



SECTION II | *Vision Plan*

City of Coachella
Pueblo Viejo Revitalization Plan





II. VISION PLAN

A. Community Planning Process

The Pueblo Viejo Revitalization Planning process involved local residents, business owners, property owners, developers, and representatives from the Chamber of Commerce, school district, adult school, churches, Native American tribes, SunLine Transit Agency, Planning Commission and City Council. The process was divided into three phases, as described below:

Phase I – Gain Project Understanding

Phase I focused on developing a more thorough understanding of the various opportunities, constraints, and visions within the Pueblo Viejo project area.

An initial kick-off meeting and afternoon walking tour was conducted by the Project Team and City Staff on November 21, 2008. Several physical conditions (related to existing streetscape and circulation) were photographed and noted, along with sidewalk and curb-to-curb dimensions for streets immediately within the Sixth Street commercial area.

Using information from the field reconnaissance, as well as various baseline documents provided by City Staff and SunLine Transit Agency, the Project Team developed a draft *Opportunities and Constraints Sketch* of Pueblo Viejo. This sketch was presented to over 40 community members during Workshop No. 1, which was held at the Coachella Boys and Girls Club on the evening of January 27, 2009.

Community members were asked to confirm and/or identify additional opportunities, constraints, and visions for Pueblo Viejo. In addition, community members participated in a visual design preference survey using handheld voting devices. During this exercise participants were asked to rate a series of photographs based on each their appropriateness for the Pueblo Viejo revitalization effort. Participants rated architectural styles, streetscape elements, as well as design features related to parking and circulation.



Results from the visual design preference survey were used to:

- ❖ *Obtain an understanding of the community's preferences for the identity of Pueblo Viejo*
- ❖ *Identify major gateways, circulation patterns, and commercial corridors within Pueblo Viejo*
- ❖ *Verify existing and desirable future land use conditions within Pueblo Viejo*
- ❖ *Prepare update recommendations to the City of Coachella's Zoning Code and 2006 Pueblo Viejo Design Guidelines*

Separate from Workshop No. 1, the Project Team and City Staff conducted thirteen (13) one-on-one interviews with several key community members to identify site specific opportunities and constraints related to the Pueblo Viejo area and on-going revitalization efforts. The interviews were also held on January 27, 2009 at City Hall.

Phase II – Develop the Draft Pueblo Viejo Revitalization Plan

Phase II focused on further development of the draft Pueblo Viejo Revitalization Plan. Based on community input received from the Stakeholder Interviews and Workshop No. 1, the following draft vision plan components were developed in preparation for a second community outreach event (see *Appendix Item A – Stakeholder Interview and Community Workshop Summaries*):

- ❖ *Draft Vision Statement*
- ❖ *Draft Illustrative Vision Plan Graphic*
- ❖ *Draft Façade Rehabilitation Recommendations*
- ❖ *Draft Perspective Rendering*
- ❖ *Draft Street Cross Sections*
- ❖ *Draft Landscape Plant Palette*
- ❖ *Draft Color Palette*
- ❖ *Draft Market Study Analysis*

On the evening of April 28, 2009, Workshop No. 2 was held at the Coachella Boys and Girls Club to present all draft vision plan materials and encourage participants to provide additional ideas or comments for incorporation into a final draft revitalization plan.



Images of Community Workshop Participants

Following the Workshop No. 2, the Project Team revised the draft vision plan components and conducted a joint study session on May 18, 2009 with Planning Commission and City Council members. The purpose of the meeting was to allow these governing officials to review comments received from all stakeholders, as well as the draft Pueblo Viejo Revitalization Plan.

Phase III – Develop the Final Pueblo Viejo Revitalization Plan

Phase III focused on finalizing the draft Pueblo Viejo Revitalization Plan, based on comments received from the Planning Commission and City Council.

B. Key Community Priorities

The following key community priorities were developed based on outreach conducted with all stakeholders. These priorities provide the foundation of the Pueblo Viejo Revitalization Plan.



Preserve Historic Charm. Encouraging architecture that preserves local heritage is important to the character of Pueblo Viejo. Architectural styles such as Spanish Colonial and Mission Revival complement existing buildings and reflect the character of Pueblo Viejo.

Expand Civic Center Presence. Clustering City Hall and other civic uses (such as the fire station, post office, library, senior center and Chamber of Commerce) in a concentrated area has been essential in defining the heart of Pueblo Viejo. As consideration is given to Coachella's City Hall and Library renovation/expansion, it is important to evaluate opportunities to expand the already-existing civic center presence in Coachella.

Encourage a Vibrant Street Scene. Creating outdoor dining, retail and public gathering spaces along Sixth Street, with iconic mixed-use developments at the gateways (or bookends of Sixth Street at Harrison Street and Grapefruit Boulevard) will encourage visitors to walk the core of Pueblo Viejo. Shaded walkways, provided by fully-covered arcades, trellises, and/or tree canopies, complemented by benches and water fountains, will provide an active and attractive street scene in Pueblo Viejo.

Provide Community Gathering Space. Like a true downtown in the heart of Coachella, Pueblo Viejo is a gathering place for community events, festivals, and just to relax. Numerous pedestrian gathering plazas and connections should exist around buildings, so that visitors may conveniently access rear parking, or just sit while enjoying the company of friends and family.

Develop Strong and Successful Merchants. Providing support to existing businesses will help the City to retain long-time merchants, and encourage new businesses to locate within Pueblo Viejo. Business retention and recruitment is vital to a successful downtown.

C. Vision Statement and Perspective Rendering

A vision statement is an encouraging or inspiring statement for the future of a place, and should reflect the desirable elements prescribed by the local community. The following vision statement for Pueblo Viejo was developed by the community members of Coachella.

