

## El Tranvía Expansión Proposal

Submitted by:

El Tranvía Restaurant

1258 6th Street (Proposed Expansion Site)

Coachella, CA 92236

Date: November 2025

To Whom It May Concern,

On behalf of El Tranvía Restaurant, I am pleased to submit this proposal for the expansion of our business into the adjacent property located at 1258 6th Street, Coachella, CA 92236. This location, directly behind our current restaurant, provides a valuable opportunity to enhance our offerings and further contribute to the growth and revitalization of the Downtown Pueblo Viejo District.

### **Project Overview:**

El Tranvía has proudly served the Coachella community for over 15 years, offering authentic cuisine, friendly service, and a family-oriented atmosphere. Over the years, our restaurant has evolved alongside the city—most recently adding a new patio space in 2024 that has become a popular gathering spot for locals and visitors. With the recent acquisition of our liquor license and expanded food service authorization, we are now ready to take the next step in our growth by developing the property behind the restaurant. This project aims to create a family-friendly, culturally inspired dining and entertainment space that enriches downtown Coachella's nightlife while remaining true to the spirit of Pueblo Viejo.

### **Integration into the Pueblo Viejo District:**

The Pueblo Viejo District is the cultural heart of Coachella—a place where art, heritage, and community come together. The El Tranvía expansion will complement the district's identity through traditional Mexican architectural elements, rustic materials, and lush greenery. It will celebrate Coachella's culture with live music, local art displays, and themed family nights highlighting the region's traditions. The project will enhance the district's quality of life by offering a safe, welcoming environment for families to gather after hours and contribute to a vibrant downtown corridor.

### **Business Plan Summary Concept:**

A rustic, family-friendly extension of El Tranvía offering casual dining, small events, and cultural entertainment in a natural, open-air setting. Services and Operations: Full-service dining and beverage program, weekend entertainment, and private event hosting. Hours of Operation: Extended evening hours while maintaining a safe, family-oriented atmosphere. Staffing: The expansion will create approximately 8–12 new local jobs.

### **Marketing and Customer Service Strategy:**

El Tranvía will strengthen its presence through social media, and community partnerships. Our team will collaborate with the City of Coachella and nearby businesses to promote Pueblo Viejo as a dining and cultural destination. Customer service will continue to reflect our long-standing values of hospitality, respect, and consistency.

**Project Team Owners:**

Oscar Ventura & Jose A. Cabrera General Manager: Experienced in restaurant operations and community engagement. Design & Construction Partner: To be selected, specializing in culturally aligned architecture. Community & Event Coordinator: To oversee family and cultural programming.

**Capital Investment:**

El Tranvía is prepared to make a capital investment of approximately \$50,000 toward property renovation, permitting, and design of the new space. Funding will be sourced through business reserves and private investment, demonstrating our commitment to Coachella's economic growth and sustainable development.

**Conclusion:**

This expansion represents a meaningful next step for both El Tranvía and the Coachella community. By reimagining the property at 1258 6th Street, we aim to create a safe, beautiful, and engaging space that complements the ongoing growth of Downtown Pueblo Viejo.

Sincerely,

Oscar Ventura & Jose A. Cabrera  
Owners, El Tranvía Restaurant  
1221 6th Street, Coachella, CA 92236  
Phone: 760-619-6550  
Email: [Oscarv9772@gmail.com](mailto:Oscarv9772@gmail.com)



El Tranvia  
Inc.

# El Tranvia Inc. 2.0

▶ TRANSFORMING SPACES, CREATING DREAMS

Email: [oscarv9772@gmail.com](mailto:oscarv9772@gmail.com)





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# Project Overview

For more than 15 years, El Tranvía has proudly served the Coachella community with authentic Mexican cuisine, warm hospitality, and a welcoming, family-oriented environment. Over time, our restaurant has evolved alongside the city—most recently with the addition of a new patio space in 2024, which has become a favorite gathering spot for both residents and visitors.

With the recent acquisition of our liquor license and expanded food service authorization, we are ready to take the next step in our growth. The proposed project will transform the property behind our restaurant into a family-friendly, culturally inspired dining and entertainment space. This expansion will enhance downtown Coachella's nightlife and community vibrancy while staying true to the heritage and spirit of Pueblo Viejo.





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Inc.**

# Integration into the Pueblo Viejo District

The Pueblo Viejo District serves as the cultural heart of Coachella—a place where art, heritage, and community come together. The El Tranvía expansion will complement the district's identity through traditional Mexican architectural design, the use of rustic natural materials, and lush landscaping that evokes an inviting, timeless aesthetic.

The new space will celebrate Coachella's cultural identity by incorporating live music performances, local art displays, and family-oriented themed events that highlight the region's traditions. The project aims to enrich the district's quality of life by creating a safe, welcoming environment for families to gather after hours and by contributing to a lively, walkable downtown corridor.





