



**STAFF REPORT**  
**10/23/2019**

**TO:** Honorable Mayor and City Council Members  
**FROM:** Luis Lopez, Development Services Director  
**SUBJECT:** Resolution No. 2019-59, Pueblo Viejo Implementation Strategy Plan

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**STAFF RECOMMENDATION:**

Adopt Resolution 2019-59 to approve the Pueblo Viejo Implementation Strategy Plan, based on the Final Plan dated October 2019 as a policy guide in processing and conditioning projects in the Pueblo Viejo District, and to bring forth a future General Plan Amendment, Zoning Code Amendments, including environmental review documents, for adoption.

**EXECUTIVE SUMMARY:**

Staff and City stakeholders have been working with city consultant, Michael Baker, International over the past two years to finalize the Pueblo Viejo Implementation Strategy which is a follow-up to the 2010 “Pueblo Viejo Revitalization Plan” document. This document will update the City’s Design Guidelines and sets forth a path forward to revise the City’s Off-Street Parking regulations and to create new “mixed use zoning” districts for the identified sub-zones within the Pueblo Viejo District. Because these follow-up actions require a future General Plan Amendment and related environmental review documents, staff is deferring the adoption of ordinances at this time, and is seeking direction from City Council.

The Plan recommendations include the following:

- Four (4) new proposed special zoning districts specific to the Pueblo Viejo District that would serve to implement the vision outlined in both the City’s General Plan and the Pueblo Viejo Revitalization Plan.
- Proposed design guidelines to complement the proposed special zoning districts and to ensure implementation of quality design that is consistent with the vision for the district.
- Parking recommendations crafted through a parking study of the district focused on projected future development scenarios to ensure a balance of parking supply and demand while also ensuring parking regulations that are compatible with the vision for the district

Implementation of these recommendations will require the following next steps:

- Finalize proposed Zoning Ordinance Amendments, adopt design guidelines by reference in the Municipal Code, and parking recommendations.
- Harmonize the current General Plan land use with current land use recommendations and modern development needs. This necessitates a General Plan Amendment to create the “transition zone” around Veterans Park, and to create full-block mixed use zones between 6<sup>th</sup> Street and 7<sup>th</sup> Street.
- Prepare appropriate CEQA clearance for harmonization of the General Plan, zoning ordinance amendments, and the design guidelines.

### **BACKGROUND:**

In the summer of 2008, the City of Coachella and Sunline Transit Agency were awarded a planning grant through the Southern California Association of Governments (SCAG) Compass Grant program to prepare the “Pueblo Viejo Revitalization Plan” which was approved by City Council on February 24, 2010 as a development guide for the downtown central business district. The City was awarded the grant in part because SCAG determined that the downtown area of Coachella fits the model as a “strategic growth area” of the Southern California region. These identified areas have capacity for urban growth and intensification through mixed land-use development and with access to public transit, resulting in improved jobs/housing balance and reduced vehicle trips (when compared to traditional suburban development patterns), promoting the long-range goals of SB 375 (Steinberg) legislation.

Accordingly, on April 22, 2015, the City finalized the General Plan 2035 comprehensive update which re-designated the 6<sup>th</sup> Street corridor, Cesar Chaves Street, and Grapefruit Boulevard with a “Downtown Center” land use designation allowing very-high density residential uses in combination with ground floor commercial uses, to help facilitate the vision plan set forth in the Pueblo Viejo Revitalization Plan. The next step in implementing this vision was authorized by City Council in summer 2017 when Michael Baker, International was hired to prepare the Pueblo Viejo Implementation Strategy.

### **Public Engagement:**

Engaging all members of the community has been central in the development of the Pueblo Viejo Revitalization Plan and the Implementation Recommendations Report. During the preparation of the Revitalization Plan, public outreach included:

- Community Workshop No. 1 – January 27, 2009
- Stakeholder Interviews – January 27, 2009
- Community Workshop No. 2 – April 28, 2009
- Joint Study Session with Planning Commission and City Council – May 18, 2009

For the Implementation Plan, staff and the consultants had a public meeting with the Planning Commission on January 31, 2018, and a meeting with Sunline Transit Agency on March 27,

2018. Subsequently, a 3-day charrette (November 14-18, 2018) was hosted by the City to gather feedback from City staff, City Councilmembers, Planning Commissioners, and public stakeholders. The primary goal of the charrette was to gain confirmation of the vision presented in the Pueblo Viejo Revitalization Plan and discuss the best methods for codifying the items within the Revitalization Plan. The charrette included the following:

- Site Tour – November 14, 2017
- Stakeholder Interviews – November 14, 2017
- Technical Charrette with staff to focus on policy-based decisions – November 15, 2017
- Study Session with Planning Commission – November 15, 2017
- Meeting with Mayor
- Meeting with City Councilmember Betty Sanchez

The Draft Design Guidelines were completed in December 2017, and the Planning Commission recommended approval of the Implementation Strategy Plan in January 2018, and subsequent actions by the City staff are explained in the section below.