COMMUNITY VISION STATEMENT

*"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!**"*

COMMUNITY VISION PERSPECTIVE



D. Conceptual Vision Plan

The Pueblo Viejo Conceptual Vision Plan includes six (6) main components, which are referenced within Exhibit 1 – Illustrative Vision Plan Graphic and described in narrative form throughout the remaining pages in this section:

- ❖ *Architectural Character*
- ❖ *Site Planning and Land Uses*
- ❖ *Infill Development Sites and Catalyst Projects*
- ❖ *Cultural and Historic Celebration*
- ❖ *Streetscape Enhancements and Cross Sections*
- ❖ *Parking and Circulation*

ARCHITECTURAL CHARACTER

A mix of architectural styles and details can create an authentic and timeless downtown. The following Spanish Colonial and Mission Revival styles were most preferred by Pueblo Viejo stakeholders, along with the possibility for future development to integrate some contemporary styling. While these themes were selected by the community because they respect the culture and heritage of Pueblo Viejo, they are not intended to be a requirement. Instead, they are provided to encourage compatibility and to ensure quality development in the downtown (see *Appendix Item A – Stakeholder Interview and Community Workshop Summaries*).

Traditional Downtown. Traditional downtown architecture is characterized by relatively modest scale and façade topping parapet, which could be partially raised in a stepped or triangular pattern. The arrangement of windows is generally straightforward, with storefronts and display windows banded by transoms on lower stories and double-hanging sashes on upper stories (when present). Architectural detailing is typified by contrasting color bulkheads, wall planes, and upper story parapet detailing. Storefronts are primarily glass for the purpose of display and piers frame the storefront.

Spanish Colonial. Spanish Colonial architecture is best characterized by a combination of detail from several eras of Spanish and Mexican architecture, using features such as smooth plaster (stucco) walls, low-pitched clay tile, shed, or flat roofs, and terra cotta or cast concrete ornaments. Other elements typically include small balconies, semi-circular arcades, wood casement or tall, double-hung windows, canvas awnings and decorative iron trim. In terms of site design, Spanish Colonial buildings are typically rectangular or L-shaped with horizontal massing, and include interior and exterior courtyards.

Mission Revival. Mission Revival architecture is characterized by massive walls with broad, unadorned surfaces and limited fenestration (e.g. windows, doors, skylights, or curtain walls), wide, projecting eaves, and low-pitched clay tile roofs. Similar to Spanish Colonial architecture, other Mission Revival design elements include long, arcaded corridors, piered arches, and curved gables. Exterior walls are coated with plaster (stucco) to shield adobe bricks beneath from weathering.

Contemporary. Contemporary architecture, which is best described as “architecture of the current time,” may be appropriate in new construction, although buildings should consider the use of materials, colors, and design elements similar to those of surrounding structures. Creative interpretations of traditional design elements should be reviewed by the City on a case-by-case basis, to ensure that projects are consistent with the underlying architectural style.



Traditional Architecture



Spanish Colonial Architecture



Mission Revival Architecture



Contemporary Architecture

EXHIBIT 1 – Illustrative Vision Plan Graphic



SITE PLANNING AND LAND USES

Major Gateways:



Photo of Major Gateway 1

There are three (3) major gateways into the Pueblo Viejo area, as defined by the local community.

The first major gateway is located at the northern-most tip of the project area, where Harrison Street and Grapefruit Boulevard split (heading south). A vehicular-oriented commercial center and signage mark this entrance into Pueblo Viejo.



Photo of Major Gateway 2

The second major gateway is located at one of the “book-ends” of Sixth Street, where intersecting with Grapefruit Boulevard. While one-story commercial buildings exist at this intersection, the community felt it was an important gateway into Pueblo Viejo because of its axis along Sixth Street and terminus with the future Bus Transfer Center.



Photo of Major Gateway 3

The third major gateway is located at the other “book-end” of Sixth Street, where intersecting with Harrison Street. The vacant properties located on the north- and south-east sides of this intersection are prime for development of iconic, two-to-three story commercial/retail and residential mixed-use. Corner gathering plazas, fountains, and way-finding signage will enhance these corners as a significant entry into Pueblo Viejo.



Looking East Down Sixth Street from Harrison Street



Image of Public Plaza Water Fountain and Seating

Land Uses:

Civic Center uses within the immediate Pueblo Viejo project area include City Hall, Fire Station, Chamber of Commerce, Post Office, Library, Senior Center, and Veteran's Park.



Coachella City Hall



Coachella Fire Station



Chamber of Commerce



United States Postal Service



Coachella Senior Center



Veteran's Park



Existing Commercial Uses



Existing Industrial Uses



Existing Residential Uses

Commercial uses in Pueblo Viejo are generally located within the northern-most portion of the triangular project area (where Harrison Street and Grapefruit Boulevard split), as well as along Harrison Street, Grapefruit Boulevard, and the entire Sixth Street corridor. The northernmost triangle is comprised of vehicular-oriented uses with expansive parking lots, and some vacant parcels zoned for future commercial use. Strip commercial centers are generally found along Harrison Street (a mix of retail and neighborhood commercial) and Grapefruit Boulevard (auto-related commercial). Sixth Street is comprised of local restaurants and retail-related storefronts.

Industrial uses are located along the south side of Avenue 50 and east of the railroad tracks running parallel to Grapefruit Boulevard. This Revitalization Plan does not call for a change in industrial use, although it would be ideal to improve the industrial area on the south side of Avenue 50 to be more compatible with single-family residential neighborhoods to the south.

Residential uses within Pueblo Viejo are predominantly single-family units with some duplexes scattered throughout the area. The majority of residential uses are located along Fifth Street (north to Avenue 50) and Seventh Street (south to Baghdad Avenue).



Institutional uses include Palm View Elementary School and Coachella Valley Adult School, which are located along the south side of Seventh Street. Additionally, a historic church that is now being used as a quasi-public community center is located along First Street.



Future Mixed-Use is planned along the entire Sixth Street corridor and along the portions of Vine Avenue and Orchard Street that wrap the City Hall block. Storefronts should include active ground-floor retail and neighborhood-serving commercial, with upper floors (if applicable) designed to accommodate general/medical office and/or residential uses.

