

CITY OF CATHEDRAL CITY

COMPREHENSIVE GENERAL PLAN

CHAPTER III

COMMUNITY DEVELOPMENT

The Community Development chapter includes the following elements: Land Use, Circulation, Housing, Parks and Recreation, Community Design, and Economic and Fiscal Development. This chapter significantly influences the character and quality of life in the community, the distribution of land uses, the intensity and types of housing, the provision of parks and recreational facilities, the establishment of architectural and community design guidelines, the preservation of scenic vistas, and the preservation and enhancement of a healthy economy.

LAND USE ELEMENT

PURPOSE

The Land Use Element defines the various land use categories assigned to lands within the City and its Sphere-of-Influence. The element also crystallizes technical discussions and analyses from other General Plan elements and the Plan’s Program EIR, and provides appropriate goals, policies and programs to help direct further development and ultimate buildout of the community. The Land Use Element is the broadest and most far-reaching of all General Plan elements and, in conjunction with General Plan EIR, serves as the foundation for land use policy development.

BACKGROUND

California Government Code Section 65300 requires cities and counties to prepare and adopt “a comprehensive, long-term general plan for the physical development” of the community. The General Plan must also designate lands for housing, business, industry, open space, as well as other uses deemed appropriate by the City (Government Code Sections 65302(a). The Element also incorporates designations reflecting physical development and land use, consistent with Government Code Section 65303. It incorporates mapping of the General Plan land use distributions and provides statements relating to standards of development, intensity and population density. Policies and programs associated with each of the major land use categories are set forth in the Land Use Element and reflect the compatible and integrally planned distribution of land uses reflected in the Plan.

On December 23, 2007, approximately 1,400 acres of land north of Interstate 10 were annexed into the City (“2007 Annexed Area”). State law requires that the City pre-zone property to be annexed and denies the City the ability to rezone any property within newly-annexed area for two (2) years after annexation. On July 8, 2009, the City adopted the North City Specific Plan, establishing land uses and development standards, among other things, for North City, which includes the 2007 Annexed Area. Therefore, the Land Use Categories established by the pre-zoning of the 2007 Annexed Area will remain unchanged until December 23, 2009, at which time they will become consistent with the North City Specific Plan land use designations.

LAND USE CATEGORIES

The Land Use Element and the official General Plan Land Use Map describe and designate the distribution of land uses by type, location, intensity and/or extent of use. Uses to be considered are diverse and include: residential, commercial, industrial, mixed-use, open space, recreation, public buildings and facilities, and other categories of public and private land uses.

Prior to the adoption of the Cathedral City General Plan comprehensive update, the City utilized the land use designations and assignments adopted in the 1987 Plan. A comprehensive

assessment of existing land uses and their distribution was conducted using field surveys, aerial photo analysis and a computer-based geographic information system (GIS).

Table III-1 provides a summary description of the City's proposed General Plan land use designations, and Tables III-2 and III-3 provide statistical summaries of these land uses. Overall land use goals, policies and programs then follow. A discussion of each major land use category is also presented, followed by related goals, policies and programs.

**Table III-1
City of Cathedral City Draft General Plan
Proposed Land Use Designations**

Land Use Designation (Density)	Purpose of Land Use
Residential	
(HR) Hillside Reserve (0-1 du/20 ac)	This designation provides for development densities of one dwelling unit per 20 acres. Development could be precluded on these lands due to topographic, hydrologic, aesthetic or other constraints. In such cases, development rights could be preserved by density transfer or similar mechanism.
(RE) Estate Residential (0-2 du/ac)	The residential estate designation provides for larger lot subdivisions with single-family residential development. This designation is envisioned for rural areas, as well as lands which may also be constrained by topography or other natural restrictions. This type of development may also incorporate a “greenbelt” buffer to help define the City’s urban boundary.
(RL) Low Density Residential (2-4.5 du/ac)	The Low Density Residential designation provides for single-family residential development on individual lots typically ranging from about 7,500 to 20,000 square feet. These lands serve to buffer more dense residential development from estate residential uses and may be appropriate in areas with some site constraints.
(RR) Resort Residential (3-6.5 du/ac)	This low density designation is intended to accommodate single-family and attached residential development in a master planned resort setting. On-site amenities typically include golf courses, tennis and swimming facilities, as well as tourist/resort-serving commercial uses. This designation also allows hotels/motels and ancillary visitor and tourist-serving commercial uses.

(RM) Medium Density Res. (4.5-10 du/ac) This designation provides for moderately low to medium density subdivisions and Planned Unit Developments (PUDs). It serves to transition between lower and more moderate (medium) residential densities. Product types typically range from single-family to multi-family development, with much of existing development being duplex units on 8,000 square foot lots.

(RH) High Density Res. (11-20 du/ac) This designation allows for the greatest diversity and highest density of residential development, providing for a full range of multi-family dwellings, including apartments and condominiums. It is also suitable for planned communities and affordable and senior housing, where smaller units and higher densities may be appropriate. Multi-family development provides for PUDs comprised of a varying range of residential types and on-site amenities. These lands are typically located in close proximity to neighborhood commercial uses, thereby maximizing pedestrian access to these essential services. Mobile home parks or subdivisions with PUD-type development may also be allowed.

(PUD) Planned Unit Developments While not a land use designation, Planned Unit Developments (PUDs) consolidate areas for structures, common open space and recreation areas, and integrate access onto private internal roadways. PUDs permit the transfer of densities from open space/recreation areas provided within the development, thus consolidating open space.

The purpose of the PUD is to promote planned residential development and amenities beyond those typically provided within conventional subdivisions, to achieve greater flexibility in design, varying ranges of densities, and to encourage well planned neighborhoods through creative and imaginative planning. The PUD also allows an appropriate mix of housing types, which are unique in their physical characteristics to warrant special methods of residential development. A full range of residential development is permitted, consistent with the underlying land use designation.

Commercial

(CG) General Commercial

These lands include a wide variety of commercial centers, ranging from general merchandising and strip commercial centers, to community and regional scale centers. Office development is also appropriate in areas with this designation. Development may range from free-standing retail buildings and restaurants to planned commercial centers. Hotels and motels may also be appropriate on these lands, which are located primarily along major corridors and take advantage of convenient access and tourist and business amenities.

This designation also provides for the development of commercial centers that serve the entire community and the larger regional market, including supermarket anchors and big box retailers. Community-scale development should take advantage of regional transportation networks and be designed to accommodate transit facilities. Such centers may also host ancillary office components, as well as regional institutions and services.

(CN) Neighborhood Commercial

This designation is assigned to existing neighborhood centers and vacant lands appropriate for this use. It provides for neighborhood-scale shopping integrated with, and conveniently located as a part of residential areas. A mix of land uses may also be considered appropriate within this category. Neighborhood commercial uses are also employment centers and should facilitate pedestrian, bicycle and public transit access to the greatest extent practical.

Neighborhood Commercial centers may be anchored by supermarkets and super drugstores and provide a wide variety of supporting commercial services, including banking and similar financial services, businesses and offices, dry cleaners, restaurants, barber shops/beauty salons, and similar commercial outlets serving day-to-day neighborhood needs. These centers typically range in size from 8 to 10 acres and provide about 40,000 to 100,000 square feet of gross leasable floor area.

(DTC) Downtown Commercial

This designation is assigned to a limited area in the Downtown core (as defined by the Downtown Precise Plan) and takes advantage of the convenient access of the East Palm Canyon Drive corridor. Land use, zoning policies and design criteria for the area are established by the Downtown Precise Plan. Permitted land uses include Downtown Residential Neighborhood and Mixed Use Commercial. This designation also provides for a variety of commercial centers, ranging from storefront scale buildings and office space, to lodging and entertainment establishments. The Civic Center and associated civic facilities are also appropriately located within this area.

Mixed-Use

(MU-N) Mixed-Use Neighborhood

This designation is assigned to limited areas in North City (as defined in the North City Specific Plan) and takes advantage of proximity to the Interstate 10 freeway while acknowledging adjacency to the Multiple Species Habitat Conservation Plan area. Land use, zoning policies and design criteria for the area are contained in the North City Specific Plan. Permitted land uses include a mix of residential, up to 25 dwelling units per acre, commercial retail, office and public gathering spaces. Uses may be mixed either horizontally or vertically, with an emphasis on residential with neighborhood-serving commercial.

(MU-C) Mixed-Use Commercial

This designation is assigned to limited areas in North City (as defined in the North City Specific Plan) and takes advantage of proximity to the Interstate 10 freeway. Land use, zoning policies and design criteria for the area are contained in the North City Specific Plan. Permitted land uses include a mix of residential, up to 45 dwelling units per acre, commercial retail, office and public gathering spaces. Uses may be mixed either horizontally or vertically, with an emphasis on commercial and allowing “big box” development.

Industrial

(BP) Business Park

This designation is intended for light industrial and related uses which are compatible with one another,

as well as with neighboring residential and commercial uses. Other potentially appropriate uses include professional offices, including administrative, corporate, institutional, legal, medical, financial, insurance, real estate, and government offices.

(I) Industrial

This designation provides for the development of any and all industrial uses operating entirely in enclosed buildings, and those requiring limited and screenable outdoor storage. Examples include clean manufacturing operations, warehousing and distribution facilities, mini-warehouse storage, and a variety of light manufacturing businesses. Siting industrial lands in close proximity to major regional highway and railroad facilities is desirable. Preferred development includes master planned industrial parks with integrated access and internal circulation. Business parks may also be permitted, provided their compatibility with other industrial uses is assured.

This designation may also allow conditional and/or discretionary development of more intense industrial uses with the potential to generate substantial levels of noise, smoke, dust, glare, traffic, vibration, or other nuisances.

Examples include the manufacturing of durable goods, such as appliances, furniture, fabricated metal products, and light electrical and transportation equipment. These uses may also have a potential for greater dependence on outdoor storage. Proponents will be required to mitigate any adverse impacts to acceptable or insignificant levels, demonstrate conformance with all community environmental standards, and be compatible with existing and planned land uses.

Institutional Services and Facilities

(P) Public/Quasi-Public

This designation serves as a prefix for a variety of quasi-public and public uses delineated on the Land Use map. It is used to recognize such uses as the Civic Center and other governmental offices, libraries, schools, hospitals, police and fire stations, utility substations, and other public and quasi-public facilities.

Institutional Symbols

(P/CC) Civic Center	Civic Center and related facilities
(P/FS) Fire Station	Fire Station
(P/PS) Police Station	Police Station
(P/M) Medical Facility	Hospitals and similar in/out patient medical facilities. Also may be assigned to convalescent and skilled nursing facilities.
(P/L) Library	Library
(P/S) School	Educational facilities such as daycare, elementary, intermediate, high, special, and technical schools.
(P/PO) Post Office	Post Office
(P/C) Cemetery	Cemetery
(P/T) Transportation	Interstate-10 and Union Pacific Railroad transportation corridors.
(P/U) Utilities	Utility substations, including wells and water tanks, electric, telephone, gas, water and similar facilities.

Open Space

(MSHCP) Multiple Species Habitat Conservation Plan	The MSHCP was adopted by the City, along with seven (7) other Coachella Valley cities and the County of Riverside, in order to preserve critical habitat for a number of endangered flora and fauna. Within Cathedral City, the MSHCP covers 2,800 acres.
(OS-P) Parks and Public Open Space	Public parks and open space lands determined to be special, important or valuable natural resources which warrant protection. This designation is assigned to park lands and other recreational amenities.
(OS-PV) Open Space - Private	This designation may be assigned to private open space areas that are preserved for this use. These lands include private golf courses, lakes, tennis facilities, pools and other open space/recreation

facilities, which are typically located within planned residential communities.

(OS-O) Open Space - Other

This designation may be used to define a variety of open spaces and special resource areas, or those that may pose threats or hazards to development. Examples include large habitat areas preserved for biological purposes, as well as geologic hazard areas, detention or retention basins, trails, etc.

(OS-W) Open Space-Watercourse

This designation is used to delineate floodways, including natural and man-made floodway and drainage channels.

Specific Plans

Specific Plans are to be used as development tools for projects or locations which have special development needs, including the Downtown and other master planned areas. Specific Plans are to be applied to projects which propose a mix of uses, or projects which have either environmental or geophysical issues associated with the property.

Specific Plans will provide detailed design guidelines and analyses of the projects to which they apply, including the distribution, location, and intensity of proposed land uses. They also examine the required level of public facilities and services and their availability, and they should help establish the economic viability of proposed developments. Standards and requirements for Specific Plans may be included within the Specific Plan document or in the Zoning Ordinance.

Precise Plans

Precise Plans are also development tools which further refine Specific Plans for large multi-phased, multi-use and complex projects. Precise Plans add additional detail with respect to private development, public facilities and services and their availability, phasing and design guidelines.

Exhibit III-1: Land Use Map

**Table III-2
City of Cathedral City
Land Use Acreage Summary (Post 2009)**

Land Use Category	Density	Acres in City	% of City Acres
HR Hillside Reserve	1 du/20ac	542	3.9%
RE Estate Residential	0-2 du/ac	463	3.4%
RL Low Den. Residential	2-4.5 du/ac	4,272	31.0%
RR Resort Residential	3-6.5 du/ac	1,387	10.0%
RM Med. Den. Residential	4.5-10 du/ac	387	2.8%
RH High Den. Residential	11-20 du/ac	22	0.2%
Residential Subtotal		7,073	51.4%
CG General Commercial		779	5.7%
CN Neighborhood Commercial		34	0.2%
DTC Downtown Commercial		155	1.1%
Commercial Subtotal		968	7.0%
Mixed-Use Neighborhood		384	2.8%
Mixed Use Urban		734	5.3%
Mixed-Use Subtotal		1,118	8.1%
BP Business Park		386	2.8%
I Industrial		494	3.6%
Industrial Subtotal		880	6.4%
P Public/Quasi-Public		419	3.0%
OS-P Open Space-Public		2,176	15.8%
OS-PV Open Space-Private		98	0.7%
OS-W Open Space-Watercourse		758	5.5%
OS-O Open Space-Other		283	2.1%
Open Space Total		3,315	24.1%
Total		13,773	100%

**Table III-3
City of Cathedral City
Land Use Buildout Statistical Summary (Post 2009)**

Land Use Category	Total Acres	Dev. Acres	Vacant Acres	Exist Units	Potential Units³	Bldout Units
HR Hillside Reserve (1du/20ac)	542	9	533		26	26
RE Estate Res. (0-2du/ac)	463	0	463		385	385
RL Low Density (2-4.5du/ac)	4,272	2,635	1,637	10,779 ¹	5,527	16,306
RR Resort Res. (3-6.5du/ac)	1,387	942	445		2,169	2,169
RM Med. Density (4.5-10du/ac)	387	282	105	7,137 ²	790	7,927
RH High Density (11-20du/ac)	22	8	14		210	210
Mixed-Use Neighborhood (7-25 du/ac)	367	0	367	0	8,275	8,275
Mixed-Use Urban (10-45 du/ac)	192	0	192	0	4,583	4,583
Residential Subtotal	7,632	3,876	3,756	17,916	22,066	39,982
				Existing Sq.Ft.⁴	Future Sq.Ft.⁴	Total Sq.Ft.⁴
CG General Comm.	779	437	342	4,226,191	3,459,535	7,685,726
CN Neighborhood Comm.	34	1	33	9,583	344,955	354,538
DTC Downtown Comm.	155	145	10	1,389,564	57,499	1,447,063
Mixed-Use Neighborhood	17	0	17	0	629,442	629,442
Mixed-Use Urban	542	0	542	0	14,373,493	14,373,493
Commercial Subtotal	1,527	583	944	5,625,338	18,864,924	24,490,262
BP Business Park	386	88	298	1,229,263	5,465,038	6,694,301
I Industrial	494	134	360	1,984,593	12,635,493	15,153,261
Industrial Subtotal	880	222	658	3,213,856	18,100,531	21,847,562
P Public/Quasi-Public	419	419	0	---	---	---
OS-P Open Space-Public	2,176	253	1,923	---	---	---
OS-PV Open Space-Private	98	0	98	---	---	---
OS-W Open Space-Watercourse	758	366	392	---	---	---
OS-O Open Space-Other	283	283	0	---	---	---
Open Space Subtotal	3,315	902	2,413	---	---	---
Total	13,773	6,002	7,771	---	---	---

¹Includes attached and detached single family housing units, as categorized by CA. Dept. of Finance, 2000

²Includes multi-family housing from two to five-plus units and mobile homes, as categorized by CA. Dept. of Finance, 2000

³Future residential development is assumed to occur at 75% of the maximum density permitted.⁴Assumes 22% lot coverage for commercial development, and 34% lot coverage for industrial development, which represent standard single-story development, as described in the Urban Land Institute's "Project Reference File," 1991, except for in the MU-U and MU-N districts, where a 100% lot coverage is allowed.

GENERAL LAND USE GOALS, POLICIES AND PROGRAMS

Goal 1

A complete, balanced and integrated pattern of land uses appropriately scaled and designed to meet the domestic, productive and social needs of all members of the community, while providing a varied and cohesive fabric that is sustainable, empowering and humanizing.

Goal 2

A land use plan and pattern that preserves and enhances the integrity of neighborhoods, districts and corridors, while optimizing the community's natural assets, regional transportation systems, and opportunities for housing, employment and economic base-building.

Policy 1

Land use categories and zoning districts shall reflect the Ahwahnee (neo-traditional or new urbanism) Principles by providing land planning and development standards that encourage the creation of integrated neighborhoods, districts and corridors.

Policy 2

All land use planning shall be directed toward the creation of internally integrated neighborhoods and development districts, which also enhance and optimize their connections to surrounding neighborhoods and districts.

Program 2.A

The City shall assure that development plans are responsive to the wishes and aspirations of the neighborhood or district in which they are located, and shall require that land uses provide an appropriate interface with adjoining neighborhoods and districts.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

Program 2.B

The Zoning Ordinance shall be amended to include standards and requirements for the preparation of Precise Plans.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

Policy 3

The City shall adopt, implement and maintain an area-specific Downtown Plan, which shall integrate a mix of civic, tourist and recreational commercial, educational and residential uses around the East Palm Canyon development corridor.

Program 3.A

The City shall implement and periodically review the Downtown Precise Plan, and assure that it is responsive to the guiding Ahwahnee principles to provide a vibrant and dynamically integrated mixed use neighborhood in the heart of the community.

Responsible Agency: Redevelopment Agency, Planning Department, Planning Commission, City Council

Schedule: On-going, Annual reporting

Policy 4

In-fill development and lot consolidation shall be encouraged as means of enhancing existing development and as a means of optimizing the use of existing roadways and utility infrastructure.

Program 4.A

The City and, where appropriate, its Redevelopment Agency, shall identify areas of the City where in-fill development and lot consolidation are appropriate vehicles for efficient and timely development. The City/RDA shall consider such incentives as density/use intensity bonuses, City participation and other approaches that encourage in-fill and lot consolidation and development. An explicit program shall be developed, implemented and regularly monitored and reported upon.

Responsible Agency: Redevelopment Agency, Planning Department, Planning Commission, City Council

Schedule: 2002-03, On-going monitoring, Annual reporting

Policy 5

Land use planning and development proposals north of Interstate-10 shall take into consideration physical constraints and limited infrastructure of the area, and shall be planned through the development and implementation of a Specific Plan and also Precise Plans when applicable.

Policy 6

Land use planning and development in the vicinity of the City's mountains and hillsides shall be consistent with the City's Hillside Protection Program and inherent physical constraints, and shall be applied to City lands as well as those located in adjoining jurisdictions.

Policy 7

The goals, policies and programs of the Land Use Element and other relevant elements shall be periodically reviewed in the context of land development activities.

Program 7.A

The City shall annually review the progress made in implementing the Land Use Element of the General Plan, including evaluating land use trends and their correspondence to the Plan's goals and policies. Applicable goals, policies and programs shall be updated and revised, as appropriate, in response to this evaluation.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going, Annual reporting

Policy 8

The development districts and standards of the City Zoning Ordinance/Development Code shall correspond to the goals, policies and programs of the General Plan and the guidance provided by the Plan Program Environmental Impact Report.

Program 8.A

The City shall review the consistency of the Zoning Ordinance/Development Code with the General Plan, and shall amend or revise the ordinance/code to assure compatibility and consistency, and to optimize the function of the ordinance/code as the primary implementing tool of the General Plan.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: 2002-03; Annual review & report

Policy 9

The consideration of major development proposals shall include an assessment of their economic viability, and fiscal costs and benefits associated with such proposals.

Program 9.A

The City shall consider and, as deemed appropriate, shall require the preparation of market feasibility studies and/or fiscal impact analyses for major development projects, including but not limited to those involving General Plan Amendments.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

RESIDENTIAL LAND USES BACKGROUND

Cathedral City is arguably one of the most balanced communities in the Coachella Valley. Since its incorporation in the early 1980s, the City has evolved to provide residents with a wide range of residential opportunities, including neighborhood and resort single-family development, residential mixed with compatible commercial uses, and quality high-density affordable and senior housing. According to various sources of housing and population data, in 1990 the City had approximately 15,229 housing units, of which about 56% were single family (attached and detached), 24% were multi-family, and 20% were mobile homes.

By the Year 2000, the City had a total of 17,916 dwelling units. Over this ten-year period, the housing mix changed modestly, with about 60% single family (attached and detached), 24% multi-family, and 16% mobile homes. The percentage of the City's housing stock in single family units increased by about 4%, mobile homes as a percentage of the total decreased by about 4%, and multi-family units stayed about the same. New single family residential in the northeastern portion of the City had the greatest effect on the overall housing mix over this 10-year period.

In 1990, the City's population was approximately 30,085, and the City had an average household size of 2.75 persons. By 2000, the City population had risen to 42,647 (a 42% increase over 1990) and the average household size had risen to 3.03 persons.

The City's 2000 average household size is comparable to that of the Riverside County average of 2.98 persons per household, but is substantially larger than that of neighboring Palm Springs (2.05) and Rancho Mirage (1.92).

The General Plan provides for a wide range of residential unit types and densities, ranging up to forty-five (45) dwelling units per acre within seven basic residential land use categories, including Hillside Reserve (1 du/20 ac), High Density (11-20 du/ac) and Mixed-Use (7-45 du/ac). Upon buildout of the General Plan planning area, the City could have a total of up to 39,982 dwelling units and a permanent population of up to 121,145. This projected population assumes current (2000) household densities and a 25% reduction in acreage for streets and parkways in each category.

The City and all other jurisdictions in California are required by law to assure the provision and availability of decent housing and a suitable living environment for all economic segments of the community, with special attention to very low, low and moderate income groups. The elderly, those paying too much for rent/mortgages and those living in overcrowded conditions are identified special groups that require special attention when providing for the community's housing needs. Each of these groups has found acceptable housing opportunities in Cathedral City. For additional information addressing these and other related issues associated with community housing stock, please refer to the Housing Element.

RESIDENTIAL LAND USE GOALS, POLICIES AND PROGRAMS

Goal 1

Residential neighborhoods and developments that provide safe, wholesome and enhancing environments for living, enjoyment, growth and development of all residents, including the community's children and seniors.

Goal 2

Residential developments of distinctive character that provide a full range of housing types, products and costs to accommodate the needs of existing and future residents of the community.

Policy 1

Existing residential neighborhoods and vacant residential lands shall be managed and regulated to enhance the distinct character of each, while assuring compatibility between existing and future development.

Policy 2

In-fill development shall be encouraged on partially built-out subdivided lands, where major investments in streets and infrastructure have already been made, while ensuring the maintenance of the integrity of the neighborhood.

Policy 3

Development proposals on non-contiguous or isolated lands shall be discouraged to avoid the creation of irregular, disruptive and inefficient development patterns, by requiring that such development provide the full range of urban services and facilities found in the urban core areas of the community.

Policy 4

Prioritize efforts to arrest the deterioration of residential neighborhoods by actively addressing the root causes, including absentee and frequently negligent ownership of small and inefficient rental properties, the lack of home ownership and vesting in residential neighborhoods, and through effective code enforcement.

Program 4.A

The City shall initiate and pursue an active program of code enforcement and owner education to assure that absentee owners are responsive to the needs of their tenants and the codes and regulations of the City.

Responsible Agency: Building Department, Planning Department, Fire Department

Schedule: On-going

Program 4.B

The City shall develop a program which enhances opportunities for home ownership in single family and multi-family development by encouraging such development through the City's affordable housing program, coordination and cooperation with financial institutions and other entities including Habitat for Humanity and similar institutions.

Responsible Agency: Redevelopment Agency, Planning Department, Planning Commission, City Council

Schedule: 2002-03, On-going

Policy 5

The General Plan shall provide a more balanced mix of moderate and high income housing that addresses the City's potential to meet the needs of high-end residents within the corporate limits.

Program 5.A

The General Plan and its Land Use Map shall provide adequate lands designated for low density, high value development, including single family subdivisions on larger lots, estate residential development and lands for ranchette-type development.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: 2002-03, On-going

Policy 6

In redevelopment areas and other locations where integrated planning is possible the City shall encourage the thoughtful integration of mixed residential and commercial uses, and high density residential development that can take advantage of close and pedestrian-accessible employment and commercial centers.

Program 6.A

The City shall require the preparation of Specific and/or Precise Plans in areas where the integration of a mix of land uses is desirable or is to be encouraged, and where development plans can integrate the Ahwahnee Principles to enhance land use efficiencies and quality of life.

Responsible Agency: Planning Department, Redevelopment Agency, Planning Commission, City Council

Schedule: On-going

Policy 7

Development densities set forth in the General Plan represent a range of development densities that may be approved by the City, based upon the carrying capacity of lands, the availability of services and infrastructure, and the compatibility of proposed development with existing land use.

Program 7.A

Development proposals shall be analyzed by City staff to determine the appropriate density for each development, independent of the proposed development density. Criteria to be considered shall include land carrying capacity, the quality of proposed development, the availability of services and infrastructure, the compatibility of proposed development with existing land uses, and other appropriate criteria.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

Policy 8

The City shall encourage the use of Specific Plans and Precise Plans to master plan complex mixes of land uses, to assure the appropriate mix and distribution of uses, support facilities and open space areas, and for projects which have environmental or geophysical issues associated with them.

Policy 9

All residential development shall be subject to review by the City Architectural Review Committee and/or the City Planning staff for compliance with City architectural standards and guidelines.

Program 9.A

Residential subdivision applications, which include models of residential product to be developed, shall be reviewed and approved by the Architectural Review Committee. All other residential development applications shall be reviewed by Planning staff for compliance with applicable architectural design standards and guidelines.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

COMMERCIAL LAND USE BACKGROUND

Since its incorporation, Cathedral City has emerged as a significant player in commercial activity and retail development. As an essential part of the City's mix of land uses and the local economic base, commercial lands and development generate important tax revenues and

employment opportunities. The City's success is due in part to its central location and excellent access from major intra-regional arterial roadways. Increasing household incomes, both in Cathedral City and surrounding communities, are also enhancing the City's retail environment and creating new or expanded commercial markets in such areas as entertainment retailing, dining, and specialty and niche shopping.

With the development of additional neighborhood and community-scale commercial centers, the City has significantly strengthened its commercial position in the growing Coachella Valley market. This growth has included such "big box" retailers as Sam's Club and Wal-Mart, which have also supported a wide range of smaller, service commercial outlets. The City's very successful Auto Mall on East Palm Canyon has become an important economic engine that provides substantial retail sales tax revenues, but has also given support to a wide range of auto-related service commercial ventures in the City.

The latest block in building the City's commercial and economic foundation has been the implementation of the Downtown Precise Plan, which is revitalizing the downtown core area along the East Palm Canyon Drive corridor. New development stimulated by the civic center complex, IMAX Theater and Mary Pickford Theaters are providing the foundation for growth in local-serving and tourist commercial development, as well as mixed use residential and hotel projects. The City's growth in taxable sales, from about \$399 million in 1995 to almost \$610 million in 1999, is testament to the effective effort the City continues to make in building an economically vital community.

COMMERCIAL GOALS, POLICIES AND PROGRAMS

Goal

A balanced mix of commercial lands and services serving neighborhood, community, regional and visitor needs of all sectors of the community, which are appropriately distributed to take advantage of pedestrian and vehicle access, as well as the City's comparative advantages.

Policy 1

Assure that neighborhood-serving commercial development is strategically sited to maximize pedestrian access and minimize the need for vehicle travel to meet the daily shopping needs of the City's residents.

Program 1.A

The City shall encourage the development of integrated neighborhoods that include residential and neighborhood-serving commercial in a convenient and compatible manner, consistent with appropriate development standards set forth in the City Zoning/Development Code.

Responsible Agency: Planning Department, Economic Development Department, Redevelopment Agency, Planning Commission, City Council

Schedule: On-going

Policy 2

Major community and regional commercial development shall be located where it can take advantage of major roadways and highways, such as Interstate-10 and East Palm Canyon Drive, maximizing the drive-by market along such arterials and minimizing impacts on residential neighborhoods.

Policy 3

Through implementation of the General Plan and by other means, the City shall enhance opportunities for the development of additional tourist/visitor-oriented commercial development, including business and resort hotels, theaters, golf courses and other recreational facilities.

Policy 4

Planning and capital improvement projects shall be developed to improve and enhance access, safety and appearance of Ramon Road and other commercial corridors, as a major service and neighborhood commercial area of the City serving a wide range of consumers.

Program 4.A

The City shall initiate a corridor improvement program through the holding of public workshops and the development of corridor improvement plans that address the full range of traffic, pedestrian access and safety, and appearance issues on major commercial corridors. A program of staged improvements shall be developed and implemented to optimize these important commercial corridors.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

Policy 5

The City General Plan and Zoning Ordinance/Development Code shall establish policies, programs and development standards that limit future strip commercial development and enhance the function and appearance of existing strip centers.

Program 5.A

The City Zoning Ordinance/Development Code shall be reviewed and, as appropriate, revised to assure that development standards and guidelines address the development issues inherent in strip commercial development, including but not limited to site constraints, building heights, access onto arterial streets and compatibility with surrounding land uses.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: 2002-03

Policy 6

The City shall encourage lot consolidation and the submission and processing of integrated development plans along major arterials and other roadways where strip commercial will be developed, including the Golden Mile (Date Palm Drive) and other locations.

INDUSTRIAL LAND USE BACKGROUND

Industrial development in the City is currently (2002) limited, and opportunities for expansion of industrial land uses are defined by substantial existing development and limited opportunities for properly sited industrial uses. The Land Use Element and map address the need for additional industrial lands by taking advantage of existing physical constraints and opportunities, including the proximity of the US Interstate-10/Union Pacific Railroad transportation corridor. Additional lands assigned industrial uses include those adjoining the Edom Hill Landfill and other lands north of I-10. The Plan also designates lands located north of I-10 for business park development.

The Land Use Element provides two industrial categories, a general “Industrial” designation and a “Business Park” designation. As discussed above, the Industrial land use category provides for a wide range of uses that are expected to be readily permissible with the caveat that they do not generate meaningful environmental impacts and operate entirely in enclosed buildings. The designation also provides for “discretionary” types of uses, the suitability of which will be determined on a case-by-case basis. A subcategory of “Industrial” is “Industrial – Edom Hill”, which encourages alternative energy projects and associated manufacturing and other uses that may require minimal permanent structures.

The Business Park designation is meant to provide for a wide variety of mutually compatible uses, ranging from light industrial to professional office development. Land uses under this designation are expected to be compatible with neighboring residential and commercial uses. Other potentially appropriate office uses include administrative, corporate, institutional, legal, medical, financial, insurance, real estate, and government uses. Limited and primarily business-park-serving commercial, including restaurants, printing and copying services, are also expected to be compatible within this environment.

INDUSTRIAL GOALS, POLICIES AND PROGRAMS

Goal

A mix of business park and industrial uses and lands that are clean and non-polluting, can be developed in a manner compatible with non-industrial uses, and which enhance the mix of employment opportunities in the community and broaden the economic base of the City.

Policy 1

Protect and enhance the broadly-based business park nature of industrial development in the Perez Road corridor and other industrial areas of the City by preventing the development of particularly sensitive or otherwise incompatible land uses in the vicinity.

Policy 2

Recognize and preserve appropriate lands north of Interstate-10 for future business park and industrial development by precluding land uses that are inconsistent or incompatible with physical constraints of the area, and which may create land use compatibility issues with business park/industrial development.

Policy 3

Limit business park and industrial development to those uses which complement the overall economic development goals of the community by enhancing the type and value of new jobs for the community, while assuring that the City's high environmental quality standards are not compromised.

Program 3.A

The City shall develop and initiate a program of business park and industrial recruitment, which focuses on users with moderate to high employment potential and salaries that provide a standard of living consistent with the City's economic development goals.

Responsible Agency: Economic Development Department, Planning Department, Planning Commission, City Council

Schedule: On-going

Program 3.B

Business park and industrial development proposals shall be carefully reviewed in the course of conducting the CEQA Initial Study and through subsequent analysis, as necessary, to assure that the proposed land use(s) will not contribute to the degradation of the community's air, water or other environmental resource, including the City's aesthetic values.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

Policy 4

The City shall encourage the preparation of Specific and/or Precise Plans for major business park and industrial developments on 10 acres or more, to assure the efficient use of these lands and the roadways and rail service, drainage facilities and utilities to serve these developments.

Program 4.A

As a means of properly controlling and optimizing the development of business parks and industrial projects, the City may require the preparation of Specific and/or Precise Plans, which address circulation, infrastructure, drainage and development standards and guidelines to assure compatible development that reflects the values and standards set forth in the General Plan.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

Policy 5

All proposals for development of business and/or industrial parks shall be considered within the context of the City's aesthetic and health and safety concerns and goals.

Program 5.A

Business park and/or industrial park development shall be required to demonstrate a thoughtful consideration for surrounding land uses and the appearance of these developments from adjoining lands and public rights of way by integrating extensive landscaping, walls and other appropriate visual enhancements and screening.

Responsible Agency: Planning Department, Police Department, Fire Department, Riverside County Environmental Health, Planning Commission, City Council

Schedule: On-going

Program 5.B

Industrial and business park development proposals shall be reviewed with a special consideration for their potential to generate public health or safety issues. The issues shall be taken into consideration when assessing the appropriateness of proposed development sites and surrounding existing and planned land uses.

Responsible Agency: Planning Department, Police Department, Fire Department, Riverside County Environmental Health, Planning Commission, City Council

Schedule: On-going

MUNICIPAL FACILITIES AND SERVICES BACKGROUND

The provision of adequate levels of public facilities and services is one of the principal concerns of local government. Land uses for public facilities and services include such governmental functions as the Civic Center, fire and police stations, and the City's corporate yard. Other public and quasi-public services and facilities include those associated with schools and libraries, hospitals and other medical facilities, and utility infrastructure. (Also please see the Public Facilities and Services Element).

The level of public services and facilities needed to support residential, commercial, mixed-use and industrial development, and community needs in general, is directly related to the intensity of development and the socio-economic structure of the community. The planned logical extension of the City's urbanizing areas cannot occur without the careful and timely planning for and coordination of the extension of public services and facilities.

The viability and nurturing of the development environment, and the economic life and future of the City, are directly tied to the level and cost of services and facilities, the types and intensity of land use, and the level of demand generated for public services and facilities. The economic health of the City is also dependent upon a balance between service costs and revenues generated by current and future development.

While the extension of many urban services and facilities is provided by various public agencies and regulated private companies, some of these service providers are not under the City's regulatory jurisdiction. Nonetheless, the City has the essential responsibility to cooperate with the appropriate agencies, public districts and private companies, to facilitate the timely availability of services, but to also assure that premature and inappropriate land uses are not encouraged.

MUNICIPAL FACILITIES AND SERVICES GOALS, POLICIES AND PROGRAMS

Goal 1

Municipal services and facilities that are of adequate capacity and sufficiently well served and staffed to meet the service and safety needs of all sectors of the community now and in the future, while being compatible with the full range of community land uses.

Goal 2

Municipal services and facilities that are consistent with and facilitate the goals of the Ahwahnee Principles through the provision of convenient access to public transit, provide convenient and cost-effective water and wastewater treatment facilities, other infrastructure, and public safety services and facilities.

Policy 1

Assure the planning, development and provision of public facilities and services through City programs and requirements placed on development, which results in adequate levels of service and staffing requirements, while continuing to be compatible with surrounding land uses.

Policy 2

All proposals and plans for development of public buildings shall be assessed and approved through the same review process established for private sector development. The review process shall assure project compliance with City land use regulatory documents, compatibility with surrounding land use, and adherence to applicable design standards and guidelines.

Policy 3

The City shall pro-actively cooperate and coordinate with all providers of utility and public safety services in the community.

Program 3.A

Establish and/or maintain protocol and procedures to consult, coordinate and cooperate with providers responsible for public utilities, police, fire, health, and other service, protection and care services in the community.

Responsible Agency: Planning Department, Building Department

Schedule: Ongoing

OPEN SPACE AND CONSERVATION BACKGROUND

The City and the Coachella valley are host to a wide variety of open space and conservation lands and resources, which are important assets for all of the valley's communities. The open space and conservation spaces in the City are important areas of aesthetic, recreational and natural resource value, which also give the community its essential character.