#### **DISCUSSION/ANALYSIS:**

The Pueblo Viejo Implementation Strategy Plan is an updated version of the Pueblo Viejo Revitalization Plan’s architectural guidance and creates a revised “design guidelines” document. Additionally, the Plan provides a revised zoning map for the downtown, and a Parking Study with conclusions and guidance for subsequent ordinance adoptions. The future districts in the downtown will create a “mixed use” designation to allow the conversion of existing residential properties around Veterans Park into neighborhood commercial and multifamily residential uses. Similarly, in order to promote vertical “mixed use” development along 6<sup>th</sup> Street, it is necessary to create mixed use zoning with “super blocks” that allow for parking garages to be accessed off of 7<sup>th</sup> Street. These zoning map schemes will trigger a General Plan Amendment and an Environmental Assessment which were outside of the scope of work for the Plan. Therefore, staff intends to publish the Plan with all the background and source documents with justification for reducing the City’s Parking regulations, and to create the new zoning districts and related land use regulations and development standards.

The final Plan is organized into three parts available to download on the City’s webpage for the Pueblo Viejo documents, as shown below:

<https://www.coachella.org/departments/pueblo-viejo-revitalization-plan>

The web links at the above webpage are organized into three parts as follows:

- Part I (Architecture / Design Guidelines)
- Part II (Parking Study / Visual Preferences A)
- Part III (Visual Preferences B)

The table of contents includes the following sections:

- 1) Executive Summary
- 2) Sixth Street Pueblo Viejo Zone
- 3) Grapefruit Boulevard Pueblo Viejo Zone
- 4) Cesar Chavez Street Pueblo Viejo Zone
- 5) Transition Area Pueblo Viejo Zone
- 6) Design Guidelines
- 7) Parking Study
- 8) Public Engagement Summary
- 9) Appendix- Visual Preference Survey

The Planning Commission held an initial public workshop on the Implementation Strategy Plan on January 31, 2018. However, on June 13, 2018 the City Council augmented the consultant's scope of work to include tasks for completion of the environmental documents and further development of the ordinances related to new zoning regulations and reduced parking standards for the Pueblo Viejo District. The new design guidelines were intended to be adopted by reference into the Municipal Code. There were other costs related to additional meetings that were needed for the Planning Commission's review of the Visual Preferences Survey and one new meeting with the City Council to review the progress of the draft design guidelines prior to final adoption. The Parking Study scope was approved to include the following tasks:

- *Conduct an inventory of existing on and off street parking spaces including unmarked spaces on commercial and residential streets. Inventory will also document restrictions such as time limits, private property with parking restrictions, etc.*
- *Coordinate with Engineering/Public Works to determine extension of 6th Street design to other streets and calculate changes to parking based upon design changes, for the purpose of increasing availability of on-street parking.*
- *Calculate current demand based upon available spaces and typical parking requirements per business type.*
- *Calculate future demand based upon a build-out analysis of the Pueblo Viejo based upon proposed changes to land use.*
- *Calculate demand for parking for special events held within the Pueblo Viejo.*
- *Analyze potential surface parking opportunities.*
- *Provide recommendations on potential street design to accommodate additional parking, business cooperatives or parking districts to make more efficient use of off-street parking, demand management techniques, land use regulations required for off-street parking (including parking structures) for commercial, mixed-use and or residential uses, and for financing parking alternatives such as public-private partnerships, infrastructure financing districts, parking districts, BIDs and other options to create partnerships and revenue to increase and maintain parking within the Pueblo Viejo.*

- *Make recommendations to improve wayfinding and parking regulations including, but not limited to marking public parking areas and homogenizing parking signage and restrictions.*

The Final Plan – October 2019 incorporates all of the originally-approved tasks, including the Addendum #1 tasks but excluded the environmental documents because there was a need to pursue a General Plan Amendment, and the scope of work for the environmental effects for this task exceed the budget that was originally granted. Rather than delay the adoption of the Plan as a policy guide, staff is recommending that City Council approve the Plan, and direct staff to bring back a General Plan Amendments, Zoning Code Amendments, and related environmental documents at a later date, when the work can be budgeted into the current work program.

### **Conclusions:**

The attached draft Resolution 2019-59 contemplates the adoption of the Pueblo Viejo Implementation Strategy Plan, and includes the visual preferences recommendations provided by the Planning Commission during the public workshop. Staff and the consultant worked closely with the stakeholders, City staff, and the Chamber of Commerce to bring this Plan forward. The City has been successful in procuring grant funds for projects that are in keeping with the City's vision for the Pueblo Viejo Revitalization Plan and this Implementation Strategy solidifies the City's next steps for formal action items and includes documented public engagement for adoption of this Plan.

The Final Plan dated October 2019 is attached to this staff report.

### **ALTERNATIVES:**

1. Approve Resolution 2019-59.
2. Approve Resolution 2019-59 with modifications.
3. Continue this matter and provide direction to staff on the Pueblo Viejo Implementation Strategy Plan.
4. Take no action.

### **FISCAL IMPACT:**

There are no fiscal impacts associated with approving the Pueblo Viejo Implementation Strategy Plan as a policy document in that it will merely guide the Planning Commission and City Council in the review and approval process of new projects, and future General Plan Amendments and Ordinance adoptions.

### **RECOMMENDED ALTERNATIVE(S):**

Staff recommends Alternative #1 as stated above.

Attachments: Resolution 2019-59  
Pueblo Viejo Revitalization Plan (Final Plan - October 2019)