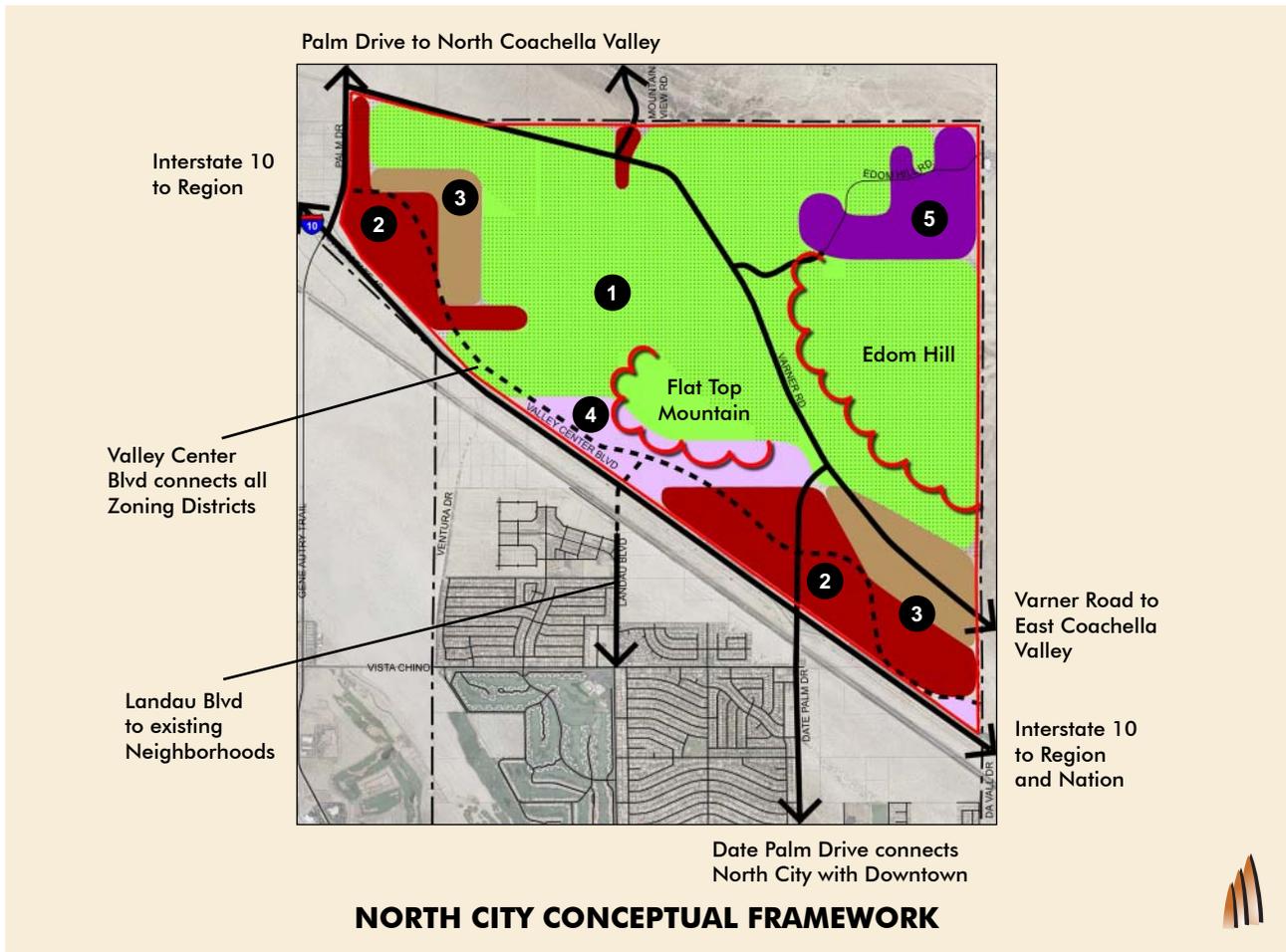


# A New North City for a New Time

## NORTH CITY SPECIFIC PLAN SUMMARY



In 2007, Cathedral City decided to create a bold new vision for its expansion and enhancement by developing a plan for approximately 5,000 acres of existing and recently annexed properties located to the north of Interstate 10. The City hired a team of consultants, lead by The Arroyo Group, a noted planning and urban design firm, to work with the City in realizing this significant new potential. The North City Specific Plan has been developed with an intensive process of community participation, a realistic approach to market demand and a sensitivity to North City's unique desert environment. The Specific Plan establishes strong economic, transportation and lifestyle connections between North City and the existing City development to the south, and between North City and the rest of the Coachella Valley.



The major features of the Conceptual Framework include:

- 1 Preservation of desert habitat in over half of the planning area as part of the regional Multiple Species Habitat Conservation Plan, and including key natural landmarks, Edom Hill and Flat Top Mountain.
- 2 Two major Mixed Use-Urban Districts at the eastern and western gateways to Cathedral City which offer new, pedestrian-oriented lifestyles for shopping, living, and entertainment.
- 3 Two major Mixed Use-Neighborhood Districts that extend the pedestrian-oriented lifestyle experience into lower density development.
- 4 A major freeway-oriented Business Park conveniently served by adjacent Mixed Use Districts.