Existing Institutional Uses

Some parcels along this mixed-use corridor are underutilized and/or vacant, making them ideal infill lots for redevelopment. Existing commercial uses along Sixth Street are generally one-story. Future mixed-use structures are encouraged to be two-story, between Tripoli Way and Vine Avenue. In an effort to create iconic gateways, two-to-three story mixed-use structures are encouraged at the corners of Harrison Street and Grapefruit Boulevard, where they intersect Sixth Street.

The primary design issue related to mixed-use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses related to access, visibility, parking, loading, and possibly the extension of hours of operation to maintain a lively downtown.

Pedestrian Connections:



Photo of Existing Pocket Park

Pedestrian connections between buildings are critical for access between rear parking lots/structures and storefronts along Sixth Street. They can be designed as semi- or fully-covered breezeways, or landscaped pocket parks with outdoor tables/benches and wall space for community murals. (The image at the left is an example of an existing pocket park that could be improved as a connection with removal of fencing.)



Image of Pedestrian Connections

Pedestrian connections may also be used for access to perimeter stores, outdoor café seating, or as general public gathering space. Unique architectural, landscape or water feature elements can create spaces that are visually interesting for passersby. A primary objective of the Revitalization Plan is to maintain walkability, so where possible, rear parking lots/structures should be designed for vehicular access from either Fifth Street, Seventh Street, and/or smaller side streets. Minimizing driveway access points along Sixth Street will reduce the frequency of automobiles crossing the path of pedestrians.

INFILL DEVELOPMENT SITES AND CATALYST PROJECTS

Catalyst Site One – City Hall Renovation / Expansion:

City Hall, and the adjacent Veteran's Park located within the same block, is currently the major draw for people who visit Pueblo Viejo. Many city residents stop by to pay utility bills, while others discuss development projects with Community Development Department staff. With a growing population and an aging structure, one of the City's priorities is to evaluate options for renovating/expanding or building a new City Hall.

The Revitalization Plan considers the option of renovating/expanding City Hall among one of the most important catalyst projects for redeveloping Pueblo Viejo. Given that this Revitalization Plan serves as the "ideal" vision for improvements to be made within Pueblo Viejo, this Plan calls for complete reconstruction of City Hall within its existing block. The architectural style would be consistent with that found in Santa Barbara (or Spanish Colonial), creating a courtyard-like entry on the south side and additional gathering plaza space on the Veteran's Park side. The amenities already contained within both park spaces (No. 23, north and south) would be enhanced, but overall, these two park spaces would remain as less "programmed" green space so as to preserve as many existing trees as possible.

Conceptually, a new City Hall building (No. 9) would be situated mid-block and in line with the Fifth Street axis to create an inviting and continuous pedestrian-oriented passage through the covered arcades of the reconstructed City Hall building. Angled parking would remain along all four sides of the Civic Center block – in particular on Sixth Street, Orchard Street and Vine Avenue, with additional angled parking to be provided along the south side of Fourth Street.



Sixth Street – A "Convertible" Street

The significance of Sixth Street as a well-connected commercial corridor for pedestrians, bicyclists and motorists is important to the vitality of Pueblo Viejo. During community events or street fairs in particular, the segment of Sixth Street between Orchard Street and Vine Avenue may serve as a "convertible street" (No. 8) by being temporarily converted to a pedestrian-only thoroughfare using barricades and vehicle detour signs. This entire segment would include decorative paving to distinguish it as a community gathering plaza when closed. When open, this segment would serve as a primary connector for

vehicles traveling from one end of Sixth Street to another, and be striped to provide angled parking for visitors.

While accommodating a reasonable amount of traffic, vehicle speeds should be moderated to ensure pedestrian safety. All pedestrian crosswalks within every Sixth Street intersection in Pueblo Viejo should be improved with decorative paving to distinguish the crosswalk from vehicle travel lanes, and may be improved with curb extensions to shorten the pedestrian crosswalk distance. If incorporated in the crosswalk design, then the radius of curb extensions should be examined to allow a street sweeper to navigate with ease, especially in locations where angled parking is provided.

Where possible, “Key Access Intersections” along Sixth Street (No. 20; also shown in the Pueblo Viejo Street Design Features Plan on Page II-23) should include dedicated turn lanes to avoid excessive vehicle queues. Roundabout designs may also be considered at these “Key Access Intersections” to maintain a continuous flow of traffic, but should be carefully designed so as to maximize safe pedestrian crossing access.

Catalyst Site Two – Bus Transfer Center



Like many southern California cities that are promoting walkable neighborhoods with a mix of residential and commercial uses around public mass transit systems, the City of Coachella has partnered with SunLine Transit Agency to identify sites for a future bus transfer center (No. 26).



Images of Transit Schedule / Bus Transfer Center



Looking East To Proposed Bus Transfer Center

The vision within this Revitalization Plan calls for a future bus transfer facility on the east side of Grapefruit Boulevard, in direct line with the Sixth Street commercial corridor axis. Bus transfer centers generally include covered bus bays (approximately eight to ten shown) and ticket/information kiosk for transit patrons. The recommendations of the “Transit Center Update” dated October 28, 2009 (see *Appendix*) shall be used for site location and development of the Transit Center. Recommendations can be found in Section IV – Implementation.

Given the City’s future inland port and entertainment district development concepts for east of Grapefruit Boulevard, this location for a bus transfer center is ideal and strongly encouraged by the City. Increased bus ridership into this transit center, due to visitors of Pueblo Viejo from other regions, may lead to future expansion opportunities as a full-blown regional transit center.

