazas and Greens have the widest variety and the most intense activities of all open spaces. Plazas and Greens serve as formal or informal community gathering spaces. Plazas are unique to the City of Coachella and represent a connection to the culture of the community. These park types are often shaped primarily by building frontages. Plazas are shaped primarily by building frontages, primarily hardscape with occasional landscape in planters or containers. Greens are landscaped open areas located at the center of a community. Features may include gazebos, water features, trees, shade, performance areas, public artwork and other similar features. Plazas and Greens vary in size but are typically no larger than two acres.

Neighborhood Parks. Neighborhood Parks are larger than Mini Parks and provide large unobstructed areas for passive or active recreation throughout neighborhoods. Neighborhood Parks often contain community gardens and playgrounds and are primarily landscaped. Neighborhood parks are between approximately 1.5 acres and 15 acres in size. These parks provide features such as grass, trees, restrooms, tot-lots, picnic and shade shelters, grills, playground equipment, open fields, informal sport areas, swimming pools and neighborhood/community centers. Neighborhood Parks have a service area of about a 2.5-mile radius.

Community Parks. Community Parks are larger than Neighborhood Parks and the largest of formal (non-natural) open spaces for the purpose of providing regionally-oriented areas for passive or active recreation. Community Parks may contain large grass areas, large picnic and shelter areas, restrooms, on-site parking, swimming pool, community centers, sports arenas/complexes, entertainment areas and special features such as skateboard areas, outdoor theaters, disc golf, exercise stations, ponds and water features. Community parks are approximately between 10 and 45 acres in size (but may be larger under special circumstances) and have a service area of greater than 2.5 miles in radius.

Special Use Parks. Special Use Parks are not located in residential areas. Features might include large scale sports complex, special events site (such as fairs and festivals), gardens, concessions, trails, natural/open space, lakes and animal uses.

Nature/Open Space. Nature areas are generally free from development and respect the natural environmental characteristics that serve as preservation of natural, cultural and archeological resources. Specific uses include natural parks, habitat, floodplains and areas with permanent open-space easements. In some cases, Open Space also includes working lands such as farming, ranching and mining.

Greenway/Trails. Greenways and Trails are community- and regionally-oriented, active and passive open spaces. Greenways and Trails traverse or define multiple neighborhoods and can have natural or identified paths and trails. Greenways may be opportunistic such as the reclaiming of areas within overhead utility easements or may be in response to natural conditions such as an existing natural feature such as a river, canal or seismic hazard area.

Linear Parks. Linear parks are a special type whose primary purpose is to connect parks, entry ways and transportation routes with unique features. These parks and the trails may be concrete, asphalt, or crusher fine, among other options.

SCHOOLS

This designation is intended for public schools, including elementary, middle and high schools and colleges and universities within the City of Coachella. Public K through 12 schools will vary in size but all new schools should be located within or adjacent to neighborhoods to enable students to walk and bike to school. Schools should not be designed as fenced and walled-off campuses. Colleges and universities should be encouraged to integrate uses such as residential, retail, services and other public facilities in and around their campuses to augment the economic vitality of the neighborhood. They should ensure other public enhancements that contribute to a greater quality of life in Coachella, such as arts, culture, athletics, public lectures and/or medical facilities are accessible to the community.

PUBLIC FACILITIES AND BUILDINGS

This designation provides for governmental buildings and facilities to ensure a high quality of life for residents of Coachella. A wide range of public uses in this designation include city hall, libraries, community centers, senior centers, fire stations, police stations, corporate yards and similar uses. Given the activities that occur in public facilities and buildings, the urban design will vary greatly from use to use. The majority of public facilities and buildings should be located in Downtown, Neighborhood Centers or integrated within neighborhoods to ensure they are central to the residents they intend to serve. Locating city office in remote, auto-oriented areas shall be discouraged.

BUILDING TYPES

All complete cities have a wide variety of types of buildings that vary depending on the use, location and intended intensity of development. While there are a large number of building types, the following are the types that will help implement the City's vision. The information below provides a general description of the building type and general rules of thumb on the density and lot size for each type. These summaries are meant to be guides rather than standards. Other types may be used as long as they conform to the vision and character defined in this General Plan.

SINGLE-FAMILY HOUSE

A building surrounded on all four sides by setbacks and may contain one dwelling unit and/or commercial use as allowed by the zone. On-site open space is provided through a rear yard. The intensity range varies from very low density rural settings of one unit per 40 acres or large to upwards of eight units per acre. Lot areas are a minimum of 5,000 square feet.



DUPLEX/TRIPLEX/QUADPLEX HOUSE

A building with two or more dwellings surrounded on all four sides by setbacks and may contain dwelling units and/or commercial uses as allowed by the zone. Onsite open space is provided through a rear yard for all the dwellings or through individual yards for each dwelling. The density range depends on location but is generally between eight and 18 units per acre. Lot areas are generally between 5,000 and 15,000 square feet.



MULTIPLEX/EFFICIENCY DWELLING

A building with the appearance of a large house containing up to eight dwelling units or congregate living facilities. The building has a central lobby that provides access to individual units. On-site open space is provided by a rear yard for all the dwellings. The building may accommodate commercial uses allowed by the General Plan. The density of Mansion buildings is generally between 15 and 20 units per acre. Lot areas are generally between 10,000 and 15,000 square feet.



ROWHOUSE/TOWNHOUSE

A building of attached dwellings arranged side by side, with above grade to provide rooms and unit access from the street. The building is located at the front of the property, with the garage at the rear, ideally separated by a rear yard. The density range for Rowhouses/Townhouses is between 15 and 22 units per acre. The lot area is generally 2,000 to 2,500 square feet per unit.



GARDEN APARTMENT

A group of attached dwellings arranged to share one or more common courtyards with pedestrian access to the building's entrances from the courtyard and/or fronting street. Courtyard buildings may accommodate commercial/flex uses as allowed by the General Plan. The density range for Courtyard Buildings is between 25 and 35 units per acre and the lot area is generally between 15,000 and 60,000 square feet.



URBAN APARTMENT BUILDING

A building with multiple stories of dwellings that is arranged on a large open space such as a park or along a street. The building has a central lobby or multiple lobbies that provide access to individual dwellings. The ground floor may accommodate commercial/ flex uses as allowed by the General Plan. The dwelling unit range is between 30 and 65 units per acre and the lot area is generally between 20,000 and 60,000 square feet. (Note that this intensity may be increased for affordable and senior housing where smaller units and/or less on-site parking is provided.)



MAIN STREET/MIXED USE BUILDING

A building designed for occupancy by retail, service and/or office uses on the ground floor with upper floors configured for retail, service, office and/or dwellings with occupancy fronting on streets. Upper units may be directly accessed from the street through a stair or street level lobby. Residential densities range between 30 to 65 units per acre and non-residential intensities vary by General Plan Designation. The lot area is as small as 5,000 and as large as 125,000 square feet.



SUBURBAN RETAIL BUILDING

A building designed for occupancy by commercial service or retail uses on the ground floor, with upper floors configured for the same uses. The building is located away from the street typically with parking between the street and the building. Non-residential intensities vary by General Plan Designation and the minimum lot areas is 10,000 square feet.



OFFICE/R&D BUILDING

A building designed for occupancy by office and laboratory-type space on the ground floor, with upper floors configured for the same uses. Ground floors may accommodate commercial uses as allowed by the General Plan. Non-residential intensities vary by General Plan Designation and lot areas have a vast range from 10,000 to 250,000 square feet.



INDUSTRIAL BUILDING

A building designed for occupancy by industrial, commercial service or retail uses on the ground floor, with upper floors configured for service or industrial uses. The building is located anywhere on the lot to accommodate outdoor industrial activity. Non-residential intensities vary by General Plan Designation and the minimum lot size is 5,000 square feet; however parcels are usually much larger to accommodate industrial uses.



RANGE OF COMPATIBLE LAND USES

The following table, Table 3-1, further defines the range of allowed land uses expected within each General Plan Designation. The table includes three categories. The first is the primary use or uses expected within the designation. There may be more than one “primary” use in a designation. The next category is the secondary use (shown with an “S” in the table). The secondary uses are support uses that are allowed but shall not be the primary use. The last category is for uses that are not allowed within the designation. These uses are marked with the following symbol: “—”. In addition, some of the uses have annotations to further explain the vision for the use within the designation. This table of compatible uses is not the complete range of possible uses and the allowable uses will be further refined in the zoning code. Table 4-2: General Plan Designations Summary provides a summary of the development characteristics for each General Plan Designation.

Table 4-1: General Plan Designations Compatible Uses

	RANCHOS		NEIGHBORHOODS			CENTERS			DISTRICTS			
	AGRICULTURAL	RURAL	SUBURBAN NEIGHBORHOOD	GENERAL NEIGHBORHOOD	URBAN NEIGHBORHOOD	NEIGHBORHOOD CENTER	DOWNTOWN CENTER	URBAN EMPLOYMENT CENTER	SUBURBAN RETAIL DISTRICT	REGIONAL RETAIL DISTRICT	INDUSTRIAL DISTRICT	RESORT
RANGE OF COMPATIBLE LAND USES												
SINGLE FAMILY	S	P	P	P	S	--	--	--	--	--	--	P
MULTI-FAMILY*	--	--	--	P	P	S	P	S	--	S	--	P
MOBILE HOME PARK	--	S	--	S	--	--	--	--	--	--	--	--
ENTERTAINMENT AND RECREATION	--	--	--	--	S	S	P	S	P	P	--	P
GOLF COURSE	--	S	S	--	--	--	--	--	--	--	--	P
LODGING (HOTEL, MOTEL, B&B)	B&B only	S	--	--	S (no motel)	S	S (no motel)	S	S	P	--	P
AUTOMOTIVE (INCL GAS STATION)	--	--	--	--	--	S (with limitations)	--	--	P	S	S	--
RESTAURANT	--	--	--	--	S (with limitations)	P	P	S	P	S	S	S
DRIVE THROUGH RESTAURANT	--	--	--	--	--	--	--	--	P	P	S	S
RETAIL <10,000 SF	--	S	--	--	S (with limitations)	P	P	P	P	P	S	S
RETAIL > 10,000 SF	--	--	--	--	--	P	P	--	P	P	--	S
RETAIL > 35,000 SF	--	--	--	--	--	--	S (with limitations)	--	P	P	--	--
PERSONAL SERVICES (e.g., dry cleaner, travel agent, etc.)	--	--	--	--	S	P	P	S	P	S	S	S
MEDICAL OFFICE	--	--	--	--	S	S	S	P	P	S	--	--
OFFICE/RESEARCH & DEVELOPMENT	--	--	--	--	--	S	S	P	S	--	S	--
AGRICULTURE	P	P	S (interim)	--	--	--	--	--	--	--	--	S
INDUSTRIAL/DISTRIBUTION	--	--	--	--	--	--	--	S	--	--	P	--
HOSPITAL / AIRPORT*	--	Airport	--	--	--	--	Hospital	P	--	--	P	--
CIVIC AND GOVERNMENT	--	S	S	S	S	S	P	S	S	S	S	--
RESOURCE EXTRACTION	S	S (with limitations)	--	--	--	--	--	--	--	--	--	--

KEY: P= Primary use S = Secondary Use - = Not allowed

* See additional land use regulations for non-residential development and hospitals near airport (Policies 10.9 and 10.10).

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Table 4-2: General Plan Designations Summary

	RANCHOS		NEIGHBORHOODS			CENTERS			DISTRICTS			
	AGRICULTURAL	RURAL	SUBURBAN NEIGHBORHOOD	GENERAL NEIGHBORHOOD	URBAN NEIGHBORHOOD	NEIGHBORHOOD CENTER	DOWNTOWN CENTER	URBAN EMPLOYMENT CENTER	SUBURBAN RETAIL DISTRICT	REGIONAL RETAIL DISTRICT	INDUSTRIAL DISTRICT	RESORT
DEVELOPMENT CHARACTERISTICS												
DU/AC (RANGE AND AVERAGE)* (Density varies depending on building type)	1 DU per 40 acres	1 DU/2.5 acres to 1 DU/ac	2 – 8 DU/ac with 5 DU/ac average for new projects	7-25 DU/ac with 12 DU/ac average for new projects	20 – 35 DU/ac with 30 average for new projects	15-40 DU/ac	20 - 65 DU/ac	30-65 DU/ac	n/a	10-15 DU/ac	n/a	Up to 8 DU/ac
FAR	0.01	n/a	n/a	n/a	0.5	0.5 – 1.5	0.5 – 2.0	0.5 – 2.0	0.35 – 1.0	0.35 – 2.0	0.1 – 2.0	0.1 max
STREET DESIGN, NETWORK AND CONNECTIVITY												
BLOCK PERIMETER Note: exceptions apply for natural and man-made barriers	n/a	n/a	3200 ft. max	2400 ft. max	2400 ft. max	1600 ft. max	2000 ft. max	2400 ft. max	3200 ft. max	4000 ft. max	4,800 ft. max	n/a
BLOCK LENGTHS (DESIRED) Note: exceptions apply for natural and man-made barriers	n/a	n/a	400-500 ft.	400-500 ft.	400-500 ft.	400-500 ft.	300-500 ft.	300-500 ft.	Up to 1000 ft.	Up to 1000 ft.	Up to 1200 ft.	n/a
EXTERNAL CONNECTIVITY (project or neighborhood boundary)	n/a	¼ mi. min	Min 1 connection every 800 ft.	Min 1 connection every 800 ft.	Min 1 connection every 800 ft.	Min 1 connection every 600 ft.	Min 1 connection every 600 ft.	Min 1 connection every 600 ft.	Min 1 connection every 800 ft.	Min 1 connection every 1000 ft.	Min 1 connection every 1200 ft.	Min 1 connection every ¼ mi.
GATED RESIDENTIAL AREAS	--	Y	--	--	--	--	--	--	n/a	n/a	n/a	Y
PARKS AND OPEN SPACE												
MINI PARK	--	--	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
NEIGHBORHOOD PARK	--	Y	Y	Y	Y	--	Y	--	--	--	Y	--
COMMUNITY PARK	Y	Y	Y	Y	--	--	--	--	--	Y	--	Y
PLAZA/GREEN	--	--	Y	Y	Y	Y	Y	Y	Y	Y	--	--
GREENWAY/PARKWAY	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
SPECIAL USE	--	--	Y	Y	--	--	--	--	--	--	--	--
NATURE/OPEN SPACE	Y	Y	Y	Y	--	--	--	Y	--	--	--	Y
LINEAR PARK	--	Y	Y	Y	--	--	--	--	--	--	--	Y

* See additional density restrictions and potential development regulations for new residential developments near airport (Policies 10.4 and 10.8).

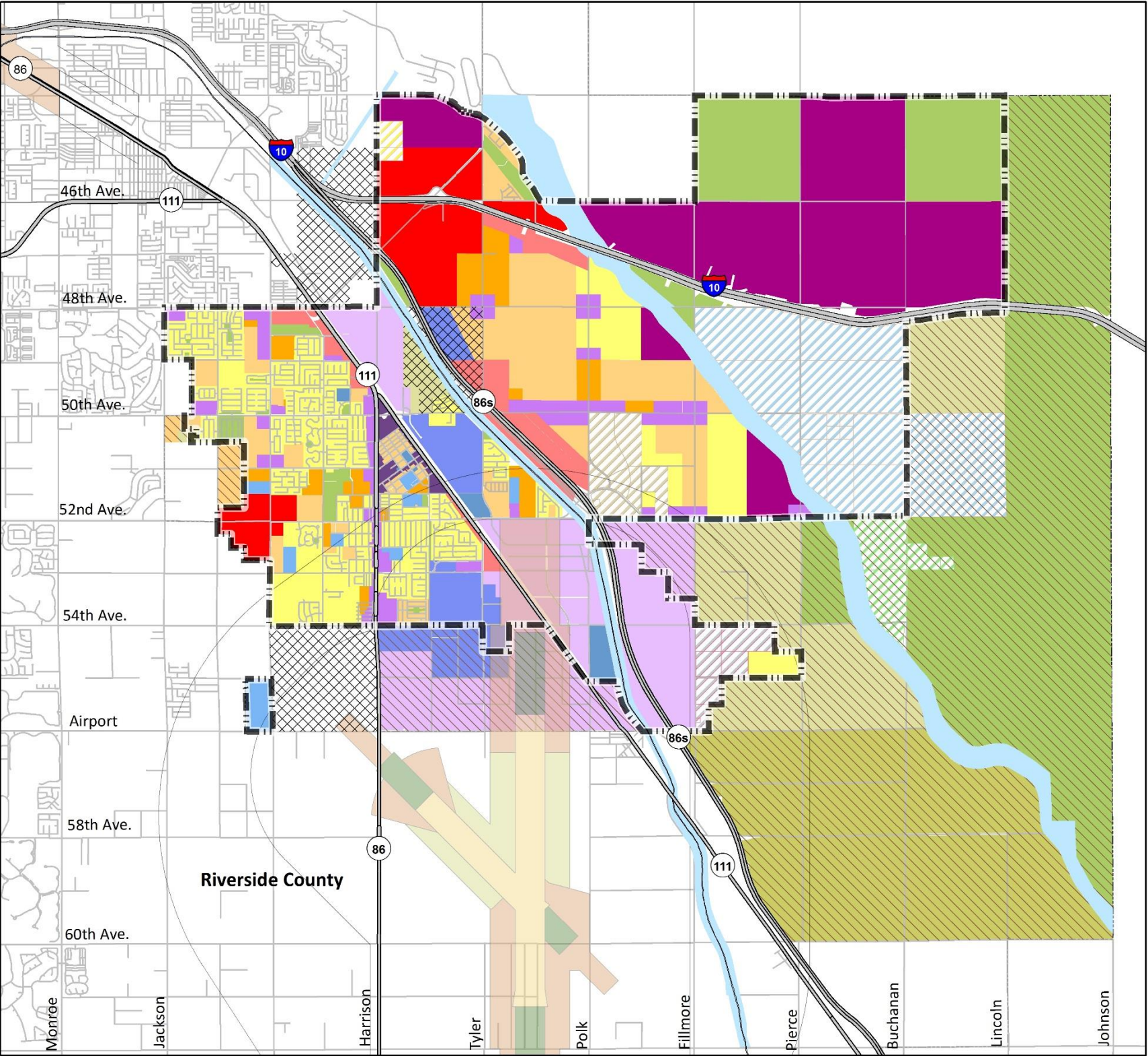
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GENERAL PLAN DESIGNATION MAP

This section presents the General Plan Designation Map for the City of Coachella. While the General Plan Designations are applied directly to each parcel, the General Plan provides for some flexibility in the ultimate range and distribution of uses for subareas 5 through 17. The ranges of appropriate uses for each of these subareas are defined in the Subarea Descriptions. It is expected that the final mix and distribution of appropriate uses would be defined for each through the City's Master Planning process. Figure 4-23: General Plan Designation Map shows the General Plan Designation map and Figure 4-24: General Plan Subareas Map, shows the extent of the various subareas.

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Figure 4-23: General Plan Designation Map



City of Coachella
General Plan Update 2035

General Plan Land Use Designations

Legend

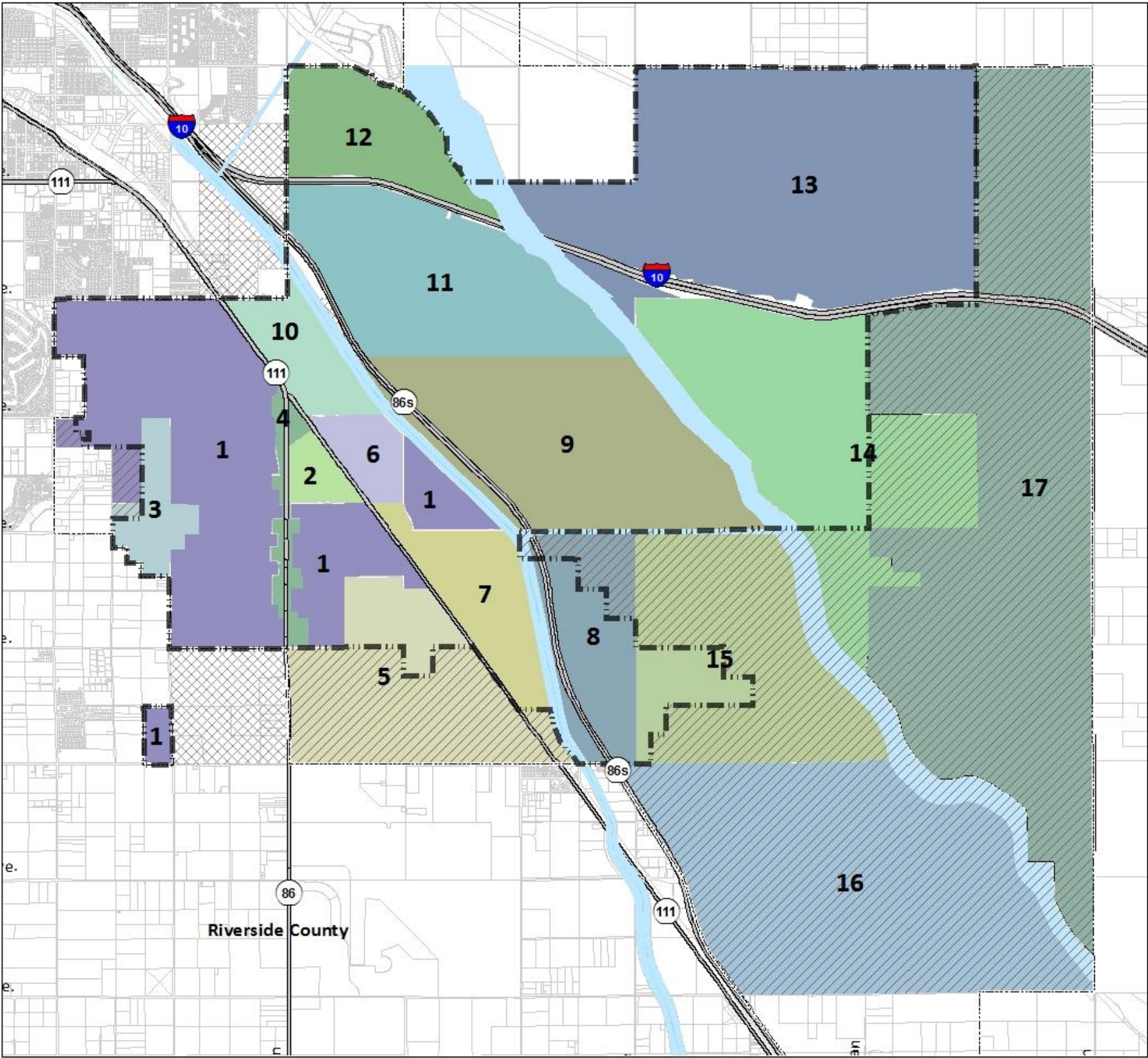
- | | |
|------------------------------------|-----------------------------------|
| Coachella City Limits | Land Use Designation |
| Tribal Land | Downtown Center |
| Sphere of Influence | Urban Employment Center |
| General Plan Planning Area | Neighborhood Center |
| Airport Compatibility Zones |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



Source: City of Coachella and Riverside County
Date: January 2014

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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

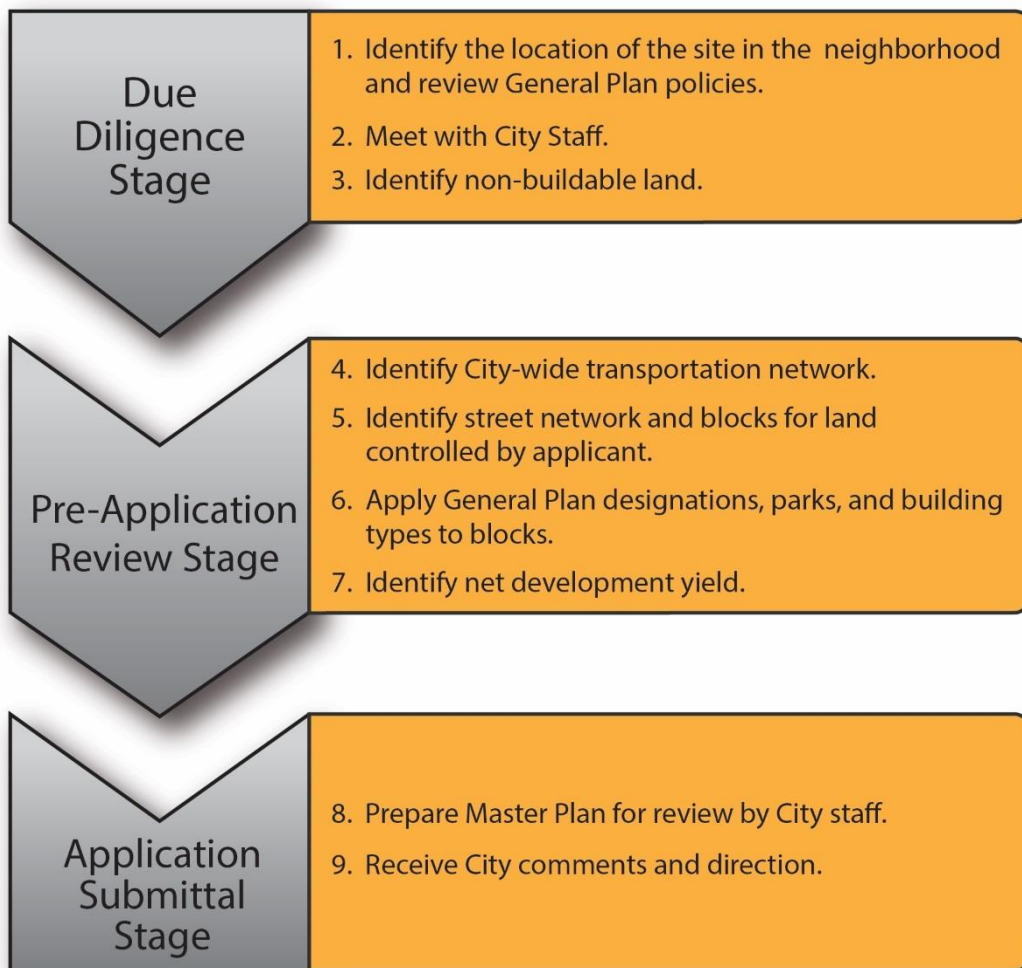
8. Prepare Master Plan for review by City staff.

- 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.



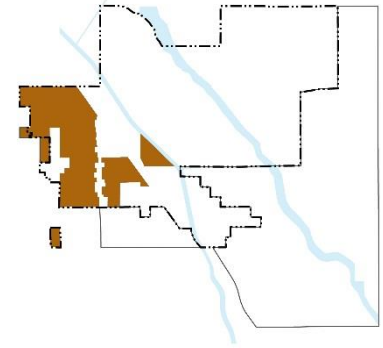
SUBAREA DESCRIPTIONS

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

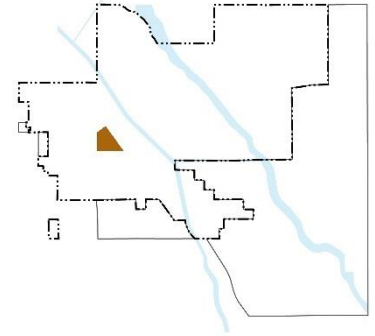
1. Encourage the infill of vacant and underutilized parcels with neighborhood patterns that support walkability, exemplify great urban neighborhoods as described by the General Plan designations and expand the range of housing available.
2. Retrofit existing neighborhoods with a variety of improvements 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

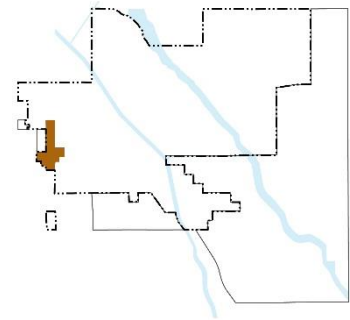
1. Actively facilitate the implementation of the Pueblo Viejo Plan through appropriate new development approvals and targeted public investments.
2. Ensure new development does not conflict with the Pueblo Viejo Plan. If there are inconsistencies between the Pueblo Viejo Plan and this General Plan, the 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.

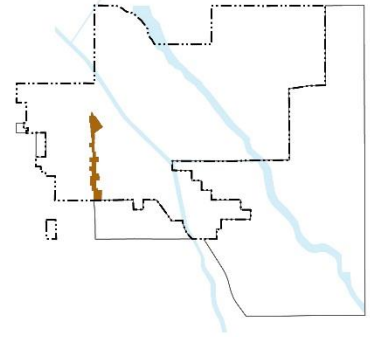
POLICY DIRECTION

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.

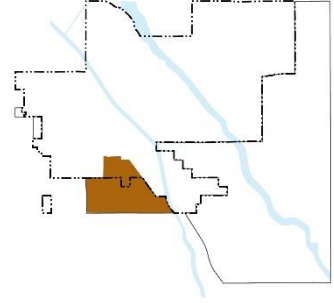
Conducting a series of roadway improvements to Harrison Street that:

- 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.

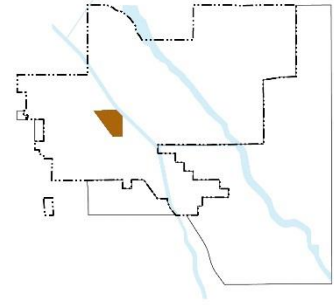
POLICY DIRECTION

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.

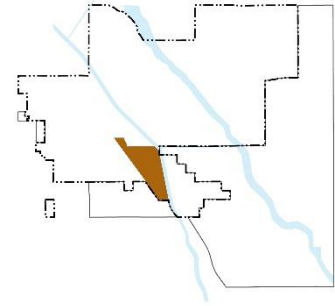
POLICY DIRECTION

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.

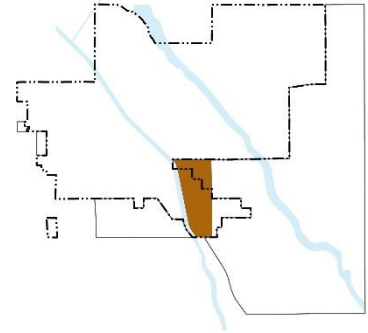
POLICY DIRECTION

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.

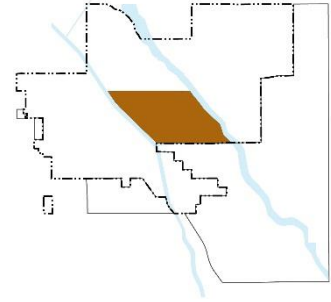
POLICY DIRECTION

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

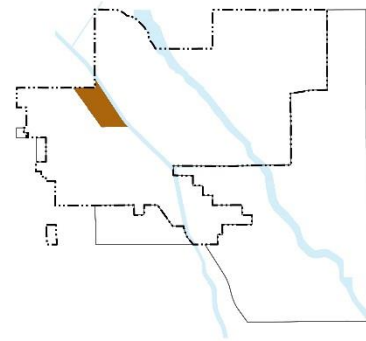
1. As the City grows, prioritize new residential development in this subarea over subareas to the east.
2. Require a variety of neighborhood types throughout the central Coachella Neighborhoods subarea.
3. Ensure neighborhoods are tied together with pedestrian, bicycle and vehicle connections and not 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

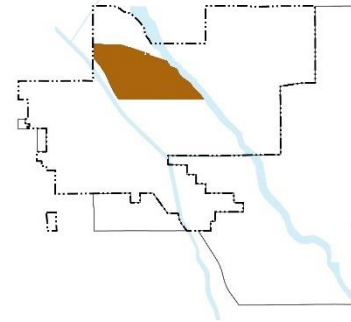
1. Work with the Native American Tribes to develop the area in a way that supports the vision for Coachella and this Subarea.
2. Develop the subarea in a way that supports Downtown by locating more intense and active uses closest to the Downtown Expansion subarea, allowing industrial uses to occur in 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

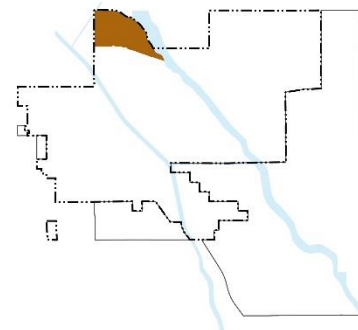
Figure 4-25: Conceptual Amendments to Shadow View Specific Plan



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.

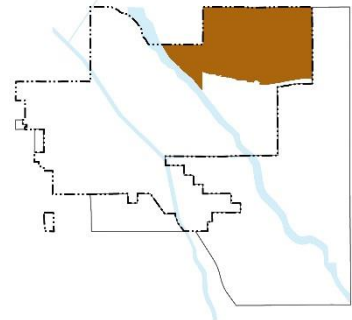
POLICY DIRECTION

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.

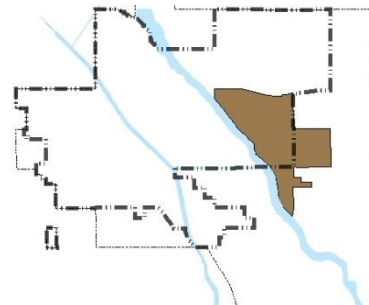
POLICY DIRECTION

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.

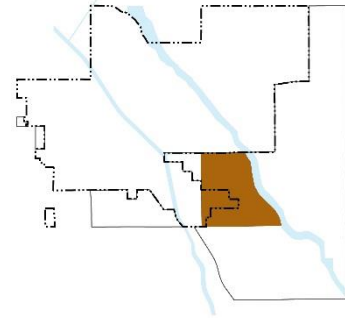
POLICY DIRECTION

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.

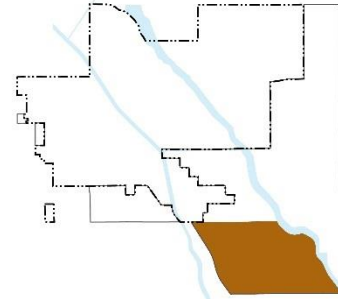
POLICY DIRECTION

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.

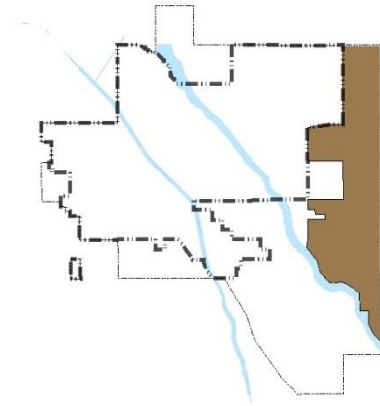
POLICY DIRECTION

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.