Open space and conservation areas within the City and planning area include rugged and imposing elevated terrain of the foothills and mountains, major drainages and waterways, and lands serving as utility corridors.

These lands are also designated for the preservation of natural resources (plant and animal communities), washes and their banks, mineral deposits, parks and recreation facilities, multi-use trails, and areas where the presence of hazardous conditions limits or precludes development.

Parks and Public Open Space lands include special, important or valuable natural resources, which warrant protection. Open Space-Private designations may be assigned to private open space areas which are preserved for this use. Open Space-Other lands define a variety of open spaces and special resource areas, or those that may pose threats or hazards to development, and Open Space-Watercourse lands delineate floodways, including natural and man-made floodway and drainage channels.

OPEN SPACE AND CONSERVATION GOALS, POLICIES AND PROGRAMS

Goal 1

Environmental resources that are protected through the establishment and preservation of open space areas, which also protect residents and property from environmental hazards while providing recreational opportunities and enhancing the beauty and attraction of the community.

Goal 2

Preservation and enhancement of the City as a balanced mix of built and natural environments that contribute to the overall quality of life for its citizens and visitors, while preserving scenic resources of the desert and mountains.

Policy 1

The General Plan and supporting documents shall provide comprehensive descriptions and mapping of open space and conservation areas that are valued for their community-wide asset value, including the Multiple Species Habitat Conservation Plan area, and/or are identified as areas constituting environmental hazards such as flood plains, high voltage electric transmission corridors, earthquake fault zones and blowsand hazard areas.

Policy 2

All development proposals shall be reviewed for the degree or extent to which they encroach upon sensitive resource areas or may subject people and/or improvements to damage from environmental hazards. Mitigation measures shall be promulgated, to the extent practical, to avoid significant impacts and determine the feasibility of development proposals.

Policy 3

The City shall explore and exploit all legitimate and appropriate opportunities to secure and protect valuable open space and conservation lands for the benefit of the entire community.

Program 3.A

Through all available contacts and opportunities, including those associated with the granting of development permits, the City shall provide opportunities and mechanisms for public and/or private donations of open space lands to the City or appropriate conservation land management entity for the benefit of its residents and the entire community.

Responsible Agency: Planning Department, Planning Commission, City Council

Schedule: On-going

CIRCULATION ELEMENT

PURPOSE

The purpose of the Circulation Element is to provide goals, policies, programs and standards which correlate the City's transportation system with the types, intensities and locations of land uses within the City. It addresses those segments of the local transportation system that interface with and serve as extensions of the regional system connecting Cathedral City with the broader Coachella Valley and other communities in Southern California. The Circulation Element also serves as the blueprint for future land use policy decisions and social and economic development efforts.

BACKGROUND

The Circulation Element is an infrastructure plan that provides connectivity between the various existing and planned land uses of the City and addresses the dynamic access issues associated with the mix of residential, employment, commercial and institutional uses in the community. In addition to its effects on the physical, social and economic environment of the City, the Circulation Element also has a direct relationship with the Housing, Open Space, Noise and Air Quality elements. Being integrally tied to the Land Use Element, the Circulation Element is predictably influenced by the types, intensities and distribution of land uses within the community and surrounding area. Local and regional air quality issues are closely related to the efficiency of the local and regional transportation system. As the population in Cathedral City and the Coachella Valley continues to grow, vehicle miles will increase, and travel speeds will be reduced, resulting in higher emissions per mile traveled. The policies and programs established by the Circulation Element can play an important role in maintaining and enhancing the flow of traffic and preserving air quality in the community.



East Palm Canyon Improvements

The Circulation Element has been developed as a comprehensive transportation management strategy, in conjunction with the General Plan Program EIR and City Capital Improvement Plan. It sets forth specific goals, policies and programs, which are based upon an engineering and computer modeling analysis of existing and projected future traffic conditions.

Future traffic conditions have been forecasted utilizing the Coachella Valley Area Transportation System (CVATS) model, anticipated buildout land use patterns and intensities, projected regional growth expected to impact City streets and roadways, and a wide range of socioeconomic data and assumptions.

California Government Code sets forth the information and data analysis requirements of the Circulation Element. Government Code Section 65302 requires that the element describe major thoroughfares and that their planned development be closely coordinated with the Land Use Element of the General Plan.



It also requires that the element include development or improvement standards that are responsive to changes in demand for capacity created by implementation of the Plan. Government Code Sections 65103 (f) and 65080, et seq. require that the City coordinate Circulation Element provisions with applicable regional and state transportation plans. In the Cathedral City General Plan Planning Area, the following agencies are responsible for preparing these transportation plans: Coachella Valley Association of Governments (CVAG), Southern California Association of Governments

(SCAG), and California Department of Transportation (CalTrans). The state is also required to coordinate its planning efforts with those of local jurisdictions (§65080(a)), with the federal government being under a similar mandate (§134, Title 23 of the U.S. Code).

INDICATORS OF ROADWAY EFFICIENCY

The efficient movement of vehicular traffic on local and regional roadways is critical to the normal day-to-day functioning of a community. Obstructions in traffic flow can have serious consequences, including economic loss due to delays in transporting goods, increased psychological stress for the traveling public, and increased risk for motor vehicle accidents. The efficiency of a particular roadway can be determined by assessing the roadway's capacity, level-of-service, and average daily traffic volume, each of which is described below.

Level-of-Service

Roadway capacity is defined as the number of vehicles that may pass over a section of roadway in a given time period under prevailing conditions. Roadway capacity is most restricted by intersection design and operation.

The capacity of a roadway and the degree to which that capacity is being utilized is typically described as the roadway's "Level-of-Service" (LOS). Level-of-Service is a qualitative measure of the efficiency of traffic flow and is defined by alphabetical connotations, ranging from "A" through "F," that characterize roadway operating conditions.

LOS A represents an optimum or free-flowing condition, and LOS F indicates extremely slow speeds and system failure. Levels-of-Service are represented as volume-to-capacity (V/C) ratios, or vehicle demand divided by roadway capacity. V/C ratios smaller than 1.00 imply better operational characteristics and levels-of-service. V/C ratios that exceed 1.00 imply worse operating conditions and LOS F, where traffic demand exceeds roadway capacity. The table below defines the various LOS classifications.

**Table III-4
Roadway Level Of Service Description**

Level of Service	Quality of Traffic Flow
A	Primarily free-flow operations at average travel speeds usually about 90 percent of the free-flow speed for the arterial classification. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Stopped delay at signalised intersections is minimal.
B	Reasonably unimpeded operations at average travel speeds usually about 70% of the free-flow speed of the arterial classification. Ability to maneuver within the traffic stream is only slightly restricted. Stopped delays are not bothersome, and drivers generally are not subject to appreciable tension.
C	Traffic operations are stable. However, mid-block maneuverability may be more restricted than in LOS B. Longer queues, adverse signal coordination, or both may contribute to lower average travel speeds of about 50% of the average free-flow speed for the arterial classification. Motorists will experience some appreciable tension while driving.
D	Borders on a range where small increases in flow may cause substantial increases in approach delay and decreases in arterial speed. LOS D may be due to adverse signal progression, inappropriate signal timing, high volumes, or some combination of these factors. Average travel speeds are about 40% of the free-flow speed. For planning purposes, this level-of-serve is the lowest that is considered acceptable.
E	Characterized by significant approach delays and average travel speeds of one-third or less of the free-flow speed. Typically caused by some combination of adverse progression, high signal density (more than two signalised intersections per mile), high volumes, extensive queuing, delays at critical intersections, and/or inappropriate signal timing.
F	Arterial flow at extremely slow speeds, below one-third to one-fourth of the free-flow speed. Intersection congestion is likely at critical signalised intersections, with high approach delays and extensive queuing. Adverse progression is frequently a contributor to this condition.

Source: p. 11-4, Highway Capacity Manual, Special Report 209, Transportation Research Board, 1994.

Traffic engineers and transportation planners are involved in on-going efforts to strike a balance between providing ideal roadway operating conditions and controlling the costs of infrastructure and right-of-way needed to assure those conditions. For General Plan purposes, the upper level of LOS D is assumed to be the “acceptable” level-of-service for a given roadway in the City. While the vast majority of roadways in the planning area are expected to operate at acceptable levels-of-service at General Plan buildout, several segments may operate at LOS E or F unless special design and/or control measures are implemented to mitigate traffic impacts in these areas.

Typically, capacity can be increased by adding travel or turning lanes, constructing raised medians, and/or restricting vehicle access to a roadway. By reducing the number of vehicle conflict points, traffic flow on a roadway can be substantially improved, avoiding the loss of capacity caused by disruptions to traffic flow resulting from vehicles entering or leaving the roadway (see Section III-B, General Plan Program EIR for more information about mitigating traffic impacts).

Average Daily Traffic Volumes

Average Daily Trips (ADT) is the total number of vehicles that travel a defined segment of roadway over a twenty-four hour period. ADT is a useful benchmark number for determining various roadway configurations and design aspects. The peak hour ADT, which is the highest volume of traffic to pass over a segment of roadway during an hour period, is also a useful means of determining a roadway's capacity and level-of-service. Traffic counts at intersections can provide an even more detailed picture of existing and future operating conditions at intersections.

Roadways are generally classified in a hierarchical manner, according to the number of vehicle lanes provided. Table III-5, below, lists the various roadway types/cross-sections found in the planning area and the maximum daily traffic volumes each type of roadway can accommodate at various levels-of-service. For example, for a Major Highway to operate at LOS C, it should accommodate no more than 24,000 vehicle trips per day. These roadway capacities are “rule-of-thumb” estimates, which may vary depending upon site-specific factors, such as the number and configurations of intersections, roadway grades, sight distance, percentage of truck and bus traffic, and degree of access control.

**Table III-5
Level-of-Service Volumes/Capacity Values
For Various Roadway Classifications**

Classification	Typical Lane Configuration	Average Daily Volume @ Upper Limit of Each LOS (Vehs/Day) ^a				
		Ac (60%)	Bc (70%)	Cb (80%)	Dc (90%)	Eb (100%)
Collector	2-Lane Undivided	6,000	9,000	12,000	15,000	18,000
Secondary Highway	4-Lane Undivided	10,000	15,000	20,000	25,000	30,000
Major Highway	4-Lane Divided	10,000	17,000	24,000	31,000	38,000
Arterial Highway	6-Lane Divided	17,000	27,500	38,000	48,500	59,000
Freeway	8-Lane Divided	74,000	103,000	132,000	161,000	190,000

- a. The upper limit of LOS D was assumed as the “design” capacity for Cathedral City. All capacities are based upon improvements to full City standards under optimum operating conditions. Capacity can be significantly reduced by a high incidence of pedestrian traffic and turning movements. Substandard vertical and horizontal alignment, or any combination which might restrict sight distance will also reduce capacity.
- b. Source: Riverside County Road Department, Information Pamphlet for Riverside County Traffic Circulation and Roadway Improvement Requirements, Revised 11/24/87.
- c. Source: Endo Engineering, based upon LOS C and LOS E values provided by Riverside County.

CURRENT CONDITIONS

The City of Cathedral City and the communities of the Coachella Valley located south of US Interstate-10 have grown into a continuous and interconnected suburban development pattern, tied together by state and interstate highways and a network of arterial roadways. This interconnection has been further supported by the Mid-Valley Parkway, which provides an additional intercity link between local communities and economic markets. A variety of physical influences and constraints, including the geography of the City and valley, the constrained development pattern between U.S. Interstate-10 and the Santa Rosa Mountains, and the existing roadway network, affect traffic flows and the impacts of development on local roadways. The existing roadway network is further described in the General Plan EIR and its special traffic study.

Major Regional Roadways

Two regional routes provide primary access to the City: East Palm Canyon Drive (formerly State Highway 111) and U.S. Interstate-10. US Interstate-10 connects the Los Angeles region with Arizona and other cities and states to the east. East Palm Canyon Drive is designated as State Highway 111 at its junction with Interstate-10 several miles west of Palm Springs. As it enters Palm Springs, Highway 111 proceeds east along Vista Chino, then south along Gene Autry Trail, where it intersects and becomes East Palm Canyon Drive and proceeds east through Cathedral City.

East of Cathedral City, East Palm Canyon Drive is once again designated as “Highway 111,” and it continues southeast to Brawley in the Imperial Valley. The Mid-Valley Parkway is an additional intra-regional arterial that extends from the Palm Springs International Airport entrance on Ramon Road, southeast to Cook Street. Each of these regional facilities is briefly described below.

U.S. Interstate-10

I-10 provides essential inter-city and inter-regional access and is a critical part of the local road network, moving people and goods into and out of the Valley. Where it passes through Cathedral City, U.S. Interstate-10 is built as an eight-lane divided freeway, which is accessed from a diamond-shaped interchange at Date Palm Drive and a similar interchange at Palm Drive/Gene Autry Trail. Additional City access to I-10 is available through the Ramon Road interchange to the east. The General Plan proposes and plans for the future construction of an additional interchange at the northerly extension of Da Vall Drive, approximately one mile east of the I-10/Date Palm Drive interchange, and at Landau Boulevard, approximately one mile west of the I-10-Date Palm Drive interchange.

East Palm Canyon Drive

East Palm Canyon Drive follows the approximate route of the Old Bradshaw Trail (see the Archaeological and Cultural Resources Element), which runs along the toe of the Santa Rosa Mountains and the Whitewater River. This roadway again becomes the state-classified Highway 111 at the City’s easterly boundary with Rancho Mirage. Its classification notwithstanding, East Palm Canyon Drive is an important intra-regional connector serving local cities. Over the past several years, some through-traffic appears to have moved north to I-10 in response to congestion along this roadway.

East Palm Canyon Drive is an integral part of the Downtown Redevelopment Project and has been improved to enhance traffic flow and better serve the adjoining commercial and institutional land uses. Completed improvements extend from Cathedral Canyon Drive eastward to Date Palm Drive and include two through-lanes in each direction, raised and landscaped median islands, and parallel service or frontage roads that provide bus service parking and side-street access outside the main flow of traffic.

Mid-Valley Parkway

The Mid-Valley Parkway was originally conceived as an east-west, inter-city arterial that would serve as a high capacity linkage between Palm Springs and the various communities of the Coachella Valley, and as an alternate route to Highway 111/East Palm Canyon Drive. It was envisioned as a six-lane, high-speed, restricted access roadway, which would be located mid-way between Highway 111 and Interstate-10 and provide access to regional transportation hubs, including the Palm Springs International Airport.

Unfortunately, cost constraints and problems securing adequate right-of-way in adjoining cities have reduced the size of this arterial to four lanes, divided. Today, the parkway follows a circuitous route from Palm Springs to Rancho Mirage and provides only marginally better performance than other regional arterials.

The Mid-Valley Parkway's westerly terminus is Highway 111 in the San Gorgonio Pass, and its easterly terminus is Cook Street in Palm Desert. In Cathedral City, the Mid-Valley Parkway extends east-west along Dinah Shore Drive. The addition of a bridge over the Whitewater River has reduced some of the traffic volume on nearby Ramon Road, however, development along much of this roadway limits its capacity through the City. It is unclear whether the Mid-Valley Parkway constitutes a meaningful change or addition to arterial facilities in the area, however, funding is available from CVAG to assist in completing its design, development and construction. The Transportation Uniform Mitigation Fee (TUMF) program has helped to pay for this facility and a wide range of other arterial roadways in the Coachella Valley.

Major Local Roadways

The City has facilitated the construction and maintenance of a variety of other major roadways of local importance, including Gerald Ford Drive, Ramon Road, Vista Chino, Date Palm Drive, Varner Road and Cathedral Canyon Drive. These roadways have been built along a north-south/east-west grid that interconnects with major arterials passing through adjacent jurisdictions. The convenience they provide in traversing through the City is of significant importance to residents and businesses alike.

A variety of traffic data was collected to evaluate existing traffic conditions in the planning area, including traffic counts and estimations from the City of Cathedral City, Coachella Valley Association of Governments (CVAG), CalTrans, and special site-specific traffic studies conducted for development projects in the planning area. The following table describes existing capacities, average traffic volumes, and levels-of-service for roadways in the General Plan planning area. Existing Average Daily Traffic (ADT) volumes are displayed graphically on Exhibit III-2, and street cross-sections are illustrated on Exhibit III-4.

**Table III-6
Existing Conditions Summary
for Major Roadways in the Planning Area**

Roadway Link	Current ADT	Daily Capacity ^a (Veh./Day)	V/Cb Ratio	Level of Service
U.S Interstate-10				
W of Palm Drive	54,000	190,000	0.28	A
W of Date Palm Drive	55,000	190,000	0.29	A
E of Date Palm Drive	54,000	190,000	0.28	A
Gene Autry Trail/Palm Drive				
N of Varner Road	14,900	18,000	0.83	D
N of Interstate-10	15,200	18,000	0.84	E
S of Interstate-10	15,300	18,000	0.85	E
Mountain View Road				
N of Varner Road	6,700	18,000	0.37	B
Landau Boulevard				
N of Ramon Road	9,500	38,000	0.25	A
Cathedral Canyon Drive				
S of Ramon Road	18,600	38,000	0.49	C
S of Dinah Shore Drive	13,700	38,000	0.36	B
Date Palm Drive				
S of Varner Road	6,300	18,000	0.35	B
N of Vista Chino	21,200	38,000	0.56	C
S of Vista Chino	20,700	38,000	0.54	C
N of 30th Avenue	19,600	38,000	0.52	C
S of 30th Avenue	20,000	38,000	0.53	C
N of Ramon Road	23,000	59,000	0.39	B
S of Ramon Road	27,400	59,000	0.46	B
N of Dinah Shore Drive	27,100	59,000	0.46	B
S of Dinah Shore Drive	26,900	59,000	0.46	B
N of Gerald Ford Drive	23,500	38,000	0.62	C
N of Perez Road	24,600	38,000	0.65	D
N of East Palm Canyon Drive	19,500	38,000	0.51	C
Da Vall Drive				
N of Ramon Road	1,600	18,000	0.09	A
S of Ramon Road	700	38,000	0.02	A
Varner Road				
E of Palm Drive	800	18,000	0.04	A
E of Mountain View Road	7,000	18,000	0.39	B
E of Edom Hill Road	7,100	18,000	0.39	B
E of Date Palm Drive	2,900	18,000	0.16	A
Edom Hill Road				
E of Varner Road	500	18,000	0.03	A
Vista Chino				
W of Landau Boulevard	19,400	38,000	0.51	C
W of Date Palm Drive	14,400	38,000	0.38	B

Table III-6 (continued)
Existing Conditions On Major City Roadways

Roadway Link	Current ADT	Daily Capacity ^a (Veh./Day)	V/C ^b Ratio	Level of Service
30th Avenue				
W of Date Palm Drive	4,200	18,000	0.23	A
E of Date Palm Drive	3,300	18,000	0.18	A
Ramon Road				
W of Landau Boulevard	39,600	38,000	1.04	F
W of Cathedral Canyon Drive	39,300	59,000	0.67	D
W of Date Palm Drive	34,400	59,000	0.58	C
E of Date Palm Drive	23,000	38,000	0.61	C
E of Da Vall Drive	22,400	38,000	0.59	C
Dinah Shore Drive				
W of Cathedral Canyon Drive	4,100	38,000	0.11	A
W of Date Palm Drive	10,900	38,000	0.29	B
E of Date Palm Drive	13,400	38,000	0.35	B
E of Da Vall Drive	9,400	18,000	0.52	C
Gerald Ford Drive				
E of Date Palm Drive	13,600	30,000	0.45	B
E of Da Vall Drive	12,000	38,000	0.32	B
Perez Road				
W of Cathedral Canyon Drive	10,800	30,000	0.36	B
W of Date Palm Drive	13,100	38,000	0.34	B
East Palm Canyon Drive				
W of City Limits	39,400	38,000	1.04	F
W of Perez Road	41,900	38,000	1.10	F
W of Cathedral Canyon Drive	36,500	38,000	0.96	E
W of Date Palm Drive	39,900	38,000	1.05	F
W of Frank Sinatra Drive	40,900	59,000	0.69	D
E of Frank Sinatra Drive	38,100	59,000	0.65	D
Frank Sinatra Drive				
E of East Palm Canyon Drive	11,700	38,000	0.31	B
E of Da Vall Drive	12,600	38,000	0.33	B

a These values represent the current “physical” capacity at the upper limit of LOS E, as shown in the table entitled “Level-of-Service Volumes/Capacity Values for Various Roadway Classifications.”

b These values were calculated using the “physical” capacity at the upper limit of LOS E.

Source: Table 3-6, “Cathedral City General Plan Update, Traffic Background Study,” Endo Engineering, January 2002.

Exhibit III-2: Existing Daily Traffic Volumes

Exhibit III-3: Existing Daily Volume/Capacity and Level of Service

Exhibit III-4: Street Cross-Sections

Exhibit III-4a –Crossley Road Cross Section

Exhibit III-4b: Street Cross-Sections

GENERAL PLAN TRANSPORTATION MODEL

A computer-generated transportation model was developed to evaluate existing roadway operating conditions in the General Plan planning area and to forecast projected impacts associated with General Plan buildout and regional growth. The model utilized geographic information system (GIS) mapping of the entire planning area and was based upon the Coachella Valley Area Transportation Study (CVATS) model, which was developed by the Southern California Association of Governments, in conjunction with the Coachella Valley Association of Governments (CVAG) and the Riverside County Transportation Commission (RCTC). The CVATS model provides a level of analysis appropriate for sub-regional and regional analysis, and is currently used by most agencies in the Coachella Valley for the development of long-range transportation plans. However, the model does not evaluate impacts to local streets, nor does it provide analysis of turning movements at intersections.

Using procedures similar to those used to develop the 2010 version of the CVATS model, the General Plan modeling process consisted of mapping the new General Plan land use allocations and overlaying them with a variety of socio-economic data and the existing and planned roadway network of the planning area. Attributes and characteristics of the model were refined to better replicate local land use conditions and travel characteristics, and to produce accurate and reasonable traffic forecasts for buildout of the General Plan planning area. Additional transportation network and zone details were developed for this effort.

CVATS-Based Zone System

Utilizing the CVATS model as a guide, the City was subdivided into a system of traffic analysis zones (TAZs). The City's 1998 land use patterns were used to determine where CVATS TAZs needed to be further subdivided, making provisions for approved but as yet completed master planned communities. New General Plan land use allocations were evaluated, and based on this distribution of land uses, traffic volumes were generated and distributed along the roadways within each TAZ.

This process resulted in a forecast of future traffic volumes that are expected to occur at General Plan buildout, and it approximated how traffic is expected to enter and utilize the local roadway system. The results provide important information about the ability of the current roadway system to maintain acceptable traffic flows in the future. (Please see the technical appendices of General Plan EIR for an illustration of TAZ boundaries and a breakdown of the various land uses within each TAZ).

Trip Generation

The total number of vehicle trips produced in or attracted to a particular geographic area is directly related to its land use and demographic characteristics. Land use data, as designated by existing land use patterns and the General Plan Land Use Element, served as the basis for determining the number of vehicle trips generated within each TAZ.

The CVATS model was used to determine the average number of daily trips for each land use, and this data was modified for City-specific application. The General Plan transportation model then estimated the number of peak season vehicle trips expected to be produced on an average weekday within each TAZ.

Trip Distribution and Traffic Assignment

The next step in the modeling process was to directionally distribute the vehicle trips produced in or attracted to each TAZ and assign them to specific streets. The transportation analysis uses a “gravity distribution model,” which assumes that the distribution of vehicle trips is proportional to the “attractiveness” of the land use and the distance (or travel time) from the point of trip production. Each type of trip or trip purpose has its own specific travel characteristics.

The model then assigned vehicle trips to specific route paths based upon the interchanges of traffic between TAZs identified in the trip distribution process. The result is a forecast of daily traffic volumes at General Plan buildout, with the assignment of vehicle trips to specific roadways within the planning area. As with other aspects of the General Plan modeling effort, traffic assignments have been adapted from procedures used in the CVATS model.

GENERAL PLAN BUILDOUT

Trip Generation

The number of trips generated at buildout of the planning area is based on the land use types and intensities assigned by the General Plan Land Use Plan. The transportation model estimates the average number of peak season vehicle trips that will be produced on a weekday for each TAZ, and gives special consideration to seasonal peak trips to address the increased travel demand that occurs when visitors and seasonal residents utilize the City roadway network. Based on the land use types and intensities established by the Land Use Plan, buildout of the General Plan planning area is expected to generate a total of approximately 992,862 daily two-way trips.

Levels-of-Service

Buildout of the General Plan is expected to provide LOS D or better operations on a daily basis for most (81%) roadway segments in the planning area. However, thirteen segments (15%) are expected to operate at LOS E, and four (4%) are expected to operate at LOS F. Typically, impacts to roadway links that are projected to operate at LOS E on a daily basis can be adequately mitigated by providing additional turning lanes at intersections. Where roadway links are projected to operate at LOS F, the construction of additional through lanes is usually required to adequately reduce delays or provide alternative parallel routes.

The preservation of adequate right-of-way at major intersections is critical to improving conditions on roadways projected to function at LOS E and F, in order to allow space for future intersection improvements. Areas where future impacts remain unacceptable will require more detailed and focused analysis to alleviate anticipated impacts. These areas are addressed in subsequent sections of this element.

Anticipated average daily traffic (ADT) volumes and levels-of-service (LOS) for major roadway segments in the planning area are described in the following table. Daily traffic volumes are illustrated graphically in Exhibit III-5.

**Table III-7
General Plan Buildout Traffic Impact Analysis**

Roadway Link	Buildout ADT	Daily Capacity (Veh./Day)	V/Cb Ratio	Level of Service
Interstate-10				
W of Date Palm Drive	140,200	190,000	0.74	D
E of Date Palm Drive	158,800	190,000	0.84	D
Palm Drive				
S of Varner Road to Paul Road ^c	28,035	59,000	0.48	C
S of Paul Road to I-10 ^c	31,769	59,000	0.54	C
Mountain View Road				
N of Varner Road	29,700	59,000	0.50	C
Edom Hill Road				
E of Varner Road	2,600	30,000	0.09	A
Varner Road				
E of Palm Drive to Mountain View ^c	2,572	38,000	0.07	A
E of Mountain View Road to Date Palm ^c	32,425	59,000	0.55	C
E of Date Palm Drive to DaVall ^c	18,718	38,000	0.49	C
W of Da Vall Drive	11,600	38,000	0.31	B
E of Da Vall Drive	21,200	38,000	0.56	C
Valley Center Boulevard				
E of Palm Drive	18,400	38,000	0.48	C
W of City Limit	19,000	38,000	0.50	C
W of Date Palm Drive	32,300	38,000	0.85	E
E of Date Palm Drive	25,900	38,000	0.68	D
W of Da Vall Drive	30,000	38,000	0.79	D
Date Palm Drive				
S of Varner Road to I-10 ^c	26,872	59,000	0.46	B
N of Vista Chino	79,500	59,000	1.35	F
S of Vista Chino	40,600	59,000	0.69	D
N of 30th Avenue	39,500	59,000	0.67	D
S of 30th Avenue	33,500	59,000	0.57	C
N of Ramon Road	33,800	59,000	0.57	C
S of Ramon Road	33,600	59,000	0.57	C
N of Dinah Shore Drive	32,800	59,000	0.56	C
S of Dinah Shore Drive	37,200	59,000	0.63	C
N of Gerald Ford Drive	33,300	59,000	0.56	C
N of Perez Road	39,800	59,000	0.67	D
S of Perez Road	33,000	59,000	0.56	C
N of East Palm Canyon Drive	33,000	59,000	0.56	C
S of East Palm Canyon Drive	14,000	18,000	0.78	D

Table III-7 (continued)
General Plan Buildout Traffic Impact Analysis

Roadway Link	Buildout ADT	Daily Capacity^a (Veh./Day)	V/Cb Ratio	Level of Service
Da Vall Drive				
S of Varner Road ^c	15,900	38,000	0.60	C
N of Interstate-10 ^c	23,200	59,000	0.39	B
S of Interstate-10	49,300	59,000	0.84	E
N of 30th Avenue	40,600	59,000	0.69	D
S of 30th Avenue	22,200	38,000	0.58	C
N of Ramon Road	24,300	38,000	0.64	D
S of Ramon Road	23,000	38,000	0.61	C
S of Dinah Shore Drive	26,200	38,000	0.69	D
S of Gerald Ford Drive	31,300	38,000	0.82	E
Vista Chino				
E of City Limit	37,300	59,000	0.63	C
W of Landau Boulevard	32,800	59,000	0.56	C
W of Date Palm Drive	54,600	59,000	0.93	E
E of Date Palm Drive	9,600	38,000	0.25	A
W of Da Vall Drive	11,300	38,000	0.30	B
30th Avenue				
W of Date Palm Drive	15,000	30,000	0.50	B
E of Date Palm Drive	23,100	30,000	0.77	D
W of Da Vall Drive	24,400	30,000	0.81	D
Ramon Road				
W of Landau Boulevard	59,100	59,000	1.00	F
W of Cathedral Canyon Drive	47,100	59,000	0.80	D
W of Date Palm Drive	49,900	59,000	0.85	E
E of Date Palm Drive	41,800	59,000	0.71	D
W of Da Vall Drive	42,100	59,000	0.71	D
E of Da Vall Drive	45,800	59,000	0.78	D
Tachevah Drive				
E of Date Palm Drive	1,700	30,000	0.06	A
E of Santoro Drive	1,700	30,000	0.06	A
Santoro Drive				
S of 30th Avenue	18,200	30,000	0.61	C
N of Ramon Road	11,800	30,000	0.39	B
Landau Boulevard				
S of Varner Road to I-10 ^c	9,700	38,000	0.25	A
N of Vista Chino	9,700	38,000	0.25	A
S of Vista Chino	6,300	38,000	0.17	A
N of 30th Avenue	9,100	38,000	0.24	A
S of 30th Avenue	11,700	38,000	0.31	B
N of Ramon Road	12,300	38,000	0.32	B

Table III-7 (continued)
General Plan Buildout Traffic Impact Analysis

Roadway Link	Buildout ADT	Daily Capacity^a (Veh./Day)	V/Cb Ratio	Level of Service
Cathedral Canyon Drive				
S of Ramon Road	15,200	30,000	0.51	C
N of Dinah Shore Drive	9,000	30,000	0.30	A
S of Dinah Shore Drive	10,600	30,000	0.35	B
N of Perez Road	9,100	30,000	0.30	A
S of East Palm Canyon Drive	7,200	30,000	0.24	A
Dinah Shore Drive				
W of Cathedral Canyon Drive	34,500	38,000	0.91	E
W of Date Palm Drive	31,100	38,000	0.82	E
E of Date Palm Drive	27,800	38,000	0.73	D
W of Da Vall Drive	31,800	38,000	0.84	E
E of Da Vall Drive	22,700	38,000	0.60	C
Gerald Ford Drive				
E of Date Palm Drive	22,500	38,000	0.59	C
W of Da Vall Drive	23,600	38,000	0.62	C
E of Da Vall Drive	21,400	38,000	0.56	C
Perez Road				
N of East Palm Canyon Drive	15,600	38,000	0.44	B
W of Cathedral Canyon Drive	18,300	38,000	0.48	C
W of Date Palm Drive	19,100	38,000	0.50	C
East Palm Canyon Drive				
W of Perez Road	51,700	59,000	0.88	E
E of Perez Road	38,300	59,000	0.65	D
W of Cathedral Canyon Drive	36,600	59,000	0.62	C
E of Cathedral Canyon Drive	35,900	38,000	0.94	E
W of Date Palm Drive	36,300	38,000	0.96	E
E of Date Palm Drive	64,100	59,000	1.09	F
D Street				
E of Cathedral Canyon Drive	6,700	18,000	0.37	B
W of Date Palm Drive	9,100	18,000	0.51	C
Frank Sinatra Drive				
E of East Palm Canyon Drive	15,100	38,000	0.40	B
E of Da Vall Drive	27,000	38,000	0.71	D

a These values represent the master planned capacity (upper limit of LOS E) shown in the table entitled "Level-of-Service Volumes/Capacity Values for Various Roadway Classifications."

b These values were calculated using the capacity at the upper limit of LOS E.

Source: Table 4-1, "Cathedral City General Plan Update, Traffic Background Study," Endo Engineering, January 2002.

c ADTs for these segments are from the "North City Specific Plan Traffic Impact Analysis", Iteris, Inc. June 27, 2008.

Exhibit III-5: Buildout ADT

Roadway Classifications

To adequately serve projected traffic volumes at General Plan buildout, a roadway classification system has been developed for the planning area. Each major roadway within the study area has been assigned a specific design classification, based on existing and projected traffic demands generated by buildout of the General Plan. Anticipated future traffic volumes and overall community design goals set forth in the General Plan have been used to establish the need for and appropriateness of each roadway classification. The classification plan is illustrated in Exhibit III-6. Each classification corresponds with the street cross-sections illustrated previously in this element. Certain refinements may be required when securing right-of-way and constructing improvements at specific locations.

The roadway classification plan includes several improvements to the City's circulation system, including: 1) a new interchange at Interstate-10 and DaVall Drive, which is expected to divert a significant amount of traffic from Date Palm Drive and Gene Autry Trail/Palm Drive onto DaVall Drive, 2) the construction of a grade separated crossing of the Union Pacific Railroad along DaVall Drive to maximize safety and minimize traffic delays, 3) the extension/improvement of DaVall Drive, between 30th Avenue and Varner Road, as an arterial highway to better serve future development and reduce future traffic volumes at the I-10/Date Palm Drive interchange, 4) the addition of D Street as a collector between Cathedral Canyon Drive and East Palm Canyon Drive, 5) the designation of Special Study Zones along Date Palm Drive and DaVall Drive, in the vicinity of Interstate-10, where capacity augmentation may be required, 6) reconstruction of the Interstate-10 and Date Palm Drive interchange, widening the Date Palm Drive bridge to six lanes and reconstructing on- and off-ramps to maximize safety and minimize traffic delays, 7) reconstruction of the Interstate-10 and Palm Drive interchange, widening the Palm Drive bridge to six lanes and reconstructing on- and off-ramps to maximize safety and minimize traffic delays, and 8) Extension of Landau Boulevard between Rio Vista Drive and Valley Center Boulevard and an interchange with Interstate-10.

Intersection Enhancements

While the General Plan analysis focuses on the capacity and operation of roadway segments, the most influential controlling factors of the roadway system are found at intersections. Intersections are generally the most critical and constrained locations within the local street network and the ultimate arbiters of capacity. Detailed analysis and recommendations regarding intersection improvements are generally outside the realm of General Plan analysis. Major arterial intersections should be evaluated and prioritized for detailed analysis and future development planning and enhancement to assure that these system components facilitate the safe and efficient movement of traffic.

Exhibit III-6: Buildout Roadway Classifications

Exhibit III-6a: Buildout Roadway Classifications

ISSUES OF SPECIAL CONCERN

There are several areas of special concern above and beyond those of increased traffic and future capacity needs, including the adequacy of planned roadway improvements in adjoining jurisdictions, the need for additional rights-of-way for future improvements, the adequacy of facilities for pedestrians and bicycles, and other issues. Each of these areas is briefly discussed below. Special Study Zones are assigned along several roadway segments to address the need for additional capacity augmentation features in the future.

Areas of Potential System Failure

The General Plan is the result of an extensive effort to provide a balance of land uses and public services that enhance the City's residential and employment opportunities, and commercial and institutional services, while also assuring a high quality of life for City residents. Despite these efforts, physical and political circumstances beyond the City's control still result in a few areas where the future transportation system may prove inadequate to meet projected demand. These areas, where levels-of-service are generally projected to reach LOS E or LOS F, are briefly discussed below.

Segments Projected to Operate at LOS E at Buildout: As described in Table III-7, above, thirteen roadway segments in the planning area are projected to operate at LOS E upon General Plan buildout, including the following:

- Da Vall Drive, south of Interstate-10 (V/C ratio = 0.84)
- Da Vall Drive, south of Gerald Ford Drive (V/C ratio = 0.82)
- Valley Center Boulevard, west of Date Palm Drive (V/C ratio = 0.85)
- Vista Chino, west of Date Palm Drive (V/C ratio = 0.93)
- Ramon Road, west of Date Palm Drive (V/C ratio = 0.85)
- Dinah Shore Drive, west of Cathedral Canyon Drive (V/C ratio = 0.91)
- Dinah Shore Drive, west of Date Palm Drive (V/C ratio = 0.82)
- Dinah Shore Drive, west of Da Vall Drive (V/C ratio = 0.84)
- East Palm Canyon Drive, west of Perez Road (V/C ratio = 0.88)
- East Palm Canyon Drive, east of Cathedral Canyon Drive (V/C ratio = 0.94)
- East Palm Canyon Drive, west of Date Palm Drive (V/C ratio = 0.96)

Although the delays associated with LOS E exceed desirable levels for design purposes, these roadways will still operate within their physical capacity. The amount of delay experienced by a motorist is primarily determined by turning movements at intersections. Typically, roadway segments, which are projected to operate at LOS E on a daily basis, can be adequately mitigated by providing additional turning lanes at intersections. The preservation of sufficient right-of-way along these segments is critical to the future construction of such improvements. Any mitigation should be based on a detailed analysis of the operation of intersections nearest these roadway segments.