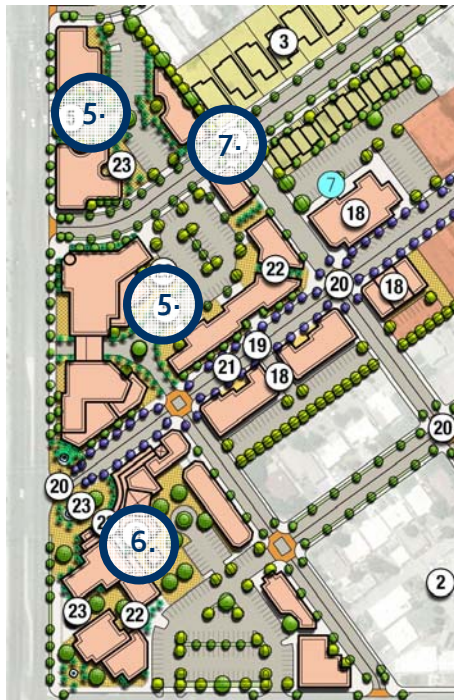
Catalyst Site Three
(Assessor Parcel Numbers: 778-092-001 to -008)



This property is bound by Sixth Street on the north, Seventh Street on the South, Palm Avenue on the west, and Orchard Street on the east. The land uses envisioned for this catalyst site include a mix of ground-floor retail with office (general and/or medical) space on upper floors. To meet parking requirements, the City may evaluate parking structure concepts up to three stories in height, a cost-sharing analysis and joint-use agreement with adjacent elementary and adult school facilities.

(See Appendix Item F – Catalyst Sites Pro Forma Analysis)

Catalyst Site Four
(Assessor Parcel Numbers: 778-080-006, North Side of Sixth Street; 778-081-003, South Side)



Existing Retail on South Side



Vacant Parcel on North



Looking Northwest across Vacant Parcel on North Side

This catalyst site includes two different parcels which span both the north and south sides of Sixth Street. The property on the north side (located on the east side of Harrison Street, between Fourth and Sixth Streets) is a large vacant piece of land (No. 5). The property on the south side (located on the east side of Harrison Street, between Sixth Street and Baghdad Avenue) is fairly developed with neighborhood commercial uses (No. 6). Both properties are situated at the major gateway to Pueblo Viejo and are critical catalyst sites to the project area's revitalization.

This Revitalization Plan envisions a solid mix of ground-floor retail and public gathering plaza space fronting Harrison Street on the north property, with active senior residential units located on upper floors (up to three stories). A separate senior center building and green open space are also contemplated for this catalyst site. The City will evaluate development proposals based on economic and market feasibility, and is open to project proposals that include horizontal and/or vertical mixed-use. A similar mix of senior-related uses, retail and commercial office space are contemplated for the property on the south property. Development proposals for this site should again focus ground-floor retail activity on the Harrison and Sixth Streets sides.

The Revitalization Plan also explores the option of extending Fifth Street (No. 7) through to Harrison Street, for the purpose of completing the downtown street grid network. Development proposals may or may not wish to include this extension, but those that do should indicate such as a “right-turn in/right-turn out” intersection with Harrison Street.

To meet parking requirements for development on both the north and south properties, the City may evaluate parking structure (up to three stories in height) and/or surface parking lot concepts, a cost-sharing analysis and joint-use agreement with adjacent property owners.

(See Appendix Item F – Catalyst Sites Pro Forma Analysis)

CULTURAL AND HISTORIC CELEBRATION

Heritage Walk



Vietnam Veteran's Park Plaque

Many cities with historic downtowns establish “heritage walks” or pedestrian paths of milestone markers that celebrate the history of how their downtown developed over time (e.g. historic buildings, monuments, events and/or culture). Pueblo Viejo has a rich history – a story that should be expressed through the area’s revitalization efforts.



Original Fire Station

While a specific “heritage walk” route has not been developed for Pueblo Viejo, the following locations represent a few places that City officials, business merchants, residents and other Pueblo Viejo stakeholders may wish to consider in the event that the community desires to establish a specific route:

- City Hall (as reconstructed, and/or including all of the existing monuments in front of City Hall, such as the Water Trough)
- Historic Church (located on First Street)
- Veteran's Park
- Lopes Hardware (as Original Bank)
- Altura Credit Union (as Original Fire Station)

STREETSCAPE ENHANCEMENTS AND CROSS-SECTIONS

Sidewalk Improvements



Existing Sidewalk



Faded Crosswalk



Deteriorating Curb Face



Closed Sidewalk



Sidewalk Utility Boxes



Overhead Utility Lines

Most existing sidewalks within Pueblo Viejo are concrete from curb-face to building frontage, leaving pedestrians fully exposed to intensive hot and cold weather conditions and visually harsh concrete conditions. Minimal street lighting exists, leading to reduced night-time visibility. Other segments have crumbled curb-faces and cracked sidewalks due to imbalanced soil compositions, which have resulted in entire sidewalk sections being closed off to pedestrians. Further, many sidewalks abut large numbers of utility boxes and overhead electrical wires, as opposed to visually appealing landscape buffers, and lead into faded intersection crosswalks.



Sidewalk Marker for Heritage Walk

The City of Coachella has prioritized major street improvements throughout Pueblo Viejo, which include re-paving and installation of sidewalks where currently non-existent. Future near- and long-term street enhancements should prioritize sidewalks that are currently closed-off to pedestrians and are encouraged to include the following improvements:

- ❖ *Underground Overhead Utility Poles and Boxes*
- ❖ *Prepare (Treat) Soil Prior to Installation of New Concrete Sidewalks*
- ❖ *Re-Paint Intersection Crosswalks and/or Install Decorative Paving*
- ❖ *Include Mosaics and/or other Diverse Design Elements in Sidewalks for Visual Interest*
- ❖ *Consider Implementing "Heritage Walk" Monuments in Newly Installed Sidewalks*
- ❖ *Install Pedestrian-Scaled Sidewalk Lighting (Specific to Pueblo Viejo Identity)*
- ❖ *Integrate Landscape Buffers with Overhead Tree Canopies (Specific to Pueblo Viejo Identity)*
- ❖ *Install Seat Benches for Pedestrians (Specific to Pueblo Viejo Identity)*

Lighting



Image of Sidewalk Lighting

Quality street lighting can enhance the identity of a downtown by complementing a building's architecture and/or sidewalk landscaping, but most importantly, it enhances night-time security because of increased visibility.

