

# **APPENDIX I**

## **EXISTING CONDITIONS, EXISTING RELEVANT POLICIES, ISSUES, OPPORTUNITIES, AND CONSTRAINTS MEMORANDUM**



# Date Palm Drive Corridor Connector Plan Compass Blueprint Demonstration Project

## Appendix I

### Existing Conditions, Relevant Policies of Existing Plans, and Issues, Opportunities, and Constraints Memorandum

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This is a project of the City of Cathedral City with funding provided by the Southern California Association of Governments' (SCAG) Compass Blueprint Demonstration Project Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals. The preparation of this report was financed in part through grants from the United States Department of Transportation (DOT). Additional financial assistance was provided by the California State Department of Transportation.

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## 1.0 Overview

### 1.1 Introduction

The overarching goal of the Date Palm Drive Corridor Connector Plan is to emphasize land uses and transportation strategies that support and stimulate economic development and produce a livable and sustainable community. Sustainability principles, as advocated by the Compass Blueprint Program, offer a feasible framework for a strategy that builds upon an economically viable mix of land uses to create a vibrant community that is sensitive to the desert environment. The goals and objectives for the Date Palm Drive Corridor Connector Plan outlined below are based on the issues and recommendations discussed at the project team kick-off-meeting, stakeholder interviews, and previous planning studies:

- Promote economic development by creating a vibrant mix of land uses that respond to market and community needs.
- Identify what is missing from the community perspective (local significance).
- Attract people from all areas of the Coachella Valley (regional significance).
- Make Cathedral City a major destination point.
- Meld together different Specific Plans into one single vision.
- Retain existing businesses and attract new ones.
- Develop a consistent set of urban design and development standards for Date Palm Drive's public and private realms.

Funding for this project was provided by the Southern California Association of Governments' (SCAG) Compass Blueprint Demonstration Project Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating sustainable new development consistent with the region's goals. Compass Blueprint tools support visioning efforts, infill analyses, economic and policy analyses, and marketing and communication programs. The consultant team retained by SCAG for this project includes Gruen Associates as the prime consultant responsible for planning, urban design, outreach facilitation, and overall management. Sub-consultants include KOA Corporation with responsibilities for transportation analysis, traffic engineering and parking planning, Economics at AECOM (formally Economic Research Associates (ERA)), with responsibilities for market feasibility and economic analysis; and Katherine Padilla and Associates (KP&A) with responsibilities for public outreach.

This Memorandum is the first step in developing effective strategies and solutions to revitalize and stimulate sustainable development along Date Palm Drive. Existing conditions and a review of relevant policies and existing plans, as well as issues, opportunities, and constraints, are described in this Memorandum. Appendix I includes a summary of the specific plans relevant to the study area and Appendix II includes a recent market analysis for the area.

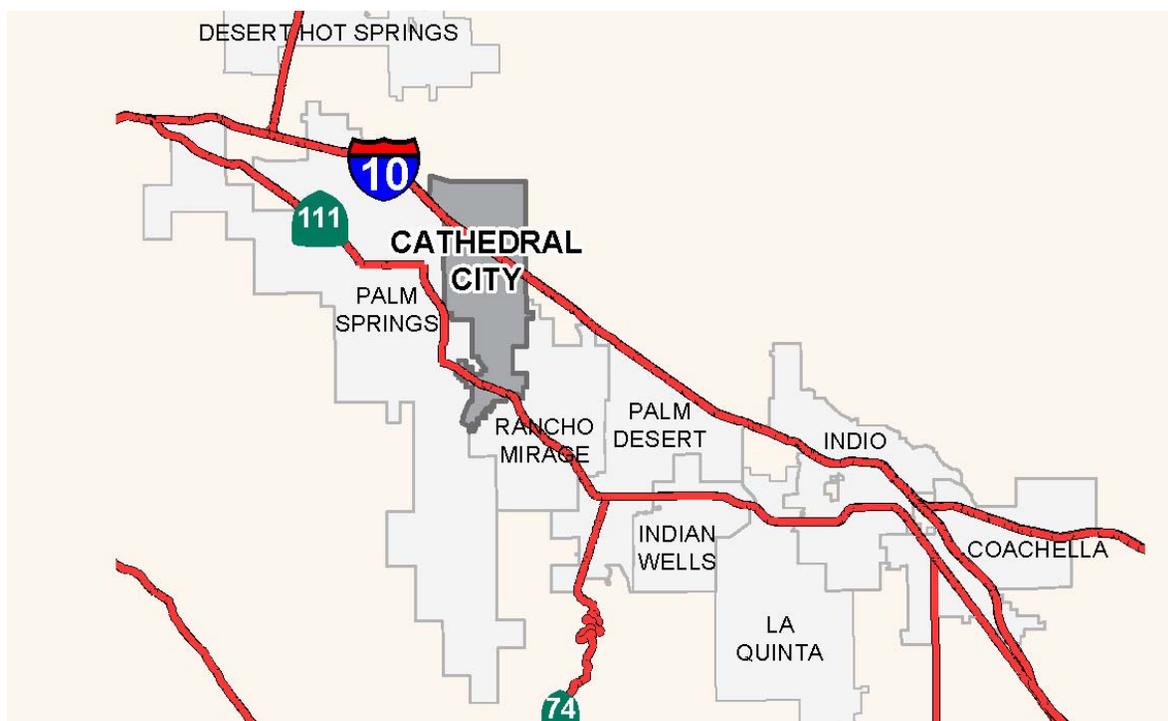
## 1.2 Study Area Location and Context

The Date Palm Drive Corridor Connector Plan study area is located in the City of Cathedral City in the Coachella Valley within Riverside County. The City is located approximately 115 miles east of Los Angeles, 150 miles from San Diego, and 60 miles from the City of Riverside. The City is the third largest in the Coachella Valley and is home to more than 50,000 residents. The City was incorporated in 1981 and ranks within the top three cities in the Coachella Valley in population, retail sales, and total taxable sales.

Date Palm Drive is a major north-south regional roadway connecting Cathedral City to neighboring communities within the Coachella Valley, such as Desert Hot Springs, Palm Springs, Rancho Mirage, and Palm Desert (**Figure 1.1**). The study area is located along a major transportation corridor that can be accessed by Interstate 10 (I-10) and East Palm Canyon Drive (formerly known as Highway 111) and two major regional arterial highways, Ramon Road and Dinah Shore Drive (also known as the Mid-Valley Parkway). The Southern Pacific Railroad tracks cross under Date Palm Drive, parallel to I-10. Date Palm Drive is also served by three regional bus routes administered by SunLine Transit Agency.

Remarkable mountain views are available from Date Palm Drive. Views of Flat Top Mountain and Edom Hill are visible to the north. The vista of the Santa Rosa Mountains due south as one descends from the I-10 overpass is especially striking. The City's General Plan recognizes the remarkable mountain views available from nearly every location in Cathedral City.

**Figure 1.1: Alignment location of Cathedral City within the Coachella Valley**



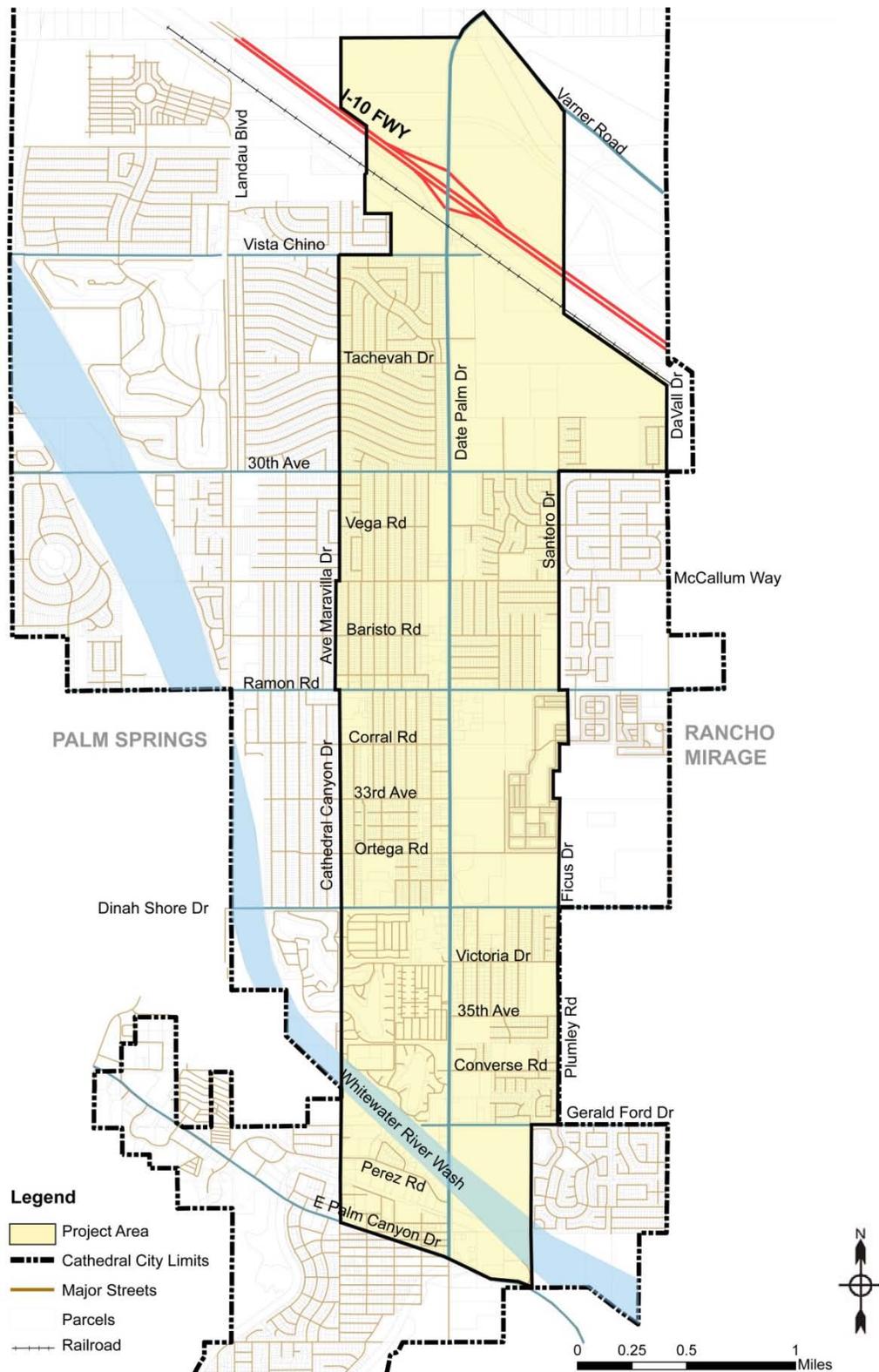
Source: North City Specific Plan

The Date Palm Drive Corridor (Corridor) extends from Varner Road on the north to East Palm Canyon Drive to the south. The study area is approximately one mile wide and six miles long and encompasses an area within approximately one-half mile of Date Palm Drive. **Figure 1.2** illustrates the study area established in coordination with City of Cathedral City staff. The Corridor is an important connection between the newly adopted North City Specific Plan, north of I-10, and Cathedral City's revitalizing downtown to the south. The North City Specific Plan redefines and reinforces the Corridor's importance as a local linkage and demands an integrated development strategy that considers the future growth to the north of the freeway.

For description purposes, the study area has been sub-divided into six segments:

- Varner Road to I-10 Freeway
- I-10 Freeway to 30<sup>th</sup> Avenue
- 30<sup>th</sup> Avenue to Ramon Road
- Ramon Road to Dinah Shore Drive
- Dinah Shore Drive to Gerald Ford Drive
- Gerald Ford Drive to East Palm Canyon Drive

Figure 1.2: Study Area Map



Source: Gruen Associates, City of Cathedral City GIS Base, Rev 11-17-2009

## 2.0 Existing Conditions and Relevant Policies of Existing Plans

This chapter includes a discussion of existing conditions, as well as a review of relevant policies of existing plans that have jurisdiction within the study area. The project approach encompasses viewing the Corridor from two complementary perspectives Public Realm and Private Realm.

### 2.1 Public Realm

#### 2.1.1 Role of Date Palm Drive

Date Palm Drive traverses the City of Cathedral City in a north-south direction, connecting the northern section of the City at Varner Road via I-10 and continuing south over the Whitewater River Wash to connect to East Palm Canyon Drive and downtown. It functions today primarily as a four to six lane arterial roadway with two to three lanes in each direction, and a raised median in some portions. Typical existing cross-sections of Date Palm Drive are illustrated in **Figure 2.1**. The City of Cathedral City General Plan Circulation Element recommends the ultimate classification to be a six lane arterial, as shown in **Figure 2.2**.

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, I-10 is accessed from a diamond-shaped interchange at Date Palm Drive. The City currently has plans and funding for reconstruction of the I-10 and Date Palm Drive interchange by widening the Date Palm Drive bridge to six lanes, including bike lanes on each side and reconstructing on- and off-ramps (**Figure 2.3**).

Date Palm Drive connects major facilities in the City, including much of the City's commercially-zoned land along Date Palm Drive to East Palm Canyon Drive, the location of the City's civic center and other commercial development. East Palm Canyon Drive was 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.

Date Palm Drive carries over 19,500 to 30,000 of Average Daily Traffic (ADT). It functions as a regional connector as it is intersected by major east-west regional roadways, including Ramon Road, Dinah Shore Drive (also known as the Mid-Valley Parkway), and Gerald Ford Drive.

Figure 2.1c: Typical Cross-Sections of Date Palm Drive by Segments

Varner Road to I-10

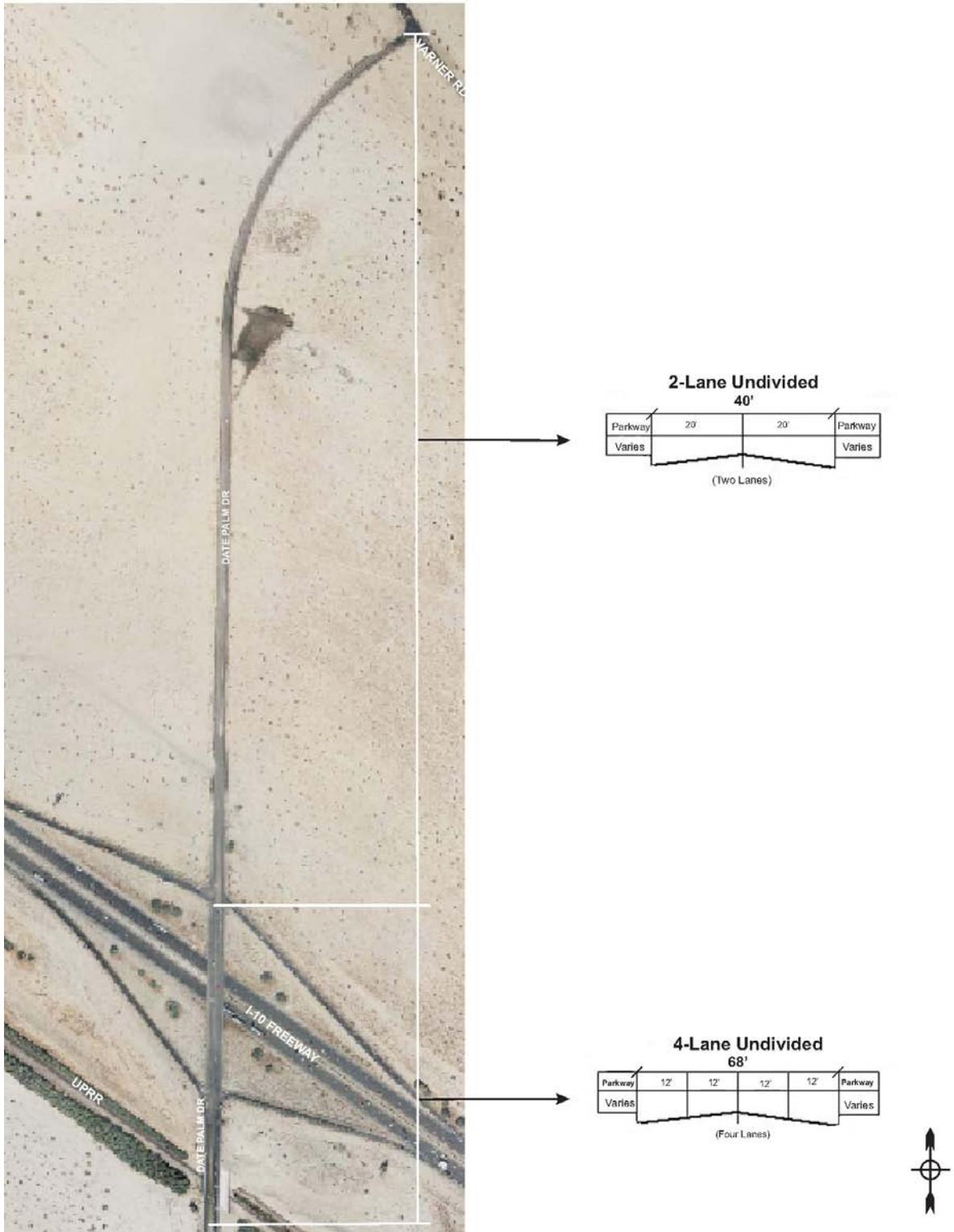


Figure 2.1b: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

I-10 to 30<sup>th</sup> Avenue

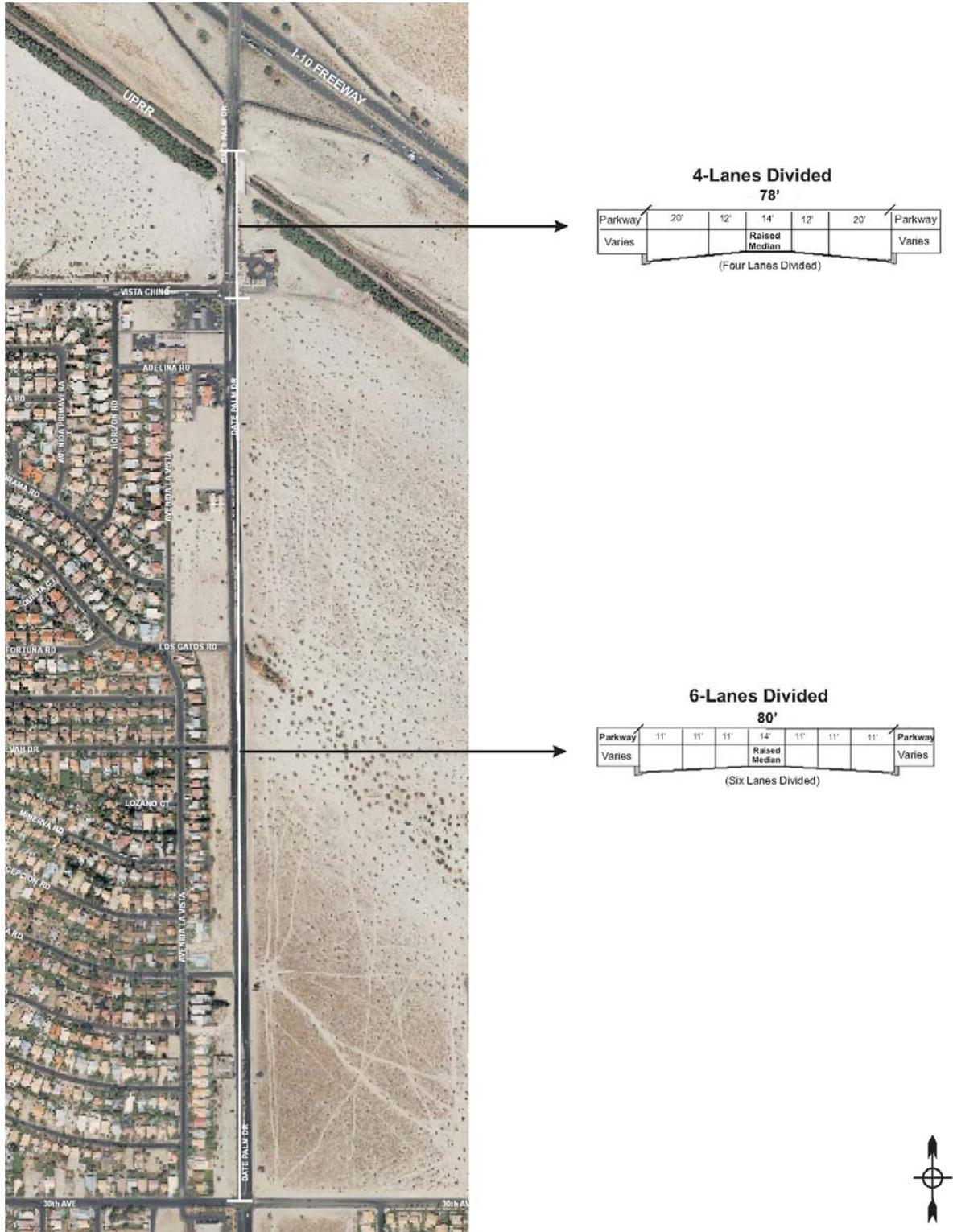




Figure 2.1d: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

Ramon Road to Dinah Shore Drive

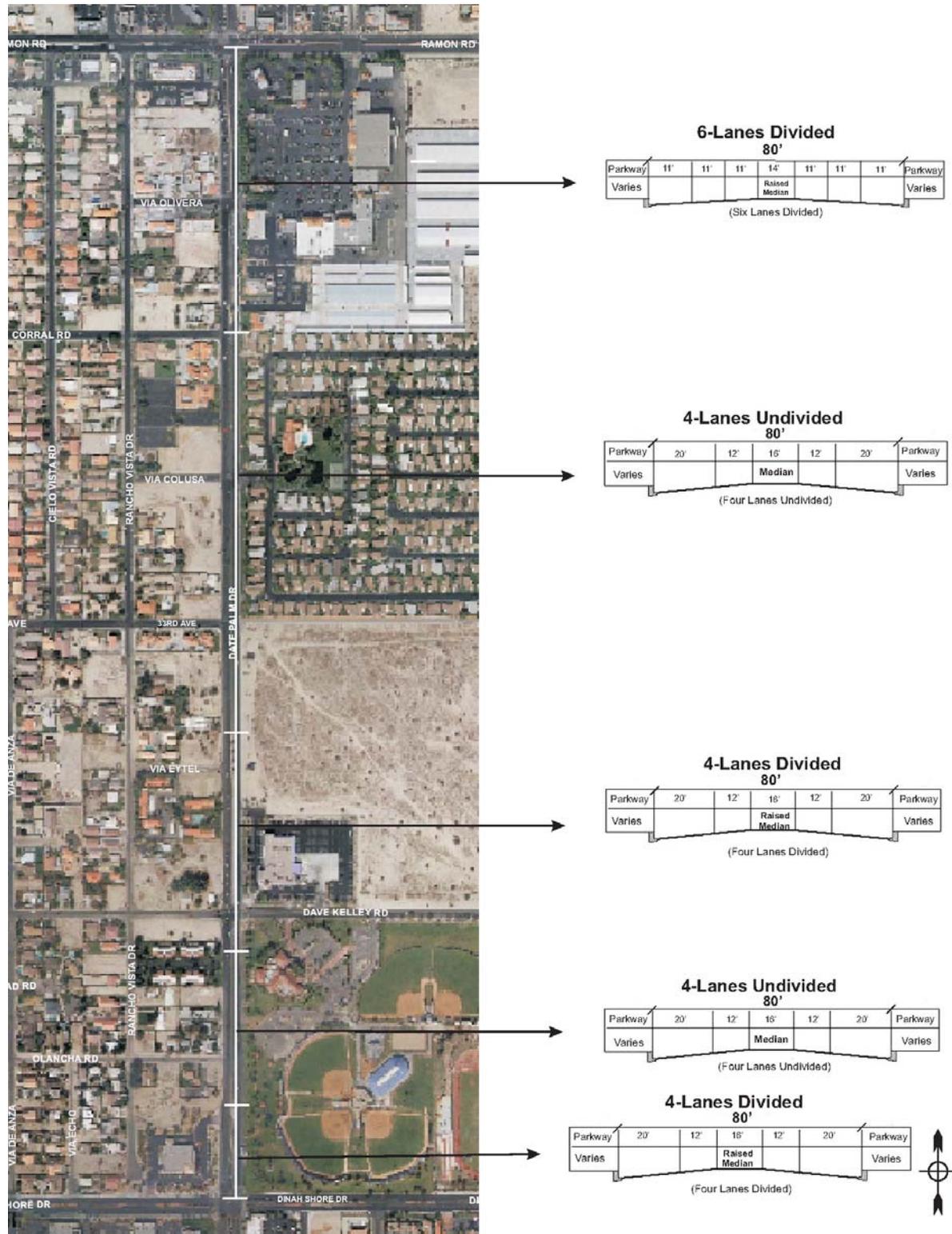


Figure 2.1e: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

Dinah Shore Drive to Gerald Ford Drive

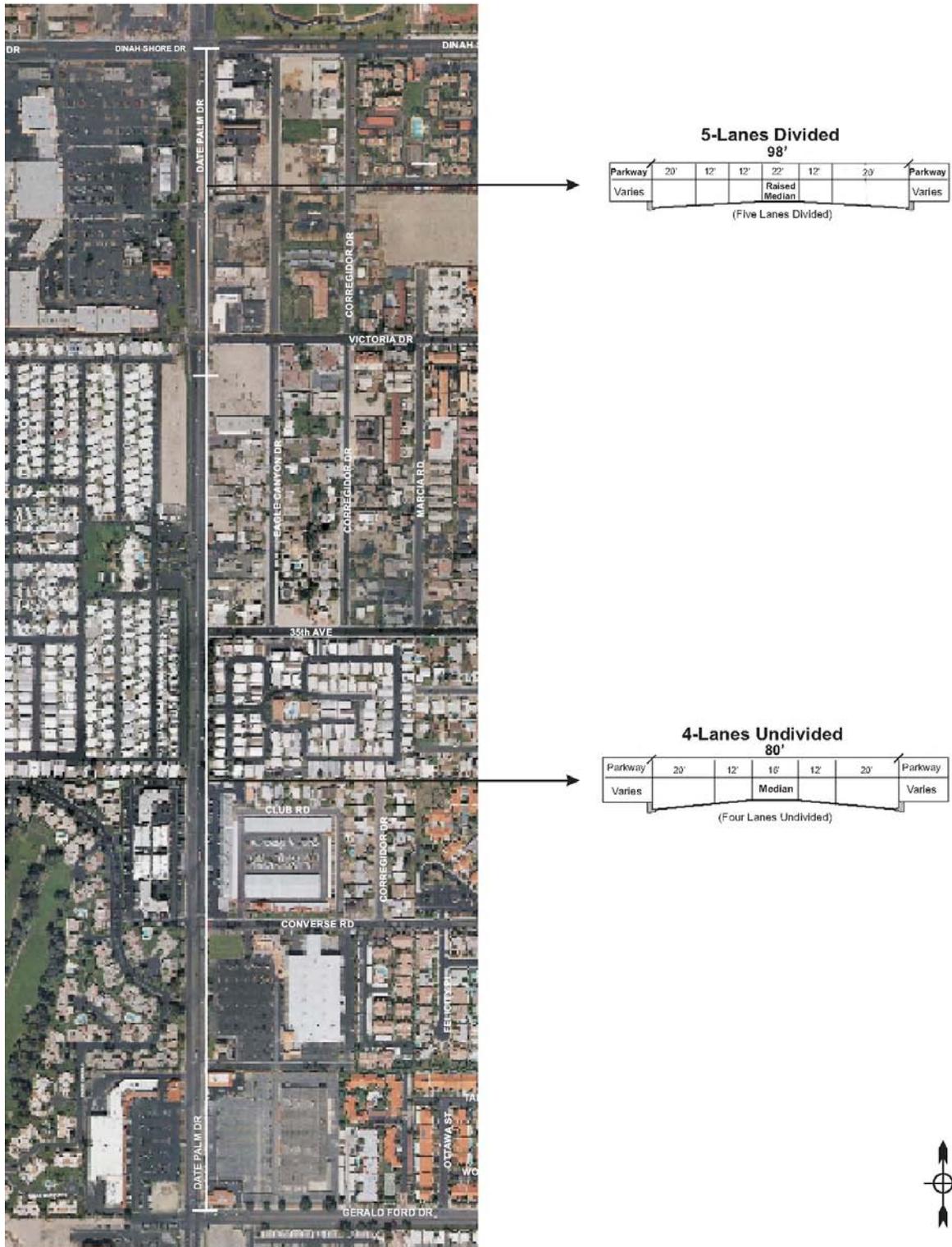
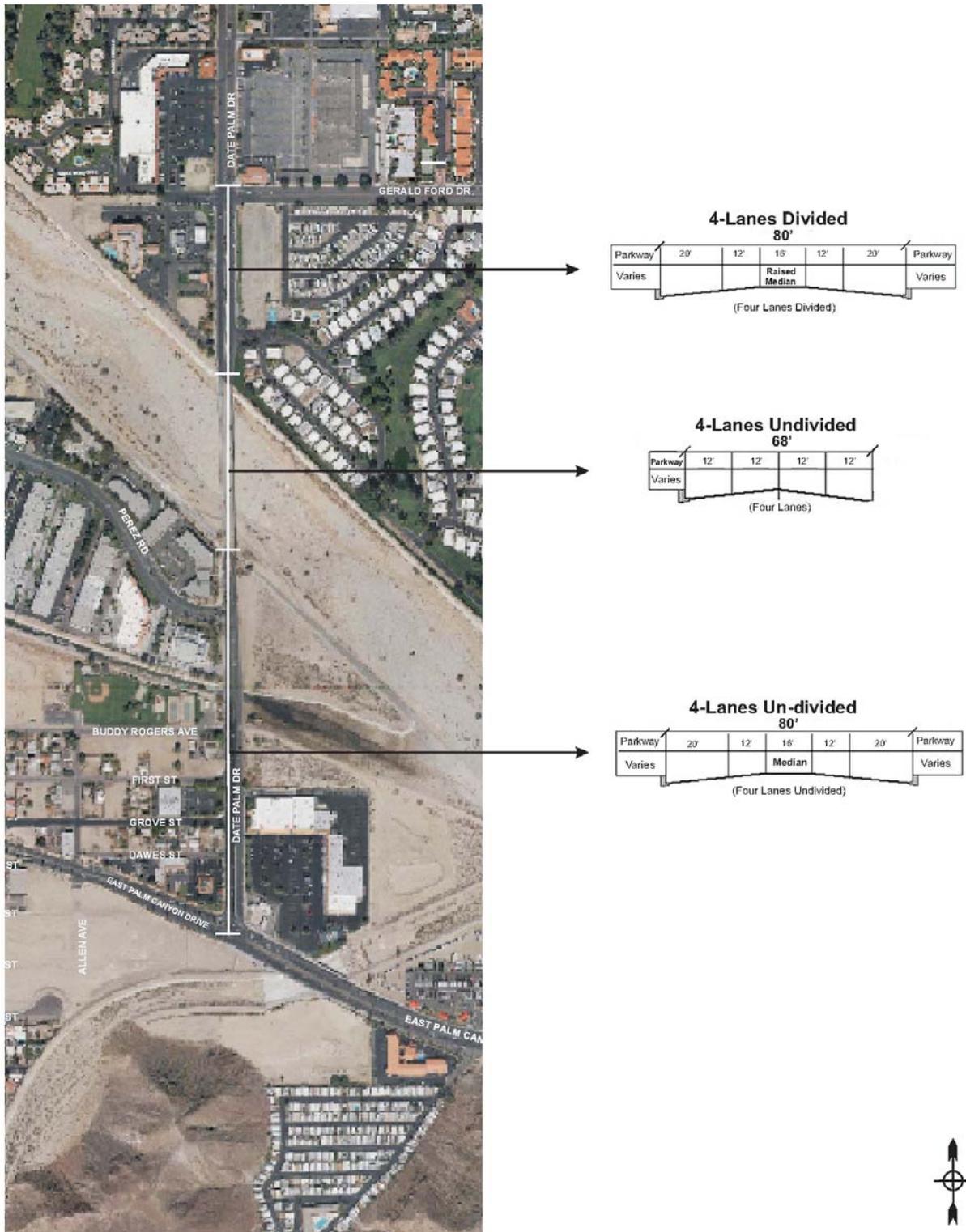


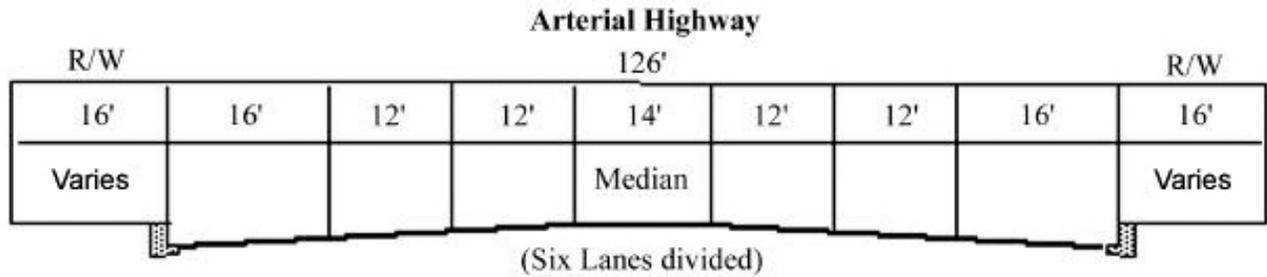
Figure 2.1f: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

Gerald Ford Drive to East Palm Canyon Drive



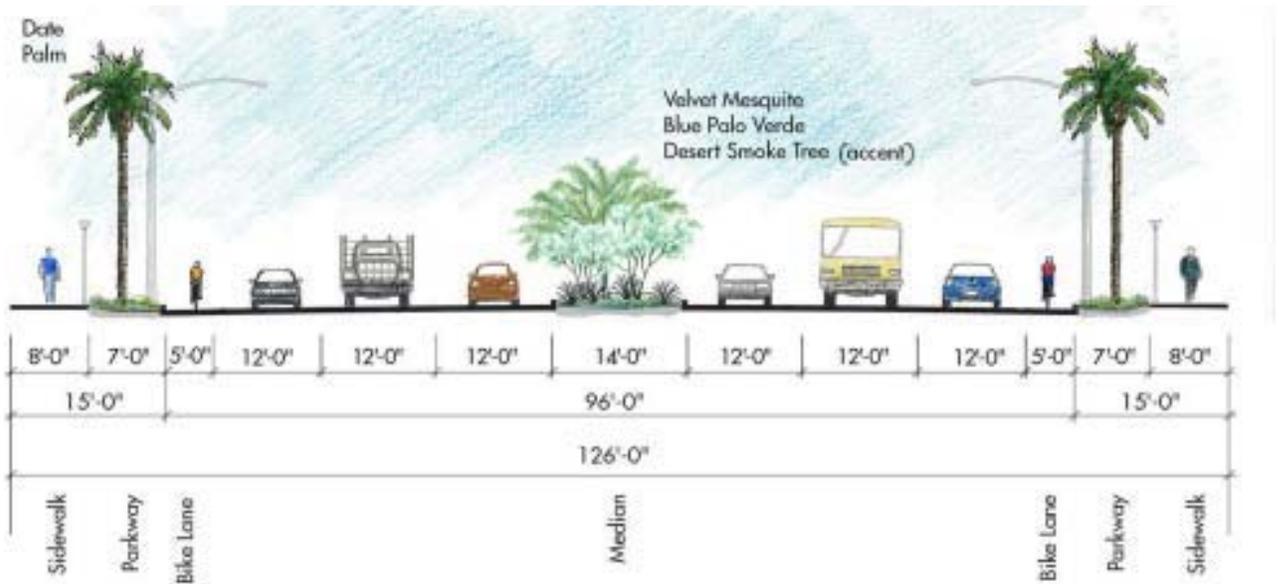
Source: City of Cathedral GIS information, updated by KOA Corporation

Figure 2.2 a: General Plan Cross-Sections for Date Palm Drive



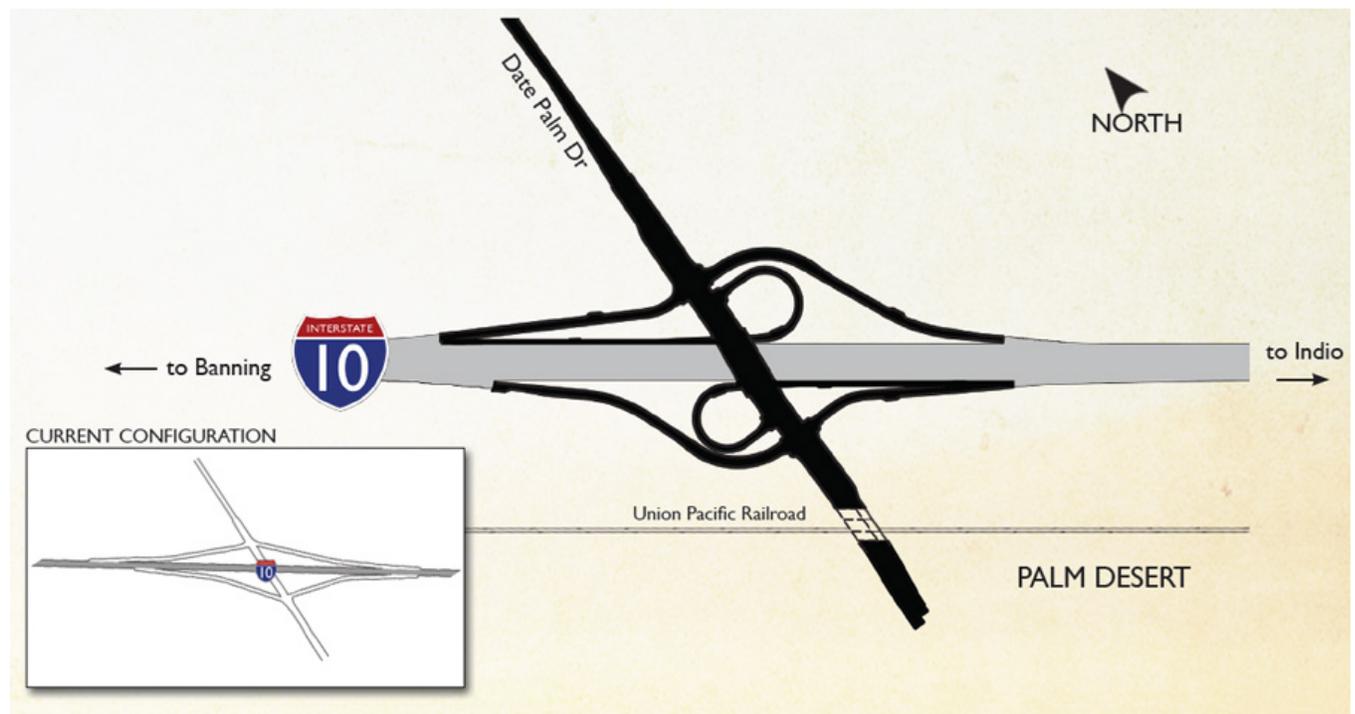
Source: City of Cathedral City General Plan Circulation Element

Figure 2.2 b: North City Specific Plan Cross-Sections for Date Palm Drive



Source: North City Specific Plan

Figure 2.3: Proposed Date Palm Drive Interchange (at Interstate 10) Configuration



Source: Coachella Valley Corridor Improvement Projects Website (<http://www.i10cvcprojects.com/date-palm-dr.cfm>)

### 2.1.2 Roadway Network

The principal roadways in the study area are described briefly below. Each description includes the physical characteristics and traffic control devices of the roadway system along Date Palm Drive. The roadway cross-section along Date Palm Drive varies from a 110 foot right-of-way up to 125 feet where roadway widening along new development has already occurred.

Date Palm Drive traverses the City of Cathedral City in a north/south direction connecting the northern section of Cathedral City at Varner Road and the Date Palm Drive Interchange at Interstate 10 with East Palm Canyon Drive at the southern end. As noted previously, the Cathedral City General Plan Circulation Element recommends Date Palm Drive to be ultimately constructed as a six-lane arterial. The current functional classification of Date Palm Drive varies as follows:

- Varner Road to I-10 Freeway is currently constructed as a two-lane roadway with one lane in each direction and double yellow centerline. The southbound approach striping is modified to provide an additional shared through-right turn lane approximately 200 ft from the Westbound On-Ramp (Figure 2.1a)
- Westbound Ramp to Eastbound Ramp is currently constructed as a four lane bridge with two lanes in each direction, left turn lanes, and double yellow centerline (Figure 2.1a)

- I-10 Freeway to Vista Chino is currently constructed as a four-lane roadway with two lanes in each direction, left turn lanes, and a raised median (Figure 2.1a)
- Vista Chino to 30<sup>th</sup> Avenue is currently constructed as a six-lane roadway with three lanes in each direction, left turn lanes, and a raised median. The northbound third lane tapers off north of Vista Chino Avenue (Figure 2.1b)
- 30<sup>th</sup> Avenue to Ramon Road is currently constructed as a six-lane roadway with three lanes in each direction and a raised median. The third lane is dropped going southbound into a designated right turn lane at the intersection of Ramon Road (Figure 2.1c)
- Ramon Road to Dinah Shore Drive is currently constructed as a four-lane roadway with two lanes in each direction, left turn lanes, and a raised median (Figure 2.1d)
- Dinah Shore Drive to Gerald Ford Drive is currently constructed as a four-lane roadway with two lanes in each direction, left turn lanes, and a raised median north of Victoria Drive and a painted median South of Victoria Drive (Figure 2.1e)
- Gerald Ford Drive to East Palm Canyon Drive is currently constructed as a four-lane roadway with two lanes in each direction, left turn lanes, and a raised median north of Via Estrada and a painted median South of Via Estrada (Figure 2.1f)

### **Internal Street Network**

All internal roadways that will be developed in support of the development nodes, including the neighborhood community street network system, should be designed in accordance with the roadway classification specified by the City of Cathedral City General Plan. However, some roadway configuration may deviate from the standards to provide wider sidewalks along retail and commercial properties. The implementation of wider sidewalks will provide a pedestrian friendly environment with efficient, safe, and interconnected accessibility to commercial and retail developments. In addition, wider sidewalks combined with traffic calming measures such as bulb-out planters and raised pedestrian crossings at street intersections will provide a safe and enjoyable walking experience.

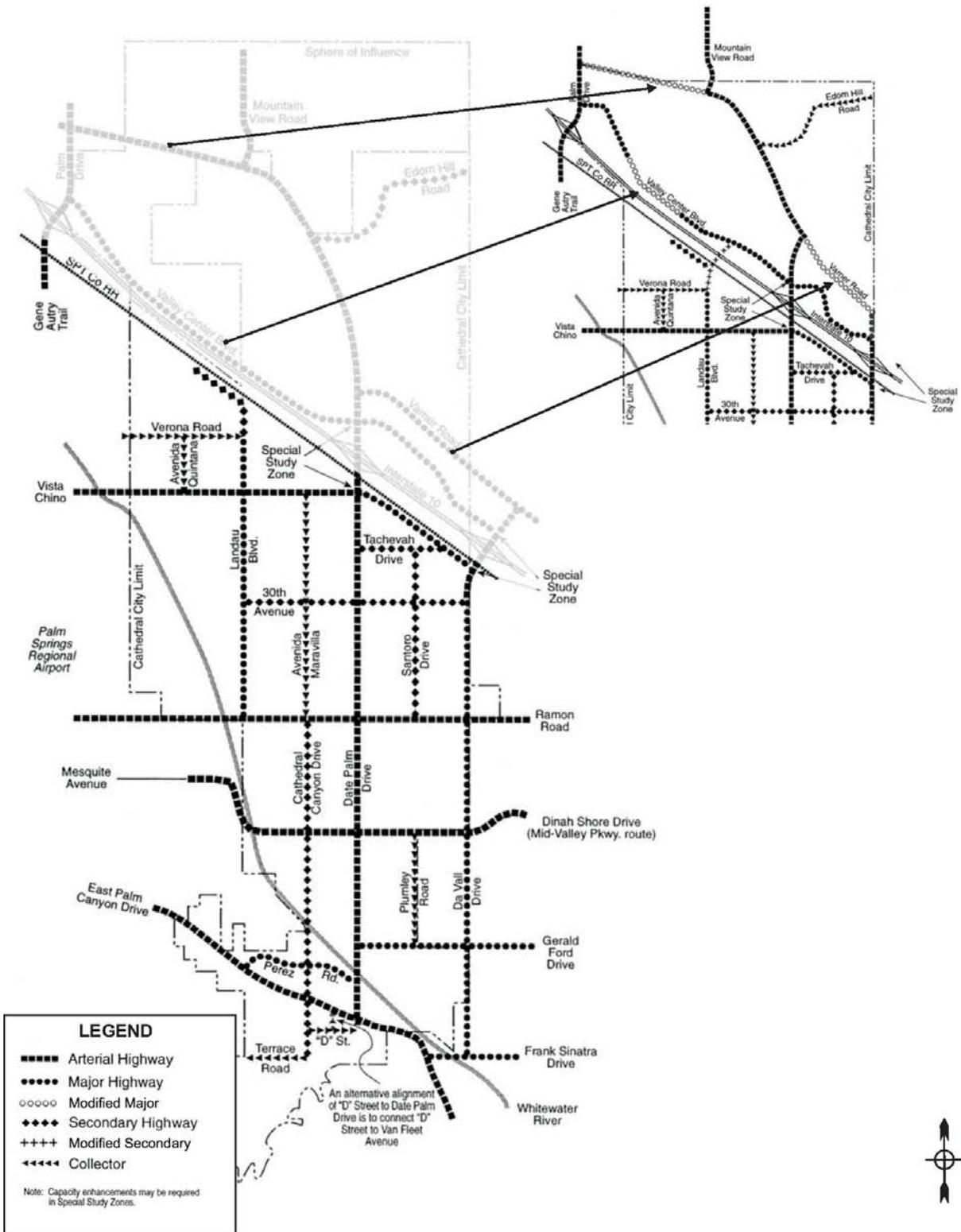
### **Roadway Classifications and Pavement Conditions**

Figure 2.4 shows Cathedral City recommended General Plan Roadway Classifications. Figure 2.5 shows and existing pavement conditions and study intersections.

### **Intersections**

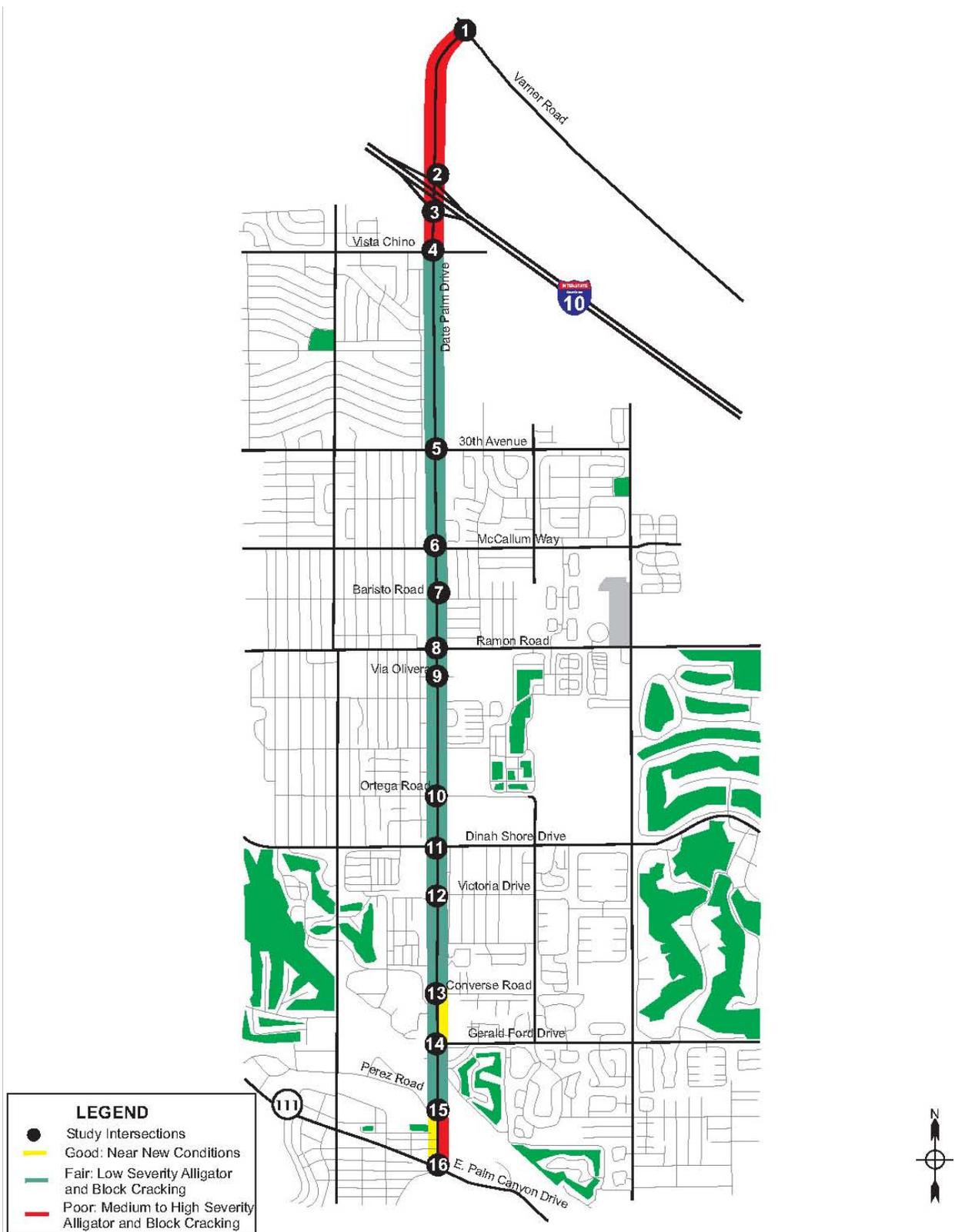
The existing lane configuration of the signalized roadway intersections along Date Palm Drive that are located within the study area are shown on **Figure 2.6**.

Figure 2.4: General Plan Roadway Classification



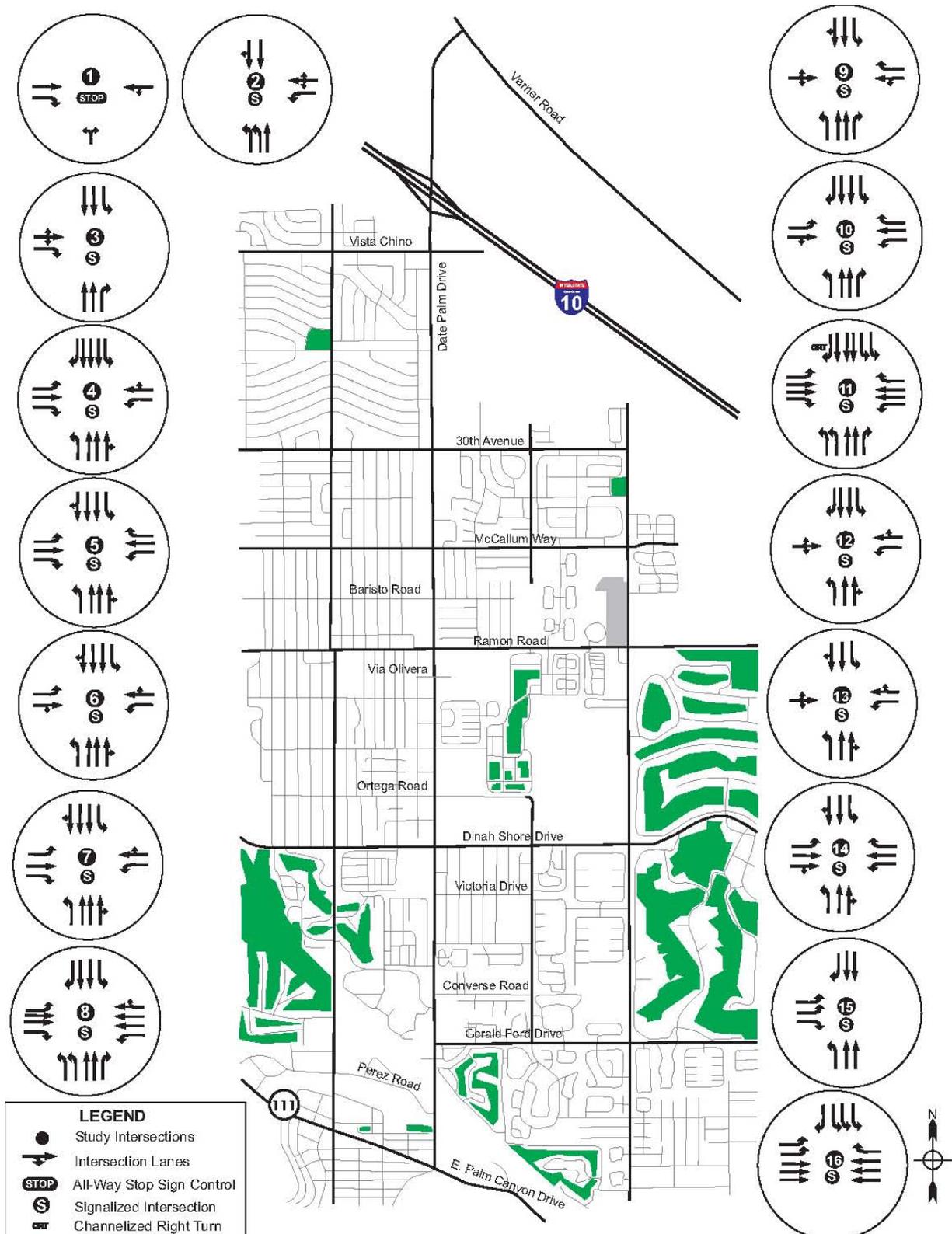
Source: City of Cathedral City General Plan Circulation Element

Figure 2.5: Pavement Conditions



Source: KOA Corporation

Figure 2.6: Lane Configuration at the Signalized Roadway Intersections



Source: KOA Corporation

## Traffic Volumes

Intersection turning movement counts were collected for the major intersections in the study area. Recent segment counts from Coachella Valley Association of Government (CVAG) dated 2009 were included in this report for the purpose of disclosing existing ADT traffic volumes currently utilizing segments of Date Palm Drive.

**Figure 2.7** shows the average daily trips (ADT) along Date Palm Drive. The resultant existing weekday morning and evening peak hour intersection volumes are shown in **Figures 2.7a** and **2.7b**.