Segments Projected to Operate at LOS F at Buildout: The following four roadway links are projected to operate at LOS F at buildout of the General Plan:

- Ramon Road, west of Landau Boulevard (V/C ratio = 1.00)

- Date Palm Drive, north of Vista Chino (V/C ratio = 1.35)
- East Palm Canyon Drive, east of Date Palm Drive (V/C ratio = 1.09)

Where roadway links are projected to operate at LOS F, the construction of additional through lanes and/or approach lanes is usually required to adequately reduce delays or provide alternative parallel routes. The preservation of sufficient right-of-way along these segments and at nearby intersections is critical to allow physical space for future improvements.

Interstate-10 Interchanges

A significant portion of buildout traffic in the planning area will utilize Interstate-10. The existing I-10 interchanges providing direct access to the City are located at Date Palm Drive, and at Palm Drive. Buildout traffic projections are nearly twice the master planned roadway capacity for Date Palm Drive. To accommodate future traffic volumes in this vicinity, a second freeway interchange is proposed at the extension of Da Vall Drive. Such an interchange would effectively reduce future traffic volumes on Date Palm Drive. However, between Vista Chino and Valley Center Boulevard, Date Palm and Da Vall Drives are still expected to operate at LOS E or F on a daily basis. Additional capacity enhancements, such as the Landau overpass and the improvements to the Palm Drive/Gene Autry Drive interchange, will be necessary to assure acceptable levels-of-service at these gateways to Cathedral City. Therefore, Date Palm and Da Vall Drives, from Vista Chino to Valley Center Boulevard, are designated “Special Study Zones.” Such a designation is intended to insure that the roadway segments are designed and improved to provide additional capacity in the future. Specific design and development enhancements should be able to improve both the V/C ratio and LOS and help relieve projected congestion on these roadway segments.

East Palm Canyon Drive

The buildout traffic projections suggest that capacity constraints may occur on East Palm Canyon Drive, east of Cathedral Canyon Drive to the city limits. However, the 1998 traffic impact analysis prepared for the Downtown Precise Plan includes a detailed peak hour evaluation that demonstrates that the intersections would operate at acceptable levels-of-service. While the assumptions used for the Precise Plan study were not identical to those used for this General Plan traffic analysis, they were quite similar, and future daily traffic projections were consistent for both projects. Access along East Palm Canyon Drive at the easterly city limit is physically constrained by the Whitewater River and Santa Rosa Mountains. Should delays along East Palm Canyon Drive become excessive in the future, the Mid-Valley Parkway can function as a parallel bypass by carrying traffic around the Downtown area.

Ramon Road

The General Plan traffic analysis assumes Ramon Road ultimately would be improved to a six-lane arterial highway. However, the buildout data indicate that, west of Landau Boulevard, Ramon Road is projected to carry future daily traffic volumes that exceed the capacity of a six-lane cross section.

Additionally, the existing four-lane bridge over the Whitewater River Stormwater Channel may not be improved beyond six lanes in the foreseeable future, given the high costs of widening the bridge. Ramon Road’s status as a Congestion Management Plan (CMP) roadway means that intersections along Ramon Road must operate at a minimum LOS E, and that future

improvements can be funded by Transportation Uniform Mitigation Fees (TUMF). It is critical that adequate right-of-way at major intersections along Ramon Road be preserved, to the greatest extent possible, to accommodate future intersection improvements.

Mid-Valley Parkway

Due to right-of-way constraints along the Mid-Valley Parkway and the capacity constraints of its four-lane bridge across the Whitewater River Stormwater Channel, the General Plan traffic analysis assumes the parkway will be a four-lane facility throughout Cathedral City. Relatively moderate projected traffic volumes further suggest that the roadway may not need to be improved to a six-lane highway, as was originally proposed along certain segments. Compared to buildout of the previous General Plan, buildout of this General Plan will actually reduce travel demands along the parkway in Cathedral City by 7,300 vehicles per day, thereby providing additional capacity along the parkway to accommodate through traffic from Ramon Road and East Palm Canyon Drive. However, if the parkway remains four lanes, three of the five links through Cathedral City are projected to operate at LOS E on a daily basis.

Pedestrian Circulation

The General Plan and associated documents support planning which allows and enhances access to commercial services and places of employment and recreation without the essential use of motorized vehicles. In this regard, pedestrian and other non-motorized circulation is encouraged in the City wherever possible. Master planning the provision of sidewalks, bike lanes and off-street trails is especially important along major roadways in the community. Development that occurred prior to the City's incorporation includes areas where sidewalks are non-existent or discontinuous, limiting their usefulness as safe alternatives to vehicle travel. When considering future development, pedestrian and bicycle accommodation and safety should be given emphasis equal to that currently given to automobile access. While off-street trails are addressed in greater detail in the Parks and Recreation Element of the General Plan, the City should take advantage of the Coachella Valley Association of Governments' non-motorized transit planning, and the effort of trails groups Valley-wide currently under way, to plan for future trails.

Securing Future Right-of-Way

As cited above, development permitted prior to City incorporation did not always result in secured right-of-way adequate to meet future roadway and/or intersection needs. The City has generally been able to secure right-of-way from new development that has been needed to provide full-width mid-block roadway improvements, and additional right-of-way along major arterials designated as scenic corridors has also been secured.

Given the substantial traffic volumes projected at buildout of the General Plan, there will be an equally substantial need for expanded intersection improvements throughout the City. This circumstance will require that additional right-of-way be secured to provide for additional turning and through lanes. The greatest demand for additional right-of-way will be at future critical intersections, where dual left turn lanes and dedicated right turn lanes will be needed.

The City should initiate a detailed roadway and intersection analysis, as well as a prioritizing process to secure additional right-of-way where needed.

Parking and Access Facilities

Issues associated with adequate parking and access have been most prominent along East Palm Canyon Drive and other locations where older development exists. Many of these parking and access issues have been addressed with the development and implementation of the Downtown Precise Plan. Similar planning efforts are addressing these types of issues along Ramon Road. However, access issues still exist along such major roadways as Cathedral Canyon Drive, where extensive multi-family development and numerous driveways result in conflicting turning movements and associated hazards.

These lessons show that it is essential that new development, as well as projects undergoing redevelopment, be required to provide adequate on-site parking to meet demand and that parking lot ingress and egress be more thoughtfully controlled. Consolidation of parking lot entrances should be encouraged to minimize disruptions to traffic flow and facilitate the preservation of capacity, while still assuring vehicular and pedestrian safety.

Public Transportation

Created in 1977, the SunLine Transit Agency provides public transit service within the City and the Coachella Valley, carrying about 3 million passengers per year in a service area of more than 360 square miles. The SunLine fleet consists of buses powered by compressed natural gas (CNG) and equipped with wheelchair lifts and bike racks. Five routes currently (2002) service the City: Lines 14, 23, 30, 31 and 111.

Line 30 provides service on Date Palm Drive and west on Ramon Road. Line 23 provides service to several Cathedral City schools and the Cathedral City Boys and Girls Club, as well as portions of Palm Springs. Line 14 provides indirect service to Cathedral City by connecting Desert Hot Springs and Palm Springs along Gene Autry Trail and Vista Chino.

Line 31 is a Thousand Palms to Cathedral City route, which extends west along Ramon Road, south along Cathedral Canyon Drive, and east along Dinah Shore Drive. It loops along a portion of Plumley Road, Landau Boulevard, Date Palm Drive, and back to Ramon Road.

Line 111 provides service along East Palm Canyon Drive and passes through the “downtown” redevelopment area. SunLine is required to have bus stops that comply with the federal Americans Disability Act (ADA). The company also provides “Sun Dial” service, which consists of a fleet of small buses that offer curb-to curb service from home to destination. The service is wheelchair accessible and must be requested at least 72-hours in advance.

Transportation Demand Management

The urbanization of the Coachella Valley is expected to continue in the decades to come, and with continued growth, transportation demand and systems management will be necessary to preserve and increase available roadway capacity. Transportation Demand Management (TDM) requires the development and implementation of policies, plans and programs that result in the use of a wider range of transportation alternatives, including public transit and bicycles.

While an emphasis on alternative travel modes, such as carpooling, van pooling and mass transit will help, TDM can also include employee flex-time work schedules that reduce peak hour travel and associated traffic congestion. In response to state mandates, the Riverside County Transportation Commission (RCTC) prepared a regional Congestion Management Program,

which required Cathedral City and other cities to prepare TDM ordinances or risk the loss of federal transportation funds. The City has adopted a TDM ordinance.

Railroad Facilities

Rail freight service through the Coachella Valley is provided by the Union Pacific Railroad (UPRR), with freight transfer facilities located in Indio and Coachella. In addition, Amtrak service is available to Palm Springs and Indio on Union Pacific's line. These facilities carry between 30 and 40 trains per day, most of which are freight. Union Pacific is planning to add a full second track parallel to the existing one by 2003, and is projecting an associated 50%-70% increase in rail traffic.

The rail lines are designated as Centralized Track Control (CTC) facilities and include extensive electronic switching and communication facilities. Construction of drill spurs is possible to serve adjoining passenger or industrial uses and can range from \$55,000 to \$60,000 (1997). These costs do not include special engineering requirements associated with potential engineering constraints.

Palm Springs International Airport

Primary air transportation for Cathedral City and the Coachella Valley is provided by the Palm Springs International Airport, which is classified in the National Plan of Integrated Airport Systems (NPIAS) as a long-haul commercial service airport.

This airport is capable of supporting non-stop commercial service to destinations over 1,500 miles away and is classified as a small hub air passenger airport, based upon the percentage of national airline enplanements it supports. Since 1972, airport services have increased from 143,809 passenger enplanements to 486,644 in 1994. In 1998, the number of enplanements reached 629,473, and deplanements totaled 628,068. For all of 1998, the number of passengers arriving and departing the airport totaled 1,256,541.

Major destination cities include San Francisco, Chicago, Seattle and New York. Major carriers include Alaska, American, Skywest/United Express, and others. Commercial traffic is clearly seasonal, with the peak season being the January-February-March period and the slowest period occurring during the summer months. Commercial and passenger operations are expected to continue to grow. The number of passenger enplanements is projected to reach approximately 809,256 by the year 2015. However, considering the tremendous growth the airport has experienced in recent years, this projection appears to be very conservative.

Major Utility Corridors

Major corridors and easements for the transport of natural gas, electricity, communications, domestic water and sewerage, and storm drainage are also important components of the Circulation Element. Generally, the need for utility corridors is met through the provision of easements in or adjacent to City streets and along common lot lines.

Major electricity, natural gas and petroleum product transmission corridors have been established prior to incorporation of the City and are generally located north of Interstate-10. Future land use planning, including the development of subdivisions and the processing of development applications, will require coordination among the City, developers, utility companies, and other

service providers to assure the availability and provision of easements and rights-of-way for the extension of roads, utility lines, and public services (also see Public Utilities Element).

Bicycle Facilities

As discussed above, the City currently (2002) has only a partially integrated system of sidewalks, bicycle lanes, and multi-use trails within roadway designs and rights-of-way. While the General Plan does not include an adopted master plan for trails and bikepaths for non-motorized vehicles, proposed facilities are set forth in the CVAG “Non Motorized Transportation Plan (2001),” and currently being updated, which may serve as the basis for further master planning of these facilities in the City. Carefully planned alternative transportation corridors (sidewalks, bike lanes, and multi-purpose trails) will enhance and give greater opportunity to the use of alternative modes of transportation and will help the community meet its goal of implementing the Ahwahnee Principles.

Future bike routes should be planned to provide safe routes for intra-City bicycle traffic and should be clearly marked and striped. Where possible, they should be designed as one-way bike routes, which flow in the same direction as adjacent automobile traffic. Combination sidewalks/bikeways require an eight-foot width. These multi-use trails will also serve as links to recreational facilities throughout the community.

FUTURE DIRECTIONS

As a whole, the General Plan policy document, transportation technical report, Program EIR, and Community Profile provide direction for the future planning of the City’s roadway and circulation system. Areas of special concern have been identified and are further addressed in the General Plan Program EIR and traffic impact report. The above cited “Special Study Zones” and other areas of future focused analysis should be initiated as soon as is reasonably possible.

In addition to focused studies, the City should also continue to monitor and review land use trends and changes in traffic volumes and patterns. Periodic adjustments to planning and program implementation should be made by utilizing roadway improvement and maintenance management programs, regularly monitoring traffic on major roadways, and conducting ongoing inventories of current traffic and circulation patterns. Formal traffic monitoring should be conducted, at a minimum, once every two years.

The City should also pursue on-going coordination with State, regional and local agencies, which have shared jurisdiction over the state highways in the community. Through the implementation of this Element and involvement with regional, state and federal regulators, the City will progressively alleviate current problems and avoid future system inadequacies.

GOALS, POLICIES AND PROGRAMS

Goal 1

An intra- and inter-city transportation system that provides for the safe, efficient and cost-effective movement of people and goods, and enhances commerce and the overall economic well-being of the entire community.

Goal 2

A City-wide and neighborhood-specific transportation system that is responsive to, and which implements the Ahwahnee Principles of community design, through land use and transportation planning, to the greatest extent feasible.

Policy 1

The City circulation system shall be planned and developed to assure the provision of safe and efficient vehicular, pedestrian and bicycle access to all parts of the community, effectively linking residents and visitors to the full range of residential, employment, shopping, and recreational land uses.

Program 1.A

The City shall establish a schedule by which to study and evaluate “Special Study Zones” identified in the General Plan, to assure that these areas are appropriately designed and improvement funding is planned to include projected impacts.

Responsible Agency: Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

Schedule: 2002, On-going

Program 1.B

The Public Works Department shall establish and implement a prioritized roadway and intersection study and analysis program to assure the provision of adequate future right-of-way and facilities at critical roadways and intersections. Said program may be incorporated into the five-year Capital Improvements Program, which should be reviewed and amended, as necessary, annually.

Responsible Agency: Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

Schedule: 2002, On-going

Policy 2

Transit stops and pedestrian and bicycle paths should be sited in a manner which encourages the use of alternatives modes of transportation and provides safe, convenient access to commercial and employment centers, as well as institutional and recreational uses.

Program 2.A

A planning and engineering project review checklist should be developed, which includes all major aspects of the Ahwahnee Principles, as well as other applicable principles of neo-

traditional planning, to be used in reviewing development proposals in the City and on adjoining lands of interest to the community.

Responsible Agency: Planning Department, Engineering, Transportation Commission

Schedule: 2002, On-going

Policy 3

Current and future City roadway networks shall make every effort to assure minimum operating standards that do not exceed Level-of-Service (LOS) “E” (as set forth in the General Plan Traffic Report) along roadway segments and at intersections during peak hours of traffic.

Program 3.A

The City General Plan and its supporting documents shall include a master circulation plan that provides and assigns standards for ultimate roadway widths for improvements and rights-of-way. The master circulation plan shall be periodically reviewed to assure that adopted standards and assignments are consistent with actual and projected traffic volumes.

Responsible Agency: Planning Department, Engineering, Transportation Commission

Schedule: 2002, On-going

Program 3.B

Certain roadway segments projected to operate at LOS E at General Plan buildout, and the major intersections associated with them, are hereby designated as “Special Study Zones” to facilitate the detailed analysis of intersection turning movements and to preclude otherwise unacceptable traffic impacts.

Responsible Agency: Planning Department, Engineering, Transportation Commission

Schedule: Immediately, On-going

Program 3.C

“Special Study Zone” designations are hereby applied to the following roadway segments to facilitate focused analysis so that facilities are improved to provide additional capacity in the future: Date Palm Drive and Da Vall Drive, from Vista Chino to Valley Center Boulevard.

Responsible Agency: Planning Department, Engineering, Transportation Commission

Schedule: Immediately, On-going

Program 3.D

The City shall develop and implement roadway improvement standards which limit direct access to arterial roadways and provide raised median islands, to the greatest extent practical, in order to maximize roadway capacity and limit turning movement conflicts.

Responsible Agency: Planning Department, Engineering, Transportation Commission

Schedule: 2002, On-going

Program 3.E

The City shall coordinate with CalTrans, City of Rancho Mirage, CVAG and other interested parties in the planning, design, engineering and development of an Interstate-10 interchange with Da Vall Drive, extended.

Responsible Agency: Planning Department, Engineering, Transportation Commission, Cathedral City Planning Commission and City Council, CalTrans, Rancho Mirage City Council

Schedule: 2002, On-going

Program 3.F

The City shall coordinate with CalTrans and CVAG and other interested parties in the planning, design, engineering and development of an Interstate-10 overpass and interchange at Landau Boulevard, extended.

Responsible Agency: Planning Department, Engineering, Transportation Commission, Cathedral City Planning Commission and City Council, CalTrans

Policy 4

Given the programmatic nature of the General Plan traffic analysis, development proposals which may generate traffic volumes or associated impacts beyond the scope of the General Plan analysis should be required to conduct project-specific traffic studies to assure that project impacts are adequately mitigated.

Program 4.A

City staff shall analyze development proposals to determine the potential of the project to adversely impact mid-block segments or intersections of the road network. Development impacts shall be identified, and fair-share mitigation shall be established and incorporated into the conditions of approval.

Responsible Agency: Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

Schedule: On-going

Policy 5

Mixed use and other integrated development plans may propose the construction of public and/or private streets that conform with the Ahwahnee or Neo-Traditional design principles, assuming sufficient technical support to argue for their safe and efficient use is provided, and the concerns of all public service and protection providers are satisfied.

Program 5.A

The City shall encourage developers to explore alternative designs of streets and other transportation facilities by providing, as appropriate, information on Neo-Traditional design concepts and standards that may meet basic performance and safety needs, while still being responsive to the Ahwahnee Principles.

Responsible Agency: Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

Schedule: 2002, On-going

Policy 6

In order to preserve the capacity of the City's major roadways and assure a safe and economical circulation system, development proposed along arterial roadways shall be designed to limit access to these arterials to the minimum needed to effectively serve the development.

Policy 7

The City shall develop and maintain a master trails plan that guides the securing of right-of-way, improvements, and development fees and provides a comprehensive trails system that interconnects with trails of adjoining jurisdictions and regional trail systems.

Program 7.A

The City shall develop a master plan of public bicycle, hiking and equestrian trails, which identifies functional and recreational land uses, attracts the use of alternative modes of transportation, and assures safe and efficient connections to City-wide and regional trail systems.

Responsible Agency: Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

Schedule: 2002-03

HOUSING ELEMENT

The Housing Element addresses the housing characteristics and needs of the City, including, but not limited to, a description of existing housing types, condition of existing units, overcrowding, overpayment, homelessness, and the demand for affordable housing in the area. It also offers programs and recommendations for addressing housing needs within the City.

California Government Code requires that every City and County prepare a Housing Element as part of its General Plan. In addition, State law contains specific requirements for the preparation and content of Housing Elements. According to Article 10.6, Section 65580, the Legislature has found that:

- (1) The availability of housing is of vital statewide importance, and the early attainment of decent housing and a suitable living environment for every California family is a priority of the highest order.
- (2) The early attainment of this goal requires the cooperative participation of government and the private sector in an effort to expand housing opportunities and accommodate the housing needs of Californians of all economic levels.
- (3) The provision of housing affordable to low and moderate income households requires the cooperation of all levels of government.
- (4) Local and state governments have a responsibility to use the powers vested in them to facilitate the improvement and development of housing to make adequate provision for the housing needs of all economic segments of the community.
- (5) The legislature recognizes that in carrying out this responsibility, each local government also has the responsibility to consider economic, environmental, and fiscal factors and community goals set forth in the General Plan and to cooperate with other local governments, and the state, in addressing regional housing needs. Section 65581 of the Government Code states that the intent of the Legislature in enacting these requirements is:
 - (a) To assure that local governments recognize their responsibilities in contributing to the attainment of the State housing goal.
 - (b) To assure that cities and counties prepare and implement housing elements which, along with federal and State programs, will move toward attainment of the State housing goal.
 - (c) To recognize that each locality is best capable of determining what efforts are required by it to contribute to the attainment of the State housing goal as well as regional housing needs.
 - (d) To ensure that each local government cooperates with other local governments to address regional housing needs.

Government Code Section 65583 outlines the required content of all housing elements, including identification and analysis of existing and projected housing needs, and a statement of goals, policies, quantified objectives, and scheduled programs for the preservation, improvement, and development of housing. Specific requirements include the following:

- (1) An assessment of housing needs and an inventory of resources and constraints relevant to the meeting of these needs. The analysis should include population and employment trends; documentation of household characteristics; inventory of land suitable for residential development; governmental and other constraints to new housing development; analysis of any special housing needs and an assessment of existing affordable housing developments.
- (2) A program which sets forth a five-year schedule of actions the local government is undertaking or intends to undertake to implement the policies and achieve the objectives of the housing element in order to meet the housing needs of all economic segments of the community.

PREVIOUS HOUSING ELEMENT EVALUATION

For purposes of this Housing Element, the term “previous planning period” is defined as the period from 1998 through 2005.

The previous Housing Element (1998-2005) established policies and programs to encourage a balanced range of housing, available to all income levels and household compositions, in quantities sufficient to meet the needs of the area by:

- adding 865 units to the housing stock at prices that are affordable to very low, low, and moderate-income households.
- encouraging a variety of residential development that promotes the availability of housing to all segments of the community, recognizing such factors as: age, income, family size, single-person households, and mobility.

The City’s ability to meet the objectives of the policies and programs set forth during the previous planning period is assessed below.

Policy 1.1 Ensure that the quality of dwelling units in existing neighborhoods is improved, conserved, rehabilitated and maintained.

Program 1.A Maintain the Community Home Improvement Program (CHIP), Assessment District Financial Assistance Program (ADFAP) and the Sewer Hook-up Assistance Redevelopment Program (SHARP), allowing grants and loan assistance programs for qualifying very low, low, and moderate income households in order to encourage the rehabilitation of existing housing units.

Assessment: *The Redevelopment Agency Housing Division, has successfully provided annual budget allocations to fund this program. The effectiveness of this program is apparent since 1,200 households were assisted in part by nearly \$1.5 million from CHIP, approximately \$600,000 from ADFAP, and nearly \$520,000 from SHARP. In addition, the DRHP assisted 37 households with a total of approximately \$650,000. The CHIP, ADFAP, and SHARP programs will be continued through the 2014 planning cycle.*

Program 1.B All City codes, including the Uniform Building Code, will be enforced in the City so that existing units are maintained in good repair.

Assessment: *The City of Cathedral Community Development Department, and Fire Department ensure that the Uniform Building Code and applicable City building codes are followed. This program is ongoing and will continue through the 2006-2014 planning cycle.*

Program 1.C Develop a rehabilitation and neighborhood revitalization plan for that area north of Dinah Shore Drive, generally west of Date Palm Drive, known as the Whitewater neighborhood, which targets short, medium, and long range plans for the rehabilitation of existing duplexes, and the development of quality single and multi family housing.

Assessment: *Although the Whitewater neighborhood was initially targeted for this program, the City directed funds and efforts to the Dream Homes neighborhood. The Dream Homes Revitalization Program (DHRP) was initiated in 2003 and was funded by the RDA (\$1.2 million) and a \$500,000 HELP loan from HCD. The program involved participation from homeowners, residents, the RDA, County Economic Development Agency, City Police, City Code Enforcement, School District, and non-profit organizations including Inland Congregations United for Change (ICUC).*

To date, the City has facilitated a number of improvements through the DHRP. Major renovations to correct substandard housing and code violation were made to 35 lower income single family homes. New streets, and water and sewer lines were provided in the neighborhood, which benefited 520 homes and businesses. Improvements in the neighborhood also created 33 vacant single family lots. In addition, the City approved a 94 unit affordable family housing complex, and a community center with child-care, after-school programs, and a neighborhood police outreach office designed and funded via the DHRP. Finally, the DHRP has been successful in increasing neighborhood involvement in meetings, and has generally improved the reputation and appearance of the Dream Homes neighborhood.

Similar efforts are underway for other neighborhoods in need, including the originally targeted Whitewater neighborhood. The RDA purchased a cluster of 27 vacant lots for the future development of a 5.85 acre park within the Whitewater neighborhood, and the City constructed nuisance-water drainage and retention facilities. The City is currently (2008) beginning to work toward future construction of new streets and sewers within the Whitewater neighborhood which, upon completion, will serve approximately 600 existing rental units, homes, and vacant single-family lots.

Due to the success of the DHRP, the City expanded this program to be a citywide program and \$800,000 was added to the budget for fiscal years 2007-2008 and 2008-2009. This program will be continued and modified accordingly to represent a citywide effort.

Program 1.D

Identify existing neighborhoods with substandard infrastructure, including partially paved roads, substandard water lines, flooding problems, absence of sewer service and lack of street lighting, quantify the need for improvements and identify funding sources.

Assessment:

Neighborhoods, including the 35th Avenue, Dream Homes, and Cove areas, were identified as having substandard infrastructure. Several bonds were issued for sewer and street improvements within these neighborhoods over the past several years that have resulted in infrastructure installation.

Assessment Bonds in the amount of \$6 million were issued, and \$4.5 million in grants were procured for streets and sewer improvements in the Dream Homes neighborhood. Five hundred homes were assisted and the project was completed in 2007.

In 2004, \$7.5 million in Assessment Bonds and other funds was used for the streets and sewer project in the 35th Avenue neighborhood. This project was completed in 2006 and assisted 400 homes.

In 2005, nearly \$39 million was procured for the streets and sewer project in the Cove neighborhood, which contains 1500 homes. In 2008, the project in the Cove was half completed and will be ongoing.

Program 1.E

The Code Enforcement Department shall continue its Target Areas program in existing neighborhoods, to maintain and upgrade living conditions in those neighborhoods with serious endemic problems (Downtown, Cove, Whitewater, and Dream Homes).

Assessment:

Code enforcement is a continuing program that is ongoing throughout the City. This is being accomplished through the utilization of the RDA Housing Division and Code Enforcement Department programs, by

providing financial assistance to low-income homeowners. In the 1998-2006 planning period, this included assistance to 40 homes in the Dream Homes, South Panorama, and Whitewater neighborhoods. The City authorized \$630,000 to establish graffiti abatement/prevention programs for the 2006-2014 planning cycle and another \$600,000 for the implementation of these programs.

Policy 2.1 Ensure that sufficient residentially designated lands and appropriate zoning exist to meet the City's future housing needs.

Program 2.A Maintain the inventory of all land suitable for residential development in the Land Use Element.

Assessment: *A number of new affordable units were constructed during the previous planning period, which fulfilled the requirements of the RHNA. This was made possible, in part, to the sufficient lands available for development. The Planning Department has compiled a land inventory for additional potential residential development. This process is ongoing and will require further investigation and inventory in order to establish a representative list of available lands within the City. Please also see the Land Inventory provided in this Housing Element.*

Program 2.B Maintain land use and zoning designations in the General Plan and zoning maps, respectively, that allow for diversity of housing types and densities.

Assessment: *As demonstrated throughout this evaluation, the number of affordable units built in Cathedral City in the last planning period exceeded the RHNA allocation. As such, there were appropriately zoned lands sufficient for construction of these units. The City has also conducted an inventory based on zoning designations of land for the 2006-2014 planning period as part of the preparation of the Housing Element update, data collected is presented in Table III-15:Inventory of Available Vacant Land.*

Program 2.C Maintain a Planned Unit Development (PUD) permit ordinance which shall allow flexibility in development standards to encourage housing construction while preserving natural resources.

Assessment: *A PUD permit ordinance has been maintained and does allow flexibility in design standards to encourage innovative housing development. The Canyon Vista project, which provides 81 affordable housing units, was entitled through the PUD process in the previous planning period.*

Program 2.D Specific Plans with residential components, PUDs and Tentative Tract Maps shall provide for affordable housing within the project, or shall

contribute an in-lieu fee toward the provision of off-site affordable housing. The standards shall be included in the City's Zoning Ordinance.

Assessment: *This objective has not been fulfilled. An inclusionary ordinance was proposed and submitted to the City Council, but was not adopted.*

Program 2.E Encourage infill development and the remodeling or addition to existing homes wherever possible, to lower the costs of extending infrastructure, through the use of incentives such as Community Home Improvement Program grants.

Assessment: *The RDA has been working to encourage development of infill lots within the City. The City assembled ten (10) oddly-shaped parcels in the Dream Homes neighborhood, which are being reconfigured to support as many as 33 affordable units. In addition, 25 single family lots have been assembled throughout the City and are being investigated to determine the best use for infill development. This program will continue to encourage infill development where feasible.*

Program 2.F Ensure that in-fill development occurs in areas with adequate infrastructure, including streets and water and sewer lines, to support build-out of the neighborhood.

Assessment: *As part of the approval process for infill development, the Planning Department reviews the project site for available infrastructure and determines if the existing infrastructure is adequate to serve the proposed infill development. Generally, however, with the addition of sanitary sewers to several existing neighborhoods, as described above, all services are available within the core of the City.*

Program 2.G Develop innovative housing solutions for very low and low income households and the elderly.

Assessment: *The Planning Division and Redevelopment Agency staff have worked together to meet this objective. Programs were initiated in the previous planning cycle which generated 830 new low and very low income units, or 480 more units than identified in those income categories under RHNA (please see Table III-1, RHNA Needs 1998-2005 and Total Units Built, below). The Redevelopment Agency's requirement to meet the State inclusionary and replacement housing mandates helped to establish effective programs and assure development of affordable housing for seniors.*

Policy 3.1 Provide a sufficient variety of housing types to meet the housing needs of all residents, regardless of race, religion, sex, marital status, ancestry, sexual orientation, national origin or color.

Program 3.A Projects which restrict 25% or more of their units to very low or low income households for 30 years shall qualify for a density bonus of 25%, pursuant to State law, over the underlying zoning designation.

Assessment: *In accordance with State law, which holds that a minimum term of 30 to 55 years shall be granted to projects that restrict 25% or more of their units shall qualify for a density bonus, the City will continue to offer this incentive.*

Program 3.B Maintain the City's database of affordable housing projects and units, and the Housing Replacement Plan, and develop action plans should these units be converted or destroyed.

Assessment: *The City has successfully established a database of affordable housing projects that is maintained by the Office of Housing Assistance. The list is updated annually as new affordable housing projects are approved. A plan of action, in the event that affordable housing projects are converted or destroyed, has been established. All destroyed affordable units are required to be replaced on a bedroom to bedroom basis by the RDA. There is no action plan for rent-restricted units and none were lost during the previous planning cycle.*

This program is ongoing. The City will study an action plan to save or replace the 72 affordability-restricted units located in the Ocotillo Place apartments, which are at risk of conversion (please see At Risk Unit Analysis, below).

Program 3.C Work with private organizations -- including the Coachella Valley Housing Coalition, Shelter From the Storm, the Senior Center, Desert AIDS Project, Foundation for the Retarded or Braille Institute -- in assisting whenever possible in the housing of handicapped residents or those with special housing needs in the City.

Assessment: *The City requires that all affordable housing projects provide access for handicapped persons. In the previous planning cycle, 28 HOPWA units and 8 disability units were successfully developed through the Coachella Valley Housing Coalition Special Needs Apartments in Casa San Miguel.*

Program 3.D The City shall enact an Ordinance which enables the City Council to waive or subsidize application and building permit fees for very low, low or special needs projects.

Assessment: *Although the City has not approved an ordinance that enables the City Council to waive building permit fees for very low, low, or special needs projects, the Redevelopment Agency has subsidized a number of permit fees for such projects using gap financing. The need for the ordinance*

appears to have waned since the RDA has the ability to fund fees. This program will not be carried forward to the 2006-2014 planning period.

Program 3.E Continue to enforce the provisions of the Federal Fair Housing Act. All complaints regarding discrimination in housing will be referred to the Riverside County Office of Fair Housing. Information on the Fair Housing Act, as well as methods of responding to complaints shall be made available at City Hall and at the Library.

Assessment: *In the previous planning cycle, all complaints regarding discrimination in housing where referred to the Riverside County Office of Fair Housing. In addition, methods of filing a complaint where made available at City Hall and the Library. This program was successful and will continue to be utilized.*

Program 3.F Maintain provisions for the development of homeless shelters and transitional housing as a conditional use in the Zoning Ordinance.

Assessment: *Provisions for the development of homeless shelters and transitional housing require a conditional use permit as specified in the Zoning Ordinance. Although this program was successfully established in the previous planning cycle, new laws (Senate Bill 2) require that homeless shelters and transitional housing be subject to similar regulation as residential zones and should not require conditional use permits. This is further discussed in this document.*

Program 3.G Work with the Coachella Valley Association of Governments toward a regional solution for homelessness.

Assessment: *The Coachella Valley Association of Governments (CVAG) has established a Homelessness Committee that is charged with establishing a Strategic Plan for combating homelessness in the Coachella Valley. The plan proposes the development of regional homeless shelters, transitional housing, and service center. It will require the cooperation and assistance of Cathedral City. The City has reviewed the plan and is working with CVAG to initiate the service center. Plans for the conversion of an existing structure in North Palm Springs have been reviewed by the City, and the center, to include 225 beds, is scheduled to open in 2009.*

Policy 4.1 In order to leverage local investment, promote and facilitate the use of State and federal monies for the development and rehabilitation of affordable housing in the community.

Program 4.A The City shall encourage and assist a self-help housing fund by non-profit organizations for single family, infill development through the Redevelopment Agency.

Assessment: *The City, in conjunction with Habitat for Humanity, CVHC, and Building Horizons self-help programs, was able to construct 6 homes during the previous planning cycle.*

Program 4.B The City shall continue to process requests for information on zoning, financial assistance programs, or required supporting documentation for State and federal grant or loan applications within 30 days of receipt. When conditional use permits or development review is required prior to application submittal, the City shall fast-track such applications to ensure that submittals are not delayed, assuming a timely submittal by the developer.

Assessment: *Although the City has been unable to fast-track applications for State and federal grants and loans, it is the intent of the City to initiate a similar program in the near future for RDA-subsidized housing projects that need to meet application deadlines for federal, state, county, or local funding assistance. In addition, the City's standard processing schedule is generally equal to or faster than most other cities in the Coachella Valley.*

Program 4.C Continue to distribute the City's information for developers and low income households which detail the programs available to both parties for assistance in the development and rehabilitation of low income housing.

Assessment: *The City has distributed and made available to both developers and low income households information regarding programs which offer financial assistance for the development and/or rehabilitation of low income housing. The RDA Housing Division provides personal assistance to developers who seek information related to programs for financial assistance, and they distribute information to low-income households via neighborhood meetings, media outlets, churches, senior centers, and by word of mouth. This program was effective and will continue into the next planning cycle.*

Program 4.D Should the City be notified of intent to sell any at-risk affordable housing developments, all possible funding sources, including CDBG and RDA housing set-aside funds will be considered to facilitate purchase of such a project. All non-profit organizations which have expressed an interest in purchasing such projects, including the Riverside County Economic Development Agency Housing Authority and other non-profit groups will be notified immediately of any such properties for sale.

Assessment: *In the previous planning cycle, there was one owner occupied affordable housing unit (32804 Monte Vista) that was purchased by the RDA on December 31, 2002. No other units lost affordability covenants or were subjected to foreclosure.*

This program will continue to be utilized in the 2006-2014 planning period, and in the event that an affordable housing project is posted for sale, the City will continue to consider purchasing the project and notify interested non-profit organizations.

Program 4.E Identify and maintain a database of infill lots throughout the community which would be appropriate for the development of affordable housing, including self-help ownership housing. Promote these parcels in the development community, through brochures, potential streamlined processing incentives, and other means.

Assessment: *The Community Development Department and the Office of Housing Assistance were unable to implement this program during the previous planning period. However, the City does maintain an unofficial listing of vacant sites with multi-family potential and intends to establish an inventory, including maps of infill opportunities for the 2006-2014 planning period.*

Policy 5.1 Promote and preserve mobile home parks for their value as low and moderate income housing opportunities.

Program 5.A Any conversion of existing mobile home parks to permanent housing will continue to be regulated by ordinance to ensure that an appropriate relocation plan for park residents is developed and implemented.

Assessment: *The City has established a relocation plan for mobile home park residents in the event that a mobile home park is converted to permanent housing. Although no mobile home parks were converted to permanent housing in the previous planning period, Desert Hills Mobile Home Park was closed utilizing the Relocation Plan and Housing Replacement Plan, which was adopted and implemented by the RDA.*

Program 5.B Maintain a mobile home rent control ordinance which protects all mobile home residents who do not have long-term lease agreements.

Assessment: *The Office of Housing Assistance has maintained rent control for eligible units. The City estimates that approximately 700 mobile home units are eligible for rent control.*

Policy 6.1 Continue to redevelop the Downtown with a mix of higher density housing.

Program 6.A The Redevelopment Agency will continue to pursue prototype higher density housing in the Downtown area, to further the concepts of mixed use, urban core presented in the Downtown Precise Plan.

Assessment: *Although the downtown Precise Plan is no longer being treated as a Specific Plan, but rather as design guidelines, the Redevelopment Agency is continuing to monitor high density housing downtown, including Tierra del Sol and Cathedral Towne Villas, which now provide 136 new units of very low and moderate housing in the Downtown area.*

Policy 7.1 The City shall encourage crime-free housing programs for all projects constructed in the City.

