



SECTION III |

Facade Rehabilitation

City of Coachella
Pueblo Viejo Revitalization Plan





III. FAÇADE REHABILITATION

A. Existing Storefront Conditions

The core retail and dining commercial area of Pueblo Viejo is located along Sixth Street, on the blocks surrounding City Hall. While most of the storefronts are consistently one-story and share expansive and empty sidewalk space, a variety of architectural styles, materials, and colors exist throughout the corridor. Some structures have been deemed inhabitable due to structural damage, and will remain closed off until rehabilitated, or razed and redeveloped according to this Revitalization Plan.

Given the current economic market, the City of Coachella has shifted its focus from business retention and recruitment, to focused business retention through physical improvements to the exterior of building storefronts, monthly merchant networking, and facilitation of sidewalk sales events that were otherwise regulated through a stringent permit review/fee process.

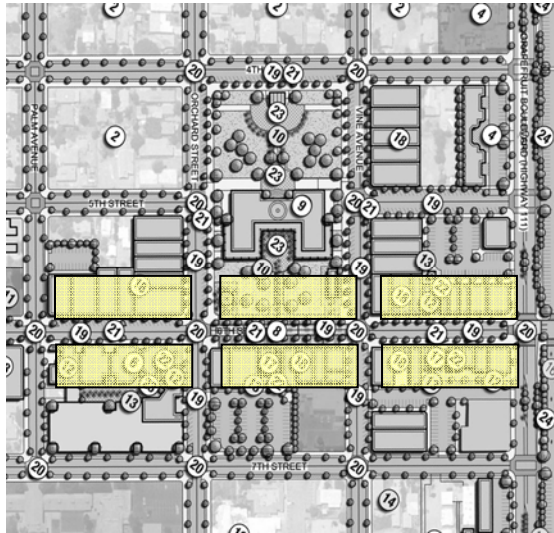
Following are images of several Pueblo Viejo storefronts, which capture the eclectic architectural styles that currently exist in this downtown area:



B. Façade Rehabilitation Recommendations

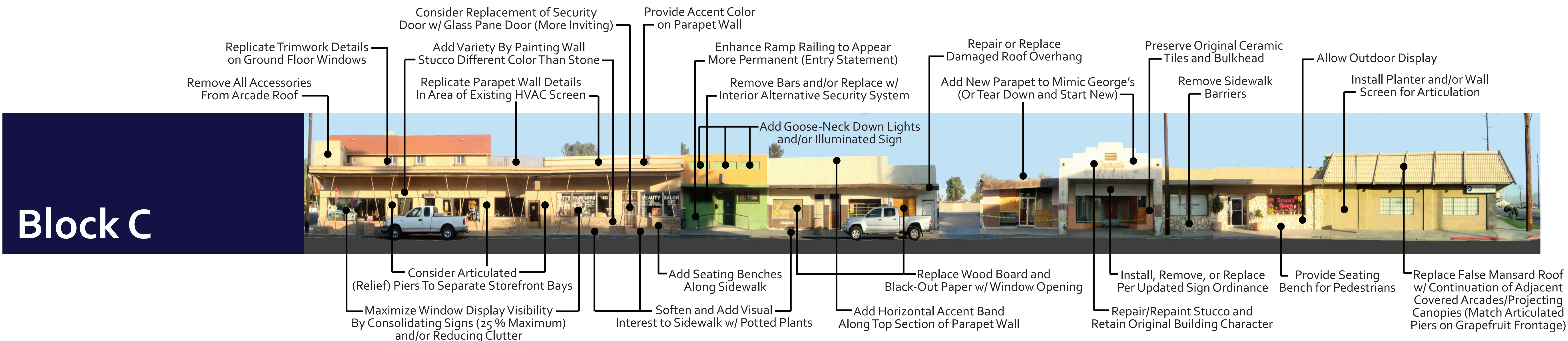
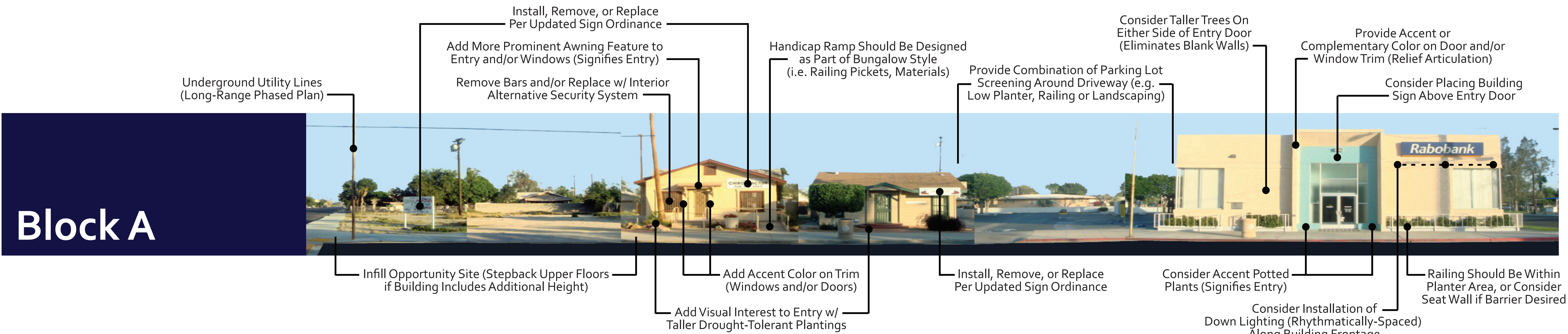
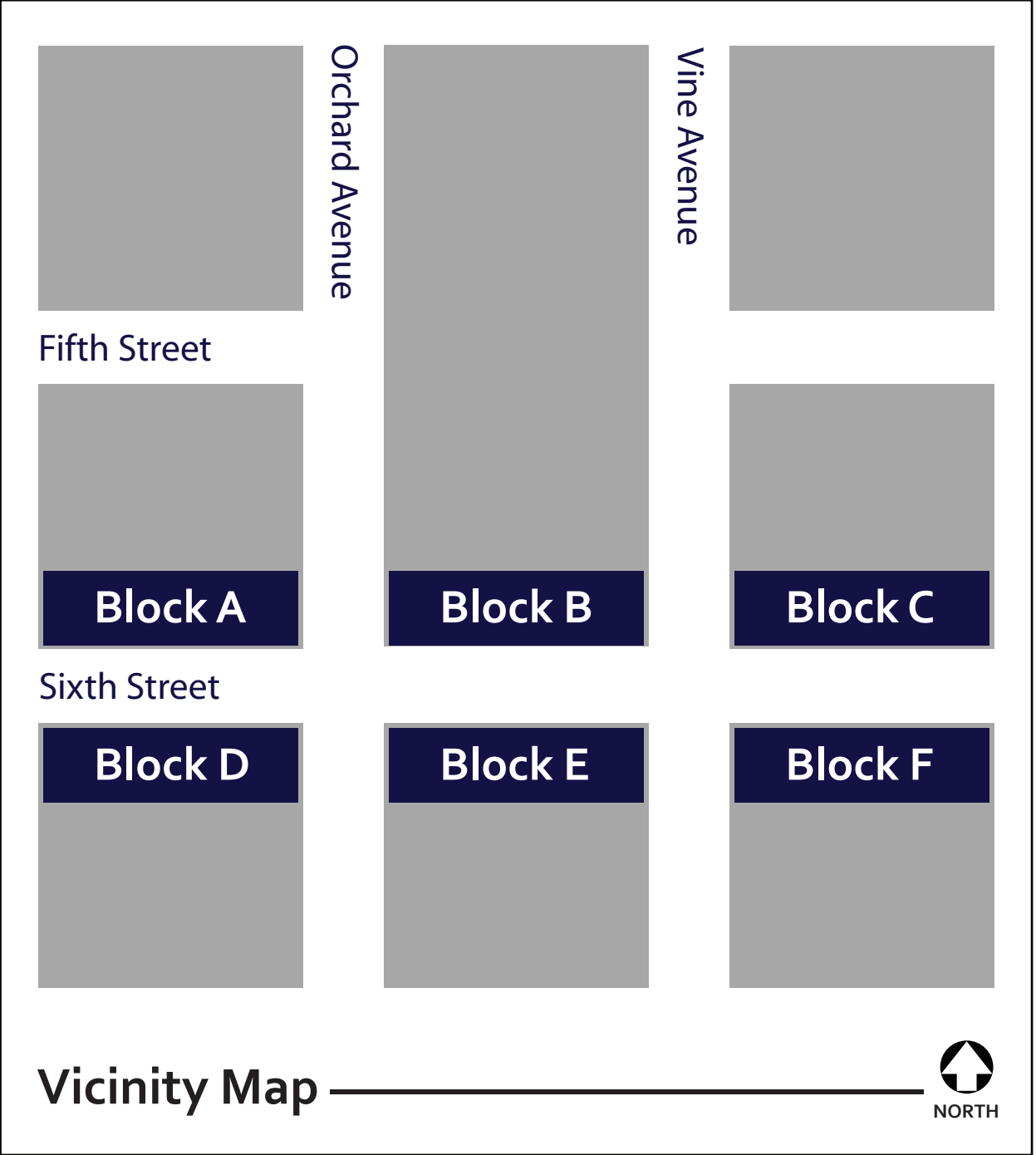
The outreach process related to the Pueblo Viejo Revitalization Plan resulted in a large number of Pueblo Viejo business merchants meeting independently with City Staff, through the Chamber of Commerce, to pursue development and execution of more immediate improvements to existing store fronts.