Roadways are generally classified in a hierarchical manner, according to the number of vehicle lanes provided. Table 2.1 below lists the various roadway types identified in the General Plan Circulation Element and the maximum daily traffic volumes each type of roadway can accommodate at various levels of service. Table 2.2 lists LOS threshold for intersections. Table 2.3 shows level of service (LOS) of roadway segments along Date Palm Drive. Table 2.4 shows level of service (LOS) of major intersections along Date Palm Drive.

Based on the average daily trips (ADT) provided by CVAG, it is determined that the segment LOS of Date Palm Drive between Varner Road and East Palm Canyon Drive are operating at an acceptable LOS D or better.

**Table 2.1: Level of Service Daily Volume Thresholds**

Classification	Lane Configuration	AVERAGE DAILY TRAFFIC (Veh/Day) Level of Service (Upper Limit)				
		A	B	C	D	E
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

**Table 2.2: Level of Service Intersection Thresholds**

Level of Service	Signalized Intersection Control Delay (in sec/veh)	Unsignalized Intersection Control Delay (in sec/veh)
A	0 – 10	0 – 10
B	10.1 – 20	10.1 – 15
C	20.1 – 35	15.1 – 25
D	35.1 – 55	25.1 – 35
E	55.1 – 80	35.1 – 50
F	80.1 or more	50.1 or more

**Table 2.3: Roadway Level of Service**

Roadway Segment	Existing lane	Daily	Existing ADT	Existing V/C*	Existing LOS
	Configuration	Capacity			
Date Palm Drive between Varner Road 1-10 Ramps	2 -Lane Undivided	18,000	10,152	.56	C
Date Palm Drive between I-10 Ramps and Vista Chino	4-Lane Divided	38,000	30,035	.79	D
Date Palm Drive between Vista Chino and 30 <sup>th</sup> Avenue	6-Lane Divided	59,000	20,776	.35	B
Date Palm Drive between 30 <sup>th</sup> Avenue and McCallum Way	6-Lane Divided	59,000	21,328	.36	B
Date Palm Drive between McCallum Way and Ramon Road	6-Lane Divided	59,000	22,386	.38	B
Date Palm Drive between Ramon Road and Dinah Shore Drive	4-Lane Divided	38,000	23,398	.62	C
Date Palm Drive between Dinah Shore Drive and Gerald Ford	4-Lane Undivided	30,000	17,108	.57	C
Date Palm Drive between Gerald Ford Drive and Palm Canyon	4-Lane Undivided	30,000	18,786	.63	C

Traffic Volume over roadway capacity ratio

Based on the existing volumes, it is determined that the following intersections currently operate at an unacceptable LOS:

- Varner Road and Date Palm Drive (AM and PM)
- Vista Chino Drive and Date Palm Drive (AM and PM)
- Dinah Shore Drive and Date Palm Drive (PM)

**Table 2.4: Intersection Level of Service**

Report	Intersection	AM Peak Hour		PM Peak Hour	
		Delay	LOS	Delay	LOS
1	Varner Rd and Date Palm Dr <sup>1</sup>	>120.0	F	48.8	E
2	I-10 WB Ramps and Date Palm Dr	18.8	B	25.0	C
3	I-10 EB Ramps and Date Palm Dr	23.7	C	10.4	B
4	Vista Chino Dr and Date Palm Dr	61.9	E	56.2	E
5	30th Ave and Date Palm Dr	22.3	C	17.2	B
6	McCallum Wy and Date Palm Dr	10.1	B	12.5	B
8	Ramon Rd and Date Palm Dr	41.9	D	48.4	D
11	Dinah Shore Dr and Date Palm Dr	86.0	F	27.6	C
12	Victoria Dr and Date Palm Dr	10.3	B	8.5	A
14	Gerald Ford Dr and Date Palm Dr	12.4	B	13.8	B
15	Perez Rd and Date Palm Dr	10.0	A	11.5	B
16	E. Palm Canyon Dr and Date Palm Dr	8.8	A	10.1	B

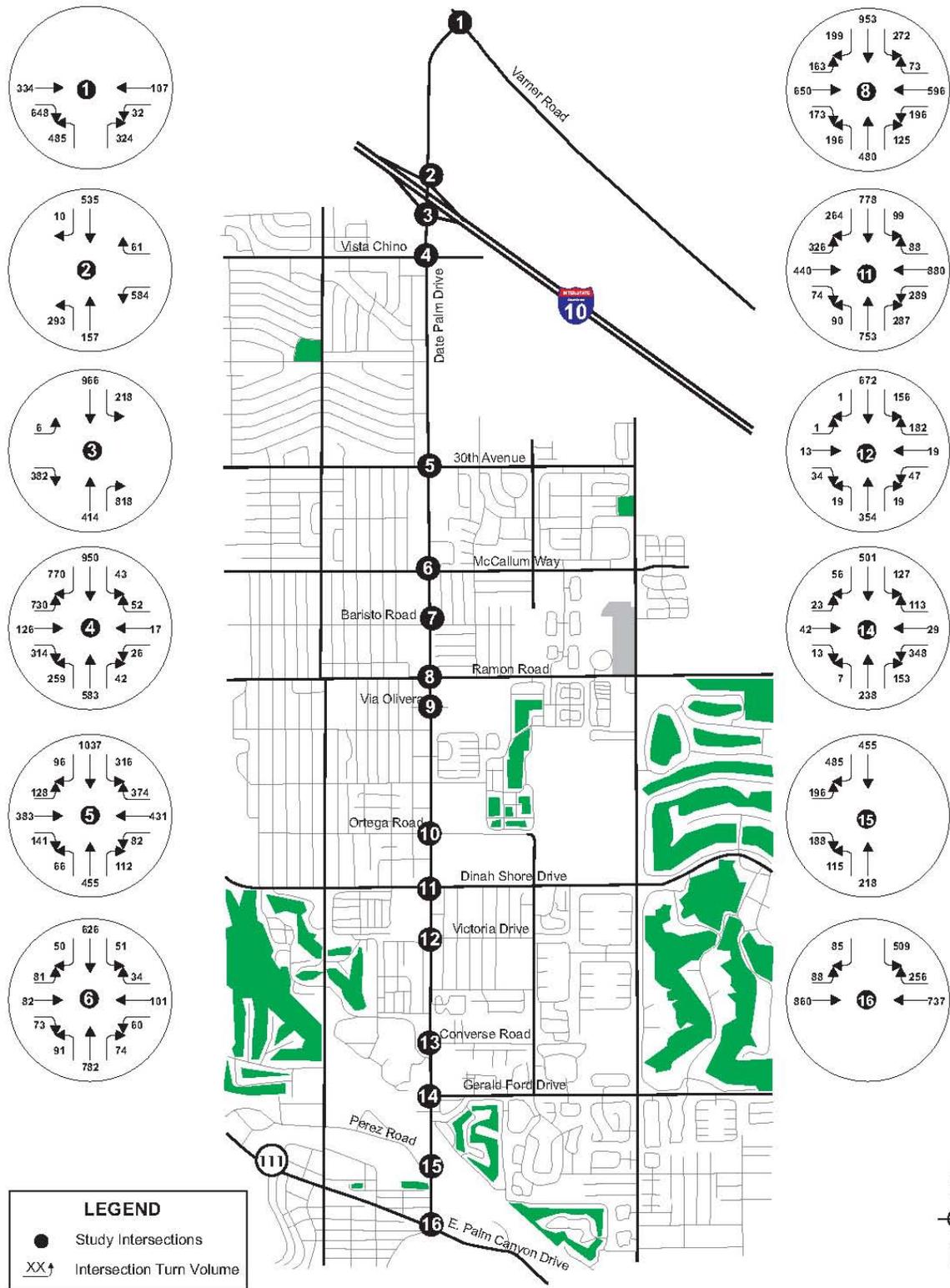
Note: <sup>1</sup> Unsignalized Intersection

Figure 2.7: ADT Volumes



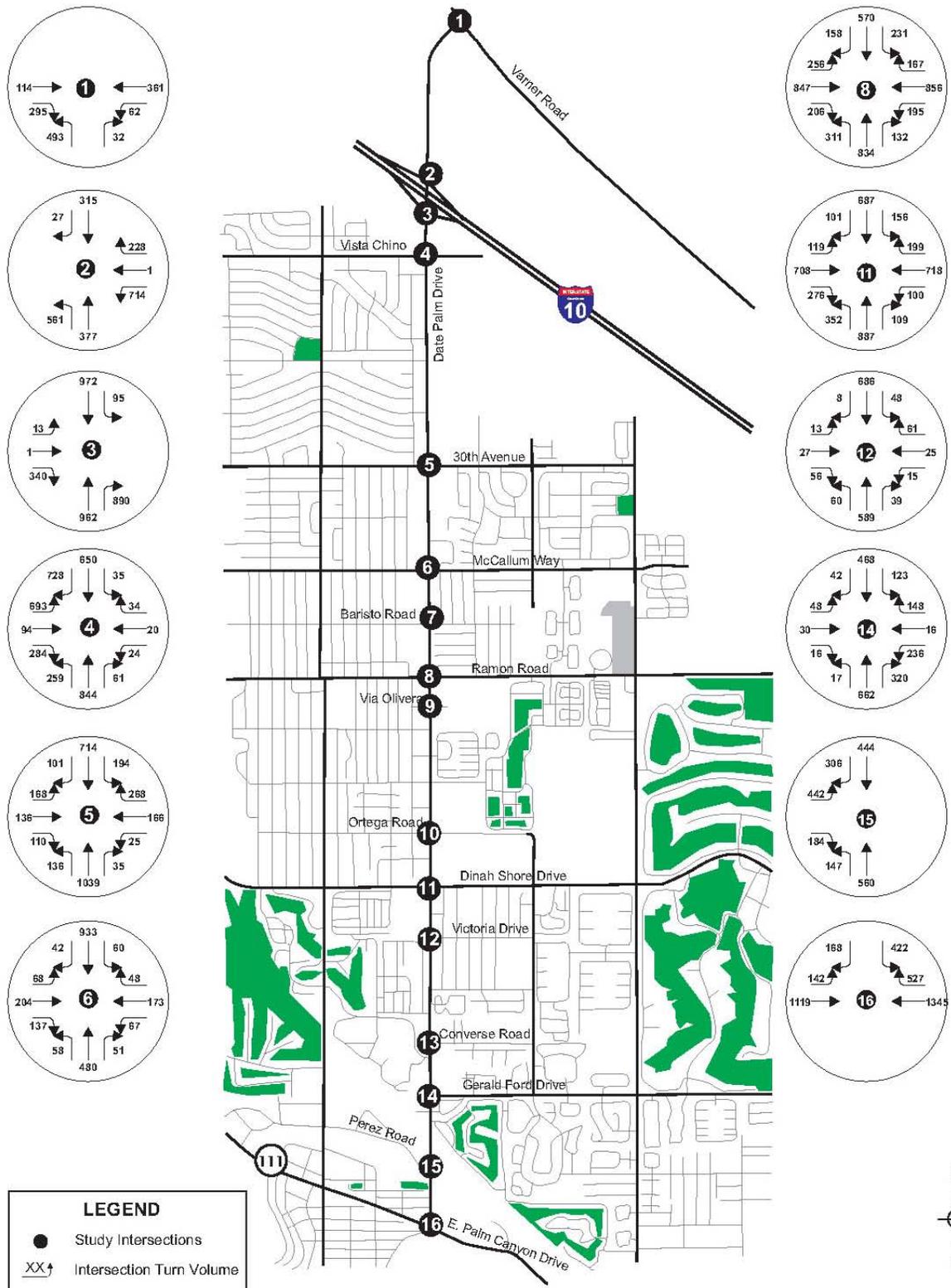
Source: KOA Corporation

Figure 2.7a: Existing AM Peak Hour Volumes



Source: KOA Corporation

Figure 2.7b: Existing PM Peak Hour Volumes



Source: KOA Corporation

## Parking

On-street parking on Date Palm Drive is currently permitted along different segments; also, on-street parking is permitted in designated areas along side streets that cross Date Palm Drive within the study area. Off-street parking spaces are currently provided by private properties located along both sides of Date Palm Drive. In addition, all approved projects and projects that are currently in the entitlement process are being reviewed consistent with Municipal Coded Sections 9.58.020 through 9.58.130 related to Cathedral City parking requirement. These projects are required to provide adequate number of parking spaces to address their proposed uses. In some special cases, the City requests parking studies to assure the adequacy of the number of parking spaces provided for special uses that are currently not specifically identified in the Municipal Code. **Figure 2.8** shows on-street parking along Date Palm Drive.

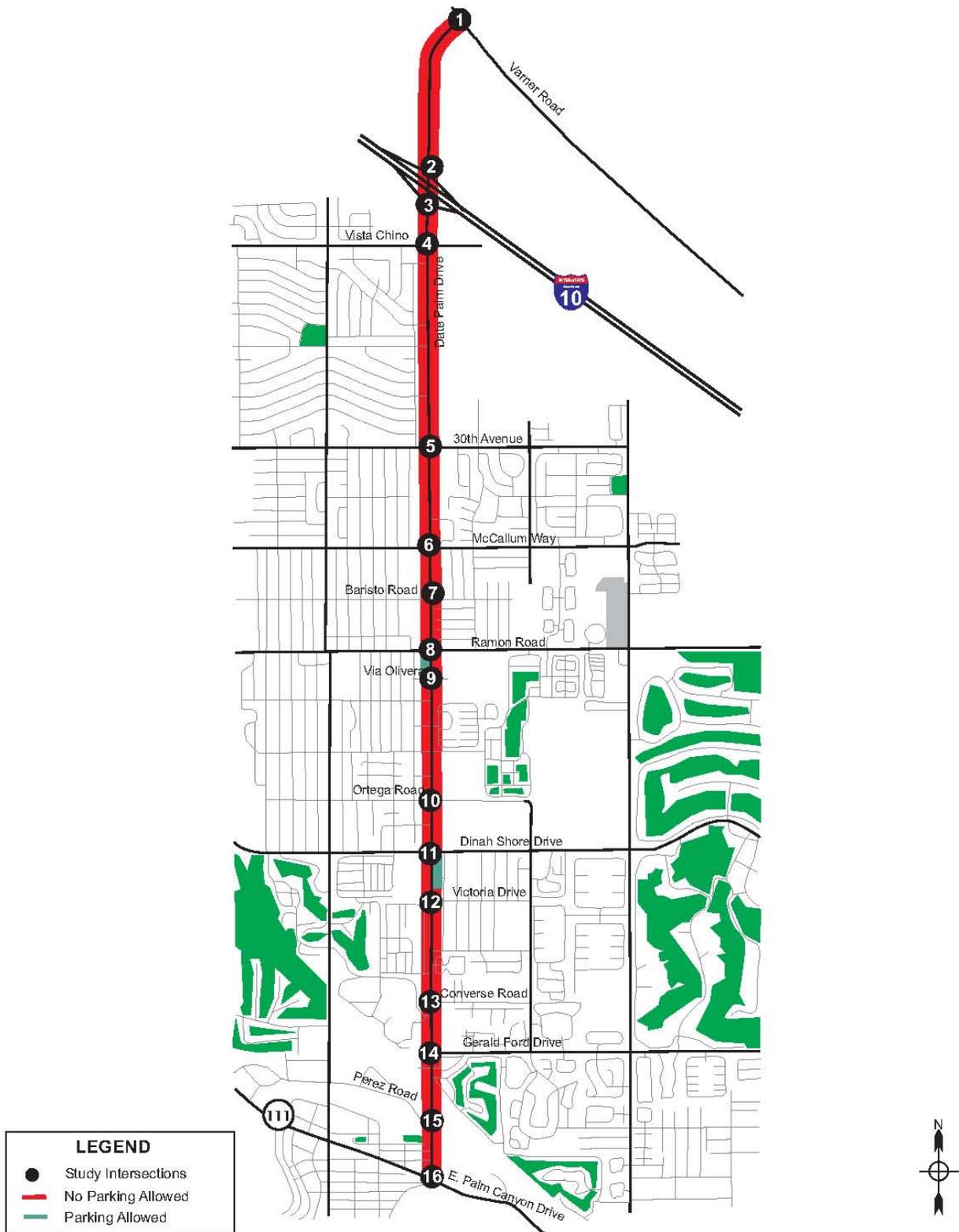
### 2.1.3 Transit Routes

The SunLine Transit Agency provides public transit service within Cathedral City and the Coachella Valley. Five routes currently service the Cathedral City including Lines 14, 23, 30, 31, and 111, as illustrated in **Figure 2.9**.

- Line 14 provides indirect service to Cathedral City by connecting Desert Hot Springs and Palm Springs along Gene Autry Trail and Vista Chino.
- Line 23 provides service to several Cathedral City schools, as well as portion of Palm Springs.
- Line 30 provides service on Date Palm Drive and west on Ramon Road.
- Line 31 services Thousand Palms to Cathedral City route, which extends west along Ramon Road south along Cathedral Canyon Drive and east along Dinah Shore Drive.
- Line 111 provides services along East Palm Canyon Drive and passes through the “Downtown” redevelopment area.

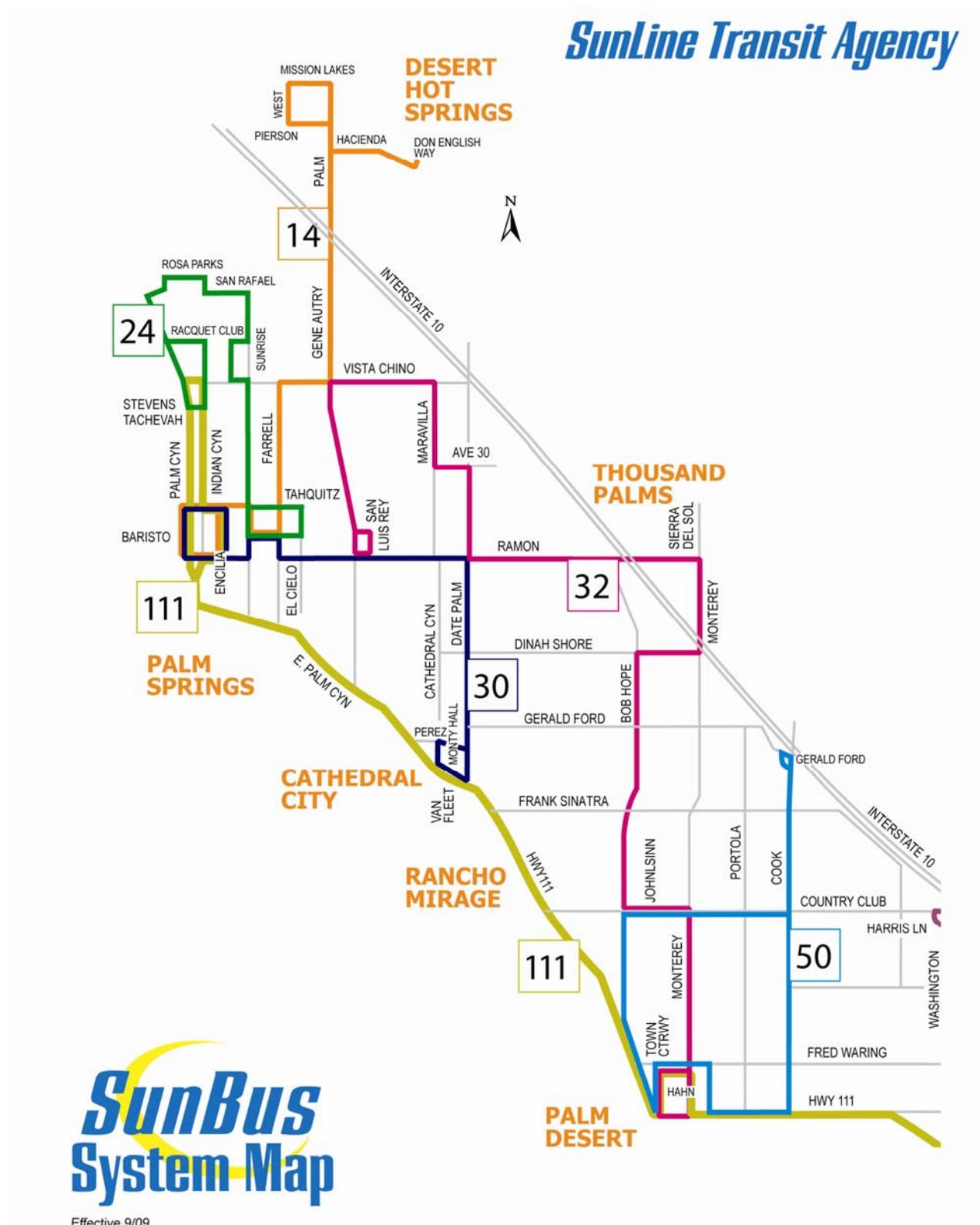
**Figures 2.10** show existing bus stops along Date Palm Drive

Figure 2.8: On-Street Parking



Source: KOA Corporation

Figure 2.9: SunLine Transit Routes



Source: SunLine Transit Agency

Figure 2.10: Bus Stops



Source: KOA Corporation



**View of the SunLine Route 30 North and Southbound Bus Stops near the intersection of Date Palm Drive and 35<sup>th</sup> Avenue**



**View of the SunLine Route 30 Southbound Bus Stop near the intersection of Date Palm Drive and McCallum Way with bus turnout and specialty shelter**

### 2.1.4 Bike Routes

The existing roadway configuration of Date Palm Drive does not currently provide delineated bike lanes; however, Cathedral Canyon Drive, which is a north-south secondary highway that runs parallel to Date Palm Drive, currently provides delineated bike lanes on both sides of the roadway. Delineated bike lanes are currently provided along 30<sup>th</sup> Avenue, which is an east-west arterial that crosses Date Palm Drive, and also along Vista Chino. A proposed beautification plan for Ramon Road is planned to incorporate bike lanes. The Cathedral City General Plan, calls for the entire Date Palm Drive to be widened to a six-lane arterial, including bike lanes and wider parkways. The City currently has only a partially-integrated system of sidewalks, bicycle lanes, and multi-use trails within its roadway designs and rights-of-way. The CVAG Non-Motorized Transportation Plan (NMTP), which is currently being updated, is included in the Cathedral City General Plan by reference as the adopted master plan for trails and bike paths for non-motorized vehicles, both existing and proposed. As per the Draft CVAG NMTP (April 2009), Cathedral City currently has one Class 1 and Five Class II bikeways. The following table provides their location and length.

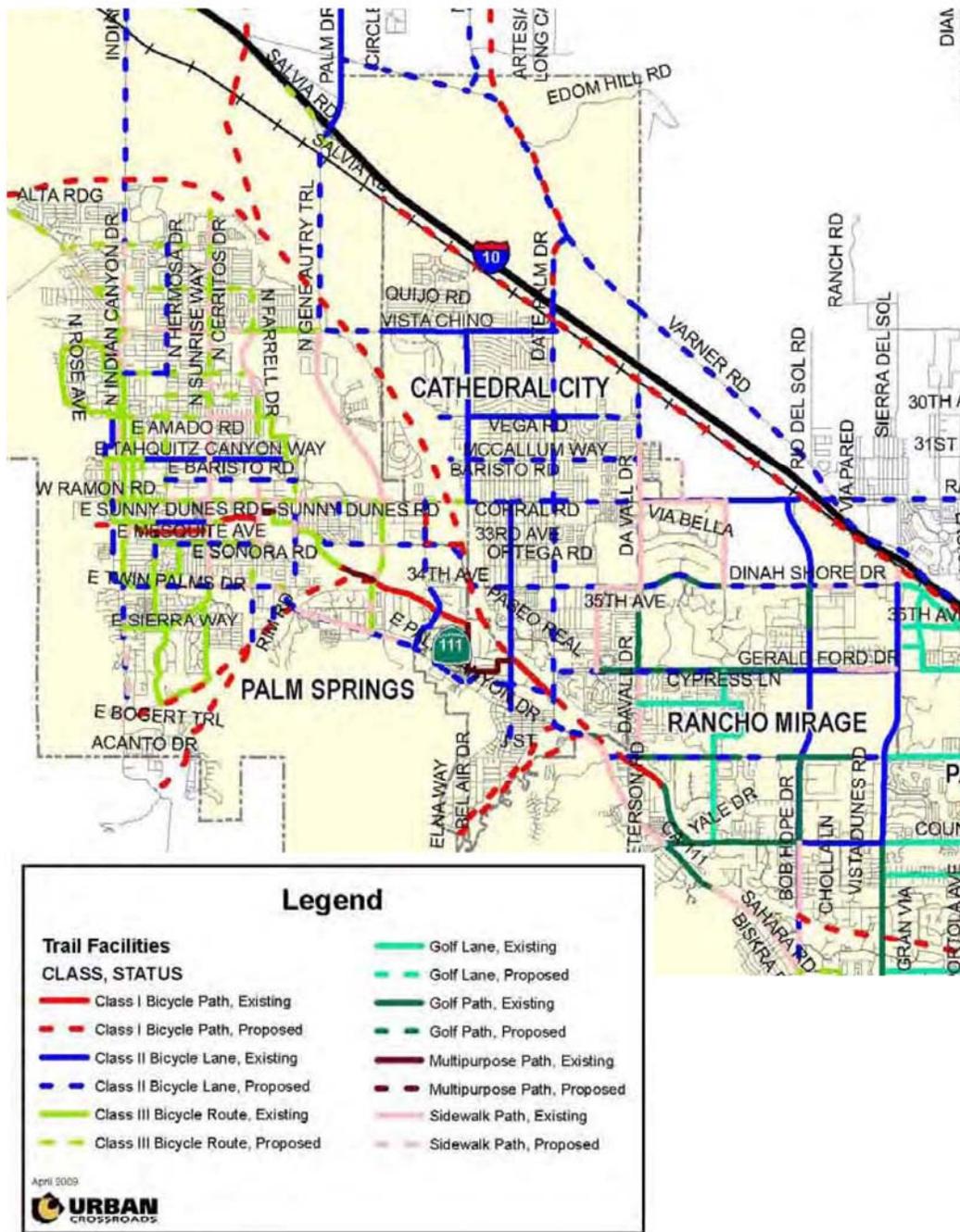
**Table 2.3: Location and Length of Bikeways**

City of Cathedral City Existing Bikeways, Paths, and Trails				
Class	Street/Path	From	To	Mileage
I	Whitewater Wash (south bank)	Cathedral Canyon Dr.	East of Date Palm Dr.	0.7
II	Vista Chino Rd.	Ventura Dr.	Date Palm Dr.	2.0
II	30th Ave.	Landau Blvd.	Santoro Dr.	1.5
II	Palm Dr.	Varner Rd.	.25 miles north of the I-10 Freeway	0.6
II	Landau Blvd.	Vista Chino Rd.	Ramon Rd.	2.3
II	Cathedral Canyon Dr.	Ramon Rd.	Highway 111	2.4

*Source: CVAG Non-Motorized Transportation Plan (Draft April 2009)*

The Draft CVAG NMTP proposes 19 bikeway projects within the City of Cathedral City, including one-mile of Class I bikeway along Date Palm Drive from Varner Road to the Southern Pacific Railroad (SPRR) and 5.8 miles of Class II bike lanes along Date Palm Drive between Varner Road and East Palm Canyon Drive, illustrated in **Figure 2.11**. These bikeway projects are under the 2<sup>nd</sup> and 3<sup>rd</sup> priority list of the bikeway projects proposed for the City. Under the State Bicycle Transportation Account (BTA), an annual statewide discretionary program that is available through Caltrans Bicycle Facilities Unit (BFU) for funding bicycle projects, the City of Cathedral City received \$315,000 for the design and construction of a Class 1 bikeway along the east side of the Whitewater River Wash from Vista Chino Drive to 30<sup>th</sup> Avenue, and a Class II bikeway on 30<sup>th</sup> Avenue from the terminus of the Class I bikeway along the Whitewater River Wash to Landau Boulevard.

Figure 2.11: Bikeway Network



Source: CVAG Non-Motorized Transportation Plan (Draft April 2009)

Bicycle parking currently exists at City Hall, at several racks in the Downtown area, Cathedral City Marketplace Shopping Center, and Canyon Plaza Shopping Center. The City proposes to provide future parking facilities by working with developers to provide them on a case-by case basis.

## 2.1.5 Pedestrian Network

The current pedestrian network is comprised primarily of sidewalks and crosswalks. The provision of continuous sidewalks in a community is especially important along major roadways to connect adjoining land uses and foster a walkable environment. Along Date Palm Drive, there are many existing vacant lots where sidewalks are non-existent or discontinuous; some portions of the streetscape consist of only a curb, limiting their usefulness as safe alternative to vehicle travel. When available, existing sidewalk widths along the segment vary from 5 to 7 feet. Sidewalks are generally located at the curb. Many are in poor condition with no street furniture.

The SPRR tracks and I-10 overpass at Date Palm Drive bisect the City into two separate communities, which restricts pedestrian connectivity to the very northern part of the study area. Also, I-10 overpass at Date Palm Drive currently has no sidewalks. Similarly, the Whitewater River Wash overpass separates the northern portion of the study area from downtown. Due to the Whitewater River Wash overpass, east-west connectivity is limited to Perez Road, which intersects Date Palm Drive just south of the overpass. A 5 feet sidewalk is located on the west side of the overpass. The pedestrian realm along the six segments of Date Palm Drive is described below:

- Varner Road to I-10 – This segment is within the North City Specific Plan. Currently, the area is undeveloped and has no sidewalks. The pedestrian connectivity is anticipated to improve in the future with the development planned under the North City Specific Plan. The SPRR tracks and I-10 overpass has no sidewalks.
- I-10 to 30th Avenue –. Generally, large vacant lots with no sidewalks are located on both sides of Date Palm Drive in this segment. A landscaped median with California Fan Palms and drought tolerant plants and decorative paving exist in this segment. California Fan Palms are also located on the west side of Date Palm Drive between Vista Chino and 30th Avenue along the undeveloped parcels. Overhead utility lines and power poles are also located very close to the curb on the west side of the street. Sidewalks in this segment



*Landscaped median with drought-tolerant planting along Date Palm Drive south of I-10 between Vista Chino and Ramon Road*



*No buffer exists between the sidewalk and the street*

only occur along developed parcels.

- 30th Avenue to Ramon Road – In this segment, most of the frontage on both sides of Date Palm Drive consists of vacant lots with no sidewalks. A decorative landscaped median does exist. South of McCallum Way, narrow sidewalks are located next to the curb on both sides of Date Palm Drive. On the west side of the street, overhead utility poles and wires are located close to the curb within the sidewalk that restrict movement along the sidewalk.



*Generally no sidewalks exist along underdeveloped parcels*

- Ramon Road to Dinah Shore Drive – In this segment, narrow sidewalks with four to five feet of landscaping between the sidewalk and property line are located on both sides of Date Palm Drive. The landscaped median does not continue south of Victoria Drive.

- Dinah Shore Drive to Gerald Ford Drive - In this segment, sidewalks are generally located at the curb and are in fair condition but with no street furniture. Buildings on adjacent parcels are typically separated by large parking lots with a sea of pavement and automobiles. A landscaped buffer between the parking and the sidewalk exists in some locations.



*Sidewalks are generally located at the curb between Dinah Shore Drive and Gerald Ford Road*

- Gerald Ford Drive to East Palm Canyon Drive – Meandering sidewalks are located between the parkway and the landscaped setback on the east and west sides of Date Palm Drive between Gerald Ford Drive and the Whitewater River Wash overpass. A median with decorative paving and landscaping is provided between Gerald Ford Drive and the north edge of the overpass. The overpass has a narrow sidewalk on its west side. Driveways are frequent south of the overpass, which makes pedestrian movement difficult. 2<sup>nd</sup> Street Park is located in this segment with frontage on Date Palm Drive. The east side of the street is dominated by a large vacant lot between Date Palm Country Club and Cathedral Plaza Shopping Center. Narrow sidewalks in this segment are located next to the curb with no street trees.



*Whitewater River Wash overpass with sidewalk on the west side*

## Landscape Character

Date Palm Drive is generally four-lanes wide with a raised median. The City has made investments in landscaping the median with drought-tolerant planting, palm trees, and decorative paving. Landscaping along the sidewalks is generally on private property and includes turf, shrubs, and palm trees. Date Palm Drive does not have a uniform landscape character on either public or private property.

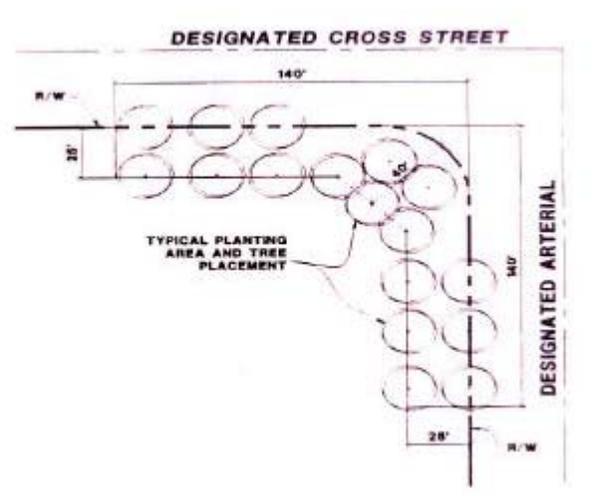
California Fan Palms and Date Palms enhance the view along Date Palm Drive; however the lack of shade trees along Date Palm Drive does not make the environment comfortable for pedestrians. As per the Street Tree Policy Guidelines and Specifications, **Table 2.4** lists specified street /parkway trees along Date Palm Drive and major east-west streets that cross it.

The Street Tree Policy Guidelines and Specifications also designates areas and cross streets that are to contain intersection enhancement improvements when abutting properties develop:

- Date Palm Drive and Varner Road, Vista Chino, 30<sup>th</sup> Avenue, McCallum Way, Ramon Road, Cathedral City Community Park Entrance (adjacent to Ortega Road), Dinah Shore Drive, Gerald Ford Drive, Perez Road, and East Palm Canyon Drive
- Ramon Road and Landau Boulevard, Cathedral Canyon Drive, Santoro Drive, and DaVall Drive

**Figure 2.13** illustrates the Intersection Enhancement Area plan. A minimum of 17 Date Palms are to be planted as depicted in the illustration. However, the City may allow for deviation in the number, spacing, and configuration depending on the site configuration.

**Figure 2.13: Intersection Enhancement Area Plan**



Source: City of Cathedral City Design Guidelines

**Table 2.4: Proposed Street Trees/Parkway Trees on Major Streets with the Study Area**

	<b>Tree type</b>	<b>Location</b>	<b>Spacing</b>
<b>Date Palm Drive</b>	California Fan Palm	Street tree	30 to 50 feet on-center with up-lighting
	Date Palm	Major entry drives	
	Mexican Fan Palms	Front yard planting area outside ROW	
<b>30<sup>th</sup> Avenue</b>	Date Palms		35 to 40 feet on-center (min. one tree per single family lot)
<b>Ramon Road</b>	Jacaranda	Street tree	35 to 45 feet on-center with up-lighting
	Cluster of Mexican Fan Palm, California Fan Palm or Date Palms	Project entries	
	Crepe Myrtle, Bottlebrush, Brazilian Pepper Tree, Pine or contrasting or seasonable flowering tree	On-site immediately behind parkway	
<b>Dinah Shore Drive</b>	Ficus (F. tetusa nitida – Indian Laurel Fig)		Average spacing of 40 feet on-center
<b>Gerald Ford Drive</b>	Mexican Fan Palm		100 feet apart
	Double Rows of Date Palms	Street side planting	30 feet on-center
	Ficus, Jacarandas, Carob, Pines, and other similar canopy trees	On-site tree - supplement to street side planting	
<b>East Palm Canyon Drive</b>	California Fan Palm		30 to 50 feet on-center with up-lighting
	Date Palm	Major entry drives	

Source: *Street Tree Policy Guidelines, City of Cathedral City, summarized by Gruen Associates*

## Relationship of Buildings to the Pedestrian Environment

Development along Date Palm Drive is a 'checker board' concept shifting between commercial and residential uses. Most of the commercial developments are automobile-oriented that place surface parking lots in front of buildings, thus making pedestrian access to the sidewalks along Date Palm Drive difficult. Due to different specific plans prepared in the 1980's and 90's, piecemeal development has occurred along Date Palm Drive. The building setbacks vary throughout the study area and the buildings jog back and forth arbitrarily, which creates discontinuity in the pedestrian environment. In some instances, walls separate these commercial developments from the sidewalk along Date Palm Drive.

## Connections to Adjacent Neighborhoods and Retail Areas

One of the goals of the Compass Blueprint Program is to improve mobility by creating walkable neighborhoods. Residents within ½ mile of Date Palm Drive should be able to walk and shop along Date Palm Drive and other major streets. Lack of sidewalks, crosswalks, and shade trees along Date Palm Drive and other major streets and in neighboring residential areas, make the overall environment discouraging to pedestrians. Primarily, residential uses are located along Vista Chino, 30<sup>th</sup> Avenue, Dinah Shore Drive, and Gerald Ford Drive. Ramon Road and East Palm Canyon Drive are dominated by commercial uses. The pedestrian network along major streets intersecting Date Palm Drive is described below:

- **Vista Chino** – Vista Chino is a four lane roadway with bike lanes. Within the study area, single-family residential uses to the north are separated from the roadway by a meandering sidewalk and parkway planted with drought tolerant shrubs, palm trees, and a few shade trees. However, a masonry wall is located along the property line restricting direct pedestrian travel to Date Palm Drive from this neighborhood. A



pedestrian connection from this neighborhood could be provided when development occurs on the vacant parcel located at the northwest corner of Date Palm Drive and Vista Chino. Existing single-family residences to the south of Vista Chino have their front yards facing the street. Most of these residential developments have landscaped front yards between the buildings and roadway and their driveways open directly onto the pavement. The sidewalk is located next to the curb with no shade trees provided, thus discouraging pedestrian travel.

*Generally sidewalk connections from residential neighborhoods are discontinuous*

- **30<sup>th</sup> Avenue** – Along 30<sup>th</sup> Avenue, west of Date Palm Drive, sidewalks are located next to the curb on both sides of the street. Single-family residential uses have front yards and

driveways that open directly onto the pavement on both sides of the road. The sidewalks are narrow with no shade trees, but are somewhat buffered from the traffic by on-street parking and bike lanes. Commercial uses located at the southwest corner of Date Palm Drive and 30th Avenue are separated from these residential uses by a 4 to 6 feet wall that restricts connection between the two neighborhoods. Sidewalks from these neighborhoods are discontinuous, making the pedestrian environment less attractive. To the east of Date Palm Drive, James Workman Middle School and the Cathedral City Soccer Park are located on the north side of 30th Avenue. Generally, sidewalks in front of the School and Park are buffered from the road by a 4 to 5 feet parkway with some landscaping. Single-family uses are located south of 30th Avenue. A parkway and sidewalk are located along the length of these residential uses, however a sidewalk is missing along the length of the vacant parcels located at the southeast and northeast corners of Date Palm Drive and 30th Avenue, thus impeding limiting pedestrian connectivity to Date Palm Drive.



*Cathedral City Soccer Park viewed from 30th Avenue looking east*

- **Ramon Road** - Many commercial uses are concentrated along Ramon Road within the study area, including Date Palm Plaza, Cathedral Village Shopping Center and Century Plaza Shopping Center. East of Date Palm Drive, sidewalks are located next to curb with little or no landscaping on both sides of Ramon Road. Landscaping along the sidewalk is generally on private property and consists mainly of palm trees and shrubs. West of Date Palm Drive meandering sidewalks with a landscaped setback between the curb and sidewalk are located on both sides of the street. However, sidewalks are missing along the length of vacant parcels. A landscaped median between Date Palm Drive and Cathedral Canyon Drive is located along Ramon Road.

- **Dinah Shore Drive** – Dinah Shore Drive is a four lane roadway with a landscaped median within the study area. East of Date Palm Drive the sidewalks are located next to the curb on both sides of the street; on the north side, connecting Cathedral City High School. The single and multi-family residential uses located south of Dinah Shore Drive, between Date Palm Drive and Plumley Road, have sidewalks and landscaped



*Masonry wall located along residential uses along Gerald Ford Drive restricts pedestrian travel from these neighborhoods to Date Palm Drive*

setbacks connecting these uses to Date Palm Drive. On the west side of Date Palm Drive, Cathedral City Marketplace Shopping Center has frontage on Dinah Shore Drive. Generally, sidewalks in this segment are located next to the curb with little or no landscaping or street trees. A masonry wall is located along the property line of the Canyon Mobile Home Community restricting pedestrian travel to Date Palm Drive. Walgreen's is located at the northwest corner of Date Palm Drive and Dinah Shore Drive and is connected by a

- **Gerald Ford Drive** – On both sides of Gerald Ford Drive, sidewalks are generally located adjacent to the curb with meandering sidewalks in some portions. A few evergreen trees are located within the landscaped area between the curb and private property. Palm Springs Oasis RV Park and Date Palm Country Club are located on the south side of Dinah Shore Drive while The Crossroads Shopping Center and single-family residential uses are located to the north. Generally, a masonry wall is located along these residential uses restricting pedestrian travel from these neighborhoods to Date Palm Drive.
- **East Palm Canyon Drive** – Pedestrian connectivity for downtown commercial and civic uses located along East Palm Canyon Drive have improved under the Downtown Redevelopment Program. East Palm Canyon Drive pavement has been narrowed to slow traffic along the street and increase pedestrian accessibility across the traffic lanes by shortening crossing distances. This has improved the pedestrian environment.

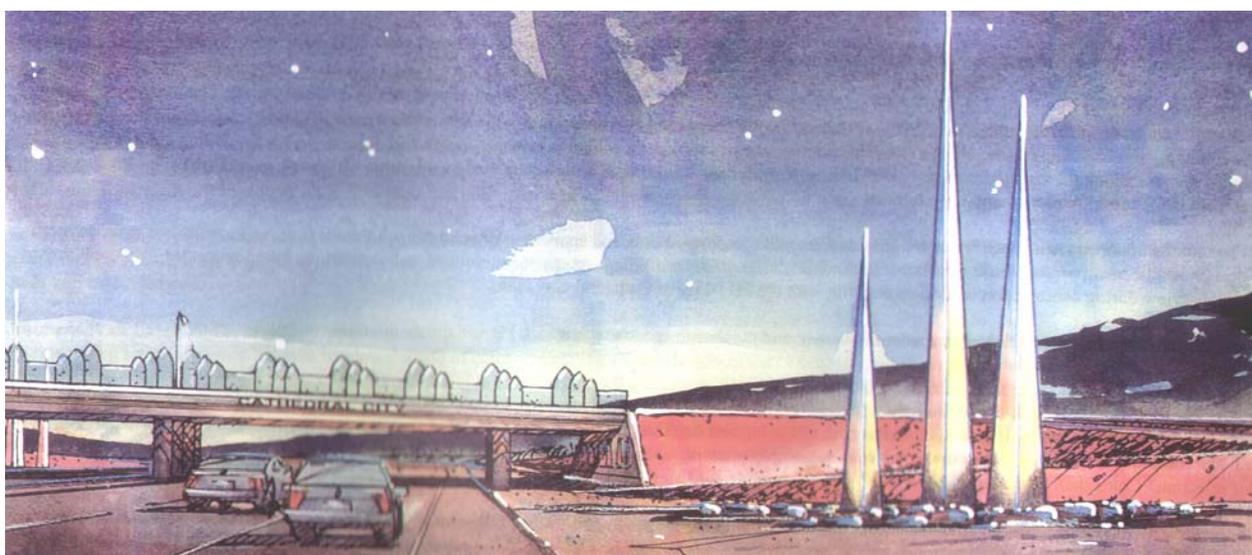
### **2.1.6 Wayfinding Signage /Public Art /Gateway Treatments**

There are points in the fabric of the study area where a sense of arrival can be achieved – those places where one feels they've arrived into the City of Cathedral City. These points are important for drivers, bicyclists and pedestrians moving through Date Palm Drive. These portals or nodes currently celebrate the arrival to the City by incorporating landscape elements or streetscape materials and public art.

The existing public art in the median just south of 30<sup>th</sup> Avenue help mark the entry into the City, but are not easily visible to the motorist travelling on I-10. The adopted interchange plans and proposed signage at the off-ramps and railing design along the interchange will provide the much needed gateway treatment.



**Existing City of Cathedral City public art along Date Palm Drive**



**Proposed City of Cathedral City Gateway Sign at I-10**

### **2.1.7 Safe Routes to Schools**

As of 2006, a new federal Safe Routes to School program offers grants to local agencies and others for facilities and programs that enhance bicycle and pedestrian safety. Bikeways, sidewalks, intersection improvements, traffic calming, and other projects at or near schools are eligible. The City of Cathedral received Safe Routes to School Grants to install lighted crosswalks at the following locations within the study area, illustrated in **Figure 2.14**:

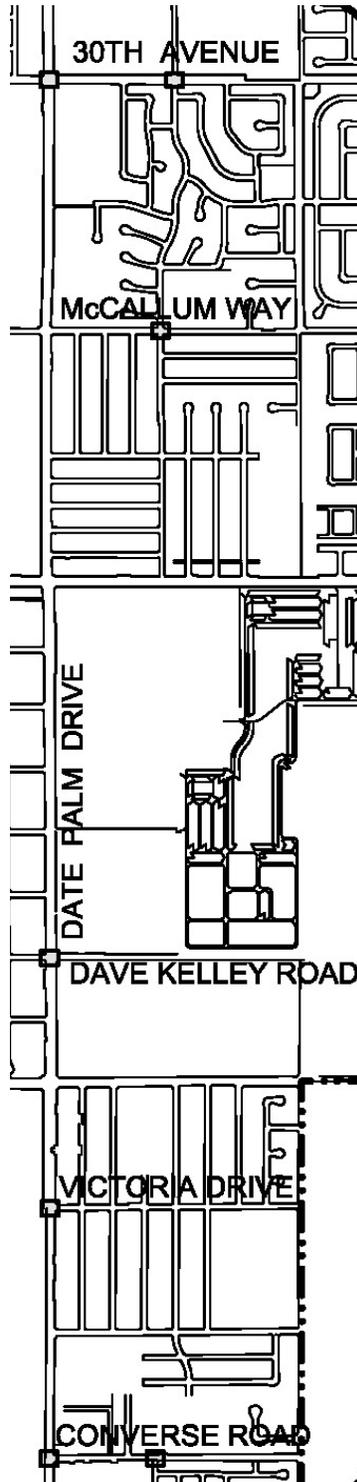
Date Palm Drive and 30<sup>th</sup> Avenue

Date Palm Drive and Dave Kelley Road

Date Palm Drive and Victoria Drive

Date Palm Drive and Converse Road

Figure 2.14: Lighted Crosswalk Safe Routes to School Safety Program



Source: City of Cathedral City

### **2.1.8 Summary of Existing Conditions for the Public Realm**

**Matrix 2.1** summarizes the existing conditions by segments along Date Palm Drive for the public realm. To achieve the General Plan adopted cross-section, most of Date Palm Drive would need to be widened and additional right-of-way would need to be dedicated or acquired.

<b>Matrix 2.1: Summary of Existing Conditions for the Date Palm Drive Public Realm</b>							
		<b>Segments</b>					
<b>Public Realm Elements</b>		<b>Varner Rd and I-10</b>	<b>I-10 to 30<sup>th</sup> Ave</b>	<b>30<sup>th</sup> Ave &amp; Ramon Rd</b>	<b>Ramon Rd to Dinah Shore Dr</b>	<b>Dinah Shore Dr to Gerald Ford Dr</b>	<b>Gerald Ford Dr to East Palm Canyon Dr</b>
	Segment Length	0.6 miles	1 mile	1 mile	1 mile	1 mile	0.5 mile
	No. of Travel Lanes	2	4	6	4-6	4-5	4
<b>PUBLIC REALM ELEMENTS</b>	Right-of-Way <sup>1</sup> Width	110 ft	110 ft	110 ft	110 to 120 ft	89 to 126 ft	94 to 110 ft
	Pavement Width	40 ft	68 to 80 ft	80 ft	80 ft	80 to 98 ft	68 to 80 ft
	Existing Traffic Volumes (ADT)	10,152	20,776 to 30,035	21,328 to 22,356	23,398	17,188	18,756
	Sidewalk	No Sidewalk	No Sidewalk	Portions with sidewalk and approx. 2600 linear ft of undeveloped areas without.	Portions with sidewalk and approx. 2200 linear ft of undeveloped areas without	Portions with sidewalk and meandering sidewalk in some areas and approx. 920 linear ft of undeveloped areas without.	Portions with sidewalk and meandering sidewalk in some areas and approx. 1600 linear ft of undeveloped areas without.
	On-Street Parking (Refer to <b>Fig 2.8</b> for	None	None	None	None with the exception between Via	None with the exception between Dinah	None

<sup>1</sup> Proposed General Plan ROW Width for Date Palm Drive is 126 ft

		Matrix 2.1: Summary of Existing Conditions for the Date Palm Drive Public Realm Segments						
		Varner Rd and I-10	I-10 to 30 <sup>th</sup> Ave	30 <sup>th</sup> Ave & Ramon Rd	Ramon Rd to Dinah Shore Dr	Dinah Shore Dr to Gerald Ford Dr	Gerald Ford Dr to East Palm Canyon Dr	
Public Realm Elements	detailed information)				Olivera Road and Ramon Road	Shore Drive and Victoria Drive		
	Raised Median	None	Decorative paving and landscaping with drought tolerant plants and palm trees	Decorative paving and landscaping with drought tolerant plants and palm trees	Decorative paving and landscaping with drought tolerant plants and palm trees between Ramon Rd and Victoria Drive	None	Decorative paving and landscaping with drought tolerant plants and palm trees between Gerald Ford Dr and Whitewater River Wash	
	Utility Poles	General	Where utility poles exist, they are typically wooden and located close to the curb within the sidewalk or parkway. They contain multiple levels of high voltage wires.					
		East Side of Date Palm Drive	None	None	None	None	None	None
		West Side of Date Palm Drive	Yes	Yes	Yes	Yes	Yes	Yes

<b>Matrix 2.1: Summary of Existing Conditions for the Date Palm Drive Public Realm</b>			<b>Segments</b>					
<b>Public Realm Elements</b>			<b>Varner Rd and I-10</b>	<b>I-10 to 30<sup>th</sup> Ave</b>	<b>30<sup>th</sup> Ave &amp; Ramon Rd</b>	<b>Ramon Rd to Dinah Shore Dr</b>	<b>Dinah Shore Dr to Gerald Ford Dr</b>	<b>Gerald Ford Dr to East Palm Canyon Dr</b>
Street Tree Species			None	California Fan Palm	California Fan Palm and Date Palm	California Fan Palm and Date Palm	California Fan Palm and Date Palm	California Fan Palm and Date Palm
Bus Stops (Refer to <b>Fig 2.10</b> for detailed information)	# of Locations		None	None	4 locations	6 locations	7 locations	2 locations
	With Shelter		None	None	3 locations	4 locations	7 locations	2 locations
	With Bench		None	None	3 locations	6 locations	7 locations	2 locations

## 2.2 Private Realm

### 2.2.1 Generalized Existing Land Uses in the Study Area

The study area currently consists of commercial development, many vacant and underutilized properties, four mobile home parks, and single and multi-family residential uses. A variety of commercial uses exist within the study area consisting of neighborhood-serving retail, restaurants and some regional facilities. Anchoring the retail uses are the 99 cents only store, Food 4 Less, Cardenas, and Stater Bros, which serve the immediate neighborhood as well as the larger region. Other retail uses in the area include national chains such as Walgreens, McDonald's, Burlington Coat Factory, CVS Pharmacy, Taco Bell, Fresh & Easy market, and Sonic Drive-In. There are several partially vacant large buildings that formally housed Wal-Mart, Albertson, Levitz Furniture, and Sam's Club. The Wal-Mart building has been remodeled into multiple spaces, which are currently available for lease. The 99 cents only store anchors this building.

Residential uses directly adjacent to Date Palm Drive include single-family homes and three mobile home parks. Just north of Dinah Shore Drive are the Big League Dreams Sports Park, Cathedral City Library, Cathedral City Post office, and Patriot Park. South of Dinah Shore Drive are primarily mobile home parks with higher density resort developments near the Whitewater River Wash. Generalized land use by segment is included below:

- Varner Road to I-10 Freeway – This segment is characterized by vacant land. Development on these vacant parcels will occur as per the North City Specific Plan.
- I-10 Freeway to 30th Avenue – In this segment, Date Palm Drive frontage consist primarily of vacant lots with several commercial businesses close to Vista Chino. This area contains approximately 432 acres of vacant land for a total of 48% of the 905 acres of vacant land within the study area. Located approximately one parcel back from the west side of Date Palm Drive are single-family neighborhoods, with vacant parcels allotted to Indian Tribe members on the east side. James Workman Middle School and Cathedral City Soccer Park are located on the east side of the street with access from 30th Avenue.
- 30th Avenue to Ramon Road – Many vacant parcels are located on both sides of Date Palm Drive between 30th Avenue and McCallum Way. Just south of McCallum Way on the west side of Date Palm Drive is Date Palm Plaza. Recent development between 30th



*View of Fresh & Easy located at the southwest corner of 30<sup>th</sup> Avenue and Date Palm Drive*

Avenue and McCallum Way includes a Walgreens Drug Store, Fresh & Easy, and Sonic Drive-In.

Single-family residential uses with their front yards facing the sidewalk and their driveways opening onto the sidewalks are located on the east side of Date Palm Drive between McCallum Way and Ramon Road.



*View of existing single-family residences on the east side of Date Palm Drive between McCallum Way and Ramon Road that access directly on to Date Palm Drive*

- Ramon Road to Dinah Shore Drive – Located at the southeast corner of Date Palm Drive and Ramon Road intersection is the Cathedral Village Shopping Center, which serves the local community with restaurants such as Applebee’s and Giuseppe’s, and also fast food such as KFC. Other commercial uses in the area include a bank, pharmacy, and a mix of other small retail shops. The Desert Sands Mobile Home Community is located south of this Shopping Center along Date Palm Drive. This portion of the study area is anchored by Big League Dreams Sports Park, a local icon and regional sports park, located at northeast corner of Dinah Shore Drive and Date Palm Drive intersection.

- Dinah Shore Drive to Gerald Ford Drive – The Cathedral City Marketplace Shopping Center, Date Palm Shopping Center, Date Palm Plaza, and Esplanade Business Center are located in this segment. Residential uses include three mobile home parks (Caliente Sands, Royal Palms, and Canyon) and high density resort uses, such as Cathedral Canyon Country Club. There are very little vacant properties in this segment.

