



LA ENTRADA

Coachella, CA

Master Planned Community Vision

City of Coachella
City Council /
Planning Commission
Project Update Presentation

June 19, 2013

NEW  WEST
development



The vision for La Entrada is to create a new Master Planned Community within the City of Coachella that serves as the gateway to the region offering a mix of remarkable residential, commercial and recreational opportunities organized by the natural character of the land. The project focuses on community connections and the pedestrian experience utilizing plazas, a village paseo, village green, view top parks, linear parks, passive open space, natural trails and active recreation uses as the framework for integration.

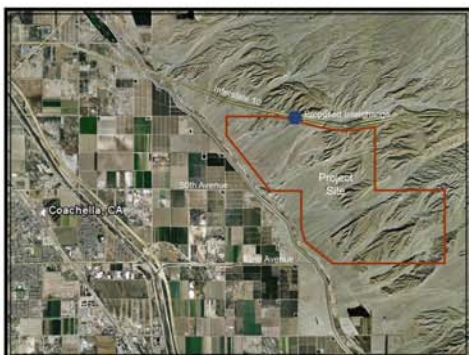
Situated on 2,200 acres, just south of Interstate 10, within the City of Coachella and its approved Sphere of Influence, the La Entrada project includes the following land uses:

- A mix of approximately 7,800 residential units on approximately 981 acres;
- Approximately 1,500,000 square feet of mixed use commercial including retail and office uses on approximately 135 acres;
- Approximately 70 acres for school sites including three elementary and one middle school;
- Approximately 345 acres of land for park and recreation uses including a regional park site; and
- A multi-purpose trail network and approximately 557 acres of open space.



Access to La Entrada will come by extending Avenue 50 and Avenue 52 over the Coachella Branch of the All American Canal. The extension of Avenue 50 will connect to the new planned Avenue 50/Interstate 10 interchange. Once complete, the Avenue 50 interchange will provide a new access point for the City of Coachella and the eastern end of the Coachella Valley.

We anticipate bringing the La Entrada project to the Planning Commission and City Council of Coachella in the Fall, 2013.



La visión para La Entrada es crear una nueva comunidad diseñada bajo una obra maestra dentro la ciudad de Coachella que servirá como un portal para la región, la cual ofrece una mezcla de notables oportunidades residenciales, comerciales y recreacionales organizadas por el ambiente natural del terreno. El proyecto se enfoca en conexiones de la comunidad y las experiencias peatonales utilizando plazas, un paseo, una zona verde, parques con vista, parques lineales, espacios abiertos pasivos, senderos naturales, y usos de recreación activa como la estructura para integración.

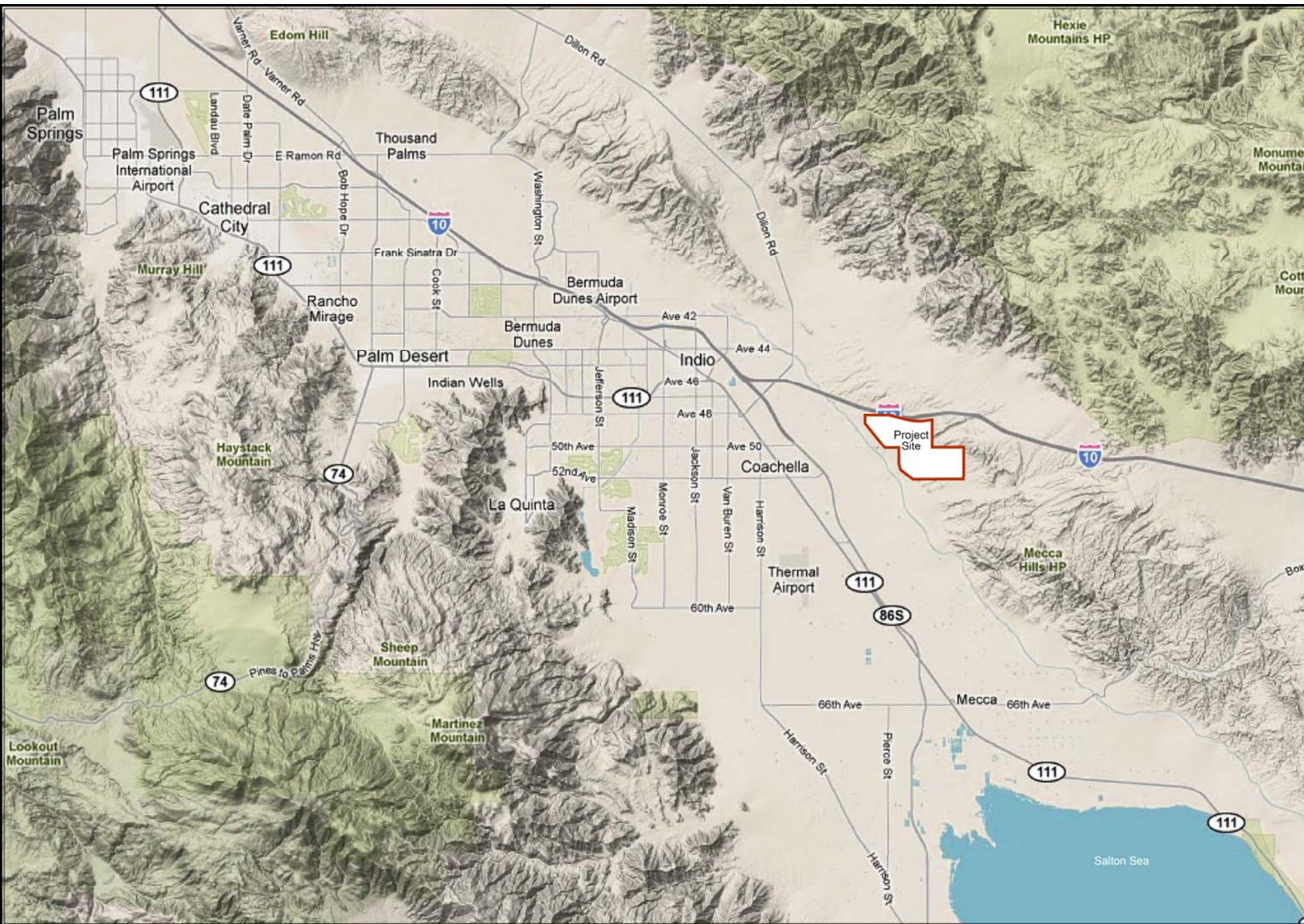
Situado en 2,200 acres, justo al sur del Interestatal 10, en la ciudad de Coachella y su aprobada Esfera de Influencia, el proyecto de La Entrada incluye los siguientes usos:

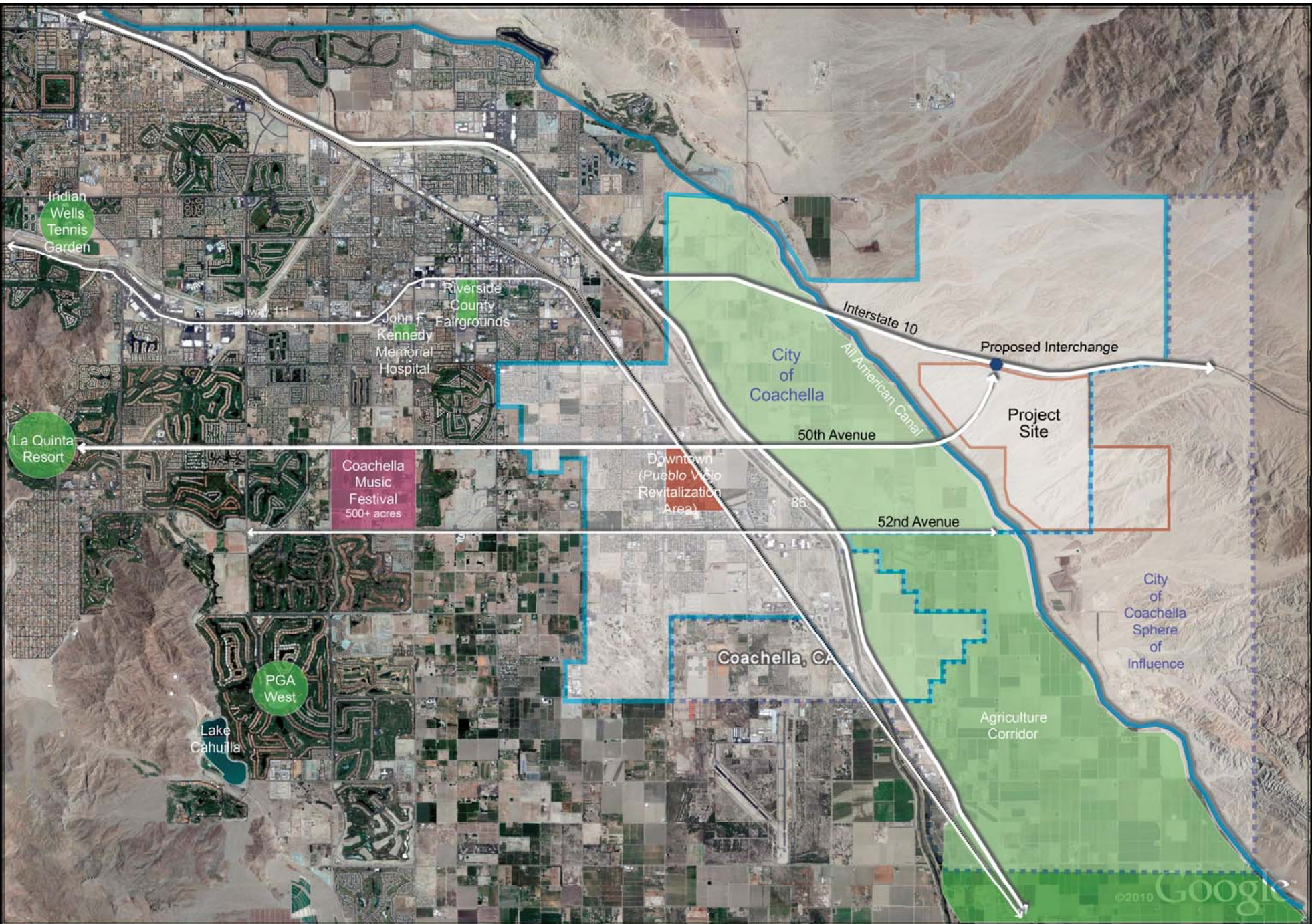
- Una mezcla de aproximadamente 7,800 unidades residenciales en aproximadamente 981 acres;
- Aproximadamente 1,500,000 pies cuadrados de uso mixto comercial, incluyendo usos comerciales y de oficinas de aproximadamente 135 hectáreas;
- Aproximadamente 70 acres para las escuelas, incluyendo tres primarias y una escuela secundaria;
- Aproximadamente 345 hectáreas de terreno para el parque y recreación utiliza como un sitio del parque regional, y
- Una red de senderos de usos múltiples y aproximadamente 557 hectáreas de espacio abierto.

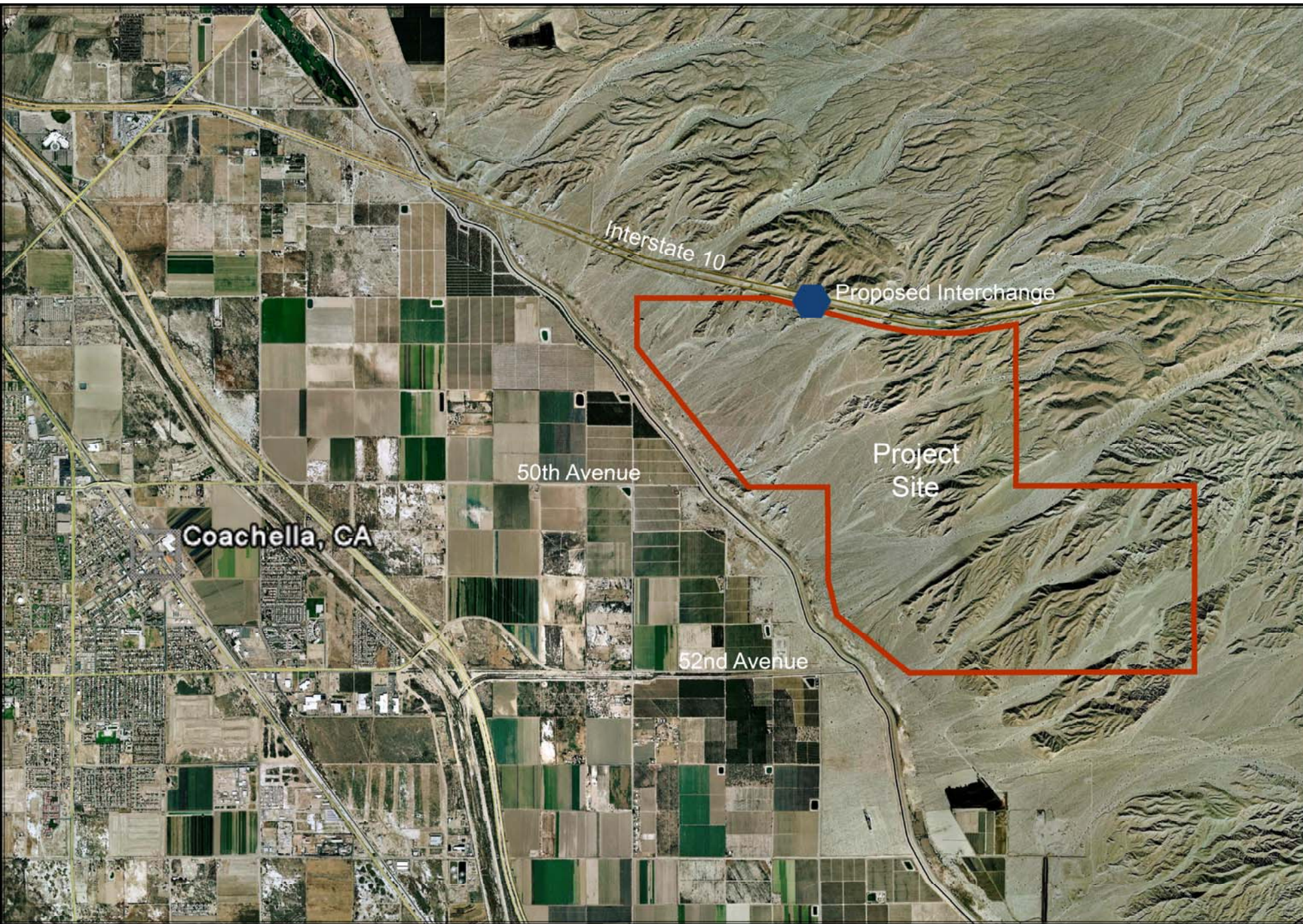


El acceso a La Entrada llegará al extender la Avenida 50 y la Avenida 52 en el All American Canal sobre la rama de Coachella hacia el sitio del proyecto. La extensión de la Avenida 50 se conectará con el nuevo intercambio planeado Avenida 50/Interestatal 10. Una vez completo, el intercambio de Avenida 50 proporcionará un nuevo punto de acceso para la ciudad de Coachella y el extremo oriental de el valle de Coachella.

Anticipamos presentar el proyecto de La Entrada a la Comisión de Planificación y el Consejo Municipal de Coachella en el otoño de 2013.

