



Coachella Rail Station Feasibility Study and Integrated Land Use and Transit Network

Coachella City Council



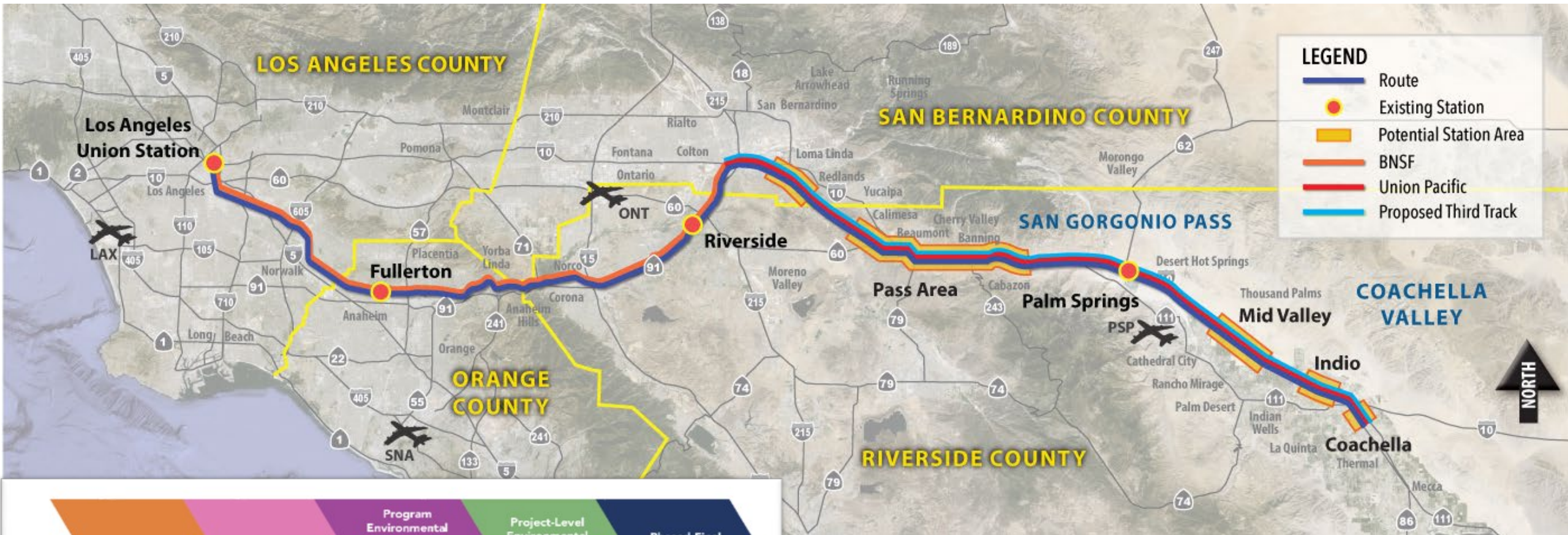
March 25, 2026



Study Overview

Coachella Valley Rail (CV Rail) Project

The Riverside County Transportation Commission (RCTC) is leading an effort to initiate passenger rail service between Los Angeles and the Coachella Valley, including a station in the City of Coachella



Coachella Station Study At a Glance

- Identified City's preferred station location
- Engaged community members and key stakeholders
- Developed:
 - Station designs, engineering plans, and cost estimates
 - Transit-oriented land use plans for Coachella's downtown area
 - Economic development strategy for Pueblo Viejo



CV Rail and the Coachella Station Study

- Final selection of station locations will be determined in the NEPA/CEQA CV Rail Tier II/Project Environmental Document¹
- Analysis and information in this study will be utilized to help determine the final selection of the preferred alternative during formal NEPA/CEQA process
- Location of tracks for CV Rail are subject to negotiations and agreements with the host railroad
- This study does not commit the City to the approval or construction of any particular station location or design concept

1. Led by RCTC under the oversight of the Federal Railroad Administration and Caltrans Division of Rail.

Community Engagement

Pop up Events

- Eggstravaganza – April 12
- Movie Night – May 13
- Mariachi Festival – May 22
- Propsera Learning Exchange – May 29
- Independence Day – July 3
- Halloween Carnival – Oct 30
- Los Muertos Block Party – Nov 11
- Fiestas Azules – Jan 24
- DRD Health Resource Fair – Feb 7

