



Coachella Rail Station Feasibility Study and Integrated Land Use and Transit Network

Technical Advisory Committee – Meeting 4



September 11, 2025



Agenda

- Introductions
- Study Purpose and Process Update
- TAC Role / Community Engagement
- Refined Station Layout and Draft Renderings
- Station Area Plan
- Economic Development Strategy
- Next Steps

Study Purpose and Process Update

Study Purposes

- Evaluate potential locations for CV Rail station site and layover facility in Coachella
- Select the City's preferred station location
- For the preferred location, develop:
 - Preliminary engineering plans, architectural drawings, and connectivity plans for the rail station
 - Transit-oriented community plans and economic development strategies for the surrounding area



CV Rail and the Coachella Station Study

- Final selection of station locations will be determined in the NEPA/CEQA CV Rail Tier II/Project Environmental Document¹
- Analysis and information in this study will be utilized to help determine the final selection of the preferred alternative during formal NEPA/CEQA process
- Location of tracks for CV Rail are subject to negotiations and agreements with the host railroad
- This study does not commit the City to the approval or construction of any particular station location or design concept

1. Led by RCTC under the oversight of the Federal Railroad Administration and Caltrans Division of Rail.

Study Process

Site Selection

Phase I: Rail Station
Site Evaluation



We are
here

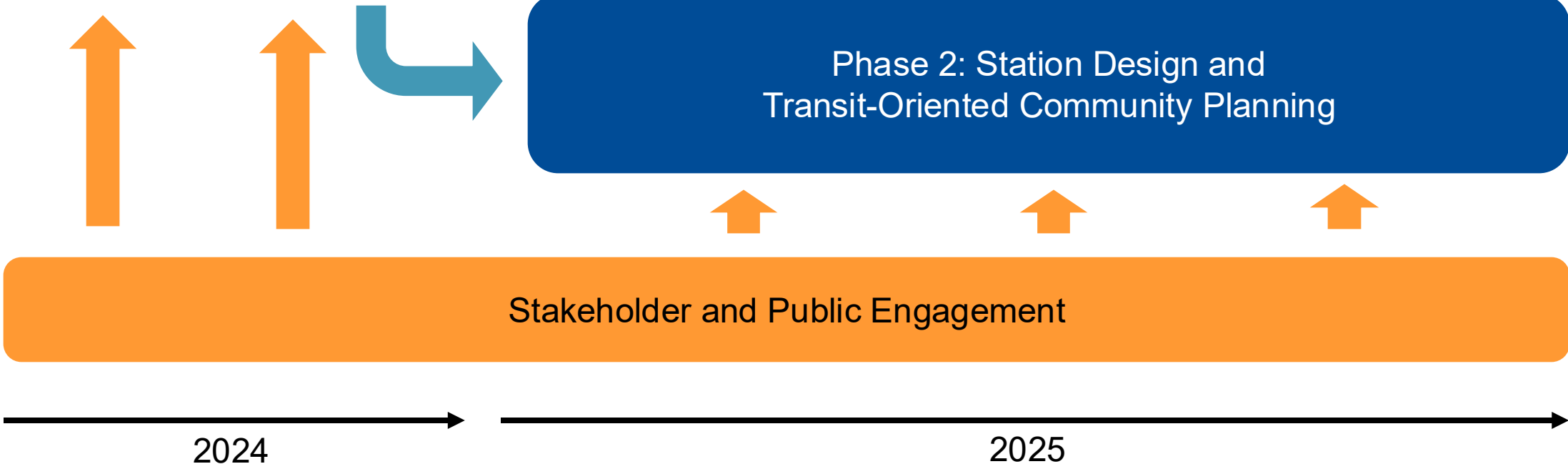


Phase 2: Station Design and
Transit-Oriented Community Planning

Stakeholder and Public Engagement

2024

2025



TAC Role and Community Engagement

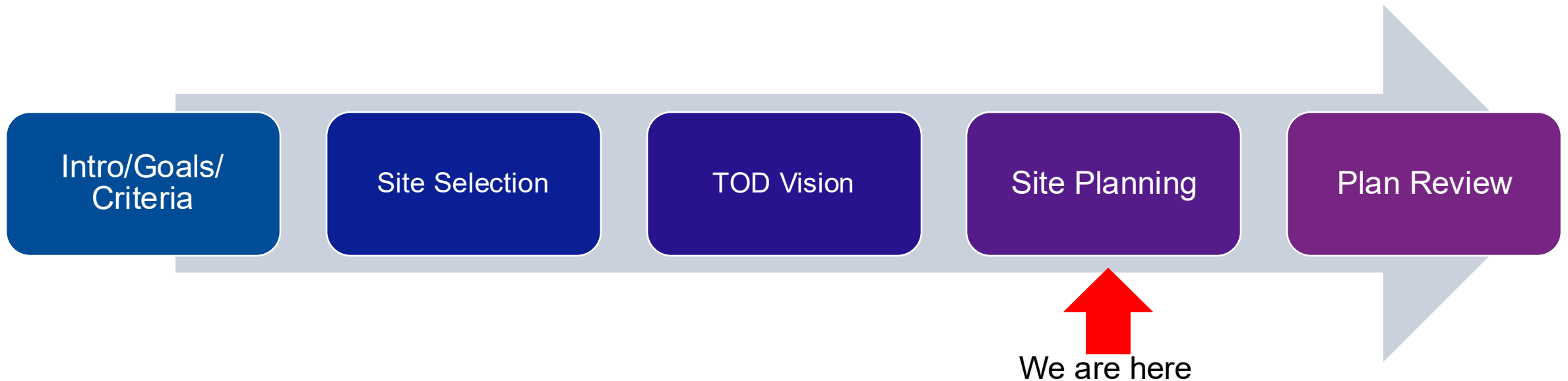
Technical Advisory Committee (TAC) Role

Role

- Help guide the study
- Attend quarterly meetings
- Review recommendations
- Provide forum for coordination

Input we seek throughout the study

- Known issues
- Local perspective
- Potential challenges
- Potential opportunities



Community Engagement

TAC Meetings

- October 24, 2024 – Introduction and Initial Sites
- January 30, 2025 – Station location evaluation
- April 24, 2025 – Preliminary station layout and land use vision

Community Workshops

- November 21, 2024
- March 18, 2025
- July 24, 2025

Pop up Events

- Eggstravaganza – April 12
- Mariachi Festival – May 22
- Coachella Independence Day event – July 3



Community Input on Station Area Priorities

Top 5 Station Area Land Use Priorities

1. Coffee Shops & Boutiques
2. Mixed-use Residential and Retail
3. Restaurants
4. Open Space
5. Cultural & Entertainment

Top 5 Preferred Station Features

1. Lighting
2. Shaded Waiting Areas
3. Security Cameras
4. Ramps
5. Seating Areas



Historical & Cultural Design Ideas

- Reflect the region's farmworker heritage and Latino cultural roots
- Honor local Indigenous communities through land acknowledgments
- Feature murals and public art by local artist
- Incorporate natural desert elements such as palm trees and date palms

Refined Station Layout and Draft Renderings

City's Preferred Station Site

Site 2 in Pueblo Viejo was recommended to City Council because it has good accessibility, the most supportive land use, and the fewest engineering constraints.