- 1.2 **Annexation.** Allow the annexation of new land into the City when at least 60 percent of the land within the city limits is built with urban uses or permanently preserved open space.
- 1.3 **Sphere of influence.** Establish and maintain a Sphere of Influence that identifies the long-term growth plans of the City. The Sphere of Influence may encompass an area that accommodates more growth than the time horizon of the General Plan.
- 1.4 **Planning area.** Establish and maintain a Planning Area that allows Coachella to communicate to adjacent jurisdictions about potential the impact of Growth on the City.
- 1.5 **Subareas.** Establish and utilize a system of subareas to efficiently plan and manage the City's growth. Each area of the City and Sphere of Influence shall be included in a subarea. All development and policy decisions shall conform to the vision and policies for that planning area, in addition to the citywide goals and policies. See Figure 3-24 for a map of the City's subareas.
- 1.6 **General plan designations.** Establish and maintain a system of General Plan designations that:
 - Provides flexibility for land developers to determine the best use of their land within the bounds of the vision for the subarea, particularly in undeveloped areas of the City.
 - Regulates the form and character of new development to ensure the development that does occur is complete with a diversity of uses so residents don't have to drive long distances to access goods and services, connected to the Downtown and other parts of the City via multiple modes of transportation, and compact so that areas are walkable and pedestrian-friendly. The exception to the above shall be Resort developments which may be developed as isolated projects separate from the rest of the City.
 - Uses the development process to enhance the charterer and identity of Coachella.
- 1.7 **Specific Plans.** Utilize specific plans as strategic entitlement tools when considering unique projects that bring exceptional value to the community. Periodically review existing, un-built specific plans for relevance and the potential for needed updates.

Goal 2. Growth and Development. The successful transformation of Coachella from a small town into a medium-sized, full-service City that is a major economic center for the Coachella Valley.

Policies

- 2.1 **Population and employment growth.** Allow the City to grow from its current population of approximately 40,000 and 5,800 jobs to a maximum of 135,000 and 32,000 jobs by 2035.
- 2.2 **Character and identity.** Strive to maintain Coachella's existing small-town character, identity and cultural diversity as development occurs in the future.
- 2.3 **Urban design as identity.** Recognize the City can differentiate itself from other Coachella Valley cities through urban design practices such as the development of complete neighborhoods, preservation of agriculture and open space, pedestrian-oriented design and sustainable development practices.

- 2.4 Natural context.** Retain the City’s natural infrastructure and visual character derived from topography, farmlands and waterway corridors.
- 2.5 High quality construction and architecture.** Require high-quality and long-lasting building materials on all new development projects in the City. Encourage innovative and quality architecture in the City with all new public and private projects.
- 2.6 Architectural diversity.** A diversity of architectural styles is encouraged, particularly those that have their roots in the heritage of Southern California and the Desert Southwest.
- 2.7 Climate-appropriate design.** Require architecture, building materials and landscape design to respect and relate to the local climate, topography, history, and building practices.
- 2.8 Growth and development evaluation.** Every five years, review and adjust, as needed, the General Plan’s population and employment capacities to meet changes in economic and demographic conditions.
- 2.9 Infill development.** Promote and provide development incentives for infill development and redevelopment of existing properties.
- 2.10 Contiguous development pattern.** Encourage and incentivize development to occur contiguous to, or proximate to, existing built areas to facilitate delivery of City services and minimize “leapfrog” development not connected to existing urbanized areas.
- 2.11 New growth.** Continue to plan for future expansion and new growth on previously undeveloped areas.
- 2.12 High priority development areas.** Identify subareas 5, 6, 7, 8, 9, 10, and 11 as Priority Growth Areas to be targeted for growth through City policies and actions and to receive priority for funding, community facilities and services.
- 2.13 Growth expansion areas.** Identify subareas 12 and 14 as future Growth Expansion Areas. During the time horizon of the General Plan, growth that occurs in these areas shall conform to the following criteria and characteristics.
- Minimum size of proposed development projects must be over 100 acres
 - Residential areas must be developed as one or more complete neighborhoods that contain a mix of housing types, sufficient parks and open spaces, necessary community facilities and services with access to retail and other goods and services.
 - Development must be connected to the existing City via a network of multi-modal streets and non-motorized trails.
 - All infrastructure connecting the new development to the existing City must be paid by the project sponsor using the City’s infrastructure specifications.
 - Financing plans for on-going operation and maintenance of streets, roads, parks and other community facilities and services that do not increase taxes or reduce services for existing residents must be approved and in place.
- 2.14 Reserve development areas.** Subareas 13, 15 and 16 shall be maintained as reserve development areas. These areas shall maintain their current land or agricultural use until the identified High Priority Development Areas and Growth

Expansion Areas are at least 60 percent developed with urban uses or preserved open spaces.

- 2.15 Steep slopes.** Limit development and grading in areas with slopes greater than 20 percent and limit the density and intensity of development in areas with slopes of between 10 and 19 percent.
- 2.16 Range of uses.** Through Specific Plans, Planned Developments, or other similar master planning processes, allow the designations shown on the General Plan Designation Map to be adjusted within the ranges set forth for each policy area in large, undeveloped areas of the City so long as the visions of the General Plan and the applicable subarea is met.
- 2.17 Parks and open space.** Establish parks and open space as allowed uses within all General Plan Designations.
- 2.18 Open space conservation.** Establish mechanisms to provide for the conservation of resource land that is not yet conserved if it falls within one of the following categories:
- Flood plain, including Special Flood Hazard Areas.
 - Open Space to be acquired.
 - Wildlife corridors.
 - Legacy farmland.
 - Riparian areas.
 - Areas of cultural significance.
 - Seismic or geological hazard areas.
 - Legacy viewsheds.
- 2.19 Community Amenities.** Encourage the provision of a high-level of neighborhood and community amenities and design features as a way of balancing increased density, recognizing that the General Plan increases the average planned density by several times and specifies a desire for a very high quality, amenity-rich, livable community.

Goal 3. Healthy Community Design. Development patterns and urban design comprised of complete, walkable, attractive, family-friendly neighborhoods, districts and corridors that support healthy and active lifestyles.



Policies

- 3.1 Physical plan.** Facilitate the construction of a built environment that supports a healthy physical and social environment for new and existing neighborhoods.
- 3.2 Walkable streets.** Regulate new development to ensure new blocks encourage walkability by maximizing connectivity and route choice, create reasonable block lengths to encourage more walking and physical activity and improve the walkability of existing neighborhood streets.
- 3.3 Pedestrian barriers.** Discourage physical barriers to walking and bicycling between and within neighborhoods and neighborhood centers. If physical barriers are unavoidable, provide safe and comfortable crossings for pedestrians and cyclists. Physical barriers may include arterial streets with speed limits above 35 mph, transit

or utility rights-of-way, very long blocks without through-streets, and sound walls, among others.

- 3.4 Shared driveways.** Allow and encourage new commercial and residential developments to have common driveways serving multiple units, to minimize the number of curb cuts along any given block to improve pedestrian safety.
- 3.5 Health in Developments.** Evaluate the health impact and benefits of new development projects in the early planning phases to maximize its contribution to the vision for a healthier Coachella.
- 3.6 Family-friendly community.** Strive to create multi-generational family-friendly public spaces and affordable family-friendly neighborhoods through the following measures:
 - The provision of family-friendly amenities, such as libraries, recreation centers and parks in residential neighborhoods.
 - Encouraging child-care and schools near employment centers and housing and vice versa.
 - Set a minimum proportion or number of two-, and three-bedroom units in multi-family and rental housing development.
 - Allow family child care in residential units by right.
 - Provide child care at public meetings.
 - Encourage youth participation in the planning process.
- 3.7 Culture and entertainment hub.** Create opportunities for leisure/cultural activities in Coachella such as a movie theater, music and dancing venue, museum/gallery, cafe, or bowling alley, among many other facilities to ensure teens and young adults have safe ways to enrich their social lives.

Goal 4. Rural Areas. A strong, preserved rural and agricultural heritage and character that preserves the natural beauty and context of the City.

- 4.1 Agricultural land preservation.** Provide for the protection and preservation of agricultural land as a major industry for Coachella and sufficient to maintain the rural character of the City. Explore and allow a variety of methods of preserving land in sizes that are viable economic units for continuing agricultural activities including:
 - Density transfers to allow a greater portion of proposed development on other in order to allow productive sites to remain in agricultural production.
 - Use of the Williamson Act.
 - Implementation of a “right-to-farm” ordinance.
 - Adopting a farmland protection program.
- 4.2 Agricultural land conversion.** Actively discourage the urbanization of agricultural land when other land not in agricultural use within the city limits is available for development.
- 4.3 Agricultural elements in urban landscape.** Where feasible, incorporate existing agricultural elements, such as date farms, vineyards and citrus trees into the urban landscape as part of development projects. This preservation will enable the agricultural history of the City to remain visible and provide unique urban landscape features that can distinguish Coachella from other cities in the Coachella Valley.

- 4.4 **Agricultural land in sphere of influence.** Preserve existing agricultural land in the Sphere of Influence and limit the annexation of active agricultural land, unless it is part of a development project.
- 4.5 **Rural residential.** Allow rural residential with homes on lots of up to 2.5 acres in size in limited areas of the City. These areas shall serve as buffers between more urban development and permanently undeveloped areas of the City. The Rural areas may serve as part of the City's greenbelt.
- 4.6 **Conservation subdivisions.** Provide for, and encourage, conservation subdivisions that cluster development on a site as a way of preserving valuable natural resources such as agricultural lands.
- 4.7 **City Greenbelt.** Strive to create an undeveloped or rural greenbelt around the City comprised of rural residential, preserved parks and open space, and agricultural lands.

Goal 5. Neighborhoods. Neighborhoods that provide a variety of housing types, densities, designs and mix of uses and services that reflect the diversity and identity of Coachella, provide for diverse needs of residents of all ages, ethnicities, socio-economic groups and abilities, and support healthy and active lifestyles. *(The following policies apply to all locations with a "Neighborhood" General Plan Designation.)*



Policies

- 5.1 **Complete neighborhoods.** Through the development entitlement process, ensure that all new Neighborhoods (areas with a "Neighborhood" General Plan Designation) are complete and well-structured such that the physical layout and land use mix promote walking to services, biking and transit use; develop community identity and pride, are family friendly and address the needs of multiple ages and physical abilities. New neighborhoods should have the following characteristics:
 - Be approximately 125 acres in size and approximately half-mile in diameter
 - Contain short, walkable block lengths.
 - Have a grid or modified grid street network (except where topography necessitates another street network layout).
 - Contain a high level of connectivity for pedestrians, bicycles and vehicles (except where existing development or natural features prohibit connectivity).
 - Have homes with entries and windows facing the street.
 - Contain a diversity of housing types, where possible.
 - Provide a diversity of architectural styles.
 - Have goods and services within a short walking distance.
 - Are organized around a central focal point such as a park, school, civic building or neighborhood retail such that most homes are no more than one quarter-mile from this focal point.
- 5.2 **Conventional neighborhood design.** Discourage the construction of new residential neighborhoods that are characterized by cul-de-sacs, soundwalls, long block lengths, single building and housing types and lack of access to goods and services.
- 5.3 **Variety of types of neighborhoods.** Promote a variety of neighborhoods within the City and ensure that neighborhood types are dispersed throughout the City.

- 5.4 Balanced neighborhoods.** Within the allowed densities and housing types, promote a range of housing and price levels within each neighborhood in order to accommodate diverse ages and incomes. For development projects larger than five acres, require that a diversity of housing types be provided and that these housing types be mixed rather than segregated by unit type.
- 5.5 Housing affordability.** Ensure affordable housing is distributed throughout the City to avoid concentrations of poverty and be accessible to jobs.
- 5.6 Senior housing.** Encourage the development of senior housing in neighborhoods that are accessible to public transit, commercial services and health and community facilities.
- 5.7 Walkable neighborhoods.** Require that all new neighborhoods are designed and constructed to be pedestrian friendly and include features such as short blocks, wide sidewalks, tree-shaded streets, buildings that define and are oriented to streets or public spaces, traffic-calming features, convenient pedestrian street crossings, and safe streets that are designed for pedestrians, cyclists and vehicles.
- 5.8 Provision of sidewalks.** Except within designated rural areas, require sidewalks of at least six feet in width on both sides of streets in neighborhoods.
- 5.9 Street network.** Except where infeasible because of topographic conditions, require new Neighborhoods to be designed with a traditional grid pattern and block sizes ranging from 300 to 600 feet, depending on the General Plan Designations.
- 5.10 Street layout.** Design streets and lot layouts to provide a majority of lots within 20 degrees of a north-south orientation for increased energy conservation.
- 5.11 Connections to key destinations.** Require direct pedestrian connections between residential areas and nearby commercial areas.
- 5.12 Hillside connectivity.** Allow street patterns to follow natural topography and open spaces as long as connectivity and sense of place is maintained.
- 5.13 Tree-lined streets.** Design and build Neighborhoods to provide trees on both sides of at least 60 percent of new and existing streets within the project and on the project's side of bordering streets, between the vehicle travel way and walkway at intervals averaging no more than 50 feet (excluding driveways and utility vaults). This standard shall apply whenever new streets are constructed or when existing streets and sidewalks are significantly rehabilitated with existing neighborhoods.
- 5.14 Shaded sidewalks.** Strive to design and build neighborhoods to provide shade over at least 30 percent of the length of sidewalks on streets within the project. Trees must provide shade within 10 years of landscape installation and should be as water efficient as possible.
- 5.15 Access to daily activities.** Strive to create development patterns such that the majority of residents are within one-half mile walking distance to a variety of neighborhood goods and services, such as supermarkets, restaurants, churches, cafes, dry cleaners, laundromats, farmers markets, banks, hair care, pharmacies and similar uses.

- 5.16 Access to parks and open spaces.** Design new neighborhoods and, where feasible, retrofit existing neighborhoods, so that 60 percent of dwelling units are within a one-third mile walk distance of a usable open space such as a tot-lot, neighborhood park, community park or plaza/green.
- 5.17 Neighborhood transitions.** Require that new neighborhoods provide appropriate transitions in scale, building type and density between different General Plan designations.
- 5.18 Gated communities.** Prohibit the construction of new gated communities except in the Rural or Resort General Plan Designations. As an alternative, consider gates around individual properties.
- 5.19 Gated blocks.** Allow small groups of homes up to one block to be gated as an alternative to gated communities so long as it does not impact community connectivity.
- 5.20 Soundwalls.** Allow the use of soundwalls to buffer new Neighborhoods from existing sources of noise pollution such as railroads and limited access roadways. Prohibit the use of soundwalls to buffer residential areas from arterial or collector streets. Instead design approaches such as building setbacks, landscaping and other techniques shall be used.
- 5.21 Subdivision gateways.** Discourage the use of signs to distinguish one residential project from another. Strive for neighborhoods to blend seamlessly into one another.
- 5.22 Green neighborhoods.** Encourage new developments to build to a green neighborhood rating standard and apply for certification from a program such as LEED for Neighborhood Development or LEED for Homes.
- 5.23 Neighborhood preservation.** Preserve and enhance the character of existing residential neighborhoods.
- 5.24 Infill neighborhoods.** In existing developed areas of the City, encourage repair-oriented development that creates complete neighborhoods (as defined above). Such activities include:
 - Enhancing connectivity and reducing block size, including reasonable and related improvements in off-site locations.
 - Completing abandoned subdivisions with building types identified in this General Plan.
 - Making pedestrian-oriented blocks out of large scale superblocks through the addition of new streets.

Goal 6. Centers. A variety of mixed use, urban centers throughout the City that provides opportunities for shopping, recreation, commerce, employment and arts and culture.

Policies

- 6.1 Downtown.** Facilitate the development of the Downtown as a vibrant, active downtown that is the civic and cultural heart of the community and as the regional center of the Coachella Valley for commerce, culture and government.

- 6.2 Downtown implementation.** Follow the Pueblo Viejo Revitalization Plan for the Downtown adopted by the City Council in 2009.
- 6.3 Arts and culture.** Focus arts and cultural activities in and around the Downtown.
- 6.4 Diverse centers.** Encourage the development of local and city-wide centers that address different community needs and market sectors. The centers shall complement and be integrated with surrounding neighborhoods.
- 6.5 Access to transit.** Promote the development of commercial and mixed use centers that are located on existing or planned transit stops in order to facilitate and take advantage of transit service, reduce vehicle trips and allow residents without private vehicles to access services.
- 6.6 Redevelopment of existing retail into neighborhood centers.** Provide incentives to transform existing, auto-dominated suburban centers into neighborhood destinations by adding a diversity of uses, providing new pedestrian connections to adjacent residential areas, reducing the visual prominence of parking lots, making the centers more pedestrian-friendly and enhance the definition and character of street frontage and associated streetscapes.
- 6.7 New neighborhood centers.** Create a series of new neighborhood centers throughout Coachella so the majority of dwelling units in each Neighborhood are no more than one-half mile from any neighborhood center.
- 6.8 Neighborhood center location.** Locate new Neighborhood Centers at the intersections of major roadways such as collectors and arterials.
- 6.9 Neighborhood center design.** Design new neighborhood centers to be walkable and pedestrian-friendly with buildings that front internal streets and public sidewalks and with buildings facing major roadways. No more than 50 percent of the frontage on streets may be parking lots.
- 6.10 New urban employment centers.** Strive to create a series of new Urban Employment Centers in strategic locations in Coachella. The primary locations for this use are subareas 6, 7 and 10.
- 6.11 Design of urban employment centers.** Design Urban Employment Centers to be urban in character with compact buildings sited at or near front lot lines, a high percentage of lot coverage, and building facades and entrances directly addressing the street and with a high degree of transparency. Parking lots and large setbacks shall not dominate the frontage of the Urban Employment Centers.

Goal 7. Districts. A series of unique, destination-oriented districts throughout Coachella that provide space for large-format retail, industrial and resort uses in order to increase access to jobs, provide amenities for residents and improve the fiscal stability of the City.

Policies

- 7.1 Higher education.** Actively seek the location and establishment of higher education facilities, such as colleges or universities, within the City, ideally located adjacent to

the Downtown in subarea 6. The colleges and universities should be integrated with the urban fabric and not designed as an isolated campus.

- 7.2 Industrial expansion.** Actively seek to expand the amount of industrial uses in Coachella as a source of jobs and economic development. Industrial uses should be focused in subareas 5, 7 and 8.
- 7.3 Heavy industry.** Locate heavy industrial uses in locations that do not affect sensitive uses.
- 7.4 Impact of industrial development.** Require new development within the City's industrial districts be designed for compatibility with surrounding uses to minimize impact and cultivate connectivity with each district.
- 7.5 Industrial compatibility.** Where industrial uses are near existing and planned residential development, require industrial projects be designed to limit the impact of truck traffic on residential areas.
- 7.6 New suburban retail districts.** Allow Suburban Retail Districts to locate along major roadways throughout the City.
- 7.7 Suburban retail district design.** Allow Suburban Retail Districts to have an automobile-oriented design with surface parking lots with landscaping, buildings set back from the street and relatively low floor area ratios. Freestanding retail pads are encouraged. Ensure that the design also allows for pedestrian and bicycle access to and through the site.
- 7.8 Regional retail districts.** Establish major regional serving commercial centers that provide a mix of uses in a pedestrian oriented format and become vibrant destinations for people to live, work, shop and congregate. Allow a wide variety of uses to locate in Regional Retail Districts including destination retail centers, mixed-use town centers, theme parks, sports venues, entertainment complexes and hotels, among other uses.
- 7.9 Regional retail district design.** Allow for significant flexibility in the design of Regional Retail Districts so long as city-wide and project-level connectivity standards are met, the uses do not adversely affect adjacent uses and accommodations are made for pedestrians, bicycle and transit users.
- 7.10 Resorts.** Actively pursue the establishment of multiple resort complexes in Coachella. Locate resorts in areas of the City where city-wide connectivity will not be negatively affected by the design of the project. Such locations include adjacent to hillsides, on the edge of the Sphere of Influence and city limit where additional annexation is not expected to occur and adjacent to rivers and canals.
- 7.11 Resort design and connectivity.** Allow resorts to be designed as isolated and gated developments as long as through traffic and external connectivity occurs at distances of no greater than 1,300 feet. Exceptions to this may be made where external connection is not possible because of steep slopes, natural or man-made barriers such as limited access roadways or rivers.

Goal 8. Public Facilities and Buildings. A variety of public facilities and buildings throughout the City that improves the quality of life for residents and maintains a high-level of public services.

Policies

- 8.1** Equitable distribution of facilities and services. Strive to equitably distribute public facilities, improvements and services throughout Coachella, with priority given to remedying existing deficiencies in blighted or underserved areas of the City.
- 8.2** Phasing of public facilities. Require new parks, open spaces and public facilities be constructed concurrent with, or prior to, the development of each Neighborhood. All required parks, open spaces and public facilities should be constructed before 75 percent of the dwelling units are constructed.
- 8.3** School location and design. Work with school districts to size, design and locate schools to better enable students to walk or bicycle to them.
- 8.4** Parks and open space. Establish a range of parks and open spaces, including tot lots, neighborhood parks, community parks, plazas/greens and/or greenways/parkways within all new Neighborhoods, Centers and Districts.
- 8.5** Civic and institutional uses. Locate civic and institutional uses in Downtown and neighborhood centers and avoid locating these uses in remote, single-use complexes.
- 8.6** Civic identity. Encourage civic buildings and public gathering places to be designed to provide locations that reinforce community identity and support self-government.
- 8.7** Role of civic buildings. Require civic buildings be distinctive and appropriate to a role more important than the other buildings that constitute the fabric of the City.

Goal 9. Corridors and Connectivity. A network of transportation and open space corridors throughout the City that provides a high level of connectivity for vehicles, cyclists and pedestrians.

Policies

- 9.1** City-wide connectivity. Establish and preserve a Citywide street network throughout the City where through roads occur approximately every one-quarter mile, except where connections cannot be made because of previous large development projects or physical constraints. Physical constraints shall be canals, railroads, water, steep slopes, limited access roadways and similar natural and man-made barriers.
- 9.2** Subarea connectivity. Ensure a high-level of connectivity in all Neighborhoods, Centers and Districts throughout the City. The connectivity shall be measured as block perimeter and in external connectivity on the perimeter of a new development project.
- 9.3** Connections between development projects. Require the continuation of the street network between adjacent development projects and discourage the use of cul-de-sacs except where necessary because connections cannot be made due to existing development, topographic conditions or limited access to transportation systems.

9.4 Transportation corridors. Plan and reserve transportation corridors in coordination with land use.

- *Van Buren Corridor.* Facilitate the development of the Van Buren Corridor into a beautiful, shaded, pedestrian-friendly avenue that provides regional retail commercial and serves to repair the edges of existing neighborhoods of the surrounding area.
- *Harrison Street.* Require development along Harrison Street conform to recommendations of the Harrison Street Study to realize a town-scale Main Street environment that supports pedestrian activity and local serving commerce.
- *Avenues 50 and 52.* Establish Avenues 50 and 52 as important cross-town corridors that connect Coachella, serve as transitions between neighborhoods, provide opportunities for local-serving retail and balance the needs of multiple transport modes.
- *Grapefruit Avenue.* Facilitate the development of Grapefruit Avenue as major cross-town corridor that balances intercity automobile needs with pedestrian, bicycle and transit.

9.5 Green/open space network. Establish an interconnected open space network throughout Coachella that serves as a network for active transportation, recreation and scenic beauty and connects all existing and future areas of the City. In particular, connections should be made between preserved open spaces, parks, the Downtown, Neighborhood Centers and other destinations within the City. Consider the following components when designing and implementing the green/open space network:

- Preserved open space areas.
- Greenways and parkways along fault lines, the Whitewater River and the Coachella Canal.
- Roadways with significant landscaping and pedestrian and bicycle amenities.
- Community and neighborhood parks.
- Multi-use trails and non-motorized rights-of-way.

9.6 Trip Chaining. Prioritize complementary land uses to encourage trip chaining and reduce automobile use.

9.7 Unbundled parking. Allow and encourage developers of residential, mixed-use and multi-tenant commercial projects to unbundle parking costs from unit sale and rental costs in denser, mixed-use areas to give tenants and owners the opportunity to save money by using fewer parking spaces.

Goal 10. Development requirements. A fair, understandable and predictable approach that ensures new development does not impose a fiscal burden on the City, conforms to regional airport and railroad safety practices, and requires new projects to provide adequate public facilities and services as part of the overall process.

Policies

10.1 Required contents of Specific Plans and Planned Developments that implement the subarea Master Plans. Require that all Specific Plans, Planned Developments, Master Plans and other master-planned community implementation tools include:

- A plan for the phasing of all off-site infrastructure.

- A performance schedule for the issuance of building permits based on the concurrent availability of public services and amenities, including parks, schools and other public facilities identified in the entitlement documents.
 - A clear statement of the minimum public improvements that will be required as part of the first phase of development.
 - A statement of the financing mechanisms that will provide for the ongoing funding and financing of the public facilities of the project. These financing tools should be presented and discussed in the entitlement document implementation plan.
- 10.2 Concurrency.** Prohibit the issuance of precise grading plans and building permits unless the City has made a determination that adequate stormwater facilities, parks, solid waste, water, sewer and transportation facilities are operating to serve each phase of development.
- 10.3 Phasing of project site improvements.** Require that new subdivisions complete the public improvements before occupancy inspections unless a development agreement is implemented.
- 10.4 Airport compatibility.** Require new development in the vicinity of Jacqueline Cochran Airport to conform to the County's airport land use and safety plans. Notwithstanding the allowable land use intensities and densities set forth by this Land Use and Community Character Element, there may be more restrictive density and intensity limitations on land use and development parameters, as set forth by the Airport Land Use and Compatibility Plan. Additionally, per the Airport Land Use Plan, there may be additional limits, restrictions, and requirements, such as aviation easements, height limits, occupancy limits, and deed restrictions, required of new developments within the vicinity of the airport
- 10.5 Wildlife Hazards Study.** New developments proposing golf course or significant open space and/or water features shall prepare a wildlife hazard study if the site is within the Airport Influence Area.
- 10.6 Airport Land Use Commission Review.** Before the adoption or amendment of this General Plan, any specific plan, the adoption or amendment of a zoning ordinance or building regulation within the planning boundary of the airport land use compatibility plan, the City shall refer proposed actions for review, determination and processing by the Riverside County Airport Land Use Commission as provided by the Airport Land Use Law. The City shall notify the Airport Land Use Commission office and send a Request for Agency Comments for all new projects, and projects proposing added floor area or change in building occupancy type within 2 miles of the airport.
- 10.7 Federal Aviation Administration Review.** Projects that require an FAA notice and review will be conditioned accordingly by the City to obtain an FAA Determination of No Hazard to Air Navigation prior to issuance of any building permits.
- 10.8 Residential Development near airport.** New residential development within Airport Compatibility Zone D shall have a net density of at least five dwelling units per acre. New dwelling units should not be permitted as secondary uses of the Urban Employment Center General Plan Designation within Airport Compatibility Zone C.

- 10.9 Nonresidential Development near airport.** The land use intensity of nonresidential structures within Airport Compatibility Zones B1, C, and D shall be limited as set forth by Table 2A of the Airport Land Use Compatibility Plan.
- 10.10 Hospitals near airport:** Hospitals shall be prohibited within Airport Compatibility Zones B1 and C and discouraged in Airport Compatibility Zone D.
- 10.11 Regional coordination.** Promote coordinated long-range planning between the City, airport authorities, businesses and the public to meet the region's aviation needs.
- 10.12 Railroad Safety.** When considering development adjacent to the railroad right-of-way, work to minimize potential safety issues associated with railroad adjacency.

Goal 11. Economic Development. A broad-based and long-term economic development environment for Coachella that is supportive of existing businesses and will attract new business and tourism.

Policies

- 11.1 Long-term economic development.** Support the development and implementation of long-term economic development strategies that seek to establish and keep new businesses and a strong-middle class in Coachella over the decades to come.
- 11.2 Regional presence.** Encourage economic development strategies that will cause Coachella to become a major city in the Coachella Valley and a driving force behind the area's economy.
- 11.3 Regional jobs center.** Encourage economic development strategies that will cause Coachella to become a jobs center for the Coachella Valley.
- 11.4 Diversified economy.** Encourage economic development strategies that allow the City to move beyond reliance on its two main industries – agriculture and resort services – and transform itself to a mature mix of economic activity and job opportunities.
- 11.5 Jobs-housing balance.** Strive to improve the jobs-housing balance in the City by actively pursuing employment uses to the City.
- 11.6 Jobs-housing match.** To the extent feasible, attract new employment uses to Coachella that match the skill and educational levels of existing and future residents.
- 11.7 Job training.** Expand job training opportunities for Coachella residents.
- 11.8 Development incentives.** Consider incentives for new development that provides a substantial economic benefit to the community such as retail sales taxes, transient occupancy taxes or higher-paying jobs. Prohibit the provision of incentives that outweigh the direct benefits from the use.
- 11.9 Business support.** Support the Chamber of Commerce, retailers, tourist service businesses, artists, resort operators and other agencies to develop an aggressive marketing strategy with implementation procedures.
- 11.10 Revitalization incentives.** Develop and provide incentives to assist developers in revitalization and rehabilitation of existing structures, uses and properties through

improvement programs, innovative development standards, specific plans and assessment districts.

- 11.11 Joint-use.** Promote joint use of public and private facilities for community use, tourism, conference, convention and cultural uses.
- 11.12 State and Federal assistance.** Utilize state and federal economic development assistance programs when appropriate and develop additional local financing programs. Work with the California Office of Tourism to develop the area's recognition as a major area for state recreational opportunities and cultural development.
- 11.13 Natural environment.** Maintain and enhance the natural environment as critical to the attraction of tourists and ensure that new development does not adversely affect the natural environment as a tourist draw.
- 11.14 Recreational amenities.** Strategically utilize City recreational investments to create and enhance development opportunities.
- 11.15 Creative Economy.** Prioritize strategies that will create an economy full of diverse talents, trades and goods for the City. For long lasting economic success, a range of services, arts, music, entertainment and retail should be supported on all scales of the City's economy.
- 11.16 Special events.** Actively recruit seasonal and special events, such as festivals and concerts and develop mitigation strategies that will offset the impact of such events in the City on community members and neighborhoods.

Goal 12. Diversity of uses for economic development. Non-residential uses that creates a complete city and diversifies the local economy.

Policies

- 12.1 Airport.** Encourage activities and developments that capitalize on Jacqueline Cochran Airport as an asset.
- 12.2 Office/R&D.** Actively attract and expand the number of and development (R&D) uses in Coachella.
- 12.3 Agriculture.** Recognize and maintain agriculture and related uses as a key component of the City's long-term economic development strategy. Prioritize the preservation of date groves, citrus groves and vineyards.
- 12.4 Entertainment and tourist attractions.** Pursue one or more major entertainment destinations for Coachella residents and to draw visitors from around the region. Such entertainment uses could include theme parks, water parks, theme-oriented retail destinations, sports facilities, performance venues and other similar uses. Strive to locate these uses near regional transportation infrastructure and in subareas 9, 11, and 12.
- 12.5 Arts and culture.** Pursue one or more arts and cultural facilities in Coachella as an economic development strategy. Such uses could include museums, theaters, performing arts centers and similar uses. Strive to locate these uses in or around Downtown.

- 12.6 **Casinos.** Support the existing casinos around Coachella due to their ability to attract visitors to the region. Strive to capitalize on the casinos to expand destinations within Coachella.
- 12.7 **Hospitality.** Expand the number and variety of hospitality options with Coachella as a means of providing jobs for residents and expanding the local tax base.
- 12.8 **Convention/retreat center.** Pursue the development of one or more convention and retreat centers for the City over the long-term. To the extent feasible, locate these uses close to existing hospitality uses and/or the Downtown.
- 12.9 **Retail base.** Encourage economic development of all scales of retail development within Coachella in order to create a stronger tax base and increase the City's tax revenue.

Goal 13. Fiscal Stability. A City with thorough economic development strategies and reasoned decisions based on sound fiscal policies.

Policies

- 13.1 **Fiscal impact assessment.** For all major development projects, including but not limited to specific plans, annexations and changes in General Plan designations for areas over 20 acres in size, require a fiscal impact assessment to determine possible fiscal impact of the development project and use the information to formulate conditions of approval for the project.
- 13.2 **Development fees.** Implement a series of development fees needed to maintain the fiscal health of the City and ensure high quality public facilities and services. Annually review and, as needed, update the impact fees to keep pace with changing economic conditions and community needs. Adopt and update the City's authority for collection of development fees within the full extent allowed under state law.
- 13.3 **Efficient growth.** Manage growth in a manner that is fiscally sustainable and protects and/or enhances community values.
- 13.4 **Diverse tax base.** Provide a fiscally sound City with a sustainable tax base and user fees including property tax, sales tax, transient occupancy tax, utilities user tax and user fees that pay for cost of services.
- 13.5 **Rural-town transformation.** Manage infrastructure investments and growth to efficiently manage the transformation of Coachella from a rural area to a midsize town, and to an eventual large city.
- 13.6 **Growth costs.** Prioritize short-term and long-term fiscal sustainability to grow in a way that does not cost the City money.
- 13.7 **Fiscal impacts of infrastructure.** When considering new development proposals, discourage developments that require the construction of new infrastructure across large expanses of the City's undeveloped areas.

Goal 14. Regional Collaboration. A leader and partner in the region.

Policies

- 14.1 Sustainable development leadership. Establish the City as a regional leader in sustainable development and encourage compact, higher-density development that conserves land resources, protects habitat, supports transit, reduces vehicle trips, improves air quality, conserves energy and water and diversifies the housing stock in the Coachella Valley.
- 14.2 Relationships with adjacent jurisdictions. Maintain strong relationships with adjacent jurisdictions and work together on projects of mutual interest and concern.
- 14.3 Regional transportation and infrastructure decisions. Actively support regional transportation decisions that benefit the City and the region.
- 14.4 Regional governance. Plan an active role in the Coachella Valley Association of Governments, the Southern California Association of Governments and other regional agencies to protect and promote the interests of the City.

Goal 15. Governance. Fair, predictable and transparent governance.

Policies

- 15.1 Development decisions. Strive to conduct the development review process in a consistent and predictable manner.
- 15.2 Regulations. Establish clear, unambiguous regulations and policies to clearly communicate the City's expectations for new development.
- 15.3 Long-term considerations. Prioritize decisions that provide long-term community benefit and discourage decisions that provide short-term community benefit but reduce long-term opportunities.
- 15.4 Clear decision making. Provide for clear development standards, rules and procedures that will guide the implementation of the City's Vision.



- 15.5 Universal outreach. Utilize diverse methods of outreach that promote public participation and ensure Coachella events are communicated to all communities, especially to linguistically isolated households, households without internet access along with senior and low-income residents.



- 15.6 Universal outreach guidelines. Establish parameters and guidelines to ensure public participation is promoted through diverse methods.
- 15.7 Civic policy and leadership academy. Support the development of a local academy that teaches community members about local government functions and processes and encourages community participation in civic efforts.

05 | MOBILITY

INTRODUCTION

A robust and interconnected transportation system is a key contributor to the economic and social health of a Community. This Element provides Goals and Policies related to the development, monitoring, and maintenance of such a transportation system. This Element addresses both automobile travel as well as the movement of bicycles, pedestrians, and transit users. Rather than prioritize one mode of travel as compared to another, the Goals and Policies outlined are focused on creating a balanced transportation system in which all modes of travel are treated equally.

Coachella will have a balanced, multi-modal transportation system with a high degree of bicycle, pedestrian and vehicular connectivity. In terms of connectivity, the City should seek to overcome the many northwest-to-southeast barriers that exist – SR111, the Union Pacific Railway, SR86S and even the Coachella Canal. New east-west and north-south roadways and grade-separated crossings may help achieve the existing barriers. Additionally, the future roadway network should be planned to encourage dispersed road access with many route choices across the City, instead of concentrating traffic on a few major arterials. This means that direct east-west and north-south roadways should be spaced every quarter or eighth of a mile and that all development projects – residential and non-residential – should be planned to encourage connectivity through the project.