Community Workshops

- November 21, 2024
- March 18, 2025
- July 24, 2025
- October 16, 2025

Technical Advisory Committee Meetings

- Oct 24, 2024 – Introduction and Initial Sites
- Jan 30, 2025 – Station location evaluation
- Apr 24, 2025 – Preliminary station layout and land use vision
- Sept 11, 2025 – Station designs and land use plan
- Jan 15, 2026 – Refined design, plans, and strategies



Station Layout and Design

City's Preferred Station Site

Pueblo Viejo location was recommended to City Council because it has good accessibility, the most supportive land use, and the fewest engineering constraints.

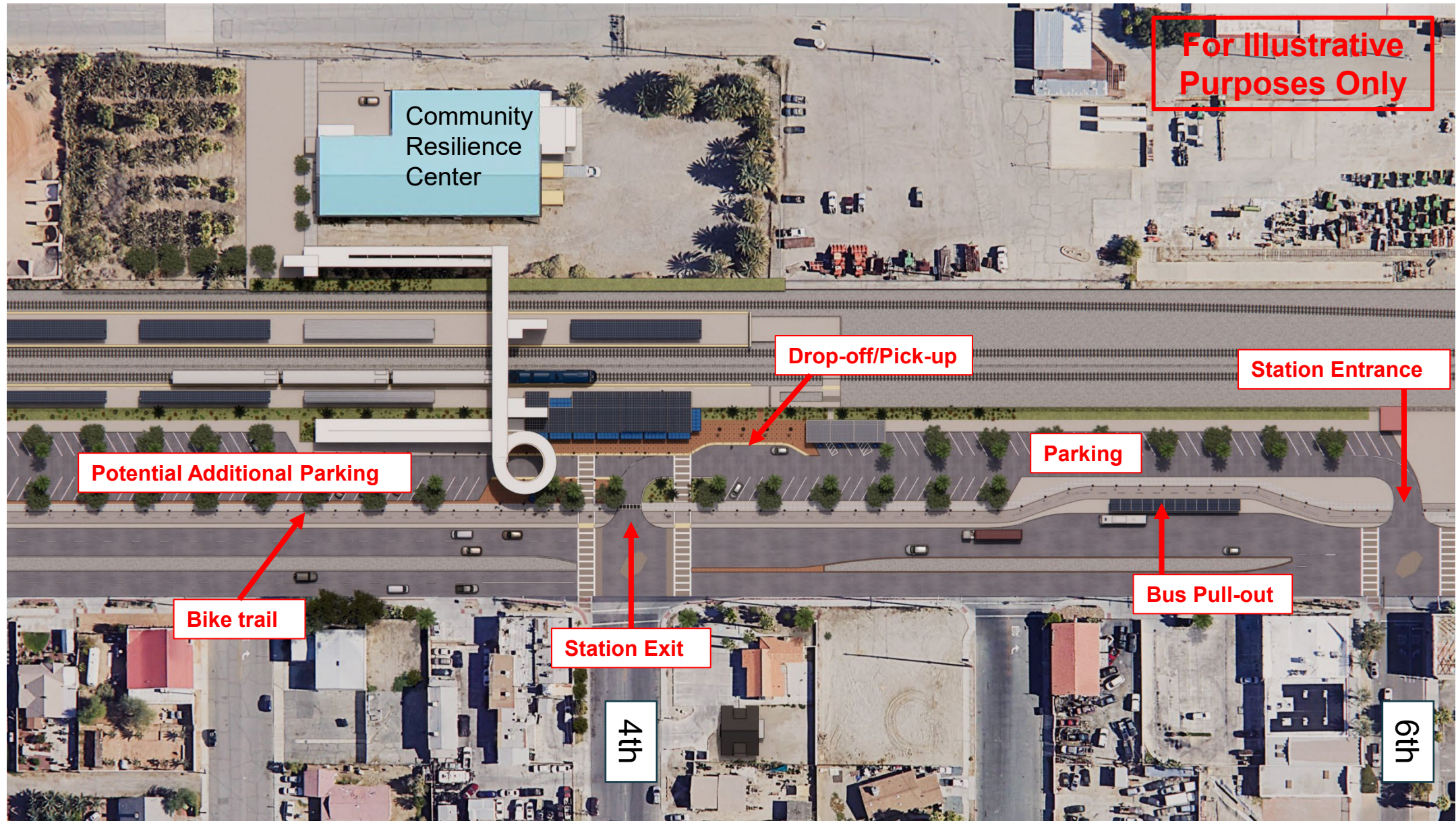


Layover Facility Location

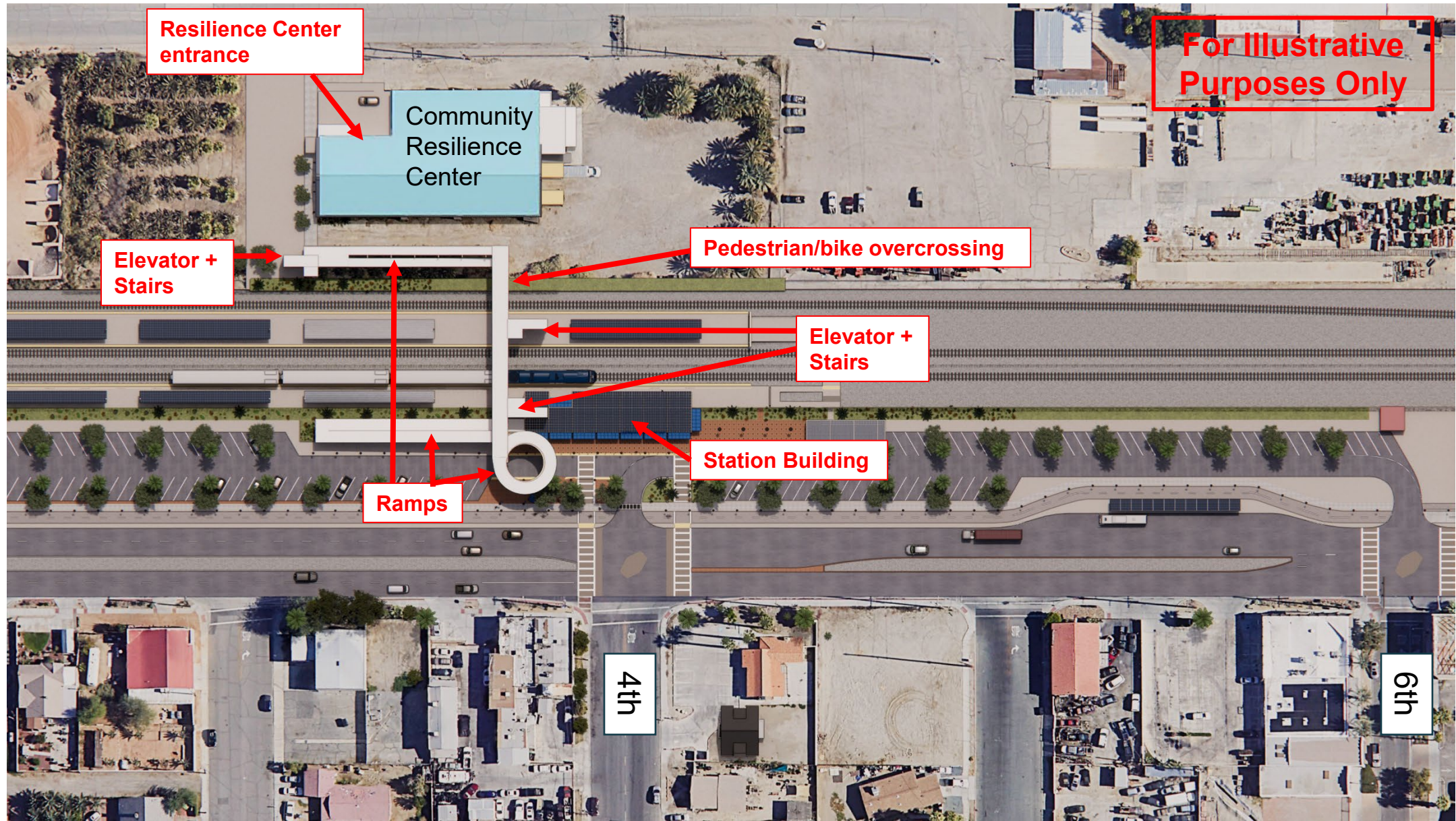
- South of Avenue 52 was determined to be the optimal location operationally
- More land is available on the east side of the railroad to accommodate facility elements:
 - 3 storage tracks
 - Train wash
 - Crew building
 - Truck access and employee parking