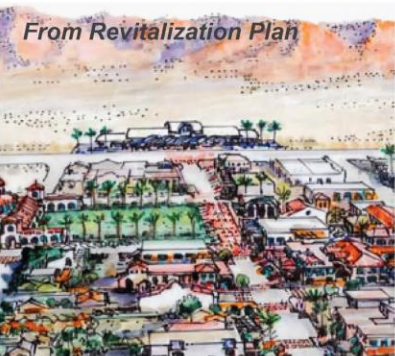
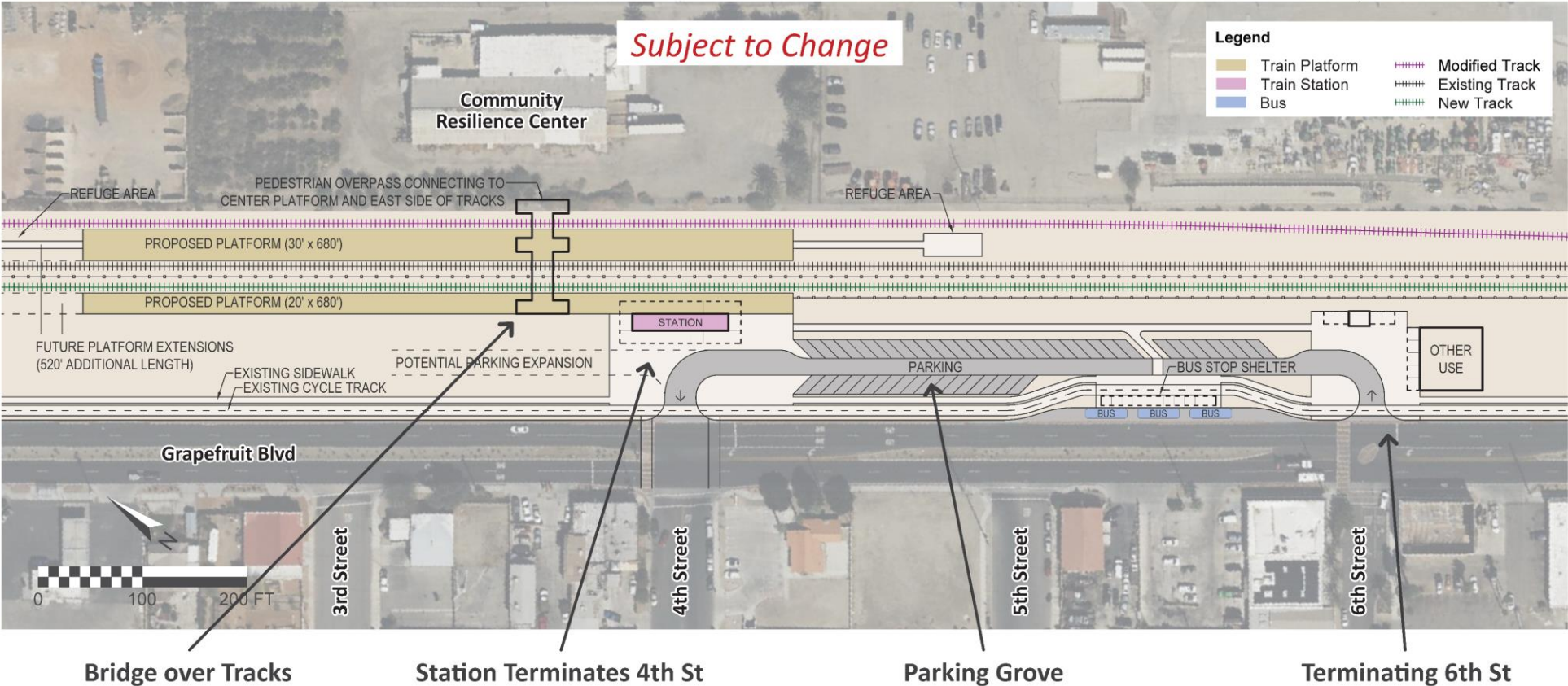


Layover Facility Location

- South of Avenue 52 was determined to be the optimal location operationally
- More land is available on the east side of the railroad to accommodate facility elements:
 - 3 storage tracks
 - Train wash
 - Crew building
 - Truck access and employee parking