- 5 A unique Edom Hill Industrial Park for clean manufacturing with an emphasis on renewable energy and sustainable products, and with the potential for a destination resort.

These unique North City land use districts are well connected with the City, Coachella Valley region, and nation via the transportation linkages illustrated. In addition, a new Valley Center Boulevard links the eastern and western Mixed Use Districts with each other.

*Cathedral City*

## ***A Vision Shaped by the Community***

Working with City Staff, The Arroyo Group team conducted an extensive program of community involvement to ensure that the North City Specific Plan reflects the values, knowledge and ideas of the Cathedral City community.

The community involvement process included workshops, presentations, study sessions, and a bus tour of the planning area. The process involved a City-appointed Steering Committee, the public at large, property owners, developers, the Coachella Valley Association of Governments, the Agua Caliente Band of Cahuilla Indians, the Coachella Valley Water District, environmental groups, other agencies and the Planning Commission, Streets and Transportation Commission and City Council, among others. The City's website was used to post all studies, plans, and meeting dates and summaries associated with the planning process.

The community dialogue was primarily informed by discussions of the natural environment, market factors and property ownership considerations. This dialogue resulted in the following Vision:

### **Vision**

#### **North City will:**

- **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 an open space framework and preserve the natural environment.**
- **Encourage sustainable, energy-efficient development.**