Proposed Station Layout - Access



Proposed Station Layout - Components



Station View

For Illustrative
Purposes Only





CASSIELLA STATION

Station Area Plan

Purpose of the Station Area Plan

- Builds on the vision of the General Plan and Revitalization Plan
- Supports the priorities of RHNA and REAP 2.0
- Enhances grant eligibility/competitiveness
- Leverages the prospect of passenger rail service to define and illustrate a community-led vision for the area
- Provides policy and guidance for achieving the vision



Illustrated Vision



----- Topical Themes Applicable to All -----

Mobility

Complete streets providing equitable access for all modes of transportation

Art & Culture

Murals and art contributing to a vibrant and unique downtown



Pueblo Viejo



Active ground floors in a mixed-use downtown environment



Public Realm Improvements Intended to create a beautiful, comfortable, safe, and active environment

Potential Station



Iconic train station with pedestrian and bicycle facilities located at the terminus of 4th Street



Bridge connecting both sides of the Plan Area: Pueblo Viejo and Downtown Expansion

Downtown Expansion



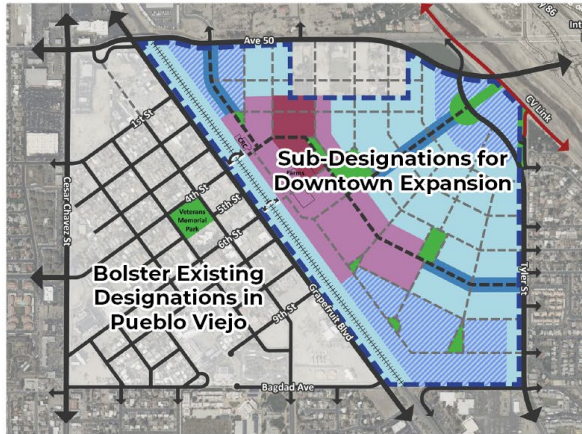
Opportunity for adaptive reuse of existing buildings in the initial phases



A walkable mixed use downtown environment, creating an extension of Pueblo Viejo

Plan Area Toolkit

Toolkit At A Glance



Land Use (Section 3.2)

This section describes the attributes of each land use Designation and Sub-Designation applicable to the Plan Area; these descriptions serve as a key to the remainder of the Toolkit.



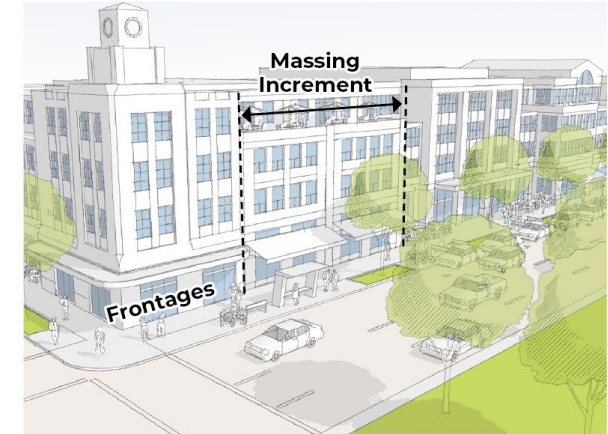
The Public Realm (Section 3.3)

This section describes how any improvements and new development are intended to create a connected, walkable, and attractive Public Realm, composed of streets, paseos, and open spaces.



Site Plan Design (Section 3.4)

Once blocks are defined by the Public Realm established per Section 3.3, this section describes how to configure buildings, parking, and utilities on those blocks.



Building Design (Section 3.5)






This section identifies appropriate building types, how buildings can be properly designed and scaled to the context, and how their frontages can bring life to the streets, paseos, and open spaces which they line.