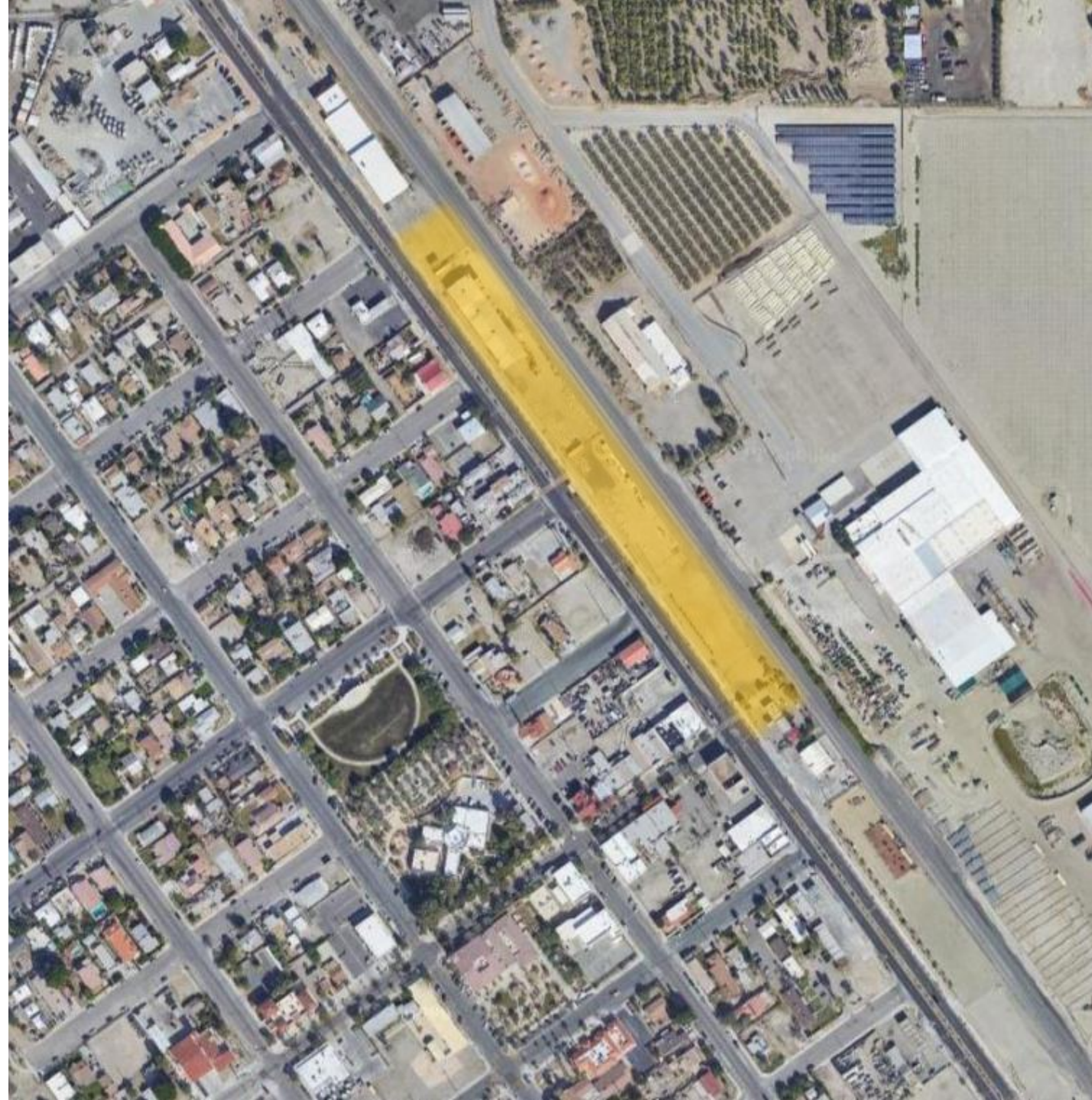


Station Layout



Businesses Currently Within Rail Right-of-Way

- Several existing businesses operate on land leased from UP at the proposed station site
- Additional businesses will likely be affected by construction of the third main track as part of the overall CV Rail Program
- Formal relocation process would begin after completion of the environmental document
- Long-term station development timeline uncertain