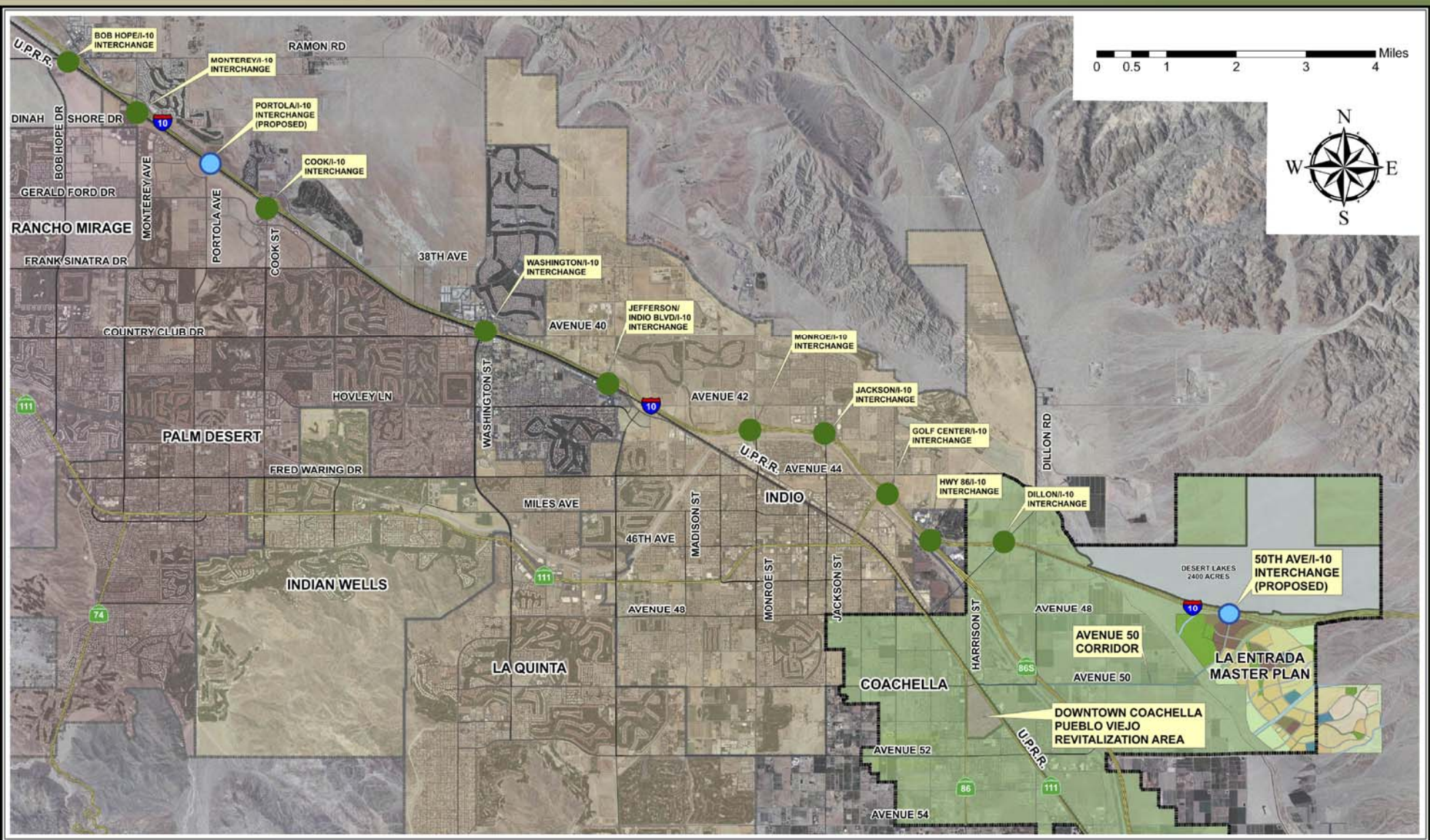


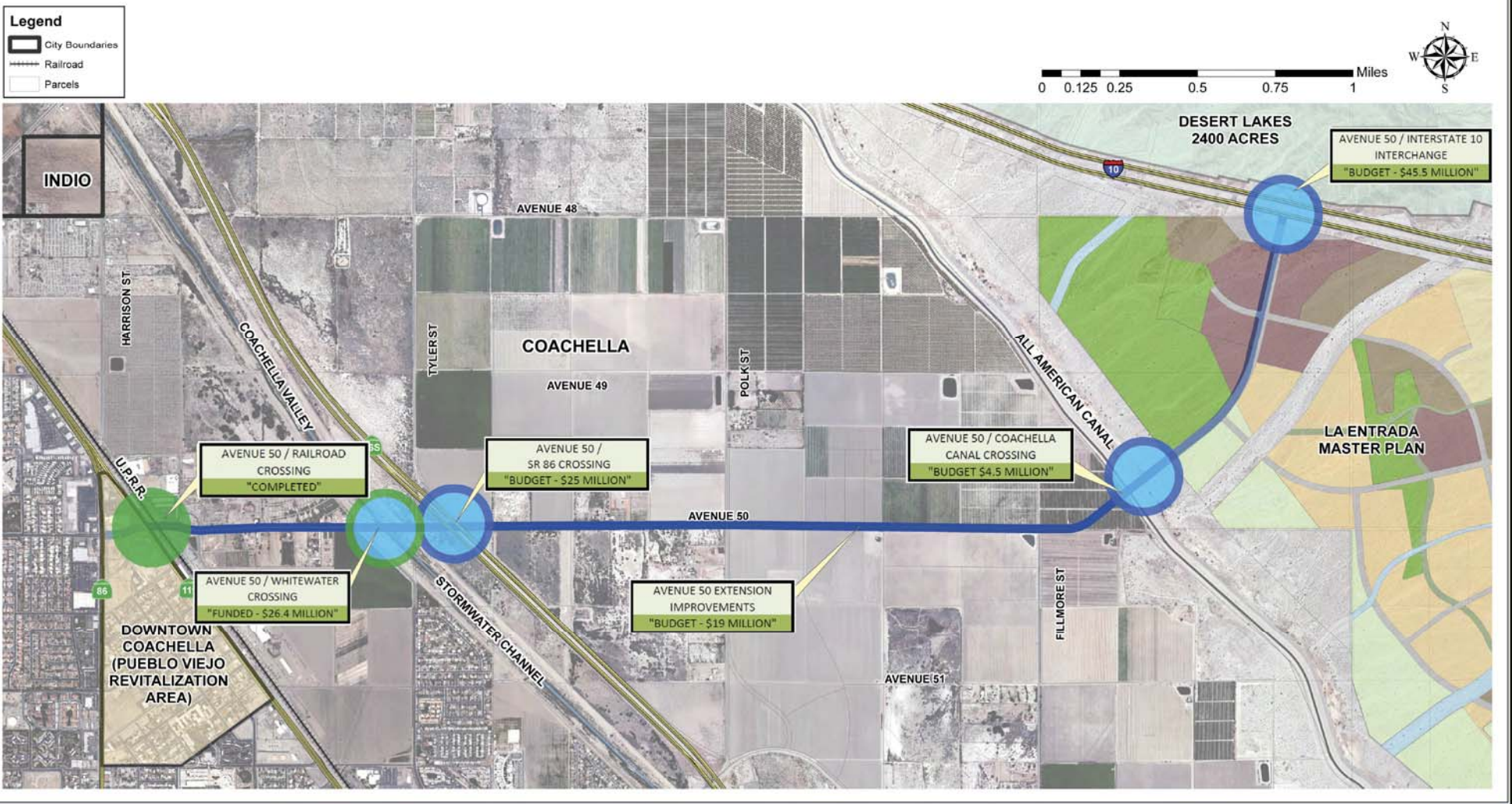


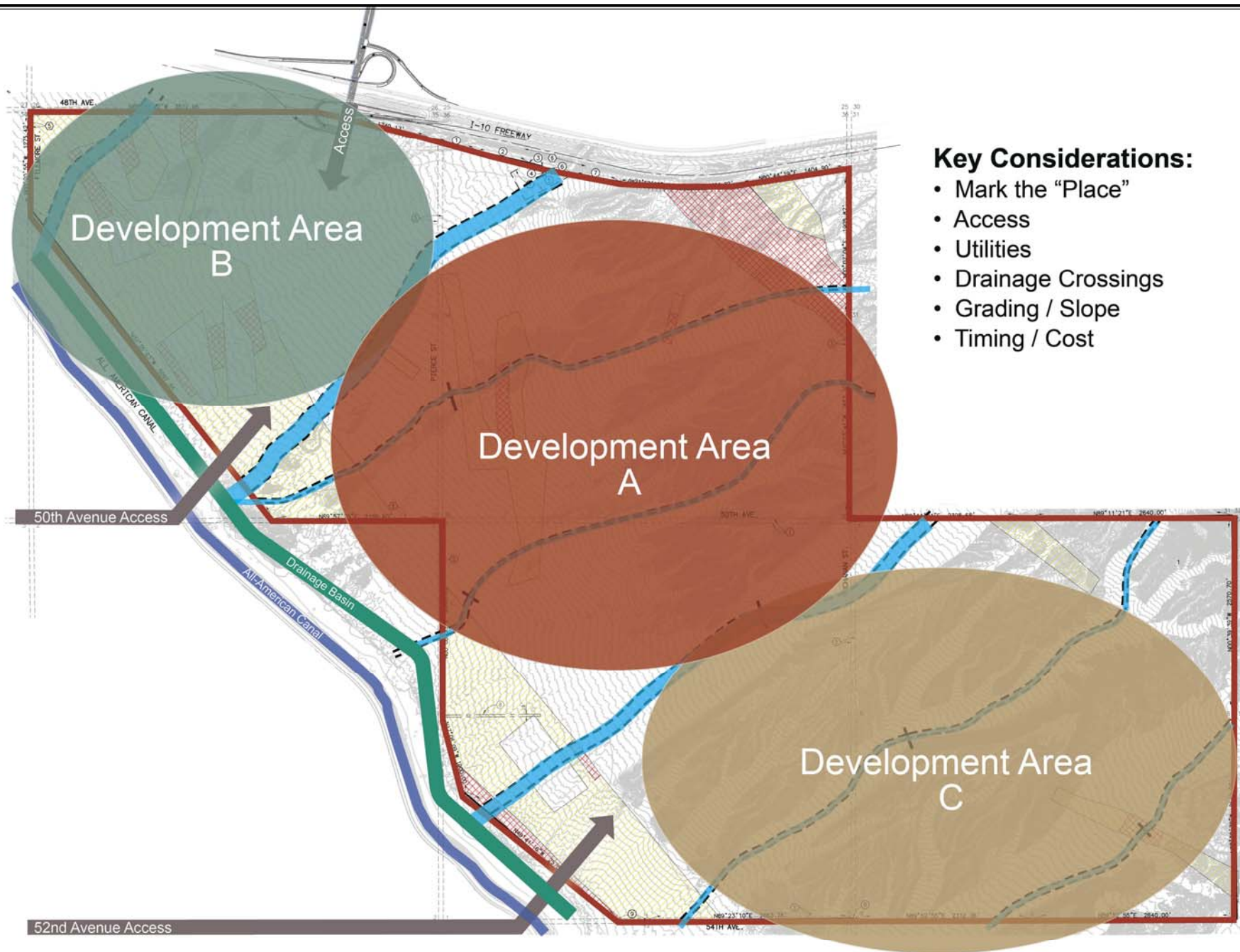


local context aerial photograph

regional intersections - avenue 50/I-10







Key Considerations:

- Mark the "Place"
- Access
- Utilities
- Drainage Crossings
- Grading / Slope
- Timing / Cost

preliminary project development

Establish the Place

- Create attractive first impressions
- Establish the brand and identity with details in horizontal and vertical elements unique to the setting
- Provide for activity and sense of destination
- Create a “heart” to each village (church, town center, park, soccer facility, etc.)

Celebrate the Public Realm

- Create special places such as open space, plazas, parks, activity nodes
- Consider civic infrastructure and important social areas
- Diversity of experience from passive to active
- Embrace Coachella’s History and Culture

Provide Connectivity

- Focus on the pedestrian experience maintaining human scale through appropriate architectural massing, setbacks, street tree plantings, etc.
- Identify corridors for vehicular and pedestrian movement
- Integrate uses so that meaningful destinations occur for residential, retail, cultural and mixed use (as appropriate)
- Think about physical and visual connections via street orientation, activity hubs, community paseos, etc.

Neighborhood Crafting

- Provide diversity in housing types and styles
- Use “architecture forward” concepts that remove the garage as the predominant impression on the street
- Organize neighborhoods around parks, plazas, recreation and nature to serve as the district’s outdoor rooms
- Create hierarchy of parks by type, use and character
- Plan parks within convenient walking distance of residential units.

Make it Functional

- Provide logically phased development that responds to community needs with adequate, timely infrastructure such as roads, drainage, parks, etc.
- Establish a strong design framework allowing for use and density market shift modifications while maintaining visual and spatial integrity throughout the community.

Incorporate Sustainability

- Preserve washes, prominent landforms and view corridors
- Consider vertical and horizontal practices
- Encourage green programming that embraces financially responsible, market driven, practices.