- Gerald Ford Drive to East Palm Canyon Drive – This segment is dominated by the Whitewater River Wash and vacant lots surrounding the Wash. Holiday Inn Express, located at the southwest corner of Date Palm Drive and Gerald Ford Drive, is the only hotel located within the study area. Date Palm Country Club is located at the southeast corner of Date Palm Drive and Gerald Ford Drive. Cathedral Plaza Shopping Center is located on the northeast corner of Date Palm Drive and East Palm Canyon Drive. Many successful businesses are located along Perez Road. Second Street and Town Square Parks are



*Holiday Inn Express is located along Date Palm Drive, just south of Gerald Ford Drive and behind the ARCO AM/PM*

located on the west side of Date Palm Drive, south of Civic Center Drive. Beyond these parks to the west is the Cathedral City Civic Center area.

### 2.2.2 Inventory of Current Businesses

This section provides a list of the existing businesses along Date Palm Drive. This list is based on Google maps with refinements based on field windshield surveys conducted by the consultant team during the month of November 2009. **Figure 2.15** illustrates existing businesses along Date Palm Drive from north to south by segments and major intersecting streets. The segment between Varner Road to I-10 currently has vacant parcels and would be developed under the North City Specific Plan.

### 2.2.3 Vacant and Underdeveloped Properties

Many vacant and underutilized parcels are interspersed between various commercial and single-family residential uses along Date Palm Drive. There are approximately 905 acres of vacant area along Date Palm Drive and other major intersecting streets within the study area, as shown in **Figure 2.16**. However, approximately 340 acres of vacant land, north of I-10 within the study area, would be developed under the North City Specific Plan. The majority of vacant land (approximately 432 acres) is located between I-10 and 30<sup>th</sup> Avenue. A few underutilized properties were also observed within the study area, especially west of Date Palm Drive between Corral Road and Dinah Shore Drive. **Table 2.5** lists area of vacant parcels within the study area by segments.

**Table 2.5: Vacant Parcels within the Study Area**

Segments	Area in Acres (ac)	Percent of Total
Varner Rd and I-10	340	37.6
I-10 to 30th Ave	432	47.7
30th Ave & Ramon Rd	50	5.5
Ramon Rd to Dinah Shore Dr	60	6.6
Dinah Shore Dr to Gerald Ford Dr	5.0	0.6
Gerald Ford Dr to East Palm Canyon Dr	18	2.0
	<b>905</b>	<b>100</b>

Source: Gruen Associates

### 2.2.4 Condition of Building Stock and Lot Sizes

The age, scale, and condition of structures within the study area vary widely with lot sizes varying from 5,000 sq ft to 60 acres. Buildings are generally one story high except some of the grocery stores appear taller because of high ceilings and a few multi-family residential uses located along Dinah Shore Drive. A few older structures are in need of façade/storefront improvements and repair. There are many buildings which have windowless walls facing the street and a few shopping centers with a masonry wall along the edge of the property.

Collectively, these conditions create an impression of an unsafe environment among pedestrians and isolate the pedestrians from the life of the stores/businesses.

### 2.2.5 Ownership Pattern

Another important consideration for future development potential is the current pattern of property ownership. Large properties with a single ownership or contiguous small properties with a single ownership are easier to develop. Many properties within the study area have multiple-ownership. Approximately 1374 acres or 20.7% of the total 6637 acres within the study area is allotted Indian Tribe land, and is shown in **Table 2.6** and **Figure 2.17**.

**Table 2.6: Ownership Pattern within the Study Area**

	<b>Area in Acres (ac)</b>	<b>Percent of Total</b>
Allotted & Not Leased	1374.0	20.7
Fee	779.0	11.7
Off Reservation	4484.0	67.6
Tribal	0	0
<b>Total Study Area</b>	<b>6637.0</b>	<b>100.0</b>

Source: Gruen Associates

### 2.2.6 Approximate Intensity/Density

The approximate intensity within the study area was estimated using aerial photographs. The floor area ratio (FAR) is the total floor area of the buildings on a site divided by the area of the lot itself. Along Date Palm Drive, parcels on the north side of Ramon Road typically have an FAR of approximately 0.2. The low FAR can be explained by the large surface parking lots. The mobile home parks located south of Ramon Road along Date Palm Drive have densities of approximately 7 to 9 units/acre. The single-family residential uses in the study area have densities of approximately 2 to 10 units/acre.

Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments

I-10 to 30th Avenue



**LEGEND**

- 1. Arco/AMPM
- 2. Vista Chino & Date Palm Drive Commercial
  - Carniceria Valley Market
  - Personalized Property Mtg
  - Spinello Companies Inc.
  - Fezier Pest Control
  - Center Soft
  - Lowest Competitive Insurance (12 empty offices)
- 3. Mobil Gas Station & Car Wash
- 4. Kaminsky Productions
- 5. La Vista & Date Palm Drive Commercial
  - NAI Consulting
  - Jamey's Clubhouse Sportcards
  - Domino's Pizza
  - Real Estate book
  - Valero Gas Station & Food Shop
  - Massage
  - HPS Real Estate Investments
  - Law Offices
  - Varsity Jackets
- 6. LaPalapa Restaurant
- 7. James Workman Middle School
- 8. Cathedral City Soccer Park and Fitness Track

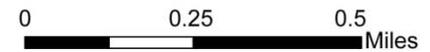
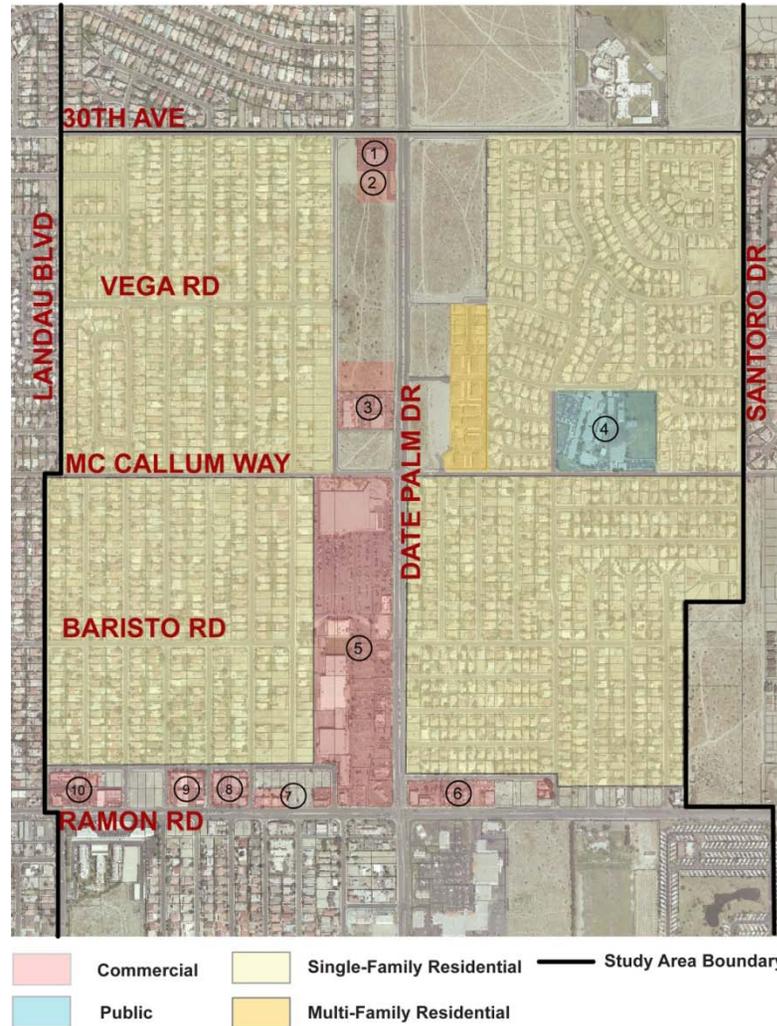


Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments (Cont'd)

30<sup>th</sup> Avenue to Ramon Road



**LEGEND**

- 1. Walgreen Drug Store**
- 2. Fresh n Easy**
- 3. Shopping Center**
  - Sonic Drive In
  - Pacific Western Bank
  - Nail Club
  - Rillington Communities
  - St. James Properties
  - Cleaners
  - GHA Communities
- 4. Sunny Sands Elementary School**
- 5. Date Palm Plaza**
  - 99 Cents Only Store
  - Payless Shoe Source
  - Penny Savers
  - Pep Boys Auto
  - Cardenas
  - The UPS Store
  - Cash Advance
  - H&R Block
  - Sprint
  - Optometry
  - Dental Care
  - L.A. Jewelers
  - State Farm
  - Fred Loya Insurance
  - Snappy Nails
  - El Ranchito Taco Shop
  - Mobil Gas Station & Car Wash
  - McDonalds
  - Baskin Robbins
  - CVS/Pharmacy
  - Taco Bell
  - Round Table Pizza
  - Sizzler
  - China8 Cuisine
  - Panda Express
  - Swiss Doughnut's
  - Alkobar Philly Steak
- 6. Shopping Strip**
  - Starbucks
  - Burger King
  - Kragen Auto Parts
  - J.C. Mobil
  - Hollywood Video
  - Del Taco
  - Western Dental Care
  - Chuck's Automotive
- 7.**
  - Sign-a-rama
  - Muro & Muro Law Offices
  - Century 21 De Oro
  - Farmers Insurance Group
  - Truly Nolen Pest Control
  - Southwest Dental
  - Blockbuster
  - Chevron Station
- 8.**
  - Epidemic Skate Shop
  - John Liveri's Used Cars
  - Noe's Smog & Repair
  - Bravo's Auto Care
  - Transmedic Transmissions
  - Dave Cadillac
- 9.**
  - Gabor Foreign Car Service
  - Cone's Tire Shop
  - AAMCO Transmissions
  - NJ Auto Repair
  - FMS Performance Exhaust Systems
  - Office Suites (Vacant)
  - Universal Protection Services
  - RG's Smog Tech
- 10.**
  - Ewing Irrigation-Golf
  - Carquest Auto Parts
  - Arco Gas Station

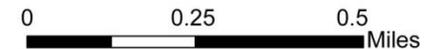
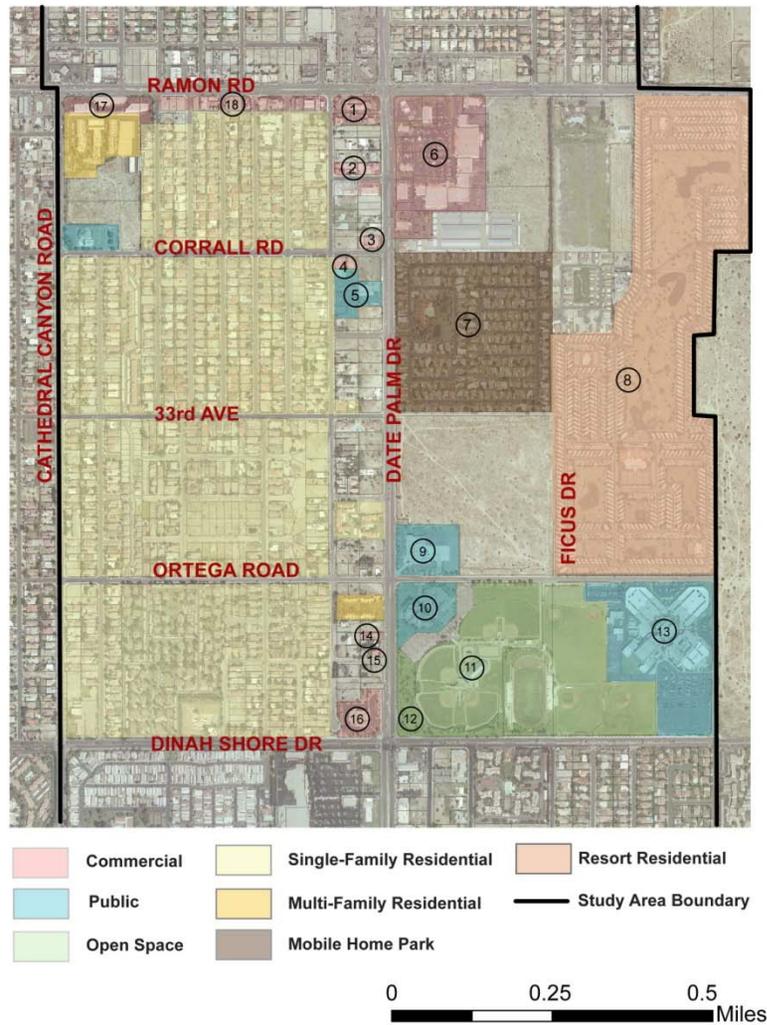


Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments (Cont'd)

Ramon Road to Dinah Shore Drive

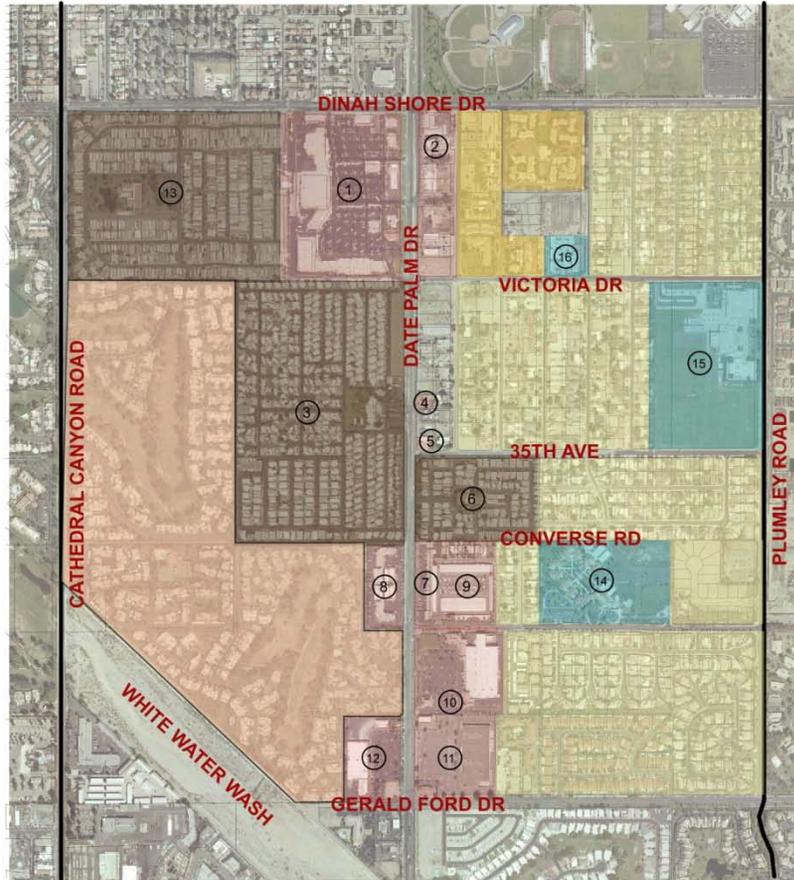


**LEGEND**

- 1. Shopping Center**
  - Don & Sweet Sue's Cafe
  - El Polo Loco
  - Warner Richard
  - Perfect Nails
  - Pos Computer Security Camera
- 2. Mr. Ruiz Plaza**
  - Autozone
  - Carniceria Valley Market
  - Brenda's Hair Salon
  - Mr. Ruiz Jewellers
  - Carniceria El Rancho # 5
  - Primerica
  - El Portal Mexican Restaurant
- 3. Tuxedo Exchange**
- 4. Servant Quarters**
- 5. Calvary Chapel**
- 6. Cathedral Village Shopping Center**
  - Valero Gas Station & Car Wash
  - Nu Way Cleaners
  - KFC
  - Guiseppes's Pizza & Pasta
  - America's Tire
  - Elliot Edes
  - Wells Fargo Bank
  - Casa Blanca
  - General Nutrition Center
  - Borrego Community Health
  - Rite Aid
  - Postal Connections
  - Pacific Sound
  - Applebee's
  - Carl's Jr
  - Swiss Donuts
  - Beauty Supply
  - Party Time La Placiall
  - Goodwill
  - Tobacco for Less
  - Stater Bros
  - Lesuie's Pool Supplies
  - Centro Medico Cathedral City Medical Center
  - Pizza & Pasta
  - America's Tire Co
  - Liberty Income Tax
  - Desert Nails
  - Supercuts
  - Santo Tomas Dental
  - Video Depot
  - Cash # Mart
  - Radio Shack
- 7. Desert Sands Mobile Home Park**
- 8. Outdoor Resorts of America Golf Course**
- 9. Cathedral City Post Office**
- 10. Cathedral City Library**
- 11. Big League Dreams Sports Park**
- 12. Patriot Park**
- 13. Cathedral City High School**
- 14. Acker Chiropractic & Wellness**
- 15. Herb Cellar**
- 16. Walgreens**
- 17. Century Plaza Shopping Center**
  - La Trattoria Bella Luna Restaurant
  - Orchid Nails
  - Carniceria Mexico
  - Mexico Food
  - Barber Salon
  - Dolex Money Transfer
  - Quick Tax /Real Estate
  - Magnolia Auto Insurance
  - Hilda's Hair Salon
  - Michael Koci's Insurance
  - Joe's Crazy Sushi
  - Gentry Plaza Dental Care
  - Cathedral City Medical Care
  - Central Printer Repair
- 18.**
  - Vienna Donuts
  - Insurance
  - Tanning Parlor
  - Meineke Car Care Center
  - W Wienerschnitzel
  - Taslee
  - International Motors
  - Chevron Gas Station

Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments (Cont'd)

Dinah Shore Drive to Gerald Ford Drive



**LEGEND**

**1. Cathedral City Marketplace Shopping Center**

- IHop
- Autozone
- Starbucks
- Food 4 Less
- Marketplace Shell Food Mart
- Jack In the Box
- Pizza Hut
- Point After Sports Pub & Grill
- Cinemarks Movies 10
- La Palapa
- 24 Hour Fitness
- Tobacco For Less
- H&R Block
- At&t
- Family Medical Clinic
- Shell Gas Station
- Susie's Deal
- Cutters Salon
- Mango's Smoothie
- Discoteca Inigues
- Tech Nails
- Prizma Jewelers (Going Out of Business)
- Blossoms Bridal
- Tropic Ice Cream
- Dentist
- Citifinancial
- El Tarasco Tacos
- Rent A Car
- El Guero # 2 Tacos
- The Point, After Sports Pub & Grill
- Boy's Hamburger
- Todo Coda

**2. Commercial Strip**

- FL-AM Oriental Market
- Apostolic Assembly of Faith
- Farmers Insurance Group
- Palm Springs Mirror & Glass
- Allstate Insurance Company Ronald Mcfadden
- Azteca Furniture
- La Casita
- Millers Driving School
- Smith Pipe & Supply

**3. Royal Palms Mobile Home Park**

**4. Value Smog**

**5. A-1 Trust Chiropractic**

**6. Caliente Sands Mobile Home Park**

**7. Date Palm Plaza**

- K ATM
- Champion Check Chasing
- Carousel Bakery
- Ming's Chinese Cuisine
- Toda Moda
- Domino's Pizza
- Denny's Barber Shop

**7. Date Palm Plaza(Cont'd)**

- Aladino Fashions
- Date Palm Tortilla- Aladino's Fashion
- Jewelry & Sports
- Dog Grooming
- Alteration & Tailoring by Gume
- Kristina's Party Favours & Rentals- Acapulco
- Raspados Bionicos Elsa
- Carniceria Michoacana
- Taqueria San Miguel
- Fine Mexican Food/Seafood
- Tattoo
- Family Nutrition
- Smile Hair Salon

**8. Esplande Buiness Center**

- LaGran Fiesta Mexican
- Indian Oven
- Video Depot
- Cathedral City Florist
- Total Watch Security
- EZ Lube Inc
- ACH Direct
- United Cerebral Palsy (Dennis James Center)
- Black Hawk Cigarettes
- Nuevaera Era Musical 2
- Insurance
- Nicolino's Italian Restaurant
- Mayfield College
- Zippy Copy
- All Star

**9. Date Palm Self-Storage**

**10. Date Palm Shopping Center**

- Sam'sClub (Vacant)
- EZ Lube

**11. The Crossroads**

- Casa Blanca Cantina Mexican
- Burlington Coat Factory
- US Bank

**12. Mission Plaza**

- Palm Springs Oasis RVPark
- Marinello School of Beauty
- Michael's Cafe
- India Oven
- Smoke Depot
- Real Estate
- Hair Images
- ASC Jewelers
- Nail Spa
- Cello's
- American Bistro
- El Revolucionario
- Coin Laundry
- Cathedral City Florist

**13. Canyon Mobile Home Community**

**14. Cathedral City Elementary School**

**15. Neilie N Coffman Middle School**

**16. Spanish Assembly of God**

Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments (Cont'd)

Gerald Ford Drive to East Palm Canyon Drive



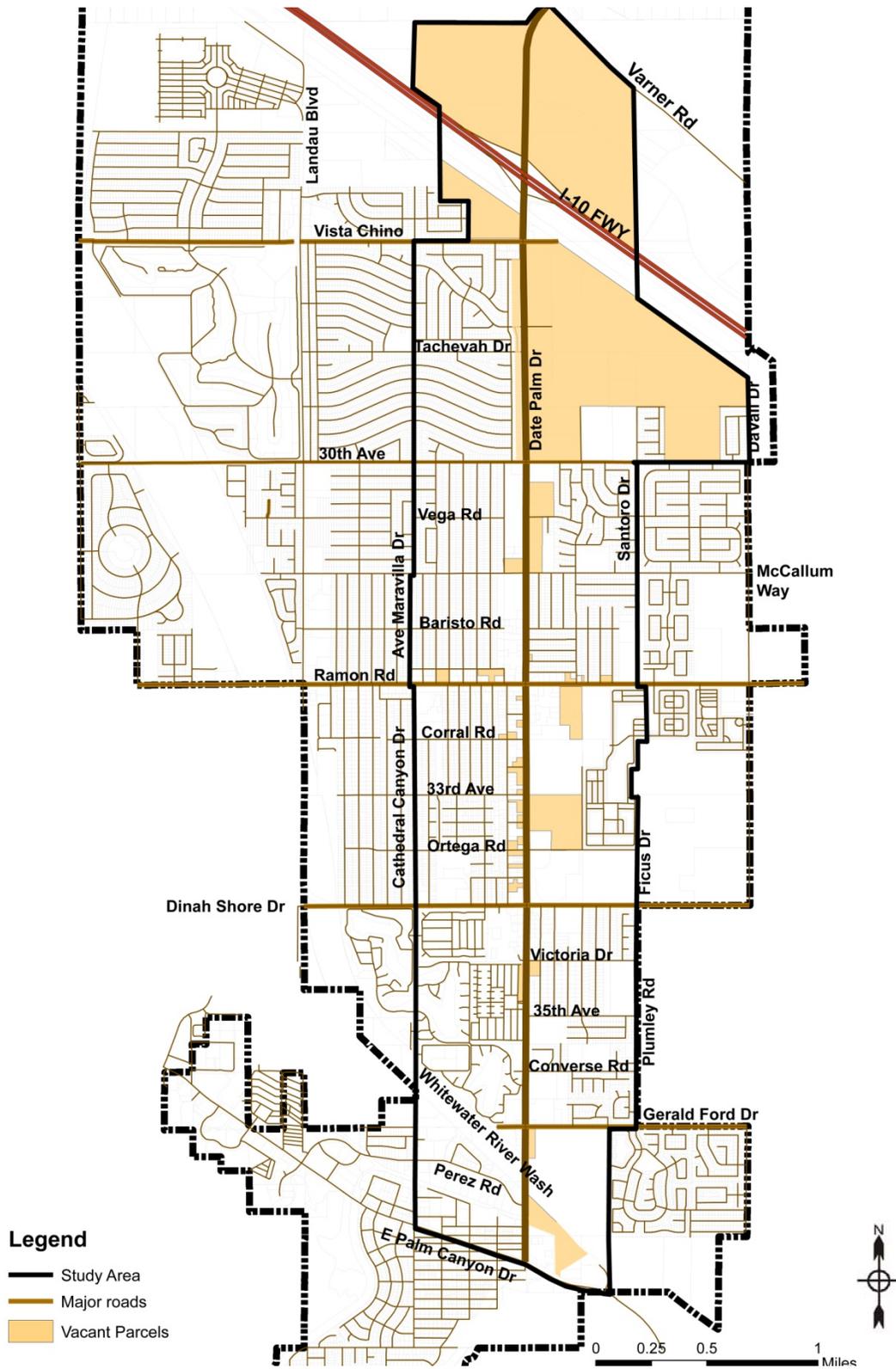
LEGEND

1.
  - Arco Gas Station
  - Floor Styles
  - Holiday Inn Express
  - Jiffy Lube
2. Date Palm Country Club
3. Perez Road Commercial
  - Vista Paint & Wall Covering
  - Dunn Edwards Paint
  - Cathedral City Antique Mall
  - Riofine Neon
  - Dr Susan B Strodtbeck
  - Geraldine's Costumes & Props
  - Glass Masters
  - Art Welding
  - Canline Spa Pet Hotel
  - K-9 Karousel
  - Victory Tile & Marble
  - Mr Rogers Auto Body
  - Cathedral City Upholstery
  - Desert Floral Importers
  - Tootie's Texas BBQ
  - Find
  - Riverside County Adult Prtctv
  - Car Depot
  - Patio Furniture Doctors
  - MAACO Auto Painting & Bodyworks
  - Ferguson
  - Coca-cola
  - A-American Self-Storage
  - Glory To God Ministries
  - MrRogers Auto Body
4. Second Street Park & Buddy Rogers Park
5. Cathedral Plaza Shopping Center
  - Big Lots
  - Nails Tech
  - Roger Dunn Discount Golf
  - Salsas Mexican Restaurant
  - Books and Gifts
  - Art for Sale
  - D&R Photography
  - Collin's Salon
  - Affordable Dentures
  - Floor to Ceiling
  - Denny's
  - Soup +
6. Civic Center Commercial
  - City Hall
  - Cathedral City Police Department
  - Mary Picford Theatre
  - Desert Imax Theatre
  - Picanha Churrascaria
  - Mattress Furniture Outlet
  - Works Floor & Wall
  - Town Square Park
  - Brazilian BBQ & Grill
  - Trilussa Restaurant
  - Cold Stone Creamery
  - Town Square Park
  - Veggie & Tea House
7. Smart & Final (Vacant)
8. Palm Springs Ford
9.
  - Unique Antiques & More
  - Carls' Jr
  - Donuts
  - Florist
  - Chamber of Commerce Visitors Center
  - Shoe Repair
  - Barbara Gast Tax & Financial Services
  - Goody's Fast Food
  - El Gallito
  - Vitamin Guy
  - Herbs U
  - Antiques
  - Italian Restaurant



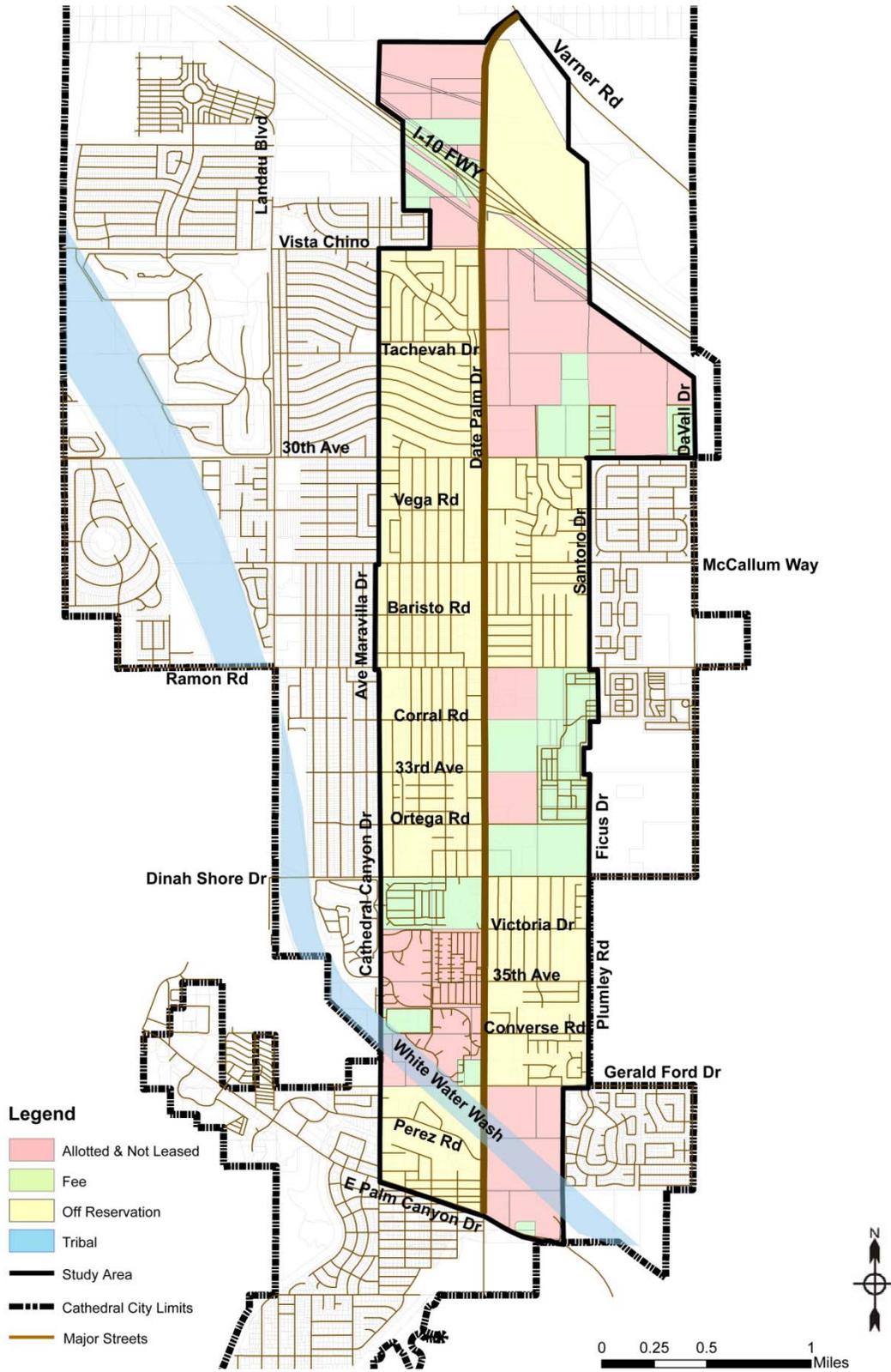
Source: Google Maps updated by Gruen Associates

Figure 2.16: Vacant Parcels along Date Palm Drive



Source: Gruen Associates, City of Cathedral City GIS Base

Figure 2.17: Ownership Map



Source: Gruen Associates, ACBCI Planning and Development Department

## 2.3 Current City Plans Relevant to the Private Realm

### 2.3.1 City of Cathedral City General Plan 2020

The City of Cathedral City General Plan was adopted in 2002 (amended in 2009), with a horizon year of 2020. The General Plan includes five elements with sub-categories. Those five elements are: Administration, Community Development and Design, Public Services and Facilities, Environmental Resources, and Environmental Hazards. The Community Development Element of the General Plan combines topic areas that are related to physical growth of the community and covers the Land Use, Circulation, Infrastructure, Community Design, Economic Development, and Government sub-elements.

**Land Use sub-element:** The Land Use sub-element defines a set of land use designations, the land uses allowed in each designation, and the density and intensity of use allowed in each designation. According to the General Plan, the parcels located on the east and west sides of Date Palm Drive are designated Neighborhood and General Commercial with residential uses located behind. **Figure 2.18** illustrates the General Plan land uses in the study area. A summary of these General Plan land use designations is shown in **Table 2.5**. The following land use goals and policies relevant to the study area are included in the Land Use sub-element:

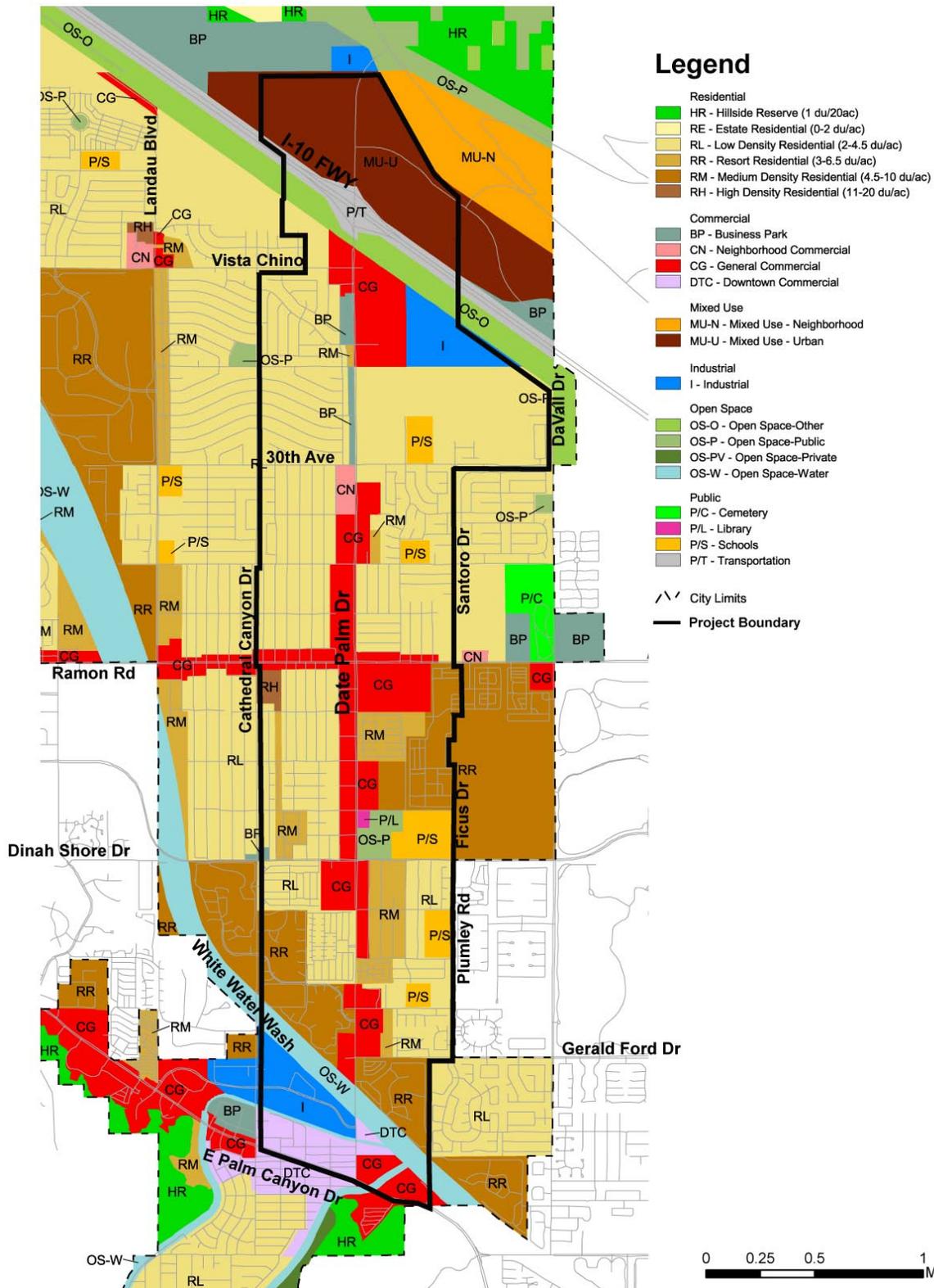
**Goal 1:** A complete, balanced and integrated pattern of land uses appropriately scaled and designed to meet the domestic, productive, and social needs of all members of the community, while providing a varied and cohesive fabric that is sustainable, empowering, and humanizing.

**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 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.

**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.

**Figure 2.18: General Plan Land Use Map (PLACEHOLDER)**



Source: Gruen Associates, City of Cathedral City GIS Base

**Table 2.7: Summary of General Plan Land Use Designations in the Study Area**

General Plan Designation	Density/Intensity	Uses Allowed	Location Criteria								
<b>Residential Low (RL)</b>	<ul style="list-style-type: none"> <li>• 2 to 4.5 du/ac</li> </ul>	One one-family dwelling per legal lot	<ul style="list-style-type: none"> <li>• To provide space for community facilities needed to complement urban residential areas and for institutions which require a residential environment and to minimize traffic congestion</li> </ul>								
<b>Residential Medium (RM)</b>	<ul style="list-style-type: none"> <li>• 4.4 to 10 du/ac</li> </ul>	One-family and multiple dwellings	<ul style="list-style-type: none"> <li>• On or near major arterials and bus routes, and within close proximity to shopping</li> </ul>								
<b>General Commercial (GC)</b>	<ul style="list-style-type: none"> <li>• Minimum lot area shall be eight thousand gross square feet</li> <li>• Maximum building height shall be thirty-six feet</li> </ul>	Commercial uses which are of a relatively high intensity and are necessary to provide a wide range of shopping facilities and goods, professional and administrative offices and entertainment	<ul style="list-style-type: none"> <li>• Along major thoroughfares in the City</li> </ul>								
<b>Downtown Commercial (DTC)</b>	<table border="1"> <thead> <tr> <th>Lot Size</th> <th>Density</th> </tr> </thead> <tbody> <tr> <td>10,000 to 20,999 square feet</td> <td>1 D.U.E. to 2,200 square feet of net lot area</td> </tr> <tr> <td>21,000 to 41,999 square feet</td> <td>1 D.U.E. to 1,600 square feet of net lot area</td> </tr> <tr> <td>Greater than 42,000 square feet</td> <td>1 D.U.E. to 1,200 square feet of net lot area</td> </tr> </tbody> </table>	Lot Size	Density	10,000 to 20,999 square feet	1 D.U.E. to 2,200 square feet of net lot area	21,000 to 41,999 square feet	1 D.U.E. to 1,600 square feet of net lot area	Greater than 42,000 square feet	1 D.U.E. to 1,200 square feet of net lot area	Downtown Residential Neighborhood and Mixed Use Commercial	<ul style="list-style-type: none"> <li>• Downtown portion of the City and along East Palm Canyon Drive</li> </ul>
	Lot Size	Density									
	10,000 to 20,999 square feet	1 D.U.E. to 2,200 square feet of net lot area									
21,000 to 41,999 square feet	1 D.U.E. to 1,600 square feet of net lot area										
Greater than 42,000 square feet	1 D.U.E. to 1,200 square feet of net lot area										
<b>Business Park (BP)</b>	<ul style="list-style-type: none"> <li>• Minimum lot size shall be twenty-two thousand five hundred square feet</li> <li>• Minimum lot depth shall be one hundred fifty feet</li> </ul>	Light industrial and related uses compatible with neighboring residential and commercial uses, professional offices including administrative corporate, institutional legal, medical, financial, insurance real estate, and government offices	<ul style="list-style-type: none"> <li>• Area which creates a transition between residential, office, and commercial uses</li> </ul>								
<b>Industrial Park (I)</b>	<ul style="list-style-type: none"> <li>• Minimum lot size shall be twenty thousand square feet</li> <li>• Minimum lot depth shall be one hundred feet</li> <li>• Minimum lot width shall be one hundred feet</li> </ul>	Light industrial uses operating entirely in enclosed buildings, administrative offices, distribution and trucking uses, assembly and other similar industrial uses	<ul style="list-style-type: none"> <li>• Close to major regional highway and railroad facilities is desirable</li> </ul>								
<b>Public/Quasi</b>	<ul style="list-style-type: none"> <li>• Five-acre net lot area</li> </ul>	Civic Center and other	<ul style="list-style-type: none"> <li>• Convenient location for public</li> </ul>								

General Plan Designation	Density/Intensity	Uses Allowed	Location Criteria
Public (P/S and P/L)		governmental offices, libraries, schools, hospitals, police and fire stations, Cemetery	
Open Space (OS-P)	<ul style="list-style-type: none"> <li>• Five-acre net lot area</li> </ul>	Public parks, lakes, and other recreational amenities	<ul style="list-style-type: none"> <li>• Convenient location for public</li> </ul>

Source: City of Cathedral City General Plan, summarized by Gruen Associates

**Community Image and Urban Design sub-element:** The Community Image and Urban Design sub-element provides guidelines to act as a framework for development within the City. Key elements recommended in the Community Design sub-element include:

- The Ahwahnee Principles as a guideline to make Cathedral City a livable and vibrant community
- Entry statements at major intersections to establish a sense of place to the motorist and pedestrian
- Pedestrian orientation to make a location more interesting and inviting to the user
- A system of fully-connected streets, pedestrian paths, and bike paths to encourage pedestrian and bicycle use by being small and spatially defined by buildings, trees and lighting, and by discouraging high speed traffic
- Activities within easy walking distance of transit stops

**Economic & Fiscal Development sub-element:** The Economic & Fiscal Development sub-element provides the goals, policies and implementation measures for sustained economic growth, and to produce a community with a balanced and healthy local economic base. Some of the implementation measures include:

- Develop a package of economic incentive programs that benefit developers of infill projects
- Prepare and distribute an updated marketing package consisting of site specific property profiles for developable parcels
- Stimulate tourist and visitor commercial activity centers and high-quality second homes and hotels/motels
- Encourage and facilitate highway-serving commercial development at the Interstate-10/Date Palm Drive interchange within the City limits
- Expedite the processing of development proposals that support the economic goals of the community
- Encourage and promote special events and activities to strengthen the City's image

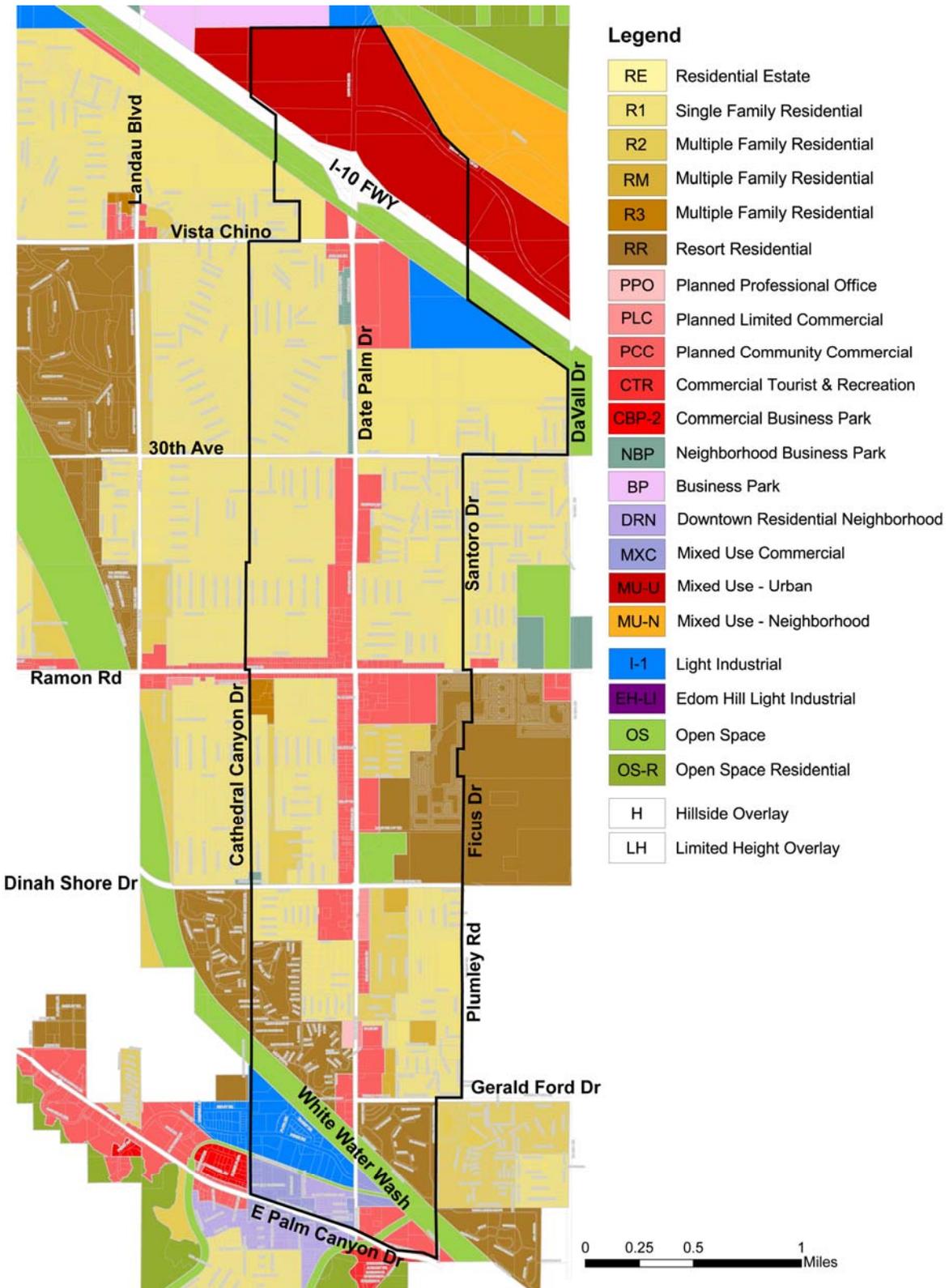
### 2.3.2 Zoning

The study area includes numerous zoning designations along its six-mile length that are generally reflective of the underlying land uses currently within the study area. **Figure 2.19** illustrates the zoning in the study area.

### 2.3.3 Specific Plans

This section reviews the existing specific plans within the study area with the purpose of identifying their common elements, as well as those that might be in conflict with each other. Twenty-three specific plans (including the North City Specific Plan) guide development within the study area. Sixteen Plans are located directly adjacent to Date Palm Drive, as shown in **Figure 2.20**. Most of these specific plans were approved in the 1980's and 90's, and they are generally inconsistent amongst themselves in terms of proposed circulation, setback requirements, required landscaping etc. In addition, market and economic conditions have changed dramatically in the past decade and consequently some of the specific plans may need to be updated to respond to current sustainability practices and development trends. For this reason, once a vision for Date Palm Drive is developed through the present study, these specific plans will be revisited to identify those that support the vision and those that need to be adjusted, updated or eliminated to allow for seamless implementation of the overall vision. Different elements of each specific plan are summarized in **Matrix 2. Appendix I** summarizes each individual specific plan in a greater level of detail. Refer to the full individual specific plan for any entitlement issues. Of the twenty-three specific plans within the study area, six have been fully implemented, fifteen have been partially implemented, and two have not yet been implemented, including the approved North City Specific Plan.