Program 7.A All projects shall be reviewed by the Police and Fire Departments to ensure that adequate security and ‘defensible space’ is provided.

Assessment: *As part of the approval process, all projects are reviewed by the Planning Division, and the Police and Fire Departments to ensure that adequate security and defensible space are established within the project design. This program has been successful, and will continue to be implemented.*

Program 7.B The Redevelopment Agency shall consider establishing a policy for Crime-Free Housing, and on-site management of any project for which the Agency provides funds or assists in any way.

Assessment: *RDA policy requires that a RDA assisted project operate under the principles of Crime-Free Housing. This involves lower tolerances for criminal or anti-social behavior and more comprehensive criminal background checks. New projects are now required to pay a Community Facilities District (CFD) fee which will help fund the Crime-Free Housing program.*

Policy 8.1 Ensure that new and rehabilitated housing is efficient in its use of energy and natural resources.

Program 8.A Ensure that new development and rehabilitation efforts, whenever possible, maximize energy efficiency through architectural and landscape design and the use of renewable resources and conservation. Set aside funds shall be considered for projects which provide high levels of energy conservation for affordable housing.

Assessment: *This program is being implemented by DHRP and CHIP programs, and in affordable multi-family projects. All new affordable multi-family housing projects are required to use green construction principles. Designs must meet or exceed building code energy efficiency standards, and are required to incorporate water-efficient landscaping and provide recycling receptacles into their trash collection facilities. In addition, the*

RDA and the Building Department, in conjunction with Hacker Engineering, have developed a “Diaphragm Re-roofing System,” which establishes a standard pre-approved and pre-designed energy efficient roof remodel procedure for qualified homes, including homes built during the 1960’s that lack insulation or an attic.

Policy 9 Encourage the development of appropriate unit sizes in affordable multi-family rental projects and granny flats on single family lots in order to alleviate overcrowding.

Program 9.A Encourage multi-family rental and owner-occupied projects which include three and four bedroom units as a portion of the overall development. Larger units shall be encouraged through direct RDA participation or through bond financing for affordable housing through the County Housing Authority or other appropriate means.

Assessment: *The Planning Division and Redevelopment Agency have encouraged appropriately sized rental units, from studios to large family units. Creekside, Dream Homes, and Cathedral Family projects offer family-sized units, while Tierra del Sol and Cathedral Towne Villas offer one-bedroom and studio units.*

Policy 10.1 Facilitate the development and preservation of senior housing through incentives and assistance programs.

Program 10.A Maintain the Senior Home Repair Program to encourage maintenance and rehabilitation of existing housing units for the elderly.

Assessment: *Local assistance is provided to seniors through CHIP and DHRP programs that offer home repair assistance, and by working with the County to utilize county programs for seniors. Administration of the SHR assistance program has been transferred from the City to the County Office on Aging.*

Program 10.B In older neighborhoods where low and very low income seniors are a significant portion of the residents, consider the assignment of bond proceeds for the improvement of streets, water and flood control improvements to bring these facilities into compliance with current standards.

Assessment: *To meet the objectives of the program, three (3) bond issues were accomplished, which offer extra financial assistance to lower-income owners (please see Assessment of Program 1.A, above). In addition, the Redevelopment Agency also funded \$1,000,000 for sewers, gas, and water line upgrades to 230 single story, very low income senior rental units within Cathedral Palms Apartments.*

Policy 11.1 High density, affordable and senior projects shall be located with convenient access to shopping, public transit, and school and park facilities.

Program 11.A Require developers of affordable and senior housing projects to confer with SunLine Transit regarding the provision of service to the project.

Assessment: *The Redevelopment Agency has, and will continue to coordinate with the SunLine Transit to ensure that high density affordable housing is located in close proximity to a public transit route. In addition, the Park David project, located at the northeast corner of Vista Chino and Landau, provides senior housing immediately adjacent to commercial development.*

Program 11.B Ensure that affordable and senior housing projects are located in areas with adequate public improvements, including streets and sidewalks.

Assessment: *The affordable multi family housing projects developed in the 1998-2006 planning period were located in areas with adequate infrastructure, as discussed in the Assessment of Program 2.F, above. (These projects are listed in Table III-2.)*

Policy 12.1 As part of its mandated annual review of the General Plan, City staff shall include an analysis of the consistency of the Housing Element with the rest of the General Plan.

Assessment: *The City was unable to complete an annual review of consistency of the Housing Element with the General Plan due to staffing constraints. A program will be established to assure that review is accomplished every other year.*

SUMMARY OF ASSESSMENT

The City of Cathedral City was very active during the previous planning period and accomplished the construction of several affordable and market rate housing projects. The RHNA needs for the 1998-2005 planning period and the actual number of units for each income category that were built during this timeframe are presented in Table III-1.

**Table III-8
RHNA Needs 1998-2005 and Total Projects Built**

Income Category	RHNA 1998-2005	Units Built 1998-2005
Very Low	208	251
Low	142	579
Moderate*	186	200+
High	329	3,417+
Total	865	4,447+
Source: Cathedral City, October 2007		

* Includes market units sold in moderate income range.

The following Table shows those affordable housing projects that were constructed during the previous planning period. They provide a total of 891 affordable rent-restricted units for Cathedral City's lower income residents.

**Table III-9
Rent Restricted Affordable Projects 1998-2005**

Affordable Projects	Number of Units	Type of Unit	Year Built or Acquired
Casa San Miguel	39	Very Low	1999
Ocotillo Place*	82	Very Low and Moderate	1999
Casa Victoria	50	Very Low	2000
Park David	240	Very Low and Low	2000
Canyon Vista-Northwoods**	81	Very Low, Low, and Moderate	2002
Heritage Park	153	Very Low and Low	2005
Creekside	185	Very Low and Low	2005
Cathedral Town Villas	61	Moderate	2006
Total	891		
Source: Cathedral City, October 2007			

* Affordable rent restrictions were acquired on 82 of the 135 units constructed in late 1970's.

** 90 total units constructed, 9 of which are unrestricted

DEMOGRAPHIC BACKGROUND

Housing needs for Cathedral City are based on a comprehensive assessment of current and projected housing needs for all segments of the community and all economic groups. Rising costs and increasing competition for available physical and financial resources make it difficult for some families, especially lower income and special needs families, to find affordable housing. This section of the Housing Element presents the demographic background necessary for the comprehensive analysis of the City's housing needs.

Regional Setting

Cathedral City is located in the Coachella Valley, a subregion of Riverside County. The County encompasses a large portion of Southern California, and over the past two decades has experienced extremely rapid growth. The County’s population increased by 40%, from 663,923 in 1980 to 1,110,000 in 1990, and by 45% from 1990 to 1,545,387 in 2000. The U.S. Census Bureau estimates that in 2006 the population of Riverside County was 2,026,803 persons, which further increased the population by 31.2% since 2000. The incorporated cities of the Coachella Valley followed similar trends for population growth within the same time period.

Population

The 1990 U.S. Census estimated Cathedral City’s population to be 30,085. Based on the 2000 census, the population in Cathedral City grew by 29.5% to 42,647 by 2000. This represents an average annual growth rate of approximately 3% in the ten year period between 1990 and 2000. The department of finance estimated that in 2006 Cathedral City’s population was 52,461 people, an increase of 18.7% from the 2000 figure.

Ethnic Characteristics

Table III-3 below, shows the ethnic distribution for Cathedral City in 2000.

**Table III-10
Ethnic Characteristics –2000**

Ethnicity	Number	% of Total
White	27,845	68.1%
Black	1,169	2.9%
Native American	440	1.1%
Asian	1,575	3.8%
Other	9,866	24.1%
Two or more races	1,752	4.1%
Total	42,647	100.0%
Hispanic	21,312	52.1%

Source: 2000 US. Census
Other includes Native Hawaiian and Other Pacific Islander and Some Other Race categories.
Hispanics are identified under either White or Other category, and are therefore considered separately.

Age Distribution

Table III-4 shows the number of persons in various age groups and the percentage of each within the total population for Cathedral City residents.

**Table III-11
Age Distribution – 2000**

Age	Number	% of Total
Under 18	13,267	31.1%
18–20	1,690	4.0%
21–24	2,077	4.9%
25–44	13,046	30.6%
45–54	4,318	10.1%
55–59	1,590	3.7%
60–64	1,456	3.4%
65+	5,203	12.2%
Total	42,647	100%

Source: 2000 US. Census

Household Income

The 2000 Census identified a County median household income of \$42,887. The median household income in Cathedral City for the same time period was \$38,887. Approximately 54% of the City’s households in 2000 had an income below the County median household income. Table III-5 demonstrates income levels for Cathedral City households in 2000.

**Table III-12
Household Income 2000**

Income	No. of Households	%. of Total
\$0-9,999	1,146	8.1%
\$10,000-14,999	1,009	7.2%
\$15,000-24,999	2,147	15.2%
\$25,000-34,999	1,956	13.9%
\$35,000-44,999	1,706	12.1%
\$45,000-49,999	807	5.7%
\$50,000-59,999	1,401	9.9%
\$60,000-74,999	1,376	9.8%
\$75,000-99,999	1,245	8.8%
\$100,000 +	1,311	9.3%
Total	14,104	100%

Source: 2000 Census

In 2000, there were 1,575 extremely low income households in the City, of which 950 were renters, and 625 were owners.

Employment

The residents of Cathedral City have generally been employed in the service and retail trade sectors. Table III-6, below, shows the principal employers in the City in 2007, the respective number of employees, and the percent of City’s total employment.

**Table III-13
Principal Employers 2007**

Employers	Employees	%. of Total
Doral Desert Princess Resort	400	1.61%
Target	370	1.49%
Aldus Healthcare	310	1.24%
Cathedral City High School	210	0.84%
Palm Springs Lincoln-Mercury	201	0.81%
Acura of the Desert	200	0.80%
City of Cathedral City	200	0.80%
Honda of the Desert	200	0.80%
Mazda of the Desert	200	0.80%
Toyota of the Desert	200	0.80%
Total	2,491	9.99%

Source: State of California, Employment Development Department,
U.S. Department of Labor, Bureau of Labor Statistics.

Historic Housing Patterns

According to the 2000 census, there were a total of 17,813 total housing units in Cathedral City. It should be noted that approximately 49.3% of all dwelling units are single family homes, and 14.7% are mobile homes, RV’s or trailers. In the previous planning period, 11% of all housing units were multi-family housing developments consisting of more than 5 units.

**Table III-14
Housing Characteristics – 2000**

Unit Type	Number of Units	% Total Units
Single-Family Detached	8,785	49.3%
Single-Family Attached	2,575	14.5%
Multi-Family, 2–4 Units	2,270	12.7%
Multi-Family, 5 or More Units	1,559	8.7%
Mobile home, RV, Trailer, Other	2,624	14.7%
Total	17,813	100.0%

Source: 2000 Census

The Department of Finance (DOF) offers estimates for Cathedral City’s 2007 housing characteristics, these are presented in Table III-8.

**Table III-15
Housing Characteristics – 2007**

Unit Type	Number of Units	% Total Units
Single-Family Detached	11,505	53.4%
Single-Family Attached	2,695	12.5%
Multi-Family, 2–4 Units	2,433	11.3%
Multi-Family, 5 or more	2,065	9.6%
Mobile home, RV, Trailer, Other	2,849*	13.2%
Total	21,547	100.0%

Source: DOF City/County Population and Housing Estimates 2007

*Cathedral City had 2,147 mobile homes and 223 RV’s registered to operate in 2008 for a total of 2,370.

Vacancy Status

The 2000 Census showed an overall vacancy rate of 21.7% in Cathedral City. The number of vacant units for each unit type is shown in the table below. Correcting for seasonal or recreational units, which are considered vacant by the Census but are not available or used for permanent occupancy, the vacancy rate decreases to 11.2%. The DOF estimated vacancy rate for 2007 was 21.61%. Again corrected for seasonal occupancy, the net vacancy rate has remained consistent, at 11.1%.

**Table III-16
 Vacancy Status –2000**

Unit Type	Number of Vacant Units	% Total Units Citywide
For Rent	266	6.9%
For Sale	395	10.2%
Rented or Sold, Not Occupied	116	3.0%
Seasonal, Recreational or Occasional Use	1,874	48.5%
Migrant Workers	1	0.0%
Other Vacant	1,214	31.4%
Total	3,866	100.0%

Source: 2000 Census

Overcrowding

The recession of the early to mid 1990’s caused a number of families and households to consolidate in order to pool their resources. In 1990, the average household size for the City was 2.75 persons per occupied housing unit. Since 1990, the number of persons per household has risen nearly every year. The 2000 census estimates indicate that the average household size in Cathedral City is 3.03 persons.

The 2000 Census estimated the number of households with overcrowding by persons per room. Overcrowding is defined by the Census Bureau as more than 1.01 persons per room. In Cathedral City in 2000, there were 1,322 owner occupied households that were considered to be overcrowded. For renter occupied units, there were 1,228 households that were overcrowded in the same time period. These data are shown below:

**Table III-17
 Overcrowding, Owner-Occupied Units – 2000**

Persons Per Room	No. of Households
0.5 or Less	5,443
0.51 to 1.00	2,372
1.01 to 1.50	757
1.51 to 2.00	447
2.01 or More	118

Source: 2000 Census

**Table III-18
Overcrowding, Renter-Occupied Units – 2000**

Persons Per Room	No. of Households
0.5 or Less	1,847
0.51 to 1.00	1,860
1.01 to 1.50	467
1.51 to 2.00	413
2.01 or More	348
Source: 2000 Census	

Overpayment

The Census also estimates those households that are overpaying for housing. Overpayment is defined as more than 30% of all household income being dedicated to the cost of housing. Table III-12, below, lists the 2000 Census estimates.

**Table III-19
Overpayment by Income Level 2000**

Household Type	Low Income	Very Low Income	Extremely Low Income
Total Renter Occupied	434	630	806
Elderly renters	32	147	248
Small family renters	229	194	213
Large family renters	49	173	184
All other	124	116	161
Total Owner Occupied	873	743	468
Elderly owners	279	330	244
Small family owners	390	184	74
Large family owners	129	150	80
All other	75	79	70
Source: CHAS Data Book 2000.			

HOUSING CHARACTERISTICS

Housing Prices

The median cost of a newly constructed single family home in Cathedral City was \$420,000 in 2007. The median price for existing homes for resale in 2007 was generally between \$350,000 and \$400,000.¹ Although Cathedral City has been considered affordable to a large segment of the lower and moderate income populations in the past, recent trends indicate that this is no longer the case. See Table III-13 below.

¹ "Inland Empire City Profile, Riverside County 2007 median Price" Quarterly Economic Report prepared by John E. Husing, October 2007.

Housing in Cathedral City compared to the rest of the County is moderately priced, as illustrated by the housing costs for both single family owner occupied units and rental units. In 2006, the median annual household income for Cathedral City was approximately \$50,650. Using the allowable monthly payment for housing of 30% of gross household income, the median income family can afford a monthly housing payment of \$1,270. The median mortgage (Principal, Interest, Taxes, and Insurance [PITI])² estimated at \$1,853 per month, makes ownership for median income families unaffordable. Table III-13 demonstrates that the City’s housing is affordable to renters, but is unaffordable to median income homeowners.

**Table III-20
Affordability of Cathedral City Housing 2007**

Type of Housing Cost	Ownership	Rental
Median Single Family Purchase Price	\$350,000	N/A
Median Mortgage Costs (PITI)	\$1,853	N/A
Median Rental Rate ⁱ	N/A	\$950
30% of Median Household Income ⁱⁱ	\$1,480	\$1,480
Amount below 30% of Income	-\$373	\$530

Source: Inland Empire City Profile October, 2007; i) Average 2008 rental prices based on survey results for 1 bedroom apartments; ii) Based on 30% of Riverside County’s 2007 median income of \$59,200 per year.

Inventory of Lands for Housing

There is a substantial amount of vacant land within the City available for affordable residential development. Table III-15 illustrates lands available in the multiple family land use designations, as well as City-owned single family lots proposed for self-help housing. This includes the Resort Residential zone, has been calculated at a density of 7 units per acre, consistent with historical development patterns and zoning regulations; the R-2 zone, which allows 10 units per acre; the R-3 zone, which allows 20 units per acre; and the Downtown Residential Neighborhood and Mixed Use Commercial zones, which both allow an average of 27 units per acre.

The following listing demonstrates the typical densities at which projects in the City have been approved.

Crossley/Ramon Road Project: Zoned R-2, this project consists of 29.68, entitled for 294 units, or a density of 10 units per acre.

34260 Corregidor Project: This 4.5 acre property is zoned R-2, and is approved for 13 units per acre, and a total of 60 units.

² “Inland Empire City Profile, Riverside County 2007 Pmt.” Quarterly Economic Report, prepared by John E. Husing, October 2007.

Chia Place Project: This R-2 property consists of 7.49 acres, on which 94 units have been approved, at a density of 13 units per acre.

Landau and Quijo Project: This 6.73 acres parcel in the R-3 zone is approved for 149 units, or a density of 22 units per acre.

Melrose Drive Project: This 0.39 acre site, although small, was approved for 5 units, or a density of 13 units per acre.

A Street/Buddy Rogers Project: This DRN zoned, 2.48 acre parcel was approved for 75 units, or a density of 30 units per acre.

Mary Pickford Project: This MXC site, which consists of 1.31 acres, was approved for 61 units, at a density of 47 units per acre.

In addition, the City has traditionally developed affordable housing projects in the R-2, DRN and MXC zone. Table III-14 below illustrates the existing affordable housing projects. As shown in the Table, the assumptions for density used in Table III-15 are conservative, and likely to represent an under-counting of the densities at which the available sites will build out.

**Table III-21
Existing Affordable Project Density**

Project	Zoning	Acreage	Density
Casa Victoria	R-2	1.8 acres	28 d.u./acre
Heritage Park	R-2	5.8	25 d.u./acre
Creekside Apts.	R-2	21	9 d.u./acre
Ocotillo Place Apts.	R-M	8.34	16 d.u./acre
Park David	R-2	10.6	23 d.u./acre
Canyon Vista	R-2	4.88	17 d.u./acre
Casa San Miguel de Allende	DRN	1.15	33 d.u./acre
Tierra del Sol	DRN	2.5	30 d.u./acre
Cathedral Town Villas	MXC	1.31	47 d.u./acre

Finally, assumptions for density in the DRN and MXC zone are feasible because the zones allow both residential and commercial uses, with no requirement for ground floor commercial development; require a minimum building height of 20 feet, and a maximum building height of 55 feet, allowing 5 story development; have no setback requirements; and have reduced parking requirements. Therefore, even when accounting for surface parking and open space requirements, a density of well over 30 units can be achieved in either zone.

Developers of affordable housing in the City and Coachella Valley, including Palm Desert Development and the Coachella Valley Housing Coalition, have stated that densities for their projects are calculated at 14 to 18 units per acre, in order to provide the quality of projects which they strive for. Two projects for which the Redevelopment Agency is currently planning, the Dream Homes project (Assessor's Parcel #677-410-009 in Table III-15) and the Cathedral Family project (Assessor's Parcel #673-140-010 to -013 & 017 in Table III-15), are planned for 13 units per acre in the R-2 zone. The Dream Homes project will cost \$335,165 per unit, and the

Cathedral Family project will cost \$253,570 per unit. Both projects, as described below, are funded through a variety of programs, and have been demonstrated to be feasible. The development of affordable units at a density of less than 15 units per acre is therefore feasible in Cathedral City.

As stated below, land cost in Cathedral City ranges from \$50,000 to \$70,000 per acre. At a density of 10 units per acre, this equates to \$5,000 to \$7,000 per unit. The affordable housing community estimates that construction costs for affordable housing units are approximately \$250,000 to \$325,000. When added to land cost, this represents a total cost per unit of \$255,000 to \$337,000 per unit. Projects in this cost range can be funded, when including HOME funds, tax credit funds or other programs, and built in the range of 14 to 16 units per acre. Most importantly, the affordable housing community has indicated that projects above this range are not marketable, insofar as more dense projects cannot be built and include the amenities and common areas which make a project a liveable community for the families who are looking for rental units. The Coachella Valley Housing Coalition and Palm Desert Development, which attended the City's workshops, clearly stated that they will not plan projects at densities over 16 units per acre, since the higher densities do not allow them to create communities which they can lease, because they cannot provide the services and amenities which create a healthy living environment.

Small lots included in the inventory in the Downtown area are adjacent to each other, and could benefit from lot consolidation. A program has been added to encourage lot consolidation.

Appendix A contains the maps for all lands listed in Table III-15.

**Table III-22
Inventory of Available Vacant Lands**

Description	GP/Zone	Acres	Units
City Owned SF Lots (see list below)	RL/R-1	Varies	52
City Owned Duplex lots (see list below)	RM/R-2	Varies	10
687-085-005	DTC/DRN	0.25	5
687-085-006	DTC/DRN	0.24	5
687-092-002	DTC/DRN	0.24	5
687-101-007	DTC/DRN	0.38	8
687-096-003	DTC/DRN	0.32	6
687-193-003	DTC/MXC	0.2	4
687-193-004	DTC/MXC	0.18	4
687-195-002 to 010 & -012	DTC/DRN	1.11	30
687-197-004 to-007 & -016	DTC/DRN	0.72	18
687-198-014 & -015	DTC/DRN	0.25	5
687-475-001	DTC/MXC	1.81	49
687-475-002	DTC/MXC	0.34	7
687-170-007	DTC/MXC	0.48	13
687-472-005	DTC/MXC	0.54	16
687-473-008	DTC/MXC	0.67	18
687-180-005	DTC/DRN	6.67	180
687-213-001, -003, -004, -007, -008 & -010	DTC/DRN	0.63	13
687-215-001 to -004	DTC/DRN	0.44	11
687-203-019 & -020	DTC/MXC	0.24	5
687-203-010 & -011	DTC/DRN	0.34	7
687-500-001	DTC/DRN	4.26	115
687-500-002	DTC/DRN	5.89	159
687-500-003	DTC/DRN	1.07	29
687-196-001 to -006	DTC/MXC	0.67	17
687-198-001 to -006	DTC/DRN	1	27
681-310-031	RR/RR	2.35	16
681-310-011	RR/RR	2.5	18
681-310-014	RR/RR	5	35
681-210-016	RR/RR	2.5	18
680-260-025	RH/R-3	0.89	18
680-260-031	RH/R-3	3.58	72
680-260-032	RH/R-3	3.58	72
680-190-035	RM/R-2	7.43	74
677-410-009*	RM/R-2	7.5	94
677-420-016**	RM/R-2	10.5	294
673-140-010 to -013 & 017***	RM/R-2	4.52	60
687-040-057	RM/R-2	16.72	167
677-173-039****	RM/R-3	6.73	149
Total Units			1,912

Notes:

- Entitled for 94 very low income units. Start of construction expected in 2009. Funded through tax credits, Redevelopment Agency loan, AHP loan and County HOME funding.

** Entitled for 294 units. On hold due to current economy. Funding unknown.

*** Entitled for 60 very low and low income units. Planned for occupancy in 2010. Funding through bond issue, AHP loan, County HOME funding and Redevelopment Agency loan.

***** Entitled for 149 units. On hold due to current economy. Funding unknown.

Finally, as shown in Table III-15, there is current capacity for 1,912 units. The City has a RHNA allocation of 1,324 units for low, very low and extremely low income units. The City has constructed 75 of these units already in the planning period (see “Restricted Housing Projects,” below). Therefore, the City has a remaining need of 1,249 units, an inventory of 1,283 possible units in Agency owned lands, DRN, MXC, R-3 and R-2 zoned lands shown in Table III-15, and a conservative capacity for 1,912 units, or capacity for more units than it has allocated. In order to assure that sufficient lands are available for the planning period, a program has been added which requires the re-zoning to R-3 of either Assessor’s Parcel 677-050-017, which consists of 14.69 acres and could generate 294 units; or Assessor’s Parcel 677-050-018, which consists of 18.12 acres, and could generate 362 units (Program 1.A.7).

City Owned Duplex Lots

The Redevelopment Agency owns five parcels zoned for duplex development, which it plans to sell for the development of income-restricted duplexes. These parcels are: AP Nos. 675-271-036, 675-271-037, 675-271-040, 675-271-041, and 675-271-042.

City Owned Single Family Lots

The Redevelopment Agency also owns individual lots in the R-1 zone, which it plans to develop as infill affordable housing. These parcels include oversized lots which are currently being subdivided, as noted below, and will yield a total of 52 affordable housing units. The parcels are: AP Nos. 670-197-005, 670-242-005, 675-302-015, 675-362-012, 677-291-007 (currently being subdivided into 5 lots), 677-291-018 (currently being subdivided into 5 lots), 677-373-008 (currently being subdivided into 6 lots), 677-381-006, 677-382-005 (currently being subdivided into 2 lots), 677-382-006 (currently being subdivided into 2 lots), 677-382-007 (currently being subdivided into 2 lots), 677-382-008 (currently being subdivided into 2 lots), 677-383-001 (currently being subdivided into 2 lots), 677-383-002 (currently being subdivided into 2 lots), 677-393-003 (currently being subdivided into 3 lots), 678-081-019, 680-251-055, 680-252-022, 680-301-001, 680-301-002, 680-302-021, 680-311-036, 680-371-055, 680-421-031, 680-432-011, 680-482-018, 687-233-008, 687-241-027, 687-241-038, 687-241-045 and 687-241-047.

Single Family Residential Potential

In addition to the lands listed in Table III-15, there are an additional 800.62 acres of R-1 zoned vacant lands in the City which can accommodate single family residential development for the Above Moderate land use category during the planning period. At the maximum allowable density for the R-1 zone, this could yield approximately 4,804 units.

North City Specific Plan

Cathedral City recently (2007) annexed over 1,300 acres into the City’s limits north of Interstate 10. A specific plan, known as the North City Specific Plan, was adopted in 2009. The specific plan includes not only the lands recently annexed, but lands which have been in the City’s corporate limits, and totals 5,000 acres. The Plan estimates the maximum residential buildout potential to be approximately 16,000 dwelling units.

As proposed, the North City Specific Plan will provide for a wide range of residential opportunities, such as a diversity of residential densities, including but not limited to residential

estates (RE) at 2 units to the acre and Mixed Use - Urban (MU-U), which allows up to 45 units to the acre.

It should be noted that development is currently constrained by the limited availability of infrastructure in this area. The City is working to extend and expand the availability and capacity of service systems to facilitate development of this important new area. It can be expected that the North City Specific Plan area will begin to develop in this planning period, but that its greatest development activity will occur toward the end of this time frame. As demonstrated in Table III-15, above, however, the City has adequate development sites available for affordable housing in the existing core of the City, and the North City area will not be required to meet its housing needs.

Exhibit III-7: Vacant Residential Land

Age of Housing Stock

The age of housing is an important characteristic of the housing stock, indicating the relative condition of housing units. Most homes have a useful life of approximately twenty to thirty years. After that time, the need for maintenance and rehabilitation becomes critical if the dwelling unit is to remain safe and sanitary.

According to the 2000 Census and the City’s 2007 inventory of housing units built, 85% of the City’s housing was built after 1970, while 15% of the houses were built prior to 1970, as demonstrated in the Table below.

**Table III- 23
Age of Housing Units**

Year Built	No. of Units	%. of Total
2001-2007	3,273	15.5
1999-2000	564	2.7
1995-1998	1,480	7.0
1990-1994	2,655	12.6
1980-1989	7,015	33.3
1970-1979	2,827	13.4
1960-1969	1,708	8.1
1950-1959	1,007	4.8
1940-1949	381	1.8
1939 or earlier	176	0.8
Total	21,086	100.0

Source: 2000 Census and Cathedral City 2007.

Generally, the oldest homes, built before 1940, were built in the Downtown area. Homes built between 1940 and 1949 occur in the Cove. Homes built from 1950 to 1959 occur in the Downtown, Cove and Outpost neighborhoods; and homes built from 1960 to 1969 occur in the Dream Homes, Outpost, and Cove neighborhoods. From 1970 to the present, the distribution of construction has been more widespread throughout the City, and represents both the construction of in-fill lots in existing subdivisions, as well as new tracts constructed north of Ramon Road.

Demolished Units

Although many of the City’s older units have been well maintained and comply with current standards, some fell into disrepair, were uninhabitable, and have been demolished. In the previous planning cycle (1998-2005), the City demolished a total of 162 dwelling units. In Cathedral City, the Redevelopment Agency is responsible for replacing any units “bedroom for bedroom” that are removed through redevelopment activities. Of the 162 units that were

removed, the RDA was responsible for demolishing 127 units that had a total of 193 bedrooms, all of which were subsequently replaced during the 1998-2006 planning period. The City will continue to replace affordable units removed, as described in the Housing Replacement Plan and Redevelopment Agency Implementation Plan.

The City's Code Compliance Division cited 52 residences in 2008 for property abatement violations, indicating that this number of units can be assumed to have required rehabilitation in that year. The Redevelopment Agency has assisted 40 homeowners in the rehabilitation of units during the previous planning period.

Types of Housing Stock

Since the 2000 Census, 3,765 housing units have been built in the City, as demonstrated in Table III-17, below. Although 79% of these units have been single family dwellings, the City has also produced 616 apartment units, and 178 multi family units during this time period.

**Table III-24
Residential Housing Units Built by Type 1988-2007**

Year	SFD	Multi	Condos	Apts.	Total
2007	57	10	0	0	67
2006	166	9	0	0	175
2005	412	35	0	50	497
2004	333	5	0	137	475
2003	386	37	0	339	762
2002	641	28	0	0	669
2001	494	26	0	90	610
2000	482	28	0	0	510
1999	393	6	40	240	679
1998	298	6	0	89	393
1997	97	2	0	0	99
1996	133	0	0	0	133
1995	174	2	0	80	256
1994	263	0	0	0	263
1993	63	19	0	0	82
1992	207	41	0	0	248
1991	210	70	0	10	290
1990	379	123	0	0	502
1989	865	311	44	0	1,220
1988	500	176	133	0	809
Total	6,553	952	217	1,035	8,739

Source: City of Cathedral City, Building Permits Issued Prior to 2008.

RESTRICTED HOUSING PROJECTS³

The City of Cathedral City has a number of affordable housing options within its boundaries. These include the following:

Built Prior to 1998

Mountain View Apartments

This 280 unit project is located at 68-680 Dinah Shore Drive. The project was completed in three phases completely financed with a FmHA 515 loan. The project was built in 1982, and refinanced in 1997. The complex is restricted to seniors 62 years of age or older, unless disabled or handicapped. Rent is restricted to 30% of the renter's income, and water and trash services are included in the price of rent. The units are restricted to very low and low income households.

Corregidor Apartments

This 14 unit project restricted to very low income families was built in 1985 using LPRH housing funds. This project site is owned by the Riverside County Housing Authority and is located at 34-355 Corregidor Drive.

Cathedral Palms Apartments

This 231 unit project is located at 31750 Landau Boulevard. The project was originally constructed in 1968 and substantially rehabilitated in 1997, using bonds and RDA set aside funds. The project offers 191 studios and 40 two-bedroom apartments to low-income seniors (over 55). Utilities are provided, including water, gas, cable, and domestic trash services.

Terracina Apartments

This project provides 80 units to low income families consisting of 1 one-bedroom unit, 47 two-bedroom units, 30 three-bedroom units, and 2 four-bedroom units. It is located at 69-175 Converse Road and was built in 1994.

CVHC Duplex Conversion Project

In 1997-1999 the Redevelopment Agency cooperated with the Coachella Valley Housing Coalition to acquire 16 bank-owned duplexes (originally constructed in the 1980's) and convert the units into 32 affordable, single-family, owner-occupied homes through a self-help program, with the families rehabilitating and converting the homes as part of the down-payment at an affordable purchase price.

Built During the 1998-2006 Planning Period

Casa Victoria

Casa Victoria is a 50 unit project opened in 1999 using HUD 202 funds. This project provides housing for low-income seniors over 62 years of age. Rent is restricted to 30% of their income, and utility allowances are offered. The apartment complex is located at 34-445 Corregidor Drive.

³ "City of Cathedral City: Affordable Housing Locations for the Coachella Valley 2006," assistance programs for the Coachella Valley, September 2008.

Heritage Park

Contains 153 units within a two-story complex, including 144 one-bedroom units and 7 two-bedroom units and two management units. This project provides housing for low-income seniors over 55 years of age. Water and trash services are included. The project is located at 69-100 McCallum Way.

Creekside Apartments

Consists of 185 units within a one and two-story complex. There are 41 two-bedroom units, 104 three-bedroom units, and 40 four-bedroom units. This project provides housing for low and very low income families. Water and trash services are included. The project is located at 68-200 33rd Avenue.

Ocotillo Place

Provides 135 apartments, of which 108 units are for moderate to high income tenants, and 27 units are for very low income tenants. The low income units were acquired using bond financing from CSCDA. The project is located at 69155 Dinah Shore Drive, and was acquired and substantially rehabilitated using a bond issue in 1998. One and two-bedroom units are offered, and tenants pay a small portion of the water and gas bill.

Park David Apartments

This 240 unit apartment project for low income seniors (over 55) is located at 27-700 Landau Boulevard. The project contains 120 one-bedroom units and 120 two-bedroom units, and does not supplement any utilities for residents. The complex offers 20% of the units to very low income seniors and 80% to low income seniors, became operational in 2000.

Canyon Vista Apartments

This family project offers 90 units, including 9 unrestricted, 37 moderate income, 37 low income, and 9 very low income units. It is located at 68-605 Corral Road.

Casa San Miguel de Allende

This two-story 39 unit project is located in multiple buildings on and around Melrose Drive in the Cove neighborhood, south of East Palm Canyon Drive. The project is restricted to very low income disabled persons. It was opened in 1998, using HOME, RDA, HOPWA, and CDBG funds.

Built During the Current 2006-2014 Planning Period

Tierra del Sol

This project was under construction in 2007 and operational in July of 2008. It provides 75 one-bedroom units to very low income senior households over the age of 62. It was primarily funded with local and HUD 202 funding and rents are 30% of the tenants' income. Tierra del Sol provides gas for hot water. It is located at 37101 W. Buddy Rogers Avenue.

Cathedral Town Villas

Located at 36-700 Pickfair Street, this 61 unit apartment complex offers non-age restricted housing to moderate income families. The project was completed in 2006 and occupied in 2007.

AFFORDABLE HOUSING PROGRAMS

Self-Help Housing

The Coachella Valley Housing Coalition, Building Horizons, private developers, and Habitat for Humanity have completed 60 new single-family homes for very low and low income buyers in the City of Cathedral City. The “down-payment” is earned through “sweat equity,” which is defined as the recipients’ participation in the construction of the home. Loans that are below the market interest rates are available for such buyers.

Mobile Home Parks

The Census Bureau estimates that 2,521 mobile homes were located in Cathedral City in 2000. The Department of Finance further estimates that in 2007, there were 2,849 mobile homes, RV’s, or trailers in the City. According to the 2008 operating permits for Mobile Home Parks, there are 2,147 mobile home spaces and 223 resort vehicle spaces, for a total of 2,370 mobile home and RV spaces. Traditionally, mobile home parks have provided an affordable housing opportunity, particularly for senior citizens. In Cathedral City, 770 spaces within the existing mobile home parks are under the potential purview of the City’s rent control ordinance.

The City allows mobile homes and manufactures housing in parks or subdivisions, and also on residential lots in the R-1 and R-2 zones, subject to Building Code requirements.

City Programs

The City’s Redevelopment Agency provides grants and loans for major rehabilitation and new construction to low income families, and has established the following programs to assist eligible residents.

Community Home Improvement Program (CHIP)

CHIP is available for qualified low income homeowners. For 2008, the program can grant up to \$10,000 per home for repair or improvements including the installation of handicapped ramps or fixtures, repair or replacement of roof, windows, doors, HVAC systems, and other qualified improvements. Assistance is repaid with 3% simple interest if the home is sold prior to expiration of the 45-year affordability covenant.

Dream Homes Revitalization Program (DHRP)

Although this program was initiated for the Dream Homes neighborhood and named accordingly, the DHRP offers grants of up to \$45 or \$60,000 for major home repair and renovation of owner-occupied homes throughout the City. This program is available to low and moderate income homeowners Citywide. If the home is sold or vacated prior to expiration of the 45 year affordability covenant, the assistance is repaid plus a share of the increased equity.

Sewer Hook-Up Assistance Redevelopment Program (SHARP)

This program is available to pay up to \$3,000 of the hook-up fees for low or moderate income households whose septic system fails. The City’s current maximum is \$4,210 in the Cove neighborhood. The program can also pay up to 100% of the cost of labor and materials for abandoning the septic and connecting to sewer. Repayment at the time of a future sale is without interest.

Assessment District Financial Assistance Program (ADFAP)

Low-income homeowners can be reimbursed up to 100% of the sewer and street improvement assessment portion of their annual tax bill, to be repaid without interest when the home is sold or transferred.

County Programs

As a participating city, Cathedral City's RDA Office of Housing Assistance cooperates with numerous County programs to provide rental assistance and to encourage the construction of new affordable housing. The programs discussed below are available to qualified Cathedral City residents.

