

SECTION I: SUMMARY





North City Extended Specific Plan SUMMARY

In 2007, Cathedral City initiated a comprehensive effort to create and implement a bold new vision for the community by developing an annexation program and Specific Plan for approximately 5,000 acres of land located north of Interstate Highway 10. The North City Specific Plan was completed in July of 2009 as a result of an intensive process of community outreach, a studied response to market demand, and a sustainable design sensitivity to North City's signature desert environment.

Cathedral City is proceeding with an effort to extend the adopted North City Specific Plan and annexation process to include an additional land area east of North City and north of I-10 that is within the unincorporated community of Thousand Palms. The area is included in the City's Sphere of Influence. A developer is proposing a 590 acre mixed use development which is addressed in this North City Extended Specific Plan, and is poised for future annexation into the City of Cathedral City.

This Specific Plan builds upon and extends the land use planning approach and community design guidelines of the original North City Specific Plan, and further establishes strong economic, transportation and lifestyle connections between the North City area and the existing Cathedral City community south of I-10, as well as the rest of the Coachella Valley. This plan is also responsive to needs and desires for future development by the Thousand Palms community.

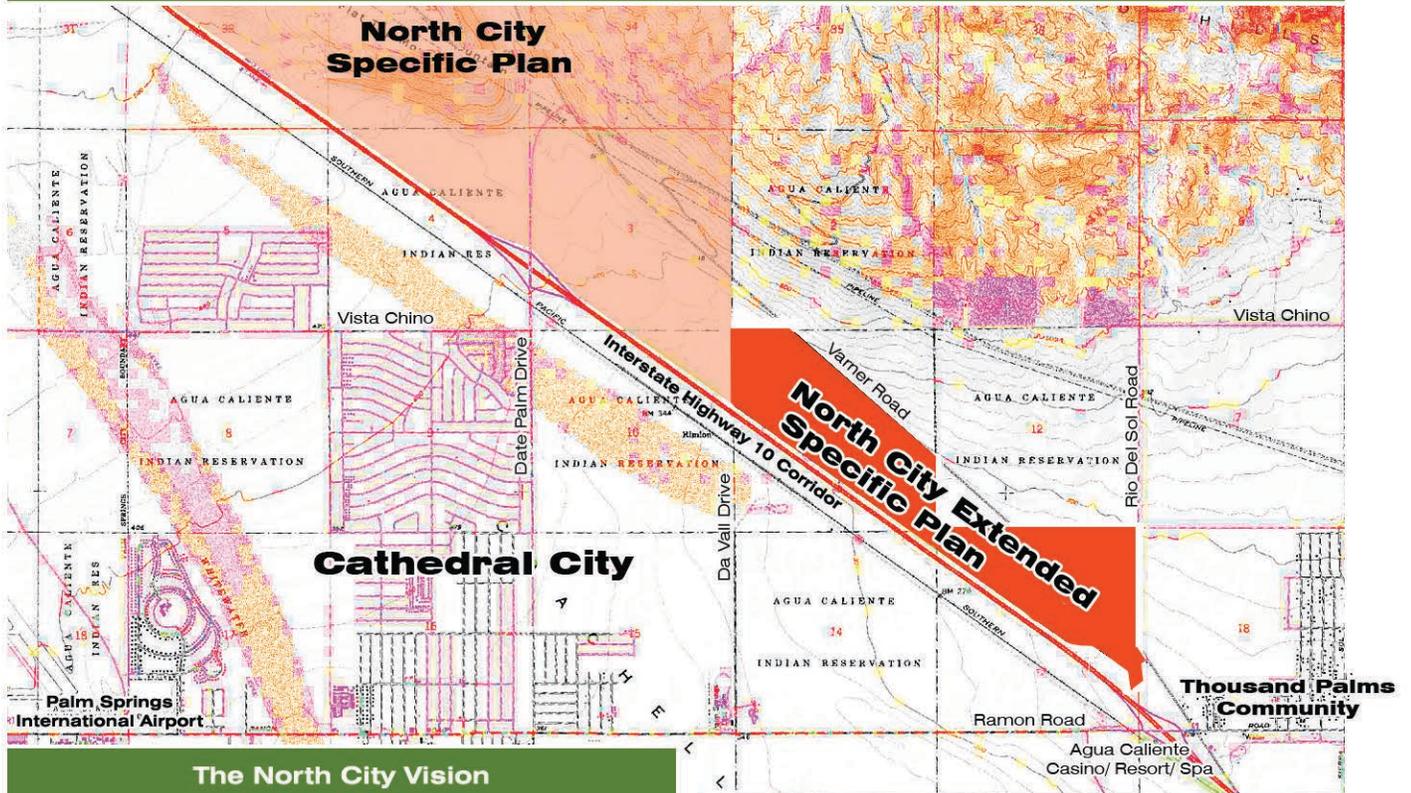
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Shaping a Vision Shared by the Community