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# **Business Plan & Concept Summary**

## **Concept:**

**A rustic, family-friendly extension of El Tranvia designed for casual dining, small events, and cultural entertainment in a natural, open-air setting.**

## **Services & Operations:**

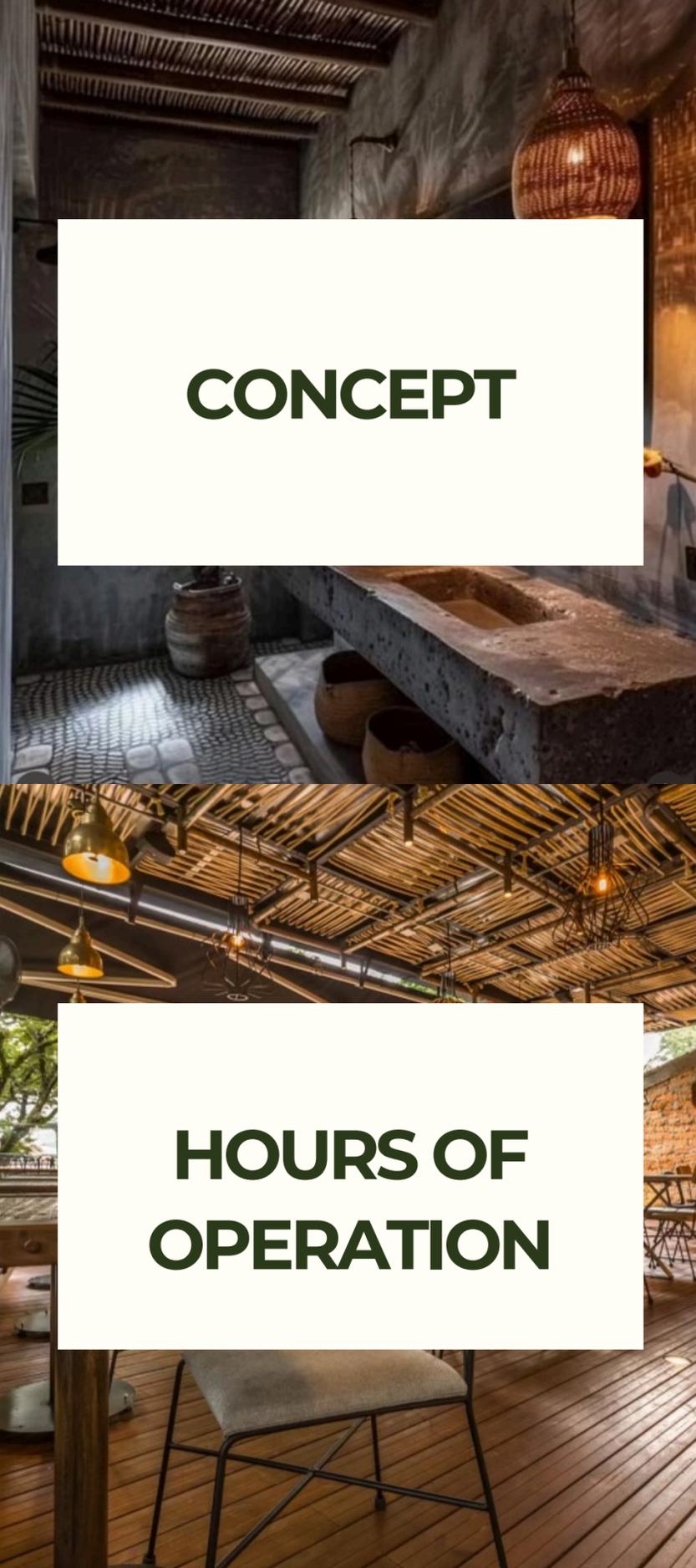
**Full-service dining and beverage program  
Weekend cultural and live entertainment  
Private event and celebration hosting**