Section 8 Housing Assistance

Housing assistance is offered to low-income families who wish to live in privately owned multi-family developments that have been rehabilitated or upgraded. Once eligibility is confirmed, the family is given a choice of available sites from which to choose. They are expected to pay between 30% and 40% of their income.

The Riverside County Housing Authority provides HUD Section 8 rental assistance to lower income renters within the City. In 2008, the Authority subsidized 368 units in the City, although the total number of vouchers and certificates fluctuates regularly.

EDA Senior Home Repair Program

Lower income homeowners or mobile homeowners of 62 years of age or older can qualify for grants of up to \$6,000 to improve or repair their property. Funds can be used for minor repairs and/or one time major repairs. To be eligible for this program, recipients must own their own home and meet the requirement of the low-income category.

Fair Housing Programs

The City has an agreement with the County of Riverside to provide anti-discrimination, landlord-tenant mediation, fair housing training and technical assistance, enforcement of housing rights, administrative hearings, home buyer workshops, lead-based paint programs, and other housing related services for Cathedral City residents. Services are designed to implement fair housing policies and procedures and to provide information concerning fair housing rights and minority rights under existing fair housing laws, which include providing housing opportunities for all persons regardless of race, color, national origin, religion, sex, familial status, disability, ancestry, marital status, or any other arbitrary factors.

Home Rehabilitation Program

The County program allows loans of up to \$20,000 for home improvements for qualifying lower income home owners.

First Time Homebuyer Program

This program offers qualified first time home buyers financial assistance for a downpayment and closing costs on a newly purchased home. Assistance is provided to lower income persons. The amount of assistance offered depends on the buyer’s qualifications and the price of the home. Generally, assistance for a downpayment is less than 20% of the cost of the home, and assistance for closing costs is up to 6% of the purchase price, or \$10,000. Currently (March 2008), the County does not have funds to support this program, but additional fund have been made available from federal NSP funded programs and from Mortgage Credit Certificates in 2009.

RIVERSIDE COUNTY INCOME LIMITS

The 2007 median income calculated for Riverside County for a family of four is \$59,200. This is used to calculate moderate (120% of median) low (80% of median), very low (50% of median), and extremely low (30% of median) incomes for use in State and federally subsidized housing programs. The 2007 income limits were used for consistency since the majority of available data provided in this document was for 2007 or earlier. The median household income is updated annually by the State, and current data is used by the City and private parties in calculating income requirements for prospective owners or tenants.

**Table III-25
 Income Limits for Riverside County 2007**

# of Persons	Moderate	Low	Very Low	Extremely Low
1	\$49,700	\$33,150	\$20,700	\$12,450
2	\$56,800	\$37,900	\$23,700	\$14,200
3	\$63,900	\$42,600	\$26,650	\$16,000
4	\$71,000	\$47,350	\$29,600	\$17,750
5	\$76,700	\$51,150	\$31,950	\$19,150
6	\$82,400	\$54,950	\$34,350	\$20,600
7	\$88,000	\$58,700	\$36,700	\$22,000
8	\$93,700	\$62,500	\$39,050	\$23,450

Source: HUD and HCD 2007

FUTURE HOUSING NEEDS- RHNA

Each incorporated city is required to analyze existing and projected housing needs and develop an implementation program to describe how the City will attain its housing goals. In addition, the projected housing need must include a locality’s fair share of regional housing needs. The regional housing determination must be made by the appropriate council of governments, but may be revised by the local government if the revision can be supported by available data and accepted planning methodologies. In 2007, the Southern California Association of Governments approved the Regional Housing Needs Assessment (RHNA) for the 2006 through 2014 planning period. The City of Cathedral City’s allocation under RHNA is depicted below.

**Table III-26
Cathedral City Regional Housing Need
Allocation 2006-2014**

Income Category	Number of Units
Above Moderate	1,397
Moderate	608
Low	542
Very Low	391
Extremely Low	391
Total	3,329

Source: SCAG 2007

The Very Low income category as assigned requires 782 units, 50% of these will be allocated to the Extremely Low income category and 50% are retained for the Very Low income category.

Quantified Objectives

As mentioned above, a number of housing units in the City are of older construction, and require either rehabilitation or conservation in order to be maintained as viable dwelling units. As such, the City has implemented programs to provide funding and assistance in the rehabilitation of housing units. Areas of particular concern continue to include the areas on the edge of the Downtown, the Whitewater neighborhood, the neighborhood north of Dinah Shore Drive, and west of Date Palm Drive and the Dream Homes neighborhood.

**Table III-27
Quantified Objectives (2006 -2014)**

Income Category	Extremely Low	Very Low	Low	Moderate	High	Total
New Construction	271	782	271	608	1,397	3,329
Rehabilitation	60	60	120	120		360
Conservation	15	15	50			80

The City's rehabilitation and conservation objectives will be funded through the implementation of Redevelopment Agency funding programs, as discussed below.

Redevelopment Agency Funding

The Redevelopment Agency has estimated that housing set-aside funds will total approximately \$5 million annually for the foreseeable future. The Agency has allocated \$10.5 million through fiscal year 2009 for two new construction projects, which are expected to generate approximately 160 units. In addition, the Agency has allocated \$500,000 annually to acquire affordability covenants or rehabilitated owner occupied homes with the DHRP through fiscal year 2009. The City Council also allocated \$800,000 for the Neighborhood Revitalization Program separate from the Implementation Plan for the period from 2007 through 2009. Finally, the RDA Implementation Plan provides that Housing Funds can be allocated to the purchase of affordable convents on existing properties or affordable units at risk of expiration.

Affordable Units at Risk

Tables III-20 and III-21 identify affordable housing units within the City. The tables indicate that 280 rental units in the Mountain View Apartment complex could be released from their restricted status before 2015. In 1994 financing for this project was changed from the FmHA loan (515) to a USDA Rural Development Loan which allows for affordability controls through 2034. However, after 2014 the loan could be pre-paid, which could remove the affordability control. Should the project elect to pre-pay its loan, a number of organizations, including the Coachella Valley Housing Coalition, the City's Redevelopment Agency, the Riverside County Housing Authority, or several private sector developers who currently operate affordable housing projects in the City, would be contacted and encouraged to participate in the project's preservation as affordable housing. Based on the City's most recently obtained pro-formas for affordable housing projects, construction costs for replacement of these units would be between \$240,000 and \$325,000 per unit. Purchasing existing affordable units in the area currently is approximately \$100,000 to \$130,000 per unit. Therefore, the preservation of these units is important to the City's affordable housing inventory.

**Table III-28
Restricted Affordable Rental Housing**

Rental Housing Project	Units	Affordable to:	Earliest Release	Primary Subsidy Type
Mountain View Apts 68-680 Dinah Shore Dr.	280 1-bedroom	Very low income seniors	2014	USDA Rural Development Loan
Corregidor Apartments 34-355 Corregidor Dr.	14 2 bedroom	Very low income families	None	Owned by County Housing Authority
Terracina Apartments 69-175 Converse Road	80 2,4-bedrooms	Low income families	2052	Tax Credits & HOME
Cathedral Palms 31750 Landau Blvd	231 Studio & 1-bedrooms	Very low income seniors	2052	AHP, HOME, & RDA set-aside
Ocotillo Place 69155 Dinah Shore Dr.	135 1,2-bedrooms	Low, moderate income	2027	RDA restricted & Tax Credits
Casa Victoria Apts. 34475 Corregidor Dr.	49 1-bedroom + manager	Very low income seniors	2052	HUD 202 & RDA restrictions
Casas San Miguel de Allende 37155 Palo Verde, 68375 Tahquitz Drive, and 37095 Melrose	36 Studios & 2 1-bedrooms	Special needs and disabled	2053	HOPWA, HOME, Tax Credits, Supportive Housing Program, CDBG & RDA set-aside
Heritage Park 69-100 McCallum Way	144 1-bedroom 8 2-bedroom	Low income seniors	2059	Tax Credits, HOME, & RDA set-aside
Creekside Apartments 68-200 33 rd Avenue	41 2-bedroom 104 3-bedroom 40 4-bedroom	Lower income families	2059	Tax Credits, HOME, AHP, & RDA set-aside
Park David Apts. 27-700 Landau Blvd	120 1-bedroom 120 2-bedrooms	Lower income seniors	2055	Tax Credits & RDA set-aside
Canyon Vista Apts. 68605 Corral Road	81 units	Moderate and lower income	2056	Tax Credits & RDA set-aside
Cathedral Towne Villas 36-700 Pickfair St.	61 1, 2-bedrooms	Moderate Income families	2061	RDA set-aside
Tierra del Sol 37101 W Buddy Rogers Ave.	75 1-bedroom	Lower income families and seniors	2063	HUD 202, HOME & RDA set-aside

Source: Cathedral City Office of Housing Assistance, 2008

**Table III-29
Restricted Affordable Owner-Occupied Units**

Owner-Occupied Housing	Units	Affordable to	Earliest Release	Type of Subsidy
30 to 45 year Covenant with resale restrictions	450	Very low to moderate income	2025 or at pay-off	RDA – CHIP loans/grants
30 year Habitat for Humanity Housing	7	Very low income	2025	RDA Habitat grants
30 year Covenant with resale restrictions CVHC conversion	32	Very low to low income	2025	Home Grant & RDA silent second
30 year Covenant on self-help homes	13	Very low income	2025	RDA/Silent Second
30 year Covenant on 1st Time Homebuyer grant	29	Very low and low income	2027	RDA Grant
Source: Cathedral City Office of Housing Assistance, 2008				

POTENTIAL CONSTRAINTS TO THE DEVELOPMENT OF HOUSING

Governmental Constraints

This section of the Housing Element examines the potential governmental constraints imposed by the City in the form of zoning, fees, and other restrictions, and determines whether these are constraints to the provision of housing.

Development Standards

The City’s Zoning Ordinance regulates a wide range of development standards, including building height, lot size, and setbacks. The requirements of the City’s Zoning Ordinance are listed in the Table below.

**Table III-30
Residential Standards**

Standard	R-1	R-2	RM	R-3	RH	RR	DRN**	MXC**
Units/Acre	4.5	10	15	20	24	10	20-36	20-36
Lot Area (s.f.)	7,200 s.f.	8,000 s.f.	20,000 s.f.	30,000 s.f.	40,000 s.f.	5 ac.	N/A	N/A
Building Lot Coverage	40%	50%	60%	60%	65%	20%	N/A	N/A
Setbacks:								
Front	20	15	15	15	15	10	15	0
Side	5	5/10	10	15	15	N/A	0	0
Rear	15	15	10	15	15	N/A	N/A	N/A
Private Outdoor Living Space	N/A	80 s.f.	400 s.f./unit	300 s.f./unit	300 s.f./unit	Varies	50 s.f./unit	50 s.f./unit
Building Height	26 ft.	26 ft.	26 ft.	35 ft.	35 ft.	26 ft.	35	20-55
Parking*	2	2	1.5	1.5	1.5	1.5	1-2	1-2

Source: Cathedral City Zoning Ordinance, 2008

*Parking represents total parking requirement. The City has no requirement for additional guest parking.

**Density in the DRN and MXC zones is based on parcel size. For lots of 10,000 to 20,999 square feet, a density of 20 units is permitted; for lots of 21,000 to 41,999 square feet, a density of 27 units is allowed; and for lots of more than 42,000 square feet, a density of 36 units is allowed.

The standards described above are consistent with, or more liberal than many other Coachella Valley cities, and do not pose a constraint to the development of housing.

Fees and Processing Times

The City's Planning and Building Division fee schedules have been established as enterprise funds, to recapture the City's cost of processing the applications. The time spent on each application is tracked, and deposits returned to the developer if the time is not spent on the application. As such, fees imposed by the City are reasonable and do not represent a significant impact on the cost of construction. Fees for plan check and building permits are based upon the valuation of the structure, as is consistent in most communities in California. Development impact fees are listed in Table III-24, and represent a total cost of about \$4.50 per square foot excluding school and utility fees.

**Table III-31
Estimated Development Fees 2008**

Fee Purpose	Fee Description or Amount
Building Permit Fee	Based on total value of project, determined per the Administrative Code
Plan Check Fee	65% of the Building Permit Fee
Seismic Motion Implementation Program (S.M.I.P.)	State Tax
Grading Permit	Based on total yardage being moved
Microfilm	Fee
Permit Issuance	Set fee, covers cost of permits
CV Multi-Species HCP Fee	\$1,284 – 0-8 du/acre \$533 – 8.1-14 du/acre \$235 – 14.1+ du/acre
Park fees	Varies with location
City Facilities Impact Fee	\$1,850 for residential and varies for commercial/industrial
School Fee	Residential \$3.20 per s.f. of living area
CFD Police and Fire	\$600 per unit
Transit Development Fee (transit stop improvements)	\$5.00 per l.f. on arterial streets
Master Undergrounding Plan	\$0.15 per s.f. of roofed area
Police, Fire, Facilities and Signalization Fund	\$150 per 1,000 s.f. of building area
Transportation Uniform Mitigation Fee	\$1837.44 per residence
Quimby Fee	Land dedication or in lieu fee

Source: Cathedral City Building Department 2008.

A typical multi-family unit will be charged about \$3,000 in City-specific impact fees, not including TUMF, Multi-Species or similar regionally applicable fees. The City's impact fees are considerably less than surrounding jurisdictions', and do not represent a constraint to development.

The City requires design review for all multi-family projects, which can be processed concurrently with any other permit which might be required. In the Mixed Use Commercial Zone, multiple family residential projects require a conditional use permit, which is processed concurrent with the design review process. Design Review is a simple analysis which assures that the project's design meets the requirements of the zone in which it occurs. If public notice is required, advertising and mailings are made 10 days prior to a public hearing. The findings needed for approval of either a design review or a conditional use permit pertain to the project's consistency with the General Plan and Zoning Ordinance; public health and safety; and the site's physical ability to accommodate the project. The average processing time for a typical application is 3 to 4 months, which is generally less than many Valley cities, and does not represent a constraint. Individual single family homes do not require design review approval, and are checked by the Planning Division as part of the usual building plan checking process.

The site plan is circulated to the Fire Department, Police Department, Engineering Department and others for comment on the technical requirements of the proposal. The Police Department reviews all multi-family projects in accordance with Crime-Free Housing principles. The provision of adequate security assures a livable community by employing neighborhood watch, clear sight distances and similar techniques to assure a safe environment. The requirements do not represent a constraint on the construction of affordable housing, as they do not have a financial impact on projects.

Code Enforcement

The City's Code Enforcement efforts are operated through its Fire Department. A land owner is generally warned three times of a violation, prior to the initiation of a citation and associated court action.

The Department makes every effort to give as much time as possible to a violator to correct the problem. Depending on the severity of the offense, a warning will be accompanied with a deadline of 10 to 30 days for rectification.

The City's Code Enforcement Division also actively participates in assisting low income households in improving their properties through the CHIP and DHRP programs and the Redevelopment Agency.

Non-Governmental Constraints

This section addresses the potential constraints not generated by governmental entities, including land costs, construction costs, financing costs, speculation, availability of infrastructure, and physical constraints.

Construction Costs

Construction costs have increased in recent years, due to the growth pressures experienced throughout California. In the period from 2006 through 2008, these costs have receded, as building activity has slowed, and competitive bidding has forced a retrenching of cost estimates. The City has traditionally been somewhat lower in the cost of new home construction when compared to other Valley cities. In recent years, homes have cost between \$150 and \$250 per square foot to construct, depending on amenities and finishes.

Building costs do not appear to be unduly increased through local building codes. However, state regulations with respect to energy conservation, though perhaps cost effective in the long run, may add to initial construction costs.

Building codes regulate new construction and substantial rehabilitation. They are designed to ensure that adequate standards are met to protect against fire, collapse, unsanitary conditions, and safety hazards. The City has adopted the Uniform Building Code, which is typical of all local jurisdictions in California.

Land Costs

Land costs include the costs of raw land, site improvements, and all costs associated with obtaining government approvals. Fully-developed, ready-to-build single family lots are currently

available at prices ranging from \$50,000 to \$70,000, depending on the size and location. The median cost of a newly-constructed home in Cathedral City in 2007 was \$420,000.⁴ The median price for existing homes for resale, are generally between \$250,000 and \$400,000.

It should be noted that foreclosures (2008) and bank repossessions of houses from defaulted loans have made available lower priced houses. Foreclosures are further discussed below.

Financing Costs

Financing costs impact both the purchase price of the unit and the home buyer's ability to purchase. Interest rates fluctuate in response to national factors. In October 2007, interest rates were relatively low (6.43% to 6.71%), but they can change significantly and have a substantial impact on the affordability of housing. Financing for both construction and long term mortgages is generally available subject to normal underwriting standards. In 2008 the economic conditions have resulted in lending restrictions, making it difficult for some people to obtain the necessary credit in order to qualify for loans. Financing costs in Cathedral City are equivalent to those in other communities throughout California.

Foreclosures

There are a number of mortgage deficient areas in the City. It is estimated that 1,100 homes are in the foreclosure process in Cathedral City currently (2008). The 2007 mortgage crisis has caused significant foreclosures throughout the Valley. This condition has the potential to affect neighborhoods, as foreclosed properties are not generally maintained, and can affect surrounding property values. Conversely, they can present an opportunity for stable households, insofar as foreclosures are often priced below market rates, and can represent an affordable alternative for a moderate income household.

Infrastructure

The City's development patterns have resulted in the construction of major arterials and infrastructure throughout the City. As previously mentioned, the exception is the newly annexed North City area that will require extension and expansion of infrastructure to facilitate development.

The City requires, as do all communities in California, that a developer be responsible for all on-site improvements, and meet the standards established in the City's Zoning Ordinance. Off-site improvements, should they be required, are also the responsibility of the developer. If a public street is required, the developer will be responsible for a half width improvement, including curb, gutter and sidewalk, as is typical in most communities. Since most of the city's major streets have been improved to their ultimate right-of-way, development of residential projects will generally only require the improvement of local or collector streets.

Pursuant to SB 1087, the Desert Water Agency and the Coachella Valley Water District shall be provided the adopted Housing Element, and will be required to establish specific procedures to grant priority service to affordable projects. As most water and sewer services are installed in most neighborhoods in the City, including newly installed sanitary sewer systems in the Cove, 35th Avenue, and Dream Homes neighborhoods, the City's water and sewer providers will not be

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"Inland Empire City Profile, Riverside County 2007 Pmt," Quarterly Economic Report, prepared by John E. Husing, October 2007.

constrained in providing services in most areas of the City. Portions of the developed Whitewater neighborhood are the only area of the developed City not currently served by the sewer system, but do operate on septic tanks. Both Desert Water Agency and the Coachella Valley Water District have approved Urban Water Management Plans, which were developed based on the City's General Plan build out, which state that both water providers have sufficient supplies available to meet the City's build out demands.

Physical Constraints

Most of the area south of I-10 poses few physical constraints to development. The land is flat, urbanized, and the soils are suitable for urban uses. Areas north of the freeway are subject to physical constraints such as steep slopes, lack of infrastructure and flooding. High wind conditions in the northern portion of the City make it difficult to maintain wood fences and the cost of block walls increases the cost of housing. Environmental constraints and physical constraints to development are further addressed in the Environmental Resources and the Environmental Hazards Element of the General Plan.

Energy Conservation

Title 24 of the California Building Code requires energy efficiency in all new construction of housing through design features, insulation, and active solar devices. The City applies the requirements of Title 24 to new housing developments, as is typical of most communities in California. The City also encourages the implementation of energy conservation measures through design, including shade structures for eastern and western exposures, and the provision for shade trees and reduction in asphalt areas to protect against solar heating during summer months.

The City has taken proactive measures to reduce energy consumption and is currently training a staff member to become LEED certified. The City is also working on green building programs for affordable housing projects, although no established protocols have yet been developed. The Redevelopment Agency requires that all affordable housing proposals requesting assistance include green construction techniques and materials in their development plans.

The City will continue to balance the cost associated with green building with the long term savings to the residents, to assure that green construction is employed wherever possible. Pressures in the marketplace from renters and buyers will also control the market for this type of residential product in the future.

Water Conservation

Cathedral City is served by two water agencies: the Coachella Valley Water District (CVWD) and Desert Water Agency (DWA). Both offer incentives for the conservation of water. Landscaping in the desert environment, especially turf, can demand a large quantity of water. In order to regulate unnecessary water consumption, the City and the water agencies have established water-efficient guidelines, incentives, and landscaping ordinances. Reducing water use on landscaping can be accomplished through the use of xeriscape landscaping, which utilizes drought resistant plant species, and features that require no water. Reduced water consumption can also be accomplished through the use of water efficient appliances, faucets, and irrigation systems. Although certain water-efficient appliances and technologies may result in slightly higher initial costs, they are not expected to represent a significant constraint to affordable housing. In fact, many water-efficient appliances and watering techniques may actually reduce monthly bills since less water is used.

SPECIAL HOUSING NEEDS

This Section addresses those households or segments of the population that may have identifiable special housing needs because of occupation, income, health, or physical challenges.

Farm Workers

According to ESRI 2006 data, less than 0.2% of workers in the City of Cathedral City are employed in the category of agriculture, forestry and fisheries. This is consistent with the 2000 Census figure of 57 Cathedral City residents or 0.3 percent of the population whose occupation is categorized as Farming, Fishing, and Forestry.

Although the farm worker population in Cathedral City is minimal, landscape personnel, gardeners, golf course maintenance, and tourist industry service workers represent a segment of the population that may require special housing needs.

Farm worker households generally fall into low and very low income categories. However, as with all special needs, the City provides the opportunity for farm worker households to obtain rental subsidies, and also provides incentives for developers to maintain affordable units which are available to all segments of the community.

Homeless Persons

The number of homeless persons is difficult to quantify since they are mobile and transient, often crossing from one city or county into another. The mild winter climate in the Coachella Valley may attract the homeless in those months. Hot summer temperatures encourage the homeless to seek daytime shelter in air conditioned places such as libraries, malls, and other buildings open to the public.

Primary reasons for homelessness in the Coachella Valley include sudden job loss, illness and lack of medical insurance, family break-ups such as divorce, and seasonal job layoffs or reduction in hours.

According to the 2007 County of Riverside Homeless Count, approximately 99 homeless persons may be present in the City of Cathedral City.

There are a number of programs and opportunities directed at providing housing and services for homeless persons. These assistance programs offer a range of social services from counseling, assistance with utilities, emergency food, rent and mortgage assistance for the first month, and the distribution of bus passes. Catholic Charities, a non-profit organization, is the primary provider of services to the homeless in the Coachella Valley. Jewish Family Services provides assistance to homeless families by helping them find housing and employment opportunities. The Coachella Valley Services and Overnight Shelter (SOS) provides food and housing to 16 homeless persons per night.

Catholic Charities work with homeless shelters and affordable residential units in the Coachella Valley to place low-income homeless or transient persons in permanent affordable housing units. Catholic Charities and the Housing Authority of the County of Riverside operate Nightingale Manor, a 14-unit emergency shelter for homeless families. The shelter is located in Palm Springs, but serves families from the entire Coachella Valley region. In addition, Shelter from the Storm, a women's shelter, provides temporary housing throughout the Valley for abused women and their children including a facility in Cathedral City.

Episcopal Community Services (ECS) offers programs and housing for homeless persons in the Coachella Valley. In 1999 the RDA transferred a two 3-bedroom units to ECS for use through the Navajo Trails programs. Navajo Trails serves 31 homeless adults diagnosed with HIV/AIDS. The program offers long-term transitional housing for up to 2 years, and provides residents with access to supportive services including counseling. In 2008, the program will change to provide longer term housing and services through the Desert Vista

Program.

Other groups of homeless individuals, which may not be served by the above mentioned facilities include the mentally ill, those with chemical dependencies, and those who voluntarily choose a transient lifestyle. These individuals may be served by the Coachella Valley Rescue Mission in Indio, or by the Emergency Cold Weather Shelter, located at the National Guard Armory in Indio. However, these facilities provide only emergency shelter and do not deal with the causes of homelessness.

The Desert AIDS Project (DAP) and 38 units within the City's Casa San Miguel serve disabled persons and persons who are at risk of homelessness.

SB 2 Requirements and CVAG Solution to Homelessness

Senate Bill 2, Chapter 633 acknowledges homelessness as a statewide problem with damaging social and economic consequences. The Bill requires jurisdictions to plan for services to address the special needs and circumstances of homeless persons. Homelessness affects people of both genders and all races and ages, with some of the main causes being mental illness, substance abuse, prison release, and lack of affordable housing.

In accordance with SB 2, and as a result of Riverside County's 10 Year Plan to End Homelessness, the Coachella Valley Association of Governments (CVAG) has proposed the development of a Multi Service Center. The Homelessness Committee of CVAG and the city of Cathedral City are working in partnership to address homelessness in Cathedral City.

Under the broader recommendations developed as part of the County of Riverside's 10 Year Plan to End Homelessness, the Homelessness Committee has prepared a Strategic Plan to End Homelessness. The Plan was initiated in July 2007 and is scheduled to conclude in July 2010.

The Plan focuses on the development of a Multi Service Centre (MSC) at McClain Road in north Palm Springs. The facility is intended to meet the needs of homeless people in the western portion of the Coachella Valley. The objective of the MSC is to provide comprehensive support services to promote progress towards permanent housing and self-sufficiency. The MSC will be designed to provide one-stop access to resources for individuals and families experiencing homelessness or at-risk of becoming homeless. In addition to providing 125 beds, a wide array of supportive services will also be available, including basic amenities such as showering/personal care and laundry, transportation, childcare, medical care, mental health services, integrated case management, and social services. The shelter is not structured to assign beds to each participating jurisdiction.

The City's Zoning Ordinance allows transitional and supportive housing, including homeless shelters, in the R-3 and RH zones, subject to a conditional use permit. In compliance with SB2, a program has been included in this Element requiring that the City allow transitional and supportive housing and homeless shelters in the Light Industrial zone, as a permitted use requiring only design review. Site plan review is a technical review of site plan and building conformance with the Zoning Ordinance, and does not involve a discretionary permit. This program also requires that the City add a definition of Single Room Occupancy facilities to its Zoning Ordinance, and allow them, with approval of a conditional use permit, as are multi-

family units, in the Mixed Use Commercial zone. There are 513 acres of Industrial vacant land in the City, which could accommodate shelters or transitional and supportive housing.

Elderly Persons

The 2000 Census showed 12.2% of Cathedral City's population as being 65 or older, representing a total of 5,203 persons. According to Cathedral City and data collected by ESRI, 12.1%, or approximately 6,394 persons were 65 or older in 2006. These figures are slightly greater than the County's 2006 data which shows that 11.2% of the population is 65 years of age or greater. The slightly higher proportion of elderly residents in Cathedral City is likely to continue, with the Coachella Valley's reputation as a retirement area and the City's relatively lower housing costs.

Affordability can be an issue of special concern to the elderly, who are often on fixed retirement incomes. In addition, the elderly may require assistance with housekeeping, maintenance, and repairs. Special design features that may be needed include elimination of barriers such as steps and the provision of appropriate recreational, social, and transportation services and amenities.

As the elderly become less independent and require more care, a continuum of housing options becomes important, ranging from independent unassisted living, to congregate or board care facilities which provide meals, maid service, and social opportunities, to nursing care facilities which provide complete medical care.

The 2000 Census indicates that 4,013 households in Cathedral City receive Social Security. The mean income for these households was \$11,869, well below the very low income category. Census data also show 2,085 households received retirement income. The mean income of these households was \$18,224.

As discussed above, the City has a number of projects and programs available for the senior population. A total of 1,028 units of rental housing are currently restricted to low and very low income senior households. All but one of the City's mobile home parks are restricted to ages 55 or older. Also available to seniors and disabled persons are free smoke alarms and fire inspections provided courtesy of the Fire Department and the Office of Housing Assistance.

Disabled Persons

According to the 2000 Census, approximately 9,339 people or 23.8% of Cathedral City's population have some sort of disability. Census 2000 defines persons as disabled when certain physical (sensory), mental, or emotional conditions last more than 6 months making it difficult to carry out certain activities.

The City has affordable housing units that are specifically designed for disabled persons. These are located at the Casa San Miguel complex, Tierra Del Sol, and Mountain View Apartments, which accept both senior and disabled residents. Casa San Miguel offers 27 units of HOPWA, and Tierra Del Sol includes 7 units that are designed for sight, hearing, or mobility impaired persons. In addition, all 75 units at the Tierra Del Sol complex are designed to be adaptable for all types of physical disabilities. The Desert AIDs Project and Working Wonders also provide counseling and assistance to persons with AIDs.

The City adheres to State guidelines regarding handicapped access, and promotes the use of principals of architectural design which aid the disabled. The Americans with Disabilities Act requires all new multi-family construction to include a percentage of units be accessible to disabled persons. The City of Cathedral City monitors and requires compliance with these standards as part of the building permit review, issuance, and inspection process.

The City imposes no special requirements or prohibitions on the development of housing for disabled persons, beyond the requirements of the Americans with Disabilities Act. There is no concentration restriction for residential care homes. State and federal law does not permit the City to regulate group homes of 6 or fewer residents. Group homes of 7 or more residents are permitted, with approval of a conditional use permit in the R-2, R-3, RM and R-H zones.

Single Parent Families and Female Headed Households

Single parent families and female headed households generally have lower incomes, high rates of poverty, and overcrowded living conditions. Typically this special needs group has low home ownership rates and spends a large portion of its income on housing. The head of household is generally younger than the median age for head of household, except for seniors on Social Security.

The 2000 Census indicated there were 1,641 families with children under 18 years of age in Cathedral City that are female headed households. Of these, 333 or 20.3% are below the poverty level.

Primary housing needs for these single-parent households include affordability and units of appropriate size for the age and gender mix of children. Proximity to schools and other services and amenities is also important for this special needs group.

Large Families

The 2000 Census indicated there were 1,694 owner occupied and 1,145 renter occupied households in Cathedral City with five or more members, accounting for a total of 2,839 households, or nearly 42% of all households. Some of these households result from the consolidation of multiple families, which have shared housing to reduce housing costs. If consolidated families could obtain affordable housing, fewer large family units would be needed.

Large families have a special need for three, four, or more bedroom units. Units of this size, affordable to low and moderate income households, are limited. Based on the 2000 Census figure that nearly 42% of Cathedral City households are large families, additional affordable residences that offer 3 or more bedrooms should be proposed and constructed during the 2006-2014 planning period.

The workshops held in preparation for this Housing Element update indicate that the need for larger units has been reduced in the Coachella Valley as a whole in recent years. Organizations such as the Coachella Valley Housing Coalition, which actively constructs affordable housing projects throughout the Valley, have found that units of 4 bedrooms are less in demand than they have been in the past. They attribute this change, in part, to the “americanization” of Latino and Asian households, which had in the past tended toward multi-generational housing opportunities.

As these families' cultural basis changes, the need for a larger unit in which two or three generations resides appears to be diminishing.

Public Participation

As part of the preparation of this Housing Element, the City conducted City Council study sessions, public workshops, and Planning Commission and City Council hearings to review the goals, policies and programs included in this element.

The public participation program included two community workshops prior to the initiation of the update, to receive input into the issues affecting housing in the City. The workshops were fully advertised, and special flyers were distributed to stakeholders in the City and the Valley as a whole. Over forty interested persons and organizations were contacted as part of the outreach program. Input from the workshops was used to develop policies and programs, and direct the City in its planning for housing in the 2006 through 2014 planning period.

GOALS POLICIES AND PROGRAMS

GOAL 1

A broad range of housing types located in all the City's neighborhoods, which meets the needs of all existing and future households.

Policy 1.A

Ensure that sufficient residentially designated lands and appropriate zoning exist to meet the City's future housing needs.

Program 1.A.1

Maintain the list of affordable housing sites as shown in Table III-15, Inventory of Available Vacant Lands, and update the list to include lands in the North City Specific Plan area as infrastructure is extended to this area.

Responsible Agency: Community Development Department, Redevelopment Agency Housing Division

Schedule: Annually through 2014

Program 1.A.2

Maintain land use and zoning designations in the General Plan and zoning maps that allow for diversity of housing types and densities.

Responsible Agency: Community Development Department

Schedule: On-going

Program 1.A.3

Maintain a Planned Unit Development (PUD) permit ordinance which allows flexibility in development standards to encourage housing construction while preserving natural resources.

Responsible Agency: Community Development Department

Schedule: On-going

Program 1.A.4

Negotiate the inclusion of affordable housing in Specific Plans, PUDs, and Tentative Tract Maps with each developer as application is made. The negotiation may include the provision of financial incentives, accelerated review process, or development standard concessions in exchange for deed restricted affordable units within each project.

Responsible Agency: Community Development Department

Schedule: On-going

Program 1.A.5

Maintain a Redevelopment Agency program to facilitate consolidation of sites of less than one acre in size for affordable housing projects. The City will provide technical assistance to property owners and developers in support of lot consolidation, including identifying opportunities for potential consolidation and providing available funding through the Agency and incentives to encourage consolidation of parcels, as appropriate.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: On-going

Program 1.A.6

Promote development of mixed use projects in the Downtown area which combine high density residential with local commercial services. The Redevelopment Agency shall post Table III-15 on the City web site as part of a page dedicated to development opportunities in the Downtown area.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: 2009-2010; On-going

Program 1.A.7

The City shall rezone to R-3 either Assessor's Parcel 677-050-017, which consists of 14.69 acres and could generate 294 units; or Assessor's Parcel 677-050-018, which consists of 18.12 acres, and could generate 362 units. Pursuant to Government Code Section 65583.2(h), rezoned sites will allow rental and owner multifamily uses by right and require a minimum density of 20 units per acre.

Responsible Agency: Community Development Department

Schedule: 2010-2011

Policy 1.B

Provide a sufficient variety of housing types to meet the housing needs of all residents, regardless of race, religion, sex, marital status, ancestry, sexual orientation, nationality, or color.

Program 1.B.1

Encourage infill development and the remodeling or addition to existing homes wherever possible, to provide additional or improved housing with lower costs for extending infrastructure, through the use of incentives such as Community Home Improvement Program grants.

Responsible Department: Redevelopment Agency

Schedule: On-going

Program 1.B.2

Encourage in-fill development in areas that are already serviced with adequate infrastructure, including streets and water and sewer lines, to support build-out of the neighborhood. The City shall consider fee waivers, reductions in development standards, or financial assistance.

Responsible Department: Community Development Department

Schedule: On-going

Program 1.B.3

Work with private organizations -- including the Coachella Valley Housing Coalition, Shelter From the Storm, the Senior Center, Desert AIDS Project, Foundation for the Retarded or Braille Institute -- in assisting whenever possible in the housing of handicapped residents or those with special housing needs in the City. The City shall consider fee waivers, reductions in development standards, or financial assistance.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: On-going

Program 1.B.4

Continue to enforce the provisions of the Federal Fair Housing Act. All complaints regarding discrimination in housing will be referred to the Riverside County Office of Fair Housing. Information on the Fair Housing Act, as well as methods of responding to complaints shall be made available at City Hall and at the Library.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: On-going

Program 1.B.5

Continue to work with the Coachella Valley Association of Governments toward a regional solution for homelessness, through support of the Multi Service Center in North Palm Springs, and other efforts as they are developed.

Responsible Agency: City Manager's office

Schedule: On-going

Program 1.B.6

Work with the Coachella Valley Association of Governments to determine the need for affordable "Workforce Housing" and to promote development of such.

Responsible Agency: City Manager's office, CVAG Workforce Housing Planning Committee, and Redevelopment Agency Housing Division

Schedule: 2008-2014

Program 1.B.7

The City shall amend the Zoning Ordinance as follows:

- a. Allow transitional and supportive housing and emergency shelters by right in the Light Industrial zone, subject to design review; or shall buy beds at a regional shelter sufficient to accommodate the City's homeless population. Transitional and supportive housing shall be allowed in residential zones consistent with similar uses allowed in the zone.
- b. Define Single Room Occupancy facilities.
- c. Allow Single Room Occupancy facilities in the Mixed Use Commercial zone, subject to approval of a conditional use permit.
- d. A reasonable accommodation procedure, consistent with the requirements of State law, shall be established to provide exception in zoning and land use for persons with disabilities.

Responsible Agency: Community Development Department

Schedule: 2009-2010

Policy 1.C

The City shall ensure that new and rehabilitated housing is efficient in its use of energy and natural resources.

Program 1.C.1

New development and rehabilitation efforts will be required to utilize energy efficiency through architectural and landscape design and the use of renewable resources and conservation of resources. Set aside funds shall be considered for projects which provide high levels of energy conservation for affordable housing.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: On-going

Program 1.C.2

A list of known incentives for energy and water conservation measures shall be maintained by the Community Development Department and made available for developers and property owners at the City's reception desk.

Responsible Agency: Community Development Department

Schedule: On-going

Program 1.C.3

Expand the City's support for green building and LEED certified projects to encourage private development participation in these programs as part of future housing projects for all income levels through the pre-application and application review process.

Responsible Agency: Community Development Department

Schedule: 2009-2010, On-going

Policy 1.D

Encourage the development of appropriate unit sizes in affordable multi-family rental projects and second units on single family lots.