Given that the City will grow from a small town into a medium sized city, plans should be made now for a comprehensive network of transit, bicycle paths and other non-driving options. This will ensure access and mobility for all age and income levels, more active lifestyles and will address the growing concern over global climate change. To pursue this, the City should build a transit center, probably near the downtown area. It will build multi-modal streets with context-sensitive design. These should be planned to accommodate future bus rapid transit, will contain cycling amenities where appropriate, and will be pleasant to walk along. Walking and cycling amenities will be organized in a highly connected network.

OUR COMMUNITY'S GOALS

Achieving this vision of a robust and interconnected transportation system represents a significant challenge for the City. To achieve the community's vision as presented in Chapter 3 of the General Plan, the Mobility Element is organized around the following broad goals.

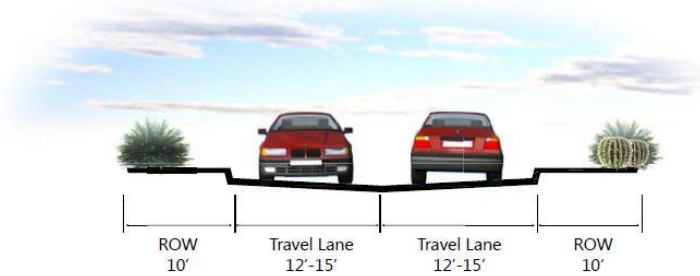
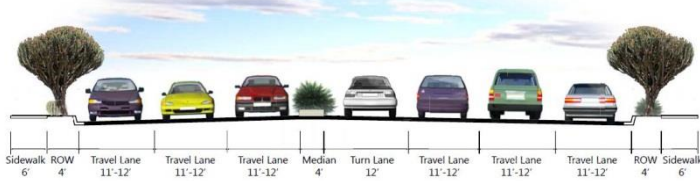
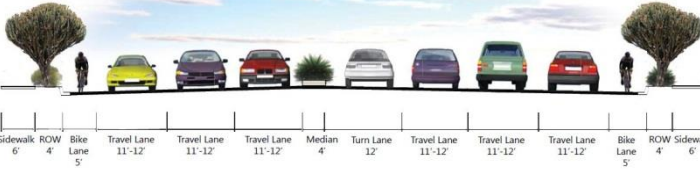
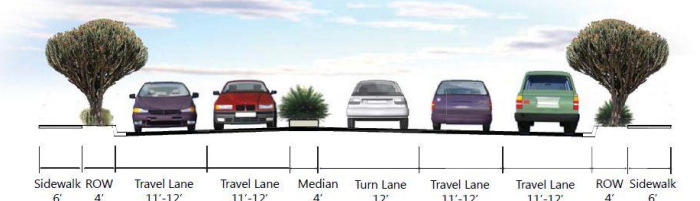
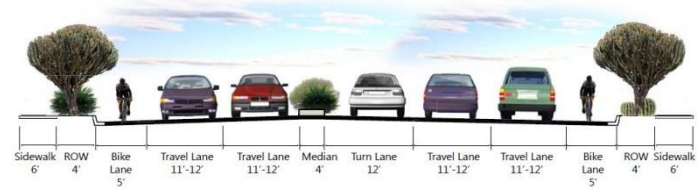
- **A balanced transportation system.** A balanced transportation system that accommodates all modes of travel safely and efficiently without prioritizing automobile travel. Many communities have developed transportation systems that move automobiles quickly and easily which makes it difficult for persons to walk or use bicycles. Transit users are also often negatively impacted as well. Since it is often difficult for a city to retrofit a transportation system to move away from an auto-centric focus, it is essential for Coachella to plan and implement a transportation system before the City further expands.

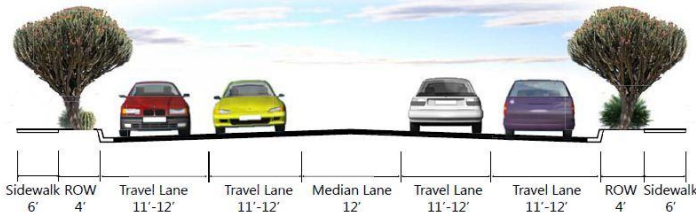
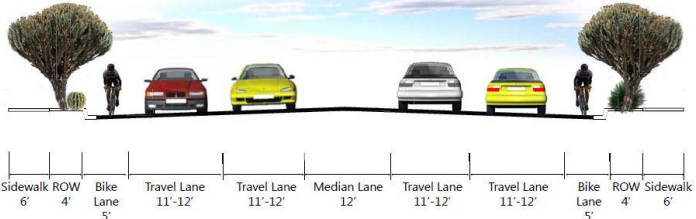
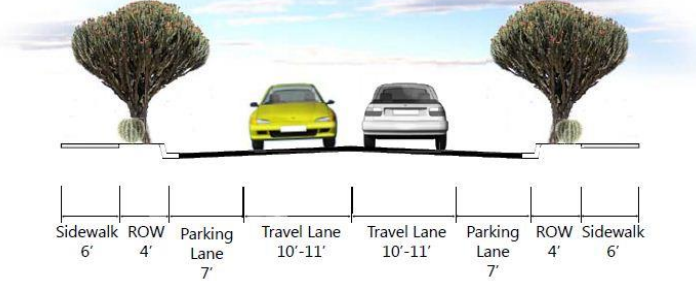
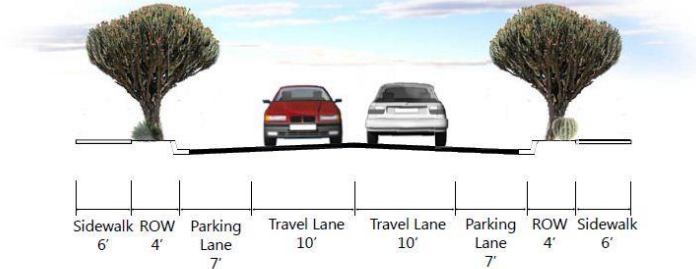
- **Mitigated transportation impacts.** A transportation system that limits negative impacts from vehicular travel on residents and workers. There are many negative consequences associated with vehicular travel including speeding and collisions. A key goal for the City is find ways through policies and physical improvements to limit these negative effects.
- **Pedestrian connectivity.** A safe pedestrian network that provides direct connections between residences, employment, shopping and civic uses. Walking is a key aspect of travel which is often neglected at the expense of automobiles. Higher levels of walking contribute to increased physical activity, which in turn can lead to improved health outcomes like reductions. Providing facilities for pedestrians also accommodate persons who are unable to drive such as children, the elderly, and other persons who lack access to automobiles.
- **Multi-use trail network.** A bicycle and multi-use trail network that facilitates bicycling for commuting, school, shopping and recreational trips. Bicycling serves an important role within the larger transportation system by serving intermediate distance trips which are not easily served by walking. Cycling is also an activity that includes persons of all ages including both children and adults who may use bicycles to travel to/from work, school, and other trips.
- **Transit supportive development patterns.** An integrated land use and transportation network that supports transit ridership. Transit is an important aspect of travel in the Coachella Valley where City residents rely heavily on transit for travel to work, shopping, and other destinations. Many residents who might otherwise use transit do not do so because of limitations in the existing transit service patterns, the lack of connections to transit stops, and land use patterns which do not support transit usage.
- **Fiscally sustainable transportation system.** A sustainable transportation system that can be built, operated, and maintained within the City's existing and future resource limitations. Cities have historically focused more on the construction costs associated with transportation infrastructure as compared to the costs of operating and maintaining a system. With further funding constraints likely, it is essential that Coachella develop a transportation system that both serves the needs of their residents and is one the City can afford.
- **Transportation management system.** An ongoing monitoring system that allows the City to evaluate the performance of the transportation system. Few cities actively monitor the performance of their transportation system except in limited instances where such monitoring is dictated by an outside agency. As such, addressing potential problems often occurs reactively rather than proactively after small issues become significant problems. Monitoring the performance of all aspects of the transportation system will allow Coachella to identify problems with the transportation system and move to quickly correct these issues.
- **Regional connectivity.** A transportation system that provides an appropriate level of regional connectivity for residents and businesses through vehicular, freight, transit and non-motorized connections. The City of Coachella exists within a larger regional system that provides access for the movement of people and goods. Maintaining the integrity of these regional connections is an important element in the continued well-being of the City.

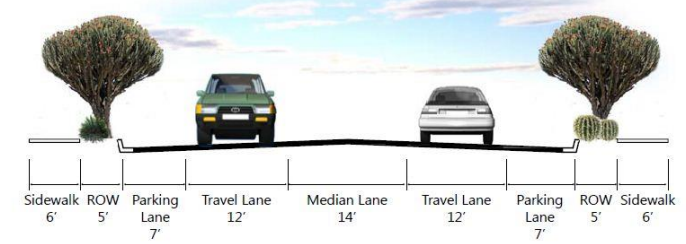
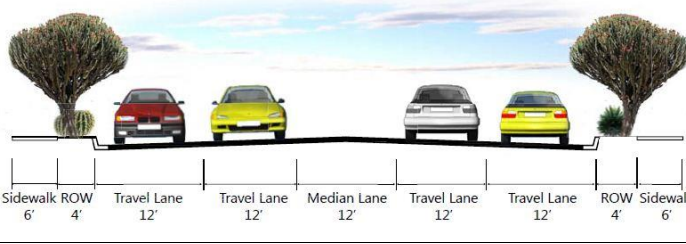
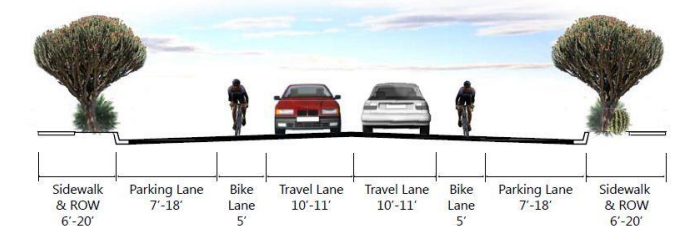
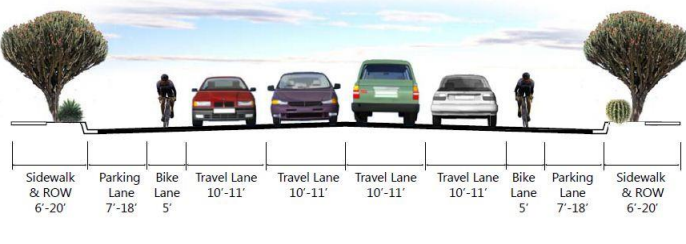
STREET TYPOLOGIES

The General Plan provides for a network of interconnected network of transportation facilities. The following street typologies are proposed for implementation within the General Plan.

Table 5-1: Street Typologies

STREET TYPE	DESCRIPTION	CROSS-SECTION	ROW	TRAVEL LANE WIDTH	SIDEWALK WIDTH	BIKE LANE WIDTH	PRIORITIZED			
							PED	BIKE	BUS	AUTO
COUNTRY ROAD	Two-lane roadways designed to carry traffic through rural areas of the City. It is designed for higher speeds and a variety of vehicles including cars, large trucks, and agricultural equipment as necessary. Limited bicycle and pedestrian usage is anticipated.		50 feet	12 to 15 feet	Not Present	Not Present	N	N	N	Y
MAJOR ARTERIAL	These facilities provide for all modes of travel, but they acknowledge that the arterial is a primary link in the City's vehicular transportation system. Major arterials have six travel lanes and can have ROW up to 120 feet. Travel lanes can vary from 11 to 12 feet.		108 feet	11 to 12 feet	6 feet or more	Not Present	N	N	Y	Y
MAJOR ARTERIAL WITH ENHANCED BICYCLE FACILITIES	These facilities provide for all modes of travel, but they acknowledge that the arterial is a primary link in the City's vehicular transportation system. Major arterials have six travel lanes and can have ROW up to 132 feet. Travel lanes can vary from 11 to 12 feet.		118 feet	11 to 12 feet	6 feet or more	5 feet or more	Y	Y	Y	Y
PRIMARY ARTERIAL	These facilities provide for all modes of travel, but they acknowledge that the arterial is a primary link in the City's vehicular transportation system. Major arterials have four travel lanes and can have ROW up to 110 feet. Travel lanes can vary from 11 to 12 feet.		84 feet	11 to 12 feet	6 feet or more	Not present	N	N	Y	Y
PRIMARY ARTERIAL WITH ENHANCED BICYCLE FACILITIES	These facilities provide superior accommodations for bicyclists as compared to regular arterials. In-street Bicycle lanes (Class II) facilities are provided. The bicycle lanes can vary from 5 to 6 feet. The travel lanes can vary from 11 to 12 feet.		94 feet	11 to 12 feet	6 feet or more	5 feet or more	Y	Y	Y	Y

STREET TYPE	DESCRIPTION	CROSS-SECTION	ROW	TRAVEL LANE WIDTH	SIDEWALK WIDTH	BIKE LANE WIDTH	PRIORITIZED			
							PED	BIKE	BUS	AUTO
COLLECTOR	Collectors are meant to serve as intermediate facilities, connecting local areas to regional mobility corridors. Collectors will prioritize bicycles and pedestrians through facility design and speed management. Bus and shuttle transit services can be provided on collectors, and vehicles will use them for accessibility (but these modes are not prioritized in the corridor).		80 feet	11 to 12 feet	6 feet or more	Not provided	N	N	N	Y
COLLECTOR WITH ENHANCED BICYCLE FACILITIES	These facilities are similar to other collectors but have in-street bicycle lanes.		90 feet	11 to 12 feet	6 feet or more	5 feet or more	Y	Y	Y	Y
SUBURBAN RESIDENTIAL WITH PARKING	These are local streets intended to serve adjacent residential properties in suburban neighborhoods. These roadways provide direct access to residences with on-street parking and connect to collectors and secondary arterials. They carry limited through traffic		56 feet	10 to 11 feet	6 feet or more	Not provided	Y	N	N	Y
URBAN RESIDENTIAL WITH PARKING	These local streets are intended to serve residential areas in the more urban areas of the City, near the downtown core. The travel and parking lanes are reduced from the typical suburban residential streets.		54 feet	10 feet	6 feet or more	Not provided	Y	N	N	Y

STREET TYPE	DESCRIPTION	CROSS-SECTION	ROW	TRAVEL LANE WIDTH	SIDEWALK WIDTH	BIKE LANE WIDTH	PRIORITIZED			
							PED	BIKE	BUS	AUTO
LOCAL INDUSTRIAL STREET	These are local streets intended to serve adjacent industrial properties. These roadways provide direct access to industrial buildings and connect to collectors and secondary arterials. They carry limited through traffic but are wide enough to support heavy vehicles.		74 feet	12 feet	6 feet or more	Not provided	N	N	N	Y
INDUSTRIAL COLLECTOR	These facilities are primarily provided to serve thriving industrial development within the City. They provide for all modes of travel, but their primary purpose (and design) is to connect industrial uses to the regional transportation system. These collectors are designed such that heavy vehicles can access the area.		80 feet	12 feet	6 feet or more	Not provided	N	N	N	Y
URBAN STREET 2-LANE	Urban facilities provide access to key activity centers within the City. They focus on linking people to the place they are visiting; thus, they should be complete streets that prioritize the human scale (walkability and bike ability). Urban streets also provide parking, either through angled or parallel parking.		70 feet	10 to 11 feet	6 feet or more (could be as wide as 20 feet in selected areas)	5 feet or more	Y	Y	N	N
URBAN STREET 4-LANE	Urban facilities provide access to key activity centers within the City. They focus on linking people to the place they are visiting; thus, they should be complete streets that prioritize the human scale (walkability and bike ability). Urban streets also provide parking, either through angled or parallel parking.		92 feet	10 to 11 feet	6 feet or more (could be as wide as 20 feet in selected areas)	5 feet or more	Y	Y	Y	Y

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TRANSPORTATION NETWORK

The following map, Figure 5-1, shows the City's intended future roadway network. The location and extent of the Street Typologies are presented here. Together, the Street Network and Street Typologies comprise the standards to be used for future development.

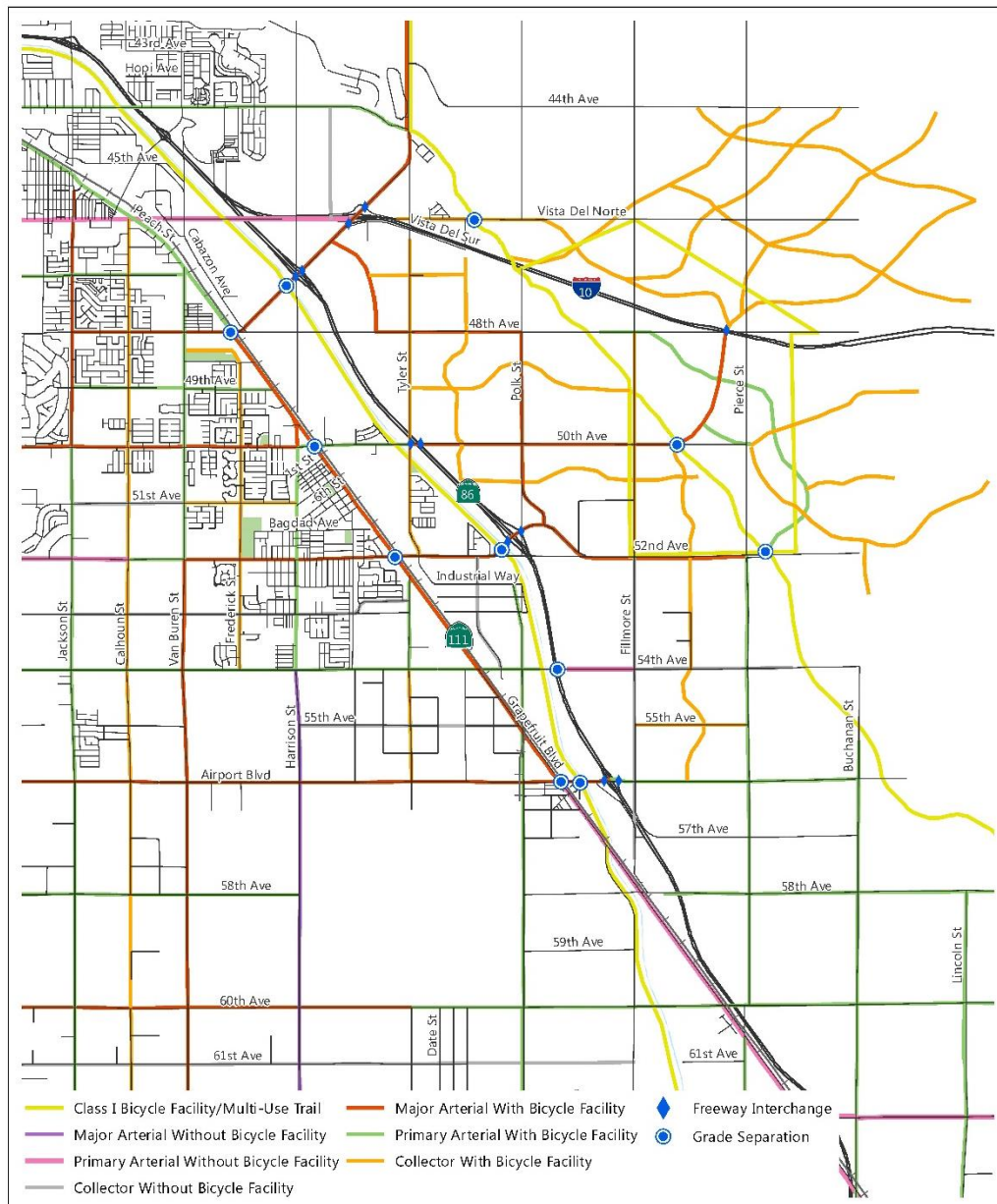


Figure 5-1: Future Roadway Network

GOALS AND POLICIES

Goals 1. Complete Streets. A balanced transportation system that accommodates all modes of travel safely and efficiently without prioritizing automobile travel at the expense of other modes.

Policies

- 1.1 Complete streets for new construction.** Require that the planning, design and construction of all new transportation projects consider the needs of all modes of travel to create safe, livable and inviting environments for pedestrians, bicyclists, motorists and public transit users of all ages and abilities.
- 1.2 Complete streets for existing roadways.** Require that the planning, design and reconstruction of any existing transportation projects consider the needs of all travel modes to the extent feasible.
- 1.3 Transportation system impacts.** Evaluate impacts to all modes of travel when considering transportation system performance.
- 1.4 Development performance measures for roadway segments and intersections that consider all modes of travel.** When developing these performance measures, allow the following roadway segments to have levels of vehicular congestion that are worse relative to other roadways in the City:
 - Grapefruit Boulevard (South of Avenue 48)
 - Grapefruit Boulevard (North of Harrison)
 - Harrison Street (North of Avenue 52)
 - Harrison Street (South of Avenue 52)
- 1.5 Transportation improvements.** Require that the City consider improvements to add roadway capacity only after considering improvements to other modes of travel.
- 1.6 Pedestrian and cyclist safety.** Balance the safety concerns of pedestrians and cyclists with motor vehicles and emergency response to ensure that the safety of all users of the transportation system is considered.
- 1.7 Street Beautification:** Require that the City maintain consistency among landscape and streetscape elements along roadway projects to create a more uniform approach to these items throughout the City.
- 1.8 City Gateways.** Coordinate with Riverside County and other jurisdictions to maintain consistent landscape and streetscape elements along major roadways connecting to the City from other jurisdictions.
- 1.9 Low Speed Electric Vehicles.** Support the use of low speed electric vehicles on City roadways, consistent with regional planning document, the requirements of the California Vehicle Code, and other regulations as appropriate.



Goals 2. Traffic Calming. A transportation system that limits negative impacts from vehicular travel on residents and workers.

Policies



- 2.1 Traffic calming for existing streets.** Develop traffic calming policies for selecting targeted existing neighborhoods to include: clearly marked bike and pedestrian zones, bike boulevards, bulb outs, median islands, speed humps, traffic circles, speed tables, center island narrowings, raised crosswalks, blinking crosswalks, chicanes, chokers, raised intersections, realigned intersections, and textured pavements, among other effective enhancements.
- 2.2 Traffic calming for future streets.** Apply traffic calming techniques to future residential streets to limit cut-through traffic and speeding on these roadway streets. Potential traffic calming applications can include clearly marked bike and pedestrian zones, bike boulevards, bulb outs, median islands, speed humps, traffic circles, speed tables, center island narrowings, raised crosswalks, blinking crosswalks, chicanes, chokers, raised intersections, realigned intersections, and textured pavements, among other effective enhancements.
- 2.3 Designated truck routes.** Identify, implement, and maintain a system of truck routes within the City that minimizing negative impacts on local roads and sensitive land uses including residents, schools, parks, recreation facilities and other similar land uses.
- 2.4 Truck route monitoring.** Periodically review and update designated truck routes to ensure efficiency and limit negative impacts on residential areas and other sensitive land uses.
- 2.5 Parking and loading.** Encourage business owners to schedule deliveries during off-peak periods to limit freight impacts on other modes of travel.
- 2.6 Truck idling.** Develop a localized anti-idling ordinance to limit truck idling by schools and residents. This ordinance should reference currently statewide and regional regulations by the Air Resources Board, the Air Pollution Control District, and other agencies as applicable.

Goals 3. Pedestrian Network. A safe pedestrian network that provides direct connections between residences, employment, shopping and civic uses.

Policies



- 3.1 Pedestrian network.** Improve health outcomes by creating a safe and convenient circulation system for pedestrians that focuses on crosswalks, improves the connections between neighborhoods and commercial areas, provides places to sit or gather, pedestrian-scaled street lighting, buffers from moving vehicle traffic, and includes amenities that attract people of all ages and abilities.



- 3.2 Pedestrian improvement prioritizations.** Prioritize pedestrian improvements in existing areas of the City with supportive land use patterns and those facilities that provide connectivity to other modes of travel such as bicycling and transit.

- 3.3 **Sidewalks for roadways.** Require that the City provide wide sidewalks along all roadways which are built or reconstructed in the City except in those instances in which there is insufficient right-of-way or other physical limitations.
- 3.4 **Pedestrian connections for development.** Require that all development or redevelopment projects provide pedestrian connections to the external pedestrian network.
- 3.5 **Pedestrian access to gated communities.** Require that all new communities, regardless of the presence of gates and sound walls, provide pedestrian connections from external areas into the community.
-  3.6 **Pedestrian only areas.** Promote the closure of streets on a recurring basis to create temporary pedestrian zones for Community Events, such as farmers markets, community events, ciclovías (bicycle and pedestrian events), and other events consistent with the walking and biking environment policies of the Mobility Element. Leverage the momentum of other regional bike events, such as Tour de Palm Springs, to create events locally.
-  3.7 **Neighborhood connectivity.** Create bicycle and pedestrian connections through existing residential neighborhoods, providing access to adjacent neighborhoods and external bicycle/pedestrian facilities.
-  3.8 **Park once.** Design dense nodes of commercial and retail businesses with reduced off-street parking that is accessible to public parking locations so people can park once for many errands/trips.
-  3.9 **Pedestrian and bike use education and awareness.** Support pedestrian education, encouragement, and enforcement activities. Encourage bicyclists to be aware of bicycling issues, and lawful/responsible riding. Support bike education events and classes that help new and experienced bike riders become more knowledgeable and effective at bike riding and bike maintenance.

Goals 4. Bicycle Trail Network. A bicycle and multi-use trail network that facilitates bicycling for commuting, school, shopping and recreational trips

Policies

- 4.1 **Bicycle networks.** Require that the City provide additional bicycle facilities along all roadways in the City which are built or reconstructed in the City except in those instances in which there is insufficient right-of-way or other physical limitations
- 4.2 **Priority bike improvements.** Prioritize improvements that address bicycling in existing areas of the City with complementary land use patterns and connections to other modes of travel including walking and transit.
- 4.3 **Bicycle access to gated communities.** Require that all new communities, regardless of the presence of gates and sound walls, provide bicycle connections from external areas into the community.
- 4.4 **Bicycle parking.** Require that the public and private development in the City provide sufficient bicycle parking.



- 4.5 Wayfinding.** Develop a comprehensive and visible way-finding signage system in the city to direct cyclists to transit facilities, local and regional bike routes, civic and cultural amenities, and visitor and recreation destinations. The way-finding system should make an effort to connect with the region and surrounding cities.

Goals 5. Transit Supportive Development Patterns. An integrated land use and transportation network that supports transit ridership



- 5.1 Transit improvements.** Promote transit service in areas of the City with sufficient density and intensity of uses, mix of appropriate uses, and supportive bicycle/pedestrian networks.

- 5.2 Bus stops.** Review existing bus stop locations to determine their accessibility to key destinations such as schools, residential areas, retail centers, civic facilities. The City will encourage bus shelters as public art and work with Sun Line to relocate bus stop locations as needed to provide greater access to these key destinations. Prioritize those bus stop locations which are connected to bicycle and pedestrian facilities.

- 5.3 Promote bus shelters.** Encourage bus shelters in new development, if a stop is determined necessary by SunLine. Bus shelters should be designed as public art or to be compatible with the building architecture of the site.

- 5.4 Transit accessible development.** Encourage new large residential or commercial developments to locate on existing and planned transit routes.



- 5.5 Senior transit.** Expand affordable and reliable transportation options for older adults and persons with disabilities through collaboration with Sun Line, the Senior Center, and other community groups.



- 5.6 Commute survey.** Periodically participate with Sun Line Transit's efforts to identify commuter travel behavior with the intent of creating vanpools, carpools, and employment center shuttles to reduce single occupant vehicles.



- 5.7 Safe routes to transit.** Regularly review and improve pedestrian and cyclist access to transit.

Goals 6. Sustainable Transportation. A sustainable transportation system that can be built, operated and maintained within the City's existing and future resource limitations

Policies

- 6.1 Fair share costs.** Require that new development pay for its fair share of construction costs for new and/or upgraded transportation infrastructure needed to accommodate this development.

- 6.2 Operations and maintenance (O&M) costs.** Require that the City evaluate operations and maintenance costs in addition to construction costs for new transportation infrastructure

- 6.3 Development contributions to O&M costs.** Require the new development and redevelopment contribute to the operations and maintenance of new transportation infrastructure

- 6.4 Existing O&M costs. Promote the use of allowable funding mechanisms to assist with the maintenance of existing transportation infrastructure within the City.
- 6.5 Sustainable Landscaping. Promote the use of sustainable landscape and streetscape elements along roadways and other transportation facilities as they are constructed or reconstructed.

Goals 7. Monitoring. An Ongoing Monitoring System. An ongoing monitoring system that allows the City to evaluate the performance of the transportation system

Policies

- 7.1 Ongoing traffic monitoring. Regularly evaluate traffic conditions.
- 7.2 Evaluation of bicycle and pedestrian activity. Regularly collect data regarding bicycle and pedestrian travel.
- 7.3 Transit monitoring. Collaborate with Sun Line Transit to report transit ridership at all stops within the City of Coachella.
- 7.4 Safety review. Collaborate with the Riverside County Sherriff and other agencies on an ongoing basis to identify accident locations within the City including unsafe pedestrian and bicycle areas.



Goals 8. Regional Connectivity. A transportation system that provides an appropriate level of regional connectivity for residents and businesses through vehicular, freight, transit and non-motorized connections.

Policies

- 8.1 Regional transit. Collaborate with Sun Line Transit to identify regional connections for City residents and employees
- 8.2 Regional park and ride. Collaborate with CVAG to identify potential park and ride locations in Coachella.
- 8.3 Regional non-motorized connections. Prioritize connections between the City's bicycle and pedestrian network to regional facilities such as the CV Link and other regional trail facilities.
- 8.4 Regional planning for alternative transportation. Collaborate with CVAG on the development of any regional planning documents related to bicycles, pedestrians, transit, and low speed electric vehicles.

06 | COMMUNITY HEALTH + WELLNESS



INTRODUCTION

Coachella envisions a future which includes thriving physical, emotional and spiritual health for the entire community and is committed to provide a supportive environment so this can occur. The City's distinctive and family-friendly neighborhoods will inspire an appreciation of Coachella's history and create unity among community members. 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. There will be ample choices for team sports, exercise programs, entertainment and civic participation for people of all ages in public spaces.

The City will encourage local businesses to pay living wages and offer safe, meaningful employment for people of all ages and abilities. Residents will have access to educational opportunities that expand their professional skills, foster creativity and provide tools to support a healthy lifestyle. When preventive health is not enough, residents will be served by first class health providers and social services in the City. Coachella acknowledges a healthy planet directly improves human health, and the City is committed to clean air, water, and soil; conservation of resources; protection of natural areas. Youth are honored as leaders of tomorrow and are an integral part of the City's robust community planning and civic engagement process. The City will consider health and equity in its actions and decisions, supporting the concept that all community members can live healthy, meaningful lives.

OUR COMMUNITY'S GOALS

Numerous community members, community organizations, and other public agency partners spent over a year helping the City ensure this Community Health and Wellness Element and the rest of the General Plan contained a framework and policies that would enhance the social and environmental conditions to improve health outcomes and behaviors, quality of life and social equity.

Coachella residents value the benefits of healthy food, physical activity, healthy environments, education and strong social ties. They understand the importance of a healthy population and encourage the City to consider and prioritize health in decision making.

Please note that many of the issues and opportunities identified throughout the Health Element planning process appear here, specifically goals and policies related to:

- Complete, walkable and family friendly neighborhoods can be found in the Land Use and Community Design Element.
- Pollution and environmental contamination can be found in the Safety Element.
- Climate change and health and parks and open space can be found in the Sustainability and Natural Environment Element.
- Walking, bicycling, public transportation, and traffic safety can be found in the Mobility Element.

To achieve the community's vision for health, the Community Health and Wellness Element is organized around the following broad goals:

- **A physical, social and policy environment that supports residents' health, well-being and equity.** Coachella residents don't just associate health with doctors' visits but their environment and their lifestyles. The concept of health and wellness is highly valued and celebrated and such; and should be a touchstone for decision making and direction setting in the City. Coachella leaders and residents should regularly consider how any decision could affect their health.
- **Safe, affordable, and healthy housing for every stage of life.** Home should be a place of comfort and support, not a source of financial stress or toxic exposures. Older homes and trailer parks in Coachella have potential health risks that should be monitored and mitigated. As household- and family-types continue to diversify, the housing stock should anticipate needs of single young adults, seniors and multi-generational families. The community should ensure all residents have safe shelter by preventing and eliminating temporary and long-term homelessness.
- **Reduced negative public health impacts of tobacco smoke.** First- and secondhand smoke are responsible for one in five deaths in the U.S. While the City is not interested in limiting an individual's freedom to smoke, it does want to protect other community members from smoking externalities. Since most adult smokers begin before age 18, it is critical that youth be educated about and protected from, the impacts of tobacco.
- **Close-knit and safe communities.** Strong social ties are one of the most commonly mentioned assets of living in Coachella and are a crucial ingredient in maintaining a healthy community. These connections help the community decrease stress levels, provide support in times of need, keep a positive outlook and keep neighborhoods safe. When the community feels safe, they feel free to enjoy walking and playing in the park. Spending time in these public spaces can increase health and further strengthen social networks.
- **Strong local food production and ample opportunities to eat locally grown food.** Agriculture is a fundamental part of Coachella's historic and current economy and culture. Residents want a larger portion of their food to come from neighboring farms as well as the opportunity to grow their own food on a smaller scale. In addition to increasing community food security, it is important that children understand the community's connection with agriculture by growing healthy fruits and vegetables themselves.
- **Safe and convenient access to healthy, affordable, and culturally diverse foods with low concentrations of unhealthy food providers.** Food connects family members and friends with each other and connects life in Coachella with the rich cultural traditions of generations past. Food retailers and restaurants should emphasize and enhance healthy options and minimize unhealthy choices. When making decisions about new stores and restaurants, community leaders should consider affordability, nutrition, environmental sustainability and cultural responsiveness.

- **Improved economic prosperity and vibrancy of households and businesses.** Individual and community wealth are the most important predictions of health outcomes across a lifespan. Ensuring people have access to lifelong educational opportunities and enriching and safe employment will improve household and community health in Coachella.
- **Community facilities and schools that support physical activity, civic life and social connections for residents of all ages and interests.** To improve health on a community-wide level, public facilities must be available to people of all ages that support education, physical activity and social and civic engagement. The City wants to increase collaborations with schools and other agencies to optimize resources and public facilities.
- **Affordable, accessible, high-quality health care and social services for all residents.** The community wants to see an accessible, integrated health and social services system with facilities in Coachella that puts wellness and prevention at the forefront. Community members, local employers, the City and community groups will work together to make this a reality. The community is interested in creating innovative, non-traditional models of health care delivery.

GOALS AND POLICIES

Goal 1. Healthy Community. A physical, social and civic environment that supports residents' health, well-being and equity.