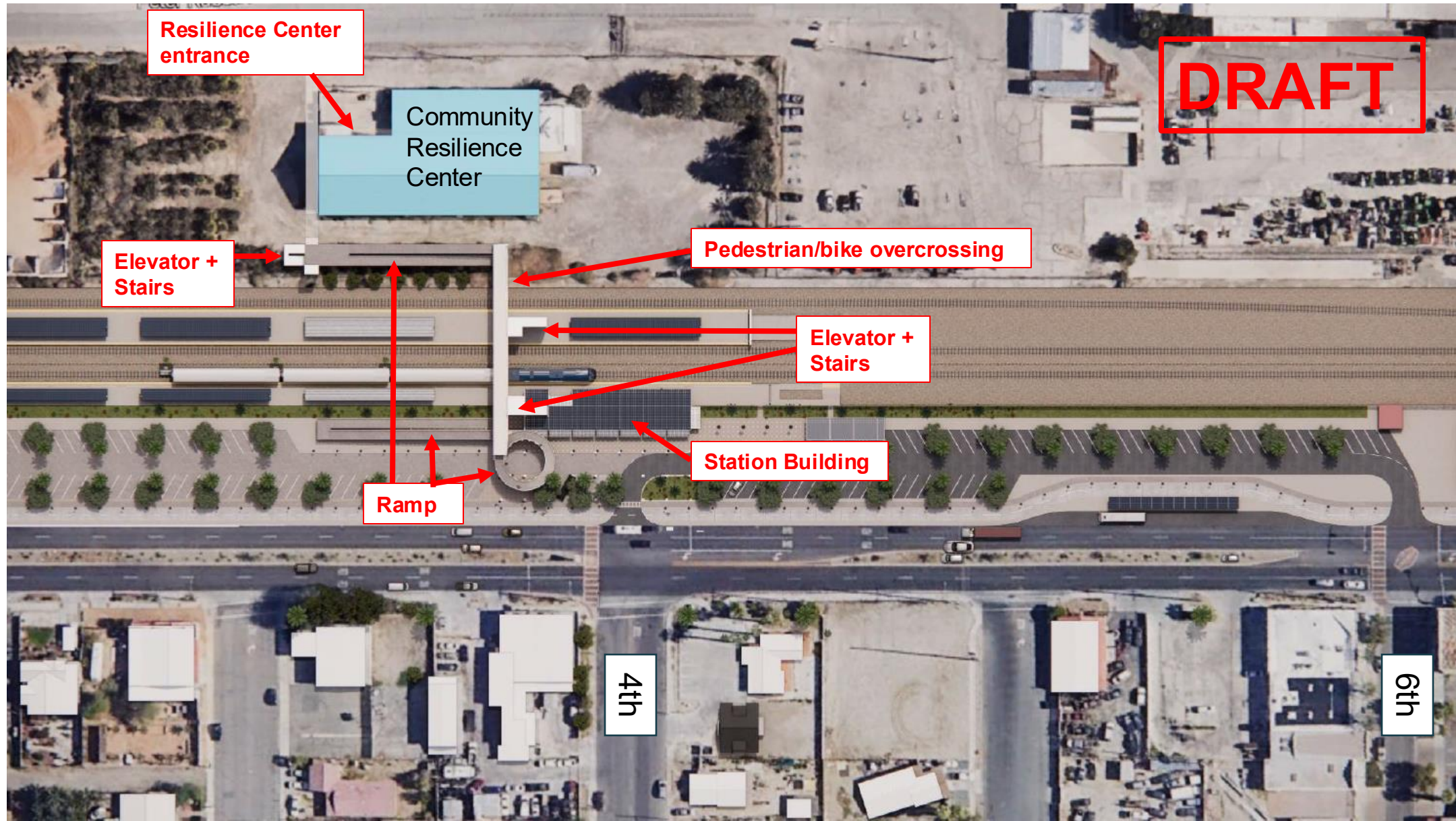
Overhead Rendering



Station Access



Station Components



Station Design

Design Principles

- Safety
 - Visibility, lighting
- Sustainability/Climate Adaptation
 - Solar panels, shade trees and structures
- Accessibility
 - Connecting across the tracks
 - Ramps and elevators for universal access
- Unique, Iconic Look
 - Circular ramps, colorful tiles and decorative fencing

Key Considerations

- Construction Costs
 - Including both ramps and elevators raises costs
- Maintenance
 - Three sets of elevators
 - Bathroom facilities
 - Ticket vending machines

Cultural Reference



Mid-Century Modern Desert



Historic Talavera Tile

Station View from Grapefruit/5th



Station View from Grapefruit/4th