Program 1.D.2

Work closely with housing advocates and stakeholders to identify needs in the community based on household size, and develop and support projects which meet those needs. This should include the full range of potential units, from single room occupancy units to 4 and 5 bedroom units, depending on the need foreseen in the City during the planning period, through direct RDA participation or through bond financing for affordable housing through the County Housing Authority or other appropriate means.

Responsible Department: Community Development Department; Redevelopment Agency

Schedule: On-going

Policy 1.E

Facilitate the development and preservation of senior housing through incentives and assistance programs.

Program 1.E.1

Encourage the development of housing for disabled seniors to facilitate their ability to age in place. The City will include handicapped retrofitting in its rehabilitation program.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: On-going

Policy 1.F

High density, affordable and senior projects shall be located with convenient access to shopping, public transit, and school and park facilities.

Program 1.F.1

Require developers of affordable and senior housing projects to confer with SunLine Transit regarding the provision of service to the project.

Responsible Agency: Community Development Department

Schedule: On-going

Policy 1.G

Ensure that affordable and senior housing projects are located in areas with adequate public improvements, including streets and sidewalks.

Policy 1.H

Ensure that affordable housing projects are available for hotel and service industry employees.

Program 1.H.1

Continue to work with CVAG and the Agua Caliente Band of Cahuilla Indians toward development of workforce housing, including Tribal parcels in the City which may be appropriate for affordable housing.

Responsible Agency: Community Development Department, Redevelopment Agency

Schedule: On-going

Policy 1.I

As part of its mandated annual review of the General Plan, City staff shall include an analysis of the consistency of the Housing Element with the rest of the General Plan.

GOAL 2

Redevelopment Agency Housing Fund expenditures that cost-effectively provide affordable housing for very low, low and moderate income households.

Policy 2.A

In order to leverage local investment, promote and facilitate the use of State and federal monies for the development and rehabilitation of affordable housing in the community.

Program 2.A.1

The City shall encourage and assist self-help housing funded by non-profit organizations for single family, infill development through the Redevelopment Agency.

Responsible Agency: Redevelopment Agency

Schedule: 2006-2014

Program 2.A.2

Continue to distribute the City's information for developers and low income households which detail the programs available to both parties for assistance in the development and rehabilitation

of low income housing at City Hall, the Senior Center, and the Building Industry Association offices.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: On-going

Program 2.A.3

Should the City be notified of intent to sell any at-risk affordable housing developments, all possible funding sources, including CDBG and RDA housing set-aside funds will be considered to facilitate purchase of such a project. All non-profit organizations which have expressed an interest in purchasing such projects, including the Riverside County Economic Development Agency Housing Authority and other non-profit groups will be notified immediately of any such properties for sale or at risk of losing affordability restrictions. This will be done in accordance with AB 987.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: Ongoing

Program 2.A.4

Maintain and update the database of infill lots throughout the community which would be appropriate for the development of affordable housing for extremely low, very low and low income households, including self-help ownership housing. Promote these parcels in the development community, through brochures, potential streamlined processing incentives, and other means.

Responsible Agency: Community Development Department, Redevelopment Agency Housing Division

Schedule: Ongoing

Program 2.A.5

Adopt a density bonus ordinance in conformance with State law, pursuant to Government Code Section 65915.5, and shall review requests for density bonuses in affordable housing projects on the basis of its requirements.

Responsible Agency: Community Development Department

Schedule: 2008-2009

Program 2.A.6

Affordable housing projects granted density bonuses or Redevelopment Agency financial assistance shall restrict their projects for 55 years for rental projects, and 45 years for ownership projects, consistent with State law.

Responsible Agency: Redevelopment Agency

Schedule: On-going.

Policy 2.B

The Redevelopment Agency shall expend housing set aside funds as effectively as possible to generate the development of new affordable housing units.

Program 2.B.1

The City shall consider purchasing vacant properties for assemblage of parcels in areas where small lots have been created which cannot be effectively developed for multiple family projects.

Responsible Agency: Community Development Department, Redevelopment Agency

Schedule: Ongoing

Program 2.B.2

The City shall consider purchasing foreclosure properties for use as affordable, owner occupied units or, if appropriate by age and condition, for demolition and replacement.

Responsible Agency: Redevelopment Agency

Schedule: 2008-2014

Program 2.B.3

In older neighborhoods where extremely low, low and very low income households are a significant portion of the residents, consider the assignment of bond proceeds for the improvement of streets, water, sewer, and flood control improvements to bring these facilities into compliance with current standards.

Responsible Agency: Community Development Department

Schedule: On-going

Program 2.C.4

Maintain the City's database of affordable housing projects and units, and the Housing Replacement Plan, and develop action plans should these units be converted or destroyed per AB 987.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: To be accomplished by the end of 2008

Program 2.C.5

Subsidize application and building permit fees for extremely low, very low, low, and special needs projects as a component of the incentives provided for affordable housing developers.

Responsible Agency: Community Development Department, Redevelopment Agency

Schedule: 2006-2014

Program 2.C.6

The Planning Division and the Redevelopment Agency shall work together to develop innovative housing solutions for extremely low, very low, low income households and the elderly.

Responsible Department: Community Development Department

Schedule: On-going

Policy 2.D

Promote and preserve mobile home parks for their value as extremely low, very low, low and moderate income housing opportunities.

Program 2.D.1

Any conversion of existing mobile home parks to permanent housing will continue to be regulated by ordinance to ensure that an appropriate relocation plan for park residents is developed and implemented.

Responsible Agency: Community Development Department, Redevelopment Agency Housing Division

Schedule: On-going

Program 2.D.2

Maintain a mobile home rent control ordinance which protects all mobile home residents who do not have long-term lease agreements.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: On-going

Policy 2.E

Continue to redevelop the Downtown with higher density housing and encourage mixed use development where residential units are above commercial businesses.

Program 2.E.1

The Redevelopment Agency will continue to pursue prototype higher density housing in the Downtown area, to further the concepts of mixed use, urban core presented in the Downtown Area.

Responsible Agency: Redevelopment Agency, Community Development Department

Schedule: On-going

Program 2.E.2

Maintain provisions in the Zoning Ordinance which allow for residential uses in the second story of commercial centers in the Downtown area.

Responsible Agency: Community Development Department

Schedule: 2008-2009

Policy 2.F

The City shall encourage crime-free housing programs for all projects constructed in the City.

Program 2.F.1

All projects shall be reviewed by the Police and Fire Departments to ensure that adequate security and 'defensible space' is provided.

Responsible Agency: Community Development Department, Police Department, Fire Department

Schedule: On-going

Program 2.F.2

All affordable housing projects will comply with the precepts for Crime-Free Housing, including on-site management of any project for which the Agency provides funds or assists in any way.

Responsible Agency: Redevelopment Agency

Schedule: On-going

GOAL 3

The maintenance and rehabilitation of the City's residential neighborhoods.

Policy 3.A

Ensure that the quality of dwelling units in existing neighborhoods is improved, conserved, rehabilitated and maintained.

Program 3.A.1

Maintain the Community Home Improvement Program (CHIP), Assessment District Financial Assistance Program (ADFAP) and the Sewer Hook-up Assistance Redevelopment Program (SHARP), allowing grants and loan assistance programs for qualifying extremely low, very low, low, and moderate income households in order to encourage the rehabilitation of existing housing units.

Responsible Agency: Redevelopment Agency Housing Division

Schedule: Annual budget allocations

Program 3.A.2

All City codes, including the Uniform Building Code, will be enforced in the City's Building Division and Code Enforcement Division, so that existing units are maintained in good repair.

Responsible Agency: Community Development Department; Fire Department

Schedule: Ongoing

Program 3.A.3

Develop a rehabilitation and neighborhood revitalization plan for that area north of Dinah Shore Drive, generally west of Date Palm Drive, known as the Whitewater neighborhood, which targets short, medium, and long range plans for the rehabilitation of existing duplexes, and the development of quality single family housing.

Responsible Agency: Community Development Department

Schedule: 2010-2012

Program 3.A.4

Maintain an inventory that lists existing neighborhoods with substandard infrastructure, including partially paved roads, substandard water lines, flooding problems, absence of sewer service and lack of street lighting, quantify the need for improvements and identify funding sources.

Responsible Agency: Community Development Department, Public Works Department

Schedule: Once every 5 years, to be completed prior to 2013

Program 3.A.5

Analyze the development potential for the area northeast of East Palm Canyon and Golf Club Drive, and consider programming infrastructure improvements, including roadway improvements, signalization of Cree Road and East Palm Canyon Drive, and provision of sewer and water improvements to encourage development of affordable housing in the area.

Responsible Agency: Community Development Department, Public Works Department

Schedule: 2010-2012

Program 3.A.6

The Code Enforcement Department of the Fire Department shall continue to maintain and upgrade living conditions in those neighborhoods with serious endemic problems to ensure safe, sanitary, and healthy living condition throughout all neighborhoods of the City through existing and future programs such as the Graffiti Elimination Program.

Responsible Agency: Graffiti Task Force

Schedule: Ongoing

Program 3.A.7

Bring to City Council the option of incorporating the Uniform Housing Code into the City's Municipal Code as a tool for Code Enforcement to encourage proper maintenance of owner-occupied and rental properties.

Responsible Agency: Fire Department, Community Development Department

Schedule: 2008

Appendix A
Land Use Inventory Mapping

PARKS AND RECREATION ELEMENT

PURPOSE

Abundant parkland and recreational facilities in the City and its vicinity are key elements to the quality of life enjoyed by the residents. Parklands and related spaces not only provide recreational opportunities for residents and visitors, but also help to develop and enhance the City's character and image. Parks and recreational areas are people-centered places that work to invigorate the physical, mental and spiritual health of the community's residents. They create focal points for neighborhoods and communities to gather, creating a sense of place and significance within the City. The purpose of this Element is to recognize the importance of parks and recreational areas, and to guide their expansion and improvement throughout the City. This Element also includes a section on bikeways and trails, an essential component of the park and recreation system within the City, and an additional amenity for its residents. The development of a cohesive system of bikeways and trails can enhance the quality of life and add to recreational opportunities. The goals, policies and programs set forth in this element help to plan for and provide sufficient parkland and recreational space that reflects and is responsive to the needs of the City.

BACKGROUND

The Parks and Recreation Element is directly related to the Land Use and Open Space and Conservation Elements in the designation and preservation of recreational open space areas. It is also related to the Community Image and Urban Design Element in its integration of pedestrian access and recreational areas. Parks and recreational facilities also play an important role in attracting new residents and tourists, a key to economic growth, and provide a direct link to the Economic Development Element. It is also related to the Noise and Circulation Element in its use of natural buffers, trails and open space to enhance the natural resources of the community.

Government Code Section 65560 requires that the General Plan include discussion of areas particularly suited for parks and recreational purposes, including areas with links between major recreation and open space reservations, trails, and scenic highways. Section 65561 states that the preservation of park land is necessary not only for the maintenance of the economy of the state, but also for the assurance of the continued availability of land for the enjoyment of scenic beauty and recreation. Government Code Sections 66477 and 66479 enable local governments to require park site dedications, or fees in lieu of dedication, as conditions of subdivision and parcel map approval, if the recreational facilities are consistent with the General Plan. Trail designations are also required as part of Section 5076 of the Public Resources Code.

PARKS

Parks are public spaces that serve a variety of functions in a community. While parklands are generally provided for recreational opportunities, they can transcend simple recreational uses. They provide a pleasing contrast to an urban environment, by breaking up the monotony of high-density office, commercial and residential areas. They offer a place for social and cultural activities, enriching and promoting the community's sense of place. Parks provide for the physical and mental development of the City's youth, through the organization of team sports and competitions. Parks are also utilized to display public art and special landscaping designs, which help to improve the community's physical attributes.

Park design should incorporate such elements as diverse activities and uses, access and linkage, comfort and image, and sociability. A park with a wide range of amenities and activities can attract a broader range of people and make a more dynamic and interesting setting. While recreational amenities are a key component, it is important to also provide for other uses, including, but not limited to cultural and social activities. A park should also be easy to see and easy to get to. If a park is easily accessible and linked to main areas within a community, then it will be used more frequently. Comfort and image is another element that a park's design should consider. The details within the park should welcome people and include design amenities that offer shade, a comfortable place to sit, and a pleasant and attractive environment. Lastly, a park should be a sociable place where people can go to observe the passing scene, meet friends and have fun with a wide range of people. Above all, parks should function as people places that bring residents together.

Service Providers

Parks and recreation services within the City of Cathedral City are provided by the Cathedral City Parks and Recreation Division. The Division provides guidance in the operations of the City's park facilities and recreational programs. The Division operates a variety of recreational programs, including after school camp programs, off track programs and special events. In addition, the Division provides active recreation programs, including karate, dance, physical fitness and crafts instruction through contract instructors.

While schools are not recreation providers, they can help to provide park facilities for public use in a community. Joint-use facilities enable the public to utilize a school's existing space and equipment for passive and active recreation. Palm Springs Unified School District currently (2001) provides for one joint-use park facility within the City (this facility is further discussed below). School facilities are a good resource to use in helping to meet the recreational demands of the community, and joint use agreements should be pursued in more school locations throughout the City.

Park Classifications

Mini Parks, Pocket Parks and Plazas

Mini parks, pocket parks, and plazas are less than three acres in size, and are typically used for limited, isolated or unique purposes. Facilities vary depending on the location and function of the park, but generally they are not designed for structured or organized play. In addition to the

traditional residential setting, mini parks, pocket parks and plazas may be situated in office, business or commercial centers, and utilized as a space for rest, relaxation and socializing. This use of space can also contribute significantly to community design by adding aesthetic appeal with public art and landscape design, and by providing greenbelts in urban areas.

Mini parks or pocket parks can often be located in high-density residential development, taking the form of grassy areas or children's play lots. Because of their small size and specialized or limited activity areas, mini parks, pocket parks and plazas do not count towards meeting the active recreational needs of a community. However, they make good use of a small space, and offer various benefits to the community. Mini parks, pocket parks and plazas contribute to a well-rounded community park system, and should be encouraged as opportunities arise.

Neighborhood Parks

Neighborhood parks remain the basic unit of the park system. They are devoted primarily to a small portion of the City, serving the recreational and social needs of a neighborhood. Neighborhood parks are designed for active and passive recreation, and are generally located within walking and bicycle distance of residences. Park facilities are usually oriented toward the recreational needs of children, but may also include volleyball courts, half-size basketball courts and picnic and play areas that serve all age groups. Restrooms or off-street parking are usually provided.



Century Park



Panorama Park

The size of neighborhood parks is dependent on the available land and its relationship to neighborhood residences, but is generally five to ten acres, serving an area within a 1.5 mile radius. Neighborhood parks are an important feature within a community, and should be designed to provide for a wide range of leisure and recreational activities. In particular, they should serve as a focal point within a neighborhood, attracting nearby residents and visitors for social activity, special events and to help develop a sense of community. It is also important to locate neighborhood parks on quieter local streets, to facilitate access and improve safety.

Community Parks

Community parks serve all ages, and may include facilities for low-intensity or passive recreational opportunities, lighted fields, tennis and sports courts, swimming pools and areas or buildings for community festivals and civic events, as well as for organized indoor sport and athletic competitions. Generally, restrooms and off-street parking are provided. While community parks serve larger areas of the City than do neighborhood parks, they often also

fulfill a neighborhood function. Community parks are usually 20 acres or larger, and designed to serve an area within a 5 mile radius.

School Parks

This classification consists of parks or playgrounds built adjacent to but separate from educational facilities that may serve either a neighborhood or a larger area. Parks on school grounds are usually equivalent to neighborhood parks (as described above), but may also include sports fields for soccer or baseball. Establishing a joint-use agreement with the school district will help the City meet its demand for parklands.

Regional Parks

Regional parks are usually at least 50 acres in size and serve the entire City or region. While regional parks can provide for varying intensities of recreational activity, a portion of the park is generally maintained in a natural setting for passive recreation use or preservation of the environment. Facilities within regional parks are similar to those in community parks, often on a larger scale, or including active or organized recreational activities which would not fit in a community park.

Existing Park Facilities

There are currently five parks within the City and its planning area, all of which are classified as neighborhood parks. The following Table lists each park, its classification, size and ownership status, and the amenities it offers.

**Table III-32
City of Cathedral City Parks Inventory**

Park Facility Name	Parkland Classification	Acreage	Owner/ Administrator	Amenities
Panorama Park	Neighborhood	7.5	City	1,2,3,4,5,6,7, 8,9,10,11,12,
Agua Caliente Park	Neighborhood	6	School District	1, 2, 3, 5, 6, 7, 8, 12
Patriot Park	Neighborhood	6	City	6, 8,12
Century Park	Neighborhood	5	City	1,2, 3, 4, 6, 7, 8, 10, 12
Second Street	Neighborhood	2.5	School District	1, 3, 4, 5, 7, 8, 10,12

1= BALL FIELD	4= TENNIS	7= PLAYGROUND	10= RESTROOMS
2= BASKETBALL	5= SOCCER FIELDS	8= PICNIC AREA	11= JOGGING TRACK
3= VOLLEYBALL	6= OPEN GRASS/TURF	9= SPRAY POOL	12= SHADE STRUCTURES

Additional Facilities

The Cathedral City Parks and Recreation Division also operates a community center that offers a variety of recreational and educational opportunities to the City's residents. The center includes rooms for classes, a pool table and other games, a fully equipped kitchen, bathroom facilities and a gated patio area. The Center offers an off track program for children 6-12 years of age, Monday through Friday. The off track program offers a structured environment for activities such as arts and crafts, sports, games, field trips and movies. The Center also offers an after-school camp that features similar activities. The Community Center also holds a variety of classes for adults, as well as rented space for parties or gatherings. The City is also home to the Cathedral City Boys and Girls Club, which provides after school and other programs for children in the community. The Club is located on Whispering Palms Trail. Finally, the opening of the Town Square and Fountain of Life has resulted in recreational opportunities of many kinds, including a water play area at the fountain, and a number of special events on the square.

Although private recreational facilities should not be relied upon to meet the City's recreational needs, they do make up a significant portion of recreational opportunities throughout the Valley. Big League Dreams Sports Park is located within the City, adjacent to Cathedral City High School. The sports park complex features facilities for a variety of team sports and activities. It includes five softball/baseball fields, and facilities for basketball, roller hockey, soccer, flag football, and volleyball, as well as a restaurant, multi-purpose fields, batting cages, a sporting goods store and instructional schools. During the week, the park hosts league games for local athletes of all ages, and on the weekend hosts tournaments with teams from around the world. In addition, Big League Dreams hosts televised celebrity sports events, corporate gatherings and picnics, instructional camps and clinics, fantasy camps, 10K runs, car shows, sports memorabilia shows, concerts and church outings. Other commercial recreational activities in the City include the Boomers facility, which provides miniature golf, bumper cars and arcade games for children and adults.

Golf courses also contribute significantly to the recreational opportunities of the Valley. While the majority of golf courses are associated with resort residential development in the City, they are used frequently by residents and visitors throughout the Valley. The City is home to the Cimarron, Cathedral Canyon Country Club, Date Palm Country Club, Outdoor Resorts and Desert Princess golf courses, which all are accessible to the public. It is also important to note that golf courses are an integral part of the City's and region's economy.

Exhibit III-8: Parks in the Planning Area

Parks Planning

A fundamental component to parks planning is to assess the needs of community. A local needs analysis should take into account the particular demographic characteristics of Cathedral City residents and visitors, and should be adjusted for any opportunities or limitations that exist or may occur in the future. The main objective is to identify areas where parks are needed and to develop definitive standards and policies for meeting the desired conditions. Quimby Act standards are frequently used to determine the adequacy of parkland provided in a community.

The Quimby Act (Government Code Section 66477), a section within the Subdivision Map Act, allows local governments to adopt an ordinance to require the dedication of land or payment of fees for park and recreational purposes. However, before such a condition can be validly attached to the approval of a map the following criteria must be met:

- The ordinance must be in effect for a period of thirty days before filing tentative or parcel map
- The ordinance must include definitive standards for determining the proportion of the subdivision to be dedicated or the amount of the fee to be paid. The dedication or payment shall not exceed a proportionate amount necessary to provide three acres of park per 1,000 subdivision residents.
- The land or fees are to be used only for the purpose of developing new or rehabilitating existing park or recreational facilities to serve the subdivision.
- The city must have a general plan or specific plan containing policies and standards for park and recreational facilities in accordance with definite principles and standards.
- The city shall develop a schedule specifying how, when and where it will use the land or fees to develop park and recreational facilities.
- Only the payment of fees may be required for subdivisions containing fifty parcels or fewer.

Based on the City's current population, which the 2000 census estimates at 42,647, and using the Quimby Act recommendation of three acres per thousand population, the City currently needs a total of 128 acres of parks, and has 28 acres. At buildout utilizing this recommended standard, with a total population of 93,345, the City will need 280 acres of parkland.

As a guide for implementation of the Plan's park proposals, specific standards are established for distribution, size and service radii for neighborhood, community and mini parks (See Table III-32). The City does not currently (2001) have an established standard, but instead relies on individual development agreements with developers as projects are proposed in the City.

**Table III-33
Standards for Recreational Areas**

Type of Park Area	Acres/1,000 Population	Ideal Site Size/Min.	Radius of Area Served
Community Parks	5.0	50 ac/20 ac	4.0 miles
Neighborhood Parks	1.0	15+ac/15 ac	0.5 miles
Playgrounds	1.0	15+ac/15 ac	0.5 miles
Playfields	1.0	15 ac/15 ac	1.5 miles
Mini Parks	0.25	1 ac/0.5 ac	0.25 miles

Land Acquisition and Funding Mechanisms

In addition to the Quimby Act, there is legislation to help cities acquire and preserve areas for recreational use. Although funding for the acquisition of additional parkland can be difficult for many cities, there are statewide programs to help facilitate parkland financing. The following discussion provides a summary of these options.

- *Park In Lieu Fees*-stem from the Quimby Act. It includes dedication of land for parks, or where a subdivision is small, a fee in lieu of dedicating land. The limitations to this type of financing are that infill projects such as condos and apartments are exempt and the fee applies primarily to parkland and land improvements in new neighborhoods.
- *Development Impact Fees*-apply only to new development and may only be assessed for new capital costs related to the new development where a defined beneficiary relationship to cost can be established. Within these limitations, Park Facility fees may be established for all land uses under the premise that residents, workers, shoppers and tourists use City Parks.
- *Development Agreements*- are contracts between the City and a developer that outline in detail the responsibilities of each party, resulting in a commitment to the developer of vested rights to subdivide and develop. With development agreements, the developer is assured the right to develop in exchange for negotiated exactions, which can include parks or park fees.

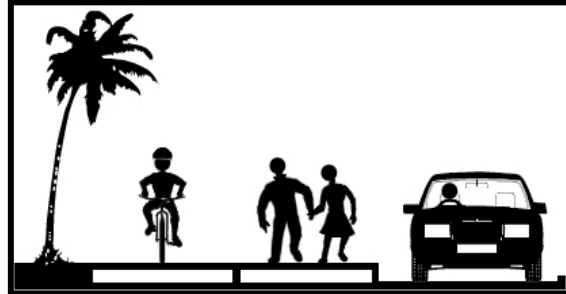
The above funding mechanisms are private development project-specific and stem directly from project development. Other funding sources stem from individual proposed public projects, they include:

- Mello Roos Districts
- Benefit Assessment Districts
- General Obligation Bonds
- Special Tax Revenues & Redevelopment Agency Financing.

TRAILS, BIKEWAYS AND WALKING PATHS

Bikeways, trails and pathways are an important recreational and community resource. A complete network of bikeways and pedestrian pathways within an urban environment helps to reduce the reliance on cars, and contribute to a healthier city. By situating bikeways and pedestrian pathways in central locations, communities can create an entire network of alternative transportation, enabling residents and visitors to walk or bike to any destination. Biking and pedestrian access helps to promote a sense of community by encouraging people to interact and enjoy the amenities within the City.

**Class I Bicycle-Way
Option A**



**Class I Bicycle-Way
Option B**

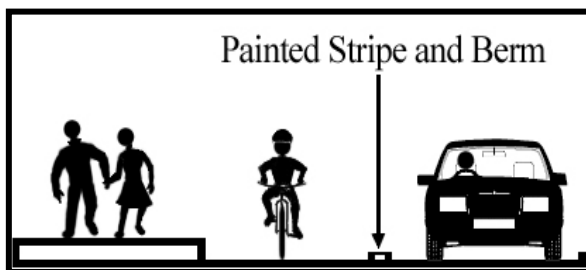


Hiking trails provide access to areas within a natural setting, and an escape from the noise and stress of the urban environment. Hiking allows people to take pleasure in, and gain appreciation for, an area's natural resources and open space lands. It also provides a rejuvenating and energizing experience that is mentally, emotionally, physically and spiritually rewarding. A local trails system creates a recreational setting that offers many benefits to the community.

Bikeways

Bicycle facilities are identified in I, II or III classifications. The Class I bikeway is a bicycle path that is completely separated from a roadway or highway, and is often in the form of a combined pedestrian and bicycle pathway.

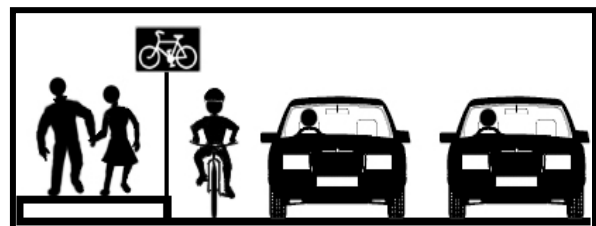
Class II Bicycle-Way



Class II bikeways are signed and striped bicycle lanes within the paved section of the street. Class II bicycle ways provide a restricted right-of-way, with through travel by motorists or pedestrians prohibited, but with crossflows of pedestrian and motor traffic permitted.

Class III bikeways are designated but unmarked bike routes that are located on the street amidst vehicular traffic.

Class III Bicycle-way



Currently, the only bikeways in the City are the portion of a regional Class I route that is located in the Whitewater River and the Class II bikeway along Palm Drive. A modified Class I bike trail is scheduled for construction on the south side of Dinah Shore, from the western to the eastern City limits. A Class II bikeway is scheduled for completion in the fall of 2001 on 30th Avenue, from the western to the eastern City limits. Several bikeways and multi-use trails are planned for North City. They include: a Class I bikeway parallel and just north of Interstate-10, from the western to the eastern City limits; a Class I bikeway parallel to and just east of Palm Drive, from the planned east-west Class I bikeway just described to Varner Road; a Class II bikeway along Valley Center Boulevard from the western to the eastern City limits; a Class II bikeway along Varner Road from the western to the eastern City limits; a Class II bikeway on Date Palm Drive from Interstate 10 to Varner Road; a Class II bikeway along Landau Boulevard over Interstate 10 to Valley Center Boulevard; and a Class II bikeway along Mountain View Road from Varner Road to the northern City limits. Development of Class I and II bikeways along major streets within the City should be a top priority for meeting the recreational needs of the City. Planning for these facilities will help to create a more livable and healthy community.

Hiking Trails

The Valley is surrounded by a complex regional trail system which occurs primarily in the San Jacinto and Santa Rosa Mountains. Trails beginning on the Valley floor connect to mountain trails which can lead the hiker to Idyllwild, the top of the Palm Springs Aerial Tramway, and beyond. The discussion below includes trails located in and around the City and its planning area.

The **Art Smith Trail** is a 16-mile long trail that extends from Palm Canyon's trails to the Palm Desert's portion of the Santa Rosa Mountains. This is a strenuous hike with a 1,200-foot

elevation gain. The trail traverses the entire ridgeline of the Santa Rosa Mountains, which exhibits abundant plant and animal life. The Art Smith Trail accommodates hiking, mountain biking and equestrian use.

The **Murray Hill Trail** is located in the eastern portion of Palm Springs, and is accessed behind the 1905 Elks Lodge on Elks Trail. The trail is a strenuous, 10-mile hike that climbs 2,100 feet to the top of Murray Hill. This trail also offers links to other hikes around Murray Hill, including the Clara Burgess and Wildhorse Trails, and access to the Eagle Canyon Oasis. The peak of Murray Hill offers views of Palm Springs, Cathedral City, Palm Canyon and the San Jacinto Mountains.

The **Araby Trail**, also called the "trail to the stars", climbs above the Bob Hope Estate and the home of the late Steve McQueen. The trail is accessed off of Rimcrest/Southridge Road in Palm Springs. It is a moderate, 6-mile hike, with an 800-foot elevation gain. The trail also connects with the Berns/Garstin/Henderson Trails and many other smaller trails found in the foothills. The **Earl Henderson Trail** and **Shannon Trail Loop** are two hiking trails that are located on the ridges and plateaus surrounding Murray Hill, east of Palm Canyon. The trails offer scenic views of south Palm Springs and the San Jacinto Mountains. The Earl Henderson Trail is an easy 4 mile hike, with an elevation gain of 400 feet. The Shannon Trail Loop is a moderate hike that is 7 miles long, and gains 1,000 feet in elevation. Both trails can be accessed from Araby Drive in Palm Springs.

Canyon Trail is a hiking and equestrian 2 mile trail which can be accessed from Garstin, Shannon or Araby trails, west of Cathedral City.

On the north side of the City, trail opportunities are more limited. The **Long Canyon Trail**, however, is accessed from a trailhead north of Long Canyon Road, north of the planning area. The trail extends into Joshua Tree National Park, and although strenuous, can serve as access to the facilities and trails within the park. There is a proposed hiking trail adjacent to and parallel to the Edison right-of-way and a multi-use trail proposed in the setback area along Interstate 10. Developers in North City are encouraged to design projects that would include trails that would tie in with the already-planned trails as found in the North City Specific Plan.

FUTURE DIRECTIONS

Currently, parks are few in number, and developed acreage falls far below the recommended standard. One of the City's primary goals for the future should be to establish standards, and identify and develop parklands. Parks and recreational facilities have many important functions in the community. Creating a more diverse system of parks that enhances existing facilities, and plans for and designs new parks for the growing population, will assure the City meets the needs of the community and works to improve the quality of life for its residents.

The City should also focus on creating bikeways and pedestrian pathways along the City's arterial streets. An extensive biking and pedestrian network will provide a much needed recreational facility for the City and for the region. The network should be linked to important locations within the community to decrease the dependence on vehicles and to create a more livable and healthy City.

GOALS, POLICIES AND PROGRAMS

Goal 1

Establish a diversified, high quality public park system that provides recreation opportunities at a variety of scales for all residents.

Goal 2

An accessible, safe park system that provides spaces that encourage public gathering and participation.

Goal 3

A comprehensive bikeway and walking path system which connects homes to work places, commercial venues and recreational facilities, as well as other cities in the Valley.

Policy 1

The City will utilize the Quimby Act to provide at least three (3.0) acres of community and neighborhood parkland per 1,000 population.

Program 1.A

Develop a park master plan that addresses the proposed and anticipated parks and recreational facilities to be developed within the City.

Responsible Agency: Parks and Recreation Division; Parks and Recreation Commission; Planning Commission

Schedule: Immediate

Program 1.B

Investigate the broad range of sources of purchase financing and operating revenue, including Development Impact Fees, Mello Roos special districts, public/private ventures, state and federal grant opportunities, developer fees and inter-agency joint use agreements to supplement revenues collected for parks and recreation projects.

Responsible Agency: Parks and Recreation Division; City Council; Planning Commission

Schedule: Immediate; Continuous

Program 1.B

The City shall pursue a joint-use agreement with the Palm Springs Unified School District to encourage the cooperative use of public school recreational facilities and to allow for efficient land acquisition and development for future joint school-park sites.

Responsible Agency: City Manager's Office; Parks and Recreation Division; Palm Springs Unified School District

Schedule: Immediate

Policy 2

The City will strive to distribute parks and recreation facilities in a manner that is convenient to City neighborhoods and proportionally balanced within population concentrations.

Program 2.A

The location and design of neighborhood parks shall consider neighborhood suggestions and input regarding facility needs, vehicular and pedestrian access, noise and lighting impacts and public safety.

Responsible Agency: Parks and Recreation Division; Parks Commission

Schedule: Ongoing

Program 2.B

City staff shall identify and prioritize park development projects based upon need, land availability, and funding.

Responsible Agency: Parks and Recreation Division; Parks Commission

Schedule: Immediate

Program 2.C

Promote the development of parks in all neighborhoods lacking proximity to park facilities.

Responsible Agency: Parks and Recreation Division; Parks Commission

Schedule: Ongoing

Policy 3

Consult and coordinate with neighboring communities, including the cities of Palm Springs and Rancho Mirage, in developing joint recreational facilities that benefit residents and visitors.

Policy 4

The design of City parks and trails shall accommodate the special needs of the disabled and senior population in Cathedral City.

Program 4.A

Enhanced accessibility shall be included in the planning of park areas and facilities, in accordance with the Americans with Disabilities Act (ADA), and shall include increased wheelchair accessibility and other requirements needed for the elderly and disabled.

Responsible Agency: Parks and Recreation Division; Public Works Department

Schedule: Ongoing

Policy 5

Assess the feasibility and appropriateness of expanding the community center complex and recreational programs to include facilities such as public aquatics, a gymnasium and/or tennis courts and more programs and/or classes.

Program 5.A

Estimate primary costs and evaluate possible financing methods for expansion of the community center complex, and its potential relocation or expansion into the northern portion of the City.

Responsible Agency: Parks and Recreation Division; Planning Commission; Parks Commission; City Council

Schedule: 2002-2003

Program 5.B

Develop and implement plans for the expansion of the community center complex to broaden active recreational opportunities.

Responsible Agency: Parks and Recreation Division; Planning Commission; Parks Commission; City Council

Schedule: 2004-2005

Policy 6

Encourage regional consideration of converting all or portions of Edom Hill County Landfill as a potential regional park site.

Program 6.A

Evaluate the potential conversion of the Edom Hill Landfill to a regional park in cooperation with regional agencies including Riverside County and the Coachella Valley Association of Governments.

Responsible Agency: Parks and Recreation Division, City Manager's Office, Riverside County, CVAG

Schedule: Immediate

Policy 7

Require developers of new residential projects to provide on-site recreational and/or open space facilities to offset the demand for park facilities generated by the projects' residents.

Policy 8

Encourage the development of recreational programs and activities that serve all population segments, including children, the elderly and the disabled.

Program 8.A

Inform citizens of recreational programs and events to encourage participation.

Responsible Agency: Parks and Recreation Division, Parks Commission

Schedule: Ongoing

Policy 9

All City parks and recreational facilities shall provide safe and secure environment for Cathedral City residents and visitors.

Program 9.A

Plans for proposed parks, trails and other recreational facilities shall be thoroughly reviewed and evaluated by City staff to assure adequate lighting, parking lots and visibility.

Responsible Agency: Planning Department; Police Department; Fire Department; Parks and Recreation Division

Schedule: Ongoing

Program 9.B

Provide for strict code enforcement and police patrols to discourage and prevent unlawful activity in City parks.

Responsible Agency: Code Enforcement Department; Police Department

Schedule: Ongoing

Policy 10

The City shall consider alternative methods of providing park and recreational amenities to meet future population demands.

Program 10.A

Support the development of private recreational ventures that will serve the general population.

Responsible Agency: Planning Department; Parks and Recreation Division; Economic Development Department

Schedule: Ongoing

Program 10.B

Develop a program by which the City can accept parkland gifts and dedications that would be beneficial to the community.

Responsible Agency: City Attorney; Planning Department; Foundation for a Livable Community; City Council

Schedule: Ongoing

Program 10.C

Aggressively pursue all funding sources available for parks and trails, including grants, developer contributions, donations and dedications.

Responsible Agency: Parks and Recreation Division; City Manager's Office

Schedule: Immediate; Ongoing

Policy 11

The City shall develop and implement plans for a coordinated and connected bicycle lane network in the community that allows for safe use of bicycles on City streets.

Program 11.A

The City shall inventory all existing major arterial streets for potential Class I and Class II bikeways, and shall program their installation.

Responsible Agency: Planning Department; Engineering Division, Public Works Department; Planning Commission; City Council

Schedule: 2004-2005

Program 11.B

Class I bikeways and sidewalks should be installed just north of and parallel to the Interstate-10 freeway as described in the North City Specific Plan, on both sides of East Palm Canyon Drive, Date Palm Drive, Ramon Road and other major arterial streets where sufficient right-of-way is available.

Responsible Agency: Planning Department, Engineering Division, Public Works Department

Schedule: 2005-2006

Program 11.C

Class II bikeways should be designated on all existing and proposed arterial streets that have sufficient width to safely accommodate bicycle travel lanes.

Responsible Agency: Planning Department; Engineering Division, Public Works Department

Schedule: 2004-2005

Program 11.D

The City should designate Class III bicycles only where Class I and II facilities are infeasible.

Responsible Agency: Planning Department; Public Works Department

Schedule: Continuous

Program 11.E

The City shall continue to work with Coachella Valley Association of Governments, the Agua Caliente Band of Indians and its neighboring cities to create a valley wide bicycle and pedestrian network.

Responsible Agency: Planning Department; CVAG

Schedule: Ongoing

Policy 12

Where feasible, the City shall pursue opportunities to acquire public use privileges that permit access to multi-use trail corridors along the Whitewater and Palm Canyon Washes, or require new development to provide access easements to these facilities.