Sidewalk street lighting within Pueblo Viejo is encouraged to be compatible with Spanish Colonial, Mission Revival, and/or Contemporary architecture (generally includes bell-shaped street lamps). It should also be pedestrian-scaled and provide opportunities for hanging planters and/or a street banner program that further celebrates the Pueblo Viejo heritage. The sidewalk street scene is essential in creating a relatable "sense of place" for residents and visitors.

Landscaping



Landscaping should be considered an integral design element in the planning for new or redeveloped streetscapes and project sites within Pueblo Viejo. Landscaping can enhance the quality of a downtown by framing and softening the appearance of buildings, screening undesirable views, and providing shade and comfort to pedestrians.



Images of Potted Landscaping

The following pages include possible landscape types for iconic trees, tree canopies, and shrubs that the City may wish to evaluate for planting within the downtown. Further, the use of a desert-climate, drought-tolerant plant mixture is encouraged.

In some instances, a street sidewalk may be enhanced through larger potted plants that are strategically-placed near storefront entrances, sidewalk benches and trash cans. If space is available, large potted plants and/or planter bed shrubs may be used to screen any parking lots and/or utility boxes that already exist along Sixth Street.

Iconic Palm Tree Options



Phoenix Dactylifera



California Fan Palm

Canopy Tree Options



Australian Willow



Chinese Pistache



Blue Palo Verde



Desert Sweet Acacia



Tipu Tree



Cassia

Plaza Shade Tree Options



Prosopis Chilansis



Chitalpa



Lagerstroemia

Shrubs Options



Feathery Cassia



Red Yucca



Agave Americana



Montevideensis Lantana



Leucophyllum



New Gold Lantana



Bougainvillea



Pennisetum



Agave Blue Flame



Mulenbergia



Red Bird of Paradise

Street Furniture



During the outreach process, Pueblo Viejo community members preferred sidewalk bench seating to that of portable benches. Planter seat walls not only serve as resting spots for pedestrians, but act as a planter bed walls. Further, they offer a number of opportunities to creatively integrate custom tiles or other artistic design elements that celebrate the Pueblo Viejo heritage.



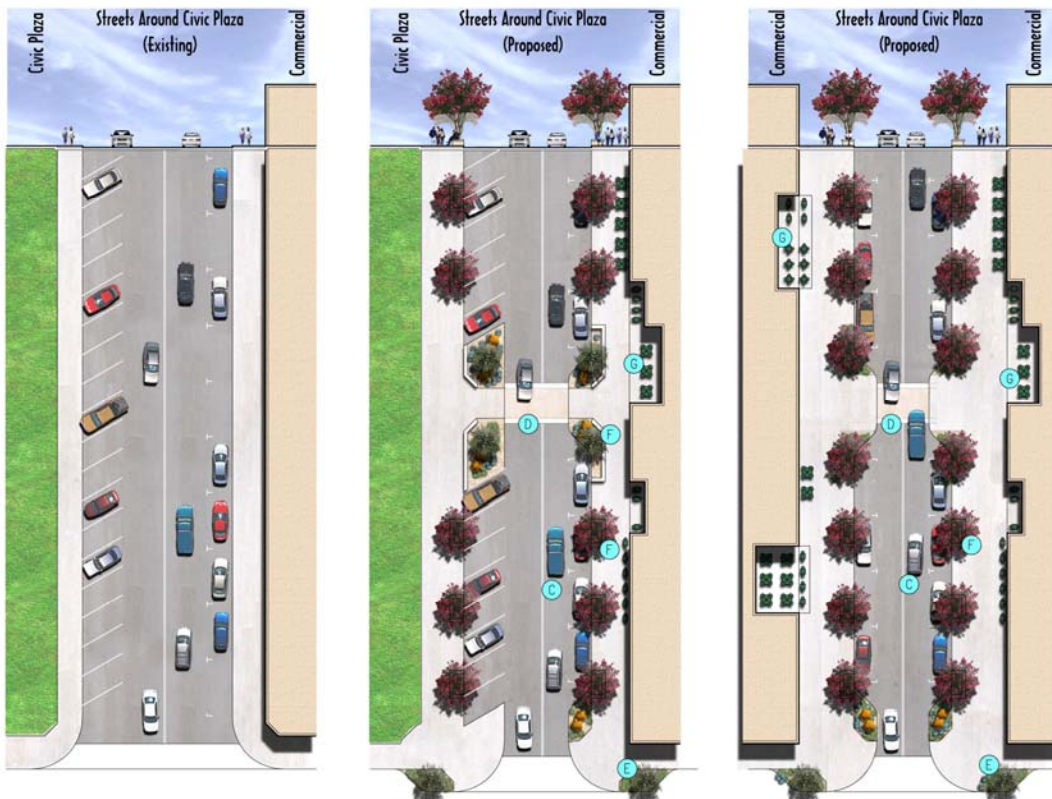
Images of Planter Seat Walls

Community members were also open to various configurations of sidewalk seating. Benches and/or planter seat walls could be located directly in front of a store and face outward to the street, or be located closer to the curb and face inward towards a store. Overall, the community encouraged use of concrete, stone, wood, and/or stucco for seating to maintain cooler seating options for pedestrians.

Street Cross-Sections

Following are three Street Cross-Section Exhibits (2 through 4) for existing streets within Pueblo Viejo, which provide concepts for street enhancements along commercial, residential, and combined commercial/residential adjacent streets. Enhancements relate to parallel versus angled parking, sidewalk depth for outdoor dining/café and/or sidewalk sale space, street tree locations, mid-block crosswalk locations (if desired), and curb extensions at intersections.

EXHIBIT 2 –Street Cross-Section (Commercial)



An aerial view of a residential street. The street is a wide, dark grey asphalt road with a central green circle containing a white 'H' sign. On either side of the road are residential lots with brown-roofed houses and green lawns. Several cars are parked along the sides of the road and driving in the center. The street is flanked by sidewalks and trees. The sky is blue with some clouds. The text 'Residential Streets (Existing)' is written at the top, and 'Residential' is written on the left and right sides.