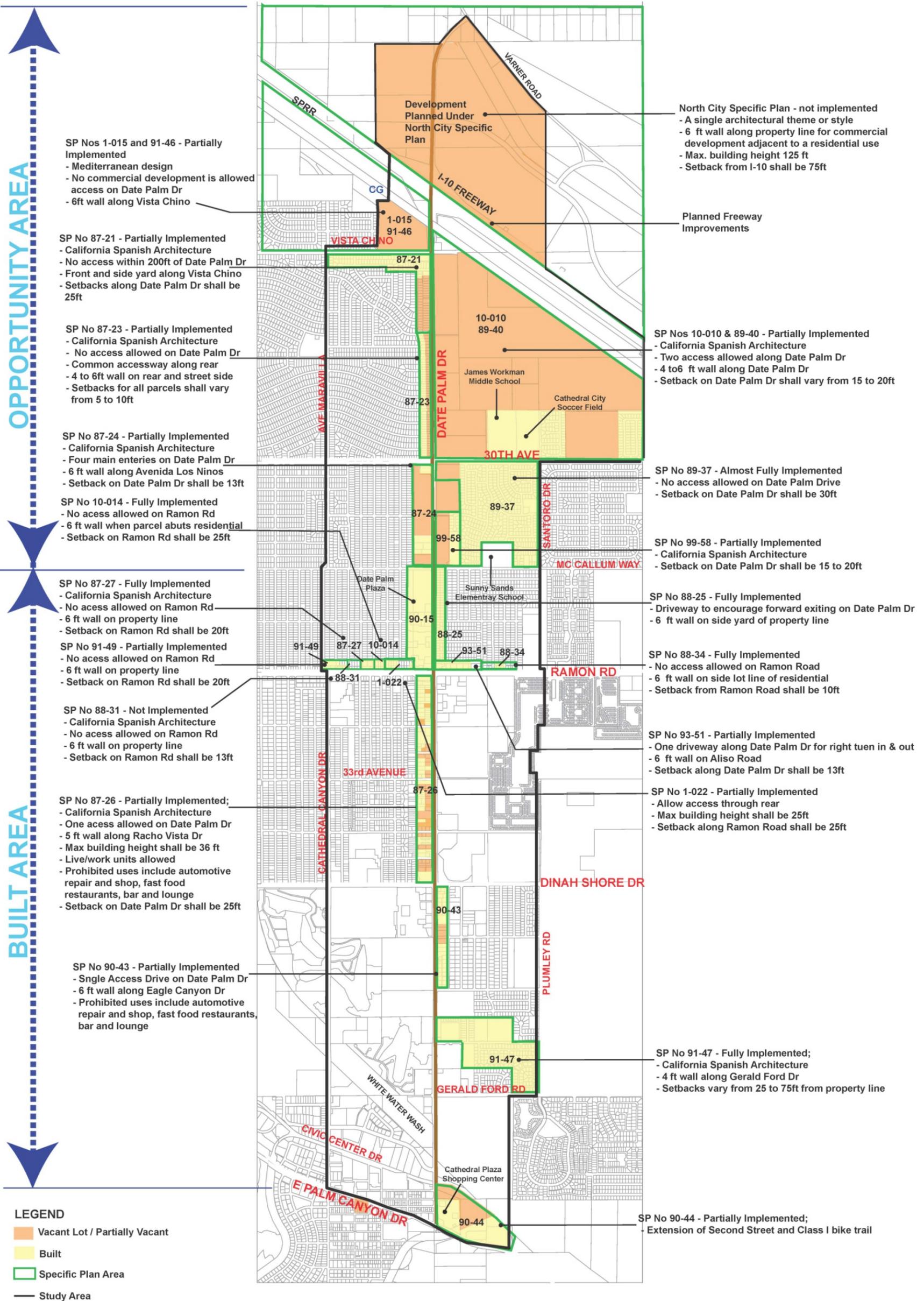
**Figure 2.19: Zoning Map (PLACEHOLDER)**



Source: City of Cathedral City

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Figure 2.20: Specific Plans



Source: City of Cathedral City

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Matrix 2.2: Summary of Specific Plans in the Study Area								
	Architecture	Traffic/Circulation/Parking	Signs	Wall/Fence	Landscaping	Height/Setback	Uses permitted	Uses prohibited
<b>North City Specific Plan</b>	A single architectural style or theme.	As per the Circulation Element "General Design Guidelines for Public Rights-of-Way."	N/A	Commercial or mixed use developments adjacent to any residential district shall provide a 6-foot high wall along the shared property line(s). The maximum height of perimeter walls fronting a street shall be three (3) feet.	A minimum of 10 feet of the required street yard setback and 5 feet of the interior and rear yard setbacks adjacent to the property line shall be planted with trees and a mix of deciduous and evergreen shrubs, vines, cacti and groundcovers. One evergreen tree shall be planted in the setbacks for every 40 feet of property perimeter.	In Mixed-Use Urban (MU-U) District:  The maximum building height shall be 65 ft or 5 stories to 125 ft.  For properties adjacent to I-10, an average setback of 75 feet (minimum of 40 feet) is required to provide space for a public parkway.  In Business Park (BP):  The maximum building height shall be 65 ft.  For properties adjacent to I-10, an average setback of 75 feet (minimum of 40 feet) is required to provide space for a public parkway.	Permitted uses in the MU-U and BP districts.	In MU-U:  Industrial uses, outdoor sales and display (including vehicles), single-family dwelling units (detached), tattoo parlors, truck service stations  In BP:  Outdoor vehicle sales and display and residential uses
<b>Specific Plans 10-010 and 89-40</b>  <b>Partially implemented</b> – Residential development at and near the northwest corner of 30 <sup>th</sup> Avenue and DaVall Drive is consistent with the specific plan. The remaining area under the specific plan is currently vacant.	California Spanish motif, Requires Architectural Review Committee approval.	Two access allowed on Date Palm Drive.  All project entries shall be approx 400 ft as measured from street centerline from Date Palm Drive.  All points of public access located on opposite sides of any of the following backbone streets i.e. Date Palm Drive, Vista Chino, DaVall Drive, 30 <sup>th</sup> Avenue, Santoro Drive shall align with one another.	N/A	Along Date Palm Drive, each proposed project shall install a 4 to 6 ft masonry wall. The planning commission shall determine the wall location and proposed height.	A 20 ft parkway shall be located on 30 <sup>th</sup> Avenue, DaVall Drive, and Santoro Drive from curb face to property line.  All projects shall include a min 10 ft wide landscape area along property lines where property is zoned for single family residential uses. Landscape area shall contain evergreen trees which maintain a 15ft to 25ft mature growth crown. Trees to be considered are Ficus, Eucalyptus, or others approved by Architectural Review Committee.	Date Palm Drive - Commercial building setbacks shall be 15 ft from property line and 25 ft from ultimate curb line.  Date Palm Drive Residential buildings setbacks shall be 30 ft from property line and perimeter wall shall not be closer than 20 ft from property line.  Properties with frontage on Date Palm Drive and 30 <sup>th</sup> Avenue and Date Palm Drive and Vista Chino shall dedicate an easement for enhanced landscape treatment.	The site is zoned PCC and Industrial whereas the Specific Plan proposes to include RM-S, R2-S and R1-7.2 S zones.	N/A

Matrix 2.2: Summary of Specific Plans in the Study Area								
	Architecture	Traffic/Circulation/Parking	Signs	Wall/Fence	Landscaping	Height/Setback	Uses permitted	Uses prohibited
<p><b>Specific Plans 1-015 and 91-46</b></p> <p><b>Partially implemented</b> – Residential development at and near the northeast corner of 30<sup>th</sup> Avenue and Landau Boulevard is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>	<p>Mediterranean design, two-story concept; Requires Architectural Review Committee approval.</p>	<p>No commercial development is allowed direct access to Date Palm Drive.</p> <p>Planning Units 3 &amp; 4 shall take access from the common access way along the rear of the property or side street.</p>	N/A	<p>Vista Chino Blvd &amp; Landau Blvd all residential projects shall have 6 ft masonry wall along frontage of the site. The wall shall be located at the parkway easement setback line.</p>	<p>All streets shall have a minimum of four and half foot landscaped parkway is specified between the street curb and sidewalk as determined by the City Engineer.</p> <p>Street trees along Date Palm Drive as per the Street Tree Policy.</p>	N/A	<p>Uses permitted under PCC and R1</p>	N/A
<p><b>Specific Plan 87-21</b></p> <p><b>Partially implemented</b> – Residential development along Vista Chino and some commercial development at the southwest corner of Vista Chino and Date Palm Drive and Adelina Road and Date Palm Drive is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>	<p>California Spanish motif however Desert Modern themes may be permitted in Planning Unit 1</p>	<p>Planning Units 1 and 2 – Minimum spacing between access driveways on Date Palm Drive and Vista Chino Road shall be 200 ft, and no access will be allowed within 200 ft of Date Palm Drive.</p>	<p>All freestanding signs shall be monument signs.</p>	<p>Front and side yards along Vista Chino Road and Sate Palm Drive shall provide decorative masonry or stuccoed walls.</p>	<p>All landscaped plans for Horizon Road, Adelina Road (non-numbered lot), and Los Gatos Road shall include 4ft slumpstone tan block wall and a 6 ft wall along Avenida La Vista and Adelina.</p> <p>Street tree for all these streets shall be 24" box eucalyptus microtheca @ 25ft intervals.</p>	<p>Setback - 25 ft from curb face along Date Palm Drive and Vista Chino Road.</p>	<p>Uses permitted under PCC, NBP, and R2.</p> <p>Planning Units 1 &amp; 2 Commercial.</p> <p>Planning Units 3 – Residential.</p>	<p>Automotive and mobile home sales and repair within Planning Units 1 &amp; 2.</p>
<p><b>Specific Plan 87-23</b></p> <p><b>Partially implemented</b> – Residential development on parcels along Avenida La Vista is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>	<p>Planning Units 3 and 4 - California Spanish motif</p>	<p>Planning Units 2, 3 &amp; 4– All parcels to take access from the common access way along the rear of the property or the side street.</p> <p>Planning Unit 4 – All developers shall dedicate 20 ft along the entire length of the rear yard for common access way. No permanent access shall be permitted on Date Palm Drive.</p>	N/A	<p>Planning Unit 1 – A 6 ft masonry wall shall be constructed on all rear and street side property lines.</p> <p>Planning Units 3 and 4 - All required patios shall be enclosed with a 4 to 6ft decorative masonry wall.</p>	<p>Date Palm Street Tree Policy shall be implemented.</p> <p>Planning Unit 4 - Entrance to common access way &amp; side yard areas shall be landscaped to the satisfaction of Director of Community Development.</p>	<p>Planning Unit 1 – Minimum sideyard setbacks for interior lots shall be 5 ft.</p> <p>Setbacks for all parcels shall be:</p> <p>Front &amp; street side – 10ft</p> <p>Rear &amp; Interior side – 5ft</p>	<p>Uses permitted under R1-7.2 and R2.</p> <p>Planning Units 1 &amp; 2 – R1-7.2.</p> <p>Planning Units 3 &amp; 4 – R2.</p>	N/A
<p><b>Specific Plan 87-24</b></p> <p><b>Partially implemented</b> – Commercial development at the southwest corner of 30<sup>th</sup> Avenue and Date Palm Drive and near the northwest</p>	<p>California Spanish motif, Requires Architectural Review Committee approval.</p>	<p>Four main street-type throat entries min 50 ft wide and 500 ft apart shall be located on Date Palm Drive. Theses driveways shall be no closer than 500 ft to the intersections of McCallum Way</p>	<p>Shopping Center signs shall be limited to one 32 sq ft monument signs not to exceed 7ft in height</p>	<p>Where plan boundary abuts Avenida Los Ninos a 6ft masonry wall 7 ft from property line is required. The 7ft planter</p>	<p>A minimum 13 ft wide on-site landscaping planter area shall be provided on Date Palm Drive from the inside edge of the property</p>	N/A	<p>Uses allowed under PCC</p>	<p>Automotive, truck, &amp; recreational vehicle sales</p>

Matrix 2.2: Summary of Specific Plans in the Study Area								
	Architecture	Traffic/Circulation/Parking	Signs	Wall/Fence	Landscaping	Height/Setback	Uses permitted	Uses prohibited
corner of McCallum Way and Date Palm Drive is consistent with the specific plan. The remaining area under the specific plan is currently vacant.		and Date Palm Drive.		shall be landscaped.  A 42" high decorative wall along 30 <sup>th</sup> & McCallum Way shall be provided on the property line. A 10 ft planter shall be provided on-site adjacent to the said wall.	line.			
<b>Specific Plan 89-37</b>  <b>Fully implemented except one parcel along Date Palm Drive</b> – Residential development has occurred on all parcels within the specific plan as per the specific plan except the vacant parcel fronting Date Palm Drive.	N/A	No permanent access to Date Palm Drive is permitted	N/A	N/A	A minimum of 12 ft public parkway shall be provided along Date Palm Drive.  A 3.4 acres park area within the plan area is required for Planning Units 1 & 2.	Building setbacks on Date Palm Drive shall be a minimum 30 ft from property line.  Font yard setback – 15 ft, rear yard – 10 ft	Uses permitted in R-1 7.2 (single Family Residential)	N/A
<b>Specific Plan 99-58</b>  <b>(Uptown Village Specific Plan)</b>  <b>Partially implemented</b> – Residential development has occurred on planning units 2 and 3 as per the specific plan. However, parcels fronting Date Palm Drive are currently vacant.	California Spanish motif	N/A	Max. three entry signs less than 50 sq ft including street address and building signs.	Height of walls and fences for privacy and common area shall be limited to 42".  Six to eight ft walls maybe constructed, but shall be subject to design review.  A perimeter wall along Date Palm Drive shall be constructed.	Along Date Palm Drive there shall be a landscaped setback of 15 to 20 ft and as per landscape zones specified for entire site.	Residential uses – Min 5ft & Max 20 ft; Max building coverage – 60% of the site; Building height shall be less than 36 ft	All uses in R2 & PCC zones	N/A
<b>Specific Plan 90-45</b>  <b>(Golden Mile)</b>  <b>Fully implemented</b> – Existing development on this site is consistent with the specific plan. Date Palm Plaza shopping center is located on this site.	Architectural review required	Three main street-type throat entries on Date Palm Drive across from existing roads.	Shopping center signs shall be limited to one per entrance on Date Palm Drive and Ramon Road.	An 8 ft wall shall be constructed on the property line, if property abuts or is across from residential uses unless building creates a natural buffer. A 10 ft wide planter shall be provided on site adjacent to said wall.	A min 13ft on-site landscape planter along Date Palm Drive, Ramon Road, and McCallum Way from the inside edge of the ultimate property line.  A min 6 ft planter shall be provided on all other streets.	N/A	N/A	N/A
<b>Specific Plan 88-25</b>  <b>Fully implemented with exception of a few parcels</b> – Existing development on this site is consistent with the specific plan. Residential uses are located on this site	Architectural review required	Driveway on-site to encourage forward exiting onto Date Palm Drive.	N/A	A 6 ft high decorative wall shall be constructed 8 ft from the front property line and on the side yard property line.	Street trees for Date Palm Drive ROW shall be specified per the Date Palm Street Tree Policy.	N/A	N/A	N/A

Matrix 2.2: Summary of Specific Plans in the Study Area								
	Architecture	Traffic/Circulation/Parking	Signs	Wall/Fence	Landscaping	Height/Setback	Uses permitted	Uses prohibited
with a few vacant parcels.								
<p><b>Specific Plan 93-51</b></p> <p><b>Partially implemented</b> – Existing commercial development on this site is consistent with the specific plan. A vacant parcel is located at the northwest corner of San Eljay Avenue and Ramon Road.</p>	Architectural review required	<p>One driveway along Date Palm Drive for right turn in and out only.</p> <p>A bus turnout lane shall be provided.</p>	<p>Three freestanding signs permitted, one at the intersection of Date Palm Drive and Ramon Road, one at San Eljay Avenue and Ramon Road and one at the main entrance to the center. Signs shall not be larger than 32 sq ft.</p>	<p>A 6 ft high wall on Aliso Road shall be constructed on the property line unless building creates a buffer.</p>	<p>Date Palm Drive and Ramon Road intersection – Clusters of Date Palms</p> <p>Date Palm Drive – California Fan Palm</p> <p>Street trees for Date Palm Drive ROW shall be California Fan Palm and Ramon Road ROW shall be Jacarandas.</p>	<p>Building front setback from the ultimate ROW along Date Palm Drive and Ramon Road shall be 13 ft</p> <p>Sidyard Setback –12 ft on Ramon Road</p>	<p>Full service sit down restaurants, financial institutions, professional office</p>	<p>Automotive repair &amp; service, auto service stations, mobile home sales/service, bars &amp; cocktails lounge</p>
<p><b>Specific Plan 88-34</b></p> <p><b>Partially implemented</b> – Two commercial uses are located between El Toro Road and Victor Road, which are consistent with the specific plan. The remaining area is currently vacant.</p>	Architectural review required	<p>Direct access shall not be allowed from Ramon Road.</p>	<p>Sign program shall be established.</p>	<p>A 6ft masonry wall shall be constructed on the side lot line of residential parcel if shared by commercial property.</p>	<p>Consistent with the intent of the Scenic Corridor designation of the General Plan.</p> <p>Ramon Road street trees shall be Jacaranda @ 20ft on-center</p>	<p>Building setbacks from Ramon Road frontage property line shall be 10 ft</p>	N/A	N/A
<p><b>Specific Plan 1-022</b></p> <p><b>Partially implemented</b> - Existing commercial uses located at the northeast corner of Avenue del Yermo and Ramon Road and Avenue los Ninos and Ramon Road is consistent with the commercial zone change requested under this specific plan. However a majority of the site is still vacant</p>	Architectural review required. Development design controls pursuant to the City of Cathedral City's Municipal Code.	<p>Allow access from a rear access road to reduce driveways onto Ramon Road.</p> <p>Provide reciprocal access between properties.</p> <p>No pedestrian access from Aliso Road is allowed to these commercial units.</p> <p>Consider realigning Aliso Road on the north and south sides between Avenida los Ninos and Avenida del Yermo to limit traffic conflicts.</p>	<p>Sign program shall be established.</p>	N/A	<p>Landscaping on the north side of Ramon Road shall be 25 ft in width including 12 ft of public ROW and the abutting 13 ft from private property. Landscaping shall be mounded to a minimum 3ft height.</p> <p>Aliso Road, Avenida los Ninos, Avenida del Yermo landscape areas shall be 20 ft, 17 ft, and 17 ft as measured from curb face.</p>	<p>No higher than two-story (25 ft) structures along Aliso Road frontage.</p> <p>Setback along Ramon Road, Avenida del Yermo, and Avenida los Ninos of 25 ft and 17 ft from curb face.</p>	<p>Zone change to allow for commercial district on lots fronting Ramon Road.</p>	N/A
<p><b>Specific Plan 10-014</b></p> <p><b>Fully implemented</b> - Existing commercial uses are consistent with the specific plan.</p>	N/A	<p>No permanent access on Ramon and Aliso Roads.</p> <p>A 5 ft wide concrete sidewalk shall be installed along the frontage, abutting the curb.</p>	N/A	<p>All front and street side yard fencing shall be decorative masonry or stuccoed.</p> <p>Where a parcel abuts residential zone, a 6ft solid wall shall be provided unless building creates a</p>	<p>Property owner shall maintain all landscaped features located on private property and in the ROW.</p> <p>Front and street side yards shall be landscaped.</p> <p>A 19 ft landscaped area</p>	N/A	<p>As per the zoning ordinance in effect at the time of development.</p>	N/A

Matrix 2.2: Summary of Specific Plans in the Study Area								
	Architecture	Traffic/Circulation/Parking	Signs	Wall/Fence	Landscaping	Height/Setback	Uses permitted	Uses prohibited
				natural buffer.	along Aliso Road from curb face.  A 25 ft landscaped setback along Ramon Road from curb face.			
<b>Specific Plan 87-27</b>  <b>Fully implemented</b> - Existing commercial uses are consistent with the specific plan.	Architectural review required; California Spanish motif	No permanent access on Ramon and Aliso Roads.	No signing fronting Aliso Road; any freestanding signage shall be a low-profile mounting sign.	A 6ft masonry wall, 10 ft from the property line shall be constructed along Aliso Road.	A min 13 ft planter on Ramon Road from inside edge of the future property line.  Ramon Road Street trees – Jacaranda @ 20ft on-center	N/A	Uses allowed in PCC zoning. Automotive uses to be screened from residential areas	N/A
<b>Specific Plan 88-31</b>  <b>Not implemented</b> – Currently vacant	Architectural review required	No permanent access on Ramon and Aliso Roads	No signing fronting Aliso Road; any freestanding signage shall be a low-profile mounting sign	A 6ft masonry wall, 10 ft from the property line shall be constructed along Aliso Road.	A min 13 ft planter on Ramon Road from inside edge of the future property line.  Landscape setback from Avenida Alvera and Avenida Ximino shall be 10 ft from the property line.  Ramon Road Street trees – Jacaranda @ 20ft on-center	N/A	Uses allowed in PCC zoning.	N/A
<b>Specific Plan 91-49</b>  <b>Partially implemented</b> - Existing commercial uses are consistent with the specific plan with exception of one vacant parcel located at the southwest corner of Avenida Ximino and Aliso Road.	N/A	Direct vehicular access shall be prohibited for new development from Ramon Road.  A bus stop/turnout shall be constructed at the northwest corner of Ramon Rod and Avenida Valdez.  Sidewalks shall be constructed along all public street frontages.	All freestanding sigs shall be limited to monument signs.	Where a parcel abuts residential zone, a 6 ft solid wall shall be installed on the property line unless building creates a natural buffer.	N/A	The front setback on Ramon Road shall be 20 ft and the side yard setback shall be 10ft from ultimate ROW.	Uses permitted under PCC	N/A
<b>Specific Plan 87-26</b>  <b>Partially implemented</b> - Existing commercial and residential uses consistent with the specific plan are interspersed between vacant parcels.	California Spanish architecture	Each parcel shall be limited to a single access drive from Date Palm Drive.	Wall signage permitted at ground level.	Where commercial uses has frontage on Rancho Vista Drive, a min of 5 ft masonry wall shall be constructed along Rancho Vista frontage 7 ft from the property line unless building creates a natural	Setbacks from Date Palm Drive and/or Dinah Shore Drive shall be landscaped.	Max height shall be 36 ft.  Maximum lot coverage and setbacks to comply with requirements as set forth in the PCC zone.  Seatbacks from Date Palm Drive and/or Dinah	Uses permitted under R2-B.  A conditional use permit shall be required for all residential development.  Live/work units shall be	Automotive, truck, and recreational vehicles sales, automotive repair, automobile service stations, Mobile homes, RV or similar vehicle sales, fast food restaurants, drive-thru

Matrix 2.2: Summary of Specific Plans in the Study Area								
	Architecture	Traffic/Circulation/Parking	Signs	Wall/Fence	Landscaping	Height/Setback	Uses permitted	Uses prohibited
				buffer.		Shore Drive shall be 25 ft from curb face.	allowed.	restaurants, fast food restaurants, bars and cocktail lounges, day-care centers, one-family dwellings.
<p><b>Specific Plan 90-43</b></p> <p><b>Partially implemented</b> - Existing commercial uses in planning unit 1 and 2 are consistent with the specific plan. However, there are many vacant parcels interspersed between these commercial uses south of Victoria Street. Also, some of the commercial buildings on this site are underutilized.</p>	N/A	Single access drive from Date Palm Drive	N/A	Commercial uses on Eagle Canyon Drive shall construct a 6ft masonry wall seven feet from the property line unless building creates a natural buffer.	N/A	N/A	Planning Unit 1 shall allow uses permitted in PLC zone.  Planning unit 2 shall also permit uses permitted in R2 zone. Conversion of existing residential uses to commercial offices uses are allowed	Automotive, truck and recreational vehicle sales, repair, and service stations, fast food restaurants/drive-thru restaurants, bars and cocktail lounges
<p><b>Specific Plan 91-47</b></p> <p><b>Fully implemented</b> – Existing residential uses on the site are consistent with the specific plan.</p>	California Spanish architecture	Two point of access shall be permitted onto Plumley Road for Planning Units 1, 2 and 4.	N/A	Panning units 1, 2 and 4 - A 4ft high wall shall be constructed on the street frontage setback line of Gerald Ford Drive and Plumley Drive.	All required yards shall be landscaped.  All date palms within 25ft of a property line within each planning unit and adjacent to a residential zones parcel shall be retained.	Within 50ft of interior property line adjacent to single-family residential zone only one story building shall be permitted.  Panning units 1, 2 and 4 - Setback from any property line for one story – 25ft, two stories – 50ft, three stories – 75ft	Uses prescribed in the RM and R1-8.5 zones.  Senior housing is permitted.	N/A
<p><b>Specific Plan 90-44</b></p> <p><b>Partially implemented</b> – Existing commercial uses such as Cathedral Plaza Shopping Center and Palm Springs Ford are located within the specific plan area and are consistent with the uses proposed under this plan. However, rest of the area under this plan is currently vacant.</p>	N/A	At time of development, the property owner shall dedicate street frontage and provide improvements consistent with the proposed alignment of Second Street.No access driveways onto the Second Street extension shall be permitted within 175 ft of the centerline of Date Palm Drive and East Palm Canyon Drive. Class I bicycle trail shall be extended along the north side of the easement of Whitewater River Wash. The City shall pursue to get federal, state, regional, and local funds for the second street extension.	N/A	N/A	N/A	N/A	Uses allowed in PCC zone	N/A

Source: Summarized by Gruen Associates, November 2009

### 3.0 Stakeholder Interviews

Two Stakeholder interviews were conducted on November 12 and 18, 2009. Interviews were held with two schools, City staff, property owners, local Indian tribe members, Council member, chamber of commerce staff, real estate brokers, and two mobile home park managers. Discussions focused on how to improve both the public and private realms along Date Palm Drive. For clarity, key issues have been classified into three general categories: mobility and connectivity, land use, and image. The following summarizes comments made during these interviews.

#### 3.1 Mobility and Connectivity

##### **Property Owners, Tribe members, and Real Estate Brokers**

Participants had different views of mobility and circulation needs along Date Palm Drive. Some thought that Date Palm Drive should be a well-lit pedestrian-friendly street with improved connections from neighborhoods and should aim to become a complete street. Date Palm Drive should be six-lanes with a dedicated bus lane with more frequent stops and headways. Bus usage in the area was questionable to some, as they believed that only 1% of the population used transit. They pointed out that the main reason for the low ridership included lower bus frequency and long walking distances. One suggestion was that the City of Cathedral City could invest in a van or shuttle system like Palm Desert. The City of Palm Desert operates the El Paseo courtesy carts and runs the shuttle free of charge along El Paseo. This allows residents and visitors to park their cars and shop along El Paseo. Usage of golf carts or Neighborhood Electric Vehicles (NEVs) along sidewalks on both sides of Date Palm Drive similar to the Rancho Mirage cart path plan was also suggested. They believed this would encourage residents to use golf carts as an alternative to cars. More crosswalks, pedestrian crossings, and safety lighting should be provided along Date Palm Drive, especially near schools.

Some thought there is inconsistency in terms of dedication for widening of Date Palm Drive. One stakeholder had a concern that medians restrict left-turns and left-turn lanes are not long enough, which causes traffic congestion and therefore, medians should be avoided. One stakeholder did not support landscaping or shade trees along sidewalks; however, if some landscaping needs to be provided then more plants that are native to the Desert should be considered. Special attention should be made in the placement of these plants to avoid visibility issues. Plant materials should be low-maintenance and conserve water.

##### **Council member, Chamber of Commerce, and City Staff**

According to the Council member, Date Palm should become a transit corridor that would enable community members to get easily to the CVAG proposed train station at Ramon and Bob Hope Drive or Indio. Today, train services run only 3 days a week and are not reliable. Being able to easily access the train station would help improve job and cultural opportunities for residents. The Council member felt that many people walk in Cathedral City. People walk all the time, even in hot summer weather. Most have no means to get around other than the bus

and it is important to provide better connectivity by fixing breaks in the sidewalks. The new soccer park has a walking and exercise track but lacks connectivity to get there. A better bicycle system is also needed on Date Palm Drive.

Some agree with the General Plan standard that Date Palm Drive should be widened to six-lanes to relieve traffic between Ramon Road and East Palm Canyon Drive. They felt that because north of Ramon Road development is much newer and still has more development space, traffic volumes were lower than south of Ramon Road. South of Ramon Road development is older and traffic problems in this segment are due to a lot of unsynchronized traffic lights. On Dinah Shore Drive and on Ramon Road east-west traffic is given preference; therefore Date Palm Drive has a lot of congestion in this segment. In their opinion people hardly walk outside of the gates (of gated communities) as it takes 20 minutes just to get to the gate of the community and walking will not happen unless people have a specific destination to which to walk.

### **School Principals**

Date Palm Drive is not pedestrian friendly for students. They feel that current traffic volumes are dangerous for students. There is a plan to put in a lighted crosswalk at Date Palm and 30th, which would be helpful. There should be more walking trails for pedestrians, bike trails, and paths for runners that are landscaped, well-lit, and safe.

### **Community (Mobile Home Park Residents)**

Sidewalk and lighting should be improved, as Date Palm Drive is dangerous for seniors. A small percentage rely on public transportation. It was suggested that a signal be placed near Royal Palms Mobile Home Park to accommodate senior drivers who have slower reflexes. There have been several accidents due to speeding on Date Palm Drive. There is a long stretch from Dinah Shore to Gerald Ford with no stop signals where drivers pick up speed. Traffic noise was also a concern.

## **3.2 Land Use**

### **Property Owners, Tribe members, and Real Estate Brokers**

Many mentioned that a destination is needed on Date Palm Drive. A potential use along Date Palm Drive could be an entertainment park such as water-park, sport complex facility with sports uses such as tennis, basketball, baseball, or aquatic center like Dave & Buster's and/or bowling alleys. Many expressed their concern that there is a lack of public parks in the City. For the parcel just south of I-10 and east of Date Palm Drive, they would like to see an entertainment center as an anchor with perhaps time-share apartments. The design of the development should include a sheltered courtyard to take into account the prevalent wind and sand blowing in the area, especially at night.

Commercial uses, such as electronic goods stores, restaurants, and sport bars could be considered due to the high percentage of young people living in the City. Other uses to

consider include health clubs and discount stores such as Ross or Marshalls. Sustainable manufacturing and live-work housing could be good uses along Date Palm Drive as well. More big boxes are not desirable unless good negotiations are reached, because they leave after tax rebates expire. Small retail with a local following seems to do better, especially in the area between Dinah Shore Drive and Gerald Ford Drive, to respond to the characteristics of the local demographics in this segment.

Education facilities that have management training programs such as golf-course and HOA management or culinary and escrow training should also be encouraged. Kaplan College is a good example of an educational facility that could be in the City (“Going from the sandbox to College” in Cathedral City). Potential uses in the area could also include grocery stores, restaurants such as Red Lobster and Chili’s, and high density housing. Services should be provided for children, such as a skate park for youngsters to prevent vandalism in commercial areas.

### **Council member, Chamber of Commerce, and City Staff**

The council member suggested that there should be more mid-sized retailers on Date Palm Drive, such as Marshall’s and Bed Bath and Beyond. The area between Ramon Road and Dinah Shore is a good location for mid-size clothing or bookstores. Other potential uses could include hardware stores, bookstores, and computer stores within the City. The City should explore the possibility of establishing a niche with the arts and design community by exploring opportunities for live/work spaces and other uses. He suggested seeking input—“tapping into the gay and lesbian community through the art commission”. The high school has a digital art program that may also present opportunities. Resort uses, such as boutique hotels at the north end of the city should also be explored.

Potential uses in the area could include sporting goods stores such as Sports Authority, family restaurants such as Yard House, as well as medical research, R&D, and continuing adult college. There is one small adult College (Mayfield College) in the area. The existing design center on Perez Road that caters to commercial and residential remodeling and construction could be enhanced in a concept where “Home Depot meets El Paseo”.

### **Community (Mobile Home Residents and School Principals)**

They would appreciate some more upscale dining and shopping opportunities. A place like The Grove or Victoria Gardens would better serve the community, as there are pockets of higher-income couples and individuals within the City. Places to walk are badly needed. Seniors actively seek opportunities to walk for health reasons. Seniors appreciate being able to walk to the grocery store, library, and post office. There is a lack of “nice places” to go for lunch. It seems the choices are fast food or Applebee’s. More hotels and motels are needed for out-of-town visitors, including family members. Date Palm Drive would be a good location for a lab for health tests. Many seniors have to go to Palm Desert for testing, and finding transportation is a challenge.

### **3.3 Image**

#### **Property Owners, Tribe members, and Real Estate Brokers**

Date Palm Drive has no signage or gateway treatment. The Dark Sky ordinance makes it appear unsafe at night. Date Palm Drive should be developed to look like Cathedral City and not like its neighboring cities. Better directional signage, for example signage on Date Palm Drive to the auto mall, should be provided.

#### **Council member and City Staffs**

The Date Palm Drive needs to capture the “walking cash”. It does not acknowledge that anybody is there. A sense of place should be established.

## 4.0 Issues, Opportunities, and Constraints

The following discussion of issues, opportunities, and constraints is based on the existing conditions inventory, site reconnaissance, review of relevant plans, results from stakeholders' interviews and discussions with Cathedral City staff. For clarity, key issues have been classified into four general categories: mobility and connectivity, land use, image and economic conditions. **Table 4.1 and Figure 4.1** present a summary of the issues, opportunities and constraints within the study area.

### 4.1 Mobility and Connectivity

Date Palm Drive is the primary entry point into Cathedral City from the I-10 Freeway. Date Palm Drive is a north-south arterial roadway connecting the freeway to Cathedral City's downtown and currently has primarily auto-oriented uses. The existing roadway and vehicular circulation along Date Palm Drive, based on the average daily vehicular traffic volumes, is currently operating at an acceptable level of service despite widespread perception related to traffic congestion. In addition, with the implementation of the proposed regional transportation improvements for the I-10 interchange, the existing vehicular circulation and connectivity patterns will be improved. At its southern end, Date Palm Drive starts at East Palm Canyon Drive (at the edge of Cathedral City's downtown), the main connecting corridor between Palm Springs and the eastern desert cities.

Despite the fact that Date Palm Drive is the commercial spine for surrounding single-family communities to the east and the west, limited pedestrian connectivity exists from these communities to Date Palm Drive. Major east-west arterials that intersect Date Palm Drive at its mid-point (Dinah Shore Drive and Ramon Road) connect it to other Coachella Valley cities such as Palm Desert, Palm Springs, Rancho Mirage, and Thousand Palms. Due to their regional accessibility, concentration of thriving auto-oriented shopping centers and regional sports facilities, as well as civic uses such as the Cathedral City Post Office and Library, occur mostly around these intersections.

Generally, Date Palm Drive is not a pedestrian-friendly street and pedestrian connectivity is limited by discontinuous sidewalks due to large expanses of vacant parcels. Sidewalks are missing for approximately two miles of the six-mile. The landscape palette primarily consists of tall palms offering little shade and comfort to pedestrians. In addition, overhead utility lines and power poles are located along the west side of the street, restricting movement along narrow sidewalks. Transit stops are located  $\frac{1}{4}$  mile to  $\frac{1}{2}$  mile apart but accessibility from residential communities and from existing schools and other public facilities to the transit stops needs improvement. Existing pedestrian patterns and connectivity within the study area can be enhanced by required public improvements as new developments occur. Currently, the ROW of Date Palm Drive is 110 feet with a pavement width of 68 to 80 feet. Widening of Date Palm Drive to General Plan standards will further widen the street, require property dedication, and make the street even more pedestrian unfriendly.

Along Date Palm Drive, signalized intersections are generally located ½ to one-mile apart. Pedestrian crossings are located at these signalized intersections; these infrequent crossing opportunities and heavy traffic impedes pedestrian access across Date Palm Drive. The City of Cathedral City received Safe Routes to Schools Grants to install lighted crosswalks at seven intersections along Date Palm Drive thus improving pedestrian safety to elementary and middle school. Most of the commercial developments along Date Palm Drive and current residential developments behind Date Palm Drive have walls preventing connections to commercial development and Date Palm Drive.

Currently, there are no bike lanes along Date Palm Drive. However, the CVAG Non-Motorized Transportation Plan (NMTP) proposes one-mile of Class I bikeway along Date Palm Drive from Varner Road to Southern Pacific Railroad and 5.8 miles of Class II bike lanes along Date Palm Drive between Varner Road and East Palm Canyon Drive. These bikeway projects are under the 2<sup>nd</sup> and 3<sup>rd</sup> priority list of the bikeway projects proposed and will help improve pedestrian connectivity. The City could explore opportunities to accommodate Neighborhood Electric Vehicles (NEVs) along Date Palm Drive, either on the street or sidewalks. NEVs are designed for low-speed, local trips in neighborhoods and urban areas, to run errands, commute to and from work or school, and to make small, local deliveries, offering an alternative to cars.

## **4.2 Land Use**

Approximately, 905 acres of land is currently vacant within the study area and are located mostly along Date Palm Drive and major intersecting streets. Approximately, 340 acres of vacant land in the study area is slated for development under the North City Specific Plan. These vacant parcels, north of I-10, as well as a few underutilized properties along Date Palm Drive, have the potential for infill development that could transform the entire character of the study area. Under the City's current plans, and depending on the market conditions, the vacant and underutilized properties could be developed into uses such as medical facilities, offices, open space, retail, and restaurants. Large vacant parcels offer opportunity for the development of job-generating mixed-use communities that could include uses ranging from sustainable manufacturing, office parks, family-entertainment centers, specialty retail, boutique resorts, design and arts facilities, live-work communities, and higher density housing. Cathedral City has a high percentage of younger people, commercial uses such as electronic goods stores, restaurants, and educational facilities should be considered to serve this group.

One of the major issues affecting development along Date Palm Drive is the number of different specific plans approved mostly during the 1980's and early 1990's. Out of twenty three specific plans (including the North City Specific Plan), sixteen are located adjacent to Date Palm Drive. Some of these specific plans have been fully or partially implemented and are generally inconsistent among themselves in terms of proposed circulation, setback requirements, required landscaping etc. In addition, market and economic conditions have changed dramatically in the past decade and consequently some of the specific plans may need to be updated to respond to current sustainability practices and development trends. This study offers an opportunity to analyze and consolidate these specific plans into one overarching vision for the entire study area that offers unified standards as well as specific and consistent guidelines according to the

desired outcomes in terms of image and economic development. The current specific plans encourage parking between the building and the sidewalks, which does not foster pedestrian and transit use. Along Date Palm Drive, north of McCallum Way, the specific plans generally recommend California Spanish architecture, establishing an image. As the area north of McCallum Way, is undeveloped there is an opportunity to revise and/or update these specific plans to:

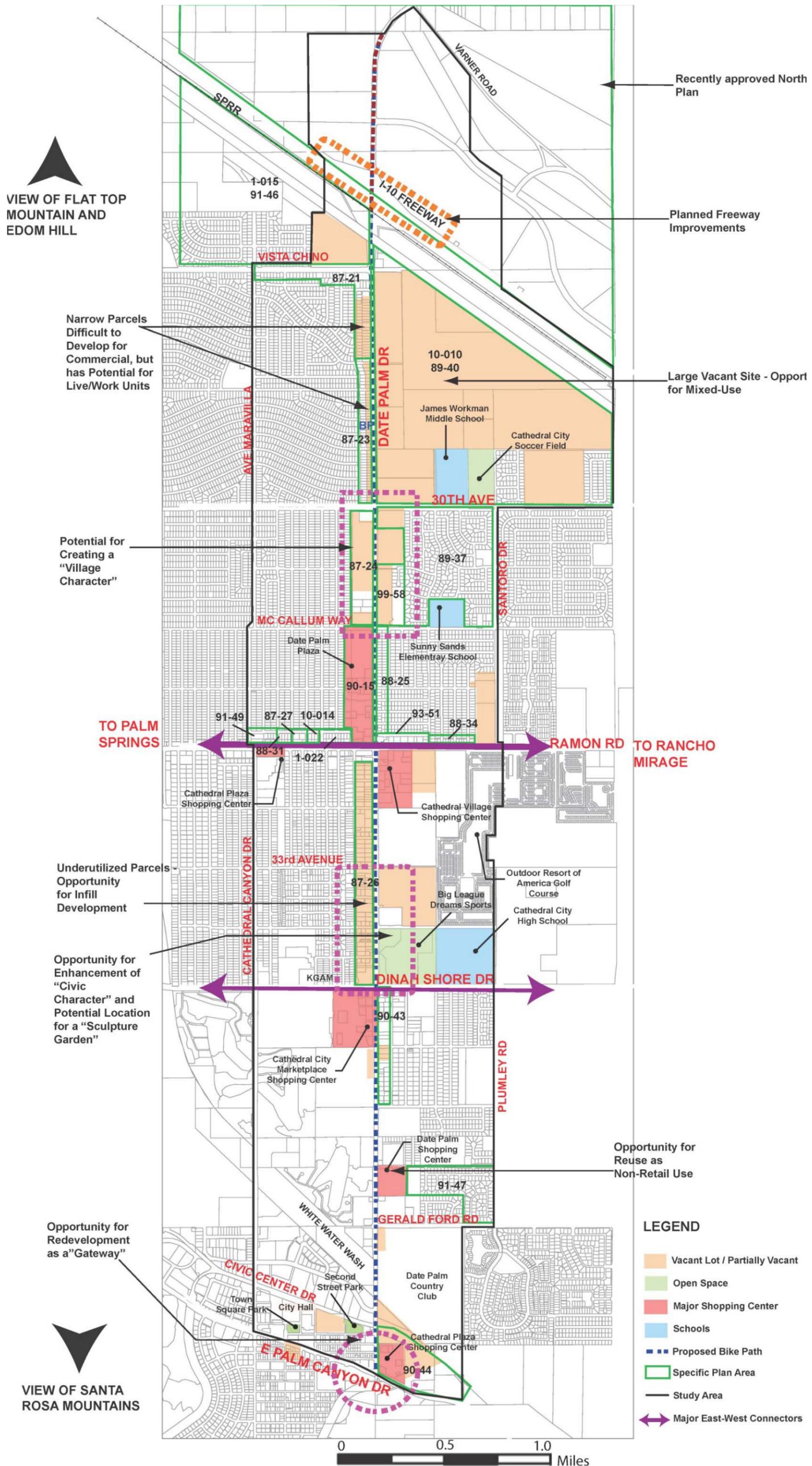
- Set standards to require connections and eliminate walls where feasible to improve pedestrian connections to and from the surrounding neighborhoods. This can be done by providing walkways and/or bike paths through proposed development which would improve pedestrian connectivity from neighboring residential uses located on the east and west sides to Date Palm Drive.
- Limit vehicular access onto Date Palm Drive and ensure that all points of public access align with streets on the opposite side to make the pedestrian environment more safe and pleasant.
- Revisit proposed uses under the specific plans, depending on the overall vision, to create an economically vibrant community.
- Specify consistent landscape setback and landscape materials throughout the segment to provide a uniform landscape character along Date Palm Drive.

South of McCallum Way, the specific plans are generally fully implemented with the exception of Specific Plan 87-26 which has some commercial and residential developments interspersed among vacant parcels. This particular specific plan can be updated to encourage uses that respond to local demographics.

The City has plans to widen Date Palm Drive to six-lanes, as per the General Plan recommendation. This might be possible in the segment north of I-10 where there are large vacant parcels on both side of the street slated for development under the North City Specific Plan. However, this widening will result in narrowing the linear vacant parcels between Los Gatos Road and 30<sup>th</sup> Avenue, making these even more unattractive for businesses and/or other uses. South of Ramon Road, the area is mostly built-out and widening may result in acquisition of many buildings, including some mobile homes, and reconfiguration of many driveways to these buildings, which might not be feasible. The recently built Cathedral City Post Office, located at the northwest corner of Date Palm Drive and Dave Kelly Road, did not provide the required dedication for the future widening; widening to General Plan standards will take a portion of the landscape and parking. The widening would also take a portion of Patriot Park.

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Figure 4.1: Generalized Issues, Opportunities, and Constraints



VIEW OF FLAT TOP MOUNTAIN AND EDOM HILL

Narrow Parcels Difficult to Develop for Commercial, but has Potential for Live/Work Units

Potential for Creating a "Village Character"

TO PALM SPRINGS

Underutilized Parcels - Opportunity for Infill Development

Opportunity for Enhancement of "Civic Character" and Potential Location for a "Sculpture Garden"

Opportunity for Redevelopment as a "Gateway"

VIEW OF SANTA ROSA MOUNTAINS

Recently approved North Plan

Planned Freeway Improvements

Large Vacant Site - Opport for Mixed-Use

TO RANCHO MIRAGE

Opportunity for Reuse as Non-Retail Use

LEGEND

- Vacant Lot / Partially Vacant
- Open Space
- Major Shopping Center
- Schools
- Proposed Bike Path
- Specific Plan Area
- Study Area
- Major East-West Connectors

Source: Gruen Associates

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### 4.3 Image

As the gateway into the City of Cathedral City from the I-10 Freeway, Date Palm Drive has the potential to establish the first image of the City from a regional perspective. Because of its elevation, the approach to Date Palm Drive on the bridge over the I-10 Freeway offers a great perspective of Date Palm Drive amid the spectacular view of the beautiful mountains that surround Cathedral City. However, despite the natural beauty of the place, the current image reflects neither the feeling of an active urban area nor the feeling of a resort community, as some of the other nearby desert cities. Because of the large expanse of vacant land adjacent to the freeway, a true gateway to Cathedral City will only be fully accomplished when the new interchange is built and the adjacent areas are fully developed. The recently approved North City Specific Plan and a new vision established for Date Palm Drive through this study will together offer a great opportunity for creating a new image for the city. The vast vacant land can potentially be built as a signature urban environment that values and respects the views and is in-sync with the desert character but adds excitement and liveliness through active businesses and residential neighborhoods. A gateway-like urban environment calls for buildings lining Date Palm Drive, wide shaded sidewalks and bike lanes connecting residences and businesses, and plenty of public open spaces to celebrate the community.

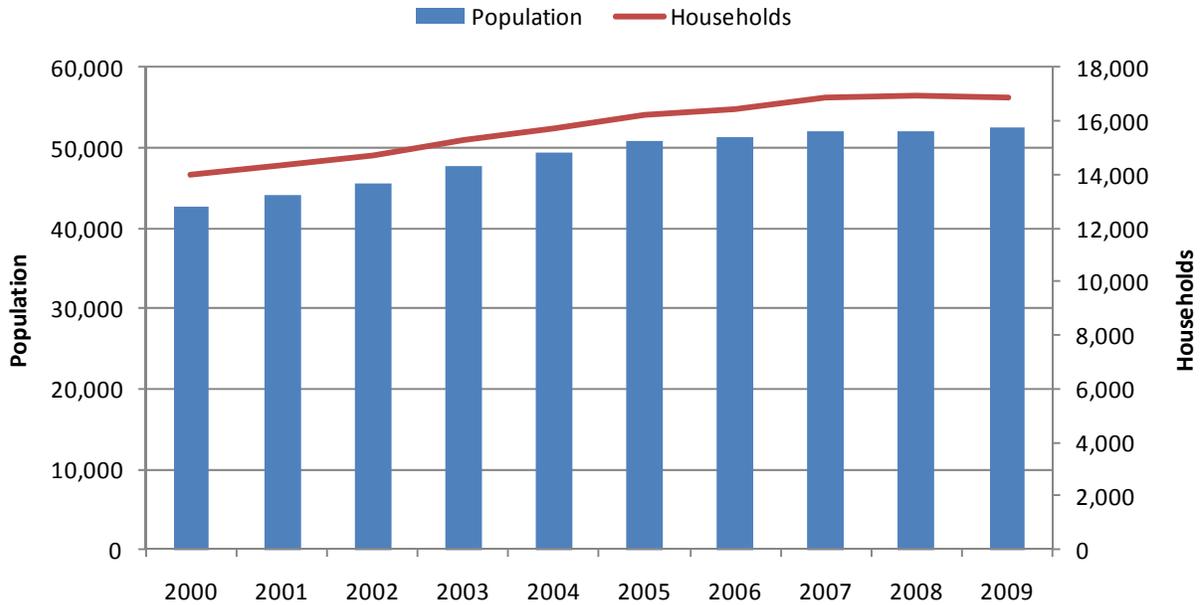
Along Date Palm Drive, south of Ramon Road the study area presents less opportunity and higher challenges for image improvements. This section of the study area has been developed mostly with residential uses and traditional style shopping centers that place parking against the sidewalk. In the future, as alternative forms of mobility are developed, the opportunity for adding additional development adjacent to the sidewalks to in-fill the parking lots should be considered. Towards the southern end of Date Palm Drive there are opportunities for the creation of public open spaces near the Whitewater River Wash overpass including opportunity to incorporate art work into the public realm thus enhancing the image and reinforcing the relationship between Date Palm Drive and the Cathedral City's downtown.

### 4.4 Demographics, Socio- Economic and Market Conditions

According to the Market Analysis, prepared by Economic at AECOM and included in Appendix II, the City of Cathedral City has a population of 53,000. With an annual growth rate (2.3%), Cathedral City's is growing at a faster pace than Palm Springs and Rancho Mirage, but slower than the county which has been growing at a rate of 3.5 percent. As per SCAG projections, Cathedral City will add almost 21,000 between 2010 and 2035; almost 9,500 persons will be added between 2010 and 2020 alone, as shown in **Figure 4.2**. Cathedral City has a younger population than the secondary market, with a substantial share of population between 15 and 54 (**Figure 4.3**). Cathedral City has more families than other cities in the Western Coachella Valley and the City may want to provide activities with cater to younger populations. All market areas have a similar racial and ethnic profile and are fairly diverse in terms of race and ethnicity. Approximately 61 percent of Cathedral City's population is White, while almost an equal proportion, 57 percent are of Hispanic origin. The median income is approximately \$50,000 in

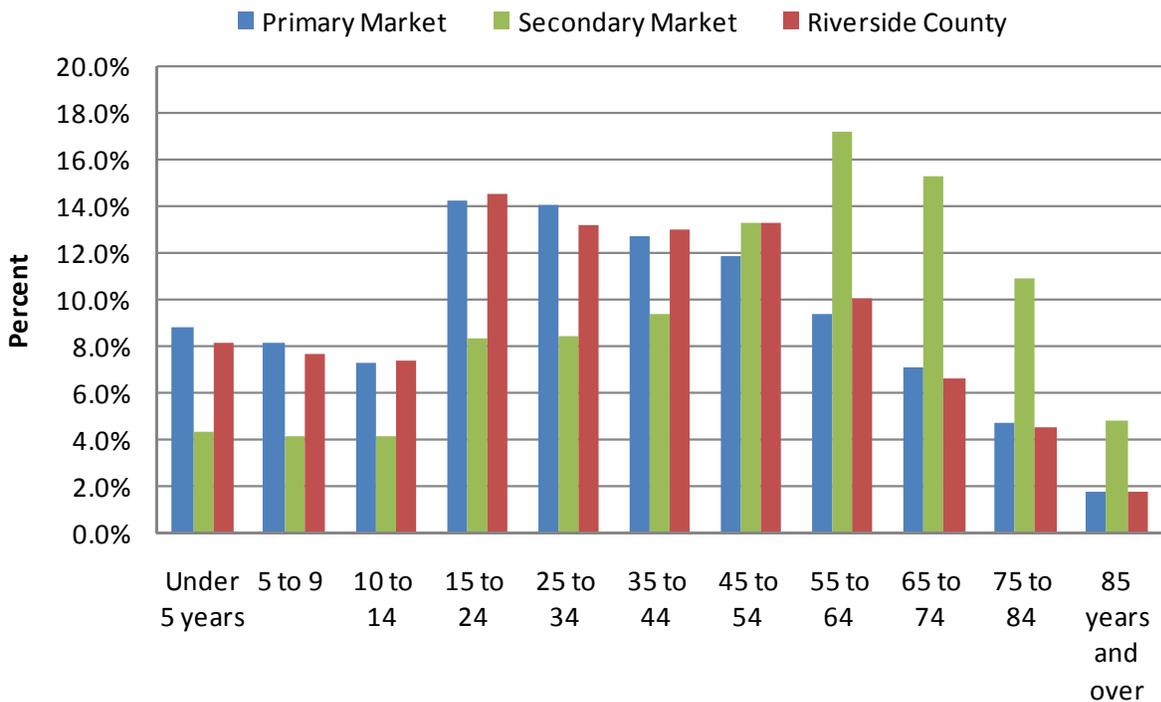
Cathedral City. The secondary market (Palm Springs, Rancho Mirage, and Thousand Palms) and county has a median income slightly over \$55,000, as shown in **Figure 4.4**.

**Figure 4.2: Historic Population and Households**



Source: Economic at AECOM

**Figure 4.3: Age Distribution of Market Population**



Source: Economic at AECOM

**Figure 4.4: Median Households Income**

Households & Income, 2009	Primary Market	Secondary Market	Riverside County	Share of Primary Market to Riverside County	Share of Secondary Market to Riverside County
Household Income Base	18,511	32,870	695,590	2.7%	4.7%
Median Income	\$49,950	\$49,041	\$55,247	90.4%	88.8%
Average Income	\$62,569	\$74,592	\$68,863	90.9%	108.3%

Source: Economic at AECOM

**Economic Considerations**

It should be noted that the US economy officially fell into recession as of fourth quarter 2007. While the recession is technically over, unemployment and consumer spending has not recovered. Population and employment growth projections used as a basis of the demand analysis have not been adjusted to account for the economic downturn. For these reasons, demand anticipated within the short term (next 5 years) in this report may be pushed back 3 to 5 years.

**Office**

Cathedral City (primary market) has little of the regional office market and has added only 16,000 sq ft in the market in the last 10 years. Thus, the City was less affected by the economic downturn as compared to the secondary office market. Cathedral City’s vacancy is under 5%, which suggest that there may be some demand for additional local serving office. The creation of an employment center in the North City Specific Plan may contribute to the Date Palm Drive’s opportunities to capture new office space. The future office demand for local service office within Cathedral City that supports daily needs is shown in **Figure 4.5**. This represents the amount of space that may be supported throughout the City. Cathedral City including demand from the North City Specific Plan residents can expect to capture 64,055 square feet of office space by 2019. It was estimated that Date Palm Drive alone will be able to capture approximately 70% of the total demand from future Cathedral City residents not in the North City Specific Plan area and 10% of additional demand from the new North City Specific residents.

**Figure 4.5: Office Demand**

	2009 - 2014	2014 - 2019	Total
Cathedral City Subtotal Office Space	30,974	33,111	64,085
North City Specific Plan Subtotal Office Space	0	32,881	32,881
<b>Total Office Space Demand</b>	<b>30,974</b>	<b>65,992</b>	<b>96,966</b>

Source: Economic at AECOM

## Retail Market

The retail market review prepared for this study shows that despite the strength of the economy and residential growth in the Inland Empire between 2002 and 2007, vacancy rates increased substantially in Cathedral City during this period. Little space has been added within Cathedral City across the last decade and the City currently has a vacancy rate of almost 20% (Figure 4.6). The retail leakage analysis indicates that the City and Date Palm Drive are currently leaking dollars to other communities (Figure 4.7). The current retail categories with surplus along with additional demand from future residential growth show support for almost 79,000 sq ft of new retail space in Cathedral City by 2014 with an additional 88,000 sq ft by 2019 (Figure 4.8). However, the ability of the study area to capture this growth will depend on the nature and positioning of the retail along Date Palm Drive. The City should focus strategies on the specific retail types such as home furnishings, appliances, building materials, and other retail along Date Palm Drive.

Figure 4.6: Retail Trends

Period #	Bldgs	Total RBA	Total Vacant SF	Total Vacant %	Total Net Absorption	RBA Delivered	Total Average Rate (nnn)
2009 QTD	59	1,697,484	336,652	19.8%	(107,130)	0	\$ 16.21
2008	58	1,656,826	232,022	14.0%	54,440	72,619	\$ 17.80
2007	54	1,584,207	213,843	13.5%	8,449	33,483	\$ 20.06
2006	52	1,550,724	188,809	12.2%	36,827	0	\$ 17.40
2005	52	1,550,724	225,636	14.6%	(52,758)	0	\$ 16.29
2004	52	1,550,724	172,878	11.1%	(14,877)	0	\$ 14.62
2003	52	1,550,724	158,001	10.2%	(151,969)	0	\$ 10.66
2002	52	1,550,724	6,032	0.4%	9,081	14,613	N/A
2001	50	1,536,111	500	0.0%	0	0	\$ 14.40
2000	50	1,536,111	500	0.0%	1,000	0	N/A

Source: Economic at AECOM

Figure 4.7: Retail Sales Leakage/Surplus Analysis

Type of Retailer	Riverside County	Cathedral City		Cathedral City	Cathedral City	Cathedral City	Surplus / (Leakage)
	Average Per Capita Sales	Adj. Regional Per Capita Sales	Avg. Per Capita Sales	Actual Per Capita Sales	Estimated Total Resident Spending	Actual Total Sales	
Apparel stores	\$571	\$608	\$147	\$147	\$33,330,280	\$8,034,485	(\$25,295,795)
General merchandise stores	\$1,752	\$1,847	\$905	\$905	\$101,249,678	\$49,638,687	(\$51,610,991)
Food stores	\$660	\$672	\$623	\$623	\$36,866,978	\$34,137,258	(\$2,729,720)
Eating and drinking places	\$1,165	\$1,105	\$1,105	\$1,105	\$60,558,893	\$60,556,366	(\$2,527)
Home furnishings and appliances	\$412	\$434	\$573	\$573	\$23,811,893	\$31,419,468	\$7,607,575
Building materials	\$957	\$1,013	\$528	\$528	\$55,543,962	\$28,952,886	(\$26,591,076)
Motor vehicles and parts	\$2,098	\$2,194	\$7,116	\$7,116	\$120,269,936	\$390,171,845	\$269,901,909
Service stations	\$1,383	\$1,454	\$1,638	\$1,638	\$79,728,441	\$89,804,910	\$10,076,470
Other retail stores	\$1,363	\$1,390	\$740	\$740	\$76,218,553	\$40,550,787	(\$35,667,766)
<b>Retail Stores Totals</b>	<b>\$10,360</b>	<b>\$10,717</b>	<b>\$13,374</b>	<b>\$13,374</b>	<b>\$587,578,614</b>	<b>\$733,266,692</b>	<b>\$145,688,078</b>

Source: Economic at AECOM

**Figure 4.8: Retail Space Capacity Supported by Projected Population Growth**

Type of Retailer	Capture of Resident Spending 2009-2014	Capture of Resident Spending 2014-2019	Typical sales PSF for Outlets	Estimated Supportable SF of New Store Space 2009-2014	Estimated Supportable SF of New Store Space 2014-2019	Total Estimated Supportable SF of New Store Space
Apparel Stores	\$2,114,228	\$2,358,886	\$250	8,457	9,436	17,892
General Merchandise Stores	\$4,829,967	\$5,374,312	\$200	24,150	26,872	51,021
Food Stores	\$2,395,612	\$2,609,189	\$450	5,324	5,798	11,122
Eating and Drinking Places	\$3,623,938	\$4,018,067	\$300	12,080	13,394	25,473
Home Furnishings and Appliance	\$1,517,723	\$1,685,241	\$400	3,794	4,213	8,007
Building Materials	\$2,653,220	\$2,948,262	\$300	8,844	9,828	18,672
Auto Dealers	\$5,206,469	\$5,804,726				
Auto Supply	\$519,486	\$579,178	\$300	1,732	1,931	3,662
Service Station	\$5,083,257	\$5,642,626				
Other Retail Stores	\$3,700,008	\$4,045,665	\$250	14,800	16,183	30,983
<b>Total</b>	<b>\$31,643,907</b>	<b>\$35,066,151</b>		<b>79,180</b>	<b>87,653</b>	<b>166,833</b>

Source: Economic at AECOM

### Residential

The Inland Empire was hit hard by the housing crash. According to RealtyTrac, the Inland Empire ranked fourth among the nation’s top 200 metro areas in terms of foreclosure rates during the first half of 2009: 5.73 percent of existing residences (82,300 units) received notices from their lenders. However, falling prices have been encouraging home sales. From 2007 to 2009 home prices have fallen by almost 50 percent in Riverside County, but sales have increased 80 percent. Cathedral City home price reductions seem in line with the county and there has also been an increase in the number of sales. There are currently 22,000 residential units in Cathedral City. 54 percent are single family detached, while 21 percent are multi-family units. Cathedral City made up a strong share of building permits in the secondary market during the peak housing boom (2001 – 2006). However, building permits have stalled across the secondary market and Inland Empire since 2007. In the demand analysis, we reviewed housing demand based on projected resident growth in the Western Coachella Valley. The housing demand for the study area is conservative given the expectation of a prolonged housing recovery. As shown in **Figure 4.9**, the demand analysis project support for 2,000 to 2,300 new attached homes and 1,200 to 1,400 new market-rate multi-family apartments throughout Cathedral City from 2009 to 2024. The amount that may be absorbed along Date Palm Drive will depend on the design and quality of residential units and the overall urban form, and timing of the North City Specific Plan.

**Figure 4.9: Residential Demand**

Demand Summary	2009 - 2014	2014- 2019	2019- 2024
<b>Cumulative New Home Demand</b>			
Moderate	350	658	963
High	412	774	1,133
<b>Cumulative New Apartment Demand</b>			
Moderate	204	384	562
High	240	452	661

Source: Economic at AECOM

## Next Steps

The consultant team and the City will want to consider these key areas:

Competitive industries within Cathedral City and industry clusters

Understanding the City's competitive (industry) advantages:

- Interior design/ Home furnishing
- Green industries / Green design

Potential recreation/Entertainment anchors

Leveraging the North Specific Plan

- Synergies
- Timing of the Date Palm Drive development relative to the North Specific Plan

Retail: Focusing on competitive retail categories or recapturing existing retail leakages?