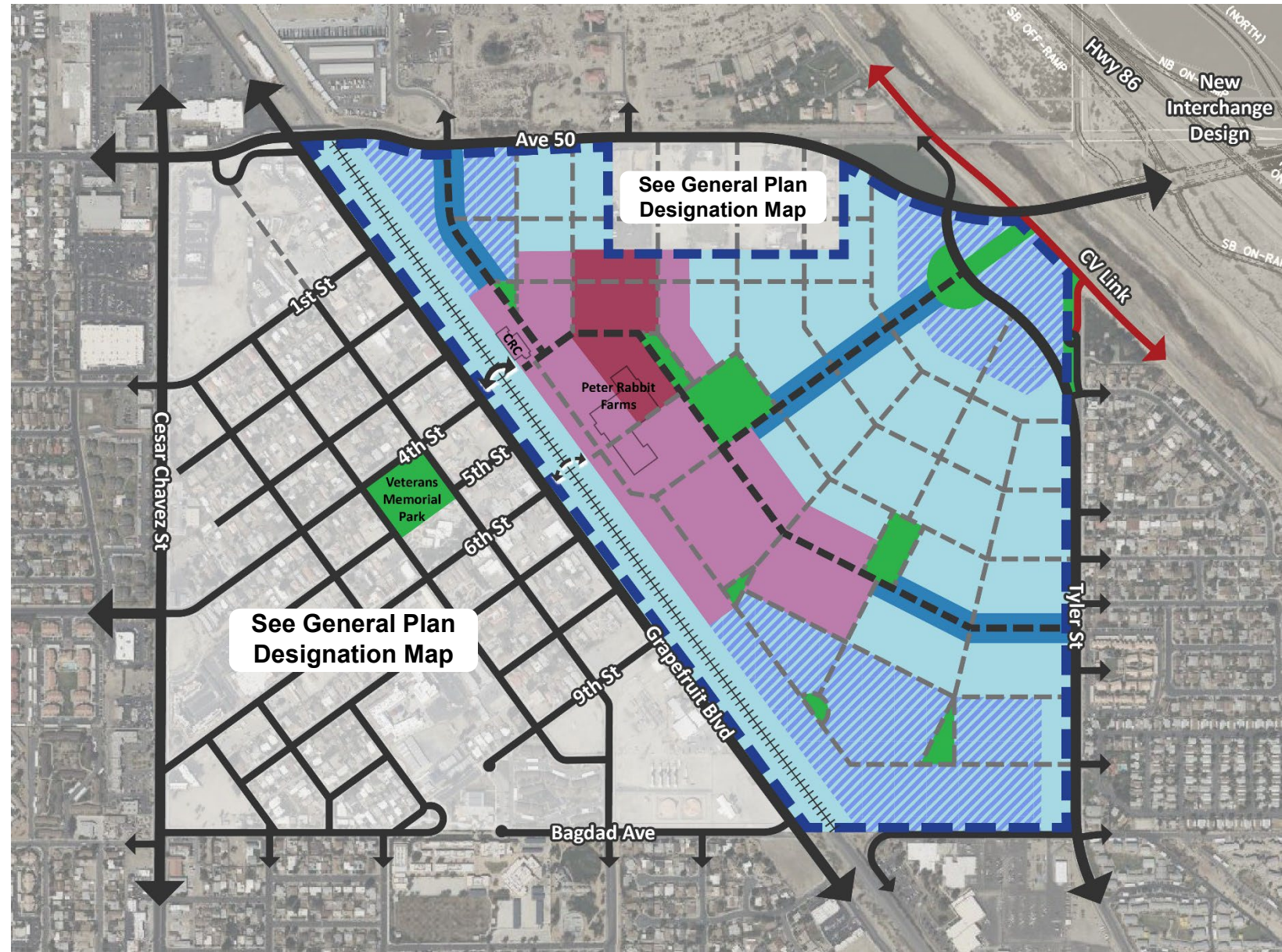
Flexible Land Use Framework Consistent with Housing Element

LEGEND

















-  Existing Streets
-  Potential Neighborhood Avenues
-  Potential Neighborhood Streets
-  Open Space (Green and/or Plaza)
-  Urban Employment Designation within the Urban Expansion Subarea