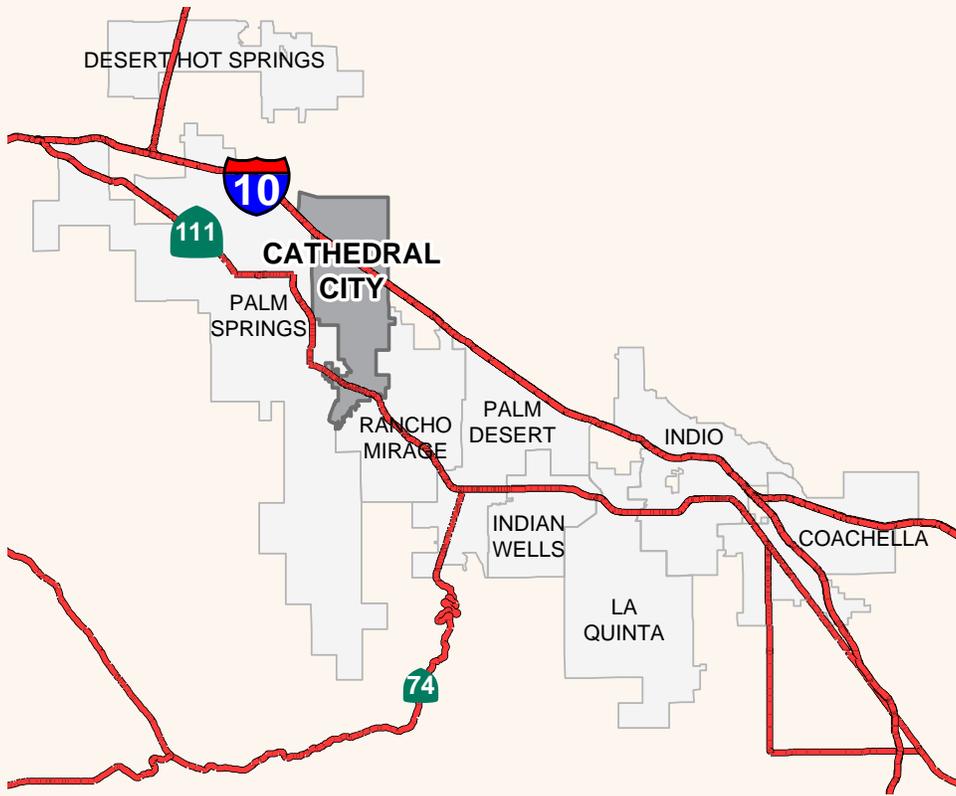
## Capturing New Markets

The North City Specific Plan is designed to capitalize on Cathedral City's central location in the dynamic, growing Coachella Valley. Coachella Valley population is projected to increase from approximately 400,000 to one million residents in the coming decades. Long-term market demand is projected to be strong for regional, community and neighborhood retail, employment and residential uses; and moderate for hotel uses, visitor-serving recreational uses and entertainment.

North City is well positioned, with nearly five miles of frontage on the Interstate 10 Freeway, to capture both the market demand created by Coachella Valley growth and from the thousands of freeway travelers passing by each day.

The North City Specific Plan is designed to attract the regional population of Coachella Valley and freeway travelers by creating unique Mixed Use Districts and by providing pedestrian oases in the beautiful desert environment. Positioned in the foreground of the majestic views to Flat Top Mountain and Edom Hill, these Districts will offer a unique environment for Cathedral City residents and visitors alike. The Edom Hill area can be promoted for development of environmentally-friendly light industrial uses or a destination resort in this spectacular natural setting.