The North City Vision

- Establish a unique identity within the Coachella Valley.
- Create a thriving mixed-use area that strengthens Cathedral City's economic base.
- Create compact, walkable neighborhoods/ districts that support healthy living and multiple transportation options.
- Provide a signature open space framework and preserve the natural environment.
- Encourage sustainable, energy-efficient development.



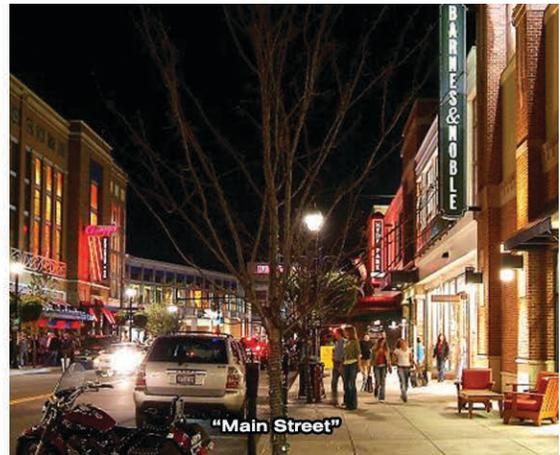
Within the original North City Specific Plan community outreach process, an extensive effort was undertaken to ensure that the plan would reflect the values, ideas and knowledge of Cathedral City residents, businesses and public agencies. During the preparation of this North City Extended Specific Plan, this participation was broadened to include residents and stakeholders in the Thousand Palms community to the east. Thus, the Thousand Palms Community Council, Preservation Group and Chamber of Commerce have been included in this outreach process.

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North City Extended Specific Plan

Capturing New and Expanding Markets



This **North City Extended Specific Plan** is positioned to capitalize on Cathedral City's strategic central location within the vibrant and diversified Coachella Valley economy. The area includes two miles of highly visible frontage poised for mixed use community development along the north side of the Interstate Highway 10 corridor. The new interchange at I-10 and Bob Hope Drive has recently transformed this area into a dynamic and sustainable hub for near- and long-term economic development.

This Specific Plan establishes a targeted economic development program at this strategic location which focuses on: 1) a new regional retail/ resort hotel/ entertainment complex at the Bob Hope interchange; 2) a creative mix of new community retail and residential uses in a uniquely themed Village Center featuring a walkable "Main Street" setting; 3) a major employment center with a blend of job-creating light industry uses within a planned business campus framework; and 4) a dynamic mix of residential opportunities, including entry- and mid-level ownership housing, multifamily rental and "work force" housing, as well as mid-priced retirement housing and unassisted living community development.