vertical icon



soccer



visual form



spanish grid



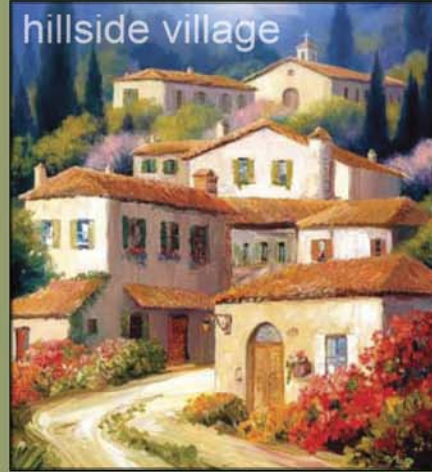
hilltop church



form



gathering place



hillside village



focal point



history



views



simple



glorieta



downtown



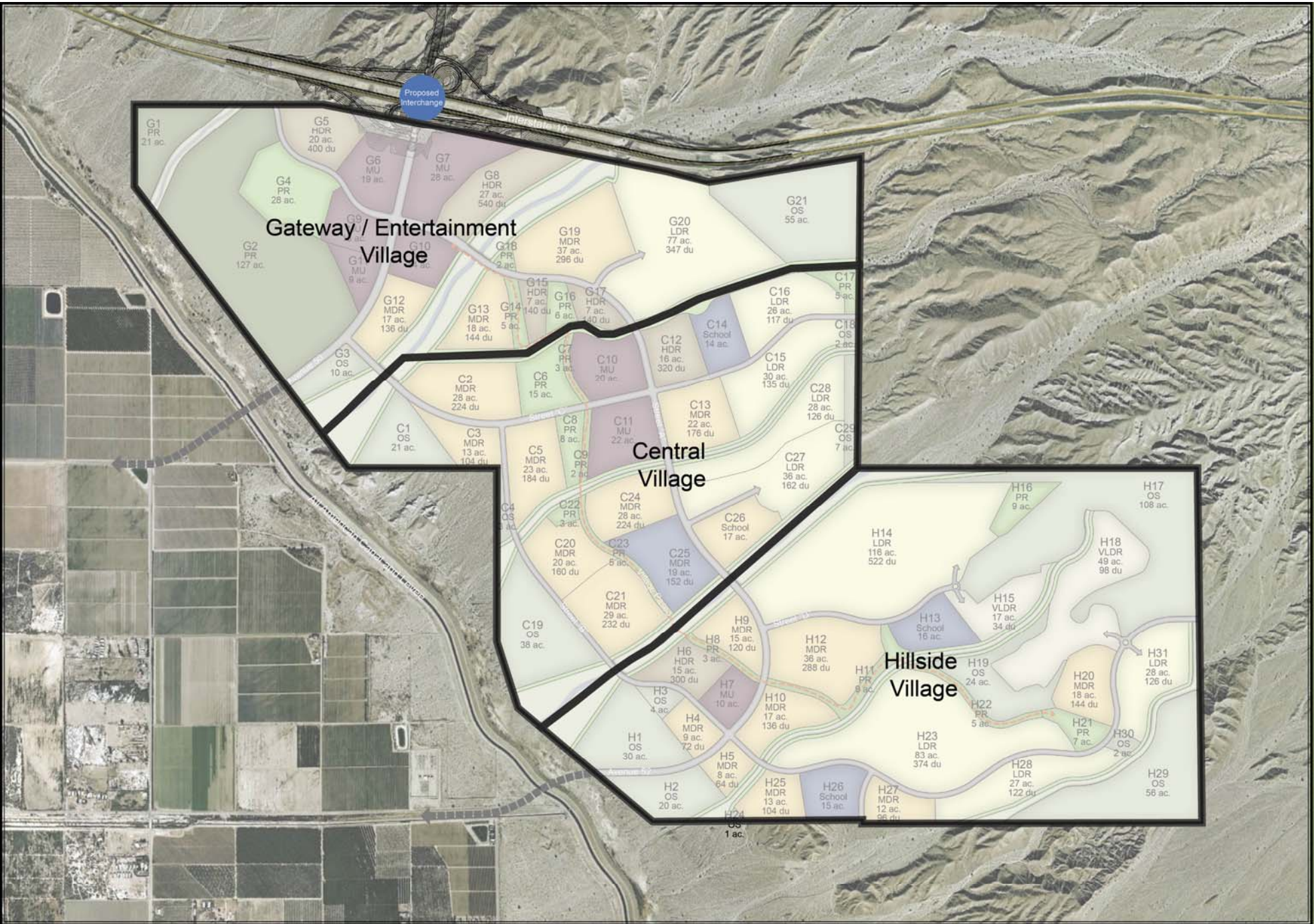
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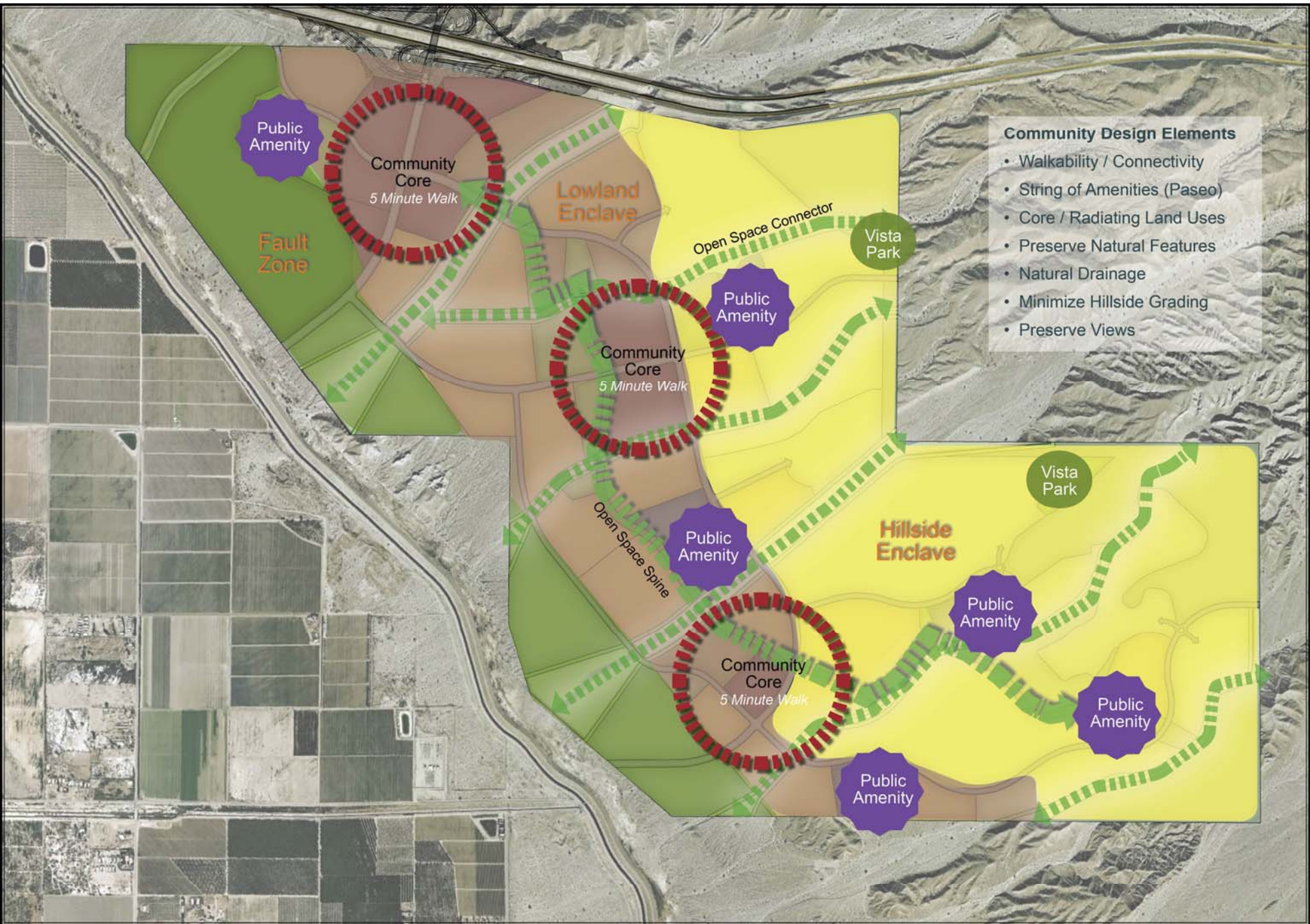
community design inspiration