EXHIBIT 4 –Street Cross-Section (Commercial Interfacing with Residential)



PARKING AND CIRCULATION

According to the parking and circulation analysis completed by Urban Crossroads (See *Appendix Item G – Traffic and Circulation Memorandum, Urban Crossroads*), the following sections are structured with recommendations related to:

- ❖ "Park Once" Strategy
- ❖ Angled vs. Parallel Parking
- ❖ Existing City Parking Requirements
- ❖ Shared and Off-Street Parking
- ❖ Traffic Control and Speed Measures
- ❖ Regional Bicycle and Pedestrian Trail

"Park Once" Strategy

Fundamental to the creation of an active, walkable, and compact mixed-use district is the creation of a "park once" environment – one in which visitors can literally park their vehicle in one place and then walk throughout the remainder of their visit. While this strategy may not be immediately necessary in Pueblo Viejo and will take time to employ (given the cost of providing concentrated parking structures/lots), it will be important for City representatives to consider this type of strategy in the future.

The typical suburban pattern of isolated, single use buildings, each surrounded by parking lots, requires two vehicular movements and a parking space to be dedicated for each visit to a shop, or office, or civic institution. To accomplish three errands in this type of environment requires six movements and three separate parking spaces for three tasks. With most parking held in private hands, spaces are not efficiently shared between uses, and each building's private lots are therefore typically sized to handle a worst-case parking load.

If a proposed transit-oriented district attempts to provide typical suburban quantities of parking, with little or no sharing, the result will be a system that is costly and inefficient, and a land use pattern that is anything but transit-oriented. Applying conventional suburban parking ratios will generate freestanding retail boxes surrounded by cars, or pedestrian-hostile buildings that hover above parking lots; and the resulting low-density fabric generates too few pedestrians to allow a downtown to reach a critical mass of people.

To employ a "park once" strategy, the City of Coachella and other potential joint-use stakeholders should make efficient use of parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces. Build a small number of cost-effective, strategically located parking structures, rather than many small, inefficient and scattered private lots.

Following are a few ways in which the City may implement a "park once" strategy:

- ❖ *Require private parking for non-residential development to be made available to the general public for lease or rent.*

- ❖ *Consider constructing centralized public parking structures/lots at the rear of storefronts located along Sixth Street. Fund the garages by renting and leasing spaces to employees, residents, and/or transit patrons on a daily and/or hourly basis.*
- ❖ *Facilitate shared parking in parking lots wherever feasible.*

Angled vs. Parallel Parking

The Pueblo Viejo community strongly encouraged the addition of angled parking spaces, instead of parallel parking. Currently, angled parking exists on the north side of Sixth Street, directly in front of City Hall. It is also located around the Civic Center block along Vine Avenue and Orchard Street. Most other street segments in and around the core area of Pueblo Viejo are designed for parallel parking.



Image of Preferred Angled Parking

The proposed street cross sections within this Revitalization Plan have integrated angled parking in a variety of ways, to provide options for the City of Coachella and prospective developers as redevelopment occurs. In areas where parallel parking remains, sidewalk depths will remain deeper, allowing for outdoor café dining and/or merchant sidewalk sales events.



Image of Parallel Parking

Existing City Parking Requirements

The City of Coachella's current parking code requirement of four (4) parking spaces per 1,000 square feet of commercial development is typical for a suburban environment. The code allows for a 60 percent reduction in the number of parking spaces required in areas where public parking lots are available. This helps to encourage shared parking, but still requires 40 percent of the parking to be placed on site. Given this reduction, the City's current parking standards are conducive to a downtown environment where a "park once" strategy would be employed and access to alternative transportation modes (i.e. walking, biking, transit) are equally prioritized.

Any existing buildings for commercial use located within 500 feet of a publicly owned parking lot and located within the Sixth Street commercial core area defined as the area bounded by Harrison Street, Fourth Street, Grapefruit Boulevard (Highway 111), Eighth Street and property bordered by Harrison Street, Cairo Avenue, Baghdad Avenue and 300 feet east of Harrison Street is exempt from the City's standard parking requirements.

Any existing building for commercial use located more than 500 feet from a publicly owned parking lot and located within the Sixth Street commercial core area bounded by Harrison Street, Fourth Street, Grapefruit Boulevard (Highway 111), Eighth Street and property bordered by Harrison Street, Cairo Avenue, Baghdad Avenue and 300 feet east of Harrison Street will be required to meet the parking requirements, except that the required number of parking spaces may be reduced by 60 percent with the approval of the Planning Commission as a part of architectural review. Private parking lots developed for uses within this exempt area shall comply with this section, including the size of parking spaces and required aisle width.

Expansions of any existing buildings for commercial uses located within the Sixth Street commercial core area bounded by Harrison Street, Fourth Street, Grapefruit Boulevard (Highway 111), Eighth Street and property bordered by Harrison Street, Cairo Avenue, Baghdad Avenue and 300 feet east of Harrison Street will be required to meet the parking requirements, except that the required number of parking spaces may be reduced by 60 percent with the approval of the Planning Commission as a part of architectural review.

New building structures for commercial use will be required to meet the City's requirements.

Shared and Off-Site Parking

As noted in the City of Coachella's Zoning Code, the Planning Commission may approve a Conditional Use Permit (CUP) to allow the use of shared and off-site parking requirements – to reduce the total number of required on-site parking spaces for different uses – when projects comply with the following:

- ❖ *A parking study has been submitted to the City, which addresses the potential peak parking demand, including an actual parking survey of the parking facility under consideration.*
- ❖ *Evidence has been submitted to the City, demonstrating that no substantial conflict will occur in the principal hours or periods of peak demand for the structures or uses for which the joint use is proposed.*
- ❖ *Evidence of agreements for such use by a proper legal instrument, recorded in the office of the county recorder with two copies thereof, will be filed with the Planning Division as a condition of any approval.*
- ❖ *In no case shall the total parking reduction be allowed to exceed 50 percent of the total parking for all uses combined.*
- ❖ *Any off-site parking shall be located so that it will adequately serve the use for which it is intended, with safe and convenient access without unreasonable hazard to pedestrian, vehicular traffic, or traffic congestion, and shall not be detrimental to the use of business, property or residential neighborhood in the vicinity.*

Traffic Control and Speed Measures

Traffic conditions on residential streets can greatly affect neighborhood livability. When local and collector streets are safe and pleasant, the quality of life is enhanced. When traffic problems are a daily occurrence, the sense of community and personal well-being are threatened. With proactive attention to neighborhood connectivity issues by residential and business owners in Pueblo Viejo, and the City's efforts in education, engineering, and enforcement, stakeholders can work together to address potential neighborhood traffic problems.