Enjoying and Protecting Nature



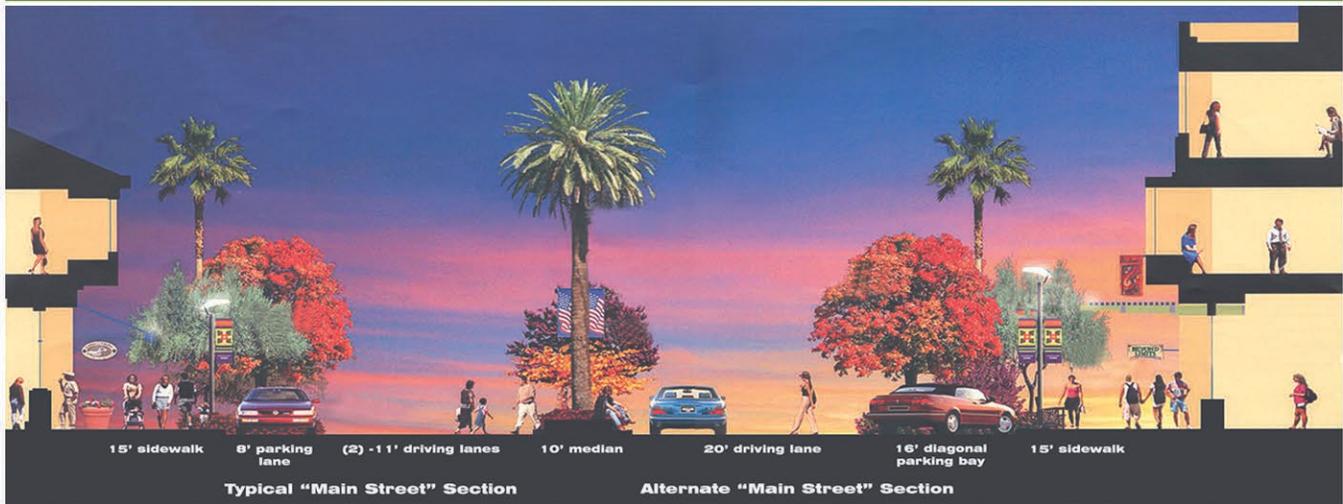
The central “vision” of the **North City Extended Specific Plan** focuses on the creation of compact, walkable neighborhoods supporting healthy lifestyles and multiple transportation options within a signature open space framework that preserves and enhances the natural desert environment of the area. This signature open space framework emphasizes specific, sustainable site design principles and an overall landscape design theme within a network of open space system elements.

The open space system elements include: 1) stormwater drainage corridors and enhanced retention basins; 2) view corridors to mountain range panoramas in each direction, with emphasis on Mt. San Jacinto; 3) a variety of landscaped water features within a “desert oasis” setting; 4) community and neighborhood parks, and related recreational facilities, for use by residents of the Specific Plan area; 5) a network of bikeways and pedestrian walkways which provide connectivity to all open space framework elements; and 6) a landscaped linear parkway along the right-of-way line of I-10 which presents a visually appealing and inviting environment along the freeway frontage. Primary and Secondary Gateways to the community, as well as complementary landscaped entryways, are included within this open space framework, and create a means for added design emphasis at key locations.

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Building Sustainable Streetscapes



The **North City Extended Specific Plan Circulation and Streetscape Improvements Program** is an easterly extension of the original **North City Specific Plan** recommendations. The network of streets proposed in this Specific Plan consists of landscaped roadway corridors, Class I bikeways separated from vehicular traffic, and a hiking trails system connecting within a regional open space network.

The system of landscaped streetscapes includes the following linkages: 1) Interstate Highway 10 corridor improved with a landscaped linear parkway and multi-use trail along its north right-of-way line; 2) Varner Road corridor improved as a "Modified Major Highway" with a landscaped median and parkways and multi-use pathway; 3) a new Valley Center Boulevard, classified as a "Major Highway", which serves as the central visual and circulation "spine" through this planned community and also includes landscaped median, parkways and multi-use pathway; and 4) a subsystem of landscaped "North City Collectors and Local Streets" which distributes traffic flows and provides access to mixed use neighborhoods.