Policies

- 1.1 Health in all policies.** Consider, and when appropriate incorporate, public health in all City policies and operations across all departments.
- 1.2 Monitoring and evaluation.** Work with the Riverside County Department of Public Health and community groups to monitor trends of the City's health and wellness conditions and outcomes. The City shall work towards developing measurable criteria to evaluate the impact of health and wellness implementation actions and will encourage HARC and the Riverside County Department of Public Health to track health disparities and indicators that are relevant at that time, at small geographic areas and smaller socio-demographic factors. This should include monitoring trends of environmental determinants of health and health outcomes.
- 1.3 Health equity.** Identify and address health inequities in Coachella, within Coachella's sphere of influence and between Coachella and the Riverside County on a regular basis and strive to facilitate a high quality of life for all residents.
- 1.4 Workplace wellness.** Enhance the health and well-being of City employees through workplace wellness programs and policies to increase employee productivity, improve morale, decrease incidence of accidents and injuries and decrease medical costs. Aspire to become a model healthy organization for other cities in the region.
- 1.5 Partnerships for health.** Create new and foster existing health-related partnerships and collaborations with community groups and other public agencies to implement the Community Health and Wellness Element and pursue other healthy communities programs.

- 1.6 **Health events.** Create opportunities for health and wellness programs such as health fairs, health screenings and educational workshops/speakers, especially by leveraging partnerships with existing health groups.
- 1.7 **EIR Review.** Submit all environmental documents (Negative Declarations, Mitigated Negative Declarations, and Environmental Impact Reports) prepared with the City as the lead agency to the Riverside County Department of Public Health for review and comment. Similarly, add Riverside County Department of Public Health to the City's agency distribution list to share information and ensure early collaboration with Riverside County Department of Public Health.

Goal 2. Healthy Housing. Safe, affordable and healthy housing for every stage of life.

Policies

- 2.1 **Housing element implementation.** Implement the Housing Element of this General Plan, particularly programs and policies that address affordable housing.
- 2.2 **Affordable housing location.** Support the development of affordable housing in close proximity to services, transit and employment opportunities to reduce unnecessary transportation costs associated with sprawl development and ensure affordable housing is not located near hazardous or undesirable land uses.
- 2.3 **Housing diversity.** Provide a greater diversity and range of housing by location, tenure, type of unit and price throughout the City
- 2.4 **Lifecycle housing.** Support lifecycle housing to provide housing accommodations or living arrangements for persons of all ages and abilities, including young, single professionals, small and large families and retirees, so people can always have a place in the Coachella community.
- 2.5 **Integrated affordable housing.** Strive to create mixed-income neighborhoods by integrating affordable housing with market rate housing, avoiding concentrations of below-market-rate or subsidized housing in any one area of the City or within the City's Sphere of Influence.
- 2.6 **Aging in place.** Provide programs and services that allow seniors to "age in place" in their homes and encourage the development of senior housing and assisted living services throughout the City, especially in walkable areas well-served by transit and close to commercial goods and services.
- 2.7 **Universal design.** Require a certain proportion or number of units in each residential development to include universal design elements, ensuring easy modifications to accommodate wheelchairs.
- 2.8 **Mobile home parks.** Balance the need for affordable housing while protecting the health and safety of mobile home residents by setting standards for tenants and property owners. The City shall work towards reducing life safety risks and avoid displacement of residents. Standards can include rent and utility cost regulations and other tenant protection measures; utilities infrastructure and hook-ups; fire safety; drainage; water and sewer lines; street access and structure orientation. Seek out resources to support improvements, infrastructure and sustainability of mobile home parks.

- 2.9 Farm worker housing.** Educate farm owners about the need for safe and affordable farm worker housing and work with local growers to increase the supply of that type of housing in Coachella. Seek funding and develop partnerships to ensure adequate farm worker housing exists in Coachella and within the City's sphere of influence.
- 2.10 Overcrowding.** Strive to reduce conditions of overcrowding in Coachella that can have negative a impact on sleep, stress, children's school performance, fire risk and sanitation.
- 2.11 Code enforcement programs.** Create a code enforcement program to register and/or inspect abandoned properties and respond to graffiti, vandalism, abandoned vehicles and other nuisances that create a perceived, or actual, unsafe environment.
- 2.12 Rental assistance programs.** Allow the use of incentives to encourage more residential property owners to participate in rental assistance programs, such as Section 8.
- 2.13 Housing Displacement.** Require a Health Impact Assessment for any development that causes residential displacement for both established and informal housing within the City and Sphere of Influence.
- 2.14 Workforce housing.** Prioritize the creation and retention of workforce housing in the City, including farm workers, civil service workers and young professionals.
- 2.15 Foreclosure prevention.** Enlist non-profit and other community partners in reducing the detrimental social and health effects of foreclosures for Coachella residents.
- 2.16 Homelessness prevention.** Partner with the county and community groups to prevent and eliminate chronic homelessness in Coachella.
- 2.17 Homeless services.** Partner with community organizations for services for the homeless, including but not limited to provisions of safe, sanitary restroom facilities for homeless individuals in key locations.
- 2.18 Housing for the homeless.** Allow and encourage the development of transitional and permanent supportive housing for homeless and very low-income residents.
- 2.19 Healthy building materials.** Encourage property owners pursuing new developments and home renovations to use low-or non-toxic materials such as low-VOC (volatile organic compound) paint and carpet and other strategies to improve indoor air quality and noise levels (e.g., kitchen range top exhaust fans, treated windows, etc.).

Goal 3. Smoke-Free Environments. Reduced negative public health impacts of tobacco smoke.

Policies

- 3.1 Tobacco-free youth.** Reduce Coachella youths' exposure to, and interest in, tobacco products through educational programs and events.
- 3.2 Secondhand smoke.** Reduce residents' exposure to secondhand smoke.
- 3.3 Smoking cessation services.** Provide opportunities to share bilingual information and services to Coachella residents to assist them in quitting smoking.

- 3.4 **Liquor and Tobacco marketing.** Prohibit stores from placing alcohol and tobacco products near candy and from placing alcohol and tobacco advertisements on exterior signage and below four feet in height (child's eye-level).
- 3.5 **Smoke-free entertainment.** Work with Riverside County Department of Public Health to encourage local casinos to ban smoking to protect Coachella residents who work in, and patronize, local casinos. Approach the California Gaming Control Commission about possible tobacco-related modifications to the tribes' Tribal-State Gaming Compacts.

Goal 4. Public Safety and Social Support. Close-knit and safe communities.

Policies

- 4.1 **Program diversity.** Ensure social services and programs meet the diverse needs in the community for seniors, youth, non-English speakers and special needs residents.
- 4.2 **Community programs.** Work with community partners to create programs that provide opportunities for volunteerism and multi-generational interaction.
- 4.3 **Community and Safety.** Improve perceived and actual safety in Coachella.
- 4.4 **Domestic violence prevention.** Work with community groups and other agencies to provide resources to families for prevent and end domestic violence.
- 4.5 **Teen and youth needs.** Assess the City's entertainment/recreation resources periodically with the participation of Coachella youth to ensure their needs are being met and to curb the influence of gang affiliation/violence.
- 4.6 **Collaboration for youth.** Explore opportunities to collaborate with Coachella Valley Unified School District along with faith-based and non-profit organizations to better serve youth.
- 4.7 **Urban beautification.** Encourage participation of community partners for the landscaping of public spaces, community gardens projects and community art projects.
- 4.8 **Volunteer programs.** Promote volunteer programs with local non-profit organizations and public schools to foster a sense of ownership and pride among residents.

Goal 5. Local Food System. Strong local food production and ample opportunities to eat locally grown food.

Policies

- 5.1 **Local food production.** Work with local agricultural stakeholders to establish a strategy to encourage existing and new agricultural uses in and near Coachella to grow healthy food for local consumption. Make land use and policy decisions that encourage increased local food production. To the extent feasible, assess and plan for local food processing and distribution needs to connect local agriculture to markets, such as retailers, restaurants, schools, hospitals and other institutions and encourage certified organic growing practices. Also encourage local growers to consider establishing a co-operative community supported agriculture program.

- 5.2 Farmers' markets.** Continue to support the expansion and success of the Coachella farmers' market. Consider holding the farmers market at night during the summer to avoid extreme temperatures.
- 5.3 Community gardens.** Identify and prioritize locations to create a network of community gardens throughout Coachella with the long-term goal of providing sufficient garden spaces for residents to increase access to nutritional foods. Where feasible, locate these spaces in areas that can be easily accessible to serve as a focal point or community meeting place for one or more neighborhoods.
- 5.4 Edible school yards.** Partner with schools and other organizations to create "edible school yards" and sustainable gardening programs at public and private schools within Coachella. When feasible, increase access to healthy foods and promote healthy eating by encouraging on-site food swaps, cooking classes and/or selling food at farmers' markets to provide educational opportunities to learn about farming and selling.
- 5.5 Zoning for small scale food production.** Remove regulatory barriers to gardening and urban farming, including modifying the zoning code, to conditionally permit these activities on private property in all zones. Allow "interim agricultural uses" as part of a residential land use within residential districts, and within Specific Plans and Planned Development areas.
- 5.6 Community kitchens.** Support the development of community commercial kitchens that allow residents to pursue micro-enterprise and small business opportunities that increases access to healthy foods.

Goal 6. Healthy Food Access. Safe and convenient access to healthy, affordable and culturally diverse foods with low concentrations of unhealthy food providers.

Policies

- 6.1 Healthy food retail.** Encourage and provide incentives for healthy and culturally appropriate food retail establishments (including full-service grocery stores, farmers' markets, fruit and vegetable markets and small markets where a majority of food is healthy) to locate in Coachella. Recognize food retailers and outlets in setting goals for local procurement.
- 6.2 Food access.** Strive for the majority of residents to be in close proximity to a supermarket or other healthy food retail establishment. Underserved areas and neighborhoods with multi-family properties should be considered for edible landscapes, community gardens, urban farms and the like.
- 6.3 Elimination of hunger.** Reduce hunger and food insecurity through government programs, community education and emergency food resources. Specifically, work with the county to increase enrollment in WIC and CalFresh by educating residents about eligibility requirements and keeping applications at City offices.
- 6.4 Nutrition education.** Support the creation of public education programs about healthy and unhealthy food options.

- 6.5 **Healthy food at public events and facilities.** Serve healthy food and beverage options to community members and City staff in public facilities (including vending machines) and at City-sponsored events.
- 6.6 **Non-alcoholic beverages.** Require new liquor licensees to offer a variety of non-alcoholic beverages to their customers during all business hours.
- 6.7 **Liquor stores.** Prohibit off-site alcohol sales within 600 feet of religious institutions, hospitals, schools, parks, playgrounds and preschools to reduce youth exposure to alcohol and potential externalities of liquor store establishments. Consider prohibiting new liquor licenses in areas of the City where numerous alcohol retail establishments already exist.
- 6.8 **Fast food.** Research, draft and adopt an ordinance that restricts unhealthy fast food establishments from locating near parks and public schools.
- 6.9 **School food.** Work with the school district to improve the nutritional quality of food and beverages served on campus through the school breakfast and lunch program and competitive food and beverages.

Goal 7. Jobs, Prosperity and Economic Development. Improved economic prosperity and vibrancy of households and businesses.

Policies

- 7.1 **Workforce housing.** Encourage qualified employees to live in Coachella through home buyer assistance and other programs.
- 7.2 **Targeted employment training.** Work with local schools, colleges, trade schools and non-profit scholarship organizations to ensure a trained and qualified workforce is available to meet the needs of projected growing industries that provide living wages for persons most in need.
- 7.3 **Lifelong learning and professional development.** Work with the school district and the Riverside County Regional Occupational Center/Program to support mentorship professional development and continuing education programs so working adults can expand their skills and embrace lifelong learning.
- 7.4 **Socially responsible businesses.** Develop programs to attract and retain socially responsible employers that can pay a living wage, provide health insurance benefits and meet existing levels of workforce education.
- 7.5 **Formula retail.** Consider requiring a conditional use permit for formula retail establishments (large national/multinational chains). The City Council can assess whether the new establishment will have any serious negative impacts on the local economy or public realm and propose potential conditions of approval.
- 7.6 **Green technology.** Adopt a green technology incubator for the Eastern Coachella Valley and recruit green technology entrepreneurs to locate in Coachella.
- 7.7 **Healthy workplace.** Encourage local employers to adopt employee programs and practices such as health challenges (e.g., weight loss contests, stop smoking, lunchtime/worktime sponsored events, bike to work days), healthy food choices and healthy work environments. The City can provide incentives (such as priority permit

processing) to “healthy employers” that provide employee health benefits such as paid sick days, health insurance, gym membership, among others.

Goal 8. Educational and Community Facilities. Community facilities and school Facilities that support physical activity, civic life and social connections for residents of all ages and interests.

Policies

- 8.1 Joint use with schools.** Create joint-use agreements with Coachella Valley Unified School District to maximize community use of school facilities and expand school use of City park facilities, where appropriate and community space to expand opportunities for physical activity.
- 8.2 School facilities planning.** Continued use of CVAG cooperative agreement for school-related projects and consult with the School District in the early planning stages of any new park or school to encourage walkable school design and accessible location. The City would prefer to have schools in existing and new neighborhoods that are multi-story with a smaller campus size versus large school campuses that are not accessible for most students.
- 8.3 Neighborhood schools.** Prioritize new school locations that maximize the number of students who can walk or bike to school over locations that are further away. Consider reducing parking minimums if the school is accessible.
- 8.4 Existing school and park facilities.** Meet with school districts to explore and establish potential joint-use arrangements.
- 8.5 Co-locate parks and schools.** Work to acquire park sites adjacent to existing and proposed schools, where possible, and develop these sites as joint use facilities, develop joint use agreements to ensure public accessibility while ensuring safety and security. Provide for sustainable resources to maintain parks.
- 8.6 Public school capacity.** Coordinate with Coachella Valley Unified School District to provide an adequate number of elementary, middle and high schools for Coachella’s growing population and achieve an equitable distribution of school sites among all socio-economic categories.
- 8.7 Education impact fees.** Coordinate with the school districts in the assessment of the impact of new development on existing public educational facilities.
- 8.8 Provision of school sites.** Encourage the dedication of real property, based on the master plan of the applicable school district, for the provision of necessary public educational facilities within a half-mile of each neighborhood.
- 8.9 Health services.** Encourage and plan for health clinics to open at or near schools.
- 8.10 School wellness.** Work with school districts and existing community groups to collaborate and support school-based nutrition and physical fitness programs and wellness policies.
- 8.11 Healthy school siting.** Work with the school district to promote standards to protect students and staff from environmental hazards. Modify zoning to prevent schools and other sensitive receptors from being located near known or expected new stationary

sources of air pollution. The specific “safe” distance from a pollution source is dependent on the source and amount of pollution releases; however, a good rule of thumb is at least 500 feet.

- 8.12 Safe routes to school programs.** Ensure the provision of safe pedestrian and bicycle access for students of new and existing school sites throughout the City. Continue to implement the Safe Routes to School Program and establish a comprehensive strategy to enable community leaders, schools and parents to improve safety and encourage children, including those with disabilities, to walk and bike to school safely.
- 8.13 Child-care distribution.** Encourage child-care facilities be distributed throughout the community in such a way that they are readily available to the majority of residents.
- 8.14 Development of child-care.** Encourage the development of a range of affordable and high quality child care meet the needs of Coachella residents, including family day care homes and public and private day care centers, among others.
- 8.15 Child-care database.** Promote/list existing child care databases on the City website and City offices.
- 8.16 Child-care impact fee or inclusionary ordinance.** Consider establishing an impact fee or inclusionary ordinance to fund the expansion of existing or creation of new child care and pre-k educational facilities.
- 8.17 Child-care in employment centers.** Allow and encourage employers to create on-site child-care facilities for their employees or the public.
- 8.18 Child-care subsidies legislation support.** Actively support legislation that increases state and federal child care subsidies for low- and moderate-income families, tax credits for child-care payments, facility development and early education programs.
- 8.19 Child-care wellness policies.** Assist with the development, implementation and monitoring/review of local wellness policies in citywide child care facilities, day care centers (infant centers, preschool, etc.), and family day care facilities.
- 8.20 Library.** As the City grows, encourage the Riverside County Library System to add another public library and/or enter into a joint-use agreement with the school district to provide public access to school libraries.
- 8.21 Library service standard.** Coordinate with the Riverside County Library System to provide local library services at a minimum standard of 0.5 square feet and 1.2 volumes per 1,000 residents.
- 8.22 Community gathering space.** Build one or more affordable, accessible and flexible central gathering/meeting/event space that individuals and community groups can rent for a variety of social, cultural, educational and civic purposes.
- 8.23 Distributed community centers.** Provide every neighborhood with easy access to recreation and service programs by decentralizing community centers and programs.
- 8.24 Public Plazas.** Create public plazas with shaded urban open space, seating, art and play features near shopping and business districts.

- 8.25 **Teen center.** Encourage and support existing and new youth programs to create a one-stop teen center that contains social, academic, health and cultural programs.
- 8.26 **Cooperative approaches to youth programs.** Ensure that youth activities and programs are provided in, or accessible from all neighborhoods, either in City facilities or through joint-use or cooperative agreements with other service providers.
- 8.27 **Recreational and community programs.** Prioritize the continued provision of high-quality recreational and community programs since these highly subscribed programs increase social connection, physical activity and quality of life.
- 8.28 **Range of recreational opportunities.** Provide a full range of park and recreational opportunities and active and passive public space for residents.

Goal 9. Healthcare and Social Services. Affordable, accessible and high-quality health care and social services for all residents.

Policies

- 9.1 **Employer-based health care.** Encourage Coachella employers to provide reasonably affordable health insurance to all employees.
- 9.2 **Urgent and primary health care providers.** Encourage the provision of a range of health services (including but not limited to primary, preventive, specialty, prenatal, dental care, mental health and substance abuse treatment/counseling) in a manner accessible to Coachella residents through partnerships with community groups and the Riverside County Public Health Department.
- 9.3 **Affordable health centers.** Allow the creation of incentives to encourage the development of federally qualified health centers or private practices that are committed to serving Medi-Cal and Medicare enrollees that ensure providers serve all residents.
- 9.4 **Accessible health and social services facilities.** Ensure health and social services facilities are accessible to residents and well served by transit.
- 9.5 **Homegrown medical professionals.** Aspire to cultivate “homegrown” medical professionals from by supporting programs that create education pipelines in health careers and providing lease assistance, tenant improvements and capital contributions to new practices.
- 9.6 **Continuum of care.** Work in partnership with county agencies to implement continuum of care strategies.
- 9.7 **Health care information.** Provide information to the community on the availability of health care options and resources in and around Coachella.
- 9.8 **Cultural awareness.** Encourage new and existing health centers to be both high-touch and high-tech.
- 9.9 **Rural health care.** Acknowledge and address the unique health care needs of a suburban-rural community like Coachella, and consider the health care needs of unincorporated rural communities when planning for new programs and facilities. Be

open to alternative models of health care systems (such as mobile clinics) that address the specific needs of rural residents in health professional shortage areas.

- 9.10 Hospital.** Develop a partnership with nearby cities to investigate the plausibility of recruiting a regional medical center/hospital to locate in Coachella to provide expanded medical services.
- 9.11 Culturally appropriate medical care.** Support cultural sensitivity training of community medical and social service professionals and City staff and encourage bilingual Coachella residents to train and work as medical translators.

07 | SUSTAINABILITY + NATURAL ENVIRONMENT

INTRODUCTION

This Element establishes the City's long-term goals and policies for managing and protecting its natural resources and open spaces. Our natural environment, either directly or indirectly, provides everything needed for our survival and well-being. It not only influences the development of our City's physical landscape, but also shapes our community's unique identity within the Coachella Valley. Whether it's the rich soil that supports our agricultural production, the surrounding hillsides and mountains that inspire us with captivating views or the desert climate that offers residents and visitors a tranquil setting for recreation, Coachella relies heavily on its natural resources to fulfill its social and economic needs. It is important for us to be stewards of these valuable resources for our current community and future generations.

Coachella envisions future development to minimize its impact on the local and global environment. The City will promote green building and encourage architecture that responds to the arid climate while integrated into its urban and natural surroundings. Furthermore, new development will respect the environmental constraints and natural hazards such as steep slopes, faults and areas with landslide potential. For example, some of the date groves and other farm uses will be preserved as a connection to agricultural history, a visual and open space amenity and a local food source.

The Coachella Valley's arid and sunny climate poses great opportunities and challenges for the City to use its energy and water resources wisely. As a national hotspot for solar and wind energy production within the Valley, the City is a prime location to generate clean, renewable energy. The City will seek to use less energy and increase its reliance on local, renewable energy.

With the planned development of agricultural lands into communities, Coachella will need to ensure water use in new neighborhoods does not exceed its prior levels. To execute this transition effectively, the City will conserve water by instituting new, efficient building design standards and incorporate xeriscaping into landscape design. A network of recycled water facilities should be pursued, and industrial users that use recycled water should be recruited to locate in the city. The City also should build "green streets" that treat and re-infiltrate stormwater on site.

Finally, as climate change is becoming a global priority, and California becomes more proactive in enforcing climate-related laws and regulations, the City will embrace opportunities to limit its impact on global climate change. Through the above efforts and other strategies (including transportation and land use), the City will lead the Coachella Valley in cultivating a thriving and sustainable low-carbon community.

Through long-term stewardship established by the goals and policies of the General Plan, the City will safeguard a range of natural and man-made systems that contribute to Coachella's long-term growth and prosperity. The City will establish itself as a regional environmental leader and innovator by demonstrating how to: incorporate environmentally sensitive and responsible strategies to manage energy, water and solid waste; construct homes, roads, schools and other buildings; protect and preserve the community's mineral, agricultural and cultural resources.

OUR COMMUNITY'S GOALS

Coachella is a community with close ties to the land and the outdoors. The community depends on the land for food, water, jobs and recreation. Through this close relationship, the community understands that environmental health is a key factor determining economic and community health. As such, environmental sustainability is a fundamental component of the community's vision for the future.

To achieve the community's vision as presented in Chapter 3 of the General Plan, the Sustainability and Natural Environment Element is organized around the following broad goals:

- **A sustainable community that minimizes the risks of climate change.** Mounting evidence indicates human activities are affecting global climate, which is expected to result in increasing warming in the Coachella Valley. As environmental stewards, the community has a strong desire to grow while minimizing its contributions to global warming and minimizing the risks of hazards related to a warming climate. With appropriate planning and forethought, the community intends to grow while minimizing its greenhouse gas emissions and anticipating climate change related risks.
- **A resource efficient and environmentally respectful community.** The City is in sun-drenched region, with ample opportunity for solar and wind power, as well as high demand for energy for comfortable living and economic opportunities. Additionally, water is a scarce resource must be closely managed if the City is to thrive. Through good design, green design principles, and a commitment to resource efficiency, the City can grow and minimize its impact on the environment.
- **A community with plentiful open space and parkland.** The community loves and respects the outdoors, understanding much of the City's economy is generated through agricultural operations, but also open space provides valuable recreation areas for this active City. This element also provides direction for the creation and maintenance of recreational trails, parks and open space.
- **Meet the recreational and service needs of Coachella's diverse population.** The City will play a key role in meeting the community's needs for recreational, educational and general assembly needs. As the City develops, new facilities will need to be phased in with new development to ensure residents have adequate facilities to meet their needs.

GOALS AND POLICIES

Goal 1. Climate Change. A resilient community that is prepared for the health and safety impacts of and minimizes the risks of climate change.



Policies

- 1.1 **Municipal operations.** Conduct city operations and institutionalize practices that reduce municipal greenhouse gas (GHG) emissions and lead the community in reducing GHG emissions.
- 1.2 **GHG reductions.** Promote land use and development patterns that reduce the community's dependence on and length of automobile trips.
- 1.3 **Existing GHG emissions.** Work with community members and businesses to support their efforts to reduce greenhouse gas emissions.
- 1.4 **Monitoring progress.** Monitor and update periodically the city's target to reduce greenhouse gas emissions.
- 1.5 **Climate action plan.** Maintain, implement and periodically update a climate action plan and greenhouse gas inventory.
- 1.6 **Climate-appropriate building types.** Seek out and promote alternative building types that are more sensitive to the arid environment found in the Coachella Valley. Courtyard housing and commercial buildings can be designed to provide micro-climates that are usable year round, reducing the need for mechanically cooled spaces and reducing energy consumption.
- 1.7 **GHG reduction incentives.** Periodically review fee structures for potential opportunities to provide financial and administrative incentives to support installation of renewable energy generators, energy efficiency measures, land use patterns, and other measures that reduce greenhouse gas emissions.
- 1.8 **Regional participation.** Act as the participant in of climate change activities in the Coachella Valley.
- 1.9 **Climate change and health.** Acknowledge the on-going and future impacts of climate change and extreme events on Coachella's residents, taking action to minimize the effects among vulnerable populations and help implement California's executive order (EO) s-13-08 and the *2009 California Climate Adaptation Strategy*.
- 1.10 **Adaptation strategy.** Proactively develop strategies to reduce the community's vulnerability to climate change impacts.
- 1.11 **Urban forest.** Protect the City's healthy trees and plant new ones to provide shade, increase carbon sequestration and purify the air.
- 1.12 **Reduced water supplies.** When reviewing development proposals, consider the possibility of constrained future water supplies and require enhanced water conservation measures.



- 1.13 **Designing for warming temperatures.** When reviewing development proposals, encourage applicants and designers to consider warming temperatures in the design of cooling systems.
- 1.14 **Designing for changing precipitation patterns.** Periodically evaluate stormwater control strategies and systems for sensitivity to changes in precipitation regimes and consider adjusting those strategies to accommodate future precipitation regimes.
- 1.15 **Communications and outreach.** Continue to work with the Riverside County Public Health Department to establish social networks and website updates to distribute information on climate change impacts to vulnerable populations including actions they can take to reduce exposure to unhealthy conditions.

Goal 2. Energy. An energy efficient community that relies primarily on renewable and non-polluting energy sources.

Policies

- 2.1 **Community development–subdivisions.** When reviewing applications for new subdivisions, require all residences be oriented along an east-west access, minimizing western sun exposure, to maximize energy efficiency.

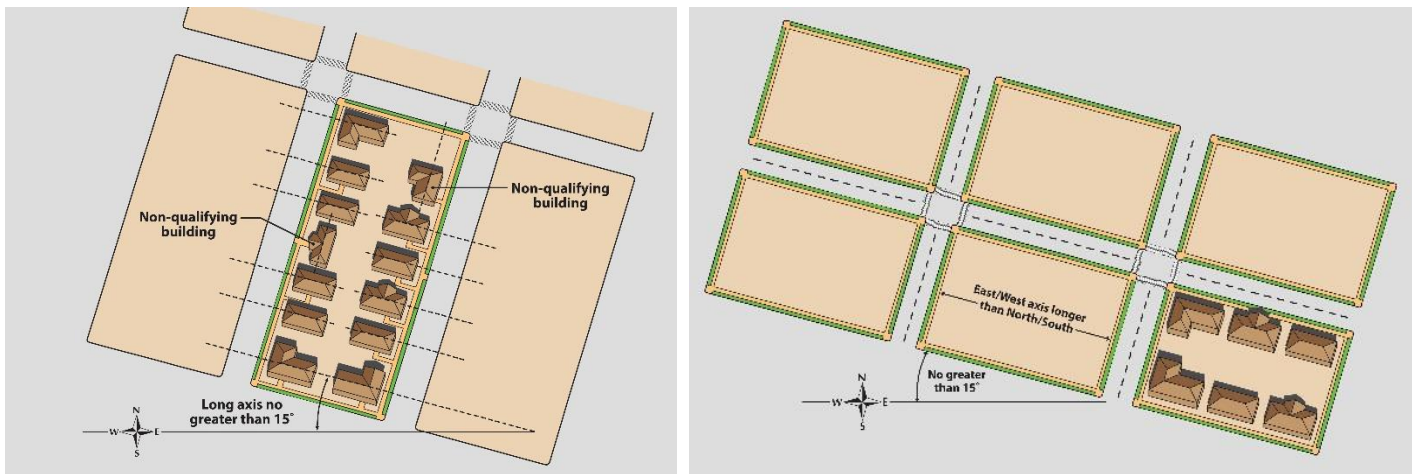


Figure 7-1: These diagrams demonstrate how the blocks and housing within can be designed to maximize building energy efficiency, maintaining the primary building axis along an east-west access to minimize western sun exposure.

- 2.2 **Passive solar design.** Require new buildings to incorporate energy efficient building and site design strategies for the desert environment that include appropriate solar orientation, thermal mass, use of natural daylight and ventilation, and shading.
- 2.3 **Alternative energy.** Promote the incorporation of alternative energy generation (e.g., solar, wind, biomass) in public and private development.

- 2.4 Community Choice Aggregation.** Work with nearby local and regional agencies to develop a community choice aggregation system in order to secure alternative energy supply contracts for the community.
- 2.5 Construction standards.** Consider and evaluate new construction practices and standards that increase building energy efficiency.
- 2.6 Energy performance targets – new construction.** Require new construction to exceed Title 24 energy efficiency standards by 15 percent and incorporate solar photovoltaics.
- 2.7 Energy performance targets – existing buildings.** When existing buildings undergo major retrofits, require the buildings to exceed Title 24 energy efficiency standards by 15 percent and encourage solar photovoltaics.
- 2.8 Renewable energy–open space areas.** Allow the installation of renewable energy systems in areas zoned for open space.
- 2.9 Energy-efficient street lighting.** Implement a program to install the latest energy-efficient technologies for street and parking lot lights to meet City and state standards.
- 2.10 New industries.** Actively promote the City as a place for renewable energy generation, and a place for energy conservation businesses to locate.
- 2.11 Publicly funded buildings.** Require energy conservation as the primary strategy to reduce energy demand in new and renovation projects using public funds.
- 2.12 Solar access.** Prohibit new development and renovations that impair adjacent buildings’ solar access, unless it can be demonstrated that the shading benefits substantially offset the impacts of solar energy generation potential.
- 2.13 Use of passive open space.** Allow renewable energy projects in areas zoned for open space, where consistent with other uses and values.
- 2.14 Public buildings.** Require that any new building constructed in whole or in part with City funds incorporate passive solar design features, such as daylighting and passive solar heating, where feasible.

Goal 3. Water Resources. Protected and readily available water resources for community and environmental use.

Policies

- 3.1 Conservation performance targets – new construction.** Require new construction to exceed the state’s Green Building Code for water conservation by an additional 10 percent.
- 3.2 Water conservation technologies.** Advocate and promote indoor and outdoor water conservation and reuse practices including water recycling, grey water re-use and rainwater harvesting.
- 3.3 Greywater.** Support the use of greywater and establish criteria and standards to permit the safe and effective use of greywater (also known as on-site water recycling).

- 3.4 **Low impact development.** Require the use of low-impact development strategies to minimize urban run-off, increase site infiltration, manage stormwater and recharge groundwater supplies.
- 3.5 **Recycled water.** Use impact fees to set up tertiary water treatment infrastructure to use recycled water for “non-potable” uses.
- 3.6 **Education.** Support and expand programs to educate and incentivize the community on water conservation practices for landscaping.
- 3.7 **Landscape design.** Encourage the reduction of landscaping water consumption through plant selection and irrigation technology.
- 3.8 **Groundwater infiltration.** Encourage the use of above-ground and natural stormwater facilities in new development and redevelopment, such as grassy or vegetated swales, permeable paving and rain gardens.
- 3.9 **Water quality detention basins.** Require water detention basins to be aesthetically pleasing and to serve recreational purposes, such as in the form of a Mini Park. Detention basins designed for active uses are intended to supplement park and open space and should not be counted towards a developer’s minimum park requirements, unless otherwise determined by the Planning Commission and City Council.
- 3.10 **Retention Basins.** Encourage storm water retention basins to be underground in future development so as to achieve the most efficient use of land and compact development and promote the urban character goals of the General Plan.

Goal 4. Green Building. Community building stock (both new construction and renovations) that demonstrates high environmental performance through green design.

Policies

- 4.1 **Public buildings.** Require all new and substantially renovated or reconstructed City-owned and operated buildings in excess of 5,000 square feet achieve a LEED Silver Certification standard, as determined by the U.S. Green Building Council, or a substantially similar green building standard.
- 4.2 **Affordable housing – green design.** Require affordable housing developments to prioritize green building design features that reduce monthly utility costs, enhance occupant health and lower the overall cost of housing.
- 4.3 **Education.** Provide technical support and information to educate the development community about green building.
- 4.4 **Reducing GHG emissions.** In consulting with applicants and designing new facilities, prioritize the selection of green building design features that enhance the reduction of greenhouse gas emissions.
- 4.5 **Heat island reductions.** Require heat island reduction strategies in new developments such as light-colored cool roofs, light-colored paving, permeable paving, right-sized parking requirements, water efficient vegetative cover and



planting, substantial tree canopy coverage, south and west side water-efficient tree planting, and shaded asphalt paving.



- 4.6 Public realm shading.** Strive to improve shading in public spaces such as bus stops, sidewalks and public parks and plazas through the use of trees, shelters, awnings, gazebos, fabric shading and other creative cooling strategies.

Goal 5. Agricultural Preservation. Viable, productive local agricultural lands and industry.

- 5.1 Prime agricultural land.** Prioritize the conservation of state-designated Important Farmlands and discourage the conversion of these lands to urbanized uses until such time as the land is needed for additional growth.
- 5.2 Agricultural economy.** Maintain and support a viable agricultural economy within the City that recognizes the community's agricultural heritage.
- 5.3 Agriculture preservation.** Continue to work with landowners in maintaining and extending existing Williamson Act contracts.
- 5.4 Preservation tools.** Preserve agriculturally important lands through conservation subdivisions, conservation easements and the transfer of development rights.
- 5.5 Water-efficient agriculture.** Promote crops and methods that require limited or no irrigation.
- 5.6 Habitat restoration.** Allow unviable and abandoned farmland to revert to desert, habitat area and open space, especially in areas contiguous to existing habitat and desert.
- 5.7 Accessory uses.** Consider allowing accessory uses that are complimentary to agricultural production to improve the financial viability of agricultural land.
- 5.8 Buffers between agriculture and urban uses.** Require new developments, whether they are new urban or new agricultural uses, in which urban and agriculture uses would be adjacent to maintain a protective buffer, such as landscape setbacks, hedgerows, windrows, or canopy trees that ensures land use conflicts do not occur.
- 5.9 Right to Farm.** Support the right of existing farms to continue operations.
- 5.10 Preservation of slow-growing trees and crops.** Encourage the preservation of date groves, citrus orchards, vineyards and other crops which require substantial growth before achieving mature production rates.
- 5.11 Farm worker housing.** Encourage the producers of agricultural products to provide suitable housing for farm laborers that meets applicable health and safety standards.
- 5.12 Market transformation.** If the agri-business industry declines in Coachella, support efforts that facilitate the transition of uses, businesses and employees from agriculture to other sectors of the local economy.
- 5.13 Voluntary conservation.** Support private conservation organizations that utilize voluntary conservation easements as a tool for agricultural land conservation to accomplish preservation of agricultural lands and continued agricultural operations.

Goal 6. Visual Resources. A city with stunning views of the hillsides and mountains surrounding the Coachella Valley.