## **Hours of Operation:**

**Extended evening hours while maintaining a safe, family-oriented atmosphere**

## **Staffing:**

**Creation of approximately 8–12 new local jobs, contributing to local employment and workforce development**



**CONCEPT**

**SERVICE &  
OPERATIONS**

**HOURS OF  
OPERATION**

**STAFFING**

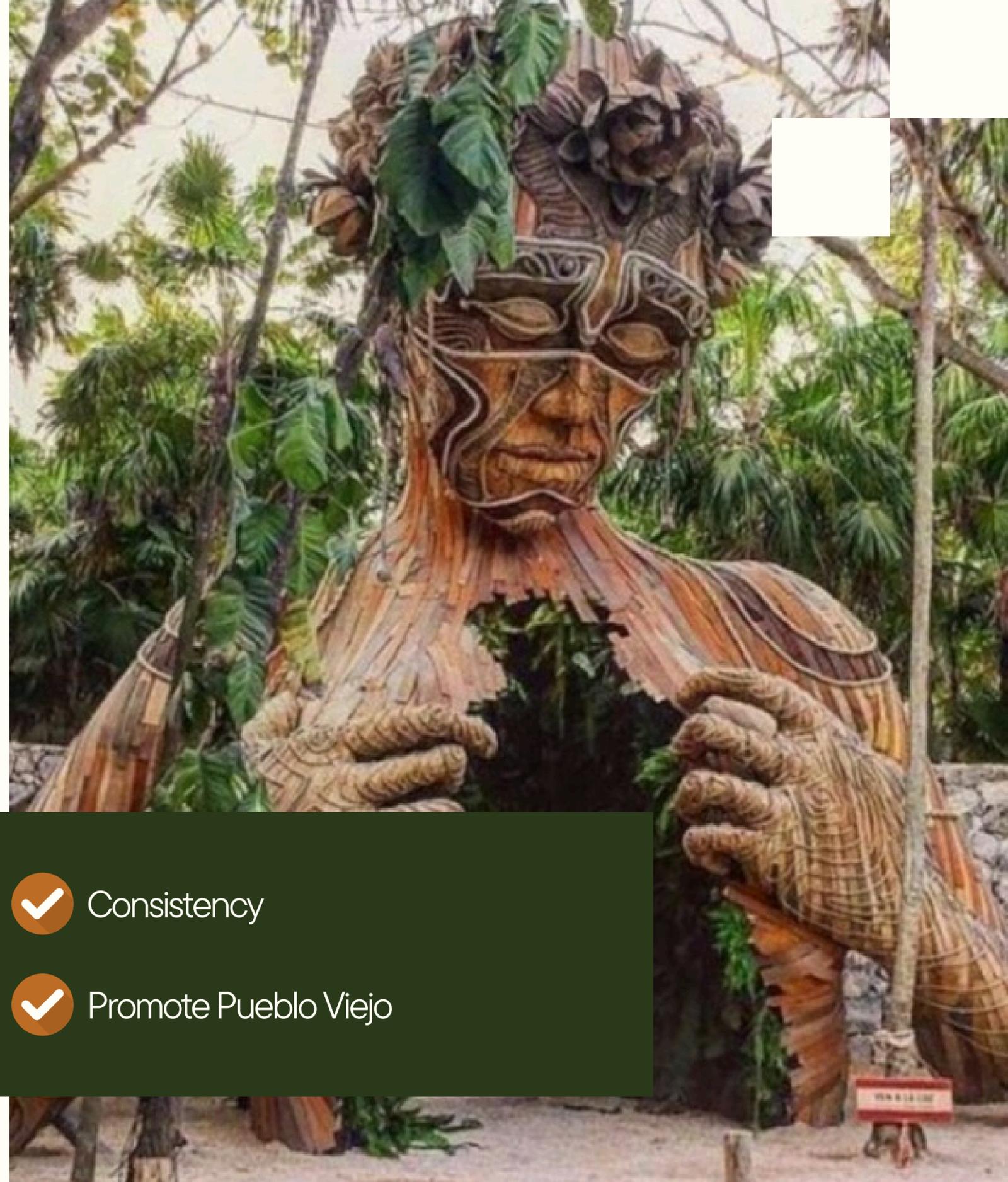


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# Marketing & Customer Service Strategy

El Tranvía will expand its community presence through social media engagement, and strategic partnerships with nearby businesses and city initiatives. Together with the City of Coachella, we aim to promote Pueblo Viejo as a premier dining and cultural destination.

Our customer service approach will continue to reflect the values that have defined El Tranvía for over a decade—hospitality, respect, and consistency—ensuring every guest feels like part of the family.



✓ Hospitality

✓ Respect

✓ Consistency

✓ Family

✓ Community

✓ Promote Pueblo Viejo



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# Project Team

## **General Manager:**

**Experienced in restaurant operations,  
hospitality, and community engagement**

## **Design & Construction Partner:**

**To be selected, with expertise in culturally  
inspired architecture and sustainable design**

## **Community & Event Coordinator:**

**To oversee family programming, live  
entertainment, and community-based events**

Email: [OscarV9772@gmail.com](mailto:OscarV9772@gmail.com)





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# Capital Investment ●

**El Tranvía is prepared to make a capital investment of approximately \$50,000 toward property renovation, permitting, and design of the new space. Funding will be sourced through existing business reserves and private investment, underscoring our long-term commitment to Coachella's economic vitality and sustainable development.**





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# Conclusion

**This expansion represents a meaningful next step for both El Tranvía and the Coachella community. By transforming the property at 1258 6th Street, we aim to create a safe, beautiful, and engaging destination that complements the ongoing revitalization of Downtown Pueblo Viejo—celebrating the city’s rich cultural heritage while supporting its future growth.**





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Inc.

# Thank You So Much

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