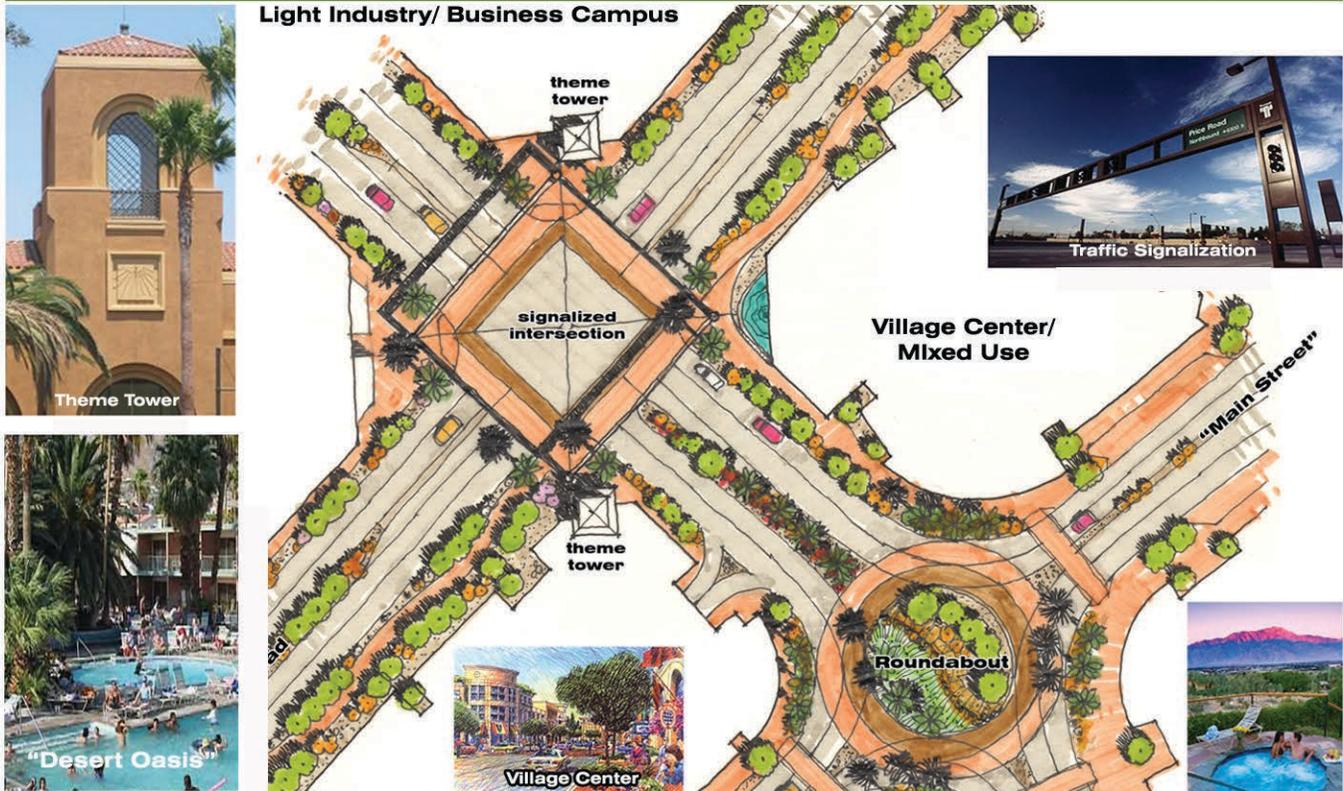
A significant feature of this Specific Plan is a "Main Street" central corridor directed through the planned Village Center as a means to enhance pedestrian activity, on-street parking options and flexibility for mixed retail/ residential uses.

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Implementing with Market-Responsive Tools



This Specific Plan features several flexible techniques for implementing feasible land development by applying one or more market-responsive tools as economic conditions fluctuate throughout the build-out phasing of the North City Extended area. The basic framework for this flexibility lies within the provisions of the Mixed Use-Urban (MU-U) and Mixed Use-Neighborhood (MU-N) zoning districts. Within this framework, two other tools are proposed to be created and applied as market conditions may fluctuate:

1) **Transfer of Development Rights Program (TDR):** Application of a City TDR Ordinance allows the shifting of densities from sites within designated Storm-water Retention Basins to other sites outside of the basins through a negotiated transaction, thus preserving required retention basin sites as Open Space while owners of those properties can realize negotiated compensation through density bonuses on other developable properties; and

2) **Land Use Equivalency Program (LUE):** Identifies and quantifies a set of rules for exchanging land uses, one for another, such that any exchange does not increase PM peak hour traffic trips nor increase Volatile Organic Compounds (VOC) emissions above regional thresholds established by SCAQMD.

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