Policies

- 6.1 View corridor preservation.** Protect and preserve existing, signature views of the hills and mountains from the City.
- 6.2 Scenic roadways.** Minimize the impact on views by restricting new billboards along the City's roads and highways. Electronic and animated billboards should be prohibited except in rare and special circumstances.
- 6.3 Hillside grading.** Require the preparation of a grading analysis on hillside development to pre-determine where development should occur so as to minimize the impact of new development on views of the City's hillsides.
- 6.4 Public facilities.** Plan public facilities to take advantage of the City's mountain and hillside views.
- 6.5 Dark sky.** Limit light pollution from outdoor sources, especially in rural, hillside and mountain areas, and open spaces, to maintain darkness for night sky viewing.

Goal 7. Waterways Waterways and desert washes that serve a natural, environmental function and provide aesthetically pleasing open space for the community.

Policies

- 7.1 Pollution prevention.** Limit the amount and concentration of pollutants released into the City's waterways.
- 7.2 Development impacts.** When considering development applications, require consideration of onsite detainment of stormwater runoff and require the incorporation of appropriate stormwater treatment and control measures, in accordance with the most recent NPDES permit requirements.
- 7.3 Soil erosion.** Require the prevention of water-born soil erosion from sites, especially those undergoing grading and mining activities.
- 7.4 Water quality.** Ensure water quality in the City's waterways meets applicable state and federal standards.
- 7.5 Public access.** Provide regulated public access to the City's waterways for recreation and passive enjoyment of open space.
- 7.6 Waterways as amenities.** When considering development applications and infrastructure improvements, treat waterways as amenities, not hazards, and encourage designs that embrace the waterways.

Goal 8. Mineral Areas Mineral resources readily available to support community needs.

Policies

- 8.1 Mining operations.** Permit development of mineral resources for efficient production only where extraction activities are compatible with existing or proposed adjacent land uses.
- 8.2 Resource conservation areas.** Ensure the availability of mineral resource areas for future production.
- 8.3 Open space and mining.** Provide for resource extraction activities, such as mining, as an allowed use in those areas with an Open Space General Plan Designation.
- 8.4 Recycling.** Encourage the reuse and recycling of existing aggregate, concrete and asphalt materials for new residential, commercial, and industrial developments.
- 8.5 Compatibility of uses.** Restrict mining and mineral extraction activities to those areas not adjacent to or containing sensitive receptors, important farmland, important habitat or other incompatible uses.

Goal 9. Plant and Wildlife Habitat Areas Protected plant and wildlife habitat areas that are protected, productive, viable natural resources and exist harmoniously with adjacent development.

Policies

- 9.1 Buffers from new development.** Require new developments adjacent to identified plant and wildlife habitat areas to maintain a protective buffer.
- 9.2 Agriculture and natural habitat.** Promote the creation and maintenance of natural habitat and wildlife corridors on agricultural lands through wildlife-compatible farm management practices.
- 9.3 Wildlife corridors.** Support the creation of local and regional conservation and preservation easements that protect habitat areas, serve as wildlife corridors and help protect sensitive biological resources.
- 9.4 Conservation and preservation easements.** Develop a program to facilitate the creation of conservation and preservation easements that identifies key habitat areas, habitat corridors and sensitive biological resources and:
 - Establishes a simple process for land owners to grant easements, including identifying organizations or agencies capable of holding the easements; and
 - Provides information to the landowners of identified properties about the benefits of conservation and preservation easements.
- 9.5 Multiple species habitat conservation plan.** Support and adhere to the Coachella Valley Multiple Species Habitat Conservation Plan.
- 9.6 Native habitat management.** Develop a program to restore native habitat on undeveloped portions of City-owned properties, where feasible, and remove invasive species where they occur.

- 9.7 **Landscape design.** Encourage new developments to incorporate native vegetation materials into landscape plans and prohibit the use of species known to be invasive according to the California Invasive Plant Inventory.
- 9.8 **Sensitive species.** Require projects proposing to develop in subareas 5, 6, and 7 to conduct surveys to determine if there is occurrence of sensitive species within the Project area. If sensitive species are present, projects must implement mitigation measures necessary as prescribed by a qualified biologist and approved by any applicable resource agency in order to receive necessary City permits.

Goal 10. Passive Open Space. Preserved open space areas that represent significant aesthetic, cultural, environmental, economic and recreational resources for the community.

Policies

- 10.1 **Open space network.** Require new development to contribute land and/or funding to expand the community's open space network, in support of the MSHCP.
- 10.2 **Whitewater River/Coachella Valley Stormwater Channel corridor.** Preserve a public open space corridor of trails and wildlife habitat along the Whitewater River/Coachella Valley Stormwater Channel.
- 10.3 **Archaeological resource preservation.** Preserve important archaeological and paleontological resources from loss or destruction and require development to include appropriate mitigation to protect the quality and integrity of these resources.
- 10.4 **Mitigation and preservation of cultural resources.** Require development to avoid archaeological and paleontological resources, whenever possible. If complete avoidance is not possible, require development to minimize and fully mitigate the impacts to the resources.
- 10.5 **Grading.** Require that proposed projects that involve a significant amount of grading shall have an archaeological and paleontological survey conducted before construction.
- 10.6 **Grading and vegetation removal.** Limit grading and vegetation removal of new development activities to the minimum extent necessary to reduce erosion and sedimentation.
- 10.7 **Wildlife corridors.** Establish and preserve wildlife corridors.
- 10.8 **Preservation of natural land features.** Preserve significant natural features and incorporate into all developments. Such features may include ridges, rock outcroppings, natural drainage courses, wetland and riparian areas, steep topography, important or landmark trees and views.
- 10.9 **Working lands.** Encourage the preservation of agricultural and other working lands as important aesthetic and open space resources of Coachella.

Goal 11. Air Quality. Healthy indoor and outdoor air quality through reduced, locally generated pollutant emissions.

Policies

- 11.1 Sources of Pollutants.** Minimize the creation of new sources of air pollutants within the City.
- 11.2 Land use patterns.** Promote compact, mixed-use, energy efficient and transit-oriented development to reduce air pollutants associated energy and vehicular use.
- 11.3 Sensitive receptors.** Prohibit the siting of land uses that adversely impact existing sensitive receptors, including schools, childcare centers, senior housing, and subsidized affordable housing. The minimum distance separating these uses should be 500 feet.
- 11.4 Public transit.** Ensure that, wherever feasible, public transit is a viable and attractive alternative to the use of single occupant motor vehicles.
- 11.5 Single-occupant vehicle trip reductions.** Provide disincentives for single-occupant vehicle trips through parking supply and pricing controls in areas where supply is limited and alternative transportation modes are available.
- 11.6 Neighborhood electric vehicles.** Encourage developments and street systems that support the use of Neighborhood Electric Vehicles (NEV).
- 11.7 Active transportation.** Support infrastructure and programs that encourage children to safely walk or ride a bicycle to school.
- 11.8 Construction-related emissions.** Require construction activities, including on-site building and the transport of materials, to limit emissions and dust.
- 11.9 Project mitigation.** The City shall utilize the CEQA process to identify and mitigate potentially significant air quality impacts associated with new development.
- 11.10 Traffic congestion.** Design new intersections to function in a manner that reduces air pollutant emissions from stop and start and idling traffic conditions.
- 11.11 Health impact assessments.** Develop thresholds of significance for sensitive land uses (schools, senior centers, medical facilities and residences) in proximity to SR86S, SR111 and I10 to require preparation a health impact assessment (HIA), as part of the CEQA environmental review process, to analyze the significance of the health impact from highway adjacency and incorporate project-specific mitigation measures to reduce potential impacts.
- 11.12 Indoor air quality.** Require new development to meet the state's Green Building Code for indoor air quality performance.
- 11.13 Healthy homes.** Promote green building practices that support "healthy homes," such as low VOC materials, environmental tobacco smoke control, and indoor air quality construction pollution prevention techniques.
- 11.14 Alternative energy sources.** Promote the development of energy sources, such as solar, wind, and geothermal, that do not emit pollution which has an adverse impact on local air quality.

- 11.15 Transportation demand management.** Encourage employers to provide transit subsidies, bicycle facilities, alternative work schedules, ridesharing, telecommuting, work-at-home programs, employee education and preferential parking for carpools/vanpools.
- 11.16 Transportation management associations.** Encourage commercial, retail and residential developments to create and participate in transportation management associations.
- 11.17 Deliveries.** Encourage business owners to schedule deliveries at off-peak traffic periods.
- 11.18 City fleet vehicles.** Replace City fleet vehicles with low emission vehicles, wherever possible.
- 11.19 Advocacy.** Support legislation that promotes cleaner industry, low emission technology vehicles and more efficient burning engines and fuels.
- 11.20 Regional coordination.** The City shall coordinate its air quality planning efforts with other local, regional and state agencies, and encourage community participation in air quality planning.
- 11.21 Air district coordination.** The City shall work with the South Coast Air Quality Management District (SCAQMD) to ensure the earliest practicable attainment of federal and State ambient air quality standards.

Goal 12. Cultural Resources and Sites. Preserved and protected cultural resources that provide the community with significant cultural, scientific, or educational value.

Policies

- 12.1 Disturbance of human remains.** In areas where there is a high chance that human remains may be present (areas along the Whitewater Rivers/CVSC, on Tribal lands, on areas with previously undisturbed soil, in the washes and canyons found in the eastern areas of the Planning Area, and areas of historic settlement), require proposed projects to conduct survey to establish occurrence of human remains, if any. If human remains are discovered on proposed project sites, the project must implement mitigation measures to prevent impacts to human remains in order to receive permit approval.
- 12.2 Tribal coordination.** Require notification of California Native American tribes and organizations of proposed projects that have the potential to adversely impact cultural resources.
- 12.3 Protected sites.** Require sites with significant cultural resources to be protected.
- 12.4 Preservation of historic resources.** Where practical, encourage the preservation of historic resources.
- 12.5 Document historic resources.** When it is not practical to preserve a historic resource, require the architectural details and design elements of historic structures to be preserved during renovations and remodels.

- 12.6 Discovery of human remains.** Require that any human remains discovered during implementation of public and private projects within the City be treated with respect and dignity and fully comply with the California Native American Graves Protection and Repatriation Act and other appropriate laws.
- 12.7 Paleontological resources.** Require any paleontological artifacts found within the City or Sphere of Influence be reported to the City and temporarily loaned to local museums like the Western Science Center for Archaeology and Paleontology, in Hemet, CA.
- 12.8 Disturbance of human remains.** In areas where there is a high chance that human remains may be present (areas along the Whitewater Rivers/CVSC, on Tribal lands, on areas with previously undisturbed soil, in the washes and canyons found in the eastern areas of the Planning Area, and areas of historic settlement), require proposed projects to conduct survey to establish occurrence of human remains, if any. If human remains are discovered on proposed project sites, the project must implement mitigation measures to prevent impacts to human remains in order to receive permit approval.

Goal 13. Parks and Open Space. Increased access to parks, recreation, and natural open spaces to support and increase physical activity.



Policies

- 13.1 Parks and recreation.** Improve existing parks and open space facilities and expand recreational programs as a means of improving the health of Coachella residents. Active play structures and/or amenities should be designed to accommodate a range of ages and abilities.
- 13.2 Revitalization efforts.** Coordinate park development in existing neighborhoods with City revitalization and redevelopment initiatives.
- 13.3 New parks.** Ensure existing and new neighborhoods have sufficient access to park facilities that meet the needs of all residents, and increases in new residents do not overburden existing parks.
- 13.4 Accessibility to parks.** Seek new park locations that will serve residential areas that are more than a quarter mile from an existing or planned park or separated from an existing or planned park by a street that consists of four or more travel lanes. Where possible, parks shall be associated with and connected to the trail network.
- 13.5 New development needs.** Work with new development to provide at least three acres of parkland for every 1,000 residents and ensure new development complies with this requirement. Strive to provide at least 5 acres of parkland for every 1,000 residents and ensure no neighborhood should have less than three acres for every 1,000 residents. School playgrounds and fields shall be counted where access is ensured by a joint use agreement.
- 13.6 Perimeter paths.** Create well-lit perimeter paths around parks, where feasible, to improve safety and to improve how the parks interface with the sidewalk and surrounding neighborhoods.

- 13.7 Recreation centers.** Locate more public and private health clubs and recreation centers in Coachella in partnership with the Desert Recreation District, community based organizations and private businesses. Explore regulatory or financial incentives in the zoning code and development approval process to encourage the location of private/non-profit recreation facilities (e.g., gyms, yoga or dance studios, martial arts, etc.).
- 13.8 Diverse recreation programs.** Ensure that recreation programs are affordable and meet the diverse needs in the community for users such as seniors, youth, non-English speaking groups and special needs groups.
- 13.9 City-wide open space network.** Establish a city-wide open space network within walking distance of residential neighborhoods.
- 13.10 Coachella Whitewater Trail.** Establish a multi-use trail that runs along the Whitewater River/Coachella Valley Stormwater Channel.
- 13.11 Coachella Whitewater Trail.** Establish a multi-use trail that runs along the Whitewater River/Coachella Valley Stormwater Channel.
- 13.12 Active Recreational Areas.** Prohibit consideration of natural drainages and other sensitive resource areas as active park land.
- 13.13 Nature access.** Work with the County Tribal Governments and other recreation and open space districts to create desert preserves with hiking trails, nature observing areas and picnic areas.
- 13.14 Parks classification system.** Adopt and utilize the parks classification system identified in Table 6-1 to help guide maintenance and planning work in the city.
- 13.15 Sustainable landscaping.** Promote sustainability for residences through desert-friendly water-efficient landscaping for parks. Establish public demonstration gardens using native desert planting.
- 13.16 Unique features.** Encourage parks and trails to be designed to conserve scenic and natural features and encourage public awareness of Coachella's unique geography.
- 13.17 Park maintenance.** Ensure all parks will be clean, well-kept and well-maintained, preserving them as primary community gathering points in the City.
- 13.18 Clean parks.** Create methods and opportunities that encourage residents to monitor and report vandalism along with maintenance issues in parks.
- 13.19 Keep America Beautiful program.** Consider becoming a "Keep America Beautiful" community and utilizing free technology and online mapping programs so residents can report issues using their smart phones or other portable devices.
- 13.20 Park environments.** Ensure parks in Coachella are a safe and well-lit environment for recreational activities, day and night.
- 13.21 Funding.** Explore innovative funding and development concepts with non-profit groups.
- 13.22 Park fees.** Collect land dedications or in lieu fees from new development for the provision of parks and recreation facilities, in pursuit of a minimum parkland standard

of three acres per 1,000 residents, as allowed by the California Quimby Act. Establish policies for identifying neighborhoods that have a preference for the physical provision of park and recreation infrastructure over in lieu fees and administer a fee through which new development can provide parkland in lieu of certain development fees.

- 13.23 Sports facilities.** Regularly assess how existing sports facilities (e.g., pools, fields, courts, etc.) match up with the demand and incorporate findings into the planning of park improvements and developments.
- 13.24 Economic opportunities.** Utilize parks to maximize new and existing economic development opportunities through recruitment of new entertainment uses and by coordinating park development to support commercial development.
- 13.25 Regional parks.** Seek out opportunities to create regional parks, such as professional-quality soccer fields and baseball fields, that will attract tourists to the City.

Table 6-1: Parks Classification Standards

PARK TYPE	ACRE RANGE	POP RADIUS	DISTANCE RADIUS	GENERAL CHARACTERISTICS
MINI PARKS	Less than 1 acre to 1.5 acres	Not population radius sensitive	Within walking distance of immediate area	Parks that exist primarily in residential areas or adjacent to light business zones and have features such as grass, shade, trees, passive areas, green space, shelters, native plant life, playgrounds and play structures. Use is limited to the local neighborhood. They may be realized in "tot-lot" configurations that provide secure recreational space for small children and typically include equipment such as swings, slides, 'monkey bars' and sand boxes while leaving sufficient room for people to sit and enjoy the space. Mini-Parks are intended to serve a population within a walking distance or short biking distance.
PLAZAS/GREENS	Up to 2 acres	Not population radius sensitive	Close to entertainment and business support areas	Plazas and Greens have the widest variety and the most intense activities of all open spaces. Plazas and Greens serve as formal or informal community gathering spaces. Plazas are unique to the City of Coachella and represent a connection to the culture of the community. These park types are often shaped primarily by building frontages. Plazas are shaped primarily by building frontages and are primarily hardscape with occasional landscape in planters or containers. Greens are landscaped open areas located at the center of a community. Features may include gazebos, water features, trees, shade, performance areas, public artwork and other similar features.
NEIGHBORHOOD PARKS	About 1.5-15	6 to 10 acres per 1,000 residents	About a 2.5 mile radius in the developed area	Parks provide large unobstructed areas for passive or active recreation throughout neighborhoods. Often contain community gardens and playgrounds and are primarily landscaped. These parks are located in residential areas. They include features such as: grass, trees, restrooms, tot lots, picnic and shade shelters, grills, playground equipment, open fields, informal sports areas, swimming pools and/or neighborhood center.
COMMUNITY PARKS	About 10-50 acres	One site per 25,000 residents	About a 5 to 10 mile service radius	Parks located in large areas that are compatible to surrounding uses with features such as: large grass areas, large picnic and shelter areas, restrooms, on-site parking, swimming pool, community center, sports areas/complexes, lights, entertainment areas, special features such as skateboard areas, outdoor theatres, disc golf, BMX, exercise station, ponds and/or water features.
SPECIAL USE PARKS	50+ acres	One site per 50,000 to 200,000 residents	About a 25 mile service radius	Parks not located in residential areas. Features might include: large scale sports complex, special events site (such as fairs and festivals), gardens, concessions, trails, natural/open space, lakes, animal uses.
NATURE/OPEN SPACE	As resources available (usually large)	Not population radius sensitive	As natural resource areas are available	Areas generally free from development or developed at low intensity uses that respect natural environmental characteristics and serve as preservation of natural, cultural, archaeological resources, passive outdoor recreation, public safety and health, and shape urban form. In some cases, these open space types may include working lands such as farms, ranches, and mining areas.
GREENWAYS/ TRAILS	As resources are available	Not population radius sensitive	Distance is a function of in and between park options	Greenways and Trails may consist of walking, biking, hiking, equestrian, greenway, long distance, off road, rail, canal, and waterway with the purpose to meet passive or active recreation, informal or formal transportation.
LINEAR PARKS	Should connect with trails	Not population radius sensitive	Tied to neighborhood entries and park sites	Purpose is to connect parks, entry ways, transportation route, and unique features. May be concrete, asphalt, or crusher fine, among other options.

INTRODUCTION

This Element provides strategies that City staff, residents, developers and business owners can implement to effectively address the natural hazards where the City of Coachella is vulnerable. The goals and policies are long-term measures that reflect the City's desire to deal effectively with natural hazards and provide a safe living environment for the community. The primary objective of the Safety Element, as the policies and actions are implemented over the next 20 years, is to make Coachella increasingly resistant to disasters and become more self-reliant, sustainable and prosperous.

For Coachella to become the most important city in the Valley, it needs to grow responsibly, completely aware and respectful of the natural forces that have shaped this area over the last millennia and are still active today. Several of these forces, including earthquakes, floods, wildfires and severe weather, have the potential to cause substantial damage to the fabric of the community, with resultant significant economic and social dislocation. When (not if) the San Andreas Fault ruptures next, the growth and development of the region has the potential to be delayed for years, if not decades. If the City is well prepared, however, the impact that this earthquake would have on the community could be minor. Preparation for this worst-case scenario will be expensive but money spent in disaster preparedness will be a fraction of what the actual earthquake would cost the City in disaster response and post-disaster recovery. Thus, earthquake-preparedness should be viewed as a worthy and necessary investment.

The characteristics that define Coachella's unique identity – the gently sloping valley underlain by thick, rich soils that make it one of the most productive agricultural regions in the world, and the rounded hills and steep, jagged mountains were formed by movement along the San Andreas fault, the wandering of the Whitewater River during flood stage, and the gentle but constant tug of gravity. Most of the time, these forces have little effect on the environment. The big, landscape-changing events occur intermittently, sometimes only once every generation, or less. As a result, it can be difficult to engender the support necessary from the public and government to take action and prepare for these low-probability but high-consequence events. Coachella, however, recognizes the importance of being proactive and addressing disaster preparedness. It is the responsible thing to do, both for the current community and the generations to come.

When weighing in the effectiveness and cost of disaster preparedness programs, it is helpful to realize many of the action items designed to reduce the community's risk to natural hazards can work seamlessly with other implementation actions of the General Plan. Thus, green buildings that work well in the arid environment can also be earthquake- and fire-resistant. Respect for the preservation of natural landscapes such as steep slopes and springs along the San Andreas Fault will prevent construction on or across features that are natural hazards. Similarly, preservation of the Whitewater River wash as a habitat and corridor for wildlife can prevent the storm-induced flooding of otherwise ill-located structures. Incorporating xeriscaping into landscape design can decrease the fuel loads available for wildland fires, reducing the potential for vegetation fires at the urban-wildland interface. Recycling water can reduce or eliminate the potential for groundwater-withdrawal-induced subsidence. "Green

streets” that allow for the infiltration of stormwater lessen runoff, erosion and sedimentation, and the potential for flooding downstream.

Lastly, it is also helpful to realize that Safety Elements are provisional by scope and definition. The policies and implementation actions are established within a framework that identifies timelines and priorities. As the more critical policies are implemented, emphasis will shift to new priorities. This permits the City to prioritize its use of limited resources over the short- and long-term, while continuously moving forward in its ultimate goal of being disaster resistant. Both the process and the ultimate result will help Coachella realize its goals of being a social and economic leader in the region.

OUR COMMUNITY’S GOALS

The geologically and physically diverse environment that forms the backdrop for the community of Coachella formed after thousands of years of tectonic and climatic forces acting on the area. These forces are ongoing today, with the potential to severely impact the built environment, especially if structures and infrastructure are not designed adequately. When this happens, there is the potential for loss of life, limb and/or property. The goals below reflect the City’s fundamental responsibility and desire to protect and preserve the health, safety and welfare of the community.

- **Minimally impacted by seismic shaking and other earthquake-induced hazards.** The San Andreas Fault bisects the City. The section of the fault that extends through Coachella has a high probability of rupturing in the next 30 years. The resulting earthquake will be accompanied by extreme seismic shaking and lateral rupture of the ground that locally may exceed 20 feet. Other earthquake-induced hazards expected in the area include ground deformation due to liquefaction and slope failure. Any of these conditions can result in damage to the built environment, including the collapse of structures. Recognizing and avoiding or mitigating those areas where earthquake-induced ground failure is likely to occur will minimize the impact this earthquake would have on the City.
- **All new habitable buildings and structures are seismically resistant.** Earthquake-induced damage to the built environment, such as the catastrophic failure of structures, can result in large numbers of casualties. We cannot prevent earthquakes from occurring but we can design and build our structures to prevent them from collapsing. Given that an earthquake on the San Andreas Fault has the potential to be the worst-case disaster for Coachella, the City has a strong incentive and desire to become as earthquake-resistant as possible.
- **Older structures are resistant to seismic shaking.** The latest building codes have incorporated many lessons learned from the damaging earthquakes that occurred globally in the 1990s and early 2000s. Building codes are unfortunately not retroactive but we can voluntarily retrofit older structures to be stronger and thus more earthquake-resistant.
- **Infrastructure is resistant to seismic shaking, surface fault rupture and seismically induced ground deformation.** Earthquake scenarios indicate the infrastructure in the region will be damaged extensively by an earthquake on the San Andreas Fault. The water-distribution system especially will be hard-hit but other services, including the transportation network, will also be affected. The Coachella Canal is expected to be damaged by surface fault rupture and ground deformation, with the potential for significant flooding in the Coachella area. Retrofitting these systems is a priority.
- **The community is minimally impacted by geologic hazards.** The geologically young soils that underlie Coachella can be poor foundation materials, susceptible to liquefaction and differential settlement. Some of the soils are highly expansive or corrosive to metallic objects. All of these

conditions, if recognized before construction, can be mitigated effectively with engineering solutions.

- **Potential geologic hazards have been mitigated before construction of new developments.** The City is expanding into the hills to the east of the San Andreas Fault. Slope instability is a potential hazard in this area but can be mitigated through appropriate engineering design.
- **The community is minimally disrupted by flooding and inundation hazards.** Given the arid conditions that characterize Coachella, it can be difficult to recognize the Whitewater River channel and the desert washes, in and at the base of the hills, can carry significant amounts of water during storms, even when those storms do not drop measurable rain. An interconnected, permanent flood control system can prevent flooding in the low-lying areas of the City. Inexpensive but effective seismic strengthening measures can prevent the inundation of low-lying areas downstream of above-ground reservoirs in the event these structures fail during an earthquake.
- **Fire hazards are negligible, the result of effective fire suppression, mitigation and response measures.** Vegetation fires in the Coachella area have historically been small. With the increased encroachment of development into the hillside areas, however, wildland fire may increase in the future, unless effective programs are implemented. These measures include vegetation control, fire-resistant construction and educational programs for homeowners, business owners and motorists. Strengthening of the gas and water distribution systems will limit the potential for devastating fires after an earthquake.
- **Hazardous materials are used minimally.** Recognizing that the production, use, storage, transport or disposal of hazardous materials poses a significant hazard to the community and the environment, the City encourages the use of alternative, non-toxic products as much as possible. If hazardous materials are required, the smallest amounts necessary to get the job done will be used. Facilities that generate, use, or store hazardous materials are not located within the 100-year floodplain, in an area susceptible to seismic or geologic hazards, or near schools, nursing homes, or other facilities with sensitive or special-needs populations.
- **The community is minimally impacted by severe weather.** Strong winds, dust storms, temperature extremes and drought can have short- and long-term impacts on the region's economy and on the health and wellbeing of residents and visitors. Even more severe weather, with higher temperatures, stronger winds, and more intense flooding, could be the norm as a result of global climate change. As part of the process of becoming more sustainable, the City will implement measures to reduce where possible, the effects of severe weather, and respond proactively and effectively when a storm, strong wind, extreme heat or drought affects the region.
- **The community has an effective disaster response and recovery system in place, thus is self-reliant and sustainable.** History shows the Coachella Valley region is susceptible to several different types of natural hazards. Some of these, like an earthquake on the San Andreas Fault, will have a regional impact, whereas others, like slope failures, tend to be contained to a small geographic area. Coachella has developed a disaster preparedness, response, and recovery plan that allows the community to be responsive to any type and size of natural hazard with minimal assistance from outside agencies and neighboring cities.

GOALS AND POLICIES

Goal 1. Earthquake Hazards. A community that is minimally affected by seismic shaking and other earthquake-induced hazards.

Policies

- 1.1 Development plan review.** Review all plans for new development to be certain new structures are designed in accordance with the most recent California Building Code adopted by City Council, including the provisions regarding seismic loads, lateral forces and grading.
- 1.2 Earthquake-resistant new buildings.** Require all new habitable buildings and structures to be designed and built to be seismically resistant and not built across the trace of an active fault.
- 1.3 Strengthened and seismically retrofitted older structures.** Promote the strengthening of older structures to make them more resistant to seismic shaking. This includes encouraging owners of potentially hazardous buildings, such as pre-1952 wood-frame structures, concrete tilt-ups, pre-1971 reinforced masonry, soft-story, multi-family residential buildings and manufactured homes, to assess the seismic vulnerability of their structures and conduct seismic retrofitting as necessary to improve the buildings' resistance to seismic shaking.
- 1.4 Strengthened infrastructure.** Promote the strengthening of infrastructure and utilities to make them more earthquake resistant by encouraging the City's utility service providers to identify, evaluate and replace or strengthen, as needed, those sections of their distribution network that are located in areas susceptible to fault rupture, liquefaction or slope instability. This also includes encouraging the City's utility service providers to identify and replace or strengthen those sections of their distribution network in the General Plan area that are the oldest, and therefore more likely to be weathered or corroded.
- 1.5 Seismically damaged buildings.** Prohibit any additions or reconstruction of structures damaged by seismic hazards, unless the structure is re-located to a safer area, or it can be demonstrated the proposed project and its occupants can be protected from future, recurrent damage by implementing mitigation measures not present in the original, damaged structure.
- 1.6 Liquefaction assessment studies.** Require liquefaction assessment studies be conducted for all projects proposed in areas identified as potentially susceptible to liquefaction (Plate 1-3, Technical Background Report). These studies need to be conducted in accordance with the provisions in the Seismic Hazards Mapping Act and the most recent version of the California Geological Survey's Special Publication 117: Guidelines for Evaluating and Mitigating Seismic Hazards in California.
- 1.7 Liquefaction mitigation.** In areas where geotechnical testing shows the sediments are susceptible to liquefaction, require the implementation of mitigation measures as a condition of approval. Liquefaction mitigation measures shall be applied to all habitable structures, bridges, roadways, major utility lines and park improvements to be built in these areas.

- 1.8 Seismic hazards map update.** If the California Geological Survey (CGS) develops a Seismic Hazards Zonation Map that includes the City, review the preliminary map for agreement with geotechnical reports filed at the City, work with the CGS to make any necessary changes and adopt the final map as a replacement to the Seismic Hazards Map currently part of the Technical Background Report (Plate 1-3).
- 1.9 Inundation review.** Regularly evaluate the above-ground water storage tanks in the General Plan area to assess their potential inundation hazard in the event of catastrophic failure and ensure all tanks are fitted with appropriate seismic safeguards, including shut-off valves, in accordance with the most recent water tank design guidelines.

Goal 2. Geologic Hazards. A community that has used engineering solutions to reduce or eliminate the potential for injury, loss of life, property damage and economic and social disruption caused by geologic hazards such as slope instability; compressible, collapsible, expansive or corrosive soils; and subsidence due to groundwater withdrawal.

Policies

- 2.1 Geotechnical investigations.** Require all development proposals in the City to conduct, as a condition of approval, geotechnical and engineering geological investigations, prepared by state-certified professionals (geotechnical engineers and engineering geologists, as appropriate) following the most recent guidelines of the California Geological Survey and similar organizations, that address, as a minimum, the site-specific geologic hazards identified in the Technical Background Report. This includes the hazard of slope failure in, and adjacent to, hillside areas.
- 2.2 Mitigated geologic hazards.** Require all new developments to mitigate the geologic hazards that have the potential to have an impact on habitable structures and other improvements.
- 2.3 Slope failure mitigation.** Minimize grading and modifications to the natural topography to prevent potential for man-induced slope failures. Where deemed necessary, erect protective devices such as barriers, rock fences, retaining structures or catchment areas.
- 2.4 Field inspections.** Conduct routine field inspections during grading and construction to ensure safety practices are being followed and the site is being graded; and new structures are being built in accordance with the most recent California Building Code adopted by the City, in agreement with the approved plans and specifications.
- 2.5 Slope failure map updates.** Maintain an updated map of slope failures in the General Plan area to identify slopes where debris flows, surficial mass wasting events, and rockfalls have occurred, especially during wet winters.
- 2.6 Learn from past mistakes.** Monitor the losses caused by geologic hazards to existing development and require studies to specifically address these issues, including implementation of measures designed to mitigate these hazards in all future developments in the General Plan area.

- 2.7 Damaged buildings.** Prohibit any additions or reconstruction of habitable structures destroyed or damaged by geologic hazards unless the structure is relocated to a safer area or the applicant proves that the remedial measures proposed will mitigate the unsafe geological conditions so the proposed project and its occupants can be protected from future, recurrent damage.
- 2.8 Critical facility siting.** Regulate the location of new essential or critical facilities in areas that could be affected by geologic hazards by comparing, during the project feasibility stage, the location of the proposed facilities with the mapped areas in the Technical Background Report identified as susceptible to natural hazards.
- 2.9 Groundwater resources protection.** Develop partnerships with the Coachella Valley Water District and adjacent communities to manage the groundwater resources of the region, prevent over-drafting of the aquifers and prevent regional subsidence due to excessive water extraction.

Goal 3. Flood hazards. A community that is minimally disrupted by flooding and inundation hazards.

Policies

- 3.1 Hydrological studies.** Require new development proposals to include as a condition of approval, hydrological studies prepared by a state-certified engineer with expertise in these kinds of studies, that assess the impact the new development will have on the flooding potential of existing development down-gradient. The studies shall provide mitigation measures to reduce this impact to an acceptable level.
- 3.2 Flood mitigation in repetitive-flooding areas.** Identify repetitive flood problem areas in existing development, prioritize hydrological studies of areas that flood repeatedly during storms and develop feasible engineering solutions to mitigate these sites.
- 3.3 Flood mitigation for both existing and new construction.** Require all new developments and redevelopments in areas susceptible to flooding (such as the 100-year floodplain and areas known to flood during intense or prolonged rainfall events) to incorporate mitigation measures designed to minimize or eliminate flood hazards.
- 3.4 Flood hazard enforcement.** Continue to enforce City ordinances for flood hazard reduction, tract drainage and stormwater management for all new developments and existing projects undergoing substantial improvements within the FEMA-designated Special Flood Hazard Areas, other areas identified by the state as susceptible to flooding, hillside areas, and other areas known to flood. Mitigation measures may include (but are not limited to) the design of onsite drainage systems connected to the Coachella Valley Stormwater Channel, keeping surface waters within the project area, grading of the sites so that runoff does not affect adjacent properties, and building structures so they are elevated above the anticipated flood levels.
- 3.5 Storm drainage facilities.** Maintain, develop and improve where needed, the storm drain facilities (including bridges and other stormwater channel crossings) with an emphasis on those areas in the City that flood repeatedly.

- 3.6 Floodplain development.** Promote the use of floodplains as parks, nature trails, equestrian parks, golf courses or other types of recreational facilities that can withstand periodic inundation. In the planned build-out of the City, create an atmosphere of working with nature and the natural processes characteristic of the arid environment.
- 3.7 Disaster response plan.** Require all essential and critical facilities (including but not limited to essential City offices and buildings, medical facilities, schools, childcare centers and nursing homes) in or within 200 feet of Flood Zones A and X, to develop disaster response and evacuation plans that address the actions to be taken in the event of storm flooding or inundation due to catastrophic failure of a water reservoir or other water retention facilities such as the Coachella Canal, the Eastside Dike and levees of the Coachella Valley Stormwater Channel.
- 3.8 Hazardous material siting.** New facilities that use or store hazardous materials in quantities that would place them in the State's TRI or SQG databases shall not be permitted in the flood zone (Zones A and X) unless all standards of elevation, anchoring and flood proofing have been implemented to the satisfaction of the City and the Riverside County Department Hazardous Materials Division. The hazardous materials must be stored in watertight containers not capable of floating or in flood-proof receptacles or tanks.
- 3.9 Storm Ready Program.** Participate in the Storm Ready Program with the National Weather Service, including the monitoring of precipitation and snow levels on the mountains, providing storm watches and warnings in real-time and issuing evacuation notices for the potentially affected neighborhoods in a timely manner.
- 3.10 Smart systems.** Encourage the use of technology to identify flood-prone areas and to warn residents and motorists of impending flood hazards.
- 3.11 Flood damage.** Prohibit any additions or reconstruction of structures damaged by flooding, unless the structure is relocated to a safer area or can be demonstrated the proposed project and its occupants can be protected from future, recurrent flood damage by implementing mitigation measures not present in the original, damaged structure.
- 3.12 Flood Insurance.** Encourage property owners and residents to purchase flood insurance for areas outside of the FEMA-mapped 100-year flood zones, especially in those areas that have experienced flooding in the past.

Goal 4. Fire hazards. A community that is minimally affected by wildland and structure fires.