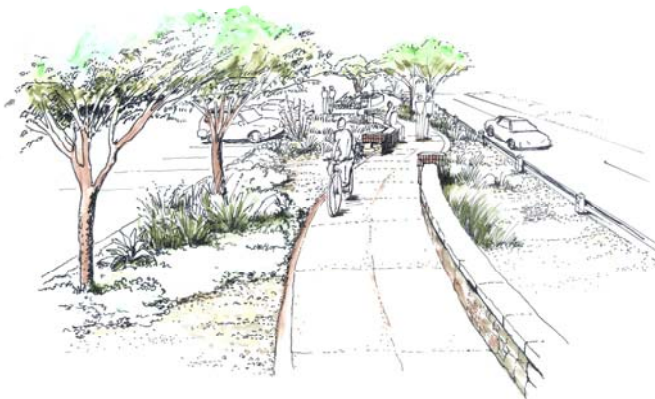
Continued citizen involvement in Pueblo Viejo is an important part of all traffic calming projects. The people who live and work in the project area can have the opportunity to become actively involved in the planning and decision-making process. Traffic calming for Pueblo Viejo is a concept that seeks harmony between automobiles and people living in the area.

Based upon this initial assessment, it is recommended that various traffic control and traffic calming devices be implemented throughout the revitalization process (See *Exhibit 6 – Pueblo Viejo Detailed Street Cross-Sections* and *Exhibit 7 – Pueblo Viejo Speed Measure Designs* for more detail regarding street classifications and traffic control measures).

- ❖ *Pedestrian crosswalks along Harrison Street and Grapefruit Boulevard should be limited to the traffic signal locations shown in Exhibit 5 – Pueblo Viejo Street Design Features. Harrison Street and Grapefruit Boulevard are projected to carry in excess of 50,000 vehicles per day (VPD) and 25,000 VPD, respectively for General Plan build-out conditions (see Exhibit 6).*
- ❖ *On-street diagonal parking areas are indicated on segments of Fourth Street, Sixth Street, Seventh Street, Vine Avenue, Orchard Street, and Palm Avenue (see Exhibits 2 through 4). As indicated in the Street Cross-Sections, some streets may have diagonal parking on one side, diagonal parking on both sides, or parallel parking on both sides.*
- ❖ *The Street Design Features referenced in Exhibit 5 show local street intersection locations within Pueblo Viejo where narrowing or curb extensions are proposed to enhance pedestrian activity. Sample Speed Measure Designs are provided in Exhibit 7 for intersection narrowing/curb extensions, mid-block raised crosswalks, and speed lumps.*
- ❖ *Mid-block raised crosswalks are recommended at four different locations along Sixth Street. Speed bumps are also suggested at two locations (Fourth Street east of Harrison Street, and Fifth Street west of Palm Avenue).*

Regional Bicycle and Pedestrian Trail

The sliver of land located directly to the east of Grapefruit Boulevard (No. 24) and runs parallel to the railroad tracks, is envisioned to include a regional bicycle path and pedestrian trail. The intent is to provide physical connection between the northern and southern sections of Coachella, as well as the proposed bus transfer center.