Program 12.A

Evaluate the practicality of utilizing flood control channels for multi-use trails, where flooding and safety issues can be accommodated, and negotiate inter-agency agreements with the Coachella Valley Water District and Riverside County Flood Control District for this purpose.

Responsible Agency: Planning Department; CVWD; Riverside County Flood Control District, DWA

Schedule: 2002

Policy 13

Participate in and encourage regional trail planning efforts in cooperation with other responsible agencies and cities, with particular emphasis placed on trails in the Santa Rosa Mountains and Indio Hills.

COMMUNITY IMAGE AND URBAN DESIGN ELEMENT

PURPOSE

The Community Image and Urban Design Element is intended to establish general principles and mechanisms that help define and guide patterns of development in the City of Cathedral City. The goals, policies, and programs identified in this element also help to assure that new development is consistent with the existing built and natural environments. The design of the community and its physical development should reflect the essential values of the residents. For Cathedral City residents, these values include the preservation of valuable natural resources and the desert environment, the preservation of the City's low density residential character and creation of high-density mixed-use neighborhoods, where appropriate.

BACKGROUND

The Community Image and Urban Design Element is directly related to the Land Use, Circulation, and Open Space Elements. Attitudes toward land use, traffic systems, community safety, and environmental resources shape the physical development of the community and help define its character. With major local, state, and interstate roadways passing through the City, and the associated dependence on automobile travel, sustaining Cathedral City's identity and quality of life depends on maintaining continuity, uniqueness, and a "sense of place." Building and site designs that reflect the natural and historic features of the City and the Coachella Valley provide continuity of design throughout the valley.

Clearly recognized by California law is the need for and the appropriateness of community design standards and development criteria within the community. Most relevant is Government Code Section 65302, which states that "the General Plan shall consist of a statement of development policies and shall include a diagram of diagrams and text setting forth objectives, principles, standards and plan proposals," Government Code section 65302(a) addresses standards that affect population density and building intensity. Also applicable are Government Code Sections 66477 and 66470, which set forth local empowerment for preservation of open space lands.

Other legislation reinforces the adoption of community design standards, including the 1990 California Legislature enactment of Assemble Bill 325, the Water Conservation In Landscaping Act, which recognizes the state's responsibility in mitigating the effects of urbanization on its finite water resources, and the potential savings from water conserving landscape practices. In accordance with the act, the City has adopted a water conservation-oriented landscape ordinance, which meets conservation targets and addresses Community Image and Urban Design Element concerns.

Design that is sensitive both aesthetically and environmentally is essential to preserving and enhancing the diverse economic and neighborhood-based character of Cathedral City. The scale and scope of land use patterns, management of transportation, flood control facilities and community open space and conservation areas must respond and complement the human and natural environment to reflect the City's long-term community character envisioned in the General Plan.

A variety of architectural styles, materials, and colors can be supported to reflect the Southwestern flavor of the City. The integration of the natural desert environment, including rocks, gravel, and native plant materials into the urban fabric will also extend the surrounding landscape into the built environment. Existing and future development that focuses on quality design, materials, and craftsmanship will help assure the construction of a built environment of which the City can be proud.

The creation of a sense of place begins with embracing the unique environment and history of the region. A new Civic Center and street improvements along the East Palm Canyon Drive corridor were completed in 1998; an IMAX theater, in 1999, the interactive Fountain of Life in 2000, and The Mary Pickford Theatre and Experience along with an 1,100-space parking structure were completed in 2001. These are the first of a series of recent Downtown redevelopment projects in the city. Future Downtown projects will include homes, restaurants, shops, plazas and other public gathering places, all of which will help establish an identifiable city center and contribute to a renewed sense of place. Other new developments, including commercial and other non-residential development, can also provide an important basis for "placemaking" in the city.

A specific plan adopted in 2009 for the North City establishes the vision, regulations and design standards to create a vibrant area that will define Cathedral City north of Interstate 10. The Plan incorporates many of the Ahwahnee Principles described below.

The Ahwahnee Principles

In pursuing the goal of making Cathedral City a livable and vibrant community, the city has adopted *The Ahwahnee Principles*, as a guideline. These principles address the need for communities and regions to have a vision and strategy for economic development and an enriched sense of community. Visioning, planning and implementation efforts should continually involve all sectors, including the voluntary civic sector and those traditionally uninvolved in the public planning process. These principles are as follows:

1. All planning should be in the form of complete and integrated communities containing housing, shops, work places, schools, parks and civic facilities essential to the daily life of the residents.
2. Community size should be designed so that housing, jobs, daily needs and other activities are within easy walking distance of each other.
3. As many activities as possible should be located within easy walking distance of transit stops.
4. A community should contain a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within its boundaries.

5. Businesses within the community should provide a range of job types for the community's residents.
6. The location and character of the community should be consistent with a larger transit network.
7. The community should have a center focus that combines commercial, civic, cultural and recreational uses.
8. The community should contain an ample supply of specialized open space in the form of squares, greens and parks whose frequent use is encouraged through placement and design.
9. Public spaces should be designed to encourage the attention and presence of people at all hours of the day and night.
10. Each community or cluster of communities should have a well-defined edge, such as agricultural greenbelts or wildlife corridors, permanently protected from development.
11. Streets, pedestrian paths and bike paths should contribute to a system of fully-connected, interesting routes to all destinations. Their design should encourage pedestrian and bicycle use by being small and spatially defined by buildings, trees and lighting; and by discouraging high speed traffic.
12. Wherever possible, the natural terrain, drainage and vegetation of the community should be preserved with superior examples contained within parks or greenbelts.
13. The community design should help conserve resources and minimize waste.
14. Communities should provide for the efficient use of water through the use of natural drainage, drought tolerant landscaping and recycling.
15. The street orientation, the placement of buildings and the use of shading should contribute to the energy efficiency of the community.

The community principles define a community where housing and all the things needed to meet the daily needs of residents are located within walking distance of one another. They call for returning to historic population densities around transit stops to provide the critical mass of people and activities in these areas needed to make transit economically viable. They also call for housing that provides places to live for a variety of people within a single neighborhood, instead of separating people by income level, age or family situation.

Natural Systems and a Basic Strategy

Development and population growth result in substantial environmental effects, which can be best addressed through a thoughtful integration of the natural environmental systems with those of the built environmental. Developing and projecting a holistic picture of the mature City with a sensitivity to site-specific design and development provides the basis for innovative uses of old and new approaches. Flood control channels, for example, are viewed not only as storm drains but also as opportunities for development of wildlife corridors and as improved open space for hikers, equestrians and bicycle enthusiasts.

Foundations of the Community Image and Urban Design Element

The technical and philosophical basis for community design affects the design, development and build-out of the City.

Cohesiveness

The cohesiveness of Cathedral City is achieved by its connections to the natural and historic features of the City and the Coachella Valley, and maintained by the recognition and continuation of characteristics that have been handed down over time. The city's integration of the Ahwahnee Principles into its design and development, along with attention to creating a pleasing balance between the natural and built environments, are the guidelines by which a sense of community will be enhanced.

Cohesiveness in design can be sustained through an adherence to the essentials of scale and proportion, site and setting, and materials and color. The integration of the natural desert environment into the urban fabric enhances cohesiveness in design of the community. Within these essential principles, a variety of architectural styles can be supported, including adobe, mission style, and modern derivations of each, as well as modern designs ranging from the International Style to Southwest Territorial architecture.

The desert provides an inspiring and pliable palette for design. It also presents clear constraints and opportunities to living in a dry and sunny climate. The use of native and other drought tolerant landscaping also extends the continuity of the desert into the built environment. The use of gravels, rocks, and boulders further promotes the continuity of the built and natural environments.

Character and Identity

Cathedral City's natural setting, its foothills and desert washes are highly recognizable features that define the City's character and identity. A distinctive attribute of Cathedral City is the remarkable mountain views existing from nearly every location in the city. The character of the community and its setting can be preserved and enhanced through the integration of thoughtful grading and revegetation and the use of building and landscape materials indigenous to the area. With spectacular natural and built environs that attract families, vacationing visitors, and second home residents from all walks of life, artists, professionals and others that value Cathedral City's environment, the City has unique and valuable resources upon which to build.

Encouraging the re-integration of native desert landscaping materials will also preserve and enhance the City's uniqueness. A wide variety of native and introduced plants make up the local landscape palette: ocotillo, barrel cactus, encilia, agave, date palms, California fan palms and a wide variety of cactus and succulents are essential symbols of the community and provide endless design opportunities. The emulation of the natural landscape and the protection of open space further the unique and marketable qualities of the community.

Placemaking

An essential component of the City's affirmation of a sense of place is its conscious focus on the unique opportunities that exist in the Downtown. As a newly emerging center for business, government and culture, the Downtown establishes a course for the City as well as being its core for activity. Existing and future design shall continue to emphasize quality planning, design,

material and craftsmanship essential to assuring structures and other aspects of the built environment of which the City can be proud. Moreover, quality design standards in most thoughtful development need cost no more, and can cost the community much less than poorly conceived and insensitive design. The near and long-term benefits to the community of well-envisioned design and quality development are significant.

Building from the Downtown, the City can use the Ahwahnee Principles to define other neighborhoods in the City, and create self-sufficient, livable communities within the City. The Community Image and Urban Design Element establishes the policies and programs that can lead to neighborhood or area planning which reflects the unique character of all the City's neighborhoods, whether residential or commercial.

Opportunities for Variation in Neighborhood Character

The beauty and delicacy of the desert and mountains, and those portions of the built environment that we cherish and hope to preserve, are the primary context within which community design judgments are made. The sharp contrast between the natural and built environment is a unique opportunity for community design. The level of assessment and the appropriate perspective will vary with the land use and location being considered. For instance, residential development proposed in highly exposed sites and commercial development plans require distinctly different design review criteria. In every case, new development is required to respect its location and the scale and character of the surrounding built environment.

Harmony and Disharmony

The character of Cathedral City is reflected both in the high degree of harmony between the built and natural environment, and in areas where incoherent development still occurs in the city. A wide range of siting and architectural design opportunities is available and should allow the City to retain character in new development. Adhering to height limits, the use of natural materials, and complementary colors and tones for building surface, and the liberal integration of open space into community design concepts are more in keeping with the central character of Cathedral City.

Nonetheless, flexibility and sensitive design evaluation, and the ability to see the positive qualities of various architectural styles are also essential to a receptive design review process. If quality design is lacking and cannot be secured from the developer or architect, then unsatisfactory development proposals should not be approved. Sensitive design harmonizes with surrounding building, avoids excessive disruption and does not overly compete for attention.

Diverse design approaches should avoid being abrasive and seek an elegant and dynamic integration with the existing and planned built environment. It is equally important to promote an eclectic collection of styles, and not to homogenize the design elements of a neighborhood, leaving it a boring repetition of elevations, roof lines and building materials and colors.

Criteria for Evaluating Building and Site Design

The relationship of new and infill development to other structures and the larger environment should be the focus of building and site design evaluation. Scenic, architectural, landscape architectural resources and the established character of a neighborhood provide a basic frame of reference for proposed development. Planning and design criteria assist in determining a project's compatibility with the surrounding area. These criteria include:

- Site Analysis and Development
- Planning
- Building Height
- Building and Structural Setbacks
- Proportions and Massing
- Pattern and Rhythm of Structures
- Roof types and Materials
- Surface Color and Texture
- Building Projections
- Architectural Details
- Landscape Architectural Treatment

Site Analysis and Development Planning

Site analysis, in all development, provides one of the most important and frequently under-exploited opportunities to understand the limitations and possibilities of the site. Interest regarding development on highly exposed sites with valued scenic resources may conflict with the scenic, open space, and/or community design goals of the community. An adherence to the goals set forth by the Ahwahnee Principles will provide focus and intention to the process. Site analysis and efficient development staging can help limit the amount and cost of grading, can maximize lot and building orientation, and provide a site and structure that optimizes the opportunities and minimizes the constraints of the development site.

Building Proportions, Height and Setbacks

New structures should be similar in height to, and compatible with, other buildings in the vicinity, with the goals of preserving and enhancing design qualities of the built environment and preserving viewsheds. Setbacks should be compatible with those of surrounding structures and

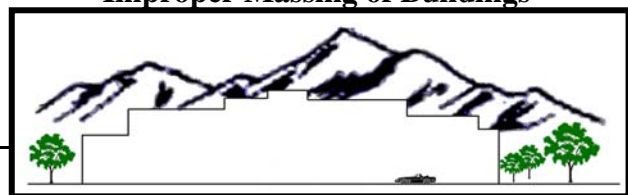
Proper Massing of Buildings



scenic resources, providing building presence without allowing the structure or development to dominate other buildings, the streetscape or the natural scenic viewshed.

The proportions of proposed residential, commercial or industrial structures will also affect their compatibility with site and surrounding conditions. Establishing a relationship between existing and planned development may set a standard that is meant to rejuvenate a neighborhood, giving it greater influence in establishing future design criteria for the neighborhood. Generally, height and width of building elevations should not be significantly out of character with existing neighborhood development or natural scenic viewsheds.

Improper Massing of Buildings



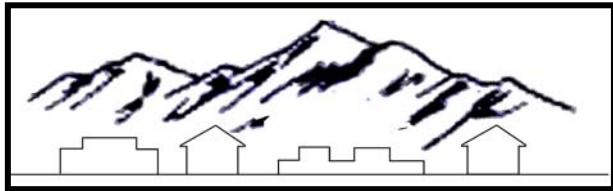
Pattern and Rhythm in Community Design

Nature makes, and human communities strive to adopt, natural and instinctively pleasing patterns and rhythms of motifs and massing in community development. How well these elements are handled can range from harmonious to dissident or clashing relationships. The recurrent alteration of peaks and slopes of the hills and the mountains can be emulated and complemented in the design of building roof lines, and in the space and solids of buildings. The development of pattern and rhythm establishes a theme when viewed in the context of surrounding development. At close quarters, pedestrians should be provided with a varied integration of structure and landscaping to soften and tie the structural elements to the natural ones.

Roof Types and Materials

The rhythmic patterns in new buildings and landscape architectural treatments should complement and integrate with the established structures and surrounding natural environment. Roof types and materials can play a critical role in either complementing or degrading the natural scenic viewshed.

Roof types, from flat to multiple arrays of hipped roofs, provide a range of possibilities for contrasting or imitative treatment. Unnecessary building heights are frequently related to roof design, when the roof should be balanced with the building elevation it helps to create. Scale, pattern and rhythm are also applicable to roof design and materials.



Roof Lines

Surface Texture and Color

Prevailing sunny conditions in conjunction with the light color of the surrounding desert make the selection of surface texture and color especially critical to compatibility issues. Surfaces that emulate the coarse, warm tones of the surrounding valley and hills are highly desirable, while slick and shiny finishes produce glaring surfaces that detract from the viewshed and are not pleasing to the eye. However, the emergence of post-modern and other hybrid architectural styles, with their juxtaposition of architectural motifs and the use of contrasting, unusual colors and building materials, are examples of how contrast can be made compatible within broader standards.

Surface texture differs from patterns and rhythm in that texture is provided on a substantially reduced scale. It is seldom as strong a design element as architectural pattern or massing. Although styles change with time, and while the use of strong color may play a dominant part in the design of structures, color is easier to change once development has occurred. The use of texture ranges from smooth adobe-type stucco or plaster to fluted, split-face concrete aggregate block. As with other elements of design, texture must be used carefully so as to complement the overall design while being compatible with surrounding materials.

Building Projections and Architectural Details

Much of a building's design is expressed in the detail and projections that grow out of the building envelope. Building projections and other architectural details play important functional and aesthetic roles in a building's efficiency as shelter as well as its appearance. Providing privacy and screening form the elements, projections and architectural detail also affect surrounding development. The use of porches and verandas can further enhance residential living space and provide protection from sun and wind. While simple and ornate architectural detail may each represent legitimate design principles, buildings of each style may clash or contrast with surrounding development, and suffer from the comparison. The appropriateness of a particular building design must be viewed within the context of the building's natural setting and man-made environment.

Site Planning and Community Design

Site planning involves the distribution of buildings, parking, driveways and landscaped open space areas of a site. It establishes the development's relationship to the street and surrounding lands. The influences of site design are not always easy to visualize and assess without the development of a detailed site plan. Frequently, the complexity or importance of a proposed development may make it appropriate to require the preparation of perspective renderings of the plan and structures.

Care should be taken not to allow artistic applications of color, landscaping and graphic "eye wash" to obscure or misrepresent the final product as it will actually appear on the development site. Together with building architecture, site planning is a critical design parameter determining the compatibility of proposed development with the existing development in the area and the character of the community.

Gateways, Crossroads, Corridors and Scenic Places

In addition to the architectural character of community design, other elements must be addressed when considering the community as a whole. These include areas with important landmarks and focal points, which lend identity and character to the community. Landmarks or focal points may include natural, historic, architectural, or cultural areas of interest.

Some of the most important community assets are the scenic resources of the Coachella Valley, including the San Jacinto, Santa Rosa, San Bernardino and other mountain ranges surrounding and encompassing the City, Flat Top Mountain, Edom Hill and the desert floor. Preservation of these scenic vistas has been an important goal of the community. However, various types of land development, the construction of buildings and walls, landscaping, roads and the extension of utility lines and other facilities have all impacted and threatened to degrade the scenic resources of the community.

The City's natural scenic beauty, as viewed from public thoroughfares and private lands, provides residents and visitors with a direct experience of the breathtaking landforms that define the character of the community. The protection and enhancement of the City's viewsheds is critical to promoting a quality image of Cathedral City. An essential part of this effort is the

identification of important areas of significant natural scenic value and setting standards to preserve these resources with continued urban development.

The scenic resources of Cathedral City are most apparent to the traveling public. The natural vistas visible from City streets cannot be properly viewed or appreciated if screened by buildings, walls and landscaping, or the indiscriminate placement of signage. The City, County and State all play active roles in scenic resource preservation.

Cathedral City has a variety of important entry and focus points, which provide opportunities to reinforce the City's identity and scenic viewsheds. The integration of monuments and appropriate signage, as well as special streetscape and landscape treatments, can be used to reflect the community's unique character. Focal points can be located anywhere along major routes, including important street corners, within parks and other public open space, civic buildings, schools and historic areas. Adequate areas for significant landscape or architectural treatment, City entry signage, special paving, and other identifiable treatments all lend character and identity to City entry and other focus points (*also see Scenic Highways discussion in this element*).

Examples of developed landscape architectural elements include the median on East Palm Canyon Drive through the City, which provides a welcoming experience to motorists, bicyclists and pedestrians as they travel through town. The landscaped median also provides a sense of place and vitality to the City. Landscaping elements, monumentation, signage, site furnishings, and open space areas should all be considered in the development standard and policies for landmark or focal point enhancement.

Other corridors that exist in the city are Ramon Road, Date Palm Drive, Landau Boulevard, Cathedral Canyon Drive, Varner Road, Palm Drive and Perez Road. Crossroads, or major intersections, in Cathedral City are at Vista Chino Road/I-10/Date Palm Drive, Ramon Road/Date Palm Drive, Dinah Shore/Date Palm Drive, Date Palm Drive/East Palm Canyon Drive, Palm Drive/I-10, Palm Drive/Varner Road, Varner Road/Mountain View Road and Gerald Ford/Date Palm Drive. Improvements at these main intersections of the city are currently (2001) in various development and planning stages, and will be monitored by Gateway Plans that will be adopted into the City's amendment codes.

Neighborhood parks are among the city's most valued scenic places, as they provide an enhanced sense of community for its residents as well as a visual sense of calm and well-being; the citizens of Cathedral City have made it clear that residential neighborhoods are among the City's greatest assets. The layout of land parcels within a subdivision can influence the economic impact, traffic safety, and livability of a neighborhood. Placing parks in the center of a neighborhood, for example, serves to provide a community with a meeting point, a place for family activities, and a central neighborhood gathering place.

Signage and Viewsheds of Public Rights-of-Way

The East Palm Canyon Drive commercial corridor, Date Palm Drive and Ramon Road are the most frequently traveled, and are most impacted by signage of businesses attempting to make

their existence and location known. Enhancing commercial signage should be conducted in a manner that minimizes the adverse economic impact on business, while restoring the viewshed along existing and planned commercial corridors. Businesses located within Redevelopment project areas may be able to participate in and benefit from RDA sponsored sign renovation programs.

Transportation and Community Design

A broad range of transportation-oriented community design issues must be faced as the community continues to grow. Development design issues and details that must be given careful attention include entry point monument signage, street signage, commercial signage, street lighting levels and fixtures, bus turnouts and shelters, curb and pavement treatments, median island and parkway design and landscaping, roadway reflectors and guardrails, bike lanes and other on-road graphics, and utility structures and facilities. Consistent safety and comfort features for pedestrians and bicyclists are central to the city's vision of itself as a livable community.

Developers of new commercial projects should be encouraged to "break up" large expanses of parking with landscaping and pedestrian paths, locating buildings at the street and parking at the sides or rear of the buildings. This design approach also serves to provide the streets with a sense of vitality and community.

Scenic Highways

Especially striking are the mountain vista to the west and south as one descends into Cathedral City from the I-10 overpass and the hill and mountain vista. It is an essential and critical component of community design in Cathedral City, while effectively linking the City with other Coachella Valley communities. Many functional community design goals can be achieved through the detailed design and planning for the city's major gateways and corridors. The safe, functionally efficient and aesthetically pleasing design and buildout of these sites is a key element in the City's overall economic health and prosperity.

Neighborhood Design

The City of Cathedral City prides itself on having a wide variety of neighborhood settings and considers its residential neighborhoods to be one of its greatest resources. Attributes that can make a neighborhood unique include adherence to the Ahwahnee Principles' concepts set forth in its preamble:

"Existing patterns of urban and suburban development seriously impair our quality of life. The symptoms are:

- more congestion and air pollution resulting from our increased dependence on automobiles,
- the loss of precious open space,
- the need for costly improvements to roads and public services,
- the inequitable distribution of economic resources, and
- the loss of a sense of community.

By drawing upon the best from the past and the present, we can, first, infill existing communities and, second, plan new communities that will more successfully serve the needs of those who live and work within them.”

Architecture: Architectural commonality can be established throughout the neighborhood with the coordinated and complementary use of various design components, including building colors, roof design and tile color, window and garage door treatment and architectural building accents and details. These components should be mixed to create a balance of variety, compatibility and conformity or cohesion.

Perimeter Wall/Fence Treatment: Walls and fences define the borders of residential communities and are used in perimeter landscape treatments for a variety of other development types in the City. Designs may consist of wrought iron, stuccoed concrete block, plain and painted slumpstone, split-faced block, plastered, brick-capped or tile accented, and intermittent columns or pilasters. Interspersing solid walls with wrought iron fencing provides views into development open space areas and relieves the closed in feeling that walls can engender.

Wider parkways provide additional wall set backs and landscape treatment that reduces the enclosed feeling. Wall breaks and fenestration along public rights-of-way help to integrate private community open space and viewsheds with those of the traveling public. The City should encourage the continued use of this type of viewshed window as a means of reducing the tunnel effect and preserving scenic vistas.

Parkway Landscaping: One of the most prominent and visible exterior features of neighborhoods and private communities is parkway landscaping. Design can range from the formal to the “natural” or combinations of both approaches. Formal design may include ordered rows of date palms or other distinctive tree, regularly interspersed with equally ordered shrubs and beds for annuals plantings. More informal designs seek to imitate nature by interspersing native and non-native desert plantings in a free-form or random pattern. Groupings of major elements, and the use of lawn areas may also be integrated into both more and less formal designs.

Community Design in Public Facilities

Community Design encompasses the entire city and includes public buildings, utilities, and street traffic control and safety devices that have the potential to detract from the appearance of the community. The City must consistently make quality appearance one of its prime priorities. Current efforts include the development of unique and distinctive desert landscape treatments on major roadways. Desert colors and tones can also be integrated into street signs, traffic signals and lighting standards to soften their impact on the surrounding viewshed.

Bus shelter design should also be a high priority, making these facilities functionally superior and aesthetically pleasing. These structures can utilize architectural styles that complement the streetscape treatment and elevate the appearance of these utilitarian structures. Utility cabinets located along the street, including traffic signal and telephone switching facilities, are frequently painfully obvious. To the greatest extent possible, these features should be installed in underground vaults, or effectively screened from public view. Overhead utility lines also present

visual obstructions to the natural setting and may pose safety hazards that should be minimized by a program of utility undergrounding.

FUTURE DIRECTIONS

Community design considerations, including preservation and enhancement of scenic highways, can subtly and profoundly shape the image of the community. Establishing basic criteria to promote good and conscientious design that enhances community cohesiveness will allow Cathedral City to emerge as a thriving community. Community design considerations are directly related to issues associated with land use, traffic, arts and culture, health and safety, economic development and environmental systems.

The Community Image and Urban Design Element can be implemented by several mechanisms, which include the thoughtful application of the other Elements of the General Plan, the City Zoning Ordinance, adopted Specific Plans, and through Redevelopment Plans and Neighborhood Plans for individual project areas. The most effective instrument will be the Zoning Ordinance, which set forth specific standards and establishes design parameters and guidelines for site planning and building design.

GOALS, POLICIES AND PROGRAMS

Goal 1

Citywide design and development that promote and support a well-integrated residential community, provide a heightened sense of livable community, and present opportunity for public gathering.

Goal 2

Community design, architecture, and landscaping that enhance and are compatible with the City's desert setting and natural scenic resources.

Policy 1

Public and private sector development shall be subject to citywide design guidelines that include the Ahwahnee Principles and are intended to protect the community's scenic viewsheds, provide community cohesion, and enhance the image of Cathedral City as a residential and smart-growth community.

Program 1.A

The Zoning Ordinance and other regulatory documents that define the design parameters that apply to public and private development shall be amended and maintained as necessary.

Responsible Agency: Planning Department

Schedule: On-going

Program 1.B

The City shall maintain comprehensive application packages which provide detailed information on requirements, standards and guidelines.

Responsible Agency: Planning Department

Schedule: On-going

Program 1.C

The City shall thoroughly review all development proposals to assure compliance with community design standards.

Responsible Agency: Planning Department; Planning Commission; City Council

Schedule: On-going

Policy 2

The City shall support the positive, unique characteristics of existing residential neighborhoods and require that new neighborhoods be designed to provide distinctive, identifiable design elements.

Program 2A

Develop and implement Neighborhood Plans guided by the Ahwahnee Principles that define and support positive unique qualities of existing and planned neighborhoods.

Responsible Agency: Planning Department; Parks and Recreation Department; Planning Commission; City Council

Schedule: On-going

Program 2.B

New residential development proposals shall be reviewed by City staff to assure compliance with applicable Neighborhood Plans and to evaluate proposed design features, such as entry statements, recreational facilities, neighborhood parks and schools, and landscaping along public rights-of-way.

Responsible Agency: Planning Department; Planning Commission; City Council

Schedule: On-going

Program 2.C

The City shall develop a program to install entry monumentation features at entrances to existing neighborhoods, and shall require developers to install them at new neighborhood sites.

Responsible Agency: Planning Department; Public Works Department

Schedule: On-going

Policy 3

The City shall have a distinct, identifiable center that combines civic, cultural and recreational uses.

Program 3.A

The City shall implement the Downtown Precise Plan and shall review development proposals within the downtown for compliance with Precise Plan design parameters.

Responsible Agency: Planning Department Redevelopment Agency; Arts Commission, Planning Commission; City Council

Schedule: On-going

Policy 4

Support the development of distinct, identifiable street corridors.

Program 4.A

Include Street Corridor Plans that define appropriate themes and street design features, including street trees, furnishings, and other fixtures in Neighborhood Plans.

Responsible Agency: Planning Department; Public Works Department

Schedule: On-going

Program 4.B

Include street corridor improvements in the Capital Improvement Program.

Responsible Agency: Public Works Department; Economic Development Department

Schedule: On-going

Policy 5

Areas of special interest, including entry points, landmarks, and scenic highway viewsheds, shall receive appropriate treatment whether part of public or private development proposals.

Program 5.A

Require the submittal of detailed landscape, architectural, and special signage designs for project entries and other social features to assure compliance with community design parameters and compatibility with the natural and built environments.

Responsible Agency: Planning Department;

Schedule: On-going

Policy 6

Native desert landscape materials and site-sensitive architectural designs shall be incorporated into all public and private building projects to enhance the cohesion between the natural and built environments.

Policy 7

Commercial development projects shall contribute to the design objectives of the community and the specific district or corridor in which they are located.

Program 7.A

The City shall review all commercial development to assure pedestrian-oriented circulation, safe and convenient ingress and egress, screening of outdoor storage/loading and other unsightly areas, lighting, signage, and the planting of mature landscaping to provide an immediate effect of permanency.

Responsible Agency: Planning Department

Schedule: On-going

Policy 8

Community and Neighborhood Activity Centers, which concentrate land uses at high intensities, shall be established at appropriate locations to encourage public social interaction and a sense of public space.

Program 8.A

Actively pursue a joint use agreement with the Palm Springs Unified School District to promote public school grounds as integral parts of neighborhood activity.

Responsible Agency: Parks and Recreation Department; Planning Department; School District

Schedule: On-going

Policy 9

Neighborhoods shall establish a well-defined edge or boundary, consisting of landscaping, green belts, open space, and/or entry monumentation, in appropriate locations to help create a unique community image and sense of place.

Program 9.A

The City shall require the incorporation of parks and open space into new development projects, and shall ensure that new parks and open space are developed in the early phases of development projects.

Responsible Agency: Planning Department; Planning Commission; City Council

Schedule: On-going

Policy 10

The City shall actively pursue joint land use agreements with the Agua Caliente Band of Cahuilla Indians and individual landowners in an effort to eliminate billboards within the City limits.

Policy 11

The City shall maintain and enforce a Sign Ordinance and the Auto Center Sign Ordinance, which define permitted sign locations, sizes, maintenance, and other related requirements.

Policy 12

In an effort to preserve the value of the community's night sky, outdoor lighting shall be shielded downward and limited to the minimum height, number, and intensity of fixtures needed to provide sufficient security and identification on residential, commercial, and other development.

Policy 13

Incorporate the City's identification symbol into street signage, planters, benches, public buildings, City vehicles, streetscape furnishings, and other appropriate applications.

Policy 14

The City shall support a high level of Code Enforcement to encourage neighborhood beautification and to maintain property values and quality of life.

Program 14.A

The City shall develop and adopt a program of Code compliance standards for existing neighborhoods, and enforce the program through regular Code Enforcement inspections.

Responsible Agency: Code Enforcement Department, City Council

Schedule: 2003-2004; Continuous

Policy 15

Overhead utility lines shall be undergrounded to the greatest extent practical through the establishment of an undergrounding program and guidelines.

ECONOMIC & FISCAL ELEMENT

PURPOSE

The purpose of the Economic and Fiscal Element is to provide a multi-dimensional picture of the City's economy through a broad range of data and information. The element explores the health of the local economy and the relationship between City government and its responsibilities, such as establishing and enforcing land use policies and regulating new development. The element is also intended to examine the City's potential economic opportunities and constraints, and set forth a series of goals, policies, and programs that will help create a viable, well-balanced economy.

BACKGROUND

The overall health of the City's economy is a product of the complex interrelationships between the City's and region's physical and economic environments. In this regard, the Economic and Fiscal Element is related, to some degree, to all other General Plan elements. The issues addressed in other General Plan elements are largely centered around the protection of human life and property from environmental hazards, the provision of adequate public services and facilities, and the enhancement of natural and cultural resources, all of which directly impact the City's ability to retain and attract businesses and residents, who support the local economy. The Economic and Fiscal Element has the strongest relationship with the Land Use Element, which determines the distribution of land uses by type, location, intensity, and extent of use, and therefore impacts the City's long-term economic prosperity.

The Economic and Fiscal Element is based upon California Government Code Section 65030.2, which states: "land use decisions shall be made with full knowledge of their economic and fiscal implications, giving consideration to short-term costs and benefits, and their relationship to long-term environmental impacts as well as long-term costs and benefits." The Element also examines issues set forth in Government Code Sections 65863.6 and 66412.3, which require cities and counties to balance the available fiscal and environmental resources against the housing and public services needs of the community.

Economic Conditions in Cathedral City

In formulating appropriate fiscal and economic development goals, policies, and programs, it is essential to understand the City's role in the Coachella Valley economy. Over the past two decades, the Coachella Valley has emerged to become one of the premier destination resort areas in the country, attracting visitors, seasonal residents, and retirees, who bring revenue to the valley and generate a spin-off demand for jobs and visitor-related services.

In recent years, communities in the eastern Coachella Valley, particularly Palm Desert and La Quinta, have positioned themselves to absorb much of the revenue generated by the regional tourist industry, by attracting nationally recognized resort and convention centers, first-class golf

course and recreational facilities, highly valued country club and estate residential developments, and a wide range of visitor-serving retail and restaurant establishments.

Cathedral City's position in the regional tourist industry has been more modest, and the City is better known for its ability to provide a wide range of affordable housing products, including mobile homes, apartments, single-family detached units in standard subdivisions, and custom homes. The City has successfully marketed itself to permanent residents, particularly younger families. City-based retail development has traditionally been limited to neighborhood and community-scale commercial centers, which principally serve year-round families living in the City and other communities in the western valley.

Over the past five years, however, the City has made a substantial commitment to promoting local economic growth through aggressive action and innovative planning. The City's most comprehensive economic development effort has been the Downtown Redevelopment project, which was initially proposed by the City in 1992. The downtown area is generally bounded by Date Palm Drive on the east, C Street on the south, Cathedral Canyon Drive on the west, and the Whitewater River Stormwater Channel on the north. The project was conceived and developed as a pedestrian-oriented festival marketplace, containing a combination of shopping, dining, and entertainment venues, including the IMAX and Mary Pickford theaters, which are intended to attract shoppers and moviegoers throughout the Coachella Valley. It is anchored by the Civic Center building, which serves as an important municipal monument and provides a central gathering place for community functions. The Downtown Redevelopment project involved significant roadway improvements to the East Palm Canyon Drive corridor, the construction of a municipal parking structure, and other public improvements aimed at upgrading the image of the downtown district. The revitalization effort was intended to stimulate private investment in this portion of the City and strengthen the City's economic position in the regional economy.

City Cost/Revenue Trends

Table III-34, below, provides a historical presentation of the City's major General Fund revenue sources for Fiscal Years 1996/97 through 2000/01. The data indicate that total revenues have increased by approximately 32% over the five-year period. There has been steady growth in several categories, particularly the sales tax, transient occupancy tax, and Planning Department revenues. Interest revenue has fluctuated with changes in interest rates over time. Property tax revenues have been more sensitive to the rise and fall of the real estate market, and have remained relatively steady over the past five years.

Table III-34
City of Cathedral City General Fund Revenues
FY 1996-97 through FY 2000/01

Revenue Source	1996/97 Actual(\$)	1997/98 Actual(\$)	1998/99 Actual(\$)	1999/00 Adopted(\$)	2000/01 Adopted(\$)
Property Tax	356,647	360,385	349,490	360,000	360,000
Sales & Use Tax	4,307,742	4,873,192	5,990,220	5,200,000	7,000,000
Transient Occupancy Tax	853,249	857,276	1,120,397	860,000	1,300,000
Structural Fire Tax	435,699	440,470	435,314	440,000	448,000
Franchise Fees	750,847	828,341	829,852	825,000	860,000
Interest Revenue	634,675	649,691	744,507	300,000	700,000
Planning ¹	1,069,331	995,120	1,624,782	1,454,231	1,886,878
Other Revenue ²	5,656,831	5,717,411	6,525,519	5,790,688	6,104,937
Total	14,065,021	14,721,886	17,620,081	15,229,919	18,659,815

¹ Includes revenues derived from the Planning Department, such as planning, engineering, and construction permit and plan check fees, map sales, operating reimbursements, and labor reimbursements.

² Includes a wide range of miscellaneous General Fund revenues, such as fines and forfeits, fire permits/inspections and fees, paramedic service fees, business permit fees, and transfers and reimbursements from other funds.

Source: City of Cathedral City Adopted Operating Budget, Fiscal Year 2000-01.

In addition to the General Fund revenues described in the table above, the City's Redevelopment Agency is expected to receive approximately \$12,712,127 in tax increment revenue in Fiscal Year 2000/01. This represents an increase of \$584,043 over the previous year. This revenue source has been instrumental in implementing the Downtown Redevelopment project and reducing the need to use General Fund revenues for funding capital improvements along East Palm Canyon Drive and in other redevelopment project areas.

Expenditure Trends

Table III-35, below, summarizes City expenditures since Fiscal Year 1996/97, and indicates that expenditures have increased by approximately 45% over the past five years. The City's highest expenditure category has consistently been the Police Department, closely followed by the Fire Department and General Government services. In addition to the General Fund expenditures listed below, the City's Redevelopment Agency will allocate approximately \$12,648,171 during Fiscal Year 2000/01 in the form of debt service, pass-through funds to other agencies, set-aside funds for low and moderate income housing, and discretionary purposes.