Infill capacity and urban form

## 4.5 The Coachella Valley Economic Blueprint

The Coachella Valley Economic Blueprint (CVEB) issued in November 2009, sets forth a long-term strategic community and economic development planning process in order to create a shared vision for the Coachella Valley's future growth, as well as an action plan to achieve it. The targeted segments in the Blueprint include Healthcare & Life Science, Clean Technology/Energy, Supply Chain Management/Logistics, and Creative Arts & Design. As per the Blueprint projections, the Coachella Valley stands to gain a total of 16, 255 net new jobs and over \$2.3 billion in net new wages during the 2012-2016 measured Blueprint implementation cycle.

**Matrix 4.1: Generalized Issues, Opportunities, and Constraints**

Issues	Opportunities	Constraints
<b>MOBILITY AND CONNECTIVITY</b>		
<ul style="list-style-type: none"> <li>• Automobile oriented arterial</li> <li>• Sidewalks are discontinuous at a number of locations.</li> <li>• Pedestrian environment is unfriendly; no major focal points exist for pedestrians.</li> <li>• Many existing sidewalks are generally located next to the curb and have no shade trees for pedestrians.</li> <li>• Currently, there are no designated bike lanes along Date Palm Drive.</li> <li>• Limited vehicular and pedestrian connectivity exist between the neighborhoods and adjoining developments along Date Palm Drive.</li> <li>• Transit stops should be integrated with other transportation modes, especially pedestrian connections to adjoining shopping centers.</li> <li>• One-lane access to I-10 produces traffic congestion during peak hours.</li> <li>• Crosswalks are not strongly signalized or lit.</li> <li>• Neighborhood Electric Vehicles are not permitted to circulate within the study area.</li> </ul>	<ul style="list-style-type: none"> <li>• The existing vehicular circulation along Date Palm Drive is currently operating at an acceptable level of service</li> <li>• The planned intermodal transportation center in the nearby City of Indio would provide opportunity for and better integration with regional rail lines</li> <li>• Transit service could be integrated with the pedestrian environment.</li> <li>• New developments are required to construct public improvements such as sidewalks along their frontages.</li> <li>• The CVAG Non Motorized Transportation Plan includes bike lanes on Date Palm Drive.</li> <li>• The safe routes to School Program will provide lighted crosswalks along Date Palm Drive at seven intersections.</li> <li>• The specific plan and city standards and guidelines could be modified to require connections between residential and commercial development.</li> <li>• The City has plans for improving the I-10 interchange which will include bikeways on the overpass.</li> </ul>	<ul style="list-style-type: none"> <li>• Funding for sidewalk improvement might not be available until development occurs.</li> <li>• General Plan cross-section will further widen the street requiring property dedication and making the street even more pedestrian unfriendly.</li> <li>• Current specific plans encourage parking along the sidewalks which does not foster pedestrian and transit use.</li> <li>• Current residential developments behind Date Palm Drive have walls preventing connections to commercial development.</li> <li>• I-10 and Whitewater River Wash are barriers to pedestrian and bicycle mobility.</li> </ul>
<b>LAND USE</b>		
<ul style="list-style-type: none"> <li>• Approximately 905 acres along Date Palm Drive and other major streets are vacant.</li> </ul>	<ul style="list-style-type: none"> <li>• Vacant and underutilized parcels have the potential for infill development that can significantly change the character of Date</li> </ul>	<ul style="list-style-type: none"> <li>• Low-intensity auto-oriented development does not promote efficient use of land.</li> <li>• Land under Indian allotted ownership requires</li> </ul>

Issues	Opportunities	Constraints
<ul style="list-style-type: none"> <li>• Except for the privately owned Big League Dreams Sports park and the public soccer fields there are insufficient uses focused on children along Date Palm Drive.</li> <li>• 17 partially built or outdated and inconsistent specific plans along Date Palm Drive add complexity and confusion for developers and city staff alike.</li> <li>• Relatively narrow parcels in some segments of Date Palm limits their commercial uses.</li> <li>• The recent North City Specific Plan has opened another 5000 acres for new development that may be in direct competition with or may foster Date Palm Drive development.</li> </ul>	<p>Palm Drive.</p> <ul style="list-style-type: none"> <li>• Contiguous parcels under same ownership have the potential for joint development.</li> <li>• There is an opportunity to foster whole new mixed-use communities that embrace sustainability practices such as green industries and businesses, transit-supportive and pedestrian friendly uses.</li> </ul>	<p>additional Federal approval process and NEPA review.</p>
<b>IMAGE</b>		
<ul style="list-style-type: none"> <li>• Lack of strong signage from the I-10 Freeway. Poor signage and way-finding from the freeway does not direct potential patrons to Date Palm Drive.</li> <li>• Striking views of the mountains provide a welcoming environment and should be preserved.</li> <li>• No gateway feeling when entering Cathedral City from the freeway through Date Palm Drive.</li> <li>• Existing development is low intensity and auto-oriented.</li> <li>• Date Palm Drive lacks a continuous building edge mostly due to Shopping Centers with</li> </ul>	<ul style="list-style-type: none"> <li>• The planned freeway improvements will provide freeway icons to identify Cathedral City.</li> <li>• The wide landscaped median and proposed wide parkways offer opportunities to develop public art and wayfinding signage.</li> <li>• Specific Plans could be modified to encourage buildings instead of parkway along the sidewalks.</li> </ul>	

Issues	Opportunities	Constraints
<p>parking lots located immediately adjacent to the sidewalk.</p> <ul style="list-style-type: none"> <li>Landscaping standards provide a framework for Date Palm Drive and other major streets, but it is not enough to create a memorable and unique image.</li> </ul>		
<b>DEMOGRAPHICS, SOCIO-ECONOMIC, AND MARKET CONDITIONS</b>		
<ul style="list-style-type: none"> <li>Cathedral City has a little of regional office market and has added only 16,000 sq ft in the market in the last 10 years.</li> <li>The retail market review prepared for this study shows that despite the strength of the economy and residential growth in the Inland Empire between 2002 and 2007, vacancy rates increased substantially in Cathedral City during this period.</li> <li>Little space has been added within Cathedral City across the last decade and the City currently has a vacancy rate of almost 20%</li> <li>The retail leakage analysis indicates that the City and Date Palm Drive currently leaking dollars to other communities.</li> </ul>	<ul style="list-style-type: none"> <li>Cathedral City has a younger population with a substantial share of population between 15 and 54.</li> <li>The median income is approximately \$50,000 in Cathedral City. The secondary market (Palm Springs, Rancho Mirage, and Thousand Palms) and county has a median income slightly over \$55,000.</li> <li>Cathedral City has approximately 60% and 57% of White and Hispanic origin residents with a 27% of population of some other race. Therefore, Cathedral City should try and provide activities which cater to younger population keeping in mind different ethnicity.</li> <li>As the City has a lower amount of office space, the City was less affected by the economic downturn as compared to the secondary office market.</li> <li>Cathedral City's vacancy is under 5%, which suggest that there may be some demand for additional local serving office.</li> <li>The creation of an employment center in the North City Specific Plan may contribute to the Date Palm Drive's opportunities to capture new office space. It was estimated that Date Palm Drive alone will be able to capture approximately 70% of the total demand in Cathedral City.</li> </ul>	<ul style="list-style-type: none"> <li>Reduced consumer spending and foreclosures because of the current economic conditions may reduce demand for new development along Date Palm Drive.</li> <li>General reduction in consumer spending may reduce the demand for warehouse and distribution space in the area as well.</li> <li>The credit crunch may hinder developers from financing new commercial and residential projects.</li> <li>Dedications for streets and alley ways make projects infeasible to develop.</li> <li>The housing demand for the study area is conservative given the expectation of a prolonged housing recovery.</li> </ul>

Issues	Opportunities	Constraints
	<ul style="list-style-type: none"><li>• The current retail categories with surplus along with additional demand from future residential growth show support for almost 167,000 sq ft of new retail space in Cathedral City</li><li>• Cathedral City home price reductions are in line with the county and there has also been an increase in the number of sales.</li><li>• The Coachella Valley Economic Blueprint (CVEB) issued in November 2009, sets forth a shared vision for the Coachella Valley's future growth, as well as an action plan to achieve it.</li></ul>	

Source: Gruen Associates

## 5.0 Acknowledgements

### **Southern California Association of Governments**

Mark Butala, Manager Comprehensive Planning Division  
Lingqian Hu, Project Manager

### **City of Cathedral City**

Leisa Lukes, City Planner and Project Lead  
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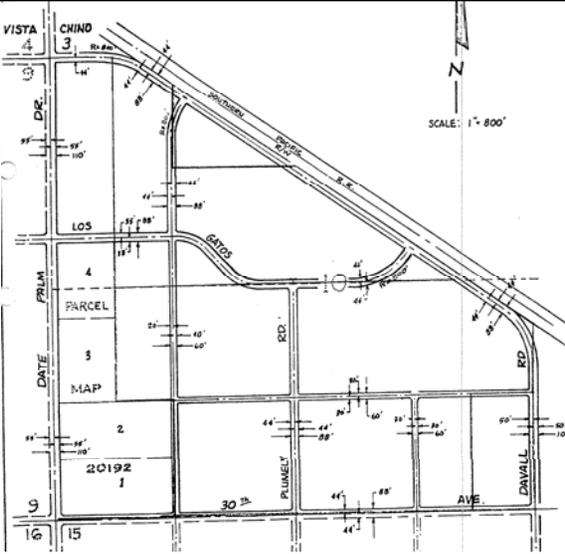
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## APPENDIX I-A

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**Draft Date Palm Drive Connector Plan**

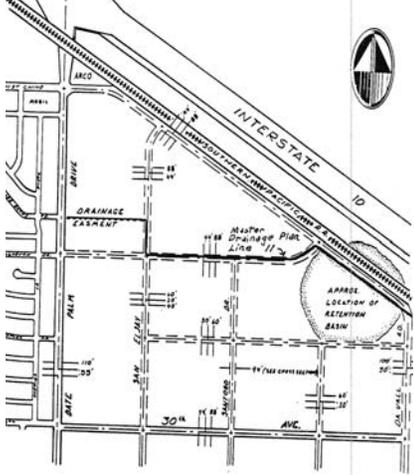
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
10-010	1986	<p>East of Date Palm Drive, south of Interstate 10, north of 30<sup>th</sup> Avenue, and west of proposed DaVall Drive (460 acres)</p>  <p><b>Partially implemented</b> – Residential development at and near the northwest corner of 30<sup>th</sup> Avenue and DaVall Drive is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG), and Industrial (I)</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial, (PCC) and Light Industrial (L-1)</li> </ul> <p><u>Ownership</u></p> <ul style="list-style-type: none"> <li>- Allotted Indian Land</li> </ul> <p><u>Existing Development</u></p> <ul style="list-style-type: none"> <li>- James Workman Middle School (Public School) and two single-family residential development</li> </ul>	<p>To construct 1,000 apartment units on this site. As a result of this a circulation system was prepared for this area</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Residential development – 1000 units with 300 apartment units as first phase located at the northeast corner of Date Palm Drive and 30<sup>th</sup> Avenue</li> <li>- Proposed zoning map was also submitted to the City</li> </ul>  <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- A basis circulation system within the land area was provided</li> </ul>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					 <p><b>Public Transportation</b></p> <p>- N/A</p> <p><b>Signs</b></p> <p>- N/A</p> <p><b>Wall/Fence</b></p> <p>- N/A</p> <p><b>Landscaping</b></p> <p>- N/A</p> <p><b>Height/Setback</b></p> <p>- N/A</p> <p><b>Utilities</b></p> <p>- N/A</p>

Draft Date Palm Drive Connector Plan

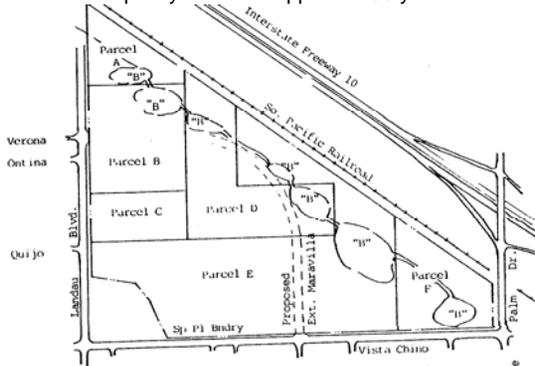
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>
89-40	1994	<p>Approx. 460 acres bounded on the west by Date Palm Drive, on the east by the City limits where the future extension of Da Vall Drive is planned, and on the south by the future extension of 30<sup>th</sup> Avenue, and on the north by the Southern Pacific Railroad (SPRR) right of way (R/W)</p>  <p><b>Partially implemented</b> – Residential development at and near the northwest corner of 30<sup>th</sup> Avenue and DaVall Drive is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG), and Industrial (I)</li> </ul> <p><u>Zone</u></p> <p>Planned Community Commercial, (PCC) and Light Industrial (L-1)</p>	<p>To create community character:</p> <ul style="list-style-type: none"> <li>- Development standards to promote unique design, architectural, and landscape features</li> <li>- Create landscape areas and enhanced parkways</li> </ul> <p>To facilitate the comprehensive development of the site.</p> <ul style="list-style-type: none"> <li>- Allow for various housing types permissible in R1-7.2, R2, and RM zones</li> </ul> <p>To provide development along Date Palm Drive to respects its Scenic designation.</p> <p>To guide proper location, access, and interfacing of residential, commercial, and industrial projects.</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- California Spanish architectural motif</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Resort Residential Zoning District requires providing ancillary commercial uses; however within the Specific Plan area the Planning Commission may waive this requirement.</li> <li>- No development on portions zoned RM or R2 shall take place until the City Council has approved design standards regarding the Date Palm Drive streetscape, access limitations, and project relationship to future single-family residential development to the east.</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- All point of access located on the opposite sides of any of the following backbone streets (Date Palm Drive, Vista Chino, Da Vall Drive, 30th Avenue, Santoro Drive) shall align with one another or be located no less than 200 ft apart.</li> <li>- Residential developers shall provide two points of access to Date Palm Drive and Vista Chino.</li> <li>- Reciprocal public street access provisions shall be offered for commercial properties fronting Date Palm Drive and Vista Chino</li> <li>- Carports shall be permitted in lieu of regulated garages</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- 4 to 6 ft masonry wall</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- Parkway on 30<sup>th</sup> Avenue, DaVall Drive, and Santoro Drive shall have a min dimension of 20ft</li> <li>- Properties on intersection of Date Palm Drive and 30<sup>th</sup> Avenue and Date Palm Drive and Vista Chino shall dedicate an easement for enhanced landscaped treatments.</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- Commercial buildings on Date Palm Drive shall be a min 15 ft from property line and not less than 25ft from the ultimate curb line</li> <li>- Residential building on Date Palm Drive shall be a minimum 30ft from property line. Perimeter walls shall be no closer than 20ft from property line.</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- Developers shall be required to construct flood control facilities</li> <li>- A area wide retention basin shall be constructed</li> </ul>
1-015 and 91-46	1992	Approx. 285 acres bounded on the east by Date Palm Drive, on the south by Vista Chino, on the west by Landau Boulevard and on the north by the Southern Pacific Railroad ROW	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- Low Density Residential (RL), General Commercial (CG), and Medium Density Residential (RM)</li> </ul>	<p>To create community character through development based on the unique characteristics of the area and the guidance given by the General Plan</p> <p>To facilitate the comprehensive</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- <u>Commercial Buildings</u> <ul style="list-style-type: none"> <li>• Architectural style shall be compatible with adjoining or nearby residential development in regard to material and architectural style</li> <li>• Shall include covered pedestrian arcades along the building frontage facing any public ROW or private parking lot</li> </ul> </li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Maximum density is based on gross dwelling unit density is 4.0 units per acre: Maximum Dwelling Unit - Parcel A – 65, Parcel B – 163, Parcel C –</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Partially implemented</b> – Residential development at and near the northeast corner of 30<sup>th</sup> Avenue and Landau Boulevard is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>	<p><u>Parcel Number</u></p> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial, (PCC), Single Family Residential (R1), and Multiple Family Residential (R2)</li> </ul>	<p>development of the site based on the General Plan's land use designations for the study area</p> <p>To assure the development of adequate public facilities and services coordinated and timed for each phase of development</p> <p>To assure the development of a public road system consistent with the General Plan which is capable of serving the area's development potential</p> <p>To assure future residents and commercial tenants/shoppers will be protected from certain environmental constraints at time of development, and to assure long range maintenance needs are addressed through a</p>	<p>76, Parcel D – 196, Parcel E – 512, Parcel F – 76 (along Date Palm Drive)</p> <ul style="list-style-type: none"> <li>- A on-site retention basin comprising drainage retention corridor is established on this site and is approx 300 ft from SPRR R/W</li> <li>- Maximum lot size for R1-7.2 Zone – 7200 sq.ft</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- No residentially zoned lot shall have access from Vista Chino or Landau Boulevard</li> <li>- All individual lots along Avenida Maravilla shall take direct access from Avenida Maravilla and contain fully developed front yards along said street</li> <li>- Pedestrian and vehicle access from residential areas to the commercial areas in the vicinity of Date Palm Drive and Vista Chino shall be via local street or paths</li> <li>- Street standards – Vista Chino – 55 ft half ROW, 43 ft pavement, 12 ft parkway, 12 ft meandering bike trail/sidewalk, 18 to 28 ft additional landscape easement</li> <li>- All streets shall contain a min four and a half foot landscape parkway between the street curb and sidewalk as determined by the City Engineer</li> <li>- No access shall be permitted within 150 ft of the Date Palm Drive/Vista Chino intersection</li> <li>- Commercial properties fronting Date Palm Drive and Vista Chino shall provide reciprocal public street access at the interior lot line</li> <li>- Developers shall contribute a portion for installation of signal at Landau Boulevard/Avenida Maravilla and the intersection of Vista Chino and Avenida Maravilla, Vista Chino median, and portion of Landau Boulevard street improvements adjoining the Coachella Valley Water district's well site</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- The developers will be required to provide bus shelters and turn-outs along Landau Boulevard and Vista Chino</li> </ul> <p><b>Signs</b></p>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
				financial mechanism	<p>- N/A</p> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- Along Vista Chino Boulevard and Landau Boulevard, each proposed residential project shall contain an architecturally integrated 6ft masonry wall along the frontage of the site</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- Developers shall be required to establish flood control facilities</li> <li>- Storm water runoff shall be retained through use of on-site retention basins, located approx 300 ft south of SPRR R/W. Each development is responsible for its own on-site retention basin with a capacity sized to support a 100 year</li> </ul>  <p>Key: "B" - Signifies typical "on-site" retention basin comprising drainage retention corridor.          Note: Corridor established approximately 300 feet from SPRR R/W.</p> <ul style="list-style-type: none"> <li>- Developer shall prepare a master landscape irrigation plan for medians and parkway along Avenida Marviella, Vista Chino, and Landau Boulevard</li> <li>- Developers of properties with frontage on the intersection corners of Date Palm Drive and Vista Chino; Avenida Marviella and future Landau Boulevard; Vista Chino and Avenida Marviella shall establish a lot or easement for enhanced</li> </ul>

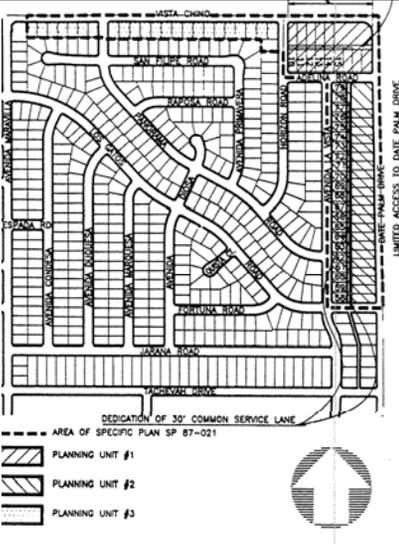
Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements																								
					<p>treatments as depicted within the Cathedral City Design Guidelines</p> <ul style="list-style-type: none"> <li>- The developer shall establish a Master Street Tree Program consistent with the City's Street Tree Policy. Trees in parkways five feet wide or less shall be limited to "small" or "medium" trees listed in the City Street Tree Policy. The following trees are considered appropriate – Queen Palm, Mexican Fan Palm, California Fan Palm, Date Palm, Cork Oak, African Sumac, Palo Verde, Acacia smallii, Desert Willow, Feather Tree, Mesquite, Willow Pittosporum, Brachychiton populneus, and Melaleuca.</li> <li>- Developers shall pay a fee to the City for the future acquisition of a City park site within or near the Specific Plan area. A 2.7 acre park area has been determined for this area.</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- Developer contributions on a "net" acreage basis or developer participation in improvements or maintenance of improvements shall be as follows:</li> </ul> <table border="1" data-bbox="1465 1031 1942 1364"> <thead> <tr> <th data-bbox="1465 1031 1543 1055">Parcel</th> <th data-bbox="1543 1031 1732 1055">Gross Acreage</th> <th data-bbox="1732 1031 1879 1055">Net Acreage</th> <th data-bbox="1879 1031 1942 1055">%</th> </tr> </thead> <tbody> <tr> <td data-bbox="1465 1112 1491 1136">A</td> <td data-bbox="1564 1112 1627 1136">17.6</td> <td data-bbox="1732 1112 1774 1136">6.1</td> <td data-bbox="1879 1112 1900 1136">3</td> </tr> <tr> <td data-bbox="1465 1169 1480 1193">B</td> <td data-bbox="1564 1169 1627 1193">40.0</td> <td data-bbox="1732 1169 1795 1193">38.0</td> <td data-bbox="1879 1169 1911 1193">17</td> </tr> <tr> <td data-bbox="1465 1226 1480 1250">C</td> <td data-bbox="1564 1226 1627 1250">20.0</td> <td data-bbox="1732 1226 1795 1250">19.5</td> <td data-bbox="1879 1226 1900 1250">9</td> </tr> <tr> <td data-bbox="1465 1282 1480 1307">D</td> <td data-bbox="1564 1282 1627 1307">48.0</td> <td data-bbox="1732 1282 1795 1307">40.3</td> <td data-bbox="1879 1282 1911 1307">18</td> </tr> <tr> <td data-bbox="1465 1339 1480 1364">E</td> <td data-bbox="1564 1339 1627 1364">128.0</td> <td data-bbox="1732 1339 1795 1364">106.5</td> <td data-bbox="1879 1339 1911 1364">48</td> </tr> </tbody> </table>	Parcel	Gross Acreage	Net Acreage	%	A	17.6	6.1	3	B	40.0	38.0	17	C	20.0	19.5	9	D	48.0	40.3	18	E	128.0	106.5	48
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Draft Date Palm Drive Connector Plan

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					<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right;">F</td> <td style="text-align: center;">18.6</td> <td style="text-align: center;">12.5</td> <td style="text-align: center;">5</td> </tr> <tr> <td></td> <td style="text-align: center;">272.2</td> <td style="text-align: center;">222.9</td> <td style="text-align: center;">100</td> </tr> </table> <ul style="list-style-type: none"> <li>- A 2.7 acre school area is anticipated for this area</li> <li>- The developer shall be responsible for construction, management, and maintenance of required blowsand improvements and program</li> </ul>	F	18.6	12.5	5		272.2	222.9	100
F	18.6	12.5	5										
	272.2	222.9	100										
87-21	1994	<p>South of Vista Chino Road, north of Los Gatos Road, and west of Date Palm Drive.</p> 	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG), and Business Park (BP)</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial, (PCC) and Neighborhood Business Park (NBP)</li> </ul>	<p>To encourage an expansion of single family homes north of Los Gatos Road to strengthen the developing neighborhood.</p> <p>To encourage an expansion of single family homes north of Los Gatos Rd</p> <p>To encourage owners to consolidate lots of record or assemble parcels through acquisition and trade into larger parcels to maximize development potential</p> <p>To enhance traffic safety by minimizing direct access to both Vista Chino Road and Date Palm Drive.</p> <p>To encourage innovative design approaches</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> <li>- California Spanish architectural style, however Desert Modern themes may be permitted in Planning Unit 1 and 2</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Consist of three planning units, Planning units 1 and 2 –PCC and Unit 3 – R2</li> <li>- Planning unit 3 – Lots with an area of 7,200 sqft or less – one unit per lot; lots with area &gt; 7200 sqft but &lt; 21600 sqft – one unit per 4800 sqft of lot area; lot &gt; 21,600 sqft but &lt; 28,800 sqft – one unit per 3500 sqft of lot area; lots &gt; 28,800 sqft – one unit per 3000 sqft of lot area</li> </ul> <p><b>Allowed</b></p> <ul style="list-style-type: none"> <li>- As per the zoning district assigned to each planning unit</li> </ul> <p><b>Prohibited</b></p> <ul style="list-style-type: none"> <li>- Automotive and mobile home repair and sales.</li> <li>- Fast food restaurants</li> <li>- Convenience stores and liquor stores</li> <li>- Bars and cocktail lounges</li> </ul>								

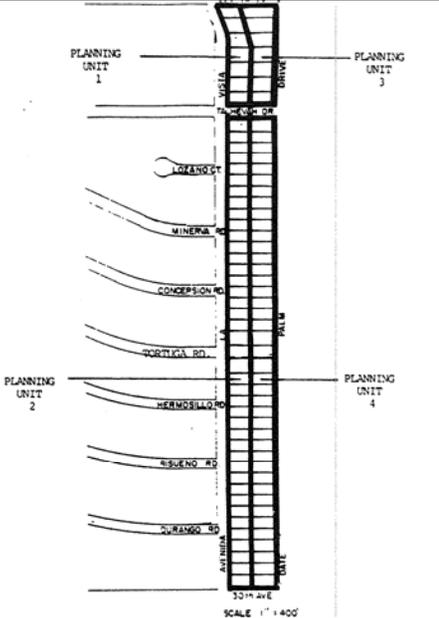
Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Partially implemented</b> – Residential development along Vista Chino and some commercial development at the southwest corner of Vista Chino and Date Palm Drive and Adelina Road and Date Palm Drive is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>		<p>along Date Palm Drive and Vista Chino Road, two major corridors into the City.</p>	<p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- All corner lots on Date Palm Drive and Vista Chino Road shall take access from side streets, or the Common Service Lane.</li> <li>- Minimum spacing between driveways shall be 200ft; no access shall be allowed within 200ft of Date Palm Drive.</li> <li>- Common access shall be provided from planning units 1 and 2</li> <li>- 30ft shall be dedicated for common service lane</li> <li>- An opening in the 6ft screen wall along Avenida LaVista shall be provided for pedestrian use only.</li> <li>- Pedestrian walkways along storefronts shall be designed to provide an uninterrupted walkway between properties.</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- All free standing signs shall be monument signs, and no illuminated signs shall be oriented on Los Gatos Road, Avenida Donosupa, and Horizon Road.</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- A 6ft wall along Avenida LaVista shall be provided</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- 25 ft setback on Date Palm Drive and Vista Chino shall be landscaped</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- Setback from Vista Chino and Date Palm Drive</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements										
					<p>shall be 25ft from curb face</p> <p><b>Utilities</b></p> <p><b>Others</b></p>										
87-23	1988	South of Los Gatos Road west of Date Palm Drive, north of 30 <sup>th</sup> Avenue and east of Avenida La Vista	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- Medium Density Residential (RM), and Business Park (BP)</li> </ul> <p><u>Parcel Number</u></p> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Multiple Family Residential (R2), and Neighborhood Business Park (NBP)</li> </ul>	<p>To encourage owners to consolidate lots of record or assemble parcels through acquisitions and trade into larger parcels to maximize development potential</p> <p>To enhance traffic safety by minimizing direct access to Date Palm Drive</p> <p>To encourage innovative design approaches along Date Palm Drive and Avenida La Vista</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> <li>- <u>Planning Units 3&amp; 4</u> – <ul style="list-style-type: none"> <li>• The architectural style of the project shall consist of a California Spanish motif and shall include architectural features such as wing walls, arches, sloped tile roofs, heavy beam trim or patio/trellis work, heavy textured masonry</li> </ul> </li> </ul> <p><b>Land Uses</b></p> <p><b>Allowed</b></p> <table border="0" data-bbox="1417 917 1701 1161"> <thead> <tr> <th>Planning Unit</th> <th>Base Zone</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>R1-7.2</td> </tr> <tr> <td>2</td> <td>R1-7.2</td> </tr> <tr> <td>3</td> <td>R2</td> </tr> <tr> <td>4</td> <td>R2</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>- <u>Planning Units 3 &amp; 4</u> <ul style="list-style-type: none"> <li>• Residential density – lots with areas up to 14,000 sq ft, one unit per 3,600 sq ft; lots with areas between 14,400 sq ft and greater, one unit per 3000 sq ft</li> </ul> </li> <li>- <u>Planning Units 3 &amp; 4</u> <ul style="list-style-type: none"> <li>• Min unit size : 1 BR – 600 sqft, 2 BR – 700 sqft, 3BR – 825 sqft, 4BR – 1025 sqft, 5BR &amp; more – 1200 sqft</li> </ul> </li> </ul>	Planning Unit	Base Zone	1	R1-7.2	2	R1-7.2	3	R2	4	R2
Planning Unit	Base Zone														
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					<p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- The City Council shall initiate an assessment district for the purposes of constructing the common access way providing sewer and upgrading of water as deemed necessary. Should the approval of the assessment district fail, the following development conditions shall apply as to timing and responsibility for the design and improvement of the common access way and utilities. If the District fails, each builder shall waive protest rights.</li> <li>- <u>Planning Unit 1</u> <ul style="list-style-type: none"> <li>• Access shall be permitted to either the common access way or to Avenida La Vista</li> </ul> </li> <li>- <u>Planning Units 3&amp; 4</u> – <ul style="list-style-type: none"> <li>• All parcels shall take access from the common access way along the rear of the property or side street</li> <li>• Each unit shall provide 2.5 parking spaces, one of which must be enclosed in a garage</li> </ul> </li> <li>- <u>Planning Unit 4</u> – <ul style="list-style-type: none"> <li>• Prior to side plan approval on each block, the common access way shall be designed to the satisfaction of the Director of Community Development. Each developer shall then pay a pro-rata share.</li> <li>• All developers shall dedicate 20 ft of width along the entire length of the rear yard for a common access way</li> <li>• All parcels shall take access from the common access way. No permanent access to Date Palm Drive shall be permitted.</li> </ul> </li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- <u>Planning Units 1 &amp; 2</u></li> </ul>

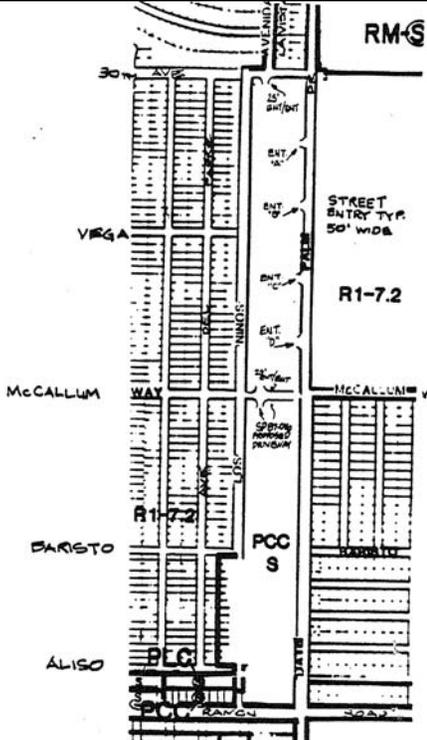
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Partially implemented</b> – Residential development on parcels along Avenida La Vista is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>			<ul style="list-style-type: none"> <li>• A 6ft masonry wall shall be constructed on all rear and street side property lines</li> </ul> <p>- <u>Planning Units 3 &amp; 4</u></p> <ul style="list-style-type: none"> <li>• All required patios shall be enclosed with a 4 to 6 ft high decorative masonry wall which will compliment the design of the building</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- The Date Palm Street Tree Policy shall be implemented</li> <li>- <u>Planning Unit 4</u> <ul style="list-style-type: none"> <li>• The entrance to the common access way and the side yard areas shall be landscaped to the satisfaction of the Director of Community Development</li> </ul> </li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- <u>Planning Units 1 &amp; 2</u> <ul style="list-style-type: none"> <li>• The min side yard setbacks for interior lots shall be 5ft</li> </ul> </li> <li>- <u>Planning Units 3 &amp; 4</u> <ul style="list-style-type: none"> <li>• Front setback – 10ft, Interior Side – 5ft, Street side – 10ft, Rear – 5 ft (Garages) and 15ft (Habitable Building)</li> </ul> </li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- All development shall connect to public sewer except one-family dwellings if an alternative disposal system is approved by the Director of Community Development</li> <li>- A 5ft wide sidewalk shall be constructed on all streets frontages. The sidewalk on Date Palm Drive shall meander around the utility poles.</li> <li>- Planning Unit 4</li> <li>- All guy wires supporting the utility lines along the rear of the properties shall be relocated in a manner satisfactory of the Director of Community Development</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- The Specific Plan could be modified in total or in part by the Planning Commission if it is</li> </ul>

**Draft Date Palm Drive Connector Plan**

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p>determined that a development proposal will meet the intent of the Specific Plan by eliminated access to Date Palm Drive in a safe and efficient manner and that it will not adversely affect surrounding property. In addition, the modification must not permit access to Date Palm Drive for any remaining undeveloped property nor create any dead-end alleys.</p>
87-24	1988	<p>Approx 26 acres of land bounded by 30<sup>th</sup> Avenue on the north, Date Palm Drive on the east, McCallum Way on the south, and Avenida Los Ninos on the west</p>	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG), and Neighborhood Commercial (CN)</li> </ul> <p><u>Parcel Number</u></p> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial, (PCC)</li> </ul>	<p>To allow commercial development</p> <p>To enhance traffic safety</p> <ul style="list-style-type: none"> <li>- Common driveways and aisleways</li> </ul> <p>To encourage innovative design</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> <li>- The overall architectural style shall consist of a California Spanish motif consisting of architectural features such as: Architectural plant-ons, wing walls, arches, sloped concrete tile roofs, heavy beam trim or patio/trellis work, heavy textured stucco exterior walls or walls of havey textured masonry</li> </ul> <p><b>Land Uses</b></p> <p><u>Allowed</u></p> <ul style="list-style-type: none"> <li>- Uses allowed in PCC zoning district</li> </ul> <p><u>Prohibited</u></p> <ul style="list-style-type: none"> <li>- Automotive and truck sales and recreational vehicle sales</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- All developers shall pay a cash contribution for installation of a traffic signal at the intersections of McCallum Way and Date Palm Drive and at 30<sup>th</sup> Avenue and Date Palm Drive.</li> <li>- Parcels shall offer reciprocal access to the benefits of all other parcels.</li> <li>- Four main street-type throat entries, consisting of two lanes exiting the site and one entering, shall be located on Date Palm Drive no less than 500 ft apart.</li> </ul>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<ul style="list-style-type: none"> <li>- All main street type throat entries shall be a minimum of 50 ft wide.</li> <li>- All two way traffic aisles shall be a minimum of 25 feet wide.</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- Bus turnout lanes shall be provided at intervals</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- Shopping center signs shall be permitted as per the exhibit below.</li> <li>- All other entrances shall be limited to 32 sq ft monument signs not to exceed 7 ft in height.</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- A six foot high masonry wall seven feet from the property line along Avenida Los Ninos</li> <li>- A 42" high decorative masonry wall shall be provided along 30<sup>th</sup> Avenue and McCallum Way. A 10ft wide planter shall be provided on-site.</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- The area between the wall and property line shall be landscaped with oleanders which will reach a minimum height of 15 ft.</li> <li>- 5ft X 5ft tree wells shall be placed every 50ft on the east side of said wall and shall be landscaped with trees which reach a minimum height of 30 ft.</li> <li>- A minimum 13ft wide on-site planter area shall be provided along Date Palm Drive. Landscaping shall be provided from the property line to the 5 ft wide sidewalk adjacent to the street.</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- A "blow sand" mitigation measure shall be provided by the developer.</li> </ul>

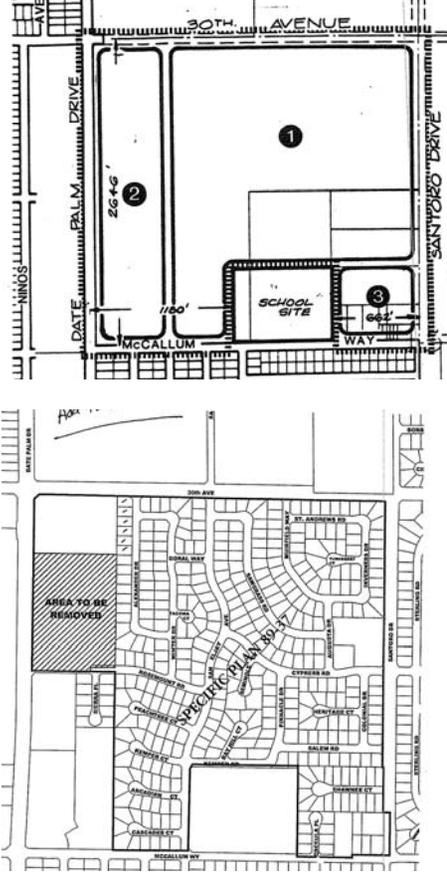
Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Partially implemented</b> –Commercial development at the southwest corner of 30<sup>th</sup> Avenue and Date Palm Drive and near the northwest corner of McCallum Way and Date Palm Drive is consistent with the specific plan. The remaining area under the specific plan is currently vacant.</p>			

**Draft Date Palm Drive Connector Plan**

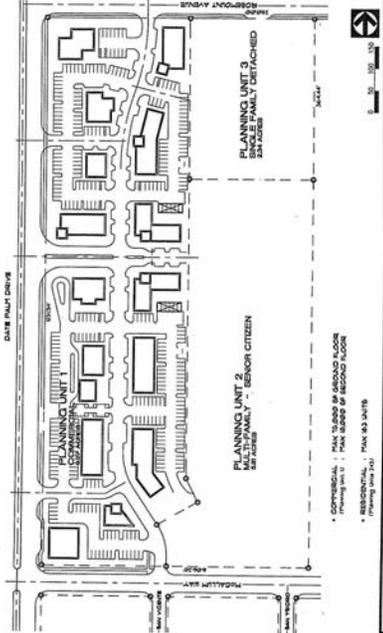
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
89-37	1989	<p>Generally south of 30<sup>th</sup> Avenue, west of Santoro Drive, north of McCallum Way and east of Date Palm Drive (149 acres)</p>  <p>The Plan shall consist of three Planning Units as shown below:</p>	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- Low Density Residential (RL) - 2 to 4.5 du/ac</li> </ul> <p><u>Parcel Number</u></p> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Single Family Residential (R1)</li> </ul>	<p>To facilitate the comprehensive development</p> <ul style="list-style-type: none"> <li>- Allow for various housing types allowed in R1-7.2 zone</li> <li>- Encourage transfer of density while maintain the permitted density range</li> <li>- Provide residential development along Date Palm Drive to respect the Scenic Corridor designation</li> </ul> <p>To assure the development of adequate public facilities and services</p> <p>To assure the development of public road system</p>	<p><b>Architectural and Site Plan Review</b></p> <p><b>Land Uses</b></p> <p><b>Allowed</b></p> <ul style="list-style-type: none"> <li>- Planning Unit 1 – Min lot size 7,200 sq ft with an average lot size within any phase being 8000 sq ft</li> <li>- Planning Unit 2 – Density with this unit can be increased as transferred from Unit 1 provided that it shall not exceed 6.5 units per acre</li> <li>- Lots abutting 30<sup>th</sup> Avenue, McCallum Way or Santoro Drive shall be exempt from the 8,000 sq ft average lot size</li> <li>- A 250sq ft 'casita' i.e an attached or detached room on a residential single-family lot that does not provide any kitchen facilities are allowed</li> </ul> <p><b>Prohibited</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- No lots shall gain direct access from Date Palm Drive or Santoro Drive</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- A retention area for Planning Units 1 and 2 shall be designed to accept off-site drainage and shall be fenced or walled and shall have a min of 20 ft</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Fully implemented except one parcel along Date Palm Drive</b> – Residential development has occurred on all parcels within the specific plan as per the specific plan except the vacant parcel fronting Date Palm Drive.</p>			<p>setback from any public street</p> <ul style="list-style-type: none"> <li>- All developer needs to pay a fee for improvement of community wide 3.24 acre of Park</li> <li>- The public parkways on 30<sup>th</sup> Avenue, McCallum Way, and Santoro Drive shall be a minimum of 20 ft from curb face to property line</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- Building setbacks on Date Palm Drive shall be 30 ft from property line and shall be landscaped</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- All utility lines shall be installed underground</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>
99-58	1999	Uptown Village Specific Plan	<u>General Plan</u>	To create a mixed use	<b>Architectural and Site Plan Review</b>

Draft Date Palm Drive Connector Plan

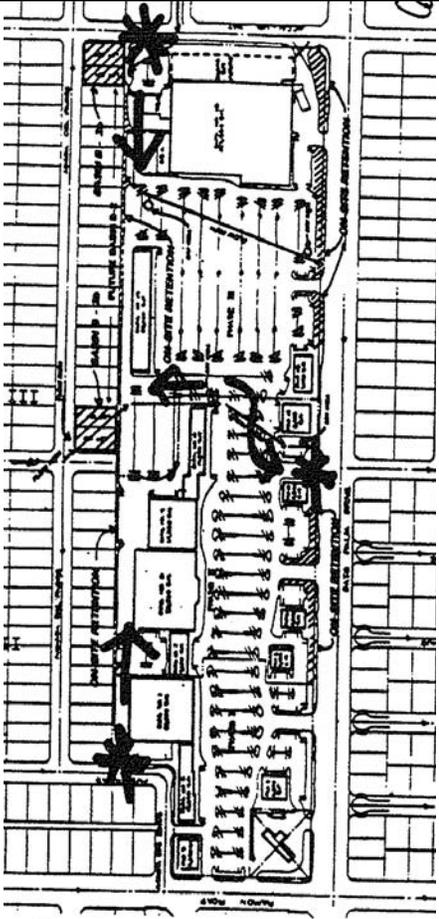
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		<p>Approx 17.4 acres bounded by Date Palm Drive on the west, McCallum Way on the South and Rosemount Road on the north</p> 	<ul style="list-style-type: none"> <li>- General Commercial (CG), and Medium Density Residential (RM) – 4.5 to 11 du/ac</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Multiple Family Residential (R2) and Planned Community Commercial (PCC)</li> </ul>	<p>pedestrian scale “village” which adjoins and is compatible with the neighboring conventional single family suburban subdivisions. The site is divided into three planning units:</p> <p>Planning Unit 1 – Village Commercial (9.27 Ac)</p> <p>Planning Unit 2 – High Density Residential (Senior Housing) (5.81 Ac)</p> <p>Planning Unit 3 – Low Density Residential (2.34 Ac)</p>	<ul style="list-style-type: none"> <li>- Yes</li> <li>- Building materials – consisting of stucco and masonry</li> <li>- Colors – Coordinated use of earth tone colors complemented by compatible accents shading, landscaping and lighting</li> <li>- Building provisions – commercial buildings shall generally face the adjacent street</li> <li>- Screening provisions – separate service access screened from street and parking lot visibility by walls and/or landscaping</li> <li>- All commercial, mixed-use and residential buildings shall follow the design guidelines specified in the plan</li> </ul> <p><b>Land Uses</b></p> <p>Allowed</p> <ul style="list-style-type: none"> <li>- All uses allowed in R2 and PCC zones</li> </ul> <p>Prohibited</p> <ul style="list-style-type: none"> <li>- Outdoor advertising displays, billboards, nurseries or other outdoor sales or storage, recycling collection, auctions, wholesale business, warehouse and storage buildings, second-hand stores, and thrift shops</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Date Palm Drive shall maintain existing half-street ROW of 55 ft with parkway (Exhibit 3,3.1 and 3.2)</li> <li>- San Vicente Avenue shall be 24 to 30 ft wide (Exhibit 3 and 3.5)</li> <li>- Internal Residential Street (Exhibit 3, 3.7)</li> <li>- Rosemont Avenue – 40 ft wide curb to curb local access street (Exhibit 3 and 3.4)</li> <li>- Uptown Village Court – (Exhibit 3, 3.6 and 3.7)</li> <li>- Other local streets or driveways – ( Exhibit 3)</li> <li>- Parking (Exhibit 3)</li> </ul>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Partially implemented</b> – Residential development has occurred on planning units 2 and 3 as per the specific plan. However, parcels fronting Date Palm Drive are currently vacant.</p>			<p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- Lighted bus shelters shall be provided at the existing turnouts near Date Palm Drive and McCallum Way are proposed</li> <li>- Bike lockers and/or secured bike racks shall be provided at each commercial or non-residential building entrance</li> <li>- Patterned crosswalks shall be constructed at all three entrances to accentuate pedestrian ROW</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- Maximum of three entry or common sign(s) not exceeding 50 sq ft</li> <li>- Street address signs</li> <li>- Building signs facing Date Palm Drive</li> <li>- Building or arcade signs</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- Fences and walls should be limited to 42 inches in height</li> <li>- Six to eight ft walls and fences may be constructed, but shall be subject to design review.</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- Entire site shall be broken down into landscape Zones (Exhibit 4)</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- Residential buildings – Min setback of 5 ft and a max setback of 20 ft</li> <li>- Maximum building coverage shall not exceed 60% of the site</li> <li>- Building heights shall not exceed 36 ft</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- Underground utility shall be located in public street ROW</li> <li>- Storm water drainages shall be designed to minimize need for underground lines</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- A 3.0 acres neighborhood park site shall be</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p>acquired by the City as part of this project</p> <ul style="list-style-type: none"> <li>- The Specific Plan envisions phased development               <ul style="list-style-type: none"> <li>Phase 1 – Senior Housing (Planning Unit 2) – 5.81 ac and 153 residential units</li> <li>Phase 2 – Commercial Development (Planning Unit 1) – 3.2 ac and 24,800 sq ft commercial</li> <li>Phase 3 – Neighborhood convenience goods and service – 2.4 ac and 24,800 sq ft commercial</li> <li>Phase 4 and 5 – Completion of commercial and office (Planning Unit 1) – 2.25 ac and 22,000 sq ft of commercial and 1.72 ac and 22,000 sq ft</li> <li>Phase 6 – Complete residential development – 2.34 ac and 10 residential units</li> </ul> </li> </ul> <p>**Phases 2 to 6 may be revised or refined by minor changes on approval</p>
90-45	1991	Mc Callum Way on the north, Date Palm Drive on the east, Ramon Road on the South, and generally Avenida Del Padre on the west - Known as "Golden Mile" (approx. 45 acres)	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG), and Low Density Residential (RL) – 2 to 4.5 du/ac</li> </ul> <p><u>Parcel Number</u></p> <ul style="list-style-type: none"> <li>- 678-280-001 thru 020 inclusive and 678-330-004 thru 039</li> </ul>	<p>To address traffic issues:</p> <ul style="list-style-type: none"> <li>- Access to Date Palm Drive and Ramon Road</li> <li>- Reciprocal traffic access program</li> <li>- Traffic Signals</li> <li>- Alignment of off-street intersections</li> </ul> <p>Compatibility with</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- For area "to be developed later", the developer shall prepare a traffic study prior to architectural and site plan approval to determine the impact of the traffic generated by the proposed development</li> <li>- The developer needs to pay a cash contribution to the City towards installation of any traffic signal, if required by the traffic study</li> <li>- Developers need to pay for installation of a traffic signal at the intersection of McCallum Way and</li> </ul>

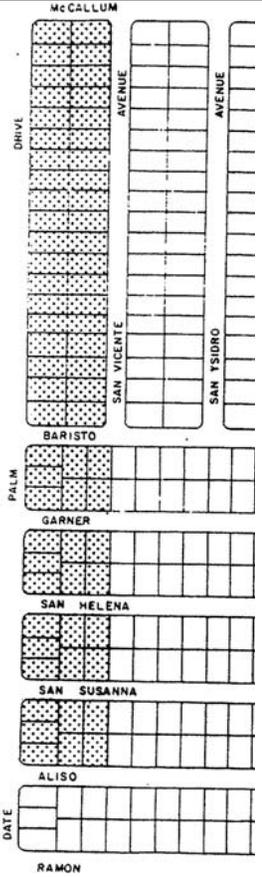
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
			<p>inclusive</p> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC) and Single Family Residential (R1)</li> </ul>	<p>residential uses:</p> <ul style="list-style-type: none"> <li>- Proper screening</li> <li>- Traffic flow between residential and commercial uses</li> <li>- Mitigation measures to break up the scale of the buildings</li> </ul> <p>Aesthetics of development:</p> <ul style="list-style-type: none"> <li>- Building design</li> <li>- Parkway appearance</li> <li>- General site layout</li> </ul>	<p>Date Palm Drive in an amount determined by the Director of Community Development</p> <ul style="list-style-type: none"> <li>- All parcels shall offer a reciprocal access to the benefit of the adjoining parcels in a form to be approved by the Department of Community Development</li> <li>- Three main street-type throat entries consisting of two lanes exiting the site and one entering shall be located on Date Palm Drive across from San Susanna Avenue, Baristo Road, and at a third location between Baristo Road and McCallum Way to be determined by the Director of Community Development at the time of development</li> <li>- All entry throat aisles shall be min 50ft wide, all main two way traffic aisles shall be min 25ft wide</li> <li>- Site access at Date palm Drive and Baristo Road shall be designed for truck maneuverability from the rear of the building. Further a north-south service drive shall be maintained from McCallum Way to Aliso Road generally oriented to the rear of the major building complex</li> <li>- All fire lanes shall be designated, posted, and enforced as determined by the director of Community Development</li> <li>- -One point of access shall be provided onto McCallum Way at time of development of that corner parcel at a location to be determined at time of site plan approval</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- A bus turnout lane shall be provided at intervals and specifications to be determined by the Director of Community Development</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- Shopping center signs shall be limited to one per each entrance on Date Palm and Ramon Road. Only one major tenant' sign shall be permitted on the identification sign</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- Eight foot masonry wall required if this property abuts or is across from R1 property unless</li> </ul>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p data-bbox="428 1289 867 1396"><b>Fully implemented</b> – Existing development on this site is consistent with the specific plan. Date Palm Plaza shopping center is located on this site.</p>			<p data-bbox="1465 331 1923 406">building creates a natural buffer. A 10ft wide planter shall be provided on-site adjacent to the wall and shall be landscaped</p> <p data-bbox="1371 406 1503 430"><b>Landscaping</b></p> <ul data-bbox="1419 461 1938 824" style="list-style-type: none"> <li>- A landscape program consisting of plant types and methods of irrigation emphasizing water conservation</li> <li>- A min 13ft wide on-site landscape planter shall be provided along Date Palm Drive, Ramon Road, and Mc Callum Way from inside edge of the ultimate property line. A min 6ft planter on all other streets.</li> <li>- Planters adjacent to parking areas shall contain screen walls, earth berming or landscape screening installed to a minimum average of 30 inches to 36 inches</li> <li>- Screen shall not create traffic hazard as determined by the Director of Community Development</li> </ul> <p data-bbox="1371 824 1528 849"><b>Height/Setback</b></p> <ul data-bbox="1419 880 1503 904" style="list-style-type: none"> <li>- N/A</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
88-25	1988	<p>South of McCallum Way, east of Date Palm Drive, north of Aliso Road, and west of San Vicente</p> 	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG), and Medium Density Residential (RM) - 4.5 to 11 du/ac</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Multiple Family Residential (R2) and Planned Community Commercial (PCC)</li> </ul>	<p>To eliminate traffic safety by minimizing direct access to Date Palm Drive</p> <p>To eliminate points of conflict caused by intersection of residential streets and major arterials</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- As per the zone</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Driveways on the site shall be constructed to encourage forward exiting onto Date Palm Drive</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- A 6ft high decorative wall shall be constructed 8ft from the front property line and on the side yard property lines.</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- Street trees for the Date palm Drive ROW shall be specified by the Date Palm Street Tree policy.</li> <li>- The intervening ROW between Date Palm Drive and the cul-de-sacs shall be landscaped at time of construction and contain a heavily planted landscape barrier and/or emergency driveway for fire equipment.</li> <li>- The cul-de-sacs be situated to provide a maximum distance between the ROW of Date Palm Drive and the cul-de-sacs to allow for landscaping/screening and sidewalks, provided it takes minimum property from existing lots.</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p data-bbox="430 1242 871 1388"><b>Fully implemented with exception of a few parcels</b> – Existing development on this site is consistent with the specific plan. Residential uses are located on this site with a few vacant parcels.</p>			

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
93-51	1994	<p>South of Aliso Road, west of San Eljay Avenue, north of Ramon Road and east of Date Palm Drive</p>  <p><b>Partially implemented</b> – Existing commercial development on this site is consistent with the specific plan. A vacant parcel is located at the northwest corner of San Eljay Avenue and Ramon Road.</p>	<p><u>Zone</u></p> <p>PCC</p>	<p>To facilitate establishments of commercial uses at the intersection of Date Palm Drive and Ramon Road that portray an image consistent with the General Plan’s Scenic Arterial designation for both streets and which minimizes the potential for exacerbating inherent difficulties in development of the site.</p> <p>To encourage a proper transition between the commercial property and the surrounding neighborhoods in order to lessen the impact of the commercial activity.</p> <p>To enhance traffic safety and efficiency by minimizing direct access to public streets.</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> </ul> <p><b>Land Uses</b></p> <p><b>Allowed</b></p> <ul style="list-style-type: none"> <li>- Full service (sit-down) restaurants of greater than 1,800 sq. ft of dining area.</li> <li>- Financial institutions</li> <li>- Professional offices</li> </ul> <p><b>Prohibited</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><u>Area “A”</u></p> <ul style="list-style-type: none"> <li>- Fast food restaurants (as defined within the Zoning Ordinance)</li> <li>- Convenience stores and liquor stores</li> </ul> <p><u>Area “A” and “B”</u></p> <ul style="list-style-type: none"> <li>- Automotive repair and service</li> <li>- Auto service stations</li> <li>- Mobile home sales/service</li> <li>- Bars and cocktails lounge (except when in conjunction with a restaurant greater than 1800 sq.ft of dining area)</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <p><u>Access point</u></p> <ul style="list-style-type: none"> <li>- Prior to issuance of building permits, each lot shall grant to other lots within the specific plan area, reciprocal parking and access rights for common areas, approved by the City Attorney</li> <li>- One gated emergency access point shall be provided to Aliso Road within the bulb of the cul-de-sac</li> </ul> <p><u>Driveways</u></p> <ul style="list-style-type: none"> <li>- Date Palm Drive – One driveway designed for</li> </ul>