DRAFT



Station Structure



Station Platform



Station View from Parking Lot



Night View from Parking Lot

DRAFT



Station Design

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Station Area Plan

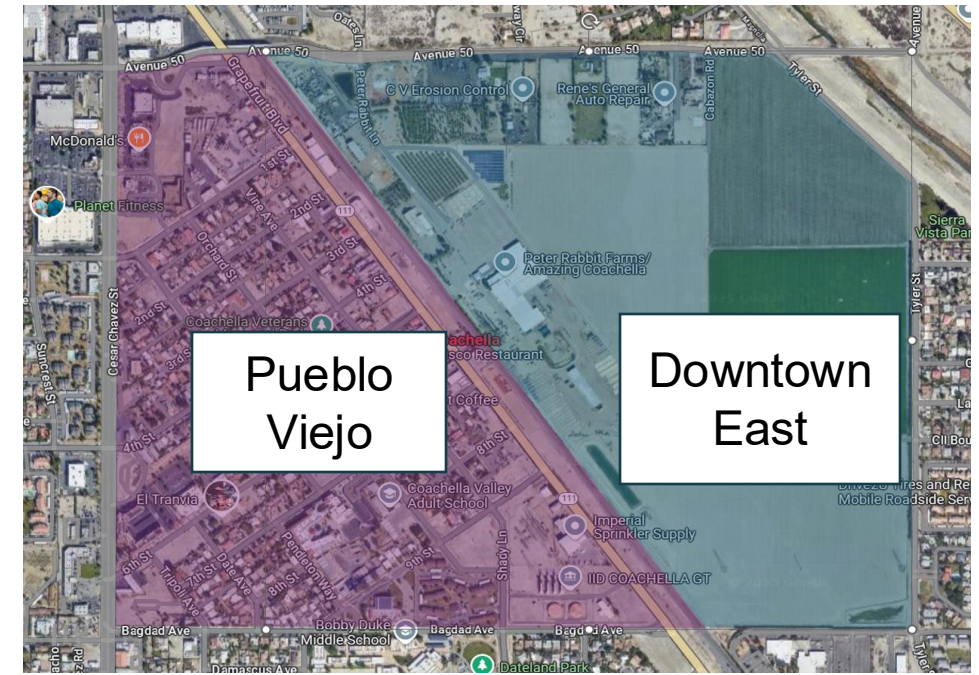
Transit-Oriented Development (TOD) Vision

The City of Coachella will capitalize on the return of passenger rail service to strengthen and accelerate progress toward a vibrant, inviting, comfortable, and culturally rich downtown that supports transit-oriented housing and commercial development, provides an attractive and amenity-rich public realm, facilitates ready access to essential goods and services, and connects seamlessly to adjoining neighborhoods.


