**Table III-35
City of Cathedral City General Fund Expenditures
FY 1996/97 through FY 2000/01**

Expenditure Category	1996/97 Actual(\$)	1997/98 Actual(\$)	1998/99 Actual(\$)	1999/00 Adopted(\$)	2000/01 Adopted(\$)
General Government ¹	4,024,621	3,715,688	3,969,536	3,679,103	4,280,996
Police Department ²	5,533,444	5,508,103	5,713,798	5,938,507	8,184,009
Fire Department ³	3,492,544	3,440,801	3,668,503	3,944,183	4,566,175
Community Organizations	145,000	171,000	161,482	145,310	170,310
Planning ⁴	869,412	1,005,230	1,413,883	1,555,484	3,184,127
Total	14,065,021	13,840,822	14,927,202	15,262,587	20,385,617

¹ Includes City Council, City Clerk, City Management, Personnel, Legal Services, Risk Management, Finance, and General Government Expense, and Public Information Officer, as shown on page 132 of Adopted Operating Budget.

² Includes Police Administration, Field Services, Investigation Services, Community Services, Emergency Communications, Gang Related Activity Suppression Program, Animal Control, and Information Management.

³ Includes Fire Administration, Fire Suppression, Fire Prevention, Paramedic Services, Disaster Preparedness, and Code Enforcement.

⁴ Includes Planning Administration, Planning Division, Building Inspection Division, Engineering Division, Public Works, and Parks and Recreation.

Source: City of Cathedral City Adopted Operating Budget, Fiscal Year 2000-01.

Demographic Characteristics

In order to understand the needs of the City in the future, it is important to understand the makeup of its citizenry, and the changes that have occurred in that makeup in the last several years. The following section provides statistical data regarding the residents of Cathedral City. Where available, 2000 Census data has been utilized, but it is important to note that only very limited information has been released by the Census Bureau at the time of this writing (2001).

Population

Like other Coachella Valley communities, the City of Cathedral City has experienced tremendous growth over the past two decades. During the 1980s, the City's population nearly tripled, increasing from approximately 11,100 in 1980, to 30,085 in 1990. According to the U.S. Census, the population reached 42,647 by 2000, representing an increase of 42% since 1990.

Age Distribution

Although the Coachella Valley is a popular destination for seniors and retirees, Cathedral City has traditionally attracted young adults and families, partly because of its wide range of affordable housing products. According to the 1990 Census, the median age of Cathedral City residents was 31.4 years. By 2000, it had increased slightly to 32.0 years. The median age for Cathedral City residents is comparable to that of Riverside County residents (33.1 years), but is substantially younger than that of neighboring communities.

The median age in Cathedral City is about 15 years younger than in Palm Springs (46.9 years) and about 29 years younger than in Rancho Mirage (61.3 years). The table below illustrates the City's age distribution for year 2000, and indicates that younger and middle-aged adults, ages 25 to 54 years, comprise the largest segment (40.7%) of the City population.

**Table III-36
Age Distribution, 2000**

Age Range	# Residents	% of Pop.
Under 5 years	3,763	8.8%
5-9 years	3,974	9.3%
10-14 years	3,587	8.4%
15-19 years	3,059	7.2%
20-24 years	2,651	6.2%
25-34 years	6,386	15.0%
35-44 years	6,660	15.6%
45-54 years	4,318	10.1%
55-59 years	1,590	3.7%
60-64 years	1,456	3.4%
65-74 years	2,868	6.7%
75-84 years	1,848	4.3%
85+ years	487	1.1%

Source: U.S. Census, 2000.

Ethnicity

Since 1990, the City has experienced a shift in its ethnic composition, with a larger percentage of residents identifying themselves as Hispanic or Latino. According to the 1990 Census, 37.2% of City residents were characterized as Hispanic, but by 2000, this number had grown to 50.0%. The ethnic characteristics of City residents, as described by the 2000 U.S. Census, are shown in the table below.

**Table III-37
Ethnicity, 2000**

Race	No. of Persons	% of Population
One Race		
White	27,845	65.3%
Black	1,169	2.7%
American Indian/Alaska Native	440	1.0%
Asian	1,575	3.7%
Native Hawaiian/Pacific Islander	32	0.1%
Other Race	9,834	23.1%
Two or More Races	1,752	4.1%
Total	42,647	100%
Hispanic or Latino (of any race)	21,312	50.0%

Source: U.S. Census, 2000.

Household Size

A “household” includes all of the people who occupy a housing unit. It does not include those living in group quarters; however, their impact on the City’s household characteristics is very limited and accounted for only 0.2% of the City’s population in 1990 and 0.3% in 2000. Household size represents the average number of people living in a dwelling unit. In 1990, there were a total of 10,805 households in Cathedral City, with an average household size of 2.75 persons per household. By 2000, the number of households had increased by about 30% to 14,027, with an average size of 3.03 persons per household. The City’s average household size is comparable to that of the Riverside County average (2.98 persons per household), but is substantially larger than that of neighboring Palm Springs (2.05) and Rancho Mirage (1.92).

Median Household Income

The median household income in Cathedral City was \$30,908 in 1990, which was slightly higher than the median household income (\$29,900) of the Coachella Valley as a whole. As illustrated in the table below, City residents are likely to have middle-class incomes, with 35% of households earning between \$25,000 and \$49,000 annually.

**Table III-38
Household Income Distribution, 1990**

Income Range	No. of Households	% of Households
Less than \$5,000	552	5.1%
\$5,000-9,999	1,044	9.6%
\$10,000-14,999	968	9.0%
\$15,000-24,999	1,653	15.2%
\$25,000-34,999	1,886	17.5%
\$35,000-49,999	1,928	17.8%
\$50,000-74,999	1,850	17.1%
\$75,000-99,999	559	5.2%
\$100,000-149,999	265	2.5%
\$150,000+	100	1.0%
Total	10,805	100%

Source: 1990 Census, as provided in Table III-6, "Profile of Development Prospects for the Cathedral City General Plan," Economic Research Associates, revised February 15, 1996.

Updated household income data from the 2000 Census was not available at the time of this writing. However, other data sources indicate a substantial increase in the City's median household income. The Inland Empire Economic Databank and Forecasting Center estimated that, in 1998, the City's median household income was \$44,158. The Inland Empire Quarterly Economic Report estimated that the median income was approximately \$42,710 in 1999.

Employment Characteristics

According to a recent (2000) regional economic study conducted by the Coachella Valley Economic Partnership, there were approximately 74,146 jobs in the Coachella Valley in 1991. By 1999, the number had increased by 35.2% to 100,231, a growth rate that outpaced that of the Inland Empire to the west. Given the Coachella Valley's popularity as a resort destination, regional employment opportunities are heavily oriented toward retail, hotel/recreational, and service-related industries. Agriculture, construction, and health services also represent strong sectors of the regional economy.

Employment characteristics in Cathedral City are generally consistent with regional trends. In 1990, approximately 62% of City residents 16 years and older were employed in the labor force. As shown in the following table, most worked in the retail trade (23%) or construction (14%) industries. The largest employers of Cathedral City residents are listed in Table III-40.

**Table III-39
Occupations of Residents in the
City of Cathedral City, 1990**

Occupation	No. of Residents	% of Population
Agriculture/Forestry/Fisheries	781	5.6%
Mining	0	0.0%
Construction	1,929	13.8%
Manufacturing, non-durable goods	274	2.0%
Manufacturing, durable goods	465	3.3%
Transportation	480	3.4%
Communications/Public Utilities	369	2.6%
Wholesale Trade	259	1.9%
Retail Trade	3,158	22.6%
Finance/Insurance/Real Estate	989	7.2%
Business and Repair Services	638	4.6%
Personal Services	1,510	10.8%
Entertainment/Recreation Services	598	4.3%
Health Services	1,059	7.6%
Educational Services	564	4.1%
Other Professional and Related Services	588	4.2%
Public Administration	283	2.0%
Total	13,944	100%

Source: U.S. Census, 1990.

**Table III-40
Top Employers in Cathedral City, 1998**

Name of Business	No. of Employees
Palm Springs Unified School District	1,400
Wal-Mart	280
Doral Hotel & Resort	250
Desert Auto Center	195
City of Cathedral City	170
Lucky (2 stores)	150
Lawrence Welk's Desert Oasis	140
Southern California Edison	140
Sam's Club	126
Charter Psychiatric Hospital	125
Target	125
Albertsons	92
Food 4 Less	75
Coca Cola Bottling Company	75

Source: "Community Economic Profile for Cathedral City," Riverside County Economic Development Agency, 1998.

A 2000 Coachella Valley Economic Partnership regional economic study indicates that 91.3% of all working Coachella Valley residents have jobs within the regional area, and only 7.6% commute to jobs outside the desert region. However, within the Coachella Valley, there is a relative imbalance between the location of jobs and residents, which forces many residents to travel to neighboring cities for work.

The table below describes the location of jobs and residents in the Coachella Valley and indicates that, while Cathedral City is home to approximately 15.3% of the regional population, it provides only about 5.4% of all regional jobs. These data imply that many City residents are traveling to other cities for work. The City needs to continue its concentrated efforts to attract businesses that generate stable, high-paying jobs for local residents. Revitalization of the downtown is expected to have a significant positive impact in this regard over the long-term; however, other business attraction efforts should be undertaken to enhance this effort. The City's stable year-round labor force and its central location in the upper Coachella Valley are key factors in marketing the City as an optimal business location.

**Table III-41
Jobs vs. Residents in the Coachella Valley, 2000**

City	% of Regional Jobs	% of Regional Residents
Cathedral City	5.4%	15.3%
Coachella	8.7%	7.3%
Desert Hot Springs	3.7%	10.2%
Indian Wells	1.2%	5.5%
Indio	17.8%	21.0%
La Quinta	5.8%	6.5%
Palm Desert	24.8%	11.3%
Palm Springs	16.1%	12.3%
Rancho Mirage	8.7%	3.7%
Unincorporated/Other	7.8%	6.9%
Total	100%	100%

Source: Exhibit 42, "Coachella Valley Economic Review," prepared for the Coachella Valley Economic Partnership by Economics & Politics, Inc. and The Resource Group, July 22, 2000.

Housing Market

Among Cathedral City's economic strengths is its ability to provide a variety of affordable residential products, ranging from apartments to newer master planned residential developments, at competitive prices that are typically lower than those found in other Coachella Valley communities. According to the California Association of Realtors, during the fourth quarter of 1998, the median sales price for new and existing homes in Cathedral City was \$96,000. More recent data indicates that home values are increasing throughout the Coachella Valley, but Cathedral City continues to offer some of the most competitive prices. The Inland Empire Quarterly Economic Report shows that, during the first quarter of 2000, median housing prices in Cathedral City were \$117,750 for existing homes, and \$165,700 for new homes.

The City's housing stock increased from 15,229 units in 1990 to 17,916 units in 2000, which represents a ten-year increase of about 17%. As shown in the following table, the majority of new structures are single-family, detached dwellings, which is typical of a low-density, suburban community. Much of this new development has occurred in the northern portion of the City, between 30th Avenue and Interstate-10. The percentage of attached single-family units and mobile homes in the City's housing mix has decreased since 1990, while the percentage of multi-family units has remained relatively unchanged.

**Table III-42
Housing Characteristics in Cathedral City, 1990 vs. 2000**

Housing Type	1990		2000	
	No. Units	% of Total	No. Units	% of Total
Single-Family, Detached	6,525	42.9%	8,745	48.8%
Single-Family, Attached	1,999	13.1%	2,034	11.4%
Multi-Family, 2-4 units	1,966	12.9%	2,295	12.8%
Multi-Family, 5+ units	1,656	10.9%	1,976	11.0%
Mobile Homes	3,083	20.2%	2,866	16.0%
Total	15,229	100.0%	17,916	100.0%

Source: California Department of Finance.

Due to the Coachella Valley’s popularity as a resort destination, and its ability to attract a substantial part-year, non-resident population, the regional demand for second home ownership is strong. It is estimated that approximately 27% of all housing units in the Valley are used for non-resident purposes (Economic Research Associates, 1996), and growth in second home ownership is expected to remain strong during the next decade. Traditionally, these units have been constructed in the cities of Palm Desert, Rancho Mirage, and Palm Springs. The 2000 U.S. Census identifies the number of “vacant” housing units, which are used for seasonal, recreational, or occasional use. These units account for 23.5% (7,240 units) of all housing units in Palm Springs, 26.1% (3,079 units) in Rancho Mirage, and 19.0% (485 units) in Palm Desert.

Second home ownership has been more modest in Cathedral City, however, where only 10.5% (1,874 units) of housing units are vacant for seasonal or recreational purposes (2000 U.S. Census). A study of development prospects for Cathedral City estimated that, if recent trends in second home ownership continue, the City could attract a significant share of new non-resident housing products over the next decade, possibly adding as many as 1,400 new units to the City’s housing mix (Economic Research Associates, 1996). The Downtown Redevelopment area, which is centrally located and can accommodate higher-density housing opportunities, could be instrumental in attracting vacation homebuyers and retirees to Cathedral City. The Downtown Precise Plan includes lands between Cathedral Canyon Drive and Date Palm Drive which are planned for a variety of housing types, including affordable housing, senior and congregate care units, and condominium or townhome units.

The City could realize substantial spin-off revenues, particularly increased sales and use tax revenues and increased demand for retail and service-related jobs, generated by a larger non-resident population. The City should consider directing future marketing efforts at this growing and potentially lucrative market, and determine whether and where second-home ownership fits into the community’s long-range goals.

Commercial Development

Commercial development is a critical component of most communities, as the sale of goods and services can generate significant sales tax revenue and employment opportunities. Over the past decade, the City of Palm Desert has established itself as the retail powerhouse of the Coachella Valley, with the City of La Quinta emerging as a strong competitor. Their dominance in the regional retail market is partly due to their central location within the Coachella Valley, relatively high resident income levels, and the ability to offer a wide range of retail facilities, including exclusive specialty shops, large department stores, chain restaurants, and large-volume home improvement warehouses.

Commercial development in Cathedral City has been traditionally comprised of smaller-scale neighborhood and community shopping centers, which serve City residents but are not able to attract a larger consumer base. An exception is the automobile dealer industry in the Cathedral City Auto Center on East Palm Canyon Drive, which, given its specialty, is able to attract consumers from throughout the Coachella Valley and other desert communities. Other major retailers are also auto-related and include auto parts stores and repair shops.

Revitalization of the City's downtown core has afforded the City with tremendous opportunities to further define and expand its role in the regional retail market. Consistent with the downtown district's marketed image as a festival marketplace, existing commercial development includes an IMAX theater, the Mary Pickford Theater (multiplex cinema), and small-scale restaurants and retail shops. However, the Downtown district has not yet reached its full retail potential, and additional development opportunities exist.

Taxable Sales and Sales Tax Revenues

The table below describes taxable sales trends in the City from 1995 through 1999, as recorded by the California Board of Equalization. The data indicate that the City's taxable sales increased steadily by nearly 53% during this five-year period. This is a substantial increase due, in part, to tremendous sales tax revenue gains generated by automobile-related sales, which increased nearly 73%. Other growing markets included home furnishings/appliances, for which taxable sales more than doubled from 1995 to 1999, and eating/drinking establishments, for which sales tax revenues increased by about 29%. In 1995, there were approximately 1,070 taxable sales generators/outlets in the City, but by 1999, the number had decreased to 993. It is interesting to note that, during this five-year period, the increase in total taxable sales occurred despite a loss of 77 taxable sales generators/outlets in the City.

The latest taxable sales data, provided by the City, indicate that taxable sales during year 2000 were \$684,864,500. This represents an increase of about \$75,035,500 over 1999 taxable sales, or a one-year increase of about 12.3%.

**Table III-43
Taxable Sales in Cathedral City, 1995-1999**

Type of Business	Taxable Transactions (\$000)				
	1995	1996	1997	1998	1999
Retail Stores					
Apparel	4,480	4,538	4,701	4,841	6,118
General Merchandise	72,673	74,438	74,731	77,178	86,212
Food Stores	24,423	26,087	25,584	24,800	26,249
Eating/Drinking Places	30,271	28,718	31,500	34,565	38,935
Home Furnishings/Appliances	16,888	16,767	18,670	27,235	34,021
Bldg. Materials/Farm Implements	13,234	14,218	13,822	18,264	21,938
Auto Dealers/Supplies	132,018	131,476	147,121	180,423	227,984
Service Stations	33,432	31,967	31,357	27,573	33,452
Other Retail Stores	21,932	21,482	16,876	17,344	21,051
All Other Outlets	49,627	58,158	74,054	94,944	113,869
Total All Outlets	398,978	407,849	438,416	507,167	609,829

Source: "Taxable Sales in California (Sales & Use Tax)," During 1995-1999, California State Board of Equalization.

The following table describes the spending potential of Cathedral City residents and is intended to help identify which retail market niches would best serve the City population. The analysis takes into account such factors as City population, number of households, median income, annual population growth, and annual household growth. The data indicate that the largest existing expenditure categories are groceries/drugs, food and alcohol away from home, and apparel and footwear. The table also provides 5-year expenditure projections.

**Table III-44
2001 Annual Expenditure Potential
for Cathedral City Residents**

Expenditure Category	Current Year Expenditure Total (\$000s)	5-Year Expenditure Total (\$000s)	Current Year Expenditure Per Household (\$000s)	Annual Growth Rate
Apparel/Footwear	\$46,715	\$56,144	\$2,898	4.0%
Personal Care	\$17,623	\$23,069	\$1,093	6.2%
Grocery/Drug	\$96,857	\$120,590	\$6,009	4.9%
Alcohol for Home Consumption	\$11,241	\$13,727	\$697	4.4%
Food/Alcohol Away From Home	\$54,020	\$67,020	\$3,351	4.8%
Tobacco	\$9,721	\$12,505	\$603	5.7%
Hardware/Home Improvement	\$11,778	\$14,157	\$731	4.0%
Home Furnishings	\$21,190	\$26,108	\$1,315	4.6%
Home Services	\$5,489	\$6,677	\$341	4.3%
Household/Garden Supply	\$5,831	\$7,561	\$362	5.9%
Auto Repair/Service	\$26,196	\$30,756	\$1,625	3.5%
Gasoline	\$22,068	\$24,057	\$1,369	1.8%
Home Electronics/Appliances	\$23,552	\$32,127	\$1,461	7.3%
Toys/Sporting Goods	\$12,223	\$16,202	\$758	6.5%
Entertainment	\$21,953	\$28,414	\$1,362	5.9%
Other Categories	\$344,032	\$435,554	\$21,343	5.3%
2001 Total	\$730,489	\$914,700	\$45,318	

Source: prepared for Terra Nova Planning & Research, Inc. by Claritas, Inc.

The table above indicates that, for 2001, the total sales potential of City residents was estimated at \$730,489,000. However, according to the City, actual taxable sales in Cathedral City in 2000 were \$684,864,500. The difference of \$45,624,500 represents the approximate retail sales potential of City residents that is not being spent within the city limits, and suggests that there is significant retail leakage to other communities. This represents a loss of revenue for local businesses as well as the City General Fund.

The City is losing approximately 6.2% of its retail spending capacity to other communities. This is attributable to several factors. First, as described earlier, there is a relative imbalance between the number of jobs and residents in Cathedral City, which forces much of the City's labor force to work outside the City and provides them with opportunities to shop elsewhere while commuting to work. The City also has a basic range of retail outlets that have difficulty competing with larger chain stores and specialty shops elsewhere in the valley.

Wal-Mart and Target are exceptions to this pattern. In the same regard, historically, Cathedral City has had an excess of strip commercial development spread out along arterial roads, rather than a comprehensive shopping mall or consolidated shopping district that centralizes retail synergies within the City. The revitalized Downtown Redevelopment Area is expected to fill this void over the long-term, but is still in the process of defining itself as a regional retail center. Nonetheless, it is anticipated that the investments made in the Downtown district will enhance the City's ability to attract businesses that offer unique, yet essential products and services to the local and regional population.

Tourism and Traveler Revenues

The Coachella Valley has long been recognized as a leading resort destination, which is best known for its unique desert environment and climate. A major portion of regional hotel facilities was constructed during the 1980s, and despite the national recession of the early 1990s, the tourism industry has remained the stronghold of the regional economy. Although many Coachella Valley cities have embraced tourism as the foundation of their local economies, the industry has generally played a more limited role in Cathedral City. The following table provides an inventory of regional hotel/motel facilities and associated revenues.

**Table III-45
Hotel/Motel Inventory for the Coachella Valley, 1999**

City	No. of Hotels	No. of Rooms	TOT Rate	TOT Collections	Gross Hotel Room Sales
Cathedral City	7	529	10%	\$1,139,882	\$11,398,820
Desert Hot Springs	41	873	10%	\$721,661	\$7,216,613
Indian Wells	4	1,273	9.25%	\$4,330,471	\$46,815,903
Indio	23	1,407	10%	\$880,246	\$8,802,462
La Quinta	3	652	10% or 11%	\$3,685,326	\$33,843,166
Palm Desert	14	1,896	9%	\$7,602,348	\$84,470,536
Palm Springs	132	6,366	10% or 10.8%	\$11,225,402	\$107,415,950
Rancho Mirage	4	1,306	10%	\$5,079,551	\$50,795,509
Unincorporated Riv.Co.	6	295	10%	N/A	N/A
Total	227*	14,597*	---	\$34,664,888	\$350,758,958

* Excludes condominiums, timeshares, and rental properties other than hotels/motels. Source: Palm Springs Desert Resorts Convention and Visitors Bureau.

As described above, there are 227 hotel/motel properties (with 14,597 rooms) in the Coachella Valley, and only seven (529 rooms) are located in Cathedral City. During 1999, the City's gross hotel room sales totaled approximately \$11.4 million, which represents only about 3.2% of all room sales in the Coachella Valley.

Despite Cathedral City's limited representation in the regional hotel/motel market, hotel operations provide the City with one of its largest revenue sources, transient occupancy taxes. The transient occupancy tax (TOT) is imposed on individuals for the privilege of occupying a hotel or motel room in the City. Cathedral City's TOT rate is 10%, which is added to the occupant's hotel bill and remitted to the City by hotel/motel operators on a monthly basis. The following table describes TOT revenue trends since Fiscal Year 1995/96, and shows that TOT revenues have grown nearly 65% during this six-year period. The first significant increase in revenues occurred between in FY 98/99, when revenues increased by 30% over the previous year. The City anticipates that they will reach \$1.3 million during FY 00/01.

Table III-46
Transient Occupancy Tax Revenue Trends

Fiscal Year	TOT Revenue
1995/96	\$788,119
1996/97	\$853,249
1997/98	\$857,276
1998/99	\$1,120,397
1999/00	\$860,000
2000/01	\$1,300,000

Note: Actual revenues are shown for FY 95/96 through 98/99. Adopted revenues are shown for FY 99/00 and 00/01. Source: Adopted Operating Budget, Cathedral City, Fiscal Year 2000/01.

In addition to the direct revenue generated by transient occupancy taxes, tourists also spend a considerable amount at local restaurants, shops, and recreational/cultural attractions. These expenditures translate into increased sales tax revenues for the City and increased earnings for the local labor force, much of which is ultimately funneled back into the local economy.

The City could potentially capture a larger share of the tourism industry by attracting high-quality hotels and/or bed and breakfast facilities to its newly revitalized Downtown Redevelopment Area. According to the Downtown Precise Plan, land south of East Palm Canyon Drive and west of Cathedral Canyon Drive is designated for Bed and Breakfast (BB) development. These lands could accommodate a total of approximately 500 rooms, including 285 bed and breakfast rooms, 175 senior hotel rooms, and 40 rooms for people with special needs. Vacant mixed-use commercial lands in the vicinity of the I-10/Date Palm Drive and I-10/Palm Drive interchanges are also appropriate for future hotel/motel development. Interstate-10 provides essential inter-city and inter-regional access and is a critical part of the local road network moving people and goods into and out of the Coachella Valley. In the vicinity of Date Palm Drive, it carries approximately 54,000 automobiles per day.

The construction of an attractive and well-planned hotel/motel and other highway-serving commercial development at this location would serve the traveling public and allow the City and local businesses to capture a share of the drive-by market.

Commercial Development Opportunities

Analysis of existing commercial development in Cathedral City and the spending patterns of City residents indicates that the attraction of large-scale, high-volume retail outlets should be one of the areas of focus of the City's economic development strategy. This type of development will allow the City to tap into the regional retail market, capture a larger share of regional sales tax revenues, and generate additional employment opportunities for City residents.

There are several large, undeveloped properties in the City, with physical attributes that are ideal for the retail environment. These include the 40-acre business park at the northeast corner of Da Vall Drive and Ramon Road, and the 80-acre parcel immediately west of the state-owned rehabilitation center on Ramon Road. Both of these sites are accessible to existing high traffic volumes on Ramon Road and could accommodate a wide range of mixed-use, community commercial developments. Land at the southeast corner of Date Palm Drive and Vista Chino is designated for General Commercial purposes, with Industrial land immediately to the east. Land north of Interstate-10, east of Palm Drive, and both east and west of Date Palm Drive is designated mixed-use commercial. These sites are ideally situated for large-scale retail development, will benefit from its location adjacent to Date Palm Drive and Interstate-10, and could potentially attract a significant share of the regional market. Each of these sites offers important opportunities for the creation of high-quality, integrated retail developments. Such efforts may take place within the parameters of somewhat refined master plans that provide for coordinated access, parking, and pedestrian open spaces. Major utilities and public infrastructure are already in place to serve the sites south of Interstate 10 and will generally require only site-specific extensions and modifications.

Industrial Development

Industrial development can bring stable and generally higher paying jobs to a community and can induce development in a variety of secondary or supporting industries. The success of industrial development is dependent upon several factors, including site accessibility, the availability and affordability of utilities, labor force quality, and the public policy environment, as it pertains to industrial growth. With the exception of the agri-business sector that dominates the eastern Coachella Valley, industrial activity in the Coachella Valley has traditionally been limited to light industrial and industrial park development, which includes contractors/construction companies, auto repair/parts services, and commercial tenants such as insurance agencies, realtors, tax/financial advisors, and related service providers.

An analysis of land use designations indicates that Cathedral City has allocated sufficient acreage to accommodate future industrial development. Land costs are generally low, and parcels are available in variable lot sizes, ranging from a few to many acres. Within the General Plan planning area, lands designated for industrial or business park uses are concentrated in two general locations: 1) in the vicinity of Perez Road, between the Downtown Redevelopment Area and the Whitewater River Stormwater Channel, and 2) adjacent to the Interstate-10/Union

Pacific Railroad corridor.

The Perez Road corridor is nearly built-out and contains a combination of industrial and service-related businesses, such as auto repair/parts companies, printing/art supply shops, and heating/air conditioning repair services. Industrial acreage near the I-10 freeway corridor remains vacant. These parcels are ideally situated to take advantage of the convenient truck access provided by Interstate-10 and Date Palm Drive, and the potential freight rail access provided by the Union Pacific Railroad. However, future development opportunities in this vicinity will be constrained by environmental factors, including extremely high winds and blowing sand and dust emanating from the San Gorgonio Pass, and occasional flooding and runoff associated with the Salvia Wash and Indio Hills. Development north of I-10 will require the extension of water, sewer, and other utilities as described in the North City Specific Plan, as well as the construction of local roads and other site-specific improvements.

New Construction Trends

Since 1990, new construction valuations have increased steadily, with single-family construction representing the lion's share of new development. As shown in Table III-47, below, since 1997, the number of new single-family residential permits issued has increased nearly four-fold, from 98 permits in 1997, to 483 in 2000. Single-family building permit valuations have increased more than five-fold, from about \$14.4 million in 1997, to more than \$75 million in 2000. The level of multi-family development has fluctuated even more widely over the past four years, with the number of permits ranging from a low of one permit in 1997, to a high of 22 in 1999. Multi-family residential valuations have also fluctuated widely, from a low of \$205,700 in 1997, to a high of \$16.6 million in 1999. Much of the new residential development has been concentrated in the northerly portion of the City, north of McCallum Way.

The "Commercial" category described in the table below includes both commercial and industrial development. However, new industrial development has been extremely limited, and City staff estimates that only one new building has been constructed on industrial-zoned land in recent years. The building is located at the corner of Date Palm Drive and Perez Road and is actually used more for retail, rather than industrial, purposes. Therefore, the "Commercial" category described below most accurately reflects commercial development trends in the City, and industrial development can be presumed to be more modest.

Commercial development remains an important contributor to the City economy, and although the level of new commercial construction slowed during 1998, it rebounded in 1999 and increased substantially in 2000. Since 1997, the number of new commercial building permits has range from a low of 14 in 1998, to a high of 32 in 1999. Commercial valuations have ranged \$4.4 million in 1998 to nearly \$24.3 million in 2000.

**Table III-47
New Construction Trends
in Cathedral City, 1997-2000**

Calendar Year/ Type of Construction	No. of Permits	Total Valuation
1997		
Single-Family Residential	98	\$14,406,084
Multi-Family Residential	1	\$205,700
Commercial*	18	\$13,135,035
Total	117	\$27,746,819
1998		
Single-Family Residential	310	\$45,611,980
Multi-Family Residential	7	\$4,677,622
Commercial*	14	\$4,489,433
Total	331	\$54,779,035
1999		
Single-Family Residential	391	\$60,622,892
Multi-Family Residential	22	\$16,672,629
Commercial*	32	\$14,725,280
Total	445	\$92,020,801
2000		
Single-Family Residential	483	\$75,048,030
Multi-Family Residential	15	\$2,987,601
Commercial*	22	\$24,293,747
Total	520	\$102,329,378
* Includes both commercial and industrial development, although industrial development generally has been limited. Source: Cathedral City Building and Safety Department.		

Agua Caliente Lands

The Agua Caliente Band of Cahuilla Indians owns four complete and three partial Sections of land within the City limits (one Section equals 640 acres). These Sections of land are generally distributed in an alternating checkerboard pattern, and some include undeveloped parcels, which have been marketed for ambitious development projects in the past, such as lodging facilities, regional shopping centers, and recreational and cultural complexes. The construction of such large-scale development projects typically requires the assembly of numerous adjoining Indian allottee properties, and the leasing and development of these lands is subject to multi-party negotiations between the Agua Caliente, Bureau of Indian Affairs (BIA), and City of Cathedral City.

Tribal lands comprise a substantial portion of the City and occur in strategic locations, including immediately adjacent to the Interstate-10 and Date Palm Drive corridors, and within walking distance of the Downtown Redevelopment Area. If the full development potential of these lands is to be realized, development agreements will need to be secured and negotiations undertaken between private developers, utility providers, realtors, the Agua Caliente, Bureau of Indian Affairs, City of Cathedral City, and other parties. The cultivation of a cooperative relationship between the Agua Caliente, BIA, and City is essential to the implementation of the City's long-range economic development goals and should be continually pursued.

FUTURE DIRECTIONS

Although the City has generally recovered from the economic recession that impacted Southern California during the early 1990s, its economy has not fully regained the vigor it enjoyed during the 1980s. The City has responded with aggressive action and innovative planning, namely its Downtown Redevelopment project, which serves as a physical focal point and community gathering place, defines a centralized shopping and entertainment district, and is expected to provide the impetus for new capital investment and redevelopment along the East Palm Canyon corridor. The role of the Redevelopment Area in the local and regional retail market is still being defined, and its ability to meet the needs of the shopping public need to be continually re-evaluated.

The City must also exploit other opportunities for economic development. In particular, it must develop and implement strategies to effectively compete with the retail industry boom that has occurred in the central/eastern Coachella Valley in recent years. Economic policies and programs should be directed at attracting employment-generating businesses, which may include high-quality visitor accommodations (hotels, inns, bed and breakfasts), light industrial development, and a broader menu of commercial establishments. This will help the City balance the ratio of housing to jobs and encourage residents to work and spend within the City limits. The City can capture a share of the tourist drive-by market by expanding highway-serving commercial development at the I-10/Date Palm Drive interchange and at the I-10/Palm Drive interchange. Revitalization of the Downtown provides the City with new opportunities to attract vacationing homebuyers and retirees, by facilitating the development of second homes and non-resident condominiums.

The City has adopted the North City Specific Plan, a planning tool for the development of the area of the City north of Interstate 10, including the Interstate-10/Date Palm Drive and Interstate-10/Palm Drive interchanges. The Specific Plan lays out the zoning, development, performance and design standards, "backbone" infrastructure and an infrastructure financing plan. Since the Specific Plan has received environmental clearance and the Coachella Valley Multiple Species Habitat Conservation Plan is in place, comprehensive planning for future development has already been accomplished. This gives North City a competitive advantage over other Interstate-adjacent development sites.

An essential component of any economic development plan is the effective marketing of the City as a business-friendly community. This may require the preparation of site-specific property

profiles, the publication and distribution of information describing the local regulatory environment, business assistance services, and the willingness to offer economic incentive programs and strategies. The City's web site is one of the most important and cost-effective marketing tools available, and should be expanded to allow prospective land and business developers to peruse demographic data, maps and descriptions of lands available for negotiation and development, and other community information.

GOAL, POLICIES AND PROGRAMS

Goal

A balanced, broadly-based economy that provides a full range of economic and employment opportunities, while maintaining high standards of development and environmental protection.

Policy 1

General Plan land use designations and allocations should facilitate a broad range of residential, commercial, mixed-use, industrial, and institutional development opportunities.

Program 1.A

The City should routinely monitor the remaining capacity of all General Plan land use categories to assure that a variety of economic development opportunities are available.

Responsible Agency: Planning Department, Redevelopment Agency

Schedule: Continuous

Policy 2

The Downtown Redevelopment Area, particularly that portion immediately adjacent to East Palm Canyon Drive, should continue to be promoted and recognized as the City's premier retail and entertainment district.

Policy 3

The City should take a proactive role in the retention of existing businesses and the recruitment of new businesses, particularly those which generate and broaden employment opportunities, increase discretionary incomes, and contribute to City General Fund revenues.

Program 3.A

Prepare, distribute, and routinely update a marketing package consisting of site-specific property profiles for developable parcels, local demographics, and information describing the regulatory environment and potential economic incentives.

Responsible Agency: Economic Development Department, Planning Department, Redevelopment Agency, Chamber of Commerce

Schedule: Immediate; Continuous

Policy 4

Encourage and promote infill development and orderly and logical development patterns which decrease the costs, and increase the efficiency of new utilities, infrastructure, and public services.

Program 4.A

The City shall consider developing a package of economic incentive programs which benefit developers of infill projects.

Responsible Agency: Redevelopment Agency, Finance Department, Economic Development Department

Schedule: Immediate; Continuous

Policy 5

Attract a greater number of visitors, retirees, and seasonal residents by facilitating the development of high-quality second homes, hotels/motels, condominiums, and/or bed and breakfast facilities in close proximity to shopping and entertainment venues.

Program 5.A

The Land Use Element and Zoning Ordinance shall facilitate the development of high-density dwellings in the Downtown Redevelopment Area and other appropriate locations.

Responsible Agency: Planning Department, Redevelopment Agency

Schedule: Immediate

Policy 6

Encourage and facilitate highway-serving commercial development at the Interstate-10/Date Palm Drive and Interstate 10/Palm Drive interchanges within the City limits.

Program 6.A

Implement the North City Specific Plan, which provides strategies that gain and/or expand City access to the I-10 corridor and actively promote the development of attractive, functionally-planned commercial service facilities to capture a share of these drive-by markets.

Responsible Agency: Planning Department

Schedule: Immediate; Continuous

Policy 7

In order to maintain existing economic activities and attract new commercial and industrial development, the City should assure the provision of adequate utilities, infrastructure, and other capital facilities.

Program 7.A

Plan and coordinate the provision of major infrastructure through the development, implementation, and updating of master capital improvement programs that address commercial and industrial development needs.

Responsible Agency: Planning Department, City Engineer, Public Works Department, Coachella Valley Water District, Desert Water Agency, CalTrans

Schedule: Immediate; Continuous

Program 7.B

Consult and coordinate with CalTrans to maximize the efficiency of Interstate-10 and its interchanges.

Responsible Agency: City Engineer, CalTrans

Schedule: Immediate; Continuous

Policy 8

All development interests, including residential, resort, commercial, and industrial project proponents, shall be responsible for their fair share of on-site and off-site improvements required to support their development proposals. Such improvements may include, but are not limited to, street construction and signalization, utility extensions, drainage facilities, and parks.

Policy 9

The City should make every effort to continue to expedite the processing of development proposals which support the economic goals of the community.

Program 9.A

Continue to streamline and expedite the development review process through the concurrent processing of applications and efficient design review, without sacrificing quality development.

Responsible Agency: Planning Department, Redevelopment Agency, City Council

Schedule: Immediate; Continuous

Policy 10

Continue to cultivate cooperative relationships with the Agua Caliente Band of Cahuilla Indians and Bureau of Indian Affairs, particularly regarding the development of Indian lands within the City limits and sphere-of-influence.

Policy 11

Encourage and promote special events and activities, which strengthen the City's image and attractiveness to residents, visitors, and businesses.

Program 11.A

The City will work with the Chamber of Commerce to ensure that the Chamber has up to date demographic and special event information which it can distribute to the general public.

Responsible Agency: City Manager's Office, Economic Development Department, Chamber of Commerce

Schedule: Immediate; Continuous