



STAFF REPORT
1/28/2026

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Extend the Façade Improvement Program Limits along Cesar Chavez Street to Encompass the Area Between Avenue 54 and Park Lane

STAFF RECOMMENDATION:

Staff recommends that the City Council considers extending the Façade Improvement Grant Program limits along Cesar Chavez Street to encompass the area between Avenue 54 and Park Lane.

BACKGROUND:

The Commercial Façade Improvement Grant Program (“Program”) is an endeavor of the City of Coachella to leverage public funds and private investment to enhance the physical appearance and economic vitality of commercial businesses in the Downtown Pueblo Viejo Area and the segments of:

- Cesar Chavez Street between Avenue 54 and Park Lane;
- Sixth Street between Cesar Chavez Street and Grapefruit Boulevard.

The long-term objective is to upgrade the Downtown Pueblo Viejo Area by improving the physical appearance of the area, encouraging the retention of existing businesses, increasing property values, tenant stability, and lease rates for the properties. The program also seeks to fund improvements which create outdoor dining or gathering spaces to promote activity in the downtown.

Avenue 54

Park Lane



DISCUSSION/ANALYSIS:

Extending the Façade Improvement Program limits along Cesar Chavez Street from Avenue 54 to Park Lane will allow small businesses along the City's most vital commercial corridor to be included and supported through the upcoming planning efforts the City is embarking upon through the Caltrans Sustainable Transportation Planning grant for the Cesar Chavez Street Corridor Transformation Plan, the work being conducted by KDI through the TCC-funded Displacement Avoidance Plan, the ATP-funded Connecting Coachella design, and the possible Façade Improvement Program that the City might implement once all of this work is completed.

FISCAL IMPACT

The extension has no fiscal impact at this time.

ALTERNATIVES

1. Extend the Façade Improvement Program Limits along Cesar Chavez Street to Encompass the Area Between Avenue 54 and Park Lane
2. Do Not Extend the Façade Improvement Program Limits along Cesar Chavez Street to Encompass the Area Between Avenue 54 and Park Lane

ATTACHMENTS:

1. Commercial Corridor Façade Improvement Grant Program Guidelines (Revised)