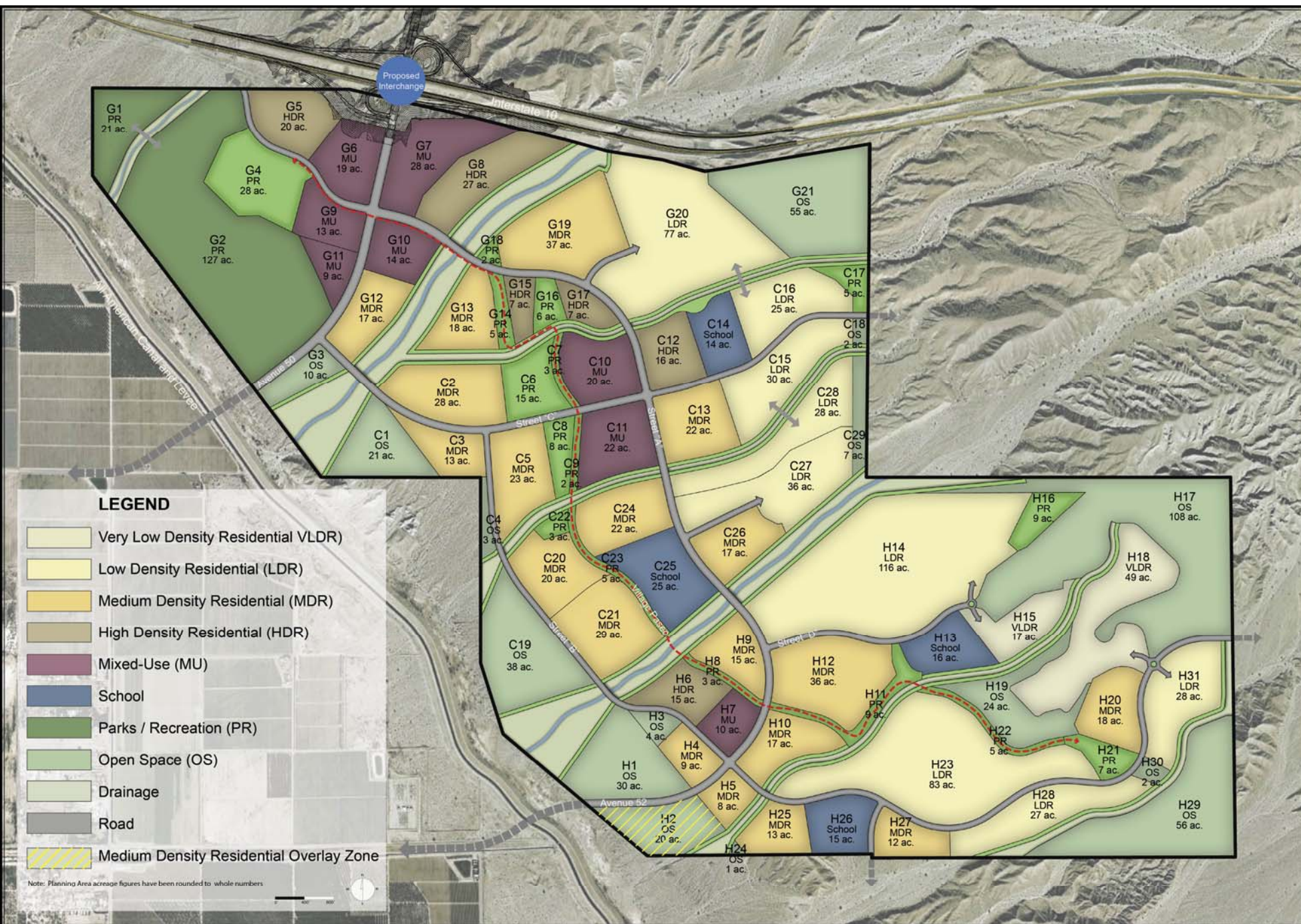


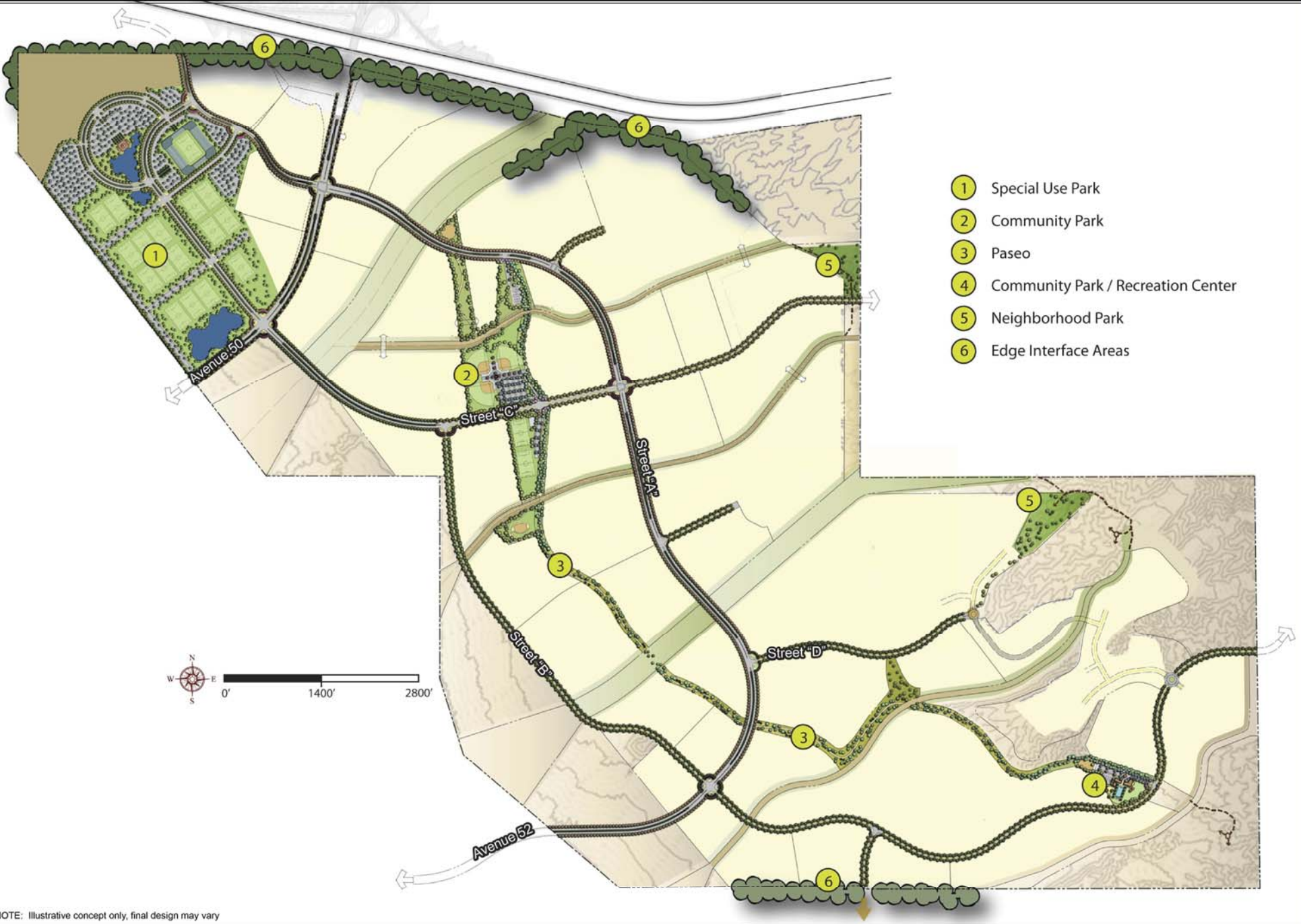


Preliminary Village Concept

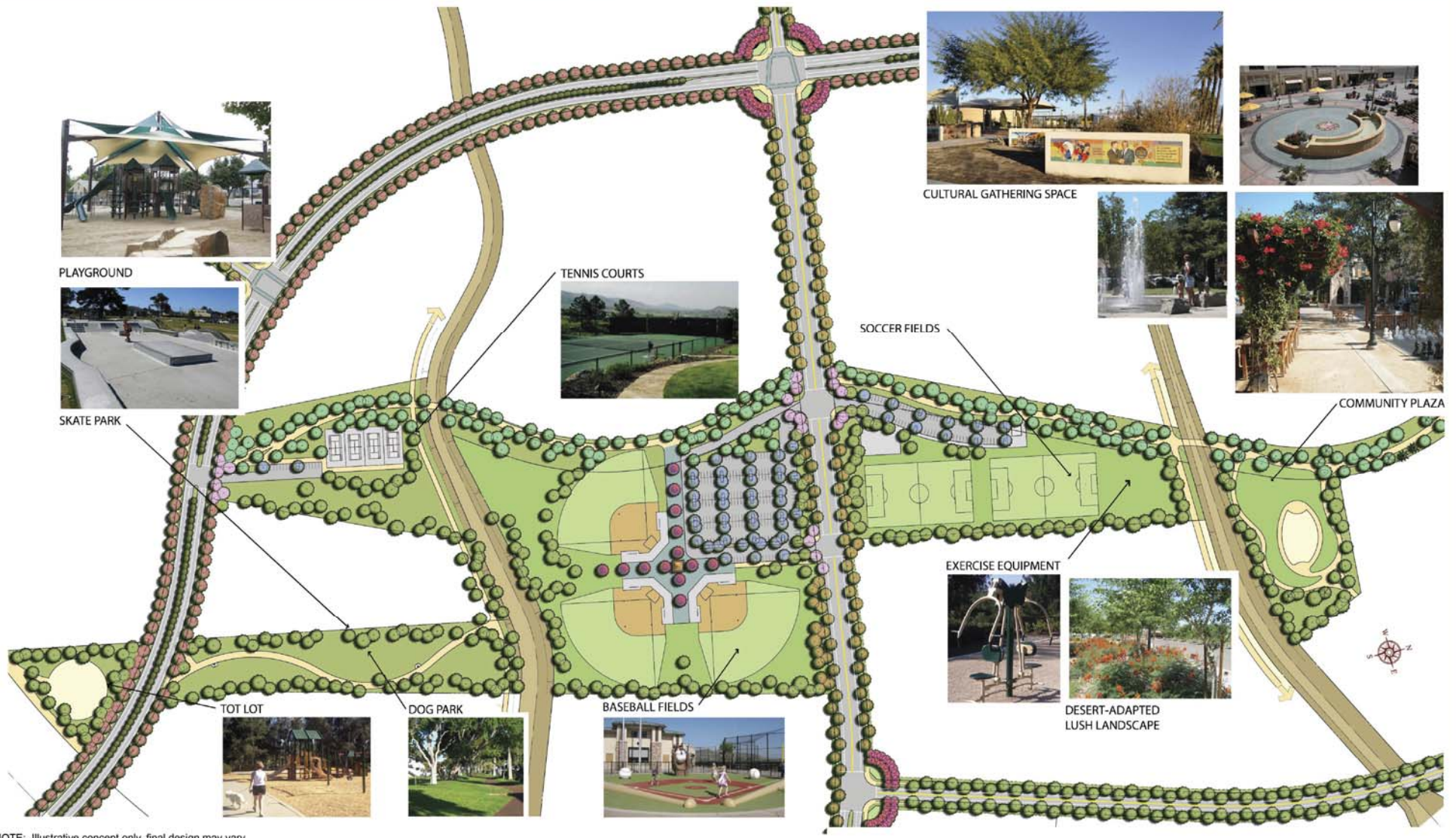












NOTE: Illustrative concept only, final design may vary



② RECREATIONAL FACILITY



① COMMUNITY GARDENS