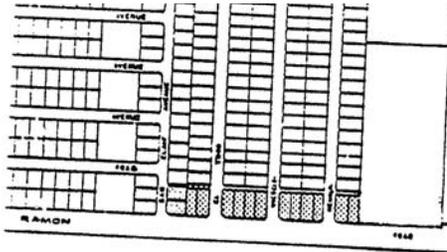
Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p>right in and out movement only. Travel lanes shall be 12ft in width and located a minimum of 100ft from the intersection of Date Palm Drive and Ramon Road property lines</p> <ul style="list-style-type: none"> <li>- Ramon Road – One main entry, consisting of one lane exiting the site and one entering (28 ft) to be located to align with the intersection of the signalized Cathedral Village driveway entry and Ramon Road. Two secondary driveways to be located a minimum of 250 ft from any street intersection ROW and a minimum of 200 ft from any other driveway</li> </ul> <p><u>Public Streets</u></p> <ul style="list-style-type: none"> <li>- Ramon Road and Date Palm Drive within the Specific Plan Area shall be dedicated and improved by the construction of concrete sidewalk per current City standards</li> </ul> <p><u>Parking</u></p> <ul style="list-style-type: none"> <li>- If property owner owns back to back parcels, parking to be provided on parcel fronting Ramon Road</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- A bus turnout lane shall be provided at a location to be determined by the Director of Community Development</li> <li>-</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- No freestanding signs shall be permitted on individual lots</li> <li>- Three freestanding center signs shall be permitted, one at the intersection of Date Palm Drive and Ramon Road, one at San Eljay Avenue and Ramon Road, and one at the main entrance to the center.</li> <li>- No sign shall be larger than 32 sq.ft and no individual tenant shall advertise on said signs</li> <li>- Sign program for all attached signs shall be established with the approval of the initial development. All subsequent developers must comply with this standard.</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- A 6ft high masonry wall shall be constructed for parcels fronting Aliso Road, unless buildings create a natural buffer by eliminating activity on that side of the building</li> </ul> <p><b>Landscaping</b></p> <p><u>Street trees</u></p> <ul style="list-style-type: none"> <li>- Ramon Road ROW – Jacarandas @ 40 ft on center</li> <li>- Date Palm Drive and Ramon Road intersection ROW – Clusters of Date Palms with a river rock groundcover per the Date Palm Drive street tree policy</li> <li>- Date Palm Drive ROW – California Fan Palm</li> <li>- Aliso Road ROW – Weeping Bottlerush</li> <li>- Parking lot and entry drives – Mexican Fan Palms in the informal clusters</li> <li>- Parking lot screening from public ROW – Berming and a 36" decorative masonry wall</li> </ul> <p><b>Height/Setback</b></p> <p><u>Building Front Setback</u></p> <ul style="list-style-type: none"> <li>- Ramon Road – 13 ft</li> <li>- Date Palm Road – 13 ft</li> </ul> <p><u>Side yard Setback</u></p> <ul style="list-style-type: none"> <li>- Ramon Road – No less than 12 ft</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- All parcels shall be connected to a sanitary sewer main, fire protection, and water facilities. Lot 278 and 279 shall be exempt if they remain single-family homes.</li> </ul>

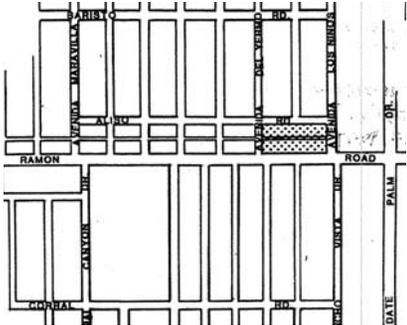
Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p><b>Others</b></p> <ul style="list-style-type: none"> <li>- All developers with the area shall pay a pro-rata share of 25% of the cost of the traffic signal at the intersection of San El Jay and Ramon Road. The pro-rata costs shall be determined by the Director of Community Development.</li> </ul>
88-34	1988	<p>North side of Ramon Road, easterly of San ElJay Avenue</p>   <p><b>Partially implemented</b> – Two commercial uses are located between El Toro Road and Victor Road, which are consistent with the specific plan. The remaining area is currently vacant.</p>	<p>Zone PCC</p>	<p>To enhance traffic safety by minimizing traffic access to Ramon Road</p> <ul style="list-style-type: none"> <li>- To restrict cross traffic maneuvering on major arterials by eliminating left hand turning</li> <li>- To eliminate points of conflict caused by the location of commercial driveways on or near major arterials</li> </ul>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Uses allowed under the specified zone.</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Direct access shall not be allowed from Ramon Road from any property. Access drives are permitted along El Toro Road, Victor Road, and Neuma Drive and shall not be located within 115 ft of the said streets centerline intersection with Ramon Road centerline</li> <li>- Ramon Road shall be improved with curb and gutters, sidewalk and pavement along entire length of the project as follows:             <ol style="list-style-type: none"> <li>1) Half ROW – 63 ft</li> <li>2) Half travel way – 47 ft</li> <li>3) Sidewalk – 6ft</li> <li>4) Parkway – 16 ft</li> </ol> </li> <li>- Any future developer of commercial property shall contribute a pro-rate share towards constructing raised medians on Ramon Road.</li> </ul> <p><b>Parking</b></p> <ul style="list-style-type: none"> <li>- 10% reduction in number of required spaces shall be granted if two or more property owners grant reciprocal access and parking rights in area designed for common use</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- A sign program for all signs shall be established with the approval of the initial development</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- A 6ft masonry wall shall be constructed on the full length of the side lot line of the applicable residential parcel if shared by commercial property.</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- Along Ramon Road shall be consistent with the intent of the Scenic Corridor designation of the General Plan</li> <li>- Streets trees for Ramon Road ROW shall consist of Jacarandas @ 20ft on center</li> </ul> <p><b>Height/Setback</b></p> <p><u>Setback</u></p> <ul style="list-style-type: none"> <li>- Building setback shall be a minimum of 10 feet from the Ramon Road frontage property line</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- All parcels shall be connected to sanitary sewer main, fire, and water facilities.</li> </ul> <p><b>Others</b></p>
1-022	1984	North of the rear lot line of lots fronting on Ramon Road, south of Aliso Road, west of Avenida los Ninos, and east of Avenida del Yerma	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG)</li> </ul>		<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> <li>- Development design controls pursuant to the City of Cathedral City's Municipal Code.</li> </ul> <p><b>Land Uses</b></p>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		  <p><b>Partially implemented</b> - Existing commercial uses located at the northeast corner of Avenue del Yermo and Ramon Road and Avenue los Ninos and Ramon Road is consistent with the commercial zone change requested under this specific plan. However a majority of the site is still vacant.</p>	<p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC)</li> </ul>		<ul style="list-style-type: none"> <li>- Zone change to allow for commercial district on lots fronting on Ramon Road</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Allow access from a rear access road to reduce driveways onto Ramon Road. Alternatives 1 to 5 were prepared to address this concern. Alternative 2 was selected by the staff, which proposed no curb cuts on Ramon Road and allows a single point of access from Avenida los Ninos and Avenida del Yermo. Parking areas would be placed at the rear of the building. Alley would be eliminated to provide for an increase in the amount of useable area to the lot owners.</li> <li>- Provide reciprocal access between properties</li> <li>- No pedestrian access from Aliso Road is allowed to these commercial units.</li> <li>- Consider realigning Aliso Road on the north and south sides between Avenida los Ninos and Avenida del Yermo to limit traffic conflicts.</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- Sign program shall be established and submitted for review and approval to the Department of Community Development/planning Division</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- North side of Ramon Road shall be 25 ft in width including 12 ft of public ROW and the abutting 13 ft from private property. Landscaping shall be mounded to a minimum 3ft height</li> <li>- Aliso Road, Avenida los Ninos, Avenida del</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p>Yermo shall have a landscaped area of 20 ft, 17 ft, and 17 ft.</p> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- No higher than two-story (25 ft) structures along Aliso Road frontage.</li> <li>- Ramon Road, Avenida del Yermo, and Avenida los Ninos of 25 ft and 17 ft from curb face.</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- All parcels shall be connected to sanitary sewer main, fire, and water facilities.</li> </ul> <p><b>Others</b></p>
10-014	1986	North of Ramon Road, east of Avenida Juarez, south of Aliso Road, and west of Avenida Del Yermo	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG)</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC)</li> </ul>	<p>To integrate all land uses</p> <p>To alleviate the excessive traffic hazard in this vicinity on Ramon Road and provide for better circulation in the area</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Land Uses</b></p> <p><b>Allowed</b></p> <ul style="list-style-type: none"> <li>- Any proposed development shall be subject to the official zoning ordinance in effect at the time of development</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Access to Avenida Juarez and/or Avenida Del Yermo shall be provided for all lots prior to development.</li> <li>- A 5 ft concrete sidewalk shall be provided along the property frontage</li> <li>- No permanent access shall be permitted on Ramon Road and Aliso Road</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>

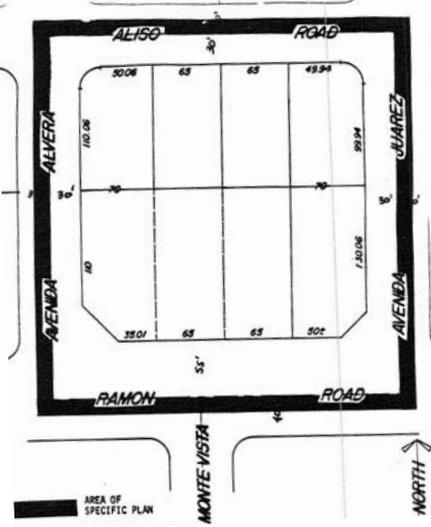
Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Fully implemented</b> - Existing commercial uses are consistent with the specific plan.</p>			<p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- All front and street side yard fencing shall either be decorative masonry or stuccoed to match proposed architectural features of the project</li> <li>- A six-foot high solid wall shall be required unless the building creates a buffer</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- Property owner shall maintain all landscaped features located on private property and in the ROW.</li> <li>- The majority of the front and street side yards shall be landscaped in an integrated manner with other parcels with an integrated street tree pattern.</li> <li>- A 19 ft landscaped area shall be provided along Aliso Road to create a buffer from the residential activity.</li> <li>- A 25ft landscaped setback shall be provided along Ramon Road</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- All utility lines shall be installed underground</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>
87-27	1988	Aliso Road on the north, Avenida Juarez on the east, Ramon Road on the south, &	<u>General Plan</u>	To allow commercial development that is	<b>Architectural and Site Plan Review</b>

Draft Date Palm Drive Connector Plan

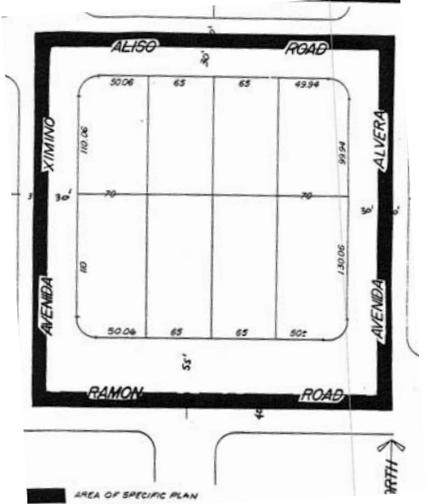
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		<p>Avenida Alvera on the west</p> 	<ul style="list-style-type: none"> <li>- General Commercial (CG)</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC)</li> </ul>	<p>compatible with the surrounding planned residential uses</p> <p>To enhance traffic safety by minimizing direct access to Ramon Road and protecting the residential traffic function of Aliso Road</p> <p>To encourage innovative design approaches along all public streets</p>	<ul style="list-style-type: none"> <li>- Yes</li> <li>- The architectural style of the project shall consist of a California Spanish motif and shall include architectural features such as wing walls, arches, sloped tile roofs, heavy beam trim or patio/trellis work, heavy textured masonry</li> </ul> <p><b>Land Uses</b></p> <p><b>Allowed</b></p> <ul style="list-style-type: none"> <li>- Uses allowed in the PCC zoning district</li> <li>- All automotive uses shall be conducted in a manner so as not to be visible from residential areas</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- All truck access and service shall be limited to approved driveway access points provided on Avenida Juarez or Avenida Alvera</li> <li>- A common access way (min 20ft width) shall be established between Avenida Juarez and Avenida Alvera along the common rear lot lines</li> <li>- No access will be permitted along Aliso Road or Ramon Road, however temporary access will be permitted to assessor's parcel 678-302-016 (lot 421) on conditions</li> <li>- Public streets ROW – Ramon Road 55 ft half street, 43 ft half street travel way and 5 ft sidewalk</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- No future signing will be allowed fronting Aliso Road, and any freestanding signage will be a low-profile mounting sign</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- Aliso Road – a 6ft masonry wall shall be constructed 10 ft from the property line except when building create s natural buffer. Yard area established on the street side shall be landscaped</li> </ul> <p><b>Landscaping</b></p>

Draft Date Palm Drive Connector Plan

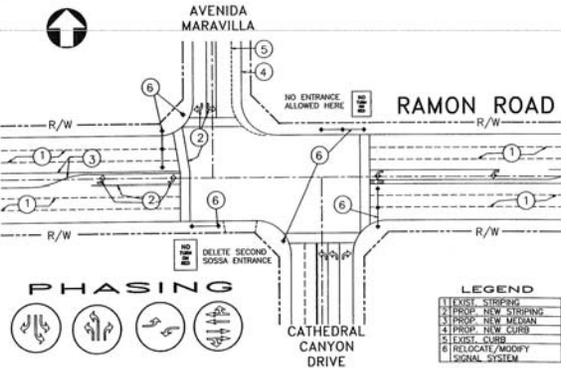
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Fully implemented</b> - Existing commercial uses are consistent with the specific plan.</p>			<ul style="list-style-type: none"> <li>- A min13 ft wide landscaping planter shall be provided on Ramon Road from inside edge of future property line. Landscaping shall be provided from the property line to the 5foot wide sidewalk adjacent to the street. Where these planters are next to a parking area, planters shall include screen walls, earth berming or landscape screening installed to an average height of 42".</li> <li>- The landscape concept will include mounded lawn shrubs and canopy trees along Avenida Juarez, Avenida Alvera, and Ramon Road.</li> <li>- Street trees in the ROW on Ramon Road shall be Jacaranda @ 30 to 40 ft on center</li> <li>- Parking lot areas and entry drives shall be landscaped with Mexican Fan Palms in informal clusters</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- A grading plan with "blow sand" mitigation measures including dust control guarantees shall be provided prior to any grading or construction activity. Suggested measures of control include: snow fencing, hydro seeding, soil sealing, or others.</li> <li>- The lots shall be merged into one parcel if developed into one common project</li> </ul>
88-31	1988	Aliso Road on the north, Avenida Alvera on the east, Ramon Road on the south, and Avenida Ximino on the west	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG)</li> </ul>	To allow compatible commercial development with surrounding planned residential uses.	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- Yes</li> <li>- Architectural theme shall consist of modern desert styles consisting of architectural articulated building surfaces, wing walls sloped concrete or clay tile roofs, heavy beam trim or patio/trellis</li> </ul>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
			<p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC)</li> </ul>	<p>To enhance traffic safety</p> <p>To encourage innovative design</p>	<p>work, stucco exterior walls or walls of textured masonry, shade structures/canopies or features</p> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Uses allowed within PCC zone</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- The entrance shall be located directly opposite from the entrance to the opposing block</li> <li>- No access will be permitted along Aliso Road or Ramon Road</li> <li>- The public streets shall be dedicated and improved – Ramon Road will have a 55 ft half street ROW and necessary corner cutoffs and 5 ft sidewalk and a 5 ft sidewalk along Aliso Road, Avenida Alvera, and Avenida Ximino</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- No signage shall be allowed fronting Aliso Road</li> <li>- Freestanding signs shall be low-profile monument signs</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- A 6 ft high masonry wall shall be constructed 10 ft from the property line</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- A min 13 ft wide on-site landscaping planter area shall be provided on Ramon Road</li> <li>- Landscaping shall also be provided from the property line to the 5 ft sidewalk</li> <li>- Landscaping adjacent to parking ltos shall include architecturally integrated screen walls earth berming or landscape screening, installed to an average height of 42"</li> <li>- Landscape setback from Avenida Alvera and Avenida Ximino shall be 10 ft from the property line</li> <li>- Landscape shall include mounded lawn shrubs and canopy trees</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Not implemented – Currently vacant</b></p>			<ul style="list-style-type: none"> <li>- Street trees in Ramon Road ROW shall be Jacaranda @ 30 to 40 ft on-center</li> <li>- Parking lot areas and entry drives shall be landscaped with Mexican Fan Palms</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- Outdoor lights shall contain fixtures and will be designed so the light emitted is shielded</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- A grading plan “blow sand” mitigation measures, including dust guarantees shall be provided</li> <li>- Buildings with street frontage shall be encouraged</li> </ul>
91-49	1992	Approx four acres bounded by Aliso Road on the north, Ramon Road on the south, Avenida Ximino on the east, and Avenida Maravilla on the west	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG)</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC)</li> </ul>	<p>To improve existing and planned traffic patterns</p> <p>To encourage a max utilization of commercial property</p> <p>To visually enhance the commercial intersection and visually soften high</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Uses allowed in PCC zone</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Intersection of Ramon Road, Cathedral Canyon Drive, and Avenida Maravilla shall be improved and modified from a three-leg to four-leg intersection</li> <li>- Sidewalks shall be constructed along all public street frontages</li> <li>- All off street parking, storage area shall have shielded fixtures to eliminate glare and light</li> <li>- Parking shall be located to the rear of the building</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Partially implemented</b> - Existing commercial uses are consistent with the specific plan with</p>		<p>volume traffic conditions</p>	 <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- A bus stop/turnout and shelter shall be constructed at the northwest corner of Ramon Road and Avenida Valdez to City standards</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- All freestanding signs shall be limited to monument signs. Attached signs shall be oriented to the Ramon Road corridor.</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- A six foot high solid wall shall be installed on the property line. In addition to the wall, landscaping shall be provided on both sides of the wall</li> <li>- Parking shall be screened from public view from Ramon Road and residential neighborhoods through construction of a 42 inch decorative masonry block wall</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- Front yard setback shall be 20 ft</li> </ul>

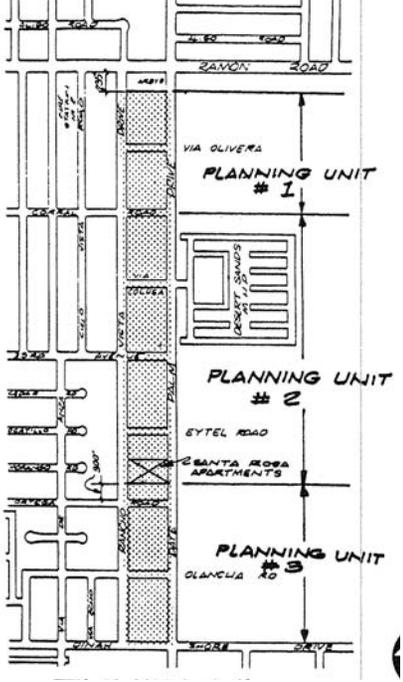
Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		exception of one vacant parcel located at the southwest corner of Avenida Ximino and Aliso Road.			<ul style="list-style-type: none"> <li>- Street side yard setback will be 10 ft and no setback from rear yards</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- If multiple parcels are being developed by one developer, all contiguous parcels shall be merged into one parcel</li> </ul>
87-26	1992	Westerly side of Date Palm Drive, north of Dinah Shore Drive, south of Ramon Road, and east of Rancho Vista Drive (42 acres)	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG)</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC)</li> </ul>	<p>To stimulate changes in land use of existing nonconforming uses and to allow mixed land use in appropriate areas to foster development. Also, to allow for changes without adversely affecting existing uses.</p> <p>To enhance traffic safety by minimizing direct access to Date Palm Drive and Dinah Shore Drive, and Rancho Vista Drive</p> <p>To encourage better planned development which is in scale with Date Palm Drive as</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- California Spanish or Desert Modern architectural motifs such as: Architectural plant-ons, wings walls, arches, sloped concrete tile roofs, heaving beam trim or patio trellis work, heavy textured stucco exterior walls or walls of heavy textured masonry</li> </ul> <p><b>Land Uses</b></p> <p><b>Allowed</b></p> <p>Uses permitted and/or conditionally permitted in the R2-B Zone shall be limited to the Specific Plan area north of Coral Street that have frontage on Rancho Vista Drive or south of Corral Street and a point to the south of Coral Street and a point to the south approximately 384 feet north of Dinah Shore Drive ( excluding Walgreens Parcel)</p> <ul style="list-style-type: none"> <li>- A conditional use permit shall be required for all residential development including any mixed-use development which includes residential</li> <li>- Residential development to comply with the requirements of the Multiple Family Residential District (R2) and Density Bonus (B) Development Standards</li> <li>- Live/work uses shall be allowed and comply with Zoning Ordinance. All live/work units shall have the same tenant in both the commercial and</li> </ul>

Draft Date Palm Drive Connector Plan

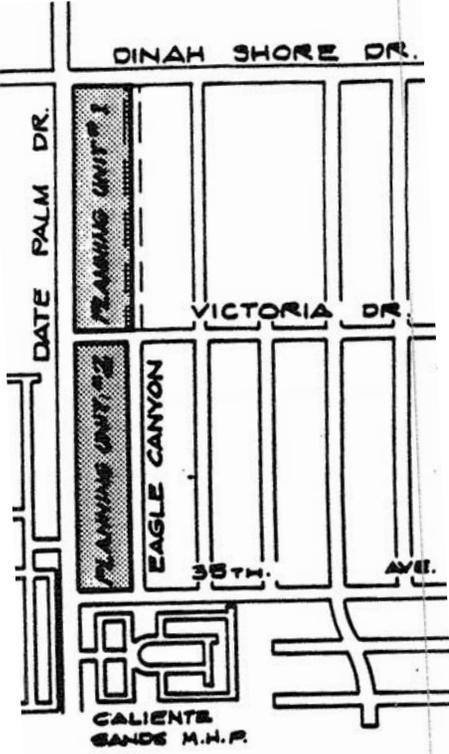
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
				<p>major corridor</p> <p>To encourage innovative design approaches along Date palm Drive and Dinah Shore Drive, and two major corridors into the City</p> <p>To encourage the use of innovative designs in the Date Palm Corridor that incorporate both residential and commercial land uses</p> <p>The site shall consist of three planning units:</p> <p>Planning Unit 1 – PCC</p> <p>Planning Unit 2 - R2-B</p> <p>Planning Unit 3 – R2-B</p>	<p>residential portions of the project</p> <p><b>Prohibited</b></p> <ul style="list-style-type: none"> <li>- Automotive, truck and/or recreational vehicle sales</li> <li>- Automotive repair and/or services</li> <li>- Automobile service stations</li> <li>- Mobile home, RV, and other similar vehicle sales and/or service</li> <li>- Fast food restaurants, drive-thru restaurants</li> <li>- Bars and cocktail lounges</li> <li>- Convenience Market/Liquor stores</li> <li>- Similar use that is oriented to vehicle sales and service or to high customer concentrations</li> <li>- Large family day care homes</li> <li>- One-family dwellings</li> <li>- Small family day-care homes in one and two-family dwellings only</li> <li>- Day-care center</li> <li>- Mobile Home Park</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Designated alignment of Date Palm Drive shall be dedicated based on the City General Plan</li> <li>- Each parcel shall be limited to a single access drive from Date Palm Drive except no access shall be permitted to Date Palm Drive where access is available</li> <li>- All corner lots on Date Palm Drive shall take access from side streets or common access ways</li> <li>- Minimum spacing between access driveways on Date Palm Drive and Dinah Shore Drive shall be 200 ft</li> <li>- At time of development offer reciprocal public street access</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- Commercial signs shall not be permitted along the frontage of Rancho Vista Drive. Wall signage shall be permitted at the ground level.</li> </ul>

Draft Date Palm Drive Connector Plan

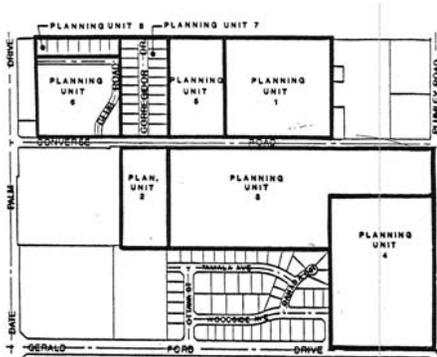
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p><b>Partially implemented</b> - Existing commercial and residential uses consistent with the specific plan are interspersed between vacant parcels.</p>			<p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- Commercial use with frontage on Rancho Vista Drive – a minimum of five foot high masonry wall 7 feet from the property line, except where building orientation create a buffer by eliminating activity on that side</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- Setback from Date Palm Drive and/or Dinah Shore Drive shall be landscaped except where driveway approaches</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- Maximum height shall be 36 feet as required in the PCC zone</li> <li>- Maximum lot coverage and setbacks shall comply with the requirements as set forth in the PCC zone</li> <li>- Setback from Date Palm Drive and/or Dinah Shore Drive shall be a minimum of 25 feet from curb face</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- Parcel under consideration for site plan approval or building permits between Dinah Shore and 33<sup>rd</sup> Avenue shall contribute a pro rata share of funds for installation of signal at the intersection of Date Palm Drive and Ortega Road</li> </ul>
90-43	1990	Dinah Shore Drive on the north, Eagle Canyon Drive on the east, 35 <sup>th</sup> Avenue on the south, and Date Palm Drive on the west	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (CG), Medium Density Residential</li> </ul>	To allow commercial development that is compatible with the existing and planned residential uses within the specific plan and	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Land Uses</b></p> <p><b>Allowed</b></p>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
			<p>(RM) – 4.5 to 10 du/ac</p> <p><b>Zone</b></p> <ul style="list-style-type: none"> <li>- Planned Limited Commercial (PLC), Planned Community Commercial (PCC), and Multiple Family Residential (R2)</li> </ul>	<p>adjacent areas</p> <p>To enhance safety by minimizing direct access to Date Palm Drive</p> <p>To encourage owners to consolidate lots of record or assemble parcels through acquisitions into larger parcels to maximize development potential</p> <p>To bring about the improvement of public facilities including streets, drainage, sewer</p> <p>Planning unit 1 - Block north of Victoria Avenue (PLC)</p> <p>Planning unit 2 - South of Victoria Avenue (PCC) and R2 where lots have frontage onto Eagle Canyon Drive</p>	<p><b>Planned unit 1</b></p> <ul style="list-style-type: none"> <li>- Uses permitted in PLC, PCC, and R2 zones</li> </ul> <p><b>Planned unit 2</b></p> <ul style="list-style-type: none"> <li>- Uses permitted in PCC zone and uses permitted in R2 zone shall be allowed where lots have frontage on Eagle Canyon Drive</li> <li>- Conversion of existing residential uses (to commercial office uses only) shall be permitted within Planning unit 2 provided that the required parking, setbacks, and landscaping are provided</li> </ul> <p><b>Prohibited Uses</b></p> <ul style="list-style-type: none"> <li>- Automotive, truck, and recreational vehicle sales, repair and service stations, fast food restaurants/drive-thru restaurants, bars and cocktail lounges</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>- Commercial property reciprocal public street access provisions shall be offered so as to provide shared access</li> <li>- Single access drive from Date Palm Drive is permitted except no access shall be permitted to Date Palm Drive where access is available to a side street or via a reciprocal access drive</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>- When a Commercial uses has frontage on Eagle Canyon Drive, a 6ft masonry wall shall be constructed seven feet from the property line</li> </ul> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Height/Setback</b></p>

Draft Date Palm Drive Connector Plan

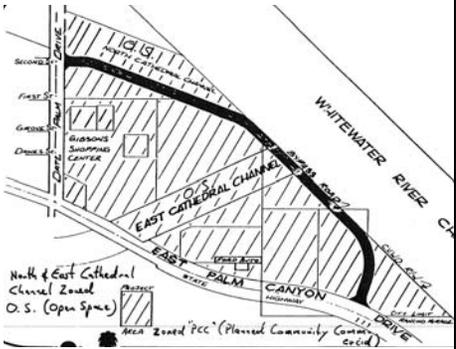
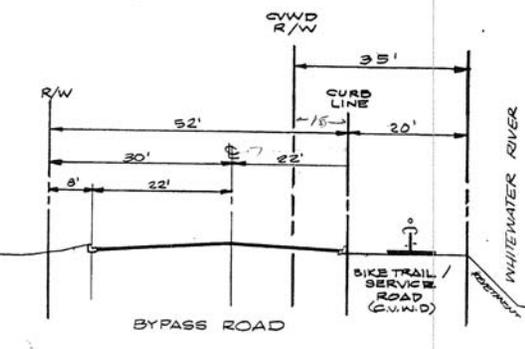
SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		 <p data-bbox="428 1154 877 1344"><b>Partially implemented</b> - Existing commercial uses in planning unit 1 and 2 are consistent with the specific plan. However, there are many vacant parcels interspersed between these commercial uses south of Victoria Street. Also, some of the commercial buildings on this site are underutilized.</p>			<ul style="list-style-type: none"> <li>- N/A</li> <li><b>Utilities</b></li> <li>- A \$3,000 per gross acre fee shall be collected to mitigate all drainage impacts</li> <li>- Owner of any parcels shall execute a recordable, irrevocable covenant not opposing formation of Assessment District for Sanitary sewer and street ROW improvements</li> </ul>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements																				
91-47	1994	<p>Northwesterly of the intersection of Gerald Ford Drive and Plumley Road, north and south of Converse Road</p>   <p><b>Fully implemented</b> – Existing residential uses on the site are consistent with the specific plan.</p>	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>Medium Density Residential (RM) (4.5 to 10 du/ac)</li> </ul> <p><u>Zone</u></p> <ul style="list-style-type: none"> <li>Single Family Residential (R1-8.5), and Multiple Family Residential (RM)</li> </ul>	<p>To facilitate the comprehensive development of the site (64 acres)</p> <ul style="list-style-type: none"> <li>To allow for various housing types allowed in RM and R1-8.5</li> </ul> <p>To capitalize on the existing character of date grove</p> <ul style="list-style-type: none"> <li>Retain as many date palm trees as possible</li> </ul> <p>To assure development of adequate public facilities</p> <p>To assure compatibility with surrounding residential uses</p>	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>California/Spanish architectural theme</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>Site shall be divided into eight planning units</li> </ul> <p><b>Allowed</b></p> <ul style="list-style-type: none"> <li>Uses prescribed in the RM and R1-8.5 zones for all planning units</li> <li>Maximum residential density shall be as follows</li> </ul> <table border="1" data-bbox="1465 641 1942 917"> <thead> <tr> <th>Planning Unit</th> <th>Acres</th> <th>Max Density</th> <th>Guaranteed Unit Yield</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>9.55</td> <td>26.18 du/ac</td> <td>250</td> </tr> <tr> <td>2</td> <td>3.81</td> <td>23.6 du/ac</td> <td>90</td> </tr> <tr> <td>3</td> <td>18.47</td> <td>3.8 du/ac</td> <td>70</td> </tr> <tr> <td>4</td> <td>13.47</td> <td>17.5 du/ac</td> <td>231</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>Senior housing shall be permitted in any of the planning units</li> </ul> <p><b>Traffic/Circulation/Parking</b></p> <ul style="list-style-type: none"> <li>N/A</li> </ul> <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>N/A</li> </ul> <p><b>Signs</b></p> <ul style="list-style-type: none"> <li>N/A</li> </ul> <p><b>Wall/Fence</b></p> <ul style="list-style-type: none"> <li>A 4 ft high wall shall be located on the street frontage setback line of Gerald Ford and Plumley</li> </ul>	Planning Unit	Acres	Max Density	Guaranteed Unit Yield	1	9.55	26.18 du/ac	250	2	3.81	23.6 du/ac	90	3	18.47	3.8 du/ac	70	4	13.47	17.5 du/ac	231
Planning Unit	Acres	Max Density	Guaranteed Unit Yield																						
1	9.55	26.18 du/ac	250																						
2	3.81	23.6 du/ac	90																						
3	18.47	3.8 du/ac	70																						
4	13.47	17.5 du/ac	231																						

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
					<p>as a part of the streetscape design.</p> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>- <u>Planning Unit 1, 2, and 4</u> All required yards shall be landscaped except for entrance driveway, and all date palms within the required yards shall be retained</li> </ul> <p><b>Height/Setback</b></p> <ul style="list-style-type: none"> <li>- <u>Planning Unit 1, 2, and 4</u> No building over one story shall be permitted within 50 ft of any interior property line adjacent to a single family residential zone</li> <li>- Setback for one story – 25 ft, two stories – 50 ft, three stories – 75 ft</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>- Developers shall be required to construct flood control facilities</li> <li>- A grading plan and Engineering Hydrology study shall be approved prior to approval of Parcel or Tract Maps</li> <li>- Developer is required to provide a retention basin as per the requirement specified in the Specific Plan</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>- Average lot size within each phase shall be 8,500 sq ft and the minimum lot size shall be 7,200 sq ft.</li> </ul>
90-44	1991	South of Whitewater River Channel, East of Date Palm Drive, northerly of East Palm Canyon Drive, and generally west of the City limits	<p><u>General Plan</u></p> <ul style="list-style-type: none"> <li>- General Commercial (GC)</li> </ul>	To relieve congestion on East Palm Canyon Drive especially in the area of its intersection with Date Palm Drive, and provide access to several properties.	<p><b>Architectural and Site Plan Review</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>- Uses allowed in PCC zone</li> </ul> <p><b>Traffic/Circulation/Parking</b></p>

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		  <p><b>Partially implemented</b> – Existing commercial uses such as Cathedral Plaza Shopping Center and Palm Springs Ford are located within the specific plan area and are consistent with the uses proposed under this plan. However, rest of the area under this plan</p>	<p><u>Zone</u></p> <ul style="list-style-type: none"> <li>- Planned Community Commercial (PCC)</li> </ul>	<p>To assure the development of adequate public facilities and services for development of the area as indicated within the General Plan</p>	<ul style="list-style-type: none"> <li>- Property owners within the study area shall dedicate all necessary ROW for Public Street (Second Street extension).</li> <li>- Second Street extension project shall be included as a capital project.</li> <li>- No access driveway onto the Second Street extension shall be permitted within 175 ft of the respective centerlines of Date Palm Drive and East Palm Canyon Drive.</li> <li>- A Class I bicycle trail shall be extended along the north side of the proposed street.</li> <li>- Different properties need to grant access to other properties.</li> <li>- Developers of property which includes the intersection corners of the Second Street extension at Date Palm Drive or East Palm Canyon Drive shall construct enhanced intersection improvements.</li> <li>- The city shall pursue to get Federal, State, Regional, and Local funds for the Second Street extension.</li> </ul>  <p><b>Public Transportation</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Signs</b></p>

Draft Date Palm Drive Connector Plan

SP #	Approved Date	Location	General Plan Land Use Designation and Zone	Purpose and Intent	Summary of Requirements
		is currently vacant.			<ul style="list-style-type: none"> <li>- N/A</li> <li><b>Wall/Fence</b></li> <li>- N/A</li> <li><b>Landscaping</b></li> <li>- N/A</li> <li><b>Height/Setback</b></li> <li>- N/A</li> <li><b>Utilities</b></li> <li>- Any utility pole relocations due to the Second Street extension shall be performed by the property developer.</li> <li><b>Others</b></li> <li>- N/A</li> </ul>

## APPENDIX I-B

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# Date Palm Drive Connector Plan



Draft Report

Market Analysis for the Date Palm Drive Connector  
Plan

Prepared for:

City of Cathedral City

Southern California Association of Governments  
(SCAG)

Prepared by:

AECOM (Economics)

Los Angeles

December 11, 2009

Project Number: 18431

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I. Introduction

II. Demographic and Socio-Economic Overview

III. Office Market Analysis

IV. Retail Market Analysis

V. Residential Market Analysis

VI. Next Steps

# I. Introduction

## Introduction >>> Understanding of the Project

- Through the Compass Blueprint Program, the Southern California Association of Governments (SCAG) is working to address the challenges of regional growth in Southern California while providing for livability, mobility, prosperity, and sustainably for the future.
- As a Compass Blueprint Demonstration Project, the City of Cathedral City would like to evaluate the development and transportation potential along one of their main corridors, Date Palm Drive.
- Several specific plans exist along the corridor, including the North City Specific Plan—a newly annexed 4,600 acre area. Date Palm Drive serves as the connection between the new North City Specific Plan and Downtown Date Palm Drive.
- The City would like to understand the opportunities and strategies for creating a strong and vibrant connection between the two areas.

Date Palm Drive Study Area



Source: ESRI; AECOM

# I. Introduction

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## Introduction >>> Scope and Market Analysis Description

- The Economics division at AECOM, formerly known as Economics Research Associates, was retained as part of the consulting team, led by Gruen Associates, to evaluate the land use analysis of the Date Palm Drive Corridor.
  - The Economics at AECOM (AECOM) scope includes:
    - Market Analysis
    - Economic Development Strategies
    - Catalyst Site Profomas
    - Funding Strategies
- This deliverable represents the Market Analysis. The Market Analysis report reviews existing market conditions for office, retail, and residential uses in the City of Cathedral City and evaluates the support (demand) for these uses across the next 5 to 10+ years.
- The Market Analysis provides an understanding of the scale of development that is achievable within the City of Cathedral City and sets the stage for establishing the economic development strategies.
- It should be noted that the US economy officially fell into recession as of fourth quarter 2007. While the recession is technically over, unemployment and consumer spending has not recovered. Population and employment growth projections used as a basis of the demand analysis have not been adjusted to account for the economic downturn. ***Thusly, while AECOM has developed long-term estimates assuming a stable economy, absorption anticipated within the short term (next 5 years) may be pushed back 3 to 5 years.***
  - The report presents demand between 2009 – 2014 and 2014 – 2019. These demand estimates for the period 2009 – 2014 are likely to be pushed back three to five years to start between 2012 and 2014 and the demand estimates for the 2014 – 2019 period are also likely to be pushed back three to five years to between 2017 and 2019.

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I. Introduction

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III. Office Market Analysis

IV. Retail Market Analysis

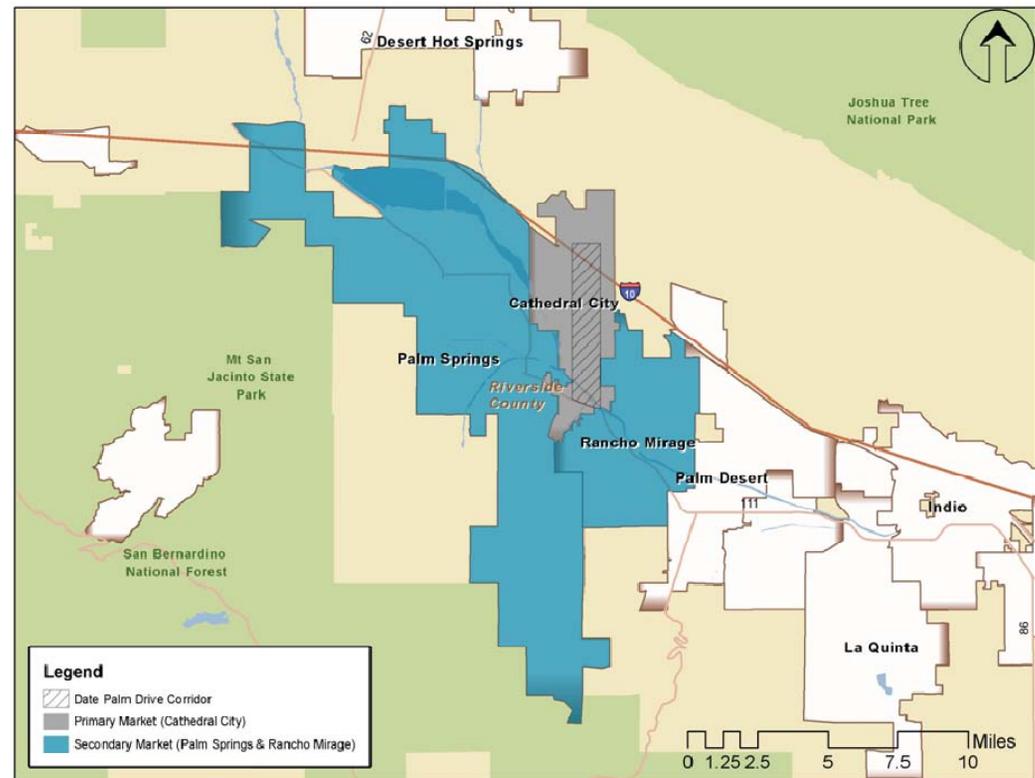
V. Residential Market Analysis

VI. Next Steps

## II. Demographic and Socio-Economic Overview

### Demographics >>> Overview

- For the purpose of this study, AECOM reviews the regional demographics in relation to administrative boundaries.
- These boundaries include Cathedral City as the primary market area and the City of Palm Springs, and Rancho Mirage as the secondary market area.
- When assessing the strength of a market area, AECOM uses a variety of resources to gauge growth prospects, including:
  - State of California Department of Finance (DOF) for annual population estimates for cities and counties.
  - Southern California Association of Governments (SCAG) for data on projected population and employment numbers.
  - ESRI, a private data provider, for small area estimates and projections that are based on a variety of sources, including US Census Bureau data and consumer survey information.



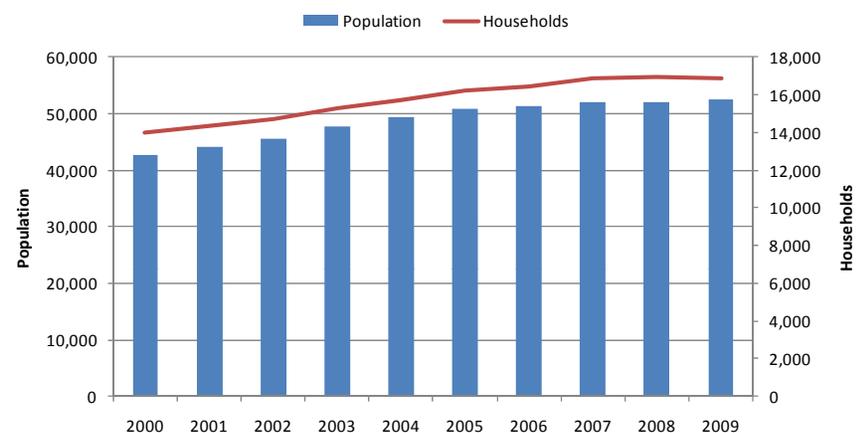
Source: ESRI; AECOM

## II. Demographic and Socio-Economic Overview

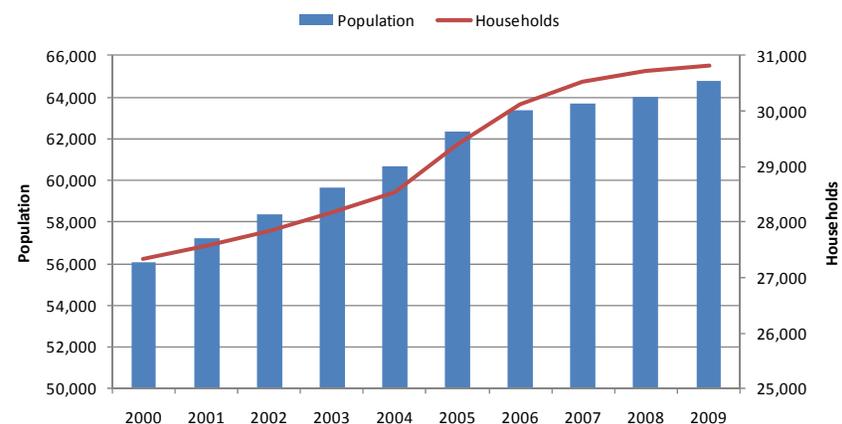
### Demographics >>> Population and Households

- According to the California DOF, Riverside County's population is currently 2.1 million people.
  - Population has grown by approximately 610,000 since 2000, an annual rate of 3.5 percent.
  - There are approximately 678,000 households in Riverside County. Households have grown by over 171,000 since 2000, an annual rate of 3.3 percent.
- Cathedral City has a current population of 53,000.
  - Across the past ten years, Cathedral City has been growing steadily.
  - Cathedral City's annual growth rates have been higher than the Palm Springs and Rancho Mirage. However, the average annual population growth rate, 2.3 percent, is substantially lower than the county's.
  - There are approximately 17,000 households within Cathedral City.
- The secondary market currently has 65,000 residents and 31,000 households.
  - Population has grown by approximately 8,700, an average annual rate of 1.6 percent.
  - This market area had a significant jump in population and households from 2003 to 2007.

**Historic Population and Households In Cathedral City**



**Historic Population and Households In Secondary Market**



Source: California Department of Finance; AECOM

## II. Demographic and Socio-Economic Overview

### Demographics >>> Population and Households

- Overall, persons per household within Cathedral City are similar to that of the county, at approximately 3.1 persons per household, while the secondary market has approximately 2.0 persons per household.
- California DOF reports that vacancies are much higher in the primary and secondary markets than the county.

#### Annual Historic and Estimated Population & Household Summary (Cathedral City)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	CAGR (2000 - 2008)
Population	42,647	44,085	45,659	47,841	49,338	50,819	51,294	52,045	51,972	52,447	2.3%
Persons per Household	3.030	3.060	3.088	3.116	3.131	3.124	3.102	3.075	3.058	3.089	0.2%
Households	14,027	14,349	14,728	15,292	15,697	16,204	16,475	16,863	16,932	16,914	2.1%
% Vacant	21.61%	21.61%	21.61%	21.61%	21.61%	21.61%	21.61%	21.61%	21.47%	21.47%	-0.1%

#### Annual Historic and Estimated Population & Household Summary (Secondary Market)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	CAGR (2000 - 2009)
Population	56,054	57,237	58,364	59,637	60,687	62,353	63,369	63,719	63,994	64,781	1.6%
Persons per Household	1.989	2.008	2.027	2.046	2.055	2.051	2.036	2.018	2.014	2.035	0.3%
Households	27,328	27,574	27,841	28,175	28,546	29,391	30,114	30,527	30,725	30,813	1.3%
% Vacant	37.89%	37.89%	37.89%	37.89%	37.89%	37.89%	37.89%	37.89%	37.89%	37.89%	0.0%

#### Annual Historic and Estimated Population & Household Summary (Riverside County)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	CAGR (2000 - 2009)
Population	1,545,387	1,590,122	1,652,808	1,724,329	1,804,117	1,883,735	1,962,014	2,030,315	2,078,601	2,107,653	3.5%
Persons per Household	2.985	3.014	3.042	3.071	3.088	3.087	3.070	3.048	3.043	3.059	0.3%
Households	506,218	515,970	531,769	549,769	572,361	598,476	627,240	653,977	671,485	677,582	3.3%
% Vacant	13.42%	13.38%	13.33%	13.30%	13.26%	13.25%	13.17%	13.28%	13.18%	13.14%	-0.2%

Source: California Department of Finance; AECOM

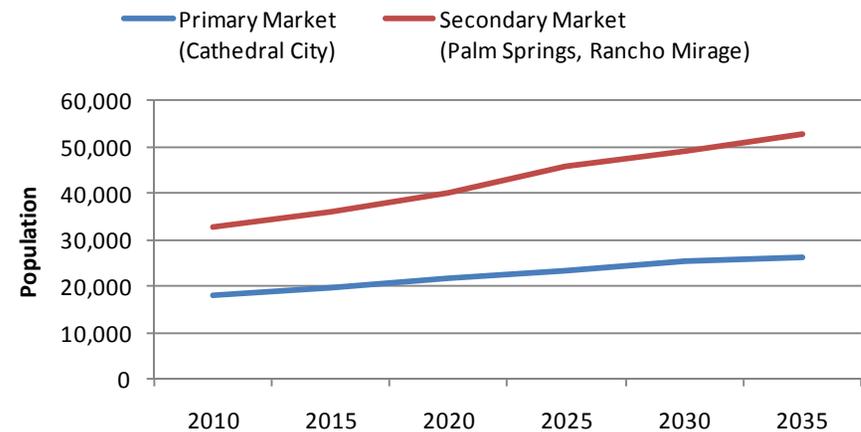
## II. Demographic and Socio-Economic Overview

### Demographics >>> Population and Households

#### Population Projections

- Southern California Association of Governments (SCAG) projects that Riverside County's population projection will growth at a stronger rate than the primary and secondary market.
  - Across the next ten years (2010-2020), Riverside County is expected to increase in population by about 566,000 people.
  - Between the years of 2010 and 2035, the county is expected to grow at a rate of 1.9 percent, from a population of 2.2 million to a population of almost 3.6 million people.

#### Household Growth Projections (2010-2035)



Source: Southern California Association of Governments

	2010	2015	2020	2025	2030	2035
<b>Population</b>						
Cathedral City	55,745	60,293	65,222	69,431	74,052	76,838
5-Year CAGR		1.6%	1.6%	1.3%	1.3%	0.7%
Secondary Market	68,222	74,341	83,052	92,595	97,945	103,700
5-Year CAGR		1.7%	2.2%	2.2%	1.1%	1.1%
Riverside County	2,242,745	2,509,330	2,809,003	3,089,999	3,343,777	3,596,680
5-Year CAGR		2.3%	2.3%	1.9%	1.6%	1.5%
<b>Households</b>						
Cathedral City	18,175	19,807	21,908	23,425	25,427	26,132
5-Year CAGR		1.7%	2.0%	1.3%	1.7%	0.5%
Secondary Market	32,853	35,883	40,274	45,788	49,186	52,676
5-Year CAGR		1.8%	2.3%	2.6%	1.4%	1.4%
Riverside County	720,531	811,486	913,207	1,008,909	1,097,950	1,183,097
5-Year CAGR		2.4%	2.4%	2.0%	1.7%	1.5%

Source: Southern California Association of Governments

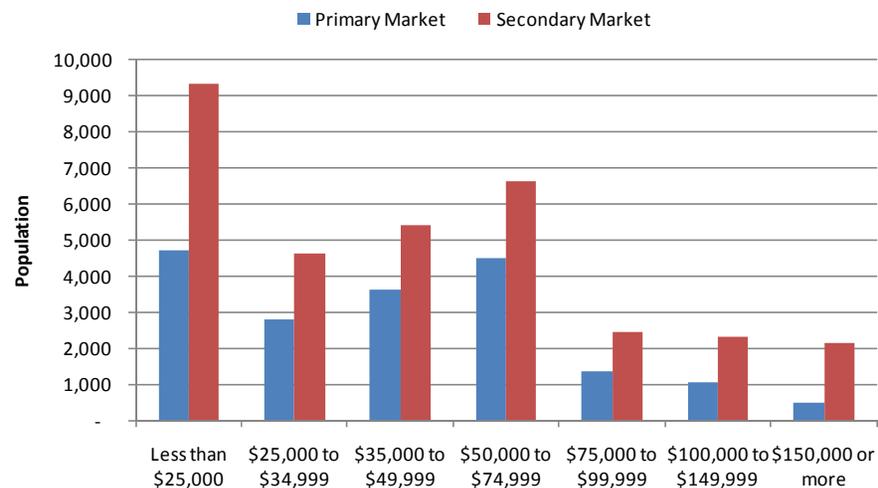
- Cathedral City is projected to add almost 9,500 persons between 2010 and 2020. Between 2010 and 2035 Cathedral City is expected to grow at a rate of 1.3 percent adding approximately 21,000.
- The secondary market area is expected to have stronger growth than the primary market, with an annual growth rate of approximately 1.7 percent between the years of 2010 and 2035. Between 2010 and 2020 approximately 15,000 additional residents will be added to the area.

## II. Demographic and Socio-Economic Overview

### Demographics >>> Household Income

- Median household income is approximately \$50,000 in both the primary and secondary markets. The County has a median household income slightly over \$55,000.
- The median household income in the primary market area is about 90 percent of the County’s median. The primary market’s household income is slightly higher than the secondary market area’s median household income (89 percent of the County’s median).
- The primary and secondary markets have a substantial share of middle-income households.
- The secondary market has a higher share of higher income households (\$150,000+), but also has a somewhat higher share of households making less than \$25,000.

**Distribution of Household Income**



Households & Income, 2009	Primary Market	Secondary Market	Riverside County	Share of Primary Market to Riverside County	Share of Secondary Market to Riverside County
Household Income Base	18,511	32,870	695,590	2.7%	4.7%
Median Income	\$49,950	\$49,041	\$55,247	90.4%	88.8%
Average Income	\$62,569	\$74,592	\$68,863	90.9%	108.3%

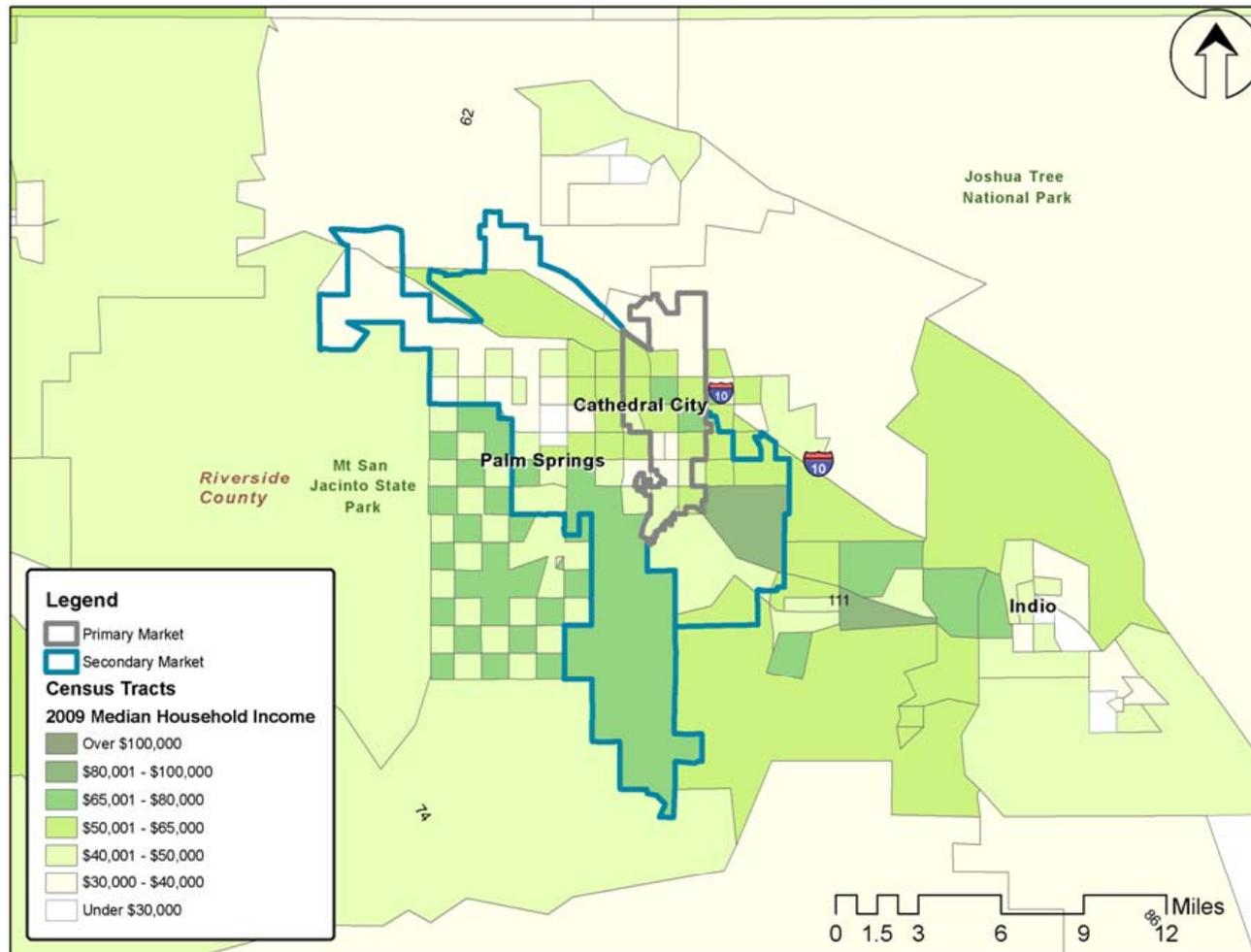
Source: ESRI; AECOM

Note: Median income is the point where 50% of the population is less than the value and 50% of the population is greater than the value.