Policies

- 4.1 Vegetation control.** Require the use of vegetation control methods to reduce the hazard of wildland fire.
- 4.2 Construction materials.** Require the use of fire-resistant building construction materials to reduce the hazard of structure fires, within the developed areas of the City and at the urban-wildland interface.

- 4.3 Sprinkler retrofits.** Encourage owners of non-sprinklered high-occupancy structures to retrofit their buildings to include internal sprinklers.
- 4.4 Fire response adequacy.** Ensure, to the maximum extent possible, that fire services, such as firefighting equipment and personnel, infrastructure and response times, are adequate for all sections of the City. To that end, continue to regularly evaluate specific fire hazard areas, and adopt reasonable safety standards, such as adequacy of nearby water supplies, fire-retardant roofing materials, fire-equipment accessible routes, clarity of addresses, street signage and street maintenance.
- 4.5 Fire flow tests.** Ensure that annual fire flow tests are conducted, and that any deficiencies found be mitigated as soon as possible.
- 4.6 Fire inspections.** Conduct regular inspection of parcels throughout the City, and direct property owners to bring their property into compliance with fire safety standards. This includes enforcing the weed abatement and notification program to reduce the potential for vegetation fires that could occur in vacant or poorly maintained lots, and encourage homeowners to follow fire-safe practices, including maintaining a fire-safe landscape and keeping combustibles (such as fire wood) a safe distance away from all structures.
- 4.7 Fire Hydrant Management.** Establish a fire hydrant monitoring and testing program. Explore different funding streams including development impact fees.

Goal 5. Hazardous Materials Management. A community that has reduced the potential for hazardous materials contamination.

Policies

- 5.1 Enforcement actions.** Continue to enforce disclosure laws that require all users, generators and transporters of hazardous materials and wastes to identify the materials they store, use or transport.
- 5.2 Effective response.** Ensure the City and the county's fire and sheriff departments can respond safely and effectively to a hazardous materials incident in the City, whether as a spill at a permitted facility, a pipeline release or an accident along a section of the I-10 or railroad line that extends across Coachella; ensure all residents, workers and visitors to Coachella are protected from exposure to hazardous materials and waste.
- 5.3 Hazardous materials siting.** Prohibit the placement of proposed new facilities that will be involved in the production, use, storage, transport or disposal of hazardous materials near existing land uses that may be adversely affected by such activities. Conversely, prohibit the development of new sensitive facilities (like schools, child-care centers, nursing homes, senior housing, etc.) near existing sites that use, store or generate hazardous materials.
- 5.4 Gasoline dispensing facilities.** Avoid siting new sensitive land uses (schools, child-care centers and senior housing) within 300 feet of a large gas station (defined as a facility with a throughput of 3.6 million gallons per year or greater) and vice versa. A minimum 50-foot separation is recommended for other uses.

- 5.5 Hazardous materials transport routes.** Identify roadways along which hazardous materials are routinely transported and if schools, medical facilities, child-care centers or other facilities with special evacuation needs are located along these routes, the City, together with these facilities, will identify emergency response actions that can be implemented if a roadway accident results in the unauthorized release of hazardous materials.
- 5.6 Hazardous materials on public property.** Reduce or eliminate the use of pesticides and herbicides that can have a negative impact on human health on city properties – especially in parks and publicly accessible open spaces.
- 5.7 Green cleaning in public buildings.** Require the City use green and non-toxic cleaning supplies in all public buildings to protect the health of workers and users of the facilities. Encourage school districts, health facilities, youth programs and local business within Coachella to use green and non-toxic cleaning supplies.
- 5.8 Non-toxic alternatives.** Encourage residents and businesses to reduce or eliminate the use of hazardous materials, including pesticides and herbicides, by using non-toxic, safer products and methods that do not pose a threat to the environment or by buying and using only the smallest amount of a hazardous substance needed for the job.
- 5.9 Green dry cleaning.** Promote and incentivize dry cleaning facilities that use environmentally friendly cleaning processes.
- 5.10 Household hazardous waste collection.** Increase awareness in the community about proper disposal/collection of leftover household products, especially those that contain corrosive, toxic, ignitable, or reactive ingredients that are considered to be "household hazardous waste." Require special care for disposal or collection of products, such as paints, cleaners, oils, batteries and pesticides that contain potentially hazardous ingredients.
- 5.11 Hazardous materials disposal.** Continue to support the operation of programs and recycling centers that accept hazardous substances, such as paint, paint thinner, used waste oil, etc., such as the City's Drop-Off facility.

Goal 6. Clean Environment. A community protected from the harmful effects of pollution and hazardous materials, hazardous waste and environmental contamination.



Policies

- 6.1 Clean drinking water.** Work with the Riverside County Department of Environmental Health and community organizations to educate families about the health risks of drinking from potentially contaminated wells and provide options for the families to obtain safe and clean water.
- 6.2 Water funding.** Seek funding to ensure adequate infrastructure and service delivery to provide safe drinking water and access to an adequate wastewater system within Coachella and within the City's sphere of influence.

- 6.3 Mold and lead hazards prevention.** Partner with the Riverside County Environmental Health and Public Health Departments to provide education and technical assistance in reducing mold and lead hazards in homes.
- 6.4 Agriculture-related hazards.** Protect residents and workers from the sometimes-harsh conditions and potentially harmful consequences of agricultural operations while preserving the vitality of the industry.
- 6.5 Worker safety.** Work with the county and community groups to educate agricultural workers, their families and employers about minimizing exposure to pesticides while at work and preventing the spread of harmful pesticides from the field to their homes and families.
- 6.6 Buffer zones.** Create buffer zones between agricultural and residential areas, schools and other sensitive receptors to protect community members from pesticides and herbicides.
- 6.7 Noticing.** Work with the farms to provide education about and inform nearby residences, schools, businesses, etc. about upcoming pesticide sprays and how to avoid negative impacts.
- 6.8 Pesticides on agricultural land.** Create and periodically update a master database of local agricultural land, nurseries and greenhouses that includes, to the extent feasible, information on soil quality, past and present use of herbicides and pesticides, past occurrences of contaminant releases and other historical events that could pose a health risk, so the City has accurate information when considering new development proposals or soil-mitigation projects.
- 6.9 Agricultural land project coordination.** Work with the Riverside County Department of Environmental Health and the Agricultural Commissioner's Office on regulating pesticide/hazardous materials upon conversion of an existing agricultural operation. Encourage property owners to coordinate with regulatory agencies concurrently with project design and development. A materials analysis (degree of contamination, scope of treatment, remediation and/or disposal measures) should be considered, initiated and documented in conjunction with the preliminary design, project review and construction. Develop a process to keep adjacent residents informed and protected throughout the stages of development, including the identification and remediation phases.
- 6.10 Agriculture soil quality.** Require testing of land previously used for agricultural purposes before new development. If contaminants are present, the soil must be treated and re-tested until levels are adequate, or if necessary, removed and replaced with clean soil, before any development on site.
- 6.11 Soil Quality.** Require soil testing for contaminants on sites that have historically, or currently, been exposed to chemical releases. If contamination does exist, require a remediation strategy to reduce or eliminate contamination on site.
- 6.12 Conversion to organic farming.** Incentivize the conversion of Coachella's farms to organic methods of agriculture that do not use chemical pesticides and herbicides.

- 6.13 Pesticide education to businesses.** Provide education to gardeners and landscape companies that do **business** in Coachella about alternatives to, and safer usage of, toxic pesticides and herbicides.
- 6.14 Proximity to pollution sources.** Avoid locating new sensitive uses such as schools, child-care centers, multifamily housing and senior housing in proximity to sources of pollution (e.g., I-10, truck routes, busy roadways and agricultural land where pesticides and chemical fertilizers are used regularly) and vice versa. Where such uses are located in proximity to sources of air pollution, use building design, construction and technology techniques to mitigate the negative affects of air pollution on indoor air quality. For guidance consult with the South Coast Air Quality Management District, CARB's *Air Quality and Land Use Handbook* or other more recent scientific studies or tools.
- 6.15 Regional air and water quality.** Track and publicly support regional, state and federal efforts that improve air and water quality to protect human and environmental health and minimize disproportionate impacts on sensitive population groups.

Goal 7. Severe Weather Hazards. A community that is minimally affected by high winds, dust storms, extreme temperatures and drought.

Policies

- 7.1 Climate and health indicators.** Monitor local changes in temperature, extreme heat days, heat waves, drought and precipitation patterns to inform policy and planning decisions.
- 7.2 Public awareness.** Develop a public awareness program, including educational materials, that provides information on what to do before, during and after a windstorm to protect life and property.
- 7.3 Backup energy sources.** Obtain and install backup power equipment for critical facilities to ensure they are functional during a power failure, resulting from a windstorm or earthquake, and ensure the equipment is in working condition at all times.
- 7.4 Below ground utilities.** Phase out and replace overhead electric lines with subsurface lines that will not be affected by fallen trees and branches during windstorms.
- 7.5 Tree trimming.** Enforce the national guidelines on tree trimming and vegetation management around electric transmission and communication lines to prevent or reduce the potential for felled branches or trees to cause power outages and disrupted communications.
- 7.6 Monitor severe weather losses and climate change-related hazards.** Monitor and regularly assess climate vulnerabilities. Create a database to track incidents of windstorms, dust storms and other severe weather events to develop a better understanding of the frequency, magnitude and costs associated with severe weather. Use this knowledge to determine the value of establishing a "bad weather" fund to pay for repairs, cleaning and other direct costs of severe weather. Periodically review the effectiveness of existing plans, programs, codes and ordinances in protecting health and safety

- 7.7 Populations at risk.** Identify populations that, due to economic or other circumstances, do not have the resources to cool or heat their living environment during hot summers, or cold winters, and thus may be at risk for temperature-related illnesses or death. During high heat or extreme cold events, check on these individuals, and if necessary, transport them to cooling centers or heated shelters.
- 7.8 Cooling centers and air conditioning.** Work with the City's emergency response team and community action partnership of Riverside County to expand access to the drop-in cooling centers for people vulnerable to high heat days. This should also include organizing a transportation-assistance program for individuals without access to vehicles, develop a robust heat warning system and provide up-to-date information to residents about cooling center locations and the health risks of extreme heat.
- 7.9 Workers' safety.** Enforce Cal-OSHA's Heat Illness Prevention Program, especially in the agricultural and construction sectors where employees are exposed to extreme heat conditions at outdoor worksites.
- 7.10 Wind barriers.** Encourage the preservation and establishment of additional wind barriers in the form of hedges and tree lines to reduce the effects of dust and sand.
- 7.11 Best management practices during construction and planting.** Enforce the use of water spray and other mitigation measures to control dust in grading and construction sites and in agricultural fields being prepared for planting. This may include prohibiting earthwork activities at construction sites and farms on windy days.

Goal 8. Disaster Preparedness. A community that has planned for emergency response and recovery from natural disasters, especially from earthquakes, flooding, and fire, and from civil unrest that may occur following a natural disaster.

Policies

- 8.1 Local Hazard Mitigation Plan:** The Local Hazard Mitigation Plan (LHMP) for the City of Coachella planning area was developed in accordance with the Disaster Mitigation Act of 2000 (DMA 200) and followed FEMA's 2011 Local Hazard Mitigation Plan guidance. The LHMP incorporates a process where hazards are identified and profiled, the people and facilities at risk are analyzed, and mitigation actions are developed to reduce or eliminate hazard risk. The implementation of these mitigation actions, which include both short and long-term strategies, involve planning, policy changes, programs, projects, and other activities. The Local Hazard Mitigation Plan can be found at this location:
<https://www.coachella.org/home/showpublisheddocument/10470/638816255571400000>.
- 8.2 Emergency response organization:** Maintain and update the emergency response organization consisting of representatives from all City departments, the Riverside County Fire and Sheriff Departments, local quasi-governmental agencies, private businesses, citizens, and other community partners involved in emergency relief and/or community-wide emergency-response services.

- 8.3 Ask the climate question.** Consider and plan for climate change-related hazards when conducting disaster preparedness exercises.
- 8.4 Regional hospital:** Provide incentives to establish a new hospital in the region that includes extensive redundant systems, including generators and its own water storage, to provide medical emergency services to the area.
- 8.5 Mutual aid:** Continue to maintain mutual aid agreements with neighboring cities and the Riverside County Operational Area.
- 8.6 Emergency exercises:** Participate in regional and local emergency exercises, such as the Great California ShakeOut, an annual statewide earthquake drill.
- 8.7 Maintain critical facilities:** Ensure to the fullest possible extent that, in the event of a major disaster, critical, dependent care and high-occupancy facilities remain functional. The Riverside County Fire Department, in their annual review of these facilities, will encourage owners and operators to maintain alternate emergency exits, emergency evacuation plans, emergency generators and anchor computers, shelving, and other non-structural elements.
- 8.8 Sensitive facilities:** Compile and maintain a list of facilities that because of population demands (such as mobility issues, construction type, location relative to a high hazard area or other factors) may have a high risk and specific needs requiring special response during a disaster.
- 8.9 Public preparedness:** Enhance public awareness and preparedness by encouraging residents and businesses to store supplies for self-reliance following a disaster. Emergency preparedness kits should include, at a minimum, a seven-day supply of drinking water and food for all members of the household or business, including pets.
- 8.10 Earthquake-preparedness educational programs:** Offer educational programs for residents and businesses regarding measures to take before, during, and after an emergency, and involve the public in the awareness of City emergency response plans, resources, risk reduction and mitigation measures.
- 8.11 Changing fire hazards.** When reviewing fire hazards, consider the increasing risk of wildfires and consider requiring enhanced fire protection measures.
- 8.12 Flood-preparedness educational programs.** Prepare and distribute informational materials to owners of properties within the flood zones (Zones A and X), as well as potential seismically induced inundation areas, regarding the potential for flooding in their area. It would include the potential for flooding of access routes to and from their neighborhoods. Continue to educate and remind the public of the risks of flooding and the uncertainties inherent in the flood hazard mapping.
- 8.13 Periodic reminders:** Periodically issue reminders to encourage residents to review and renew their earthquake-preparedness kits and other emergency preparedness materials and procedures.
- 8.14 Emergency response training:** Direct select City staff to coordinate with the Riverside County Fire Department and train in NIMS-compliant emergency response procedures to provide assistance as needed during emergency situations. This includes conducting emergency response exercises, including mock earthquake-

induced fire-scenario exercises, to evaluate and improve, as needed, the City's ability to respond to the multiple ignitions that an earthquake is likely to generate.

- 8.15 Community training programs:** Develop and hold regular training exercises that involve residents as much as possible, through the Community's Emergency Response Team (CERT) program, to empower individuals and neighborhoods to be self-reliant in the aftermath of a natural or man-made disaster.
- 8.16 Emergency shelters:** Review potential shelter locations and draw agreements, as needed, with the owners and operators of those facilities. Specific sheltering amenities that each of these facilities can provide, including restrooms and showers, whether cooking can be done on site, and whether family pets are allowed, should be identified so this information is available in advance of a disaster. Identify and procure shelter locations for horses and other large animals.
- 8.17 Local preparedness plans:** Continue to support the development of local preparedness plans and multi-jurisdictional cooperation and communication for emergency situations consistent with regional, state (SIMS), and federal standards, guidelines and/or recommendations (NIMS).

09 | INFRASTRUCTURE + PUBLIC SERVICES

INTRODUCTION

This Element establishes the City's long-term goals and policies for establishing and managing its infrastructure systems and public services. City facilities and public services sustain and support the smooth functioning and long-term health of the community. They require regular maintenance and upgrading to meet the demands of a growing population and to improve their environmental performance. The Infrastructure and Public Services Element provides information and policy guidance to ensure the provision of public facilities and services in order to support existing and new development in the City of Coachella.

Infrastructure decisions have widespread impact on housing, development, investment patterns and quality of life. As Coachella grows, so does the need for additional buildings to accommodate City personnel and infrastructure to provide capacity for everything from educational services to wastewater management. It is imperative to coordinate the timing of new development with the provision of adequate infrastructure, public facilities, and public services so services can keep pace with demand. Additionally, existing facilities are costly to maintain and update, and reliable revenue sources are required to maintain or replace aging infrastructure. At the same time, some existing facilities in Coachella are in need of upgrades and/or replacement.

Services and opportunities should be available and accessible to everyone in the community. At the same time, employment and economic benefits associated with building and maintaining infrastructure should be shared as well. The means for collecting revenues to support infrastructure improvements should be determined and applied in ways that are fair and do not disproportionately burden those with lower incomes. New development should not have a negative impact on existing residents and should contribute to City coffers so the current level of services can be maintained.

Policies supporting well-maintained infrastructure, excellent police as well as fire services are essential to achieve broader development objectives and support the future envisioned by the residents of Coachella. The Infrastructure and Public Services Element addresses the changing public service and infrastructure needs and provides for their logical and timely expansion to keep pace with growth.

OUR COMMUNITY'S GOALS

To achieve the community's vision as presented in Chapter 1 of the General Plan, the Infrastructure and Public Services Element is organized around the following broad goals.

- A healthy community with well maintained, efficient, high-quality public infrastructure facilities and services throughout the city. With tremendous growth potential on the horizon, the City needs fundamental parameters on how new infrastructure will be constructed and how those systems will be managed.
- Water supply facilities that meet future growth within the city and assure a high-quality and reliable supply of water to existing and future residents. As the City grows, it will be critical it continues to seek out new potable water and reclaimed water sources. Similarly, it is very important the City develop an adequate infrastructure plan and ensure new water infrastructure is phased in and funded by new development.
- Adequate and reliable sewer and wastewater facilities that collect, treat and safely dispose of wastewater. As with water supplies, it will be critical that the City continues to plan for and construct wastewater treatment and conveyance facilities to ensure it has the capacity to accommodate new development without having an impact to local water sources. It is also very important the City develop an infrastructure plan and ensure new wastewater infrastructure is phased in and funded by new development.
- Sufficient stormwater drainage facilities and services are environmentally sensitive, accommodate growth and protect residents and property. Proper planning now will help ensure the City can grow without increasing stormwater risks to new and existing development.
- An integrated solid waste management system that recycles resources locally and minimizes contributions to landfills. Just as the community desires to protect its environmental resources, minimizing waste generation is also an important goal. Future City efforts must also reduce waste generation so that the City can grow without substantively increasing its environmental footprint.
- Coachella residents, the business community and educational institutions are provided easy access to quality internet services, modern telecommunication services, and reliable energy throughout the City. Through collaboration with private and quasi-public utilities, Coachella can prepare for the provision of new services to future and existing residents and improve communication access without undue impact on the local environment.
- Improved public safety, increased fire safety and quality emergency medical services. Police and fire services are critical public services provided to the community and it will be very important that new development is coordinated with City services so as to protect existing service coverage.

GOALS AND POLICIES

Goals 1. Citywide Utilities. A healthy community with well maintained, efficient, high-quality public infrastructure facilities and services throughout the city.

Policies

- 1.1 Provision of service.** Continue to provide and maintain adequate water, wastewater and stormwater drainage utility services to areas currently receiving these services from the City. Shall provide and maintain adequate water, wastewater, and stormwater drainage utility services to areas in the City that do not currently receive these services upon funding and construction of the infrastructure necessary to provide these services.
- 1.2 Service standards.** Establish and maintain service standards for water, wastewater, stormwater drainage and solid waste services.
- 1.3 Cost-efficient services.** Continue to provide sustainable utility services and infrastructure in a cost-efficient manner.
- 1.4 Development phasing.** Ensure that new public facilities and services are phased in, in conjunction with the approved urban development it's intended to serve.
- 1.5 New development infrastructure costs.** Require new developments to provide adequate facilities or pay its fair share of the cost for facilities needed to provide services to accommodate growth without adversely impacting current service levels.
- 1.6 Remedying inadequate capacities.** Develop and implement a financing strategy and assess fees to construct needed water, wastewater, stormwater drainage, and solid waste facilities to maintain established service levels and to mitigate development impacts to these systems (e.g., pay capital costs associated with existing infrastructure that has inadequate capacity to serve new development). The City shall also assist developers in identifying funding mechanisms to cover the cost of providing utility services in infill areas.
- 1.7 Infill.** Identify and prioritize infill areas for infrastructure improvements.
- 1.8 Joint-use facilities.** Support the development of joint-use water, drainage and other utility facilities as appropriate in conjunction with schools, parks, golf courses and other suitable uses to achieve economy and efficiency in the provision of services and facilities.
- 1.9 Land use compatibility.** Ensure public utility facilities are designed to be safe, aesthetically pleasing, and compatible with adjacent uses.
- 1.10 Minimized environmental impacts.** Locate and design utilities to avoid or minimize any impact to environmentally sensitive areas and habitats.
- 1.11 Municipal districts.** Coordinate with utility agencies to investigate, and possibly create, a Municipal Utility District for the City to manage and distribute all local utilities to residents, business, and government facilities.

Goals 2. Water Supply Facilities. Water supply facilities that meet future growth within the city and assure a high-quality and reliable supply of water to current and future residents.

Policies

- 2.1** Water rights. Exercise and protect City water rights and entitlements in perpetuity.
- 2.2** Water Master Plan. Adopt and maintain a Water Master Plan with defined infrastructure and facilities, capital improvement schedules and funding resources.
- 2.3** Water service quality. Maintain water storage, distribution and treatment infrastructure in good working condition in order to supply domestic water to all users with adequate quantities, flow and pressure.
- 2.4** Water supply planning. Prepare, implement and maintain long-term, comprehensive water supply plans, like the Urban Water Management Plan.
- 2.5** Water supply for new development. Ensure water supply capacity and infrastructure capacity is in place before granting building permits for new development.
- 2.6** Expanding water supply. If water supply is not adequate to supply new development, require new water supplies be secured before granting building permits for new development.
- 2.7** Long-term water supply. Ensure the provision of water services is consistent with the growth planned for the General Plan area, including the Sphere of Influence.
- 2.8** Fair-share costs. Establish connection fees to ensure all development has adequate infrastructure for the provision of water and require real property be dedicated when new water facilities are required to serve a development.
- 2.9** Water supply source protection. Protect local groundwater resources from localized and regional contamination sources such as septic tanks, underground storage tanks, industrial businesses and urban runoff.
- 2.10** Infrastructure maintenance and repair. Replace and repair water distribution infrastructure as needed to improve water delivery and fire flow; maintain healthy and safe drinking water for all residents and businesses.
- 2.11** Water conservation. Implement water conservation programs aimed at reducing demands from new and existing development.
- 2.12** Water conservation promotion. Promote water conservation through municipal applications, public education, incentive programs and standards for new and retrofitted development.
- 2.13** Water-efficient landscaping. Require the use of water-efficient landscaping in all new development.
- 2.14** Grey water. Strongly encourage new development to utilize on-site grey water systems.
- 2.15** Reclaimed water. Expand the use of reclaimed water for irrigation and other applications.

- 2.16 Reclaimed water infrastructure.** As existing water distribution infrastructure is replaced, consider adding reclaimed water distribution systems to minimize construction costs. To the extent feasible, the replacement should be concurrent with major infrastructure or development projects within the City.
- 2.17 Reclaimed water use.** To promote water conservation and increase the use of reclaimed water, use reclaimed water in City-owned parks, plazas, landscaped medians and other public spaces and in privately-owned open spaces wherever feasible.
- 2.18 Groundwater replenishment.** Cooperate with CVWD and other agencies to develop groundwater replenishment programs to ensure viability of the groundwater aquifer in the east Whitewater basin.
- 2.19 Well contamination.** Prepare management plans for wells that have been contaminated for wells that have poor quality water to increase water quality.

Goals 3. Wastewater Systems. Adequate and reliable sewer and wastewater facilities that collect, treat and safely dispose of wastewater.

Policies

- 3.1 Wastewater treatment capacity.** Provide sufficient wastewater conveyance, storage and pumping capacity for peak sanitary sewer flows.
- 3.2 Sewer Master Plan.** Adopt and maintain a Sewer Master Plan with defined infrastructure and facilities, capital improvement schedules and funding sources.
- 3.3 Facility design.** Ensure that public facilities and infrastructure are designed and constructed to meet ultimate capacity needs to avoid the need for future upsizing. For facilities subject to incremental upsizing, initial design shall include adequate land area and any other elements not easily expanded in the future. Infrastructure and facility planning should discourage oversizing of infrastructure which could contribute to growth beyond what was anticipated in the General Plan.
- 3.4 Wastewater treatment capacity for new development.** Ensure that wastewater treatment and conveyance capacity is in place before to granting building permits for new development.
- 3.5 Fair-share costs.** Require new development fund fair-share costs associated with the provision of wastewater service through the collection of development impact fees and connection fees to ensure all development has adequate infrastructure for a wastewater collection and treatment system.
- 3.6 Expanding water supply.** If water supply is not adequate to supply new development, require new water supplies be secured before granting building permits for new development.
- 3.7 Long-term wastewater treatment capacity.** Ensure the provision of wastewater treatment capacity is consistent with the growth planned for the General Plan area, including the Sphere of Influence.
- 3.8 Illegal wastewater disposal.** Abate illegal onsite wastewater disposal systems within the incorporated area of the City and coordinate with the County and affected

property owners to remediate inadequate or substandard onsite wastewater disposal systems within unincorporated areas.

- 3.9 Sewer system connections.** Require connection to the sewer system of all new development at densities of one unit per acre or greater. New development at rural densities or in areas with extremely difficult and/or expensive sewer construction, for example the Mecca Hills, may be accommodated by private septic systems provided there are no negative health and safety impacts and subject to review and approval by the City Council, the Coachella Sanitary District, the Riverside County Environmental Health Department, the Coachella Valley Water District, and the Regional Water Quality Control Board.

Goals 4. Stormwater Capacity. Sufficient stormwater drainage facilities and services that are environmentally sensitive, accommodate growth and protect residents and property.

Policies

- 4.1 Drainage System Master Plan.** Adopt and maintain a Drainage System Master Plan with defined infrastructure and facilities, capital improvement schedules and funding sources.
- 4.2 New stormwater facilities.** Ensure all new drainage facilities are adequately sized and constructed to accommodate stormwater runoff in urbanized areas.
- 4.3 Regional stormwater facilities.** Coordinate efforts with Riverside County and other agencies in the development of regional stormwater facilities.
- 4.4 Fair-share costs.** Require new development fund fair-share costs associated with the provision of stormwater drainage to ensure all development has adequate stormwater drainage protection.
- 4.5 New development.** Require the preparation of drainage studies that evaluate adherence to City stormwater design requirements and incorporate measures to prevent on- or off-site flooding with all new development applications.
- 4.6 Stormwater Pollution Prevention.** Cooperate in regional programs to implement the National Pollutant Discharge Elimination System program.
- 4.7 Stormdrain monitoring.** Routinely monitor and evaluate the effectiveness of the storm drain system and make adjustments as needed.
- 4.8 Agricultural tile lines.** Coordinate with CVWD to identify existing agricultural tile lines to ensure the continued viability of the system.
- 4.9 Property dedication.** Require the dedication of real property and improvements of that property when new stormwater drainage facilities are required to serve a development.

Goals 5. Solid Waste Management. An integrated solid waste management system that recycles resources locally and minimizes contributions to the county landfill.

Policies

- 5.1 Lead by example.** Serve as a role model to businesses and institutions regarding purchasing decisions that minimize the generation of solid waste in addition to encouraging all City staff to recycle at City facilities.
- 5.2 Reduce use of toxics.** Reduce the use of disposable, toxic, or nonrenewable products in City operations.
- 5.3 Solid Waste Diversion and Recycling.** Meet or exceed the state's solid waste diversion requirements under AB 939.
- 5.4 Zero waste.** Strive for zero waste to landfills by 2040 through reusing, reducing and recycling solid waste and using conversion technology if appropriate.
- 5.5 Disposal capacity.** Continue to coordinate with Riverside County in providing long-term landfill disposal capacity.
- 5.6 Hazardous materials.** Prohibit the disposal of hazardous materials into the municipal waste stream.
- 5.7 Collection service.** Provide trash collection services to commercial and residential developments.
- 5.8 Neighborhood clean-up program.** Consider creation and sponsorship of a Neighborhood Clean-Up Program.
- **5.9 Greener waste management practices.** Support on-going green waste recycling efforts and facilitate composting opportunities for Coachella residents and businesses in order to reduce surface ozone pollution and offset greenhouse gas emissions and provide soil nutrients.
- 5.10 Electronic waste.** Coordinate with businesses that recycle electronic waste to provide convenient collection/drop off locations for city residents.
- 5.11 Education.** Sponsor solid waste educational programs on backyard waste composting and grasscycling (i.e., mulching grass clippings back into the lawn).
- 5.12 Construction materials.** Encourage use of recycled materials in new construction.
- 5.13 Construction and demolition debris.** Require recycling and reuse of construction wastes, including recycling materials generated by the demolition and remodeling of buildings, with a minimum diversion of 75% by weight.
- 5.14 Recyclable materials.** Encourage the use of recycled paper and other recycled materials in all City operations.
- 5.15 On-site collection and storage of recyclables.** Require new public and private buildings to be designed with on-site storage facilities for recycled materials.
- 5.16 Public education.** Expand public education programs about waste reduction and diversion strategies

Goals 6. Telecommunications and Utilities. Coachella residents, the business community and educational institutions are provided easy access to quality internet services, modern telecommunication services, and reliable energy throughout the city.

Policies

- 6.1 Private utilities.** Work with private and quasi-public utilities to ensure the adequate provision of energy and telecommunications service that meets the needs of the community.
- 6.2 Range of access.** Work with service providers to ensure access to and availability of a wide range of state-of-the-art telecommunication systems and services for households, businesses, institutions and public agencies throughout the city.
- 6.3 Expanding service.** Work with utility companies to retrofit areas that are not served by current telecommunication technologies and shall provide strategic long-range planning of telecommunication facilities for newly developing areas, as feasible.
- 6.4 Innovation.** Encourage local industries, higher educational institutions and other entities to support innovation in the design and implementation of state-of-the-art telecommunication technologies and facilities.
- 6.5 Co-location of facilities.** Encourage compatible co-location of telecommunication facilities and work with utility companies to provide opportunities for siting telecommunications facilities on City-owned property and public right-of-ways.
- 6.6 Smart communities.** Establish requirements for the installation of state-of-the-art internal telecommunications technologies in new large-scale planned communities, office and commercial developments (e.g., wiring of all new housing and businesses).
- 6.7 High-voltage lines.** Coordinate with the electrical utilities on the location of future high voltage corridors and the effects produced by high voltage electrical facilities in power corridors and electrical substations.
- 6.8 Utility line undergrounding.** Require undergrounding of all new publicly owned utility lines, encourage undergrounding of all privately owned utility lines in new developments and work with electricity and telecommunications providers to underground existing overhead lines.
- 6.9 Utility siting standards.** Coordinate with the appropriate utility purveyors to develop local standards for the location and design of natural gas, electrical and telecommunications facilities where such improvements are visible along street frontages.
- 6.10 Transmission corridors.** Encourage the shared use of major transmission corridors and other appropriate measures as a means of preserving the aesthetic resources of the City and to lessen the visual impact of such development. The City shall work with the appropriate agencies in developing these corridors for recreational use.

Goals 7. Police and Fire Services. Improved public safety, increased fire safety and quality emergency medical services.

Policies

- 7.1 Quality of service. Provide courteous, responsive and efficient police services.
- 7.2 Service efficiency. Strive to continuously improve the performance and efficiency of the police department.
- 7.3 Service ratio. To the extent feasible, raise the ratio of police officers to residents to a minimum of 1.3 officers per 1,000 residents, and maintain personnel and facilities in the police department necessary to provide the best response time feasible.
- 7.4 Serving current and future growth. The police department will maintain adequate police staffing, performance levels and facilities to serve the existing Coachella population as well as its future growth.
- 7.5 Review of new development. Encourage the police department will continue to work with the Community Development Department to review and modify development proposals to incorporate “defensible space” concepts and other public safety design concepts into new development.
- 7.6 Anti-crime programs. Develop anti-crime programs and implement them through coordination with schools, neighborhoods, churches and other governmental agencies.
- 7.7 Alternative funding. Explore innovative options of funding additional sworn officers, support staff and equipment through the use of federal and state grants.
- 7.8 Development impacts. Require new development in the City to mitigate project-related impacts to police and fire services.
- 7.9 Fire service improvements. Work with the Riverside County Fire Department to continuously improve the performance and efficiency of fire protection services for Coachella.
- 7.10 Fire service equipment. Work with the Riverside County Fire Department to ensure adequate fire-fighting and EMS infrastructure, equipment and personnel to provide a high level of fire and emergency medical service in Coachella to meet growing demands.
- 7.11 Fire service facility improvements. In coordination with the Riverside County Fire Department and surrounding cities, support the replacement of old and outdated fire facilities with new facilities containing the necessary infrastructure and design features to adequately support fire and emergency functions for the area.
- 7.12 Fire service response standards. Work with the Riverside County Fire Department to manage the distribution of fire stations and seek goals of 2.0 personnel per 1,000 population, provide fire protection within a 1.5 mile radius from the fire stations, and five-minute response times.
- 7.13 Water pressure. Ensure that sufficient water service and pressure is available throughout the City for use in firefighting.

- 7.14 Service funding.** Explore funding sources, such as impact fees from development or parcel taxes, to ensure a high level of fire services for the City.
- 7.15 Pre-emption technology.** The Police, Fire and Public Works Departments shall coordinate to install traffic signal pre-emption technology for emergency response vehicles in appropriate locations in the City, as funding and capital programming allow.
- 7.16 Fair-share contributions.** Establish a development impact fee program that requires individual development projects to pay fair-share contributions to public safety infrastructure needs.

INTRODUCTION

The Noise Element of the General Plan is a comprehensive program for including noise control in the planning process. It is a tool for local planners to use in achieving and maintaining land uses that are compatible with environmental noise levels. The Noise Element identifies noise sensitive land uses and noise sources, and defines areas of noise impact for the purpose of developing and implementing programs to ensure that Coachella residents will be protected from excessive noise intrusion.

Approximately 1,339 acres (27.7%) of Coachella's 4,924 acres of non-agricultural or vacant land are residential, and those are considered the most noise-sensitive. Other noise-sensitive land uses include schools, hospitals and other long-term care medical facilities, libraries and parks.

The predominant noise source in Coachella, as in most communities, is motor vehicles. The city includes a range of facilities including regional freeways, major highways and other arterials, and collector and local streets. The highest volume roadways in the city are SR111, which runs northwest to southeast through the community and is referred to as Indio Boulevard north of Harrison Street and Grapefruit Boulevard south of Harrison Street; the SR86S freeway, which parallels SR111 about one mile east on the other side of the Whitewater River; and Harrison Street, which runs north to south through the middle of Coachella from SR111 and beyond the southern city limits. Other major sources of noise in Coachella include the railway that runs through Coachella along the east side of SR111 and factories, processing and distribution facilities such as the Coronet Concrete plant located on the northwest corner of Grapefruit Boulevard and 1st Street. Other, less significant noise sources in Coachella include aircraft overflights, air conditioning units and other mechanical equipment on buildings, landscaping equipment and human speech. None of these sources significantly contribute to overall noise levels when compared to traffic noise. The airport closest to Coachella is Jacqueline Cochran Regional Airport, located approximately two miles south of central Coachella on the south side of Airport Boulevard. Additional details on the noise environment, measurement locations, and projected future noise contours can be found in Appendix A.