③ BASKETBALL COURT and SHADE STRUCTURES



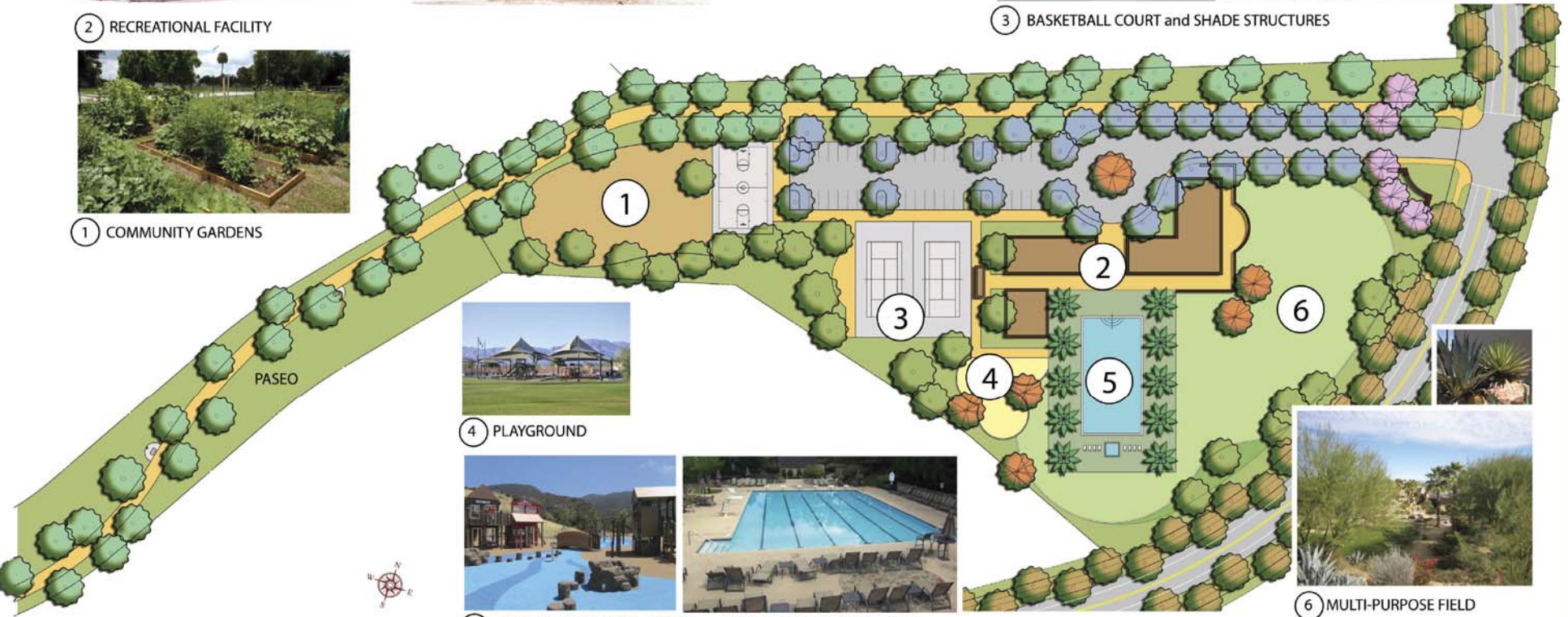
④ PLAYGROUND



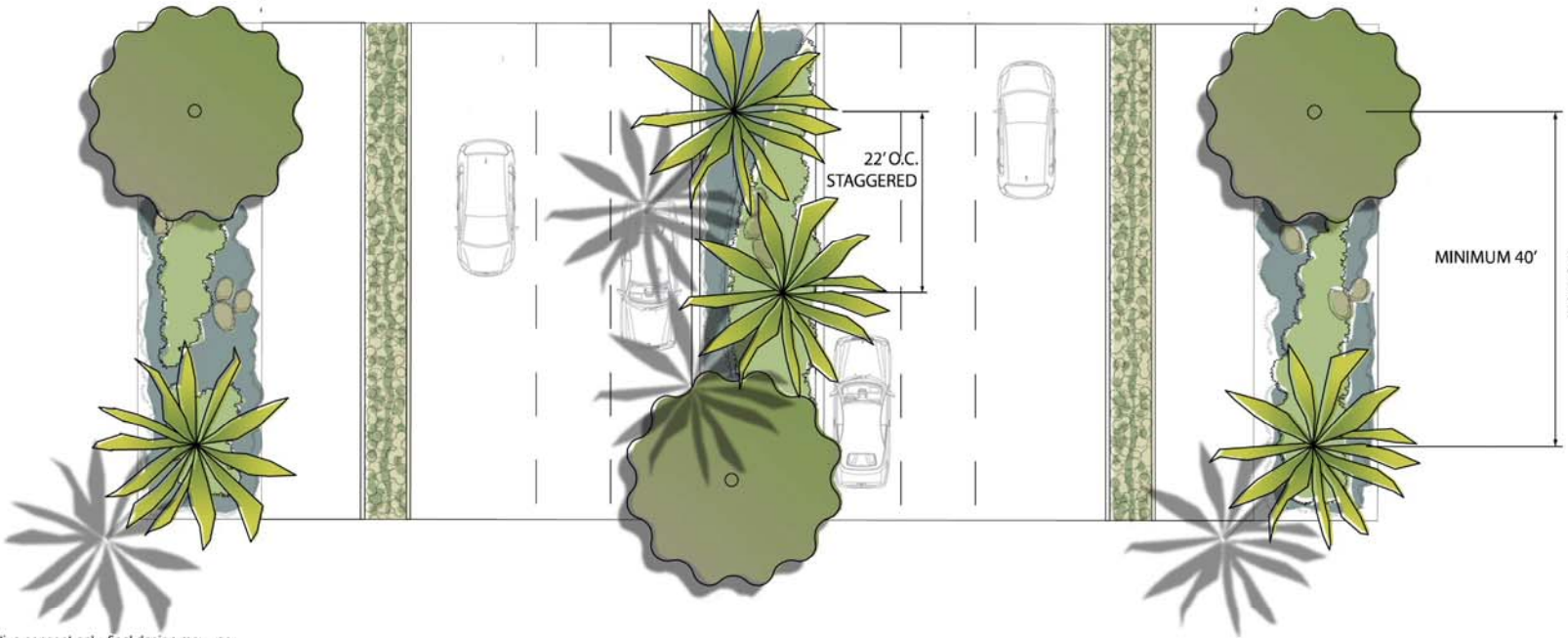
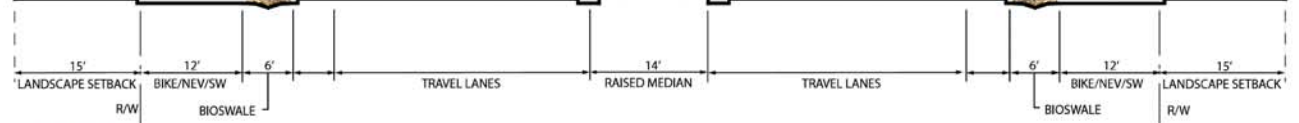
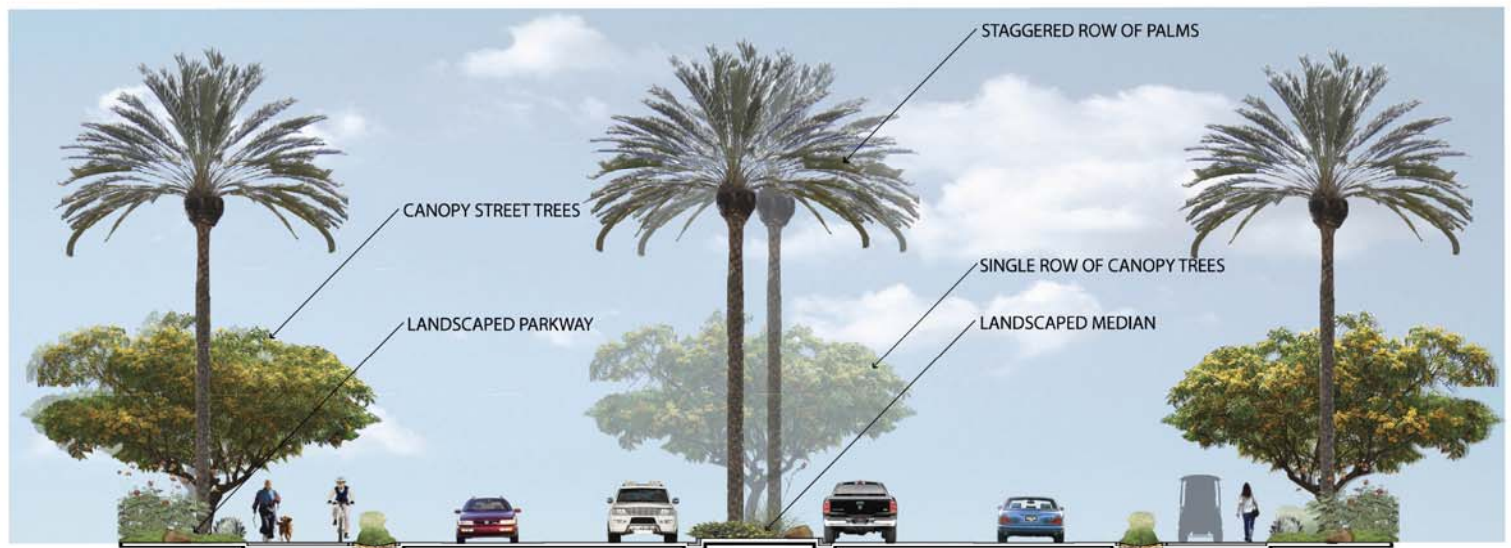
⑤ CHILDREN'S WATER PLAY AREA and FAMILY RECREATIONAL POOL