Average income is the total income divided by total population. Average incomes tend to skew towards higher values due to the lack of an upper boundary.

## II. Demographic and Socio-Economic Overview

### Demographics >>> Household Income by Census Tracts



Source: ESRI; AECOM

## II. Demographic and Socio-Economic Overview

### Demographics >> Age

- Currently, the median age in Cathedral City is 33.2 years, younger than the county average of 34.4 years.
- The secondary markets median age is significantly older than both the primary market and county's median age at approximately 54 years, reflective of retirees in both Palm Springs and Rancho Mirage
- The primary market has a younger population with a substantial share of the population being between the ages of 15 to 54. The secondary market is older which has a greater amount of the population falling between the ages of 45 to 84.
- The following slide shows the age distribution between all three markets

**Age Distribution of Market Population, 2009**

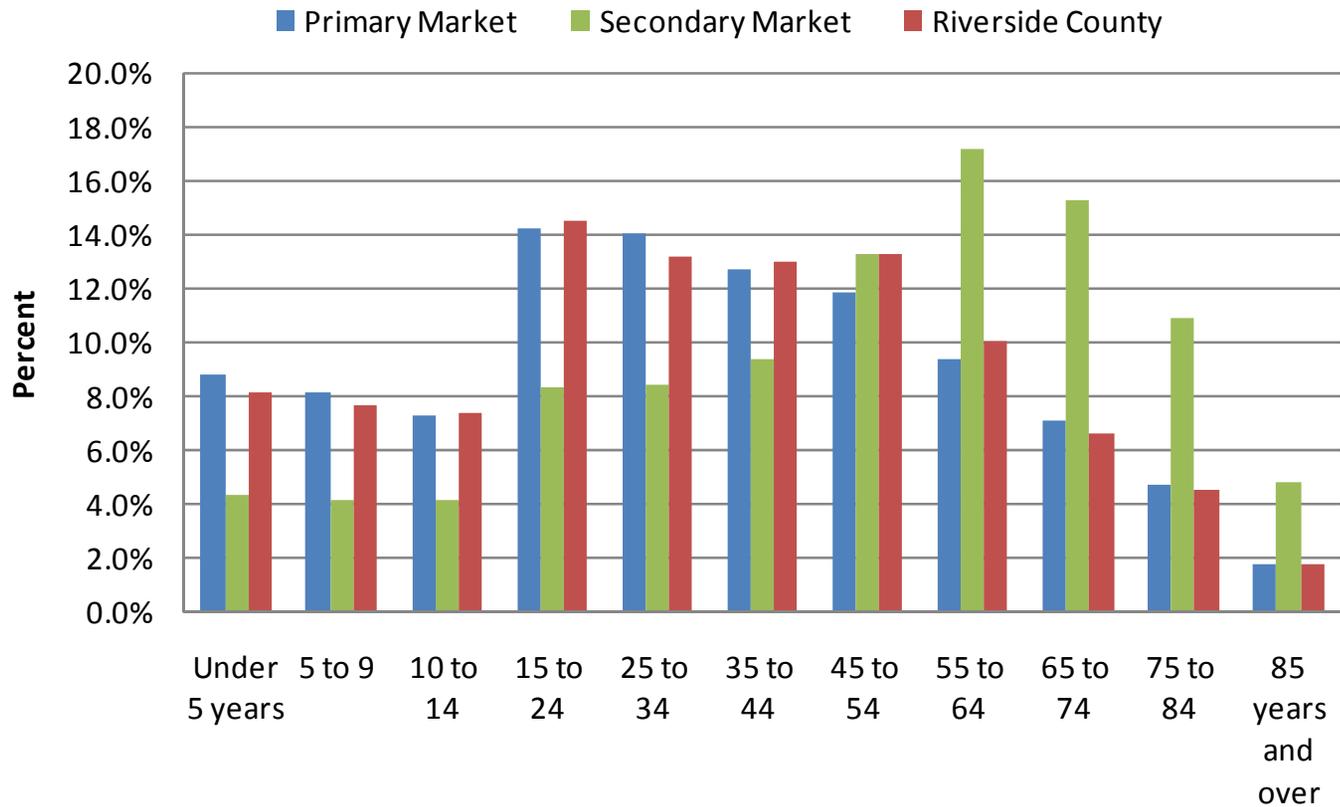
	Primary Market	Secondary Market	Riverside County
<b>Population and Age, 2009</b>			
Total Population	56,444	68,870	2,163,244
Median Age	33.2	53.6	34.4
Male	28,378	35,103	1,072,672
Female	28,066	33,767	1,090,572
<b>Age Distribution, 2009</b>			
Under 5 years	8.8%	4.3%	8.1%
5 to 9	8.1%	4.1%	7.7%
10 to 14	7.3%	4.1%	7.4%
15 to 24	14.2%	8.3%	14.5%
25 to 34	14.0%	8.4%	13.2%
35 to 44	12.7%	9.4%	13.0%
45 to 54	11.8%	13.3%	13.3%
55 to 64	9.4%	17.2%	10.0%
65 to 74	7.1%	15.3%	6.6%
75 to 84	4.7%	10.9%	4.5%
85 years and over	1.8%	4.8%	1.8%

Source: US Census Bureau; ESRI; Economics at AECOM

## II. Demographic and Socio-Economic Overview

Demographics >> Age

### Age Distribution of Market Population



Source: US Census Bureau; ESRI; Economics at AECOM

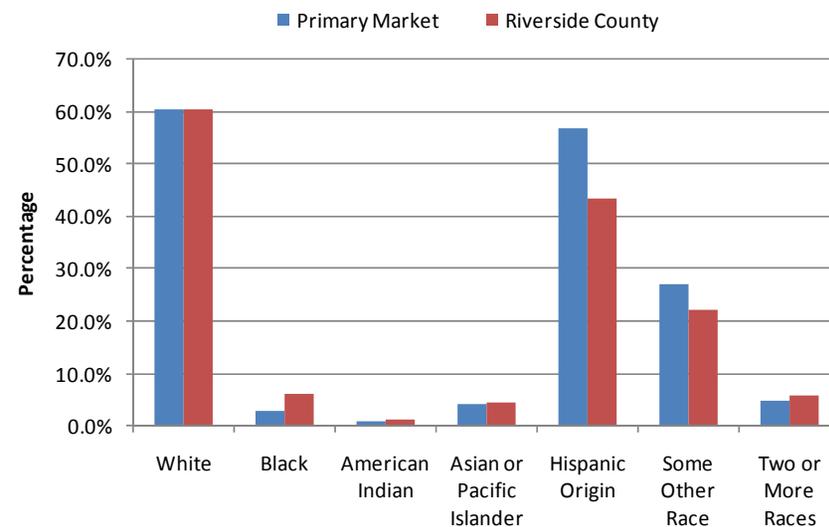
## II. Demographic and Socio-Economic Overview

### Demographics >> Race and Ethnicity

- All the market areas have a similar racial and ethnic profile and are fairly diverse in terms of race and ethnicity
- Residents classified as White make up approximately 60 percent in both the primary market and Riverside County and almost 75 percent in the secondary market
- Residents classified as Hispanic Origin are the second highest share of the population which is highest in the primary market
- 27 percent of the primary market population indicated that they were of some other race

Distribution of Race and Ethnicity

	Primary Market	Secondary Market	Riverside County
Population and Age, 2009			
Total Population	56,444	68,870	2,163,244
Race and Ethnicity, 2009			
White	60.5%	76.7%	60.4%
Black	2.7%	3.5%	6.0%
American Indian	0.9%	0.8%	1.1%
Asian or Pacific Islander	4.2%	4.0%	4.6%
Hispanic Origin	56.8%	27.4%	43.3%
Some Other Race	26.9%	11.4%	22.2%
Two or More Races	4.9%	3.6%	5.7%



Source: US Census Bureau; ESRI; AECOM

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### III. Office Market Analysis

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#### Office Market >>> Highlights

##### Office Supply

- There are strong concentrations of office primarily in Palm Springs and, secondarily, in Rancho Mirage. The office inventory in the secondary market has grown by almost 20 percent across the last decade.
- Cathedral City has captured little of the regional office market and only 16,000 square feet of space has been added to the market in the last 10 years. While Cathedral City has a very small office market relative to its neighboring cities. The city was less affected by the economic downturn as compared to the secondary office market.
- Cathedral City’s vacancy is under 5 percent.
- While the Date Palm Drive corridor is not likely to capture a significant amount of office related to growing Inland Empire employments. Low vacancies suggest there may be some demand for additional local serving office.
- The creation of an employment center in the North Specific Plan may contribute to the Date Palm Corridor’s opportunities to capture new office space.

##### Office Demand

- AECOM reviewed office demand for local service office (i.e. office space that supports residents daily needs). We estimates that future resident growth in Cathedral City will support the following amount of incremental office space.

#### **Aggregate Demand Model (2009-2019)**

	2009 - 2014	2014 - 2019	Total
Cathedral City Subtotal Office Space	30,974	33,111	64,085
North City Specific Plan Subtotal Office Space	0	32,881	32,881
<b>Total Office Space Demand</b>	<b>30,974</b>	<b>65,992</b>	<b>96,966</b>

Source: AECOM

### III. Office Market Analysis

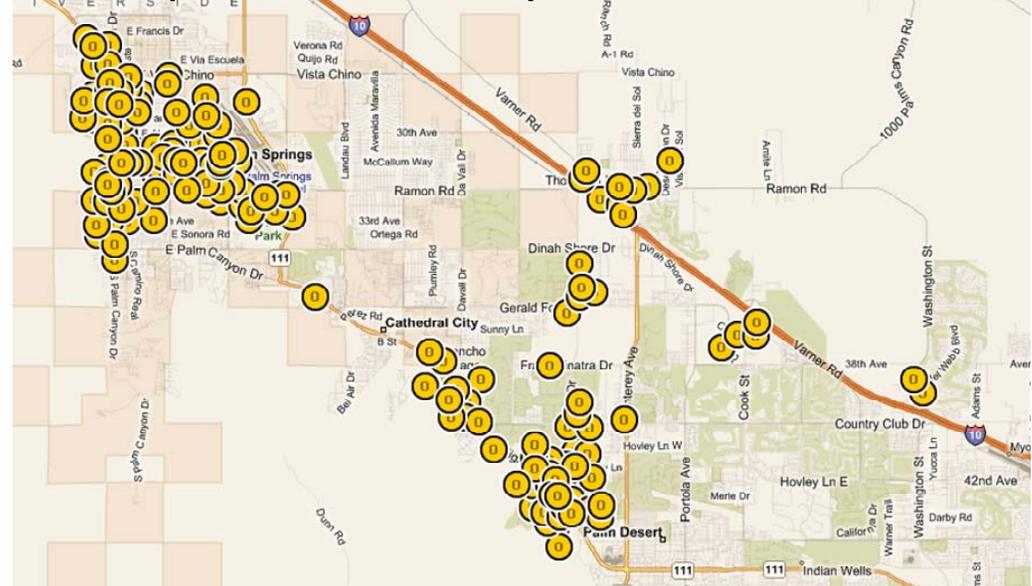
#### Office Supply >>> Local Distribution

- For the office market, we evaluate a market area comprised of the primary market (Cathedral City) and secondary market (Palm Springs, Rancho Mirage and Thousand Palms).
- Within Cathedral City commercial office space is fairly sparse. Most office space is located along the Date Palm Drive corridor with a small concentration along Palm Canyon Drive to the west of Date Palm Drive.

#### Office Properties in the Primary Market



#### Office Properties in the Secondary Market



- Within the secondary market there are significant concentrations of office space, specifically in the Downtown Palm Springs area as well as throughout the City of Palm Springs up to Gene Autry Drive.
- There are also concentrations in Rancho Mirage clustered around East Palm Canyon Drive and Bob Hope Drive, Palm Canyon Drive and Da Vall Drive and closer to the 10 freeway near Ramon Road and Monterrey Avenue. 85 percent of the Class A space in the City of Corona was built after 2001.

Source: CoStar

### III. Office Market Analysis

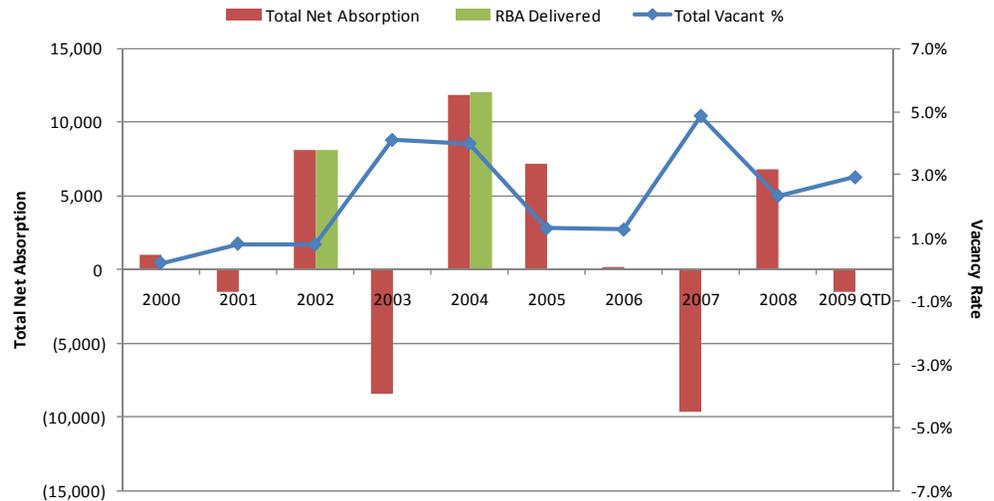
#### Office Supply >>> Primary Market

- Within the primary market, there is presently approximately 266,000 square feet of office space.
- There are no Class A buildings present within Cathedral City. Class B office space represents approximately 45 percent of the current supply within the city with the majority, 65 percent of current supply, categorized as Class C office space.
- Approximately 16,000 square feet of new space has been added to the market within the last decade. During that same period absorption has fluctuated. Only 13,000 square feet of space has been absorbed on aggregate across the decade.
- While there has been an uptick in vacant space, overall vacancy in Cathedral City is low at 2.9 percent.
- Current office lease rates are averaging just under \$20.00 within Cathedral City; rates peaked between 2003 and 2005.
- Weak absorption suggests that Cathedral City is not a strong employment growth driven office market. However, low vacancy rates suggest that there may be support for a limited amount of additional new office space.

#### Office Trends within Cathedral City

Period	# Bldgs	Total RBA	Total Vacant SF	Total Vacant %	Total Net Absorption	RBA Delivered	Total Average Rate (fs)
<i>Primary Market</i>							
2009 QTD	20	266,203	7,759	2.9%	(1,555)	0 \$	19.79
2008	20	266,203	6,204	2.3%	6,751	0 \$	22.48
2007	20	266,203	12,955	4.9%	(9,617)	0 \$	20.17
2006	20	266,203	3,338	1.3%	112	0 \$	19.90
2005	20	266,203	3,450	1.3%	7,171	0 \$	21.51
2004	20	266,203	10,621	4.0%	11,800	12,000 \$	21.51
2003	18	254,203	10,421	4.1%	(8,421)	0 \$	21.51
2002	18	254,203	2,000	0.8%	8,140	8,140	N/A
2001	17	246,063	2,000	0.8%	(1,500)	0	N/A
2000	17	246,063	500	0.2%	1,000	0 \$	6.60

Source: CoStar; AECOM



Source: CoStar; AECOM

### III. Office Market Analysis

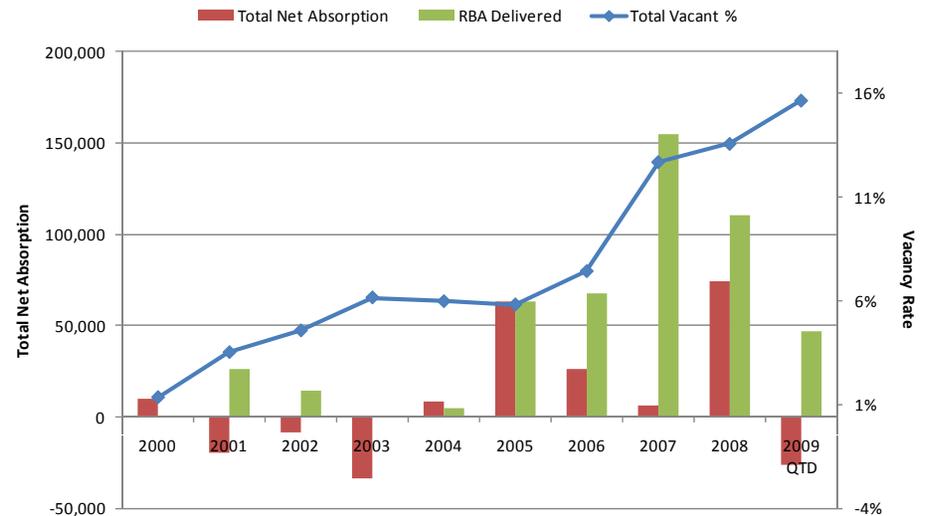
#### Office Supply >>> Secondary Market

- The secondary market has significantly more office space than the primary market. There is a total of over 2.5 million square feet of office space within the cities of Palm Springs, Rancho Mirage and Thousand Palms.
- Vacancy rates, much higher in the secondary market relative to the primary, have risen dramatically as a bulk of new space was delivered to market in 2007 – 2009. Vacancy is currently at 16 percent, signaling a weak office market
- Construction has been active since 2004 with almost 500,000 square feet of new space being delivered into the market across the last five years. Total net absorption has been positive through most periods, but less than 200,000 square feet of the 500,000 square feet delivered within the last five years has been absorbed.
- Lease rates peaked in 2007 at \$27.40 and have been decreasing with the growing amount of vacant space in the market. Lease rates are currently at \$24.30.
- Given that vacancies only began to rise in 2007, the start of the economic downturn, the weak secondary market office market is likely due to both the economy and, at least, a partial over supply of office space.

Office Trends within Secondary Market

Period	# Bldgs	Total RBA	Total Vacant SF	Total Vacant %	Total Net Absorption	RBA Delivered	Total Average Rate (fs)
<i>Secondary Market</i>							
2009 QTD	178	2,519,495	394,872	16%	(26,277)	47,054	\$ 24.32
2008	172	2,471,239	335,627	14%	74,364	110,179	\$ 27.12
2007	164	2,361,060	299,812	13%	6,083	154,810	\$ 27.38
2006	154	2,220,036	164,871	7%	26,069	67,810	\$ 24.16
2005	147	2,154,434	125,338	6%	63,029	63,450	\$ 22.30
2004	144	2,090,984	124,917	6%	8,527	5,000	\$ 20.71
2003	143	2,085,984	128,444	6%	(33,251)	0	\$ 19.15
2002	143	2,085,984	95,193	5%	(8,114)	14,356	\$ 18.47
2001	141	2,071,628	72,723	4%	(19,480)	26,000	\$ 17.08
2000	139	2,045,628	27,243	1%	9,794	0	\$ 15.60

Source: CoStar; AECOM



Source: CoStar; AECOM

### III. Office Market Analysis

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#### Office Supply >>> Primary Market Existing Office Buildings

- The table on the following slide presents a listing of office buildings within the primary market with current vacancies and asking rent levels, where available. There are 20 buildings and as mentioned previous Class B and Class C make up the bulk of the office space.
- A few small office spaces were added to the market in 2004, but otherwise much of the space was built in the 1980's and 1990's.
- A majority of buildings are smaller office spaces, under 10,000 square feet. There are six buildings larger than 10,000 square feet.
- Larger buildings include those buildings in the Perez Business Park (total of approximately 130,000 square feet). The Canyon Springs Hospital Property, 69696 Ramon Road, is the largest building at 61,000 square feet. It is categorized as medical office and is currently available for lease.
- It should be noted that the nicer quality, newer buildings such as those near Adelina Road (Near Vista Chino) and 30885 Date Palm Drive and 34400 Date Palm Drive have little vacant space.

### III. Office Market Analysis

#### Office Supply >>> Primary Market Existing Office Buildings

Building Address	Rentable Building Area	Total Available Space (SF)	Direct Vacant Space	Building Class	Number Of Stories	Year Built	Average Weighted Rent
<i>Primary Market</i>							
1. 68910 Adelina Rd	2,500	-	-	B	1	1999	N/A
2. 68936 Adelina Rd	1,443	-	-	C	2	N/A	N/A
3. 68955 Adelina Rd	2,200	-	-	B	2	1959	N/A
4. 31910 Avenida Alvera	5,266	2,050	2,050	C	1	1990	\$ 12.00
5. 28220 Avenida La Vista	4,000	-	-	B	2	N/A	N/A
6. 32150 Candlewood Dr	7,000	-	-	B	1	2004	N/A
7. 30885 Date Palm Dr	8,140	-	-	B	1	2002	N/A
8. 34400 Date Palm Dr	12,000	4,568	2,968	C	2	N/A	\$ 9.90
9. 34809 Eagle Canyon Dr	950	-	-	C	1	1964	N/A
10. 68374 Kieley Rd	4,315	-	-	C	2	N/A	N/A
11. 67780 E Palm Canyon Dr	8,599	-	-	B	1	1989	N/A
12. 68535 E Palm Canyon Dr	2,500	-	-	C	1	N/A	N/A
13. 68703 Perez Rd	26,329	-	-	C	1	1980	N/A
14. 68713 Perez Rd	33,996	-	-	C	1	1980	N/A
15. 68733 Perez Rd	26,783	-	-	C	1	1980	N/A
16. 68743 Perez Rd	47,549	-	-	C	1	1980	N/A
17. 68828 Ramon Rd	3,158	-	-	B	1	N/A	N/A
18. 69696 Ramon Rd	60,815	-	-	B	1	1989	N/A
19. 32090 Rancho Vista Dr	3,660	-	-	C	2	1990	N/A
20. 32220 Rancho Vista Dr	5,000	2,741	2,741	B	2	2004	\$ 18.00

Source: CoStar; AECOM

Source: CoStar, AECOM

## III. Office Market Analysis

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### Office Demand >>> Methodology

- AECOM reviewed office demand for local service office
  - Local serving office space includes businesses such as consumer financial businesses, medical offices, and other office uses that support, primarily, residents use as compared to businesses
- For this project, AECOM examined the office demand based on future Cathedral City resident growth

#### Methodology

- AECOM used projections developed by the Southern California Association of Governments (SCAG) to determine the future resident growth
- The number of new residents is then translated into demand by estimating the square feet of local-serving office per capita for various local serving office uses. These estimates are based on industry standards and AECOM's experience in office markets
- We then estimate how much will be able to captured along the corridor

#### Capture Rates

- AECOM estimates the Date Palm Drive corridor will be able to capture approximately 70 percent of the total demand in Cathedral City
- The North City Specific Plan proposes a significant amount of commercial space. We anticipate that most of the North City Specific Plan new resident demand will be satisfied within this commercial. However, with Civic Center located along Date Palm Drive and the Downtown, Date Palm Drive may also be able to capture some of this additional demand
  - It is estimated that the project area could capture approximately 10 percent of the North City Specific Plan

### III. Office Market Analysis

#### Office Demand >>> Office Space Supported by Projected Resident Growth

##### Cathedral City Resident-Based Estimated Office Demand, 2009-2019

	2009 - 2014	2014 - 2019	Total
Projected Resident Growth	4,531	4,843	9,374
<b>Total New Residents</b>	<b>4,531</b>	<b>4,843</b>	<b>9,374</b>
Est. SF/Person for Financial Service Businesses	1.3	1.3	1.3
Est. SF/Person for Other Local Serving Offices	3.8	3.8	3.8
Est. SF/Person for Medical Offices	1.7	1.7	1.7
Office Space Demand for Financial Services	5,890	6,296	12,186
Office Space Demand for Other Local Serving Offices	17,216	18,404	35,620
Office Space Demand for Medical Offices	7,868	8,411	16,279
<b>Subtotal Office Space</b>	<b>30,974</b>	<b>33,111</b>	<b>64,085</b>
<b>Total Office Space Demand</b>	<b>30,974</b>	<b>33,111</b>	<b>64,085</b>
<b>Project Site Capture @ 70%</b>	<b>21,682</b>	<b>23,177</b>	<b>44,859</b>

Note: Excludes additional residence from North City Specific Plan  
 Source: AECOM

### III. Office Market Analysis

#### Office Demand >>> Office Space Supported by Projected Resident Growth

##### Resident-Based Estimated Office Demand from North City Specific Plan, 2009-2019

	2009 - 2014	2014 - 2019	Total
Additional North City SP Residents	0	4,810	4,810
<b>Total New Residents</b>	<b>0</b>	<b>4,810</b>	<b>4,810</b>
Est. SF/Person for Financial Service Businesses	1.3	1.3	1.3
Est. SF/Person for Other Local Serving Offices	3.8	3.8	3.8
Est. SF/Person for Medical Offices	1.7	1.7	1.7
Office Space Demand for Financial Services	0	6,252	6,252
Office Space Demand for Other Local Serving Offices	0	18,276	18,276
Office Space Demand for Medical Offices	0	8,353	8,353
<b>Subtotal Office Space</b>	<b>0</b>	<b>32,881</b>	<b>32,881</b>
<b>Total Office Space Demand</b>	<b>0</b>	<b>32,881</b>	<b>32,881</b>
<b>Project Site Capture @ 10%</b>	<b>0</b>	<b>3,288</b>	<b>3,288</b>

Note: Includes additional North City Specific Plans  
 Source: AECOM

### III. Office Market Analysis

#### Office Market >>> Results

##### Demand Results

- AECOM estimates the resident growth of Cathedral City and the North City Specific Plan will support the following amount of office space:

##### **Aggregate Demand Model (2009-2019)**

	2009 - 2014	2014 - 2019	Total
Cathedral City Subtotal Office Space	30,974	33,111	64,085
North City Specific Plan Subtotal Office Space	0	32,881	32,881
<b>Total Office Space Demand</b>	<b>30,974</b>	<b>65,992</b>	<b>96,966</b>

Source: AECOM

- Cumulative supportable office space between 2009 and 2019 sums to approximately:
  - Cathedral City: 64,000 square feet of new supportable office space between 2009-2019
  - North City Specific Plan: 33,000 square feet of new supportable office space between 2009-2019
  - Total office space demand between 2009-2019 is estimated at nearly 97,000 square feet of new supportable office space

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## IV. Retail Market Analysis

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### Retail Market Analysis >>> Highlights

#### Supply

- For the retail market review, Cathedral City makes up the primary market. The secondary market includes Palm Springs, Rancho Mirage, Thousand Palms, Desert Hot Springs and Palm Desert.
- With the huge population growth in the Inland Empire, the retail property market in the Inland Empire and the secondary market has experienced tremendous growth over the past decade. The secondary market has added a total of 1.8 million square feet of new shopping center space. Vacancies are on the rise, primarily due to the economy, but are likely to decrease when consumer spending picks up.
- Despite the strength of the economy and residential growth in the Inland Empire between 2002 and 2007, vacancy rates increased substantially in Cathedral City during this period. Little space has been added within Cathedral City across the last decade and the city currently has a vacancy rate of almost 20 percent.

#### Demand

- As anticipated by the supply analysis, the retail leakage analysis shows that Cathedral City and the Date Palm Drive Corridor are currently leaking dollars to other communities.
- The current retail categories with surplus, along with additional demand from future residential growth show support for almost 167,000 square feet of new retail space in Cathedral City. However, the ability of the Project Site to capture this growth will depend on the nature and positioning of the proposed retail at the site.

## IV. Retail Market Analysis

### Retail Market Analysis >>> Overview

- With the huge population growth in the Inland Empire, the retail property market in the Inland Empire has experienced tremendous growth over the past decade. In the past three years alone, existing inventory has grown nearly 13 percent with 20 million square feet of new retail space added.
- Despite the strength of the economy and residential growth in the Inland Empire between 2002 and 2007, vacancy rates increased substantially in Cathedral City during this period.
- Cathedral City lost three major retailers in the first part of the decade, including Kmart, Wal-Mart and Sam's Club. These moves sparked softness in the city's retail market that was only exacerbated by the national economic downturn that began in 2007.
- While the technical end to the recession has improved consumer confidence, retail sales remain unsteady, and the retail property market across Southern California continues to experience downward pressure on rents and occupancies.
- AECOM anticipates eventual stabilization and recovery in the economy, and has analyzed the project area and the surrounding regional market based on long-term historical trends and averages.

#### Riverside County Retail Shopping Center Space and Household Growth



Source: CoStar; SCAG; AECOM

## IV. Retail Market Analysis

### Retail Supply >> Shopping Center Property Trends

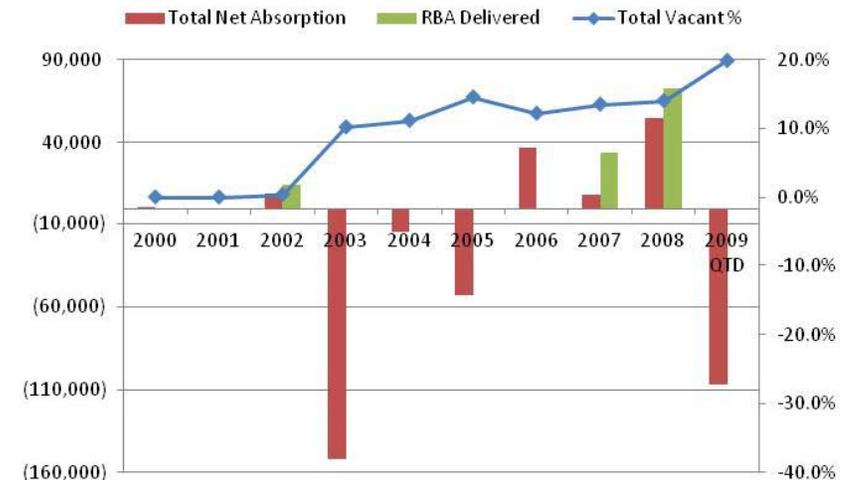
#### Cathedral City (Primary Market)

- Currently there are 25 shopping centers with a total of 1.7 million square feet of shopping center retail within Cathedral City.
- The retail market in the city has been soft since 2002. Vacancy rates skyrocketed within Cathedral City, moving from close to 0 in 2002 to 10 percent in just one year.
- While approximately 100,000 square feet of space has been added to the market in the last five years, aggregate absorption since 2005 includes a loss of 60,000 square feet of leased space.
- Lease rates for shopping centers in Cathedral City peaked at \$20.00 in 2007 and have been declining across the last two years.
- Neighboring cities, such as Palm Springs, Palm Desert and Rancho Mirage, have attracted away both Cathedral City's community shopping destinations and own resident dollars. This trend needs to be reversed.

#### Shopping Center Retail Trends within Cathedral City

Period	# Bldgs	Total RBA	Total Vacant SF	Total Vacant %	Total Net Absorption	RBA Delivered	Total Average Rate (nnn)
2009 QTD	59	1,697,484	336,652	19.8%	(107,130)	0	\$ 16.21
2008	58	1,656,826	232,022	14.0%	54,440	72,619	\$ 17.80
2007	54	1,584,207	213,843	13.5%	8,449	33,483	\$ 20.06
2006	52	1,550,724	188,809	12.2%	36,827	0	\$ 17.40
2005	52	1,550,724	225,636	14.6%	(52,758)	0	\$ 16.29
2004	52	1,550,724	172,878	11.1%	(14,877)	0	\$ 14.62
2003	52	1,550,724	158,001	10.2%	(151,969)	0	\$ 10.66
2002	52	1,550,724	6,032	0.4%	9,081	14,613	N/A
2001	50	1,536,111	500	0.0%	0	0	\$ 14.40
2000	50	1,536,111	500	0.0%	1,000	0	N/A

Source: CoStar; AECOM



\* Year to date

Source: ESRI; AECOM

## IV. Retail Market Analysis

### Retail Supply >> Shopping Center Property List

- The figure on the right presents the shopping centers in Cathedral City.
- More than 50 percent of all Cathedral City shopping center space is located within the Date Palm Corridor.
- A majority of the shopping centers are reported as being built during the 1980's and 1990's.

#### Shopping Centers in the Primary Market

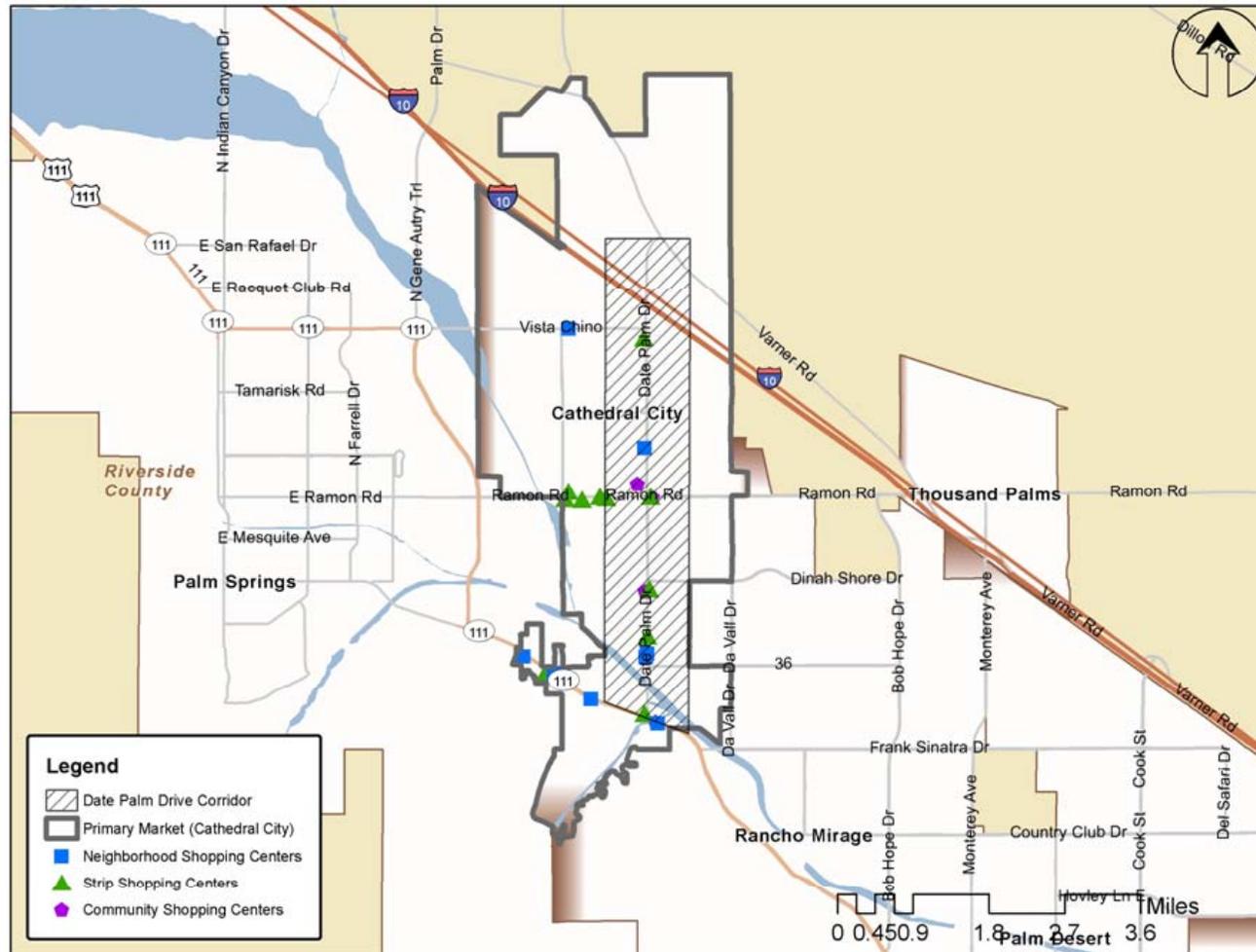
Center Name	Tenant	Center Address	Center RBA/GLA	Average Weighted Rent	Year Built
<i>Primary Market</i>					
<u>Neighborhood Center</u>					
1. Date Palm Plaza	First Community Bank	30877 Date Palm Dr	14,613	\$ 10.08	2002
2. Date Palm Center	N/A	35760-35792 Date Palm Dr	123,532	Negotiable	1987
3. Mission Plaza Shopping Center	N/A	35871-35963 Date Palm Dr	75,148	\$ 11.76	1985
4. Cathedral City Plaza	Food 4 Less	68327-68401 Hwy 111	34,476	\$ 12.00	1975
5. Plaza Rio Vista	Stater Bros.	Landau Blvd @ NWC Landau Blvd	81,119	\$ 23.40	2008
6. Canyon Plaza East	N/A	67555-67575 E Palm Canyon Dr	130,000	\$ 16.80	1982
7. Rancho Cove	N/A	67890 E Palm Canyon Dr	49,000	Negotiable	N/A
8. N/A	Big Lots, Roger Dunn Golf Shops, Denny's Corporation, Oak Furniture	69044 E Palm Canyon Dr	86,800	\$ 9.96	1975
9. Vista Chino Village	CVS Pharmacy	68010 Vista Chino Dr	45,266	\$ 23.64	2007
<u>Community Center</u>					
1. The Golden Mile	Cardenas, Albertsons, CVS Pharmacy	31655-31830 Date Palm Dr	357,946	\$ 16.92	1988
2. Cathedral City Marketplace	Food 4 Less, Cinemark, 24 Hour Fitness, IHOP Restaurant, Factory 2 U	34-212 Date Palm Dr	242,913	Negotiable	1990
3. Cathedral City Downtown MxUse Ctr	N/A	NWC Hwy 111 @ Date Palm Dr	178,300	Negotiable	N/A
4. Cathedral Village	Stater Bros., Taco Allende	69115-69275 Ramon Rd	149,970	\$ 34.68	1991
<u>Strip Center</u>					
1. N/A	N/A	28201 Date Palm Dr	4,929	\$ 16.80	1989
2. Mountain View Plaza	N/A	34116 Date Palm Dr	9,920	\$ 12.96	1982
3. Date Palm Plaza	N/A	35250-35472 Date Palm Dr	22,141	N/A	N/A
4. Desert Canyon Plaza	N/A	67777 E Palm Canyon Dr	25,104	\$ 6.00	N/A
5. N/A	N/A	68950 E Palm Canyon Dr	11,210	N/A	N/A
6. N/A	N/A	68051 Ramon Rd	24,000	N/A	N/A
7. Ramon Plaza	N/A	68100 Ramon Rd	69,903	\$ 14.52	1989
8. N/A	N/A	68225 Ramon Rd	5,456	N/A	1985
9. N/A	N/A	68420 Ramon Rd	6,773	\$ 12.00	N/A
10. Gentry Plaza	N/A	68525-68555 Ramon Rd	46,715	\$ 18.00	1975
11. N/A	N/A	69040 Ramon Rd	4,250	N/A	1999
12. N/A	N/A	68725 Ramon Rd	5,300	N/A	1986
<u>Power Center</u>					
1. Canyon Plaza North Shopping Center	Target	67700-67782 Palm Canyon Dr	336,000	\$ 19.80	1989

Source: CoStar Group; AECOM

N/A = Denotes information not available

## IV. Retail Market Analysis

### Retail Supply >> Shopping Centers within the Primary Market



Source: ESRI; AECOM

## IV. Retail Market Analysis

### Retail Supply >> Shopping Center Property Trends

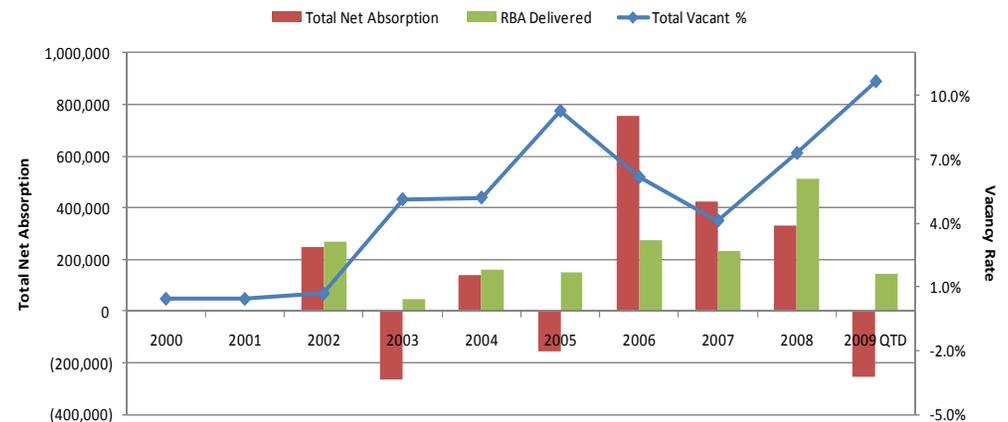
#### Secondary Market

- The secondary market contains 122 shopping centers with 9.5 million square feet of shopping center retail.
- Deliveries of new space has been strong across the last decade. A total of 1.8 million square feet has been added in 84 new buildings, an inventory increase of one-third.
- Absorption has also been fairly strong, with an average of approximately 120,000 square feet absorbed a year.
- Vacancy rates have fluctuated between a reasonable 5 to 10 percent between 2003, but have started to inch upward in 2008.
- Shopping centers lease rates are 40 percent higher in the secondary market compared to Cathedral City. Rents peaked in 2007, at \$26.00. They have since declined by a little more than 10 percent to \$23.00.
- In 2009 year to date, there has been negative absorption of 300,000 square feet. The negative trend is likely to continue in the short-term. However, the Western Coachella Valley has a fairly strong growing retail base, so current vacancies are likely to be absorbed over the mid and long-term.

#### Shopping Center Retail Trends within Secondary Market

Period	# Bldgs	Total RBA	Total Vacant SF	Total Vacant %	Total Net Absorption	RBA Delivered	Total Average Rate (nnn)
2009 QTD	272	9,452,195	1,005,594	10.6%	(255,750)	144,488	\$ 23.09
2008	259	9,305,785	677,482	7.3%	333,376	510,389	\$ 25.06
2007	244	8,651,444	356,517	4.1%	423,512	232,956	\$ 26.32
2006	231	8,387,688	516,273	6.2%	755,660	273,046	\$ 25.37
2005	215	7,842,047	725,912	9.3%	(157,344)	147,513	\$ 22.54
2004	203	7,672,382	398,903	5.2%	140,779	159,732	\$ 18.78
2003	199	7,517,050	384,350	5.1%	(265,255)	44,767	\$ 21.29
2002	194	7,450,330	52,375	0.7%	247,155	267,550	N/A
2001	191	7,182,780	31,980	0.4%	4,643	4,643	N/A
2000	188	7,067,136	31,980	0.5%	1,200	0	N/A

Source: CoStar; AECOM



Source: CoStar; AECOM

## IV. Retail Market Analysis

### Retail Supply >> Shopping Center Property List

- Major shopping centers in the secondary market are shown across the next two slides. Overall Cathedral City has a reasonable share of community center retail compared to the secondary market, but lags behind in terms of other regional servicing centers, such as Power Centers, Regional Centers, Lifestyle Centers, Outlet Centers

#### Major Shopping Centers in the Secondary Market

Center Name	Tenants	Center Address	Center City	Center RBA/GL	Weighted Rent	Year Built
<b>Community Center</b>						
1. Airport Plaza	N/A	Airport Center Dr	Palm Springs	N/A	\$36	N/A
2. Rancho Las Palmas	Vons,Longs Drugs	42250-42560 Bob Hope Dr	Rancho Mirage	212,752	Negotiable	1980
3. Monterey Shore Plaza	Arizona Tile,Petsmart	72800 Dinah Shore Dr	Rancho Mirage	421,612	\$17	1992
4. Gene Autry Plaza	Lowe's,Smart & Final,Staples, Inc.	Gene Autry Trl	Palm Springs	203,918	Negotiable	2009
5. Monterey Place	N/A	Monterey Ave	Palm Desert	71,885	Negotiable	N/A
6. Monterey Market Place	Home Depot,Regal Cinemas	34249 Monterey Ave	Rancho Mirage	271,702	\$24	1999
7. Plaza De Monterey	Bristol Farms	73011-73091 Monterey Ave	Palm Desert	117,095	\$30	1981
8. Monterey Marketplace II	Plummers	Monterey Dr @ Dinah Shore	Rancho Mirage	133,524	\$30	2008
9. Waring Plaza	Ross Dress for Less,The Alley	72280 Highway 111	Palm Desert	185,332	\$30	1992
10. N/A	Kmart,Walgreens	14001-14207 Palm Dr	Desert Hot Springs	123,164	N/A	1992
11. Desert Hot Springs Towne Center	Vons	14100-14244 Palm Dr	Desert Hot Springs	71,018	\$14	1981
12. Smoke Tree Village	Ralphs	1733-1793 E Palm Canyon Dr	Palm Springs	141,230	\$14	1967
13. Museum Market Plaza	Plaza Theater	101-123 N Palm Canyon Dr	Palm Springs	200,000	\$24	1967
14. N/A	Staples, Inc.,Big 5 Sporting Goods,Rite Aid	362-420 S Palm Canyon Dr	Palm Springs	52,797	N/A	2004
15. Palm Springs Mall	GNC,Glamor Gal Boutique,Vons,Harris Gottschalks,Just-A-Buck,Gottschalks,Ross Dress for Less,True Value,Rite Aid,OfficeMax	2365 E Tahquitz Canyon Way	Palm Springs	317,000	Negotiable	1962
<b>Theme/Festival Center</b>						
1. El Paseo Collection North	N/A	73080-73100 El Paseo	Palm Desert	24,152	N/A	1987
2. El Paseo Village	N/A	73405-73445 El Paseo	Palm Desert	35,734	N/A	
3. N/A	N/A	73061-73061 El Paseo Dr	Palm Desert	27,674	N/A	1975
4. N/A	White House/Black Market,BCBG Max Azria,St. John	73130 El Paseo Dr	Palm Desert	21,000	\$42	1988
5. The River	N/A	71800 Hwy 111	Rancho Mirage	227,550	\$34	2002
6. N/A	N/A	44795 San Pablo St	Palm Desert	7,200	N/A	1967

## IV. Retail Market Analysis

### Retail Supply >> Shopping Center Property List

- The secondary market has approximately 2.9 million square feet of Community Center and Theme /Festival center space relative to Cathedral City’s 900,000 square feet.
- Cathedral City has one power center at approximately 340,000 square feet, while the secondary market includes approximately 2 million square feet of space.
- Cathedral City does not have any additional regional serving retail, while the secondary market has approximately 1.7 million additional square feet of regional & super-regional-serving shopping centers.

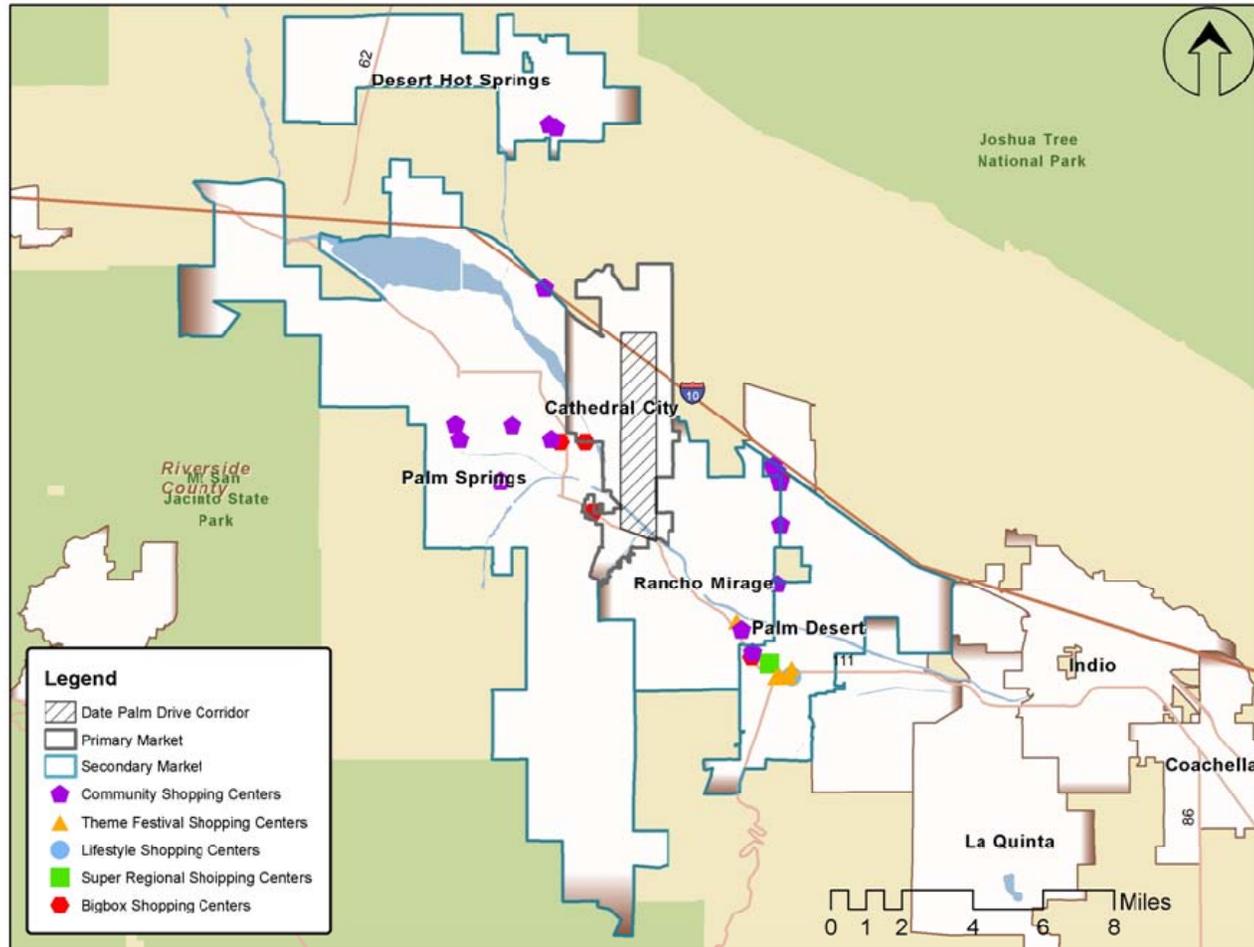
#### Major Shopping Centers in the Secondary Market (Cont.)