In an effort to assist the City of Coachella with these near-term improvements, and to maintain the momentum of an energized group of stakeholders, the RBF Team prepared a set of façade rehabilitation recommendations for storefronts located along the north and south sides of Sixth Street, between Palm Avenue and Grapefruit Boulevard. Those recommendations are contained within the following two (2) fold-out pages for Blocks A through F (as noted below). In general, rehabilitation projects should include color schemes that are unique to an old town style and that provide a cohesive blending of colors among buildings.



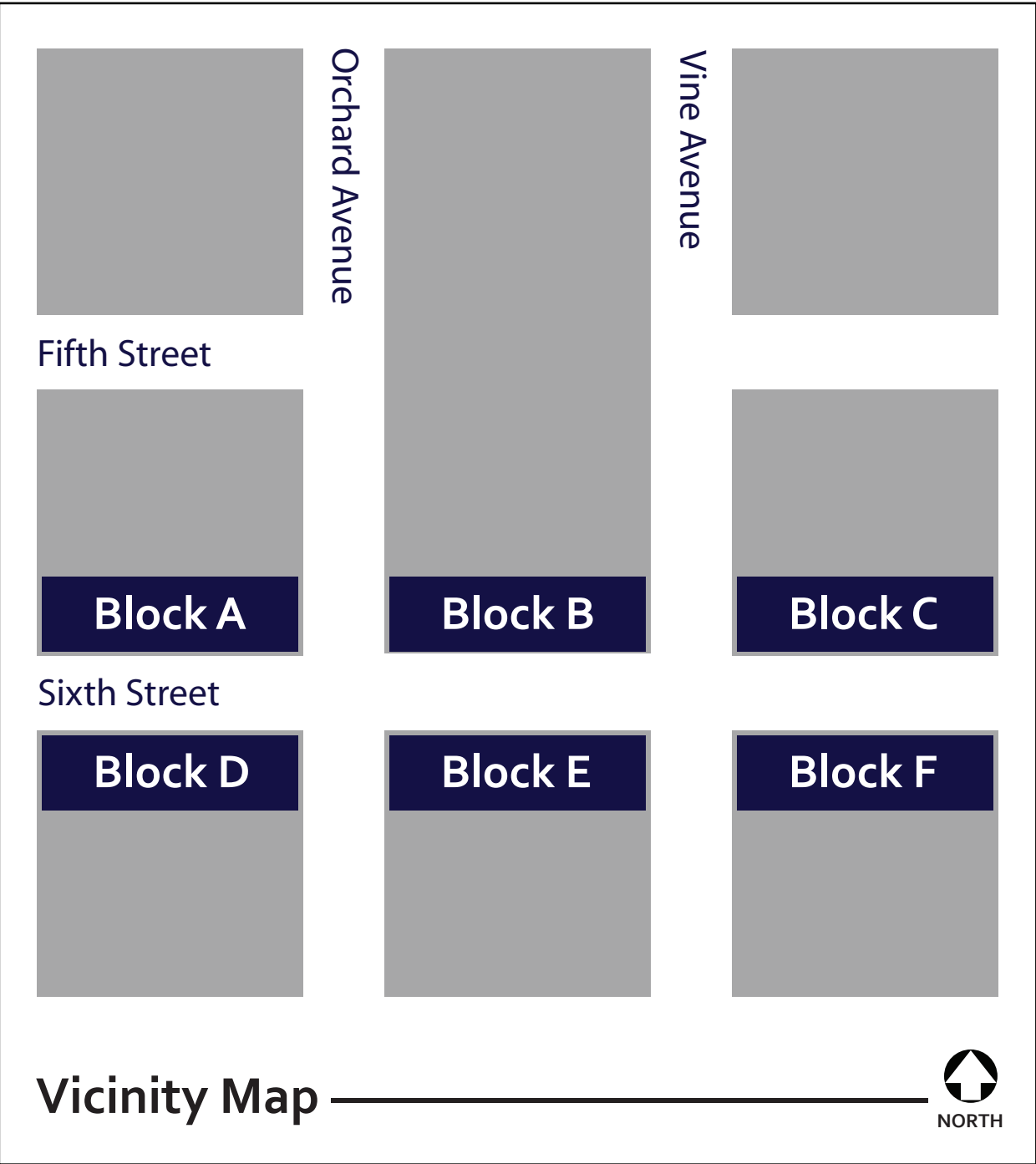
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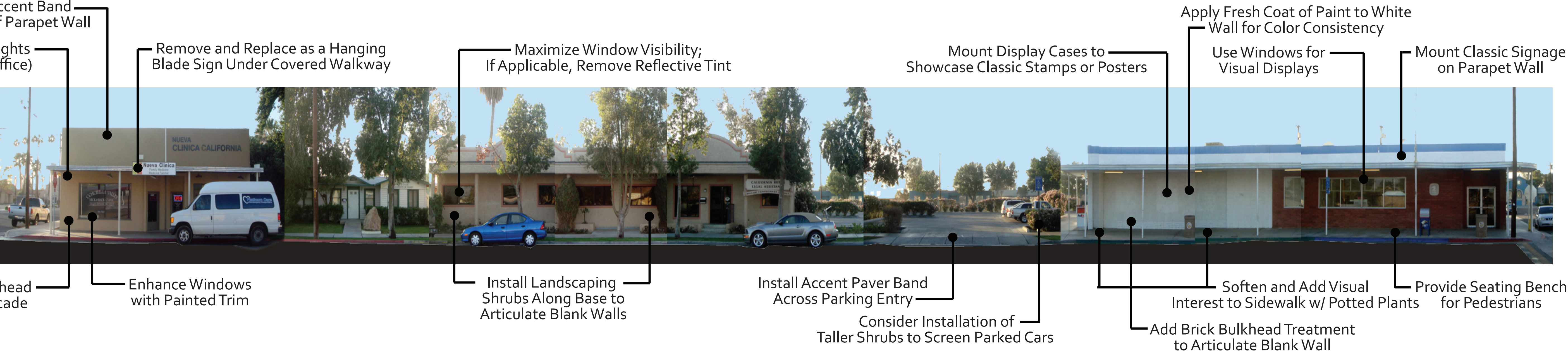


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Facade Rehabilitation Recommendations



Block D



Block E



Block F