Sketch of Regional Bicycle Trail and Pedestrian Path



EXHIBIT 5 –Pueblo Viejo Street Design Features

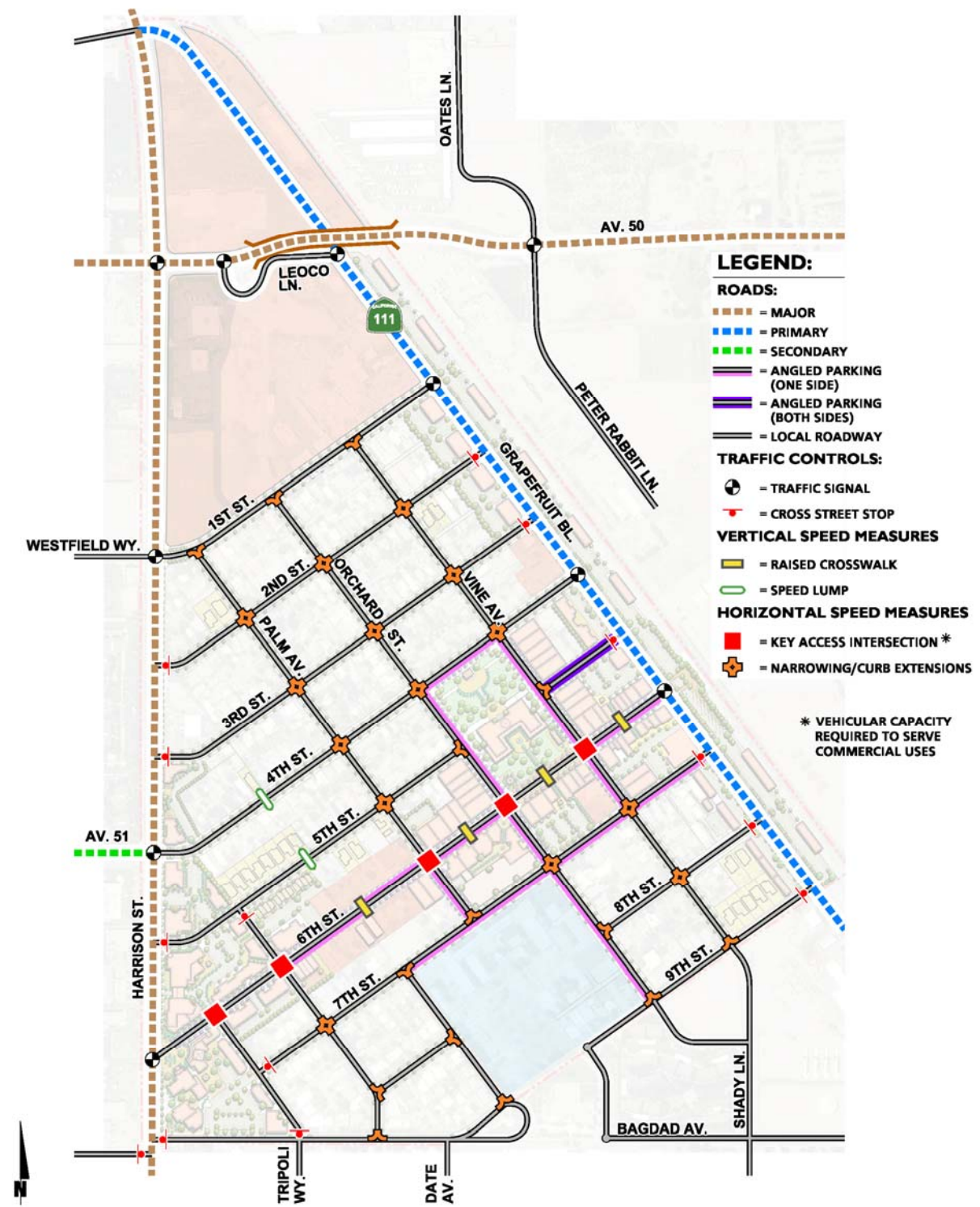
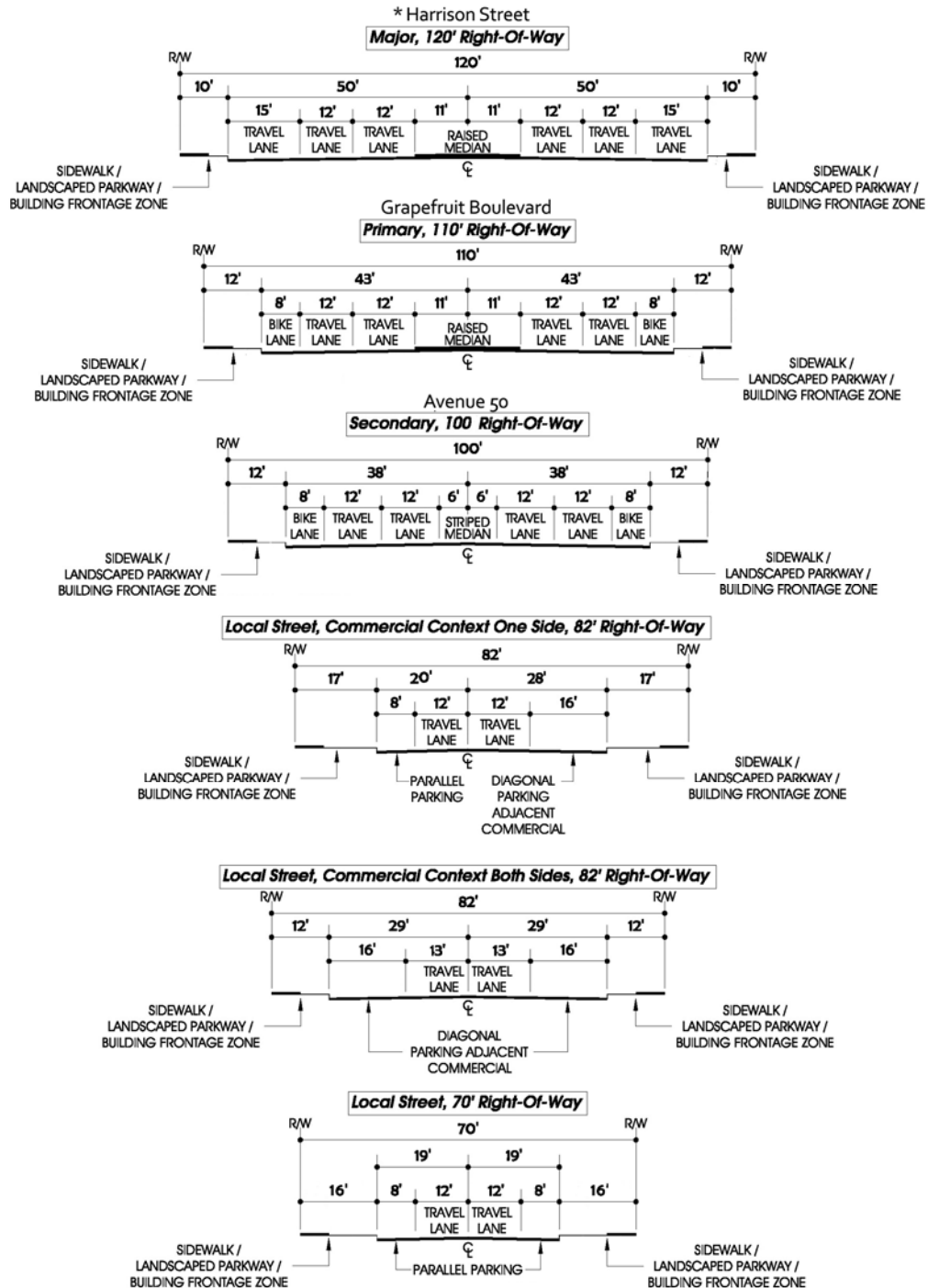


EXHIBIT 6 – Pueblo Viejo Detailed Street Cross-Sections



NOTES: All travel lanes shall be a minimum of 12' wide

* Only the east side of Harrison Street (abutting the Pueblo Viejo project area) will conform to the modified parkway design.

EXHIBIT 7 – Pueblo Viejo Speed Measure Designs

