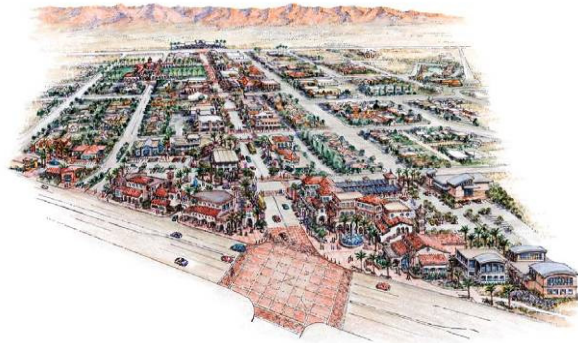


Location: Coachella, Riverside County

Timeframe: 2008 - 2009

Project Partners: City of Coachella,
SunLine Transit Authority



Project Services

- Public involvement
- Redevelopment and infill analysis
- Scenario building
- Urban design strategies

This Coachella Pueblo Viejo project goal was to assist in the revitalization of the "heart" of the City's downtown in concert with the city-wide General Plan update then underway. Specific services included a market feasibility study, a land use vision plan, design guidelines, a parking and circulation analysis, and an implementation strategy for downtown redevelopment.

Goals

- Provide urban design solutions to enhance the downtown area
- Identify land uses in Pueblo Viejo
- Circulation and pedestrian enhancements
- Public art opportunities to celebrate the City's cultural heritage
- Complete a market study to explore the development potential of downtown
- Study the feasibility of a potential transit center

The Coachella Pueblo Viejo study effort resulted through outreach process, and a comprehensive Vision Plan for the downtown area, an implementation program including streetscape improvements and identified potential funding sources, and a façade rehabilitation programs for 6th Street, the main commercial street. The consultants also provided the city with detailed market analysis and infill development analysis of the downtown area. The plan was intended to be used as a shared vision document, and a source of detailed information on future demand in the area.

Results

- Comprehensive Vision Plan for the roughly 288 acre study area
- Thorough public outreach process
- Detailed infill analysis, and market conditions report in appendix
- Catalyst site pro-forma analysis
- Detailed strategic and implementation plan for downtown area improvements
- City obtained state funds for implementation of the façade rehabilitation grant