OUR COMMUNITY'S GOALS

As Coachella continues to grow, traffic levels and traffic-related noise is expected to increase. As demonstrated in this Noise Element, noise levels are forecast to exceed City standards in some areas if not properly attenuated. The goals and policies below reflect the City's fundamental responsibility and desire to protect and preserve the health, safety and welfare of the community from excessive noise, as defined in the City's Land Use/Noise Compatibility Matrix, shown in Figure 10-1: Coachella Land Use/Noise Compatibility Matrix.

Figure 10-1: Coachella Land Use/Noise Compatibility Matrix

Figure 10-1 shows which land uses are satisfactory within different noise environments. Green indicates an acceptable noise level within which a use could be located. Red indicates an unacceptable noise level within which a use could be located.

LAND USE CATEGORIES		CNEL					
CATEGORIES	USES	55	60	65	70	75	80
RESIDENTIAL	Single Family, Duplex, Multiple Family	Green	Green	Yellow	Yellow	Orange	Red
RESIDENTIAL	Mobile Homes	Green	Green	Yellow	Orange	Orange	Red
COMMERCIAL - Regional, District	Hotel, Motel, Transient Lodging	Green	Green	Yellow	Yellow	Orange	Red
COMMERCIAL - Regional, Village District, Special	Commercial Retail, Bank, Restaurant, Movie Theater	Green	Green	Green	Green	Yellow	Yellow
COMMERCIAL INDUSTRIAL	Office Building, Research and Development, Professional Offices, City Office Building	Green	Green	Green	Yellow	Yellow	Orange
COMMERCIAL - Recreation INSTITUTIONAL - Civic Center	Amphitheater, Concert Hall Auditorium, Meeting Hall	Yellow	Yellow	Orange	Orange	Red	Red
COMMERCIAL - Recreation	Children's Amusement Park, Miniature Golf Course, Go-cart Track, Equestrian Center, Sports Club	Green	Green	Green	Yellow	Yellow	Red
COMMERCIAL - General, Special INDUSTRIAL, INSTITUTIONAL	Automobile Service Station, Auto Dealership, Manufacturing, Warehousing, Wholesale, Utilities	Green	Green	Green	Green	Yellow	Yellow
INSTITUTIONAL - General	Hospital, Church, Library, School Classroom	Green	Green	Yellow	Orange	Orange	Red
OPEN SPACE	Parks	Green	Green	Green	Yellow	Orange	Red
OPEN SPACE	Golf Course, Cemeteries, Nature Centers, Wildlife Reserves, Wildlife Habitat	Green	Green	Green	Green	Yellow	Orange
AGRICULTURE	Agriculture	Green	Green	Green	Green	Green	Green

INTERPRETATION

ZONE A (GREEN)
CLEARLY COMPATIBLE

Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal construction, without any special noise insulation requirements.

ZONE B (YELLOW)
NORMALLY COMPATIBLE

New construction or development should be undertaken only after an analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, with closed windows and fresh air supply systems or air conditioning will normally suffice.

ZONE C (ORANGE)
NORMALLY INCOMPATIBLE

New construction or development should be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.

ZONE D (RED)
CLEARLY INCOMPATIBLE

New construction or development should generally not be undertaken.

* Construction of new residential uses will not be allowed within the 65 dBA CNEL contour for airport noise.

GOALS AND POLICIES

Goal 1. Land Use Planning and Design. A community where noise compatibility between differing types of land uses is ensured through land use planning and design strategies.

Policies

- 1.1 Noise Compatibility.** Use the City's Land Use/Noise Compatibility Matrix shown in Figure 10-1 as a guide for planning and development decisions.
- 1.2 Noise Analysis and Mitigation.** Require projects involving new development or modifications to existing development to implement mitigation measures, where necessary, to reduce noise levels to at least the normally compatible range shown in the City's Land Use/Noise Compatibility Matrix in Figure 10-1. Mitigation measures should focus on architectural features, building design and construction, rather than site design features such as excessive setbacks, berms and sound walls, to maintain compatibility with adjacent and surrounding uses.
- 1.3 Mixed Use.** Require mixed-use structures and areas be designed to prevent transfer of noise from commercial uses to residential uses, and ensure a 45 dBA CNEL level or lower for all interior living spaces.
- 1.4 County and Regional Plans.** Periodically review county and regional plans for transportation facilities and airport operation, to identify and mitigate the potential impact of noise on future development.
- 1.5 Airport Land Use Planning.** Comply with all applicable policies contained in the Riverside County General Plan Noise Element relating to airport noise, including those policies requiring compliance with the airport land use noise compatibility criteria contained in the airport land use compatibility plan for Jacqueline Cochran Regional Airport; and those policies prohibiting new residential land uses, except construction of single-family dwellings on legal residential lots of record, within the 60 dB CNEL contour of this airport.
- 1.6 Land Use and Community Design.** Except in cases where noise levels are in the clearly incompatible range as shown in the City's Land Use/Noise Compatibility Matrix shown in Figure 10-1, prioritize the building design and character policies in the Land Use and Community Design Element over those in the Noise Element to ensure that new development meets the design vision of the City.

Goal 2. Stationary Source Noise. A community where excessive noise from stationary sources is minimized.

Policies

- 2.1 Noise Ordinance.** Minimize noise conflicts between neighboring properties through enforcement of applicable regulations such as the City's noise ordinance.
- 2.2 Noise Control.** Minimize stationary noise impacts on sensitive receptors and noise emanating from construction activities, private developments/residences, landscaping activities, night clubs and bars and special events.
- 2.3 Entertainment Uses.** Require entertainment, restaurants, and bars engage in responsible management and operation to control activities of their patrons on-site, within reasonable and legally justifiable proximity to minimize noise impacts on adjacent residences and other noise-sensitive receptors, require mitigation, as needed, for development of entertainment uses near noise-sensitive receptors.
- 2.4 Industrial Uses.** Require industrial uses engage in responsible operational practices that minimize noise impacts on adjacent residences and other noise-sensitive receptors require mitigation as needed for development of industrial uses near noise-sensitive receptors.

Goal 3. Mobile Source Noise. A community where excessive noise from mobile sources is minimized.

Policies

- 3.1 Roadway Noise.** Where roadway noise exceeds the normally compatible range shown in the City's Land Use/Noise Compatibility Matrix shown in Figure 10-1, implement policies listed under Goal 1 to reduce the impacts of roadway noise on noise-sensitive receptors.
- 3.2 Traffic Calming.** Where roadway noise exceeds the normally compatible range shown in the City's Land Use/Noise Compatibility Matrix shown in Figure 10-1, consider the implementation of traffic calming measures such as reduced speed limits or roadway design features to reduce noise levels through reduced vehicle speeds and/or diversion of vehicle traffic.
- 3.3 Railway Noise.** Ensure noise from rail lines is taken into account during the land use planning and site development processes.

11 | HOUSING

INTRODUCTION

The Housing Element addresses existing and future housing needs for persons of all economic groups in the city. The Housing Element is a tool for use by citizens and public officials in understanding and meeting the housing needs in Coachella.

Recognizing the importance of providing adequate housing in all communities, the State has mandated a housing element within every general plan since 1969. It is one of the seven elements required by the State. Article 10.6, Section 65580–65589.8, Chapter 3 of Division 1 of Title 7 of the Government Code sets forth the legal requirements of the housing element and encourages the provision of affordable and decent housing in all communities to meet statewide goals. Specifically, Section 65580 states that the element shall consist of “identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives, financial resources and scheduled programs for the preservation, improvement, and development of housing.” The element must also contain a housing plan with quantified objectives for the implementation of the goals and objectives of the housing element. The contents of the element must be consistent with the other elements of the general plan.

Meeting the housing needs established by the State is an important goal for the City of Coachella. As the population of California continues to grow and scarce resources decline, it becomes more difficult for local agencies to create adequate housing opportunities while maintaining a high standard of living for all citizens in the community. State law recognizes that housing needs may exceed available resources and therefore does not require that the City’s quantified objectives be identical to the identified housing needs. This recognition of limitations is critical, especially during this period of financial uncertainties in both the public and private sectors.

Section 65583(b)(2) states, “It is recognized that the total housing needs...may exceed available resources and the communities’ ability to satisfy the need. Under these circumstances, the quantified objectives need not be identical to the identified existing housing needs but should establish the maximum number of housing units that can be constructed, rehabilitated, and conserved over a five-year time frame.”

PURPOSE

The State of California has declared that “the availability of housing is of vital statewide importance and the early attainment of decent housing and a suitable living environment for every California family is a priority of the highest order.” In addition, government and the private sector should make an effort to provide a diversity of housing opportunities and accommodate regional housing needs through a cooperative effort, while maintaining a responsibility toward economic, environmental, fiscal factors, and community goals within the General Plan.

State housing element law requires “an assessment of housing needs and an inventory of resources and constraints relevant to the meeting of these needs.” The law requires:

- An analysis of population and employment trends
- An analysis of the City's fair share of the regional housing needs
- An analysis of household characteristics
- An inventory of suitable land for residential development
- An analysis of the governmental and non-governmental constraints on the improvement, maintenance, and development of housing
- An analysis of special housing needs
- An analysis of opportunities for energy conservation
- An analysis of publicly assisted housing developments that may convert to non-assisted housing developments

The purpose of these requirements is to develop an understanding of the existing and projected housing needs within the community and to set forth policies and schedules, which promote preservation, improvement, and development of diverse types and costs of housing throughout Coachella.

ORGANIZATION OF THIS ELEMENT

The Housing Element contains community goals; housing goals, policies, and actions; and quantified objectives. The Housing Element is supported by the Housing Technical Appendix (Appendix B of the General Plan), which provides the following:

- **Public Participation.** This section highlights the public participation process and outcomes.
- **General Plan Consistency.** This section outlines state requirements and identifies how this Housing Element is consistent with the other elements of the City's General Plan.
- **Community Profile.** This section provides information about demographic trends, household characteristics, special needs groups, and affordable housing units at risk of converting to market-rate housing units.
- **Housing Opportunities and Resources.** This section includes the City's fair-share housing allocation, the inventory of vacant residential land, financial resources for affordable housing, and opportunities for energy conservation.
- **Housing Constraints.** This section provides information and analysis of various governmental and non-governmental constraints to the development of affordable housing.

OUR COMMUNITY'S GOALS

The Housing Element is designed to address existing and future housing needs of all types for persons of all economic groups in the city. During the Housing Element update process, the citizens of Coachella, along with the City Council and the Planning Commission, provided their ideas for how the City should address these housing issues. They identified the unique aspects of the city as well as the vision for the growth as Coachella transforms from a small town into a medium-sized city. As part of this process, the community identified key land use and community design concepts, described below, which are the foundation both for the City's future land-use vision and the development of General Plan designations and for the specific goals and policies contained in this element, as well as elsewhere in the General Plan.

To achieve the community's vision, the Housing Element is organized around the following broad goals:

- Adequate housing in the city by location, price, type, and tenure, especially for those of low and moderate income and households with special needs.
- Balanced growth in the city with residential development constructed at suitable sites.
- Conservation and improvement of the existing affordable housing stock within the city.
- Reduced residential energy usage within the city resulting in reduced housing costs.
- Equal housing opportunities for all residents of the city regardless of race, religion, marital status, age, sex, nationality, physical or developmental disability, family size, and level and source of income.
- Maintenance, improvement, and development of housing commensurate with local needs.
- Adequate housing to meet the needs of all economic segments of the community.
- Preservation of existing affordable housing opportunities for lower-income residents of the city.

GOALS, POLICIES, AND IMPLEMENTATION ACTIONS

Goal 1. Adequate Housing. Adequate housing in the city by location, price, type, and tenure, especially for those of lower income and households with special needs.

Policies

- 1.1 Land Use Controls.** Use the Land Use Element of the General Plan and the Zoning Code to ensure the availability of adequate sites for a variety of housing types.
- 1.2 Varying Densities.** Employ a range of housing densities to provide housing for all economic segments of the community consistent with good planning practice.
- 1.3 Infill and Contiguous Land.** Maximize use of vacant land within the city and contiguous to existing development in order to reduce the cost of off-site improvements and create a compact city form.
- 1.4 Compatible Uses.** Ensure the compatibility of residential areas with surrounding uses through the separation of potentially hazardous or damaging uses, construction of adequate buffers, and other planning and land use techniques.
- 1.5 Housing Downtown.** Promote higher-density and mixed-use redevelopment within the downtown area.
- 1.6 Services and Facilities.** Require that adequate public and private services and facilities are or will be provided to all new residential developments as a prerequisite for their approval.
- 1.7 Adaptive Reuse.** Investigate the adaptive reuse of vacant commercial structures in the downtown area for housing, possibly in a mixed-use fashion.
- 1.8 Innovative Construction.** Promote and encourage the use of innovative construction techniques.

IMPLEMENTATION ACTIONS

Action 1.1: The City will adopt the updated General Plan Land Use Element to provide for a wide range of housing opportunities, suitable for residents of all income levels. Following General Plan adoption, the City will conduct a study that analyzes changes needed to the Zoning Code to implement the new General Plan and will then complete a comprehensive Zoning Code update. Once the City's General Plan and Zoning Code are adopted, the City's standards will:

- Provide adequate, suitable sites for the construction of new housing, reflecting a variety of housing types and densities;
- Explore and establish mechanisms such as incentives and funding to promote and preserve housing affordability in targeted growth areas;
- Meet the requirements of state housing law;
- Facilitate housing in a variety of neighborhood styles;
- Allow mixed-use residential development; and
- Ensure the compatibility of residential areas with surrounding commercial and other nonresidential uses.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: General Plan update adopted in early 2014, Compatibility Study completed by 2014, Zoning Code updated by 2015, Examine potential affordable housing incentives annually or as needed when projects are proposed, establish incentives in conjunction with the Zoning Code update by 2015.

Action 1.2: Continue to utilize environmental and other development review procedures to ensure that all new residential developments are provided with adequate public and private facilities and services. Require documentation of the adequate services and facilities that are or will be provided as a condition of approval.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 1.3: While the new General Plan standards will create ample opportunity for higher-density housing appropriate to meet the lower-income RHNA for the 2008–2014 and 2014–2022 planning periods, zoning standards are not yet in place to facilitate development at planned General Plan densities. Thus, as part of the planned Zoning Code update, the City will ensure that the new zoning standards facilitate housing development at new General Plan densities to accommodate the remaining 2008–2014 RHNA of 1,916 units and the remaining 2014–2022 RHNA of 2,542 lower-income units. Potential rezone sites are listed in Table B-49. It is anticipated that sites rezoned to meet this remaining RHNA will be those located in the Urban Neighborhood and Urban Employment land use areas, which have planned minimum densities of 20 and 30 units per acre, respectively.

The City will ensure that sites made available through zoning changes to meet the Coachella's remaining 2008–2014 RHNA and remaining 2014–2021 lower-income RHNA meet the following criteria:

- Require a minimum density of 20 units per acre
- Be of adequate size to accommodate at least 16 units per site
- Allow multi-family residential development “by right” (without discretionary review)
- At least 50 percent of sites will allow residential uses only

Responsible Agency: Community Development and Building Departments

Financing: Department budgets

Time Frame: Sites will be made available within one year of Housing Element adoption.

Action 1.4: Evaluate opportunities for parcel assembly and the use of underutilized sites for affordable housing. Discuss housing development potential with developers and consider relaxing development standards and prioritizing application processing to facilitate housing on these sites. Communicate with developers regarding the variety of housing development options available for these sites under the new General Plan.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 1.5: Regularly post housing data, such as information on building permits, vacancy rates, and availability of funding sources, on the City's website and provide the information in a hard copy, available upon request.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: 2014; updated every 6 months thereafter

Action 1.6: Encourage developers to provide units with three or more bedrooms, suitable to house large households. In addition, identify incentives for development of housing suitable for families with children, with family members requiring assistance, and multigenerational families. Encourage and where feasible incentivize developers to construct new units that include a full bathroom and bedroom on the first floor.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Offer incentives and work with developers as projects are processed through the Community Development Department.

Action 1.7: Consider preparing a study to explore the benefits and impacts of an inclusionary housing ordinance. The study will:

- Determine an appropriate percentage of affordable units and potential level of affordability;

- Analyze potential program options including the provision of below market rates on- and off-site as well as land dedication and in-lieu fee options; and
- Examine administrative resources required to administer an inclusionary program.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: 2014

Action 1.8: Facilitate development on large sites designated for high-density housing by communicating with developers regarding housing opportunities for these sites, providing priority subdivision processing, and utilizing the new Master Plan review process (as described in the draft General Plan Land Use Element) to facilitate affordable unit development. Work with land owners and developers to create sites ranging from one to 10 acres in size that are feasible and appropriate for the development of affordable housing.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Adopt the Master Plan process as part of the new General Plan in early 2014; engage in ongoing dialogue with developers; and offer priority subdivision processing as applications are submitted.

Goal 2. Conservation and Improvement. A preserved and well-maintained existing affordable housing stock.

Policies

- 2.1 Rehabilitation Funds.** Continue to use available state and federal funds for housing rehabilitation, in a manner that will benefit the largest number of lower-income households, including those with extremely low income.
- 2.2 Overcrowding.** Allow utilization of rehabilitation assistance funds to alleviate overcrowded conditions.
- 2.3 Unit Rehabilitation.** Encourage the rehabilitation of substandard dwelling units instead of requiring their demolition, whenever possible, to preserve the existing affordable housing stock.
- 2.4 Neighborhood Enhancement.** Utilize the neighborhood enhancement capabilities of the City to ensure that property owners renting unsanitary and unsafe housing units correct identified code violations.
- 2.5 Code Enforcement.** Ensure that all new housing units constructed in the city are safe and livable through vigorous enforcement of the Uniform Building Code.
- 2.6 Substandard Units.** Pursue the removal and replacement of substandard units that cannot be rehabilitated.
- 2.7 Neighborhood Character.** Preserve the physical character of existing neighborhoods.

IMPLEMENTATION ACTIONS

Action 2.1: Continue to implement the City's Residential Rehabilitation Program as funding is available. Allow funds to be used to alleviate overcrowding, make improvements to accommodate the special needs of elderly and disabled residents, including persons with developmental disabilities, and improve energy efficiency. The City will continue to advertise the program on the City's website, share program information with service organizations, and post program information in City Hall.

Responsible Agency: Community Development Department

Funding: CDBG and HOME

Time Frame: Ongoing

Action 2.2: Continue to monitor housing conditions throughout the city, and periodically conduct formal housing condition surveys.

Responsible Agencies: Community Development and Building Departments

Funding: Department budgets and (for housing condition surveys) CDBG Planning/Technical Assistance Grants

Time Frame: 2014 and as funding is available through 2021

Action 2.3: Continue to implement the abandoned and vacant property ordinances, enforce proactive neighborhood enhancement policies, and explore new methods of eliminating unsightly property conditions in residential areas.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 2.4: Continue to monitor health and safety issues related to substandard mobile home parks located within the city limits and those within the City's sphere of influence. Explore funding opportunities for a loan or grant program to assist with mobile home unit and park repairs and improvements as well as mobile home ownership.

Responsible Agency: Coachella Community Services Department

Funding: Department budget

Time Frame: Explore program by 2015, monitoring ongoing

Action 2.5: Maintain a representative and an alternate to the CVAG Housing Committee to consistently represent the City in discussions regarding housing issues.

Responsible Agency: Community Development Department, City Council

Funding: General Fund

Time Frame: Annually

Action 2.6: Participate in the SAFE Cities Committee and in other groups and committees that bring together public safety, neighborhood enhancement, and regional representatives.

Responsible Agency: Economic Development Department

Funding: General Fund

Time Frame: Ongoing

Action 2.7: Work with Riverside County, Riverside County LAFCO, Coachella Valley Water District, the Coachella Valley Regional Water Management Group (CVWRMG), and local advocacy organizations to identify and address housing-related infrastructure needs in disadvantaged unincorporated communities within and adjacent to the City's sphere of influence. The City will participate in outreach and information gathering events and strategy sessions, contribute to efforts to identify and estimate the cost of potential infrastructure improvements including the preparation of the Integrated Regional Water Management Plan (prepared by CVWRMG), and pursue funding sources to complete necessary upgrades.

As a condition of approval for development in new growth areas, require that developers plan for and construct oversized facilities to create infrastructure connection opportunities for nearby disadvantaged communities. Coordinate with agencies and communities groups to explore annexation potential and timeframes.

Responsible Agency: Community Development Department

Funding: General Fund

Time Frame: Attend events as available, engage in ongoing communication with Riverside County and other organizations, assist with funding applications as NOFAs are released, require infrastructure extensions as development agreements are prepared in new growth areas, engage in ongoing dialogue (meet at least annually) to determine annexation potential and timeframes.

Goal 3. Reduced Energy Usage. Reduced residential energy usage within the city, resulting in reduced housing costs.

Policies

- 3.1 Conservation Techniques.** Encourage the use of energy-conserving techniques in the siting and design of new housing.
- 3.2 State Requirements.** Actively enforce state energy conservation requirements for new residential construction.
- 3.3 Resource Reduction Education.** Make local residents aware of the free home surveys performed by the Coachella Water Authority as a means to reduce water consumption and the rebate programs offered by the Imperial Irrigation District and Southern California Gas Company.

IMPLEMENTATION ACTIONS

Action 3.1: Continue to utilize the development review process to incorporate energy conservation techniques into the siting and design of proposed residences to minimize energy consumption as well as housing costs

Responsible Agencies: Community Development and Building Departments

Funding: Department budgets

Time Frame: Ongoing

Action 3.2: Continue to require that, at a minimum, all new residential development complies with the energy conservation requirements of Title 24 of the California Administrative Code.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing

Action 3.3: Assist in distributing information to the public regarding free home water consumption audits of the Coachella Water Authority and rebate programs offered by Imperial Irrigation District.

Responsible Agency: IID, Community Development Department

Funding: N/A, materials provided by IID

Time Frame: Ongoing

Action 3.4: Assist in distributing information about energy efficiency retrofit rebates and financing opportunities available to the residents and property owners such as Energy Upgrade California, the New Solar Homes Partnership, and the Western Riverside Council of Governments HERO program.

Responsible Agency: Community Development Department

Funding: N/A, materials provided by rebate/financing programs

Time Frame: Ongoing

Goal 4. Equal Housing Opportunity. Equal housing opportunities for all residents of the city regardless of race, religion, marital status, age, sex, nationality, physical or developmental disability, family size, and level and source of income.

Policies

4.1 Equal Opportunity. Advocate equal housing opportunity for all residents.

4.2 Fair Housing. Utilize local fair housing agencies to investigate promptly and aggressively any complaints involving housing discrimination.

4.3 Tenant and Landlord Education. Promote greater awareness of tenant and landlord rights.

4.4 Handicapped Access. Promote handicapped access in new housing developments and in existing housing.

4.5 Emergency Shelters. Assist and support local social service agencies in their applications for federal funds to provide emergency shelters for homeless individuals and families.

4.6 Special Needs Housing. Encourage the development of housing to meet the needs of elderly, large family, and female-headed households.

4.7 Unit Sizes. Promote the provision of sale and rental housing to meet the needs of families of all sizes.

IMPLEMENTATION ACTIONS

- Action 4.1: Continue to provide information on fair housing law on the City's website, at City Hall, and at the local library. In addition, the City Clerk shall continue to include a statement to City utility bills which indicates that information on fair housing laws is available to the public without charge. Information will be provided in both English and Spanish. Complaints may be directed to the Community Development Department.
- Responsible Agency: City Manager's Office, Community Development Department, City Clerk
- Funding: Department budget
- Time Frame: Ongoing, 2014–2021
- Action 4.2: Adopt a "Reasonable Accommodation" procedure, in accordance with SB 520, as part of the updated Zoning Code to allow for administrative processing of requests for features and accessibility for persons with disabilities and persons with developmental disabilities.
- Responsible Agency: Community Development Department
- Funding: City General Fund
- Time Frame: 2015, as part of the comprehensive Zoning Code update
- Action 4.3: Amend the Zoning Code to define transitional and supportive housing in accordance with the Health and Safety Code, Sections 50675.14 and 50675.2, and specify that both types of housing shall be treated as residential uses of property, subject to the same restrictions/regulations as other types of housing in the same zoning district.
- Responsible Agency: Community Development and Building Departments
- Funding: City General Fund
- Time Frame: Within one year of Housing Element adoption
- Action 4.4: Continue to actively support efforts of providers who establish short-term bed facilities for segments of the homeless population including specialized groups such as the mentally ill and the chronically disabled.
- Responsible Agency: Community Development Department
- Funding: General Fund
- Time Frame: Ongoing, 2014–2021
- Action 4.5: Amend the Zoning Code to include manufactured housing as an approved housing type, as per State of California requirements.
- Responsible Agency: Community Development Department, Planning Commission
- Funding: City General Fund
- Time Frame: 2015, amendment will be completed as part of the comprehensive Zoning Code update

Action 4.6: Revise the Zoning Code to allow State-licensed and unlicensed group homes, foster homes, residential care facilities, and similar facilities; to allow, by right, group homes with six or fewer persons in any residential zone; and to allow with administrative approval group homes with greater than six persons in all high-density residential zoning districts.

Responsible Agency: Community Development Department

Funding: Departmental budget

Time Frame: Within one year of adoption of this Housing Element

Action 4.7: Amend the Zoning Code to ensure that permit processing procedures for farmworker housing do not conflict with Health and Safety Code Sections 10721.5 and 17021.6. The City will also ensure that such procedures encourage and facilitate the development of housing for farmworkers.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Within one year of adoption of this Housing Element

Action 4.8: Amend the Zoning Code to define single-room occupancy units (SROs) and identify zones in which SROs are allowed. Facilitate the development of SROs as appropriate housing type for persons with special needs and extremely low incomes.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Within one year of adoption of this Housing Element

Action 4.9: Amend the Zoning Code to broaden the definition of “family” in keeping with state and federal law and current best practices to protect the rights of persons with disabilities and nontraditional families.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Within one year of adoption of this Housing Element

Action 4.10: Encourage the development of housing for farmworkers by assisting developers with site identification and providing technical assistance on funding applications. In addition, the City will develop an informational brochure illustrating the possible funding sources and other potential incentives for the development of farmworker housing and provide this brochure at the Community Development Department and on the City web site.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Assist farmworker housing developers as needed, prepare and make brochure available within one year of Housing Element adoption

Goal 5. Remove Constraints. Policies, standards and programs that facilitate the maintenance, improvement, and development of housing commensurate with local needs.

Policies

- 5.1 Building and Zoning Codes.** Periodically reexamine local building and zoning codes, in light of technological advances and changing public attitudes, for possible amendments to reduce housing construction costs without sacrificing basic health and safety considerations.
- 5.2 Development Fees.** Charge development fees that do not unreasonably contribute to the cost of housing.
- 5.3 Site Improvement Assistance.** Continue to financially assist with land and/or off-site improvements costs for lower-income housing projects, as funds become available.
- 5.4 Expedited Processing.** Continue practice of expeditious processing of residential development proposals and permits.

IMPLEMENTATION ACTIONS

Action 5.1: Upon adoption of the General Plan, the City will conduct a study that analyzes changes needed to the Zoning Code to implement the new General Plan and will then complete a comprehensive Zoning Code update. The updated Zoning Code will build on concepts outlined in the General Plan to incorporate the use of innovative land use techniques and construction methods such as clustering of units, density transfers, zero lot line development, and others to minimize housing development costs and to maximize development opportunities.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Every five years

Action 5.2: Periodically (every five years) survey other cities in the Riverside County area to ensure that the City's development fees are reasonable and do not pose an unreasonable constraint to housing development.

Responsible Agency: Community Development Department

Funding: Department budget; possible CDBG Planning/Technical Assistance Grant

Time Frame: 2015 and 2020

Action 5.3: Encourage concurrent processing of entitlements to foster an environment conducive to business, allowing various analyses and staff reports to be done at the same time, rather than requiring one process to be completed before beginning the next process. Department staff will notify applicants early in development process of this policy and maintain public notice of the City's policy on the website.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

- Action 5.4: Review revisions to the Zoning Code to evaluate implementation of reduced parking requirements for residential projects serving special needs groups or for projects located close to public transportation or commercial services.

Responsible Agency: Community Development and Building Departments

Funding: Department budgets

Time Frame: 2015 as part of the comprehensive Zoning Code update

- Action 5.5: Amend the Zoning Code to allow second units with ministerial review (rather than a Conditional Use Permit) in the R-O-6000 zone. Review second unit requirements and identify zoning changes to facilitate second unit development as part of the comprehensive Zoning Code update.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: 2015 as part of the comprehensive Zoning Code update

- Action 5.6: Monitor residential development under the new General Plan land use categories. Review densities proposed for new development, correspond with developers, and assess how the new densities are or are not working to facilitate housing development, particularly affordable housing units.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Review annually

Goal 6. Adequate Housing/Housing Affordability. Adequate housing to meet the needs of all economic segments of the community.

Policies

- 6.1 Construction Costs.** Consider the use of innovative land use techniques and construction methods to minimize housing construction costs without compromising basic health, safety, and aesthetic considerations.
- 6.2 State and Federal Funding.** Investigate and pursue state and federal programs and funding sources designed to expand housing opportunities for lower-income and special needs households, including extremely low-income households, farmworkers, the elderly, and persons with physical and developmental disabilities.
- 6.3 CDBG and HOME Funds.** Apply for CDBG, HOME, and other funds to provide affordable housing opportunities for extremely low-income and low- to moderate-income households.

- 6.4 On-site Affordable Units.** Encourage the inclusion of lower-income units, including extremely low-income and moderate-income units, in privately sponsored multi-family housing developments.
- 6.5 Affordable Unit Financing.** Work with local lending institutions to maximize private financing for the construction of new lower-income housing, including extremely low-income units, and moderate-income housing.
- 6.6 Developer Marketing.** Actively market Coachella to housing developers through appropriate advertisements in development publications and in metropolitan area newspapers.
- 6.7 New Assisted Units.** Promote the construction of new assisted housing units in the city for lower-income households, including those with extremely low income.

IMPLEMENTATION ACTIONS

Action 6.1: When feasible, continue to defer development fees for housing units affordable to extremely low-, very low-, and low-income households.

Responsible Agencies: Community Development, Building, and Public Works Departments

Financing: Department budgets

Time Frame: Ongoing, as projects are processed through the Community Development Department

Action 6.2: Continue to work with nonprofit and for-profit developers to apply for financing to fund the development of housing affordable to lower-income and special needs households, particularly housing that will serve persons with extremely low incomes, farmworkers, the elderly, and persons with disabilities and developmental disabilities. Funding sources may include, but are not limited to, the USDA Section 515 Rural Housing Program, MHP, Joe Serna Farmworker Housing Grant Program, CalHome, Low Income Housing Tax Credits, and tax-exempt bonds. The City will be open to providing letters of support for funding applications; the City will also consider partnerships with nonprofits for utilization of City staff to help write and to review project applications. The City will take actions necessary to expedite processing and approvals for such projects.

Responsible Agency: Community Development Department

Funding: General Fund, HCD

Time Frame: Assist with funding applications as needed, 2014–2021; annually review potential funding opportunities

Action 6.3: Continue to pursue funding for the construction and rehabilitation of affordable housing, including annual applications for HOME and CDBG funds. The City will work with nonprofit and for-profit housing developers and will take actions necessary to expedite processing and approvals for such projects.

Responsible Agency: Community Development Department

Funding: HCD

Time Frame: Apply for funding annually, 2014–2021

Action 6.4: Continue to offer a density bonus in keeping with state law (Government Code Section 65915).

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 6.5: As part of the City’s website update, the City will include housing-related resources including information regarding the City’s housing rehabilitation program, first-time homebuyer loans, loans available through CalHFA, and other relevant links.

Responsible Agency: Community Development Department

Funding: CalHFA First-Time Homebuyer Program

Time Frame: 2015, as part of the City’s comprehensive website update

Goal 7. Housing Preservation. Preservation of existing affordable housing opportunities for lower income residents of the city.

Policies

- 7.1 Preservation Funding.** Utilize federal, state, and local funding to preserve lower-income rental housing to the extent possible.
- 7.2 Preservation Cooperation.** Work closely with nonprofit organizations and public agencies involved in the provision of affordable housing to preserve existing lower-income rental units in the city.
- 7.3 Displacement Prevention.** Investigate the establishment of procedures to prevent the displacement of lower-income residents from assisted housing units that may convert to market-rate housing in the future.

IMPLEMENTATION ACTIONS

Action 7.1: Actively support the Riverside County Housing Authority’s attempts to secure additional Section 8 rental assistance for low-income households.

Responsible Agency: Community Development Department

Financing: HUD Section 8 Certificate and Housing Voucher Programs

Time Frame: Ongoing

Action 7.2: Monitor and assist in the preservation of affordable units at risk of converting to market rate. Actions will include:

- Monitor the Risk Assessment report published by the California Housing Partnership Corporation (CHPC).
- Maintain regular contact with the local HUD office regarding early warnings of possible opt-outs.
- Maintain contact with the owners and managers of existing affordable housing to determine if there are plans to opt out in the future and offer assistance in locating eligible buyers.

- Maintain the list of potential purchasers of at-risk units and act as a liaison between owners and eligible purchasers.
- Ensure that all owners and managers of affordable housing are provided with applicable state and federal laws regarding notice to tenants of the owner's desire to opt-out or prepay. State law requires a 12-month notice.

Responsible Agency: Community Development Department

Funding: HCD

Time Frame: As needed and ongoing, 2014–2021

QUANTIFIED OBJECTIVES

Quantified objectives estimate the number of units likely to be constructed, rehabilitated, or conserved/preserved by income level during the planning period. The quantified objectives do not represent a ceiling on development, but rather establish a realistic estimate based on needs, resources, and constraints.

- The construction objective refers to the number of new units that are likely to be constructed using public and/or private sources over the planning period of the Housing Element, given the City's land resources, constraints, and proposed programs.
- The rehabilitation objective refers to the number of existing units expected to be rehabilitated during the planning period.
- The conservation/preservation objective refers to the preservation of the existing affordable housing stock throughout the planning period.

Each quantified objective is detailed by income level as shown in Table 1. The City will strive to meet the new construction goals of the Regional Housing Needs Allocation (refer to the Housing Resources and Opportunities section in the Housing Technical Appendix for analysis of the allocation) of 6,771 units. However, the new construction estimate is based on actual construction trends for the past 10 years in Coachella, during which an average of 436 new units were constructed per year. As funding permits, the City will provide loans to assist with the rehabilitation of 80 units through loans and rehabilitate additional homes through code enforcement efforts, and preserve the 30 affordable housing units that are at risk of converting to market rate, existing section 8 housing units, and existing residential units serving households at all income categories.