Station Area Plan Components

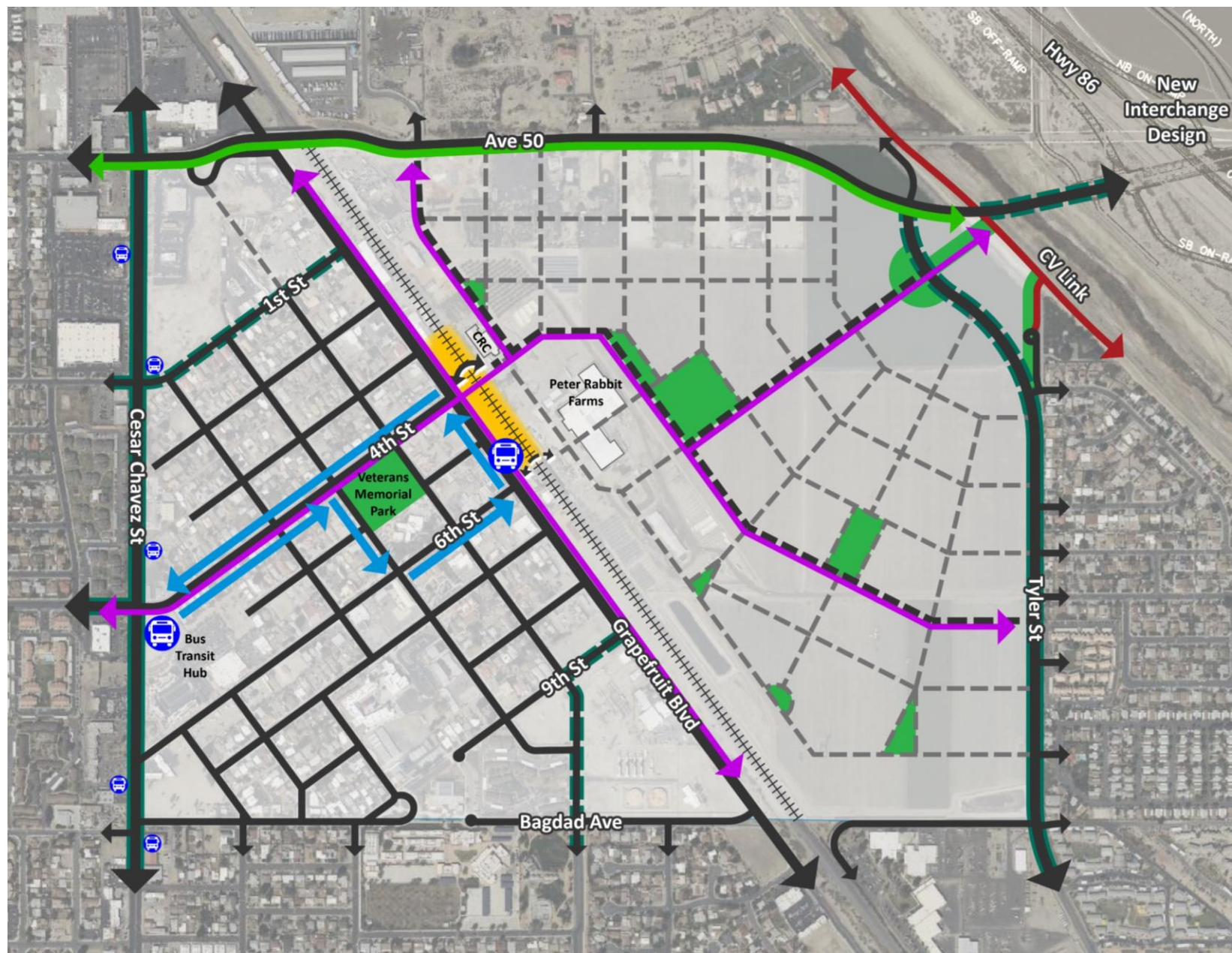
- Public Realm
 - Pueblo Viejo
 - Downtown East
- Land Use and Building Types
 - Zones
 - Building Types
 - Private Frontage
 - Parking Strategies
- Mobility Hub Plan
- Housing Element compatibility