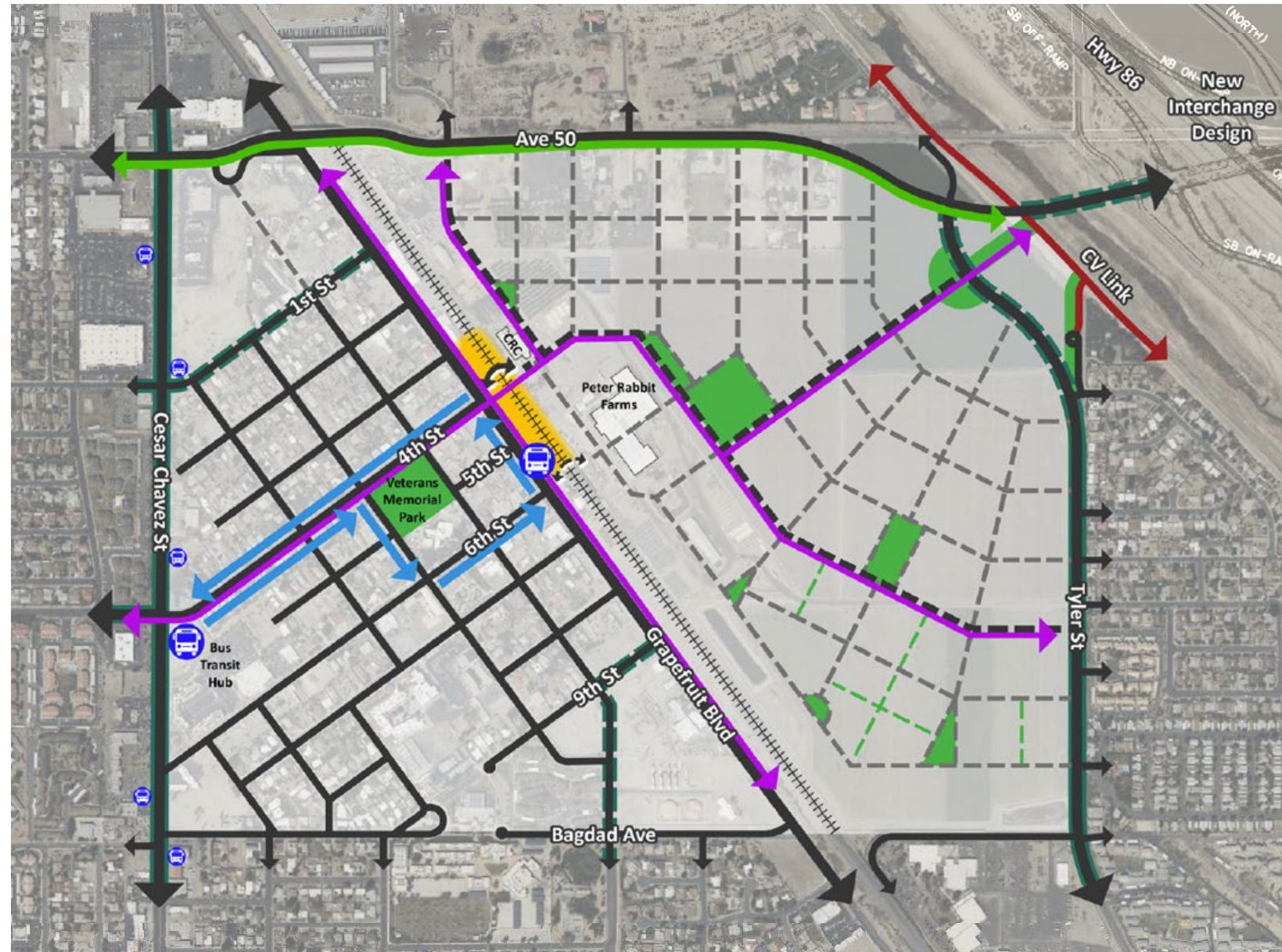
Sub-Designations (example locations):

-  U-E Core High
-  U-E Core
-  U-E General
-  U-E Corridor Frontage
-  U-E Commercial Focus



Integrated Mobility Network

-  Existing Streets
-  Potential Neighborhood Avenues
-  Potential Neighborhood Streets
-  Rail Lines
-  Train Station and Bus Stop Area
-  Open Space (Green and/or Plaza)
-  Pedestrian Bridge Associated with Station
-  Future Goal: additional east-west connectivity, such as a pedestrian bridge near 6th Street
-  Bus Stops (including envisioned stop at station)
-  Potential Bus Loop to Train Station
-  CV Link
-  Primary Bike Routes to Station
-  Existing Bike Routes at Periphery
-  Future Bike Routes at Periphery
-  CV Link Connector
-  Example Paseos