Center Name	Tenants	Center Address	Center City	Center RBA/GL	Weighted Rent	Year Built
<u>Lifestyle Center</u>						
1. Gardens On El Paseo	Saks Fifth Avenue	73505-73595 El Paseo	Palm Desert	176,730	Negotiable	1998
<u>Outlet Center</u>						
1. Loehmann's Plaza	Loehmann's,Dansk	Racquet Club Rd. & Palm Canyon Dr.	Palm Springs	60,822	N/A	1984
<u>Regional Mall</u>						
1. Monterey Commons	N/A	Monterey Ave	Rancho Mirage	386,550	N/A	2010
<u>Super Regional Mall</u>						
1. Westfield Palm Desert	Sears,Macy's,Nordstrom,JCPenney,Washin gton Mutual	72840 Hwy 111	Palm Desert	1,068,490	N/A	1983
<u>Power Center</u>						
1. Desert Crossing Shopping Center	Bed Bath & Beyond,Marshalls,T.J. Maxx,Sports Authority	72355-72549 Hwy 111	Palm Desert	535,109	\$16	1995
2. Desert Gateway	Wal-Mart,Sam's Club,PetSmart	34500 Monterey Ave	Rancho Mirage	480,612	\$24	2006
3. Canyon Plaza North Shopping Center	Target	67700-67782 Palm Canyon Dr	Cathedral City	336,000	\$20	1989
4. N/A	N/A	Ramon Rd @ Crossley Rd	Palm Springs	300,548	N/A	N/A
5. The Springs	Home Depot,Bed Bath & Beyond	5200 E Ramon Rd	Palm Springs	325,065	\$29	2008

Source: CoStar Group; AECOM

## IV. Retail Market Analysis

### Retail Supply >> Major Shopping Center Properties within the Secondary Market



Source: ESRI; AECOM

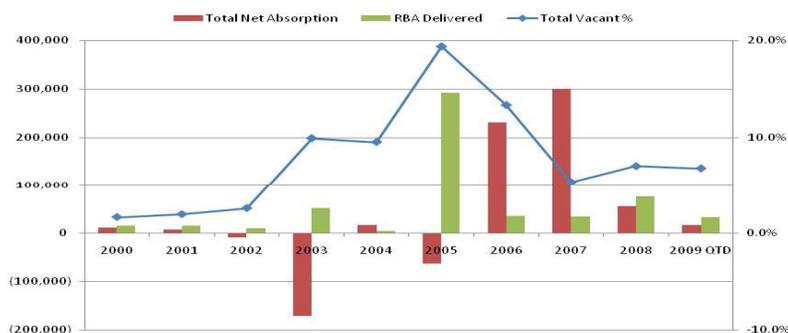
## IV. Retail Market Analysis

### Retail Supply >> Non-Shopping Center Property Trends

#### Non-Shopping Center Retail

- Within the primary market, non-shopping center retail space totals to over 1.4 million square feet and has a vacancy of 13 percent.
- A total of 140,000 square feet has been delivered to the market this past decade, only increasing the inventory by less than 15 percent.
- In the secondary market, non-shopping center retail space totals 3.6 million . Absorption of non-shopping center retail has been strong. 560,000 square feet of space has been delivered to the market across the past 10 years and 400,000 absorbed .
- Interestingly, non-shopping center retail vacancy rates have declined across the last two years in the secondary market, which has not been the case for shopping center retail

**Non-Shopping Center Retail Trends in the Secondary Market**



#### Non-Shopping Center Retail Trends

Period	# Bldgs	Total RBA	Total Vacant SF	Total Vacant %	Total Net Absorption	RBA Delivered
<i>Primary Market</i>						
2009 QTD	119	1,392,831	186,412	13.4%	21,140	13,969
2008	113	1,352,231	193,583	14.3%	(36,375)	17,100
2007	110	1,335,131	140,108	10.5%	140,374	0
2006	110	1,335,131	280,482	21.0%	30,082	15,558
2005	109	1,319,573	295,006	22.4%	(91,742)	20,092
2004	108	1,301,320	185,011	14.2%	2,100	3,500
2003	107	1,297,820	183,611	14.1%	(162,411)	0
2002	107	1,297,820	21,200	1.6%	(6,566)	0
2001	107	1,297,820	14,634	1.1%	69,732	69,732
2000	105	1,228,088	14,634	1.2%	3,196	0
<i>Secondary Market</i>						
2009 QTD	402	3,600,417	246,049	6.8%	17,098	32,798
2008	385	3,524,018	248,738	7.1%	56,158	76,453
2007	373	3,402,410	183,288	5.4%	300,279	34,072
2006	370	3,368,338	449,495	13.3%	231,461	35,386
2005	367	3,332,952	645,570	19.4%	(63,275)	291,862
2004	363	3,041,090	290,433	9.6%	16,307	4,956
2003	360	3,036,134	301,784	9.9%	(171,235)	51,796
2002	355	2,984,338	76,919	2.6%	(8,467)	10,600
2001	353	2,973,738	57,852	1.9%	6,877	16,025
2000	350	2,955,613	48,704	1.6%	12,000	15,700

Source: CoStar Group; AECOM

## IV. Retail Market Analysis

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### Retail Demand >>>

- AECOM bases its analysis of projected demand for additional retail space on two sources:
  - Recapture of retail spending currently leaking out of the city; and,
  - Retail spending from projected new residents in the city
- In this initial draft, the analysis estimates the capacity for growth in the retail market. The amount of retail that can be captured specifically within the corridor must still be estimated. These capture rates will depend on our overall strategy for the Date Palm Drive Corridor.
  - Thus, ***this draft presents retail capacity*** and we must further refine it, in concert with the City, to estimate the specific amount of retail that may be captured at the site,

#### Methodology

- To determine the amount of retail spending currently leaking out of the city, AECOM compares taxable sales data for the city and the county from the California Board of Equalization to determine how many dollars are being captured in the city, relative to residents' overall spending capacity.
- Demand from future residents in the city is estimated by estimating average per spending capacity (by spending category) and applying this figure to the anticipated number of new residents.
- The amount of spending is then translated to square feet by estimating the sales per square foot by spending category. These estimates are based on industry standards and AECOM's experience in the retail marketplace.

## IV. Retail Market Analysis

### Retail Demand >>> Existing Market Leakage Analysis

- AECOM examined the taxable sales collected from spending within Cathedral City relative to the estimated per capita spending based on the County average.
- As shown in the table below, Cathedral City has a leakage of retail spending in most retail categories. This means that these Cathedral City residents potential spending dollars are being absorbed by other cities.
- Retail spending at home furnishings and appliances, however, have a surplus of spending from the city.
- Currently, Cathedral City does not have a major shopping center featuring branded clothing and other retail stores, general merchandise stores and building materials stores which may be causing residents to go elsewhere.
- The city may be able to recapture a portion of the \$145.7 million of sales lost to other cities in these categories if a high quality regional-serving retail center is developed. This scale of development is already planned within the North City Specific Plan area.

#### Retail Sales Leakage/Surplus Analysis

Type of Retailer	Riverside County	Cathedral City	Cathedral City	Cathedral City	Cathedral City	Surplus / (Leakage)
	Average Per Capita Sales	Adj. Regional Per Capita Sales	Avg. Per Capita Sales	Actual Per Capita Sales	Estimated Total Resident Spending	
Apparel stores	\$571	\$608	\$147	\$33,330,280	\$8,034,485	(\$25,295,795)
General merchandise stores	\$1,752	\$1,847	\$905	\$101,249,678	\$49,638,687	(\$51,610,991)
Food stores	\$660	\$672	\$623	\$36,866,978	\$34,137,258	(\$2,729,720)
Eating and drinking places	\$1,165	\$1,105	\$1,105	\$60,558,893	\$60,556,366	(\$2,527)
Home furnishings and appliances	\$412	\$434	\$573	\$23,811,893	\$31,419,468	\$7,607,575
Building materials	\$957	\$1,013	\$528	\$55,543,962	\$28,952,886	(\$26,591,076)
Motor vehicles and parts	\$2,098	\$2,194	\$7,116	\$120,269,936	\$390,171,845	\$269,901,909
Service stations	\$1,383	\$1,454	\$1,638	\$79,728,441	\$89,804,910	\$10,076,470
Other retail stores	\$1,363	\$1,390	\$740	\$76,218,553	\$40,550,787	(\$35,667,766)
<b>Retail Stores Totals</b>	<b>\$10,360</b>	<b>\$10,717</b>	<b>\$13,374</b>	<b>\$587,578,614</b>	<b>\$733,266,692</b>	<b>\$145,688,078</b>

Source: AECOM

## IV. Retail Market Analysis

### Retail Demand >>> Existing Market Leakage Analysis

#### Capacity of Retail Spending

Type of Retailer	Sales Attraction of Leakage	Typical sales PSF for Outlets	Estimated Supportable SF of New Store Space
Apparel stores	(\$25,295,795)	\$250	101,000
General merchandise stores	(\$51,610,991)	\$200	258,000
Food stores	(\$2,729,720)	\$450	6,000
Eating and drinking places	(\$2,527)	\$300	
Home furnishings and appliances			
Building materials	(\$26,591,076)	\$300	89,000
Motor vehicles and parts			
Service stations			
Other retail stores	(\$35,667,766)	\$250	143,000
<b>Retail Stores Totals</b>	<b>(\$141,897,876)</b>		<b>597,000</b>

Source: AECOM

- AECOM estimated that existing Cathedral City has the capacity to support nearly 600,000 SF of supportable retail space:
  - Apparel Stores: 101,000 SF
  - General Merchandise Stores: 258,000
  - Food Stores: 6,000 SF
  - Building Material Stores: 89,000
  - Other retail stores: 143,000.
- ***The Project Sites ability to capture this additional Cathedral City demand will depend on the proposed retail, as well as planned and proposed projects in other parts of the city, such as the North Specific Plan area.***

## IV. Retail Market Analysis

### Retail Demand >>> Retail Space Capacity Supported by Projected Population Growth (Primary Market)

**Projected Retail Sales by Projected Population Growth of Primary Market Area**

Type of Retailer	Riverside County Average Per Capita Sales	Primary Market Adj. Regional Avg. Per Capita Sales 2009-2014	Primary Market Adj. Regional Avg. Per Capita Sales 2014-2019	Primary Market Estimated New Resident Spending 2009-2014	Primary Market Estimated New Resident Spending 2014-2019
Apparel stores	\$571	\$584	\$608	\$2,642,785	\$2,948,607
General merchandise stores	\$1,752	\$1,778	\$1,847	\$8,049,946	\$8,957,187
Food stores	\$660	\$661	\$672	\$2,994,515	\$3,261,486
Eating and drinking places	\$1,165	\$1,067	\$1,105	\$4,831,917	\$5,357,423
Home furnishings and appliances	\$412	\$419	\$434	\$1,897,154	\$2,106,551
Building materials	\$957	\$977	\$1,013	\$4,422,034	\$4,913,770
Motor vehicles	\$1,908	\$1,916	\$1,995	\$8,677,448	\$9,674,543
Motor vehicle parts	\$190	\$191	\$199	\$865,809	\$965,297
Service stations	\$1,383	\$1,403	\$1,454	\$6,354,071	\$7,053,282
Other retail stores	\$1,363	\$1,362	\$1,390	\$6,166,680	\$6,742,775
<b>Retail Stores Totals</b>	<b>\$10,360</b>	<b>\$10,359</b>	<b>\$10,717</b>	<b>\$46,902,358</b>	<b>\$51,980,921</b>

Type of Retailer	Cathedral City Capture (%)	Capture of Resident Spending 2009-2014	Capture of Resident Spending 2014-2019	Total Capture of Resident Spending
Apparel stores	80%	\$2,114,228	\$2,358,886	\$4,473,114
General merchandise stores	60%	\$4,829,967	\$5,374,312	\$10,204,280
Food stores	80%	\$2,395,612	\$2,609,189	\$5,004,801
Eating and drinking places	75%	\$3,623,938	\$4,018,067	\$7,642,005
Home furnishings and appliances	80%	\$1,517,723	\$1,685,241	\$3,202,964
Building materials	60%	\$2,653,220	\$2,948,262	\$5,601,482
Motor vehicles and parts	60%	\$5,206,469	\$5,804,726	\$11,011,195
Motor vehicle parts	60%	\$519,486	\$579,178	\$1,098,664
Service stations	80%	\$5,083,257	\$5,642,626	\$10,725,882
Other retail stores	60%	\$3,700,008	\$4,045,665	\$7,745,673
<b>Retail Stores Totals</b>	<b>67%</b>	<b>\$31,643,907</b>	<b>\$35,066,151</b>	<b>\$66,710,059</b>

Source: AECOM

## IV. Retail Market Analysis

### Retail Demand >>> Retail Space Capacity Supported by Projected Population Growth (Primary Market)

- AECOM estimates new residents entering the primary market area (Cathedral City) between 2009-2014 will spend approximately \$32 million. New residents entering the primary market area between 2014-2019 will spend an additional \$35 million.
- The additional retail spending generated by these new residents can support over 79,000 square feet by 2014, with an additional 88,000 square feet by 2019.
- ***Similar to the retail leakage, these figures represent the potential retail support from future residents. Much of this support is likely to be absorbed by the North City Specific Plan and could also be absorbed by other cities.***
- As we move forward, we should focus strategies on the specific retail types that the Date Palm area of Cathedral City has an advantage in attracting, such as Home Furnishings and Appliances, Building Materials, and other retail categories.

#### Retail Space Capacity Supported by Projected Population Growth of Primary Market

Type of Retailer	Capture of Resident Spending 2009-2014	Capture of Resident Spending 2014-2019	Typical sales PSF for Outlets	Estimated Supportable SF of New Store Space 2009-2014	Estimated Supportable SF of New Store Space 2014-2019	Total Estimated Supportable SF of New Store Space
Apparel Stores	\$2,114,228	\$2,358,886	\$250	8,457	9,436	17,892
General Merchandise Stores	\$4,829,967	\$5,374,312	\$200	24,150	26,872	51,021
Food Stores	\$2,395,612	\$2,609,189	\$450	5,324	5,798	11,122
Eating and Drinking Places	\$3,623,938	\$4,018,067	\$300	12,080	13,394	25,473
Home Furnishings and Appliance	\$1,517,723	\$1,685,241	\$400	3,794	4,213	8,007
Building Materials	\$2,653,220	\$2,948,262	\$300	8,844	9,828	18,672
Auto Dealers	\$5,206,469	\$5,804,726				
Auto Supply	\$519,486	\$579,178	\$300	1,732	1,931	3,662
Service Station	\$5,083,257	\$5,642,626				
Other Retail Stores	\$3,700,008	\$4,045,665	\$250	14,800	16,183	30,983
<b>Total</b>	<b>\$31,643,907</b>	<b>\$35,066,151</b>		<b>79,180</b>	<b>87,653</b>	<b>166,833</b>

Source: AECOM

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- II. Demographic and Socio-Economic Overview
- III. Office Market Analysis
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## V. Residential Market Analysis

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### Residential >> Highlights

#### Supply

- The Inland Empire was hit hard by the housing crash. According to RealtyTrac, the Inland Empire ranked fourth among the nation's top 200 metro areas in terms of foreclosure rates during the first half of 2009: 5.73 percent of existing residences (82,300 units) received notices from their lenders.
- However, falling prices have been encouraging home sales. From 2007 to 2009 home prices have fallen by almost 50 percent in Riverside County. Cathedral City home price reductions seem in line with the county and there has also been an increase in the number of sales.
- There are currently 22,000 residential units in Cathedral City. 54 percent are single family detached, while 21 percent are multi-family units.
- Cathedral City made up a strong share of building permits in the secondary market during the peak housing boom (2001 – 2006). However, building permits have stalled across the secondary market and Inland Empire since 2007.
- The Palm Springs/ Palm Desert submarket consists of approximately 6,000 multi-family units in 47 properties. Submarket rents average \$900 per month. Vacancies have increased substantially across the last few years, moving from approximately 5 percent in 2006 to 15 percent in 2009.
- The Palm Springs/Palm Desert submarket consists primarily of one and two bedrooms apartments. The asking rent per square feet in Palm Springs/Palm Desert submarket is lower than the San Bernardino and Riverside markets.

## V. Residential Market Analysis

### Residential >> Highlights

#### Demand

- As we look to project demand for the project sites, we must be conservative given the expectation of a prolonged housing recovery
- Based on estimates of future resident growth in the Western Coachella Valley, we estimate the following demand :

<b>Demand Summary</b>	<b>2009 - 2014</b>	<b>2014- 2019</b>	<b>2019- 2024</b>
<b>Cumulative New Home Demand</b>			
Moderate	350	658	963
High	412	774	1,133
<b>Cumulative New Apartment Demand</b>			
Moderate	204	384	562
High	240	452	661

Source: AECOM

## V. Residential Market Analysis

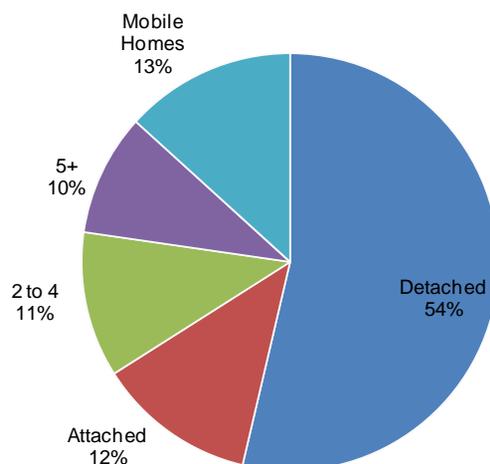
### Residential Supply >> Housing Unit by Property Size

- In Cathedral City, there are approximately 21,500 housing units. Over 50 percent of units are detached single family residences. 21 percent of units are multi-family though only 9 percent are multi-family apartments in buildings of 5 or more units.
- Over the past decade, the number of housing units has increased by 3,600 units, an average rate of approximately 2.1 percent per year.
- Most growth (76%) was concentrated in the period from 2001-2005, with the addition of more than 2,100 single family units.
- According to the Department of Finance, approximately 620 multifamily units were added to the housing stock since 2000.

City of Cathedral City Residential Supply

Year	All Housing Units	SINGLE		MULTIPLE		Mobile Homes
		Detached	Attached	2 to 4	5+	
2000	17,893	8,824	2,587	2,280	1,566	2,636
2001	18,304	9,215	2,587	2,288	1,566	2,648
2002	18,787	9,648	2,587	2,308	1,566	2,678
2003	19,507	10,235	2,587	2,337	1,644	2,704
2004	20,023	10,677	2,587	2,369	1,644	2,746
2005	20,670	10,947	2,587	2,417	1,938	2,781
2006	21,016	11,216	2,607	2,436	1,938	2,819
2007	21,511	11,505	2,659	2,433	2,065	2,849
2008	21,561	11,557	2,659	2,432	2,065	2,848
2009	21,538	11,558	2,659	2,430	2,035	2,856

Housing Unit Types. 2009



YOY Change	All Housing Units	Detached	Attached	2 to 4	5+	Mobile Homes
2000						
2001	411	391	-	8	-	12
2002	483	433	-	20	-	30
2003	720	587	-	29	78	26
2004	516	442	-	32	-	42
2005	647	270	-	48	294	35
2006	346	269	20	19	-	38
2007	495	289	52	(3)	127	30
2008	50	52	-	(1)	-	(1)
2009	(23)	1	-	(2)	(30)	8
<b>Total</b>	<b>3,645</b>	<b>2,734</b>	<b>72</b>	<b>150</b>	<b>469</b>	<b>220</b>
<b>Total Change</b>	<b>19.9%</b>	<b>29.7%</b>	<b>2.8%</b>	<b>6.6%</b>	<b>29.9%</b>	<b>8.3%</b>
<b>CAGR</b>	<b>2.1%</b>	<b>3.0%</b>	<b>0.3%</b>	<b>0.7%</b>	<b>3.0%</b>	<b>0.9%</b>

Source: CA Department of Finance E-5

## V. Residential Market Analysis

### Residential Supply >> Regional Home Sale Volume and Pricing

- New and existing home sales have been increasing since 2007. Increasing home sales have been supported by declining home prices and the federal tax credit incentives for first-time buyers.
  - The total number of home sales for Riverside County in October 2007 was 2,400 and the median home price was approximately \$360,000.
  - In 2009, the total number of home sales during that same month was 4,200 and the average sales price was \$190,000.
  - Although housing sales have increased by almost 77 percent since 2007, home prices have decreased by 47 percent between 2007 and 2009.

**Housing Sales Performance for Southern California**

County/Region	Sales Volume				Median Price			
	2007	2008	2009	% Chg '07 to '09	2007	2008	2009	% Chg '07 to '09
Riverside County	2,377	4,619	4,197	76.6%	\$356,300	\$230,000	\$190,000	-46.7%
Los Angeles County	4,368	6,824	7,409	69.6%	\$500,000	\$355,000	\$325,000	-35.0%
Southern California	12,913	21,532	22,132	71.4%	\$450,000	\$300,000	\$280,000	-37.8%

Notes: Data consists of sales performance for October 2007, 2008, and 2009.  
 Source: DataQuick, November 2009

## V. Residential Market Analysis

### Residential Supply >> Primary and Secondary Market Home Sale Volume and Pricing

- The table below describes single family and condo sale activity across 2007 and 2008 by zip code. Across all markets, home prices have declined substantially between 2007 and 2008 though the number of sales has increased.
- In Riverside County, single family home prices have declined by 37 percent between 2007 and 2008, but the number of homes sold increased by a whopping 80 percent. Condo prices depreciated by almost 26 percent but the sales volume showed nominal growth.
- In the primary market, Cathedral City, single family home prices declined by 35 percent while condos declined by 26 percent between 2007 and 2008. With this reduction in price, single family home sales increased by almost a third during; condo sales increased by only 6 percent.
- In Palm Springs, single family and condo home prices decreased by an average of 20 percent, which is less than Riverside County and the primary market. However, it was the only city in the secondary market that had declines in the number of units sold.
- Rancho Mirage home prices decreased by almost 20 percent but home sales remained the same year on year. There was little change in condo prices however the units sold decreased by close to 24 percent.
- Thousand Palms saw the highest home price decrease of 38 percent and the highest percentage increase in number of homes sold.

**Single Family and Condo Sale Activity During 2007 and 2008**

Region/City	Zip Code	Single Family Homes Sold			Single Family Home Prices			Condominium Sold			Condominium Prices		
		2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% chg
Cathedral City	92234	650	494	31.58%	\$223,000	\$342,000	-35.00%	130	123	5.69%	\$160,000	\$216,000	-25.90%
Palm Springs	92262	406	446	-8.97%	\$352,000	\$450,000	-23.40%	311	286	8.74%	\$168,000	\$230,000	-28.50%
Palm Springs	92264	218	246	-11.38%	\$555,000	\$640,000	-13.60%	356	488	-27.05%	\$235,000	\$241,000	-2.30%
Rancho Mirage	92270	330	327	0.92%	\$636,000	\$778,000	-19.50%	265	347	-23.63%	\$425,000	\$435,000	-2.30%
Thousand Palms	92276	61	33	84.85%	\$174,000	\$270,000	-37.90%	n/a	n/a	n/a	n/a	n/a	n/a
Riverside County		32,657	18,128	80.15%	\$245,000	\$390,000	-37.30%	3,097	3,017	2.65%	\$230,000	\$309,000	-25.90%

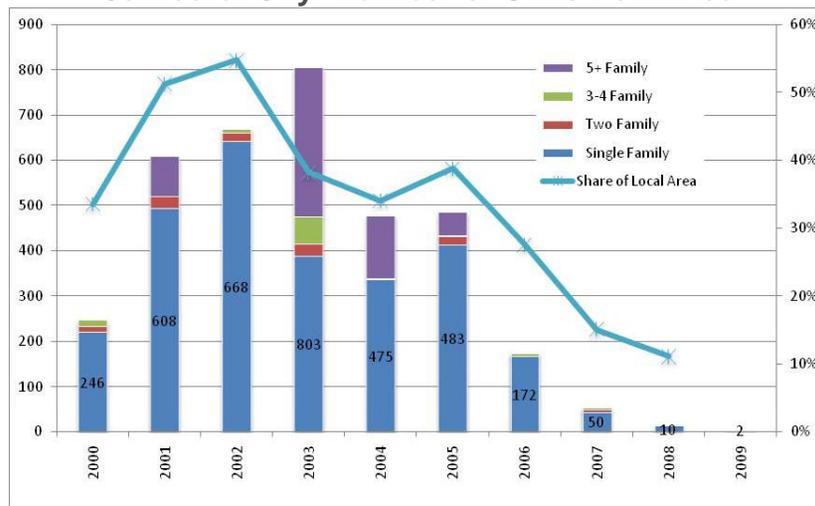
Source: DataQuick Nov 2009

## V. Residential Market Analysis

### Residential Supply >> Building Permits – City of Cathedral City

- Building permits provide a leading indicator of future development activity in a community. From the time a building permit is received, it typically takes one to two years for a developer to complete construction, depending on the size of the project, site constraints, and other factors.
- In the secondary market, permit activity peaked in 2003 and has dropped steeply since 2006. The majority of permits issued in the secondary market have been for single family homes. Only 5 permits were issued in 2009.
- The number of building permits in Cathedral City has been declining since its peak of 803 permits in 2003 to just 2 permits for 2009\*. Permit activity dropped steeply in 2006.
- The majority of Cathedral City's permits have also been for single family residences.
- The Cathedral City figure also shows the share that Cathedral City makes up of the combined primary and secondary market areas. This has ranged from 30 percent to almost 50 percent of building permit activity

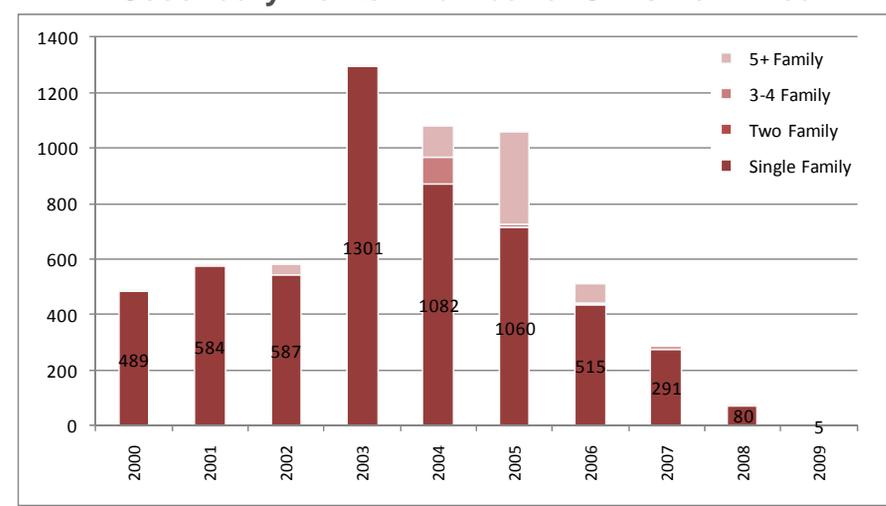
**Cathedral City: Number of Units Permitted**



Source: US Census 2009

Note: 2009 estimates based on extrapolations from reported permit data for January through October

**Secondary Market: Number of Units Permitted**



# V. Residential Market Analysis

## Residential Supply >> Active Residential Developments

- Hanley Wood Data Intelligence reports that there are approximately 37 active projects in the primary and secondary market

### Residential Developments in the Primary and Secondary Market

City	Housing Type	Project name	Builder Name	Price Range	Price per SF	Price per SF
Cathedral City	Single Family	CASSIA	Ashbrook Communities	\$292,990 - \$305,990	1,481 - 1,574	\$198
Cathedral City	Single Family	ELEMENTS	Damin Siskin	\$721,900 - \$835,900	2,300 - 3,000	\$314
Cathedral City	Single Family	ESPANA AT VILLAGES OF RIO DEL SOL	Damin Siskin	\$495,990 - \$541,990	1,500 - 1,600	\$331
Cathedral City	Single Family	LOS PORTALES	Ashbrook Communities	\$309,990 - \$369,990	1,590 - 2,334	\$195
Cathedral City	Single Family	MONTECITO	Damin Siskin	\$495,000 - \$515,000	1,630 - 1,820	\$304
Cathedral City	Single Family	PALAZZO AT VILLAGES OF RIO DEL SOL	Damin Siskin	\$549,990 - \$698,990	2,000 - 2,400	\$275
Cathedral City	Single Family	VILLA DEL SOL	Stone Pacific Corporation	\$349,950 - \$369,950	1,597 - 1,810	\$219
Cathedral City	Single Family	VILLAGES OF CAMPANILE	GHA Communities	\$364,900 - \$519,900	1,561 - 3,370	\$234
Palm Springs	Condo	43 AT RACQUET CLUB	Palm Springs Modern Homes VI	\$424,000 - \$424,000	1,415 - 1,553	\$300
Palm Springs	Condo	CATALINA GROVE	Catalina Grove, LLC	\$190,500 - \$219,900	850 - 1,150	\$224
Palm Springs	Single Family	ALCALA AT ESCENA	Standard Pacific Homes	\$531,000 - \$726,500	3,578 - 3,824	\$148
Palm Springs	Single Family	ALTA PALM SPRINGS	New port Coast Capital Management	\$549,000 - \$1,395,000	2,875 - 3,304	\$191
Palm Springs	Single Family	AVANT AT ESCENA	Lennar Homes	\$371,000 - \$430,000	2,244 - 2,981	\$165
Palm Springs	Single Family	CANYON COLLECTION	K. Hovnanian Homes	\$270,990 - \$321,800	2,288 - 2,825	\$118
Palm Springs	Single Family	CIRCA AT ESCENA	Lennar Homes	\$466,000 - \$488,000	1,952 - 2,803	\$239
Palm Springs	Single Family	COUNTRY CLUB ESTATES	Contemporary Homes, Inc	\$639,900 - \$691,900	1,840 - 1,924	\$348
Palm Springs	Single Family	COVE (THE)	Innovative Communities	\$373,760 - \$655,684	1,487 - 2,823	\$251
Palm Springs	Single Family	ENCLAVE AT SUNRISE	Bayshore Development	\$599,988 - \$899,000	2,800 - 3,275	\$214
Palm Springs	Single Family	LUMINAIRE	Ashbrook Communities	\$459,990 - \$649,990	2,249 - 3,317	\$205
Palm Springs	Single Family	MONTE SERENO	Ashbrook Communities	\$1,295,000 - \$1,375,000	2,701 - 3,357	\$479
Palm Springs	Single Family	MOTIF AT ESCENA	Lennar Homes	\$372,000 - \$427,000	2,213 - 3,004	\$168
Palm Springs	Single Family	MOUNTAIN GATE II	Century Vintage Homes	\$299,000 - \$603,475	1,211 - 2,778	\$247
Palm Springs	Single Family	MURANO	Enterprise Companies	\$749,900 - \$799,900	2,186 - 2,392	\$343
Palm Springs	Single Family	OCEO PALM SPRINGS	Tahiti Partners	\$685,000 - \$995,000	1,800 - 2,600	\$381
Palm Springs	Single Family	PALM COLLECTION	K. Hovnanian Homes	\$241,197 - \$259,560	1,900 - 2,102	\$127
Palm Springs	Single Family	SKYLAR AT ESCENA	Lennar Homes	\$415,000 - \$450,000	2,369 - 3,463	\$175
Palm Springs	Single Family	TANGERINE	Forte Residential	\$1,240,000 - \$1,473,000	2,482 - 2,782	\$500
Palm Springs	Single Family	WHISPERING PALMS AT PALM CANYON	Huntington Land and Development	\$2,000,000 - \$2,295,000	4,645 - 4,781	\$431
Palm Springs	Tow nhouse	PALERMO	Enterprise Companies	\$199,900 - \$349,900	831 - 1,375	\$241
Palm Springs	Tow nhouse	TERRA VITA	Freeman Building and Consulting	\$288,000 - \$459,500	1,349 - 1,715	\$213
Palm Springs	Tow nhouse	VILLAGE TRADITIONS	Freeman Building and Consulting	\$341,500 - \$459,500	1,432 - 2,078	\$238
Rancho Mirage	Single Family	AVIARA	Distinguished Homes	\$499,900 - \$675,500	2,557 - 2,931	\$196
Rancho Mirage	Single Family	BELLA CLANCY	GHA Communities	\$2,195,000 - \$2,695,000	4,521 - 4,890	\$486
Rancho Mirage	Single Family	ESCALA	GHA Communities	\$1,178,000 - \$1,500,000	3,247 - 3,998	\$363
Rancho Mirage	Single Family	VERSAILLES	Regency Homes	\$579,900 - \$999,900	2,205 - 4,441	\$263
Rancho Mirage	Single Family	VILLAS OF MIRADA (THE)	Andrew Plerce Corporation	\$2,000,000 - \$2,200,000	2,950 - 3,730	\$678
Thousand Palms	Single Family	RIDGE VIEW	Desert Community Developers	\$179,990 - \$290,000	1,272 - 2,112	\$142

Source: Hanleywood

## V. Residential Market Analysis

### Residential Supply >> Planned and Proposed Development

- According to the North City Specific Plan EIR there are entitlements for approximately 6,800 to 9,600 units with in the proposed North City area. Most of these projects are still years out in terms of delivery to the market.
- According to the City there are approximately 1,507 residential units are currently in the planning and construction process throughout Cathedral City.
  - There are approximately 500 multi-family units currently under construction in Cathedral City, of which 60 are affordable units.

#### Cathedral City Planned & Proposed Residential Development

Location	Project Type	Residential Units	Project Status
34290, 34320, 34350 Corregidor Drive	*Mixed Use	60	Approved
SW corner Landau Blvd & Quijo Rd	Multi-Family	158	Approved
Crossley Road & Sarah Street	Multi-Family	294	Approved
Palm Canyon Dr., West & W. Cathedral Canyon Flood Channel	Multi-Family	102	Approved
67025 & 67045 Mission Drive	Multi-Family	4	Approved
Rio Vista Village	Multi-Family	86	Approved
S Santa Barbara Dr., E of San Antonio Dr	Multi-Family	11	Approved
Rio Vista Village	Multi-Family	52	Approved
Avenida Quitana & Verona Rd	Multi-Family	71	Approved
NE Rancho Vista Dr & Corral Rd	Multi-Family	5	Bldg Dept., Plan Check
NE corner Date Palm Dr & Dave Kelly Rd	Mixed Use	164	Planning
SW corner Vista Chino & Landau Blvd	Multi-Family	122	Under Constr.
N. San Joaquin Dr & N San Mateo Dr	Multi-Family	52	Under Constr.
McCallum Way & Ramon Rd	Multi-Family	293	Under Constr.
Santoro Estates	Multi-Family	33	Under Constr.

\* Indicates project is affordable housing



## V. Residential Market Analysis

### Residential Supply >> Palm Springs/Palm Desert Apartment Market

- Apartment performance data is provided by REIS™, a data collection firm specializing in residential property.
- Our study area falls into the Palm Springs/Palm Desert Submarket as defined by REIS, with the geographic boundaries outlined below. REIS collects and aggregates local apartment information according to this submarket boundary.
- The Palm Springs/ Palm Desert submarket consists of approximately 6,000 units in 47 properties. On average the local area has rents between \$910 and \$930 per month.
- We were able to pull information for two select properties within the City of Cathedral City, also shown below.
- It should be noted that REIS information is limited to multifamily rental apartments with 4 or more units. The apartment information does not include single family residence rentals, duplex or triplex apartment properties and often excludes buildings with special restrictions, such as senior rentals or affordable rentals.

#### Palm Springs / Palm Desert Submarket Boundaries

	Cathedral City	Palm Springs/ Palm Desert Submarket	Riverside/ San Bernardino
No. of Bldgs	2	47	910
No. of Units	180	6,011	128,387
Asking Rent	\$927	\$912	\$1,038
Average Vacancy	6.3%	14.8%	8.30%

Source: REIS

#### Apartment Performance Snapshot



## V. Residential Market Analysis

### Residential Supply >> Riverside/San Bernardino Apartment Market

- The Palm Springs/ Palm Desert submarket is located within a larger Inland Empire market consisting of 16 communities throughout San Bernardino and Riverside Counties, as delineated by REIS. The Riverside/San Bernardino market area consists of more than 128,000 units in 910 properties\*
- Average vacancy rate is currently 8.3 percent across the region.
- Average asking rent is approximately \$1,038 across the region (as of 3Q 2009).
- While Cathedral City’s specific apartments may have lower rates, the Palm Springs/Palm Desert has one of the highest vacancy rates within the Inland Empire.
- Rents within the Palm Springs/ Palm Desert Submarket are the highest within Coachella Valley submarkets, but is still lower than the Inland Empire average.

**Riverside/San Bernardino Apartment Metrics, by Submarket**

Submarket	Inventory (Buildings)	Inventory (SF/Units)	Asking Rent \$	Vac %	Free Rent (mos)	Expenses % (Apartment)
Plm Spgs/Plm Dsrt	47	6,011	\$912	14.8	0.8	37.0
Riverside Cty/Corona	44	9,933	\$1,090	5.9	0.4	35.5
San Bernardino	114	12,866	\$827	9.2	0.7	35.3
Upland	40	5,375	\$1,077	6.8	0.6	37.2
N Ontario	68	7,769	\$1,130	6.1	0.2	37.4
S Ontario/Chino	32	4,939	\$1,280	7.3	0.3	36.7
Rancho Cucamonga	51	13,188	\$1,339	5.2	0.4	37.1
Fontana/Rialto	88	10,437	\$989	9.5	0.5	37.1
Colton/Loma Linda	70	11,534	\$1,090	6.9	0.5	35.5
Rvrsde/N Magnolia	94	9,538	\$974	6.5	0.5	37.2
University City	126	16,159	\$1,025	9.0	0.6	37.0
SW Riverside Cty	31	7,649	\$1,109	10.6	0.5	36.7
Victorville	28	3,410	\$741	9.9	0.2	36.4
Perris	22	2,425	\$886	15.1	0.6	35.7
Hemet	31	3,316	\$735	9.0	0.4	37.0
Indio/La Quinta	24	3,838	\$891	10.9	0.5	36.5

3Q2009 Performance

Source: REIS & AECOM

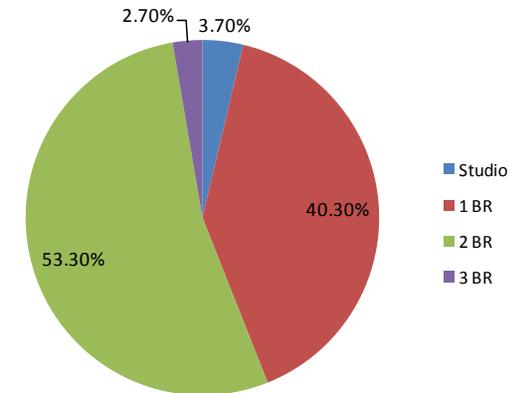
\* Data limited to properties of 4 or more units only. Does not include single family residence rentals, duplex or triplex apartment properties

## V. Residential Market Analysis

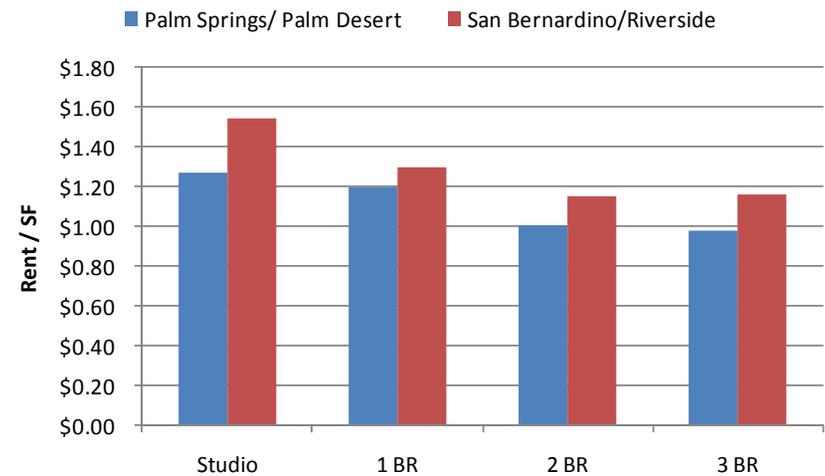
### Residential Supply >> Rent and Bedrooms

- The Palm Springs/Palm Desert submarket consists primarily of one and two bedrooms apartments.
- The asking rent per square feet in the Palm Springs/Palm Desert submarket does not vary greatly by the number of bedrooms.
- Studio apartments achieve the highest asking rent per square feet at about \$1.27, followed by one bedroom apartments at about \$1.20, two bedroom apartments at about \$1.01 and three bedroom apartments at about \$0.98.
- The asking rent per square feet in Palm Springs/Palm Desert submarket is lower than the San Bernardino and Riverside markets.

City of Cathedral Residential Supply



City of Cathedral City Residential Supply



Source: REIS

## V. Residential Market Analysis

### Residential Supply >> Apartments by Year Built

- Around 70 percent of the apartment supply in the Palm Springs/Palm Desert submarket was built after 1999, which indicates that they are typically newer and have more amenities onsite.
- Rental rates are higher for newer apartments buildings. Rents for apartment buildings built after 1999 averages about \$1,125.
- The vacancy rate is highest (approximately 20 percent) for apartments constructed between 1980 and 1989, which makes up approximately 54 percent of existing building inventory.

**Palm Springs/Palm Desert Submarket Apartment Trends Summary**

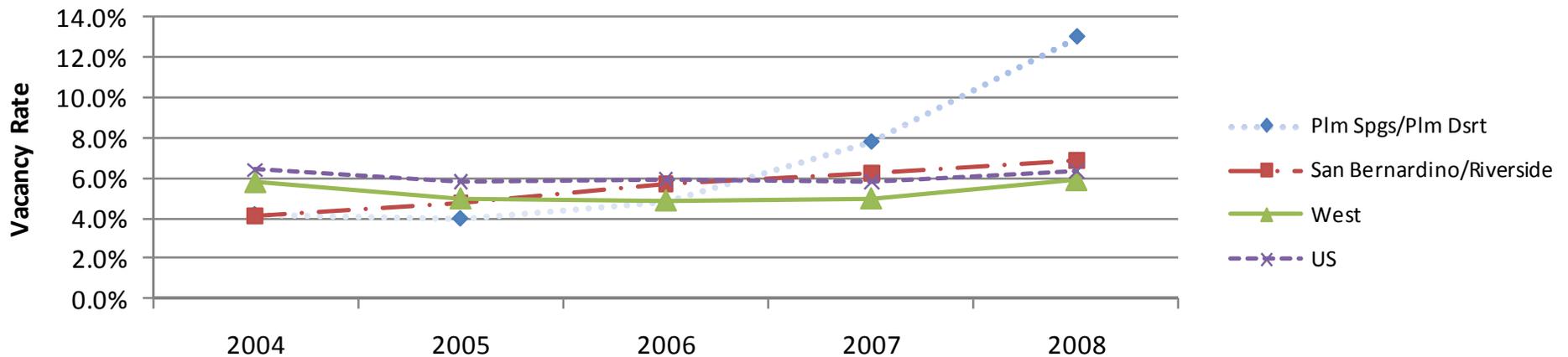
Year Built	Rent	Vacancy Rate	Inventory by Building Age
Before 1970	\$795	11.4%	9.0%
1970-1979	\$813	7.8%	21.0%
1980-1989	\$931	19.9%	54.0%
1990-1999	\$1,005	10.0%	8.0%
After 1999	\$1,439	12.1%	8.0%
All	\$912	14.8%	100.0%

Source: REIS

## V. Residential Market Analysis

### Residential Supply >> Apartment Submarket Vacancy

- As shown in the figure below, the vacancy rate for our submarket grew drastically between 2007 and 2008, registering at 13 percent in 2008.
- When compared to other markets such as San Bernardino/Riverside, the Palm Springs/Palm Desert submarket vacancy rate is almost 6 percent higher. The submarket vacancy rate is the highest among the comparable markets listed.
- Rental vacancies in the primary and secondary markets have continued to grow and are now near 15 percent.



Source: REIS and AECOM

## V. Residential Market Analysis

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### Residential Supply >> Apartments Sales

- There was limited apartment sales activity in Cathedral City during the last ten years.
- Only two apartment buildings sale transactions were recorded by REIS, both took place within the last five years.

**Recorded Apartment Sales in Cathedral City**

Property Address	City	Bldg SF	Year Built/ Renovated	Number of Units	Sale Date	Sale Price	Price per Unit	CAP Rate
36700 Pickfair Street	Cathedral City	50,424	2006	61	Oct. 2007	\$8,000,000	\$131,148	N/A
32450 Candlewood Drive	Cathedral City	N/A	1988	20	Sept. 2005	\$2,100,000	\$105,000	N/A

Source: REIS

## V. Residential Market Analysis

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### Residential Supply >> Current Economic Conditions

- For the past quarter century, the Inland Empire has been Southern California's major repository of affordable single-family housing, and one of the nation's leading home builders. This has been due in large part to an abundant stock of affordable, developable land, a strong transportation network, rapid population growth, and a thriving economy.
- The area was hit hard by the recent housing bust
- According to RealtyTrac, the Inland Empire MSA ranked fourth among the nation's top 200 metro areas in terms of foreclosure rates during the first half of 2009: 5.73 percent of existing residences (82,300 units) received notices from their lenders.
- According to a report by the National Association of Realtors, the Riverside market has higher exposure to subprime loans than the average US market (23% vs. 12%), but rising prime foreclosures are also becoming a problem.
  - Foreclosure + REO rate is the number of mortgages that are either in foreclosure or have been repossessed and are now owned by banks, divided by the total number of mortgages for the region.
    - Foreclosure +REO rate, prime market: 5.2% (Aug 2009)
    - Foreclosure +REO rate, subprime market: 31.5% (Aug 2009)
- Adding to local economic stress has been a cutback in international trade through the ports of Los Angeles and Long Beach resulting from the global recession. Warehouse and distribution industries represent a significant share of employment and employment growth in the Inland Empire.
- According to the BLS, the average employment rate (non-agricultural) fell by 3.8 percent (48,400 jobs) in 2008, with additional steep declines expected in 2009. The July 2009 unemployment rate for the Riverside-San Bernardino-Ontario MSA was 14.5 percent (72,000 jobs). Employment directly affects the housing market as homeowners struggle to make their mortgage payments and renters double-up to ease living expenses.
- Oversupply in both the SFR and condominium market may be suppressing apartment development due to the presence of 'shadow stock' (single family homes & condos being rented as apartments).

## V. Residential Market Analysis

### Residential Supply >> Current Economic Conditions (Cont.)

- While the number of homes sales has been increasing over the past two years, the federal government's incentives for first-time home buyers are scheduled to end April 30, 2010.
- There is concern that without such incentives annual home sales will decline. Furthermore, there is still a stock of active new homes that remains to be sold.

**New Home Supply, 2<sup>nd</sup> Quarter 2009**

Markets	Completed	Under Construction	Total
Palm Springs/Cath. City/DH Springs	34	13	47
Ranhco Mirage	19	0	19
Palm Desert	18	7	25
Total Riverside	529	563	1,092

Source: Coachella Valley Economic Blue Print , Fall 2009 Economic Presentation

## V. Residential Market Analysis

### Residential Demand >>>

- The residential demand analysis provides a benchmark for projected demand for rental multifamily apartment units and for-sale attached product in Cathedral City.
- Given the current economics and existing inventory of housing in the Inland Empire, we have used conservative projections.
  - The demand analysis looks primarily at demand from new growth only, rather than the demand from existing residential turnover.
  - The demand analysis looks at new growth from Western Coachella Valley Cities (Cathedral City, Palm Springs, Rancho Mirage, Desert Hot Springs, and Palm Desert).
- Also, it should be noted that the analysis projects the demand within Cathedral City as a whole. The expected capture along the Date Palm Corridor will depend on the proposed product at the site and urban environment created in the proposed development.

#### Methodology

- The demand analysis looks at SCAG projected household growth in the Western Coachella Valley cities across a 15 year period and estimates the amount that may be captured in the City of Cathedral City and then estimates the amount of this demand that may support new multi-family rentals and for-sale attached products.

#### **SCAG Household Projections and Cathedral City Share**

SCAG Household Projections	2009	Incremental Household Growth		
		2009 - 2014	2014- 2019	2019- 2024
Cathedral City	17,808	1,673	2,007	1,634
Western Coachella Valley	87,167	11,898	10,473	10,365
<b><u>Cathedral City Households as Share of Region</u></b>				
Cathedral City as Share of Western Coachella Valley		20%		

Source: SCAG, AECOM

## V. Residential Market Analysis

### Residential Demand >>> Methodology (Cont.)

- The expected capture of households in Cathedral City is projected on a moderate and high basis.
  - The moderate capture rate represents the fair share proportion of current Cathedral City households to all Western Coachella Valley cities (Figure on previous slide).
  - The high capture rate represents the proportion of building permits in the city of Cathedral City during the peak housing boom years, relative to all Western Coachella Valley cities (Figure below).

#### Western Coachella Valley Building Permits and Cathedral City Share

COUNTY	CITY	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>Western Coachella Valley</b>										
Riverside	Cathedral City	116	27	417	139	71	6	10	-	-
Riverside	Palm Springs	-	-	4	206	344	74	11	1	-
Riverside	Rancho Mirage	7	40	-	-	-	-	-	-	-
Riverside	Desert Hot Springs	-	-	10	122	40	169	35	8	-
Riverside	Palm Desert	411	310	101	111	135	442	70	471	44
<b>Western Coachella Valley Total</b>		<b>534</b>	<b>377</b>	<b>532</b>	<b>578</b>	<b>590</b>	<b>691</b>	<b>126</b>	<b>480</b>	<b>44</b>

#### Cathedral City as a Share of Multi-Family Bldg Permits

Cathedral City as Share of Western Coachella Valley	22%	7%	78%	24%	12%	1%	8%	0%	0%
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Total Dev't Pd	Peak Dev't Pd
2001 - 2009	2001 - 2006
17%	24%

Source: US Census Bureau, AECOM

## V. Residential Market Analysis

### Residential Demand >>> Methodology (Cont.)

- The demand for new housing must then be income qualified to account for households that can afford the costs of a new home (rather than moving to a previously owned home).
  - Assuming that households may pay approximately 25 percent of their income for rent or mortgage, the table shows the affordable monthly rental range and for-sale home price range.
  - In the case of rentals, approximately \$1,300 to \$1,500 in monthly rent is required to cover the construction of a new Type II construction apartment building.
  - For-sale homes need to be priced above \$200,000 to \$250,000 to cover new attached product construction costs.
- US Census data is then used to estimate the share of the new households, categorized by renters and owner-occupied dwelling units, that fall into the \$50,000 and above category.
- Finally, for rental demand, we then estimate the share of renters willing to rent in a multifamily unit versus renting a home.
- Finally, for home purchases, we then estimate the home owner market willing to locate in attached product rather than single family detached units.

#### Estimated Residential Affordability Ranges

Annual Income Range	Base Rental Range Price	Base Affordable Home Price Range
< \$25,000	< \$521	< \$100,000
\$25,000 - \$34,999	\$521 - \$729	\$100,000 - \$139,996
\$35,000 - \$49,999	\$729 - \$1,042	\$140,000 - \$199,996
\$50,000 - \$74,999	\$1,042 - \$1,562	\$200,000 - \$299,996
\$75,000 - \$99,999	\$1,563 - \$2,083	\$300,000 - \$399,996
\$100,000 - \$149,999	\$2,083 - \$3,125	\$400,000 - \$599,996
\$150,000 +	\$3,125 +	\$600,000 +

Source: AECOM

#### Western Coachella Valley Households by Tenure

	Owner Occupied	Renter Occupied
	% of all Households	% of all Households
Less than \$20,000	7.8%	10.0%
\$20,000 to \$35,000	8.9%	10.3%
\$35,000 to \$50,000	8.7%	6.2%
\$50,000 to \$75,000	10.7%	6.9%
\$75,000 to \$100,000	7.8%	2.6%
\$100,000 to \$150,000	9.7%	1.6%
\$150,000+	8.0%	0.7%
Total	61.6%	38.4%

Source: 2006 - 2008 American Community Survey

## V. Residential Market Analysis

### Residential Demand >>> Multi-Family Apartments and Attached Home Demand

Residential Demand Model		2009 - 2014	2014- 2019	2019- 2024
Western Coachella Valley (Projected Household Growth)				
		11,898	10,473	10,365
<b>Households Locating to Cathedral City</b>				
<b>Moderate</b>	(Current Household Share of Region)	<b>20%</b>	<b>2,431</b>	<b>2,140</b>
<b>High</b>	(Current Permit Share of Region)	<b>24%</b>	<b>2,860</b>	<b>2,491</b>
<b>MODERATE</b>				
Home Owner Percentage				
	Income Qualified (Making over \$50,000)	36%	875	770
	Willing to locate in attached units	40%	350	308
Renter Percentage				
	Income Qualified (Making over \$50,000)	12%	292	257
	Multifamily vs. Rent Home	70%	204	180
<b>HIGH</b>				
Home Owner Percentage				
	Income Qualified (Making over \$50,000)	36%	1,030	906
	Willing to locate in attached units	40%	412	362
Renter Percentage				
	Income Qualified (Making over \$50,000)	12%	343	302
	Multifamily vs. Rent Home	70%	240	211

Source: AECOM

## V. Residential Market Analysis

### Residential Demand >>> Results

- Based on the methodology described above, we estimate that there is potential demand for approximately 7,000 to 8,000 total residential units in Cathedral City between 2009 and 2024.
- We conservatively estimate that there is demand for approximately 2,000 to 2,300 new attached homes and 1,200 to 1,400 new market-rate multi-family apartments in the City.
- The capture of these units at the project sites will depend on the competitiveness of the planned development in terms of:
  - Design and quality of the residential units
  - Creating an attractive, overall residential / mixed use development
  - Development of the North City Specific Plan.
    - There are plans for between 7,600 to 9,000 new units in the North City Specific Plan. Much of the demand within the Cathedral City is going to be drawn to this area.
    - However, the North City Specific Plan area requires significant infrastructure investments. In the current housing climate, it may be a long time before this master planned development is initiated. Smaller infill projects along Date Palm Drive will not have these significant infrastructure developments and may be developed before any competitive North City Specific Plan units come online.

Demand Summary	2009 - 2014	2014- 2019	2019- 2024
<b>Cumulative New Home Demand</b>			
Moderate	350	658	963
High	412	774	1,133
<b>Cumulative New Apartment Demand</b>			
Moderate	204	384	562
High	240	452	661

## V. Residential Market Analysis

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### Residential Demand >>> Results

- While the North City Specific Plan may be competitive with residential located along Date Palm Drive. IT also poses an opportunity. The specific plan area is proposed as a comprehensive new community. The development of all land uses—regional-level retail, residential, office development/business park, and industrial developments—may generate more residential demand throughout the city and may make complimentary development along Date Palm Drive more attractive.
- Lastly, it should also be noted that these estimates are conservative. There is limited developable land in Southern California. The Inland Empire and Coachella Valley represent one of the few places with more affordable, developable land. Substantial long-term (20 to 30 year) growth is expected in the Inland Empire.

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## VI. Next Steps

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### Economic Development Strategies >>> Considerations in Targeting Uses

- As mentioned in the Introduction, the Market Analysis presents a framework for understanding the potential scale of development within Cathedral City. To develop the economic strategies, we will want to target specific land uses and types of development that may be located along Date Palm Drive Corridor.
- Additional analysis will be involved in this process, including an analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT).
- As we begin to consider the specific uses along the site, the consulting team and the City will want to consider these key areas:
  - Competitive Industries within Cathedral City and Industry Clusters
    - Understanding the City's competitive (industry) advantages
      - Interior design/ Home furnishing
      - Green industries / Green design
  - Potential Recreation/Entertainment Anchors
  - Leveraging the North Specific Plan
    - Synergies
    - Timing of the Date Palm development relative to the North Specific Plan
  - Retail: Focusing on Competitive Retail Categories or Recapturing Existing Retail Leakages?
  - Infill Capacity and Urban Form

## General Limiting Conditions

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Every reasonable effort has been made to ensure that the data contained in this report are accurate as of the date of this study; however, factors exist that are outside the control of AECOM and that may affect the estimates and/or projections noted herein. This study is based on estimates, assumptions and other information developed by AECOM from its independent research effort, general knowledge of the industry, and information provided by and consultations with the client and the client's representatives. No responsibility is assumed for inaccuracies in reporting by the client, the client's agent and representatives, or any other data source used in preparing or presenting this study.

This report is based on information that was current as of the December 2009 and AECOM has not undertaken any update of its research effort since such date.

Because future events and circumstances, many of which are not known as of the date of this study, may affect the estimates contained therein, no warranty or representation is made by AECOM that any of the projected values or results contained in this study will actually be achieved.

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This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and considerations.