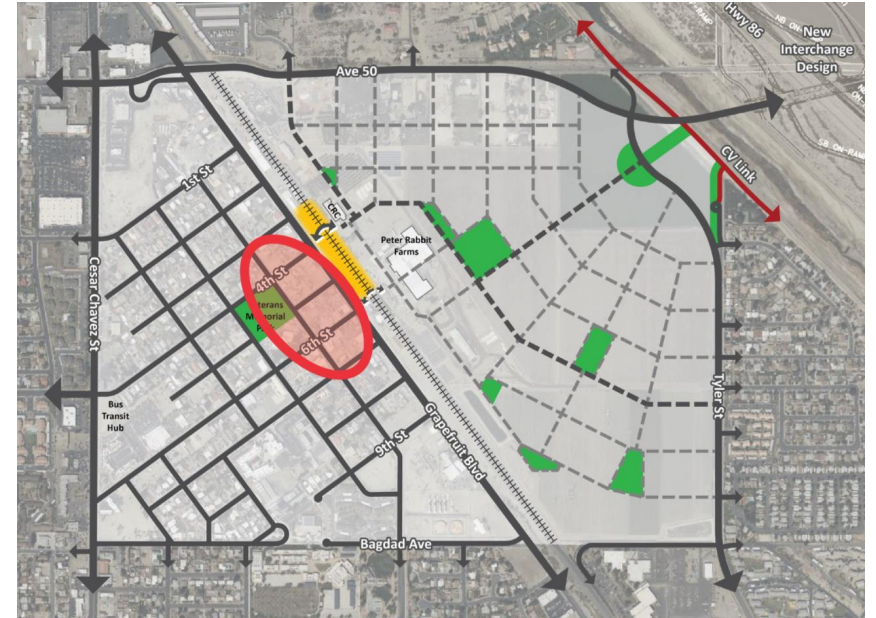
Mobility Network

LEGEND

-  Existing Streets
-  Potential Primary Street Network
-  Potential Secondary Street Network
-  Rail Lines
-  Train Station and Bus Stop Area
-  Open Space (Green and/or Plaza)
-  Pedestrian Bridge Associated with Station
-  Future Goal: additional east-west connectivity, such as a pedestrian bridge near 6th Street
-  Bus Stops
-  Potential Bus Loop to Station
-  CV Link
-  Primary Bike Routes
-  Existing Bike Routes at Periphery
-  Future Bike Routes at Periphery
-  CV Link Connector



Concepts for Active Blocks Near the Station

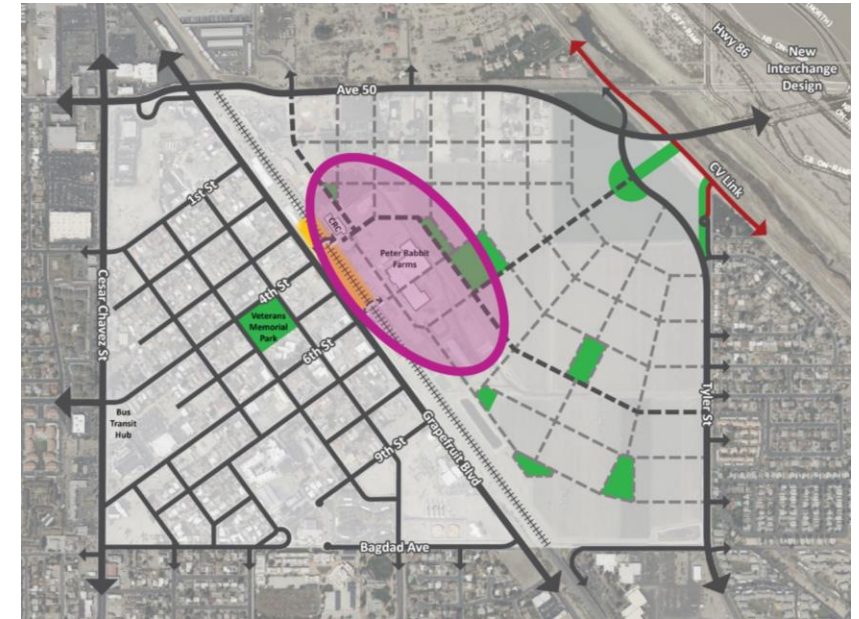


Community's Most Preferred Building Types:

1. Coffee Shops & Boutiques
2. Mixed-Use Residential & Retail
3. Restaurants



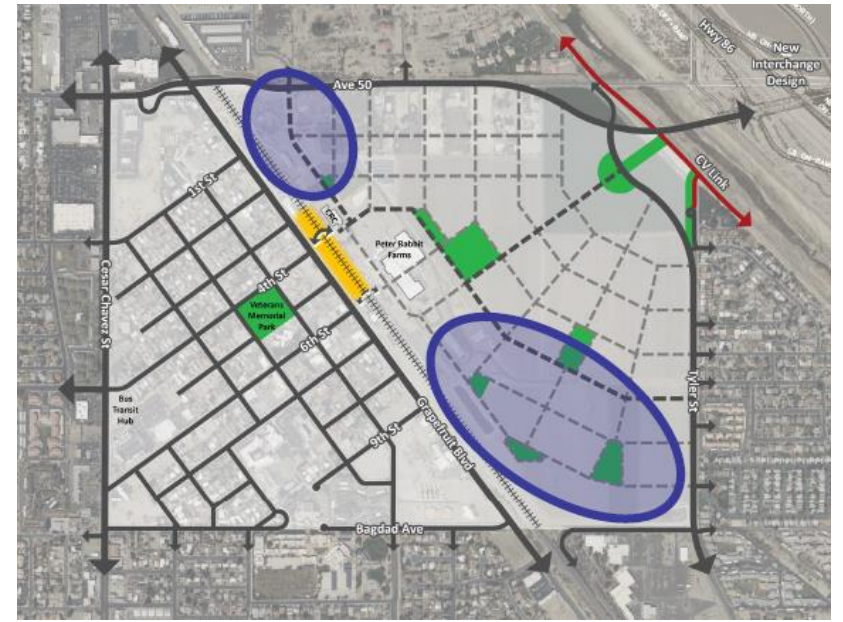
Concepts for the East Side of the Tracks



What We've Heard:

"If you want to put housing in the other side of the tracks, you'll have to put restaurants and shops as a buffer zone to the railroad."

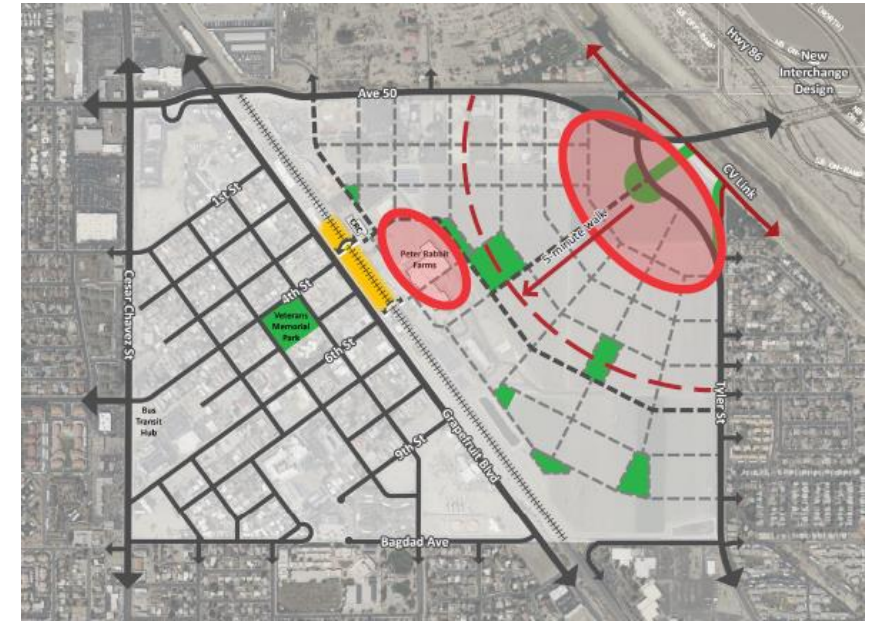
Longer-Term: Urban Employment



What We've Heard:

"I like that this site is very central to downtown and can increase economic development and future growth."

Longer-Term: Concentration of Shops and Restaurants



Longer-Term: Mixed-Density Walkable Neighborhood



Economic Development Strategy

Downtown Economic Development Strategy

- Focus Group held July 9, 2025
 - Strengths
 - Increasing walkability
 - Safety
 - Small, family-owned businesses
 - Weaknesses
 - Lack of central commercial district
 - Scattered businesses with few gathering spaces
 - Parking concerns, especially during City events
- Desire for expanding community events, youth programming, and cultural festivals
- Participants referenced other SoCal downtowns with entertainment, shopping, and walkable public space



Downtown Economic Development Strategy

- Next Steps – Finalize Recommendations
 - Strengthening Downtown business base
 - “Agritourism” opportunities
 - University partnerships
 - Promotional campaigns
 - Hotel/lodging development
 - Festivals and events



Next Steps

Next Steps

- Develop station and layover facility engineering plans and cost estimates
- Finalize Station Area Plan
- Develop Downtown Economic Development Strategy
- Develop Phasing and Financing Strategy
- Final TAC meeting and community workshop in Fall 2025
- Present findings to City Council and RCTC in Winter 2025