Table 1: Quantified Objectives by Income Level, 2014–2021

	Extremely Low	Very Low	Low	Moderate	Above Moderate	Total
New Construction	384	384	558	628	1,534	3,488
Rehabilitation ^a	30	60	70	60	40	260
Conservation/Preservation	10	10	50	20	20	110
Total	424	454	678	708	1,594	3,858

Source: City of Coachella 2013

12 | IMPLEMENTATION ACTIONS

IMPLEMENTATION PROGRAM

For some topics in this General Plan, the new adopted policies are sufficient to realize certain goals. However, most goals will require additional implementation actions to help make those operational. This section ties together the goals and policies in the General Plan. The following pages contain actions organized under each of the General Plan Elements (except for Housing) to realize the vision for Coachella's future. These are generally one-time actions needed to mobilize and execute specific policies within the General Plan, such as creating an ordinance or updating a master plan. The actions are in the following order:

1. Land Use + Community Design (LU)
2. Mobility (M)
3. Community Health + Wellness (CHW)
4. Sustainability + Natural Environment (SNE)
5. Safety (S)
6. Infrastructure + Public Services (IPS)
7. Noise (N)

MATRIX ORGANIZATION

In the matrix that follows, each implementation action includes the following information:

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
Each action is numbered as a comprehensive list for each element	An actionable description of the implementation action. Some actions include end-note references to supportive background material or example projects.	Action items are marked as “High”, “Medium”, or “Low” depending on community and staff input throughout the process. Some of the criteria that helped determine priority included: • Cost. • Feasibility. • Whether the action would help engage and empower residents. • Whether action could improve or enhance existing programs/infrastructure (instead of create something new).	A broad timeframe that refers to when the action should be implemented. The timeframes are as follows: • <u>Immediate</u> – Current/ongoing projects or within one year of Plan adoption. • <u>Short</u> – Within 2 to 4 years of Plan adoption. • <u>Medium</u> – Between approximately 5 and 7 years of Plan adoption. • <u>Long</u> – 10+ years after Plan adoption. • <u>Ongoing</u> – Reoccurring or immediate action.	Identification of the agency or department responsible for implementing the action.	List of goal(s) that the action item will help implement. Goals will be listed with the Element title acronym and the goal number. For example an action that implements Goal 3 from the Land Use + Community Design Element and Goal 2 from the Community Health + Wellness Element, this column would contain “LU-3, CHW-2”.

LAND USE + COMMUNITY CHARACTER (LU)

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
1.	Zoning ordinance update. Following the adoption of the General Plan, update Coachella's Zoning Ordinance. The City Council and planning staff should explore and/or modify the following items in addition to others in line with the Plan's vision. The zoning consistency analysis can be found in Appendix C. - Update the zoning code and official Zoning Map to comply with and implement the General Plan Designations and General Plan Designation Map. - Update the zoning code to encourage creative leisure and recreational uses in transit accessible and walkable areas. - Create a park once district. - Establish climate-appropriate, design guidelines that recommend best practices for passive heating and cooling in Coachella's climate. - Develop an incentive program that will assist developers in revitalizing existing structures. - Develop an incentive program to encourage and assist developers to develop along transit routes and to revitalize existing structures. - Create bicycle parking and storage requirements for all new development (or remodeling/rebuilding to the extent feasible) to cover a broad range of bike parking needs, including parking in multi-family residential dwellings, employee parking for commuters and general purpose parking in commercial areas, civic facilities and parks. Collaborate with the School Districts to provide adequate bicycle parking facilities for students and staff. - Require a certain proportion or number of units in each residential development to include universal design elements, ensuring easy modifications to accommodate wheelchairs. - Establish community gardens in appropriate locations and set forth basic regulations for community gardens, such as creation, maintenance, and operating rules. - Allow food gardening by right in residential open space areas, including front, back, and side yard space. - Prevent schools and other sensitive receptors from locating near known or expected new sources of air pollution and vice versa. The specific "safe" distance from a pollution source is dependent on the source and amount of pollution releases; however, a good rule of thumb is at least 500 feet from busy roadways, highways, and stationary sources. - When permitting new child-care facilities, require them to submit a customized, or adopt a standard, wellness policy plan to address physical activity programs, interdisciplinary nutrition education and provide meals and snacks that are consistent with current guidelines established by the US Department of Agriculture. - Allow physicians and other medical providers to convert foreclosed or other vacant residential structures into neighborhood health clinics. The City may set restrictions (such as hours of operation, parking, signage, and services offered) to ensure the clinic is not a burden to the neighborhood. - Strive for and encourage all new health and social service facilities to be transit-accessible and pedestrian-friendly. Work with Sun Line to improve transit routes and Sun Dial (Dial a Ride) access to service related facilities. - Encourage the co-location of medical healthcare, mental/behavioral health and social services to increase access to care. - Update development standards and/or create a development checklist to incorporate climate change adaption techniques into the development process. - Establish minimum tree planting requirements and guidelines for different sub areas, development types, street trees and parking lot landscaping to ensure the City's urban forest/tree canopy is extensive and well maintained. These requirements should also address drought tolerant and native plants and landscaping to reduce overall water usage. - Allow and encourage the creation of legal accessory dwelling units (ADUs) to enhance the diversity of housing options in existing residential neighborhoods. ADUs may be detached or attached to the principal structure. - Require below market rate units to come in a mix of sizes/number of bedrooms to address the need for affordable housing for different household types. - Require developers/contractors to recycle at least 50 percent of all construction and demolition waste. - Allow and incentivize renewable energy and energy efficiency technologies. - Identify and remove regulatory or procedural barriers to implementing green building practices within the City, such as updating codes, guidelines and zoning, and ensure that all plan review and building inspection staff are trained in green building design practices and techniques. - Identify appropriate buffers between agricultural and urban uses. - Develop standards to provide for cluster development and conservation design to minimize the impacts of urban development on areas where sensitive species are identified. - Identify standards for green roofs. - Create guidelines/requirements for permeable paving. - Expand allowances for home occupations/businesses in residential areas. - Reduce parking minimum requirements in projects where the developer conducts a traffic study to determine that unbundled parking and other measures will reduce the number of spaces required per unit.	High	Short	Planning	LU-1 LU-2 LU-3 LU-5 M-1 M-4 M-7 CHW-5 CHW-8 CHW-9 SNE-1 SNE-2 SNE-4 SNE-5 SNE-9 SNE-11

2.	Design guidelines update. Update the City’s design guidelines to encourage human-scale urban design at the neighborhood-, block-, and building-scale to promote walkability and social interaction. Elaborate and expand upon the contents of the Land Use + Community Design and Mobility Elements. Guidelines should specify how development along existing and planned transit lines should provide convenient, direct and safe connections to nearby transit stops and integrate transit stops into public space designs.	Medium	Medium	Planning Engineering	LU-2, LU-3 LU-5 LU -6
3.	Healthy development review. Work with the Riverside County Department of Public Health to create a development review process to analyze the health and social equity impacts of development proposals prior to the beginning of the CEQA review process. This could include the creation of a checklist that includes a key set of high priority questions related to how the project affects the food, recreation, and active transportation environments; affordability and access; pollution and toxics exposure; local wealth creation and other topics deemed relevant. The City can choose to integrate this review into the approval process. For larger or more complex projects the City may partner with others (the County Public Health Department, community groups, independent consultants, universities, etc.) to compile a more extensive health impact assessment.	High	Short	Planning Engineering County Public Health	LU-3
4.	Community engagement process protocols. Work with community groups and the school district to create minimum protocols for community outreach and engagement processes for different types of municipal decisions so community members can easily learn about input opportunities and know how best to contribute. These protocols should be utilized by all City departments and could include a single electronic database/spreadsheet of institutions, community groups, business, and interested individuals who want to receive meeting announcements; a list of public outreach methods; Spanish translation/interpretation guidance (in what cases to use); social media strategies; youth engagement; provision of food and child-care at public meetings; and other related items. The City should also consider purchasing translation headsets to support increased inclusion.	High	Short	Planning City Clerk School District Local community groups	LU-15
5.	Sphere of Influence update. Update the City’s Sphere of Influence to exclude undevelopable land in Sub-Area 17.	Medium	Medium	Planning	LU-1
6.	Open space conservation strategy. Create an open space conservation program that prioritizes which open space lands to preserve. Emphasize the creation of a citywide greenbelt to achieve conservation goals.	Medium	Medium	Planning Parks	LU-2 LU-4
7.	Economic development strategic plan. Develop a long-term economic development strategy that develops and retains businesses and a strong middle class in Coachella for the decades to come. The plan should place a strong importance on creating quality jobs in Coachella for existing Coachella residents, career support programs and lifelong education, and professional development. The plan should also highlight the community’s desire for industries that use a “triple bottom line” (health/people, environmental sustainability and profit) and invest back into Coachella’s local economy.	High	Short	Planning City Manager Finance Library	LU-2 LU-7 LU-10 LU-11
8.	Fiscal impact assessment fees. Establish guidelines and create a fiscal impact assessments fee structure for new projects over 20 acres.	High	Medium	Planning Finance	LU-13
9.	Historic preservation study. Study neighborhoods with a significant number of buildings over 50 years old to determine whether historic districts should be established. Create and maintain an inventory of historic and pre-historic sites, structures and landmarks of historic and cultural significance in order to determine the potential impact on these resources from proposed projects.	Low	Ongoing	Planning	LU-1

MOBILITY (M)

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
1.	Complete streets manual. Develop a complete streets manual to ensure new roadway construction addresses all modes of travel to implement complete street principles. This manual should include the following components, which the City can write as stand-alone chapters over time: <i>Multi-modal street guidelines</i> <u>Review, identify and implement</u> - Review existing roadways in the City to identify what enhancements are appropriate for specific facilities to better accommodate additional modes of travel and increase connectivity. Implement guidelines within the Complete Streets Design Manual that can be constructed in lieu of roadway and intersection widening. <u>Create standards</u> – Design and document standards for typical roadway right-of-way widths and types that include specifications for bicycle facilities, sidewalks, turn lanes, intersections, crosswalks, transit facilities and other details. <u>Multi-modal level of service</u> – Develop traffic study guidelines that address the impact on all users including automobile drivers and passengers, bicyclists, pedestrians, persons with disabilities and transit riders. Consider revising traditional vehicle level of service (LOS) with methodologies more inclusive of other modes such as the multi-modal level of service (MMLOS). The City should update these guidelines on an ongoing basis as Coachella continues to grow and as new research and technology becomes available. <i>Pedestrian and bicycle action plan</i> <u>Pedestrian and bicycle design guidelines</u> – Develop pedestrian and bicycle design guidelines that identify pedestrian requirements such as sidewalk width, offset from the curb and other criteria for sidewalks along roadways. Bicycle guidelines and requirements should ensure that bicycle facilities connect all areas of the city including new and existing developments, regardless whether these areas have gates, sound walls or other barriers. The guidelines should also contain design specifications for on- and off-street bike paths and bike lanes,, street markings, dimensions, intersections, turning lanes, signage and bicycle parking standards. The guidelines should also consider installing drinking water fountains along key bicycle and pedestrian routes. <u>Prioritization plan</u> – Prepare a prioritization plan for the creation and improvement of sidewalks in existing neighborhoods and bicycle facilities throughout the City. <u>Subdivision retrofits program</u> – Review existing subdivisions to identify those neighborhoods that can be retrofitted to accommodate additional pedestrian and bicyclist connections. <u>Active transportation requirements</u> – Develop guidelines that require future residential and commercial developments in the City enhance and connect to external bicycle and pedestrian networks. <u>Pedestrian and bicycle network map update</u> – Create and update Citywide map (or two maps) of pedestrian and bicycle facilities on a recurring interval of no less than two years and ensure the map(s) is/are accessible to the public. <u>Active transportation programs</u> – In addition to design and policy, the plan should contain programs to complement infrastructure improvements such as safety education or a bike sharing programs. <i>Complete streets funding</i> - On an ongoing basis, pursue grants to implement the multi-modal streets in Coachella, including but not limited to funding from federal and state agencies, philanthropic organizations and corporate giving programs.	High	Ongoing	Engineering Public Works Planning Grants Manager	M-1 LU-3 LU-5
2.	Traffic calming program. Develop a citywide program that implements a mechanism to apply traffic calming features to neighborhood roadways in a systematic fashion. This program should incorporate a strong element of public involvement to obtain resident feedback and input to identify appropriate improvements from each neighborhood.	High	Medium	Engineering Public Works	M-2
3.	Temporary car-free zones program. Develop a program with a simple application process for community event organizers to apply for temporary street closure permits necessary to create car-free events that allow people to safety walk, bike, socialize and exercise in the streets.	Medium	Short	Public Works	M-3
4.	Signage program. Implement a signage program for bicycle facilities that documents connections to regional facilities, bicycle parking and community facilities along existing and future bicycle facilities.	Medium	Short	Public Works Engineering	M-4
5.	Walking, cycling and public transit education. Develop an active transportation awareness and safety education program in partnership with community groups, schools, other public agencies; employers to educate residents, workers, drivers, businesses and other organizations about the benefits of walking, bicycling, and/or using public transit.	Low	Medium	School District County Health Department Engineering Planning	M-3

6.	Transit supportive environments. Collaborate with Sun Line Transit Agency to identify and enhance those existing areas of the City where the land uses, development intensity and the pedestrian environment are conducive to higher levels of transit service and usage. • <i>Bus stop location review.</i> Review existing bus stop locations to determine their accessibility to key destinations such as schools, residential areas, retail centers and civic facilities. Work with Sun Line to relocate existing bus stop locations as needed to provide greater access to key community destinations. • <i>Bus stop prioritization.</i> Prioritize those bus stop locations that are connected to bicycle and pedestrian facilities to help meet users' last mile travel needs. • <i>Transit service prioritization.</i> Work with Sun Line to prioritize future transit service in those areas where the greatest level of transit ridership will occur based on the supportive land use and transportation patterns. • <i>Development incentives.</i> Explore and develop incentives to encourage higher-density, transit-friendly development along these transit routes.	High	Short	Sun Line Engineering	M-5
7.	Transit service improvements for seniors. Meet with Sun Line Transit and community groups annually to identify transit service changes and improvements to accommodate the mobility needs of seniors.	Medium	Ongoing	Engineering Sun Line	M-5
8.	Travel survey. Implement a regular travel survey in association with Sun Line Transit for Coachella residents to identify their commute patterns every two to five years.	Low	Medium	Planning Engineering Sun Line	M-5
9.	Operations and maintenance annual reports. Prepare annual reports disclosing incremental operations and maintenance costs associated with new transportation infrastructure built in the City over the past year.	Medium	Short	Engineering Public Works	M-6
10.	Transportation infrastructure maintenance funding. Investigate funding mechanisms to maintain existing transportation infrastructure based on existing development such as assessment districts. Citywide traffic fee programs should also be updated on a recurring interval of not less than every five years.	High	Short	Engineering	M-6
11.	Traffic data collection program. Implement a traffic data collection program on a recurring interval of no less than two years. The program should collect data on peak and non-peak traffic counts, bicycling and pedestrian counts for key intersections, transit ridership and automobile collision locations, especially ones that involved a pedestrian cyclist, or alcohol usage.	Medium	Medium	Engineering Sun Line	M-7
12.	Driver education programs. Work with community groups or other public agencies to educate motorists about safely sharing the road with bicyclists, pedestrians, and transit vehicles; child restraint laws; fuel efficient driving; and common causes of preventable collisions to promote overall safety of multi-modal streets users.	Low	Medium	Engineering	M-3
13.	Improve traffic flow. Implement traffic features such as roundabouts or the use of integrated signalization to improve traffic flow and reduce emissions from vehicle idling and stop and start.	Medium	Medium	Engineering Public Works	SNE-11

COMMUNITY HEALTH + WELLNESS (CHW)

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
1.	Health impacts in staff reports. Collaborate with the Riverside County Department of Public Health to create and implement the use of a health impacts protocol to help assess and disclose the health co-benefits and impacts of new construction, capital improvement projects and other land use decisions. The protocol should provide guidance on a range of health topics and include objective criteria. The protocol's results should be included in city council and planning commission staff reports. When appropriate, seek review assistance from the Riverside County Department of Public Health in completing the assessment.	High	Immediate	Planning Riverside County Department of Public Health	CHW-1
2.	Healthy budget items. Create a process and criteria that helps staff and elected officials make budget decisions about programs and capital improvement projects that could improve health and equity in Coachella. A potential approach could include: - Train department leadership on health equity. - Create health and equity criteria to help departments prioritize budget items. - Encourage each department to identify one or more health objectives for their annual budget. - Ensure budget items leverage opportunities to improve health co-benefits.	High	Short	City Manager Human Resources Planning Finance Engineering Public Works	CHW-1
3.	Community oversight. Expand the role of an existing commission or create an ad hoc committee to advise the city council and planning commission on the implementation of the Community Health and Wellness Element and other health-related issues.	High	Ongoing	Planning	CHW-1
4.	Workplace wellness. Identify a workplace wellness team and create a model workplace wellness program for City employees. The team should assess employee health needs and implement workplace wellness programs and events. Some possible actions include offering employee incentives for healthy eating and physical activity; smoking cessation programs; group fitness or diet programs; health screenings; physical activity breaks for meetings over one hour in length; accommodate breastfeeding employees upon their return to work; and encourage walking meetings and use of stairways. The City should share this model workplace wellness program information with local employers to encourage the adoption of similar practices. The City can provide incentives (such as priority permit processing) to "healthy employers" who provide employee health benefits such as paid sick days, health insurance, gym membership, among others.	High	Ongoing	City Manager Planning	CHW-1 CHW-7
5.	Support events. Host, co-sponsor, and/or organize citywide community health events such as health fairs, educational talks, and workshops, to support positive health behaviors.	Medium	Ongoing	City Council	CHW-1
6.	Mobile home park environmental checklist. Work with community partners to create a mobile home park checklist to assess compliance with health and safety regulations for a recurring site inspection program.	High	Short	Code Enforcement	CHW-2
7.	Foreclosure prevention. To prevent foreclosures and to help families who are already in the foreclosure process, work with local community partners to do the following: - Identify key information such as the number, location, value, condition and owners of foreclosed properties; - Create bi-lingual information and self-help resources (to post on the City's website and in City offices) to help residents prevent and cope with the foreclosure process. - Sponsor a home economics/finance education class for first time homebuyers. - Pass and enforce a foreclosure registration ordinance that applies to both vacant and occupied buildings. - Work with utility companies to transfer account holder names in lieu of shutting off service in foreclosure properties.	Medium	Ongoing	Code Enforcement	CHW-2
8.	Homelessness plan and services. Review the Valley Wide Homelessness Plan and existing homeless services and shelters in the Eastern Coachella Valley to determine gaps in services and housing. Implement the most applicable strategies for Coachella and focus on helping homeless persons in high visibility areas (like Harrison street or Veterans' Park) who detract from perceptions of public safety. Work with community organizations to create supportive housing for homeless community members.		Ongoing	Planning City Manager CVAG Riverside County Homeless Programs Unit	CHW-2
9.	Healthy building resources. Create healthy building material checklists and fact sheets that can be provided to property owners and contractors when applying for building permits.		Short	Building	CHW-2

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
10.	Tobacco retail licensing fee. Adopt a tobacco retail licensing fee and penalties that would allow more stringent oversight and enforcement of tobacco sales to minors.		Medium	Police Administration	CHW-3
11.	Smoke-free public events and facilities. Ban smoking at outdoor public events and public facilities, including farmers' markets, public parks and trails, and community street fairs.		Ongoing	Public Works	CHW-3
12.	Second- and third-hand smoke exposure. Research and adopt an ordinance that bans smoking in multi-unit residential buildings and care/convalescent facilities. Before an ordinance is passed, educate single- and multi-family property owners and managers about the effects of second-and third-hand smoke and encourage them to include anti-smoking policies in rental agreements. Connect property owners to resources (such as model lease language) if they want to ban smoking in their rental units.		Short	Planning	CHW-3
13.	Smoke-free worksites. Write and adopt an ordinance that bans smoking: in outdoor dining areas, within 30 feet of unenclosed waiting areas, within 30 feet of enclosed areas where smoking is prohibited, in hotel rooms, in retail stores dealing exclusively in the sale of tobacco and smoking paraphernalia, and in unenclosed places of employment.		Short	Planning	CHW-3
14.	Teen and youth needs. Assess the City's entertainment/recreation resources every three years with the participation of Coachella youth to ensure their needs are met and to curb the influence of gang affiliation/violence.		Ongoing	Planning City Council Police Desert Recreation District	CHW-8
15.	Safe teen activities. Streamline the process for community organizations to provide after-hours, weekend, and drug- and alcohol-free programming for youth in public spaces and facilities.		Short	Park and Recreation Committee Public Works	CHW-8
16.	Senior programs. Assess the overall needs of Coachella's older adult population every three years, in order to plan the appropriate type, quantity and schedule of senior programs and activities. The assessment should also address senior transportation and funding mechanisms.		Short	Senior Center Administration Planning Desert Recreation District	CHW-4
17.	Community events. Streamline the permit process for block parties, street fairs and neighborhood events that promote positive interactions, build relationships and attract residents from surrounding communities.		Immediate	Public Works	CHW-1
18.	Crime prevention through environmental design. Train one or more city employees in crime prevention through environmental design (CPTED) principles so they can review and improve the safety of development plans and existing developments with strategies such as building doors/entrances and windows to look out on to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches and adequate nighttime lighting.		Short	Planning Building Engineering	CHW-4
19.	Police-community forums. Organize annual community forums with the police department, residents and local businesses to improve relationships and address public safety related to gangs, prostitution, illegal drug sales/use, and general safety around schools and parks.		Immediate	Police	CHW-4
20.	Grassroots emergency preparedness. Facilitate the creation and training of neighborhood emergency response teams to promote preparedness/safety, build community and encourage self-efficacy of neighbors.		Immediate	EOC Coordinator	CHW-4
21.	Edible landscapes. Seek opportunities to create resilient and diverse edible landscapes in appropriate public spaces in Coachella for educational and nutritional purposes. Edible landscapes could be on public property, such as parks, in public rights-of-way, or in front of public buildings, so long as the edible landscapes do not negatively affect the pedestrian experience or create unsafe environments for residents and vehicle occupants. Establish a community-based network of residents, businesses and community organizations to maintain the plants and harvest the food.		Ongoing	Public Works Planning Engineering	CHW-5
22.	Community garden and composting education. Consider hosting demonstration or lecture events and/or providing electronic or printed resources about community and home gardening, composting and permaculture to educate the general public on how to grow organic edible plants.		Short	Public Works Planning Master Gardener – UCR Extension Program	CHW-5

23.	Gardening tools and resources. Work with community organizations and neighborhood groups to organize a garden-tool lending program and garden bounty exchange program. The tool lending program would have a “library” of tools and gardening supplies that residents could “check-out” for free or at a very low cost. The garden bounty exchange could be a regular (weekly or monthly) gathering where residents can trade their surplus food crops.		Short	Public Works	CHW-5
24.	Emergency food. Partner with the Riverside County Public Health Department, local agricultural businesses and charity groups to distribute information about and expand the capacity and reach of emergency food resources.		Ongoing	City Manager Food Banks Riverside County Department of Public Health	CHW-6
25.	Healthy foods and beverages at public events. Research and adopt an ordinance to increase healthy food and beverage options at public facilities, meetings and events. The ordinance should consider banning sugar-sweetened beverages and increase the proportion of “healthy” items sold in vending machines and at concession stands. Adopt City nutrition guidelines based on work across the state and nation. Guidelines should include unhealthy food items that may not be served at public meetings/events, ideas of healthy food and beverage alternatives and criteria for “healthy” vs. “unhealthy” items.		Short	Planning Heal Committee	CHW-6
26.	Safe routes to school. Work with local community groups and public agencies to increase the number of students who walk and bike to/from school by implementing the following: - Collaborate with the county public health department, the Coachella Valley Unified School District (CVUSD), and local community groups to obtain grant funds to for infrastructure and safe routes to school programs (crossing guards, walking schools buses, bike trains, and carpools). - Work with the CVUSD to incorporate traffic safety awareness, including bicycle and pedestrian safety, into school curriculums. - Integrate street improvement priorities identified by the county's safe routes to school program into the City's capital improvement program. - Work with local developers, Home Owners Associations, and schools to provide more direct pedestrian and cyclist access to schools by creating pathways through dead ends and sound walls.		Ongoing	Grants Manager Engineering Planning	CHW-8
27.	Comprehensive child care plan. Work with local and regional agencies and community partners to assess child-care supply, demand and affordability in Coachella at least every five years and implement programs to address child-care shortfalls. Develop and implement a comprehensive Coachella child-care facilities plan that engages the resources of the City, community partners, and employers in Coachella. The plan will identify priority geographic areas to locate new centers considering target populations and supply gaps and identify and assess existing and potential financing mechanisms for facility development. The plan will also consider a variety of funding sources and, if appropriate, include a nexus study to determine whether new development should contribute to child care facilities in Coachella.		Short	Planning First 5 Business License Technician Planning	CHW-8
28.	Library facilities. Work with the Riverside County library system to expand the reach and scope of programs and services offered at the Coachella branch. Specifically, improve service to the immigrant community; be a centralized resource for information about, and referrals, to community and social services; bridge the digital divide (age, race/ethnicity, and income) through computer classes; expand multilingual materials. As Coachella's population increases, consider using development impact fees to fund additional library facilities, equipment and programs.		Ongoing	City Manager Finance Riverside County Library System	CHW-8
29.	Community space fund. Maintain development fee programs to accumulate funds for the acquisition and improvement of parks and public gathering places and facilities.		Ongoing	Finance	CHW-8
30.	Plaza vendors. Create a simple healthy food truck permit program that allows food and beverage vendors to operate in or around the perimeter of parks and plazas so long as they meet certain nutritional requirements determined by the City.		Ongoing	Planning	CHW-6
31.	Patient protection and the Affordable Care Act. Provide resources and training for employers to address compliance with the Affordable Care Act.		Short	Riverside County Finance	CHW-9
32.	Mobile clinics. Increase the use of mobile or remote health care (e.g., e-health care, clinics on wheels) in Coachella for farm workers and others with poor health care access through partnerships with Riverside Department of Public Health, local hospitals and community clinics.		Ongoing	Local Health Clinics	CHW-9
33.	Multi-use facilities. Collaborate with community partners to create a resource center that could house a “one-stop shop” for social services in the City including an employment opportunity center.	Long term	Long	City Council City Manager Planning	CHW-8
34.	Health and social services resource list. Publish a list of health and social services resources on the City's website.	Immediate	Ongoing	Information Technical Manager Planning	CHW-9 CHW-8

SUSTAINABILITY + NATURAL ENVIRONMENT (SNE)

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
1.	Heat island mitigation plan. Write and adopt a Heat Island Mitigation Plan that requires new commercial and residential developments to incorporate cool roofs, cool pavements and strategically placed shade trees. The plan should outline how the City will actively inspect and enforce state requirements for cool roofs on non-residential re-roofing projects.	High	Short	Engineering	SNE-1
2.	Sustainable landscape management plan. Create and update a landscape management plan that includes a consistent and sustainable landscaping and streetscape palette to apply to all roadways throughout the City. Different pallets and designs should apply to different districts and street types. Should specify different landscape designs for different districts and street types and prioritize shade, ease of maintenance and water conservation. The plan should also contain an urban forest management strategy. The effect should seek to optimize shade, ease of maintenance, water conservation climate benefits.	High	Medium	Planning Building Engineering Public Works	SNE-1 SNE-3 SNE-11
3.	Vulnerability/resiliency assessment and climate adaptation strategy. Work with the regional government associations to conduct a community-wide assessment of the potential health impact, cumulative impact, and risk resiliency factors of climate change on Coachella residents. The assessment should identify the geographic areas, groups and individuals most vulnerable to climate change and specific opportunities for the City to improve its response. Vulnerable groups typically include infants and young children, the elderly, outdoor workers, people with preexisting health conditions such as asthma, and communities already affected by other social, economic, or other environmental injustices. With this information, develop a climate adaptation strategy to protect the public from heat waves and vector control, increased threats of wildfire, changing precipitation patterns, reduced water supply and increased peak energy demand.	Medium	Medium	Planning Emergency Coordinator CVAG HARC Public Health	SNE-1
4.	Energy efficiently education. Organize workshops on how to increase energy efficiency of homes and businesses through topics such as home weatherization, building envelope design, smart lighting systems and conducting a self-audit of energy usage.	High	Ongoing	Building Imperial Irrigation District	SNE-2
5.	Water efficient buildings. Establish or adopt a checklist to ensure developers and contractors plan and install water-efficient infrastructure and technology, including low-flow toilets and showerheads, moisture-sensing irrigation and other advances.	High	Short	Planning Building	SNE-3
6.	Grey water ordinance. Write and adopt a grey water ordinance establishing criteria and standards to permit the safe and effective use of grey water (also known as on-site water recycling). Review and revise, without compromising health and safety, other building code requirements that might otherwise prohibit such systems.	High	Short	Planning Building	SNE-3
7.	Agriculture education park. Acquire a working agricultural site to manage as an educational and cultural park.	Low	Long	Public Works	SNE-5
8.	Right-to-Farm Ordinance. Work with the Riverside County Agriculture Commissioner to write and adopt a right-to-farm ordinance. (See this model ordinance: http://www.smartgrowthamerica.org/smartgrowthusa/wp-content/uploads/2011/01/modelrtfordinance.pdf)	High	Short	Planning	SNE-5
9.	Habitat impacts. Develop a set of guidelines for evaluating project impacts to habitat, as well as for requiring specific mitigations for those that are identified.	Low	Medium	Planning	SNE-9
10.	Vehicle idling ordinance. Establish a local ordinance that exceeds the state vehicle idling restrictions where appropriate, including restrictions for bus layovers, delivery vehicles, trucks at warehouses and distribution facilities and taxis, particularly when these activities take place close to sensitive land uses (schools, senior centers, medical facilities and residences).	Medium	Ongoing	City Manager Public Works Engineering	SNE-11
11.	Eco-contractor policy. Consider the creation and adoption of a policy that gives preference to contractors that use reduced emissions equipment for City construction projects as well as for City contracts for services (e.g., garbage collection). The preference policy could also include other aspects of environmentally friendly business and operations practices.	Low	Ongoing	City Manager Public Works Engineering	SNE-11
12.	Parks Master Plan. Revise and adopt the parks master plan, which shall address current deficiencies in park space, specific sites, accessibility, funding sources and fees. The new Parks Master Plan shall also provide for physical activity amenities in selected parks and recreation centers. The City shall install and maintain indoor or outdoor exercise equipment in selected park and recreation centers and signage to encourage exercise (i.e., mile markers on existing and new paths, health and safety tips, and stretching/ strengthening exercise suggestions, etc.). The City shall also incorporate improvements, such as water fountains and restroom facilities, in parks to allow people to spend more time outdoors.	High	Immediate	Public Works Planning	SNE-13
13.	Developer park guidelines. Create “Developer Guidelines for Coachella Park Standards and Requirements” to set standards, requirements, definitions, and procedures to assist developers in creating parks that contribute to the City’s parks system.	Medium	Short	Planning Public Works EngineeringParks and Recreation Committee	SNE-13

14.	Climate Action Plan. Maintain and implement a Climate Action Plan. At a minimum interval of two years, update the GHG inventory and evaluate progress towards the City's GHG emissions reduction target.
15.	Retention Basins. Establish requirements for below grade onsite storm water requirements water storage of a certain size be stored underground to preserve land.

SAFETY (S)

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
1.	Hazard prevention education. Develop and make available to all residents and businesses, literature on hazard prevention and disaster response, including information on how to earthquake-proof residences and places of business and information on what to do before, during and after an earthquake.		Short-	Community Development	S-8
2.	Housing rehabilitation program. Develop and administer a housing rehabilitation grant and/or loan program that allows owners of manufactured (mobile) homes to seismically retrofit their houses.		Short-	Community Development	S-1
3.	FIRM updates. Work with the Federal Emergency Management Agency (FEMA) and the Coachella Valley Water District to develop better, more comprehensive Flood Insurance Rate Maps for Coachella, including the hillside areas. The City should identify and map local problem areas too small or currently outside of FEMA or California Department of Water Resources mapping. Use the mapping to create flood overlays for zoning and land use maps.		Long-	Community Development, Public Works, and Water Department	S-3
4.	Comprehensive drainage plan. Develop a comprehensive drainage plan that could be used as a guide as the City is built out in the future.		Long-	Public Works, Community Development	S-3
5.	Fire safety education. Prepare and provide educational materials that inform homeowners of the importance of defensible space, correct use of power tools and machinery that can spark and ignite a fire, the dangers of igniting outdoor fires and fireworks and proper construction standards and materials.		Long-term, as development occurs in hillside areas	Fire Department, Community Development	S-8
6.	Notification of hazardous materials. Adopt a notification and posting requirement ordinance for pesticide use in all public buildings and facilities in the City. Notification that pesticides, such as insecticides, fungicides or herbicides, are to be applied creates the opportunity to identify problems before spraying. A City ordinance may consider limiting when and what pesticides are used (e.g. restricting spray zones to non-play areas, prohibiting pesticide application when residents will be present, etc.).		Short-	Fire Department	S-5
7.	Pesticide education to business. Create a program to provide educational materials to gardeners and landscape companies that do business in Coachella about alternatives to and safer usage of toxic pesticides and herbicides.		Short	Fire Department	S-6
8.	Restrictions on pesticide application. Develop policies and protocols to ensure pesticides are not sprayed when not safe to do so, for example when there are high winds, when nearby schools are in session, etc.				S-6
9.	Siting. Update the zoning code to reflect healthy siting considerations and avoid siting unhealthy land uses near schools or residential areas.		Ongoing	Community Development	S-5

INFRASTRUCTURE + PUBLIC SERVICE (IPS)

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
1.	Development Impact Fees. Update the development impact fee program to fund the development of all infrastructure necessary for new development, including new water supplies and new water supply infrastructure. This fee program shall include a mechanism for the provision of tertiary water treatment and distribution infrastructure.	High	Short	Utilities Manager Engineering Finance	IPS-2
2.	Wastewater treatment. Establish a development impact fee program to fund the development of new wastewater treatment and conveyance capacity.	High	Short	Sanitary Finance	IPS-3
3.	Stormwater treatment. Establish a development impact fee program to fund the development of new stormwater treatment and conveyance capacity.	High	Short	Public Works	IPS-4
4.	Solid waste management. Create and implement a Solid Waste Management Plan to institute measureable reduction targets that includes composting green waste and food scraps.	Medium	Medium	Public Works	IPS-5

NOISE (N)

#	ACTION DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY	RELEVANT GOALS
1.	Revise the City's Municipal Code to achieve the goals and policies of this General Plan Noise Element, as necessary. Examples of such revisions may include: - Limit the hours of deliveries to commercial, mixed-use, and industrial uses adjacent to residential and other noise-sensitive land uses. - Limit noise levels generated by commercial and industrial uses. - Limit the hours of operation for refuse vehicles and parking lot sweepers if their activity results in an excessive noise level that adversely affects adjacent residential uses. - Require the placement of loading and unloading areas so that commercial buildings shield nearby land uses from noise generated by loading dock and delivery activities. If necessary, additional sound barriers shall be constructed on the commercial sites to protect nearby noise-sensitive uses. - Require all commercial health, ventilation, and air conditioning (HVAC) machinery to be placed within mechanical equipment rooms wherever possible. - Require the provision of localized noise barriers or rooftop parapets around HVAC, cooling towers, and mechanical equipment so that line of sight to the noise source from the property line of the noise-sensitive receptors is blocked.	High	Short	Planning	N-1 N-2 N-3