



# CITY OF COACHELLA

## PLANNING COMMISSION APPLICATION

NAME: Rosalio Avila

ADDRESS: 49783 Corte Percebe, Coachella, CA 92236

TELEPHONE: 760.989.8422 E-MAIL: StayFreshTint@gmail.com

PLEASE CHECK APPLICABLE BOX(ES):

COACHELLA RESIDENT

BUSINESS PERSON IN THE COMMUNITY

NAME OF EMPLOYER: Stay Fresh Tintings

ADDRESS OF EMPLOYER: 49783 Corte Percebe, Coachella, CA 92236

TELEPHONE OF EMPLOYER: 760.501.4134

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### PLEASE FURNISH BRIEF RESPONSES TO THE QUESTIONS BELOW:

1. **Why do you think you should be appointed? What is there specifically in your background, training, education and interests that qualifies you as a candidate?**

I am a lifelong product of Coachella. I'm proud to have grown up here, to be a product of Coachella schools and to share a home here with my wife and young children. I am committed to this community, as my family and I are vested. My wife and I own a tinting business that provide services for automotive, residential and commercial purposes. As an owner of a successful small business I have had the pleasure of interacting with the city government of Coachella not only as a business owner but also as an applicant in business ventures. I believe there exists an opportunity to make dealings with our planning department more efficient and more transparent to the community and the development community. I'm a team player and would be committed 100% to working with fellow commissioners in bringing tangible progress to the city's economic development objectives well improving the look and aesthetic of our beautiful Coachella.

2. **What do you see as the goals and objectives of the Commission? How would you help achieve these objectives and goals?**

In terms of goals and objectives I believe our planning commission has an opportunity to expand on the leadership of our current city Council. The city of Coachella has done a great job of improving our downtown corridor with the addition of our library our beautiful veterans Park and future County facilities. We see the beauty of our Pueblo Viejo architecture and I believe the planning commission could expand this approach while beyond downtown and apply these building in architecture requirements to future businesses and residential developments. The growth in our valley is here on the east side, Therefore it is important that we make thoughtful decisions about the projects we approve and that they always provide a benefit to the community economically and aesthetically. I'd like to see future businesses bring complement to our existing businesses, and overall new and improved services to our local families. I am committed to ensuring that a high standards and expectations in our planning decisions, always put our Coachella families first.



**3. What special qualities can you bring to the Commission?**

Perspective. As lifelong resident and small business owner I know this city but I also have the pleasure of interacting every single day with many residents local business owners and I hear their thoughts and opinions about what they appreciate of our city and about the things they would like to see improve. Having a pulse in this way is important as we consider future decisions that will impact Coachella families. I want to always make decisions that improve our quality of life, provide the proper balance between residential and business areas. Running A small business means always looking for ways to improve. Like most Coachella homeowners we want our community to have a prosperous future, one where our families are safe, our businesses are successful, and that our property values stay strong and improve, by making smart decisions. I will lean on my business background coupled with my love for my community to champion positive additions to Coachella.

**4. Do you have any questions or comments about the Commission's structure or functions?**

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**5. Other comments and/or ideas as to how you as a member of the Planning Commission could benefit the City of Coachella.**

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Signature

1-11-2021

Date

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**PLEASE MAIL OR RETURN IN PERSON THIS COMPLETED APPLICATION TO:**

Office of the City Clerk  
City of Coachella  
1515 Sixth Street  
Coachella, CA 92236