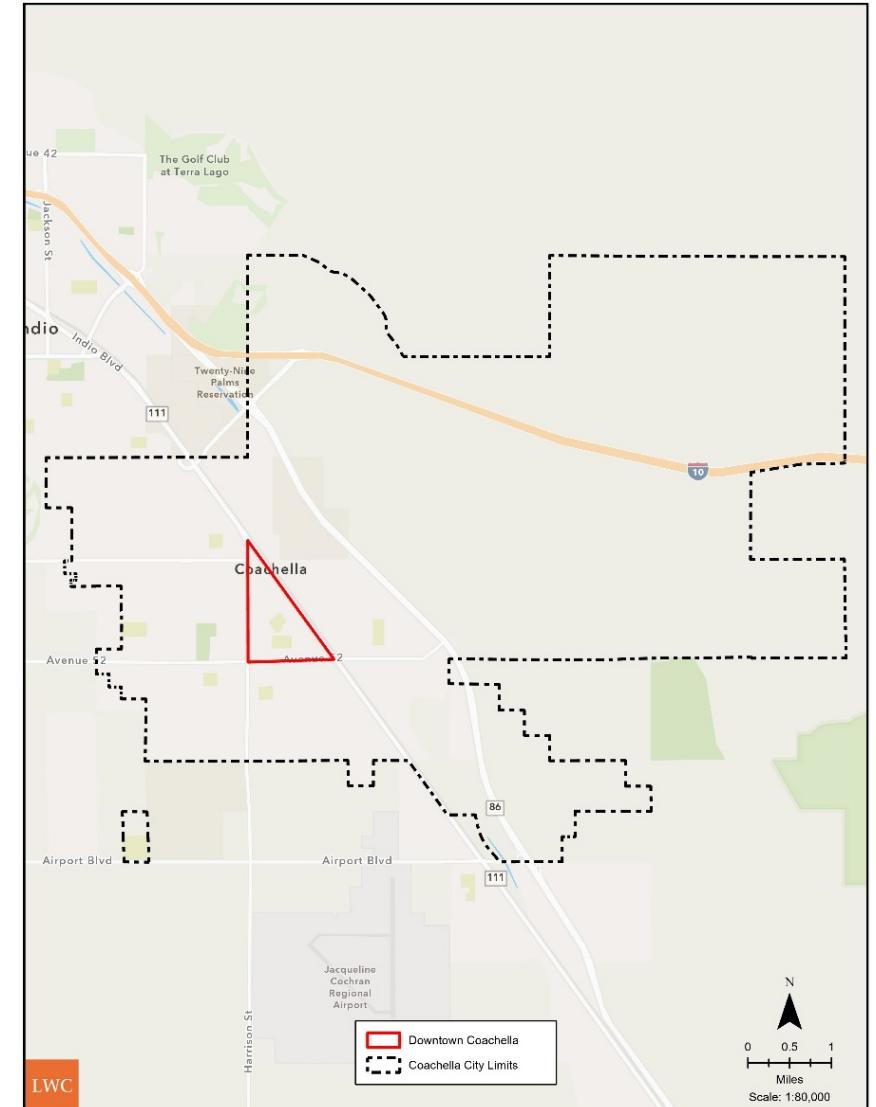
Economic Development Strategy

Key Findings & Opportunities

City of Coachella vs. Coachella Valley

- Higher share of young families with children
- Lower median household income
- More affordable housing
- Sales “leakage” to other Coachella Valley communities presents an opportunity to capture more spending locally

City of Coachella and Downtown Coachella



Economic Development Strategy Strategic Priorities

Strengthen the Downtown Business Base

- Grow and diversify businesses, with emphasis on professional services, agritourism, dining, and retail

Invest in Placemaking & Public Spaces

- Create walkable streets and active civic spaces with year-round programming

Leverage Future Rail Access

- Plan a TOD-focused station area with mixed-use development and multimodal connections

Encourage Public–Private Partnerships

- Use incentives and collaboration to attract high-quality development

Promote Cultural & Event Activation

- Develop signature events that reflect Coachella’s cultural identity

Next Steps

Study Wrap-Up and Next Steps

- Finalizing remaining deliverables, including Phasing and Implementation Plan
- Broader Coachella Valley Rail environmental and design process begins this year, with more opportunities for community engagement
- City of Coachella can begin implementing Area Plan and Economic Development Strategy recommendations
 - Opportunity to adopt the Station Area Plan as part of the City's General Plan