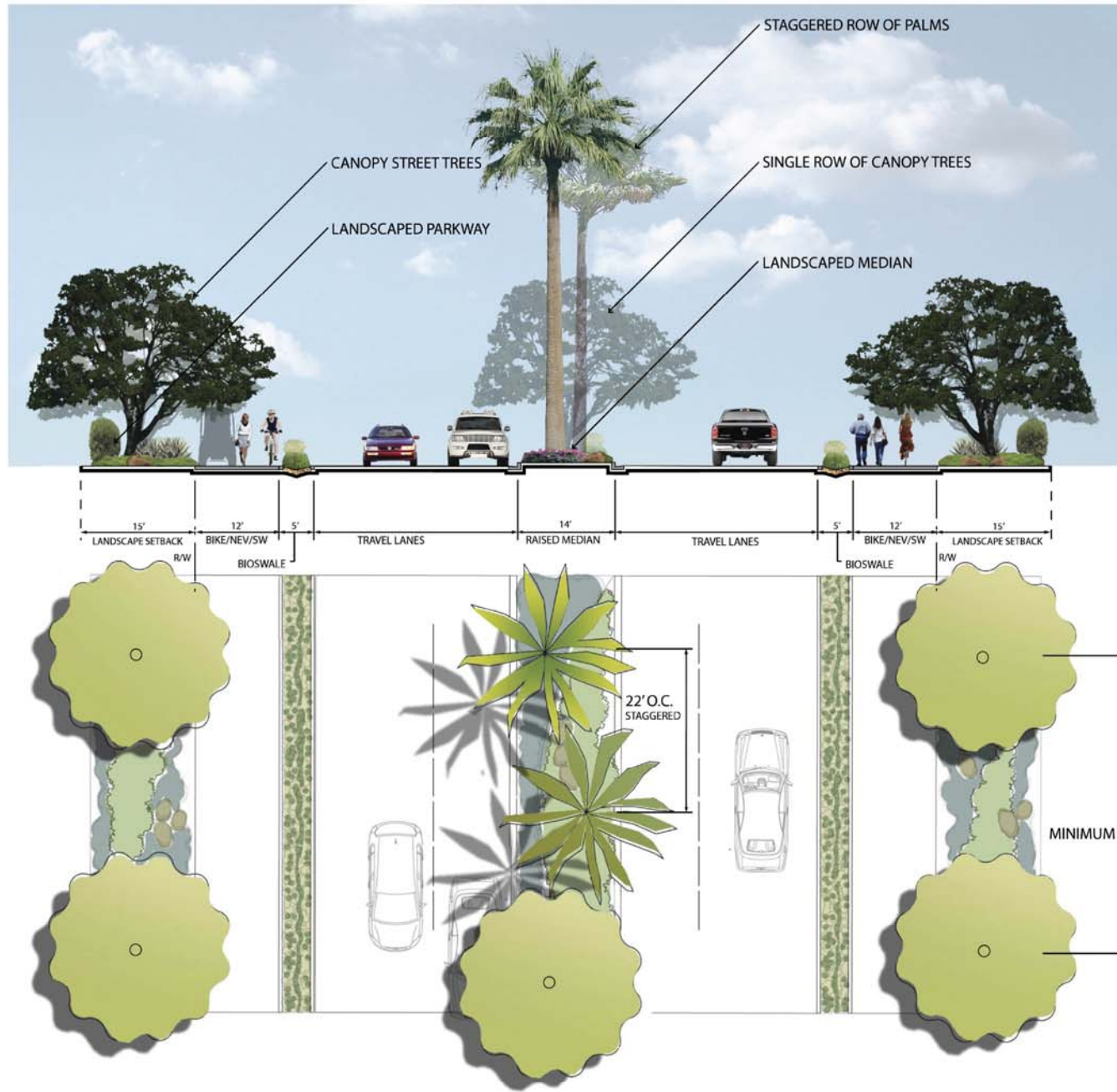
⑥ MULTI-PURPOSE FIELD



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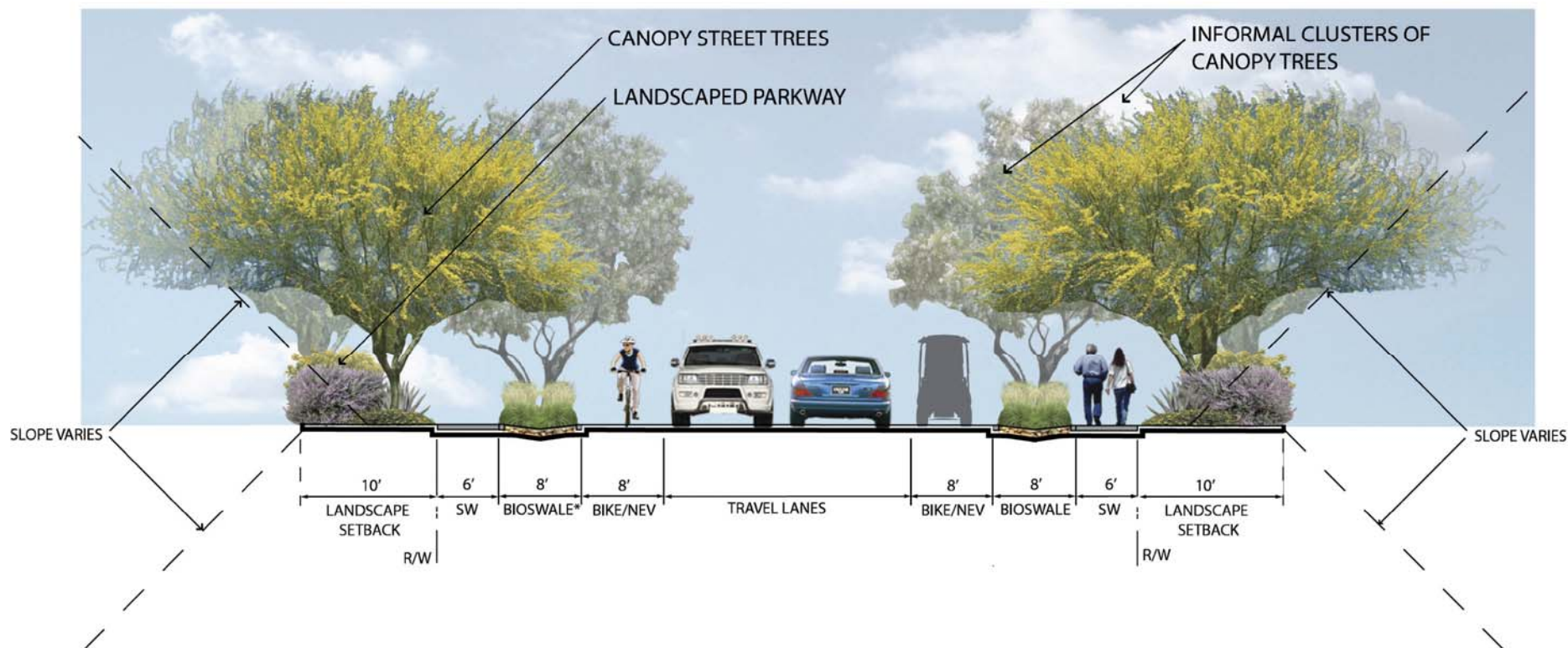


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avenue 52 / street "a" streetscape

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Milestone

Completion Date

- Release of public Draft Environmental Impact Report (EIR) for 45-day review and comment period July 1, 2013
- Begin annexation application process August 12, 2013
- Planning Commission Hearing (#1) October 16, 2013
- Planning Commission Hearing (#2 - if necessary) November 6, 2013
- City Council Hearing (EIR and Specific Plan) November 20, 2013
- I-10 Interchange Processing Ongoing 2013/2014



project team:

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