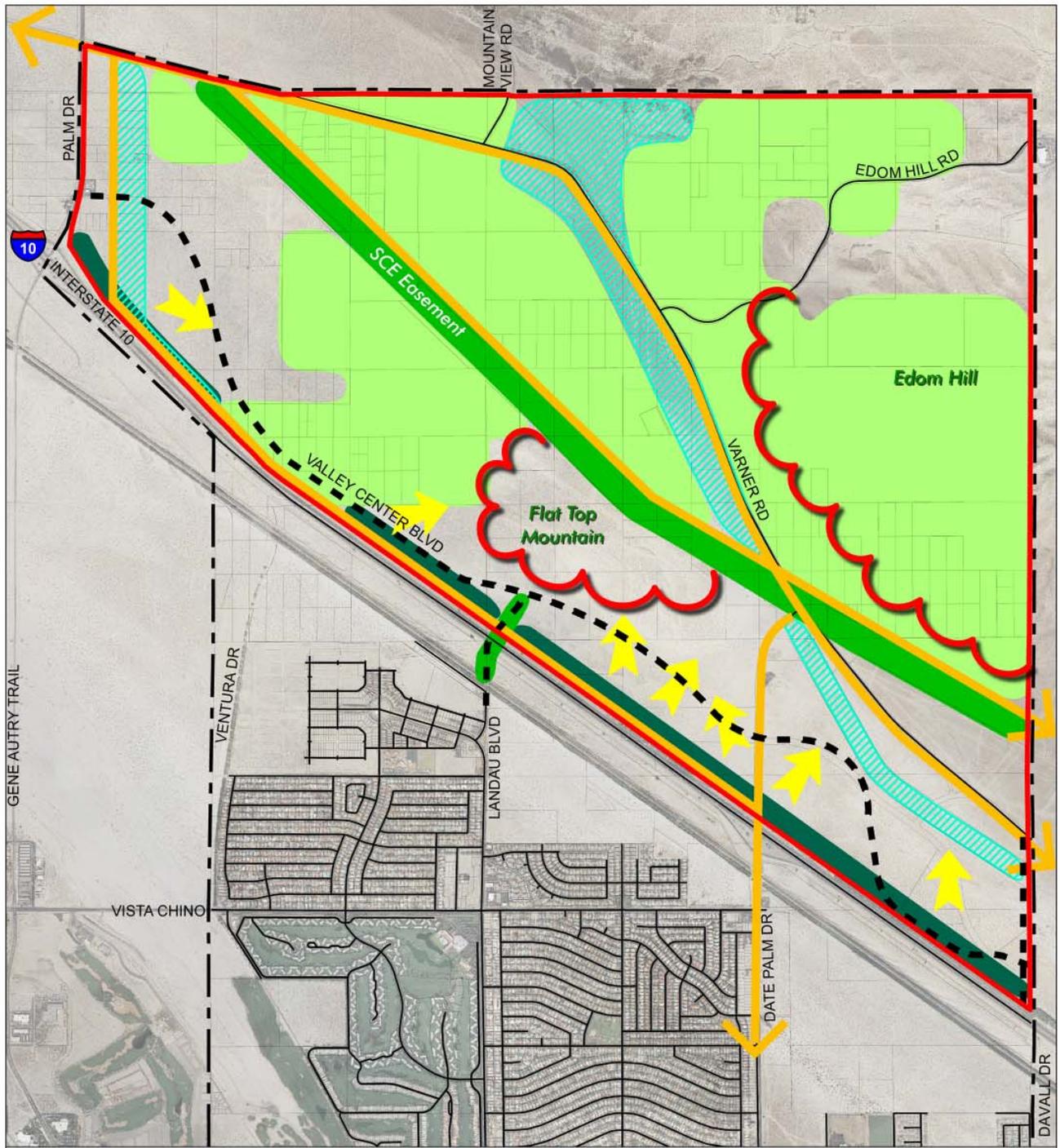


## **Enjoying and Protecting Nature**

The North City Specific Plan breaks new ground for sustainable living and habitat preservation in Southern California by two means. First, the Plan organizes shopping, residential, employment and entertainment areas in compact walkable districts that are accessed from a limited network of roads with excellent connections to the rest of the City. Second, the Specific Plan fully embraces the habitat and endangered species provisions of the Multiple Species Habitat Conservation Plan (MSHCP) for Coachella Valley. The MSHCP preserves thousands of acres of desert habitat in the Coachella Valley. Over half the North City area is allocated to open space in support of this unprecedented regional preservation effort.

The Open Space Framework, which is located within and outside the MSHCP Area, preserves North City's unique natural landmarks including Flat Top Mountain, Edom Hill and dramatic regional watercourses. These key natural elements are supplemented and connected by creating of a linear open space and hiking trail adjacent to Southern California Edison's existing regional electricity transmission corridor and a new "desert edge" freeway setback. Many portions of the Open Space Framework will be connected with bicycle and/or hiking trails for residents and visitors to enjoy the spectacular beauty of the preserved natural setting of North City.





**Open Space Framework**

- Specific Plan Area
- City Boundary
- MSHCP Conservation Area
- Open Space
- Open Space Corridors
- Major Water / Drainage Courses (schematic)
- Freeway Buffer
- ➔ Protect Views
- Natural Landmarks
- Future Road (approximate alignment)

➔ Potential Network of North City and Regional Trails



**North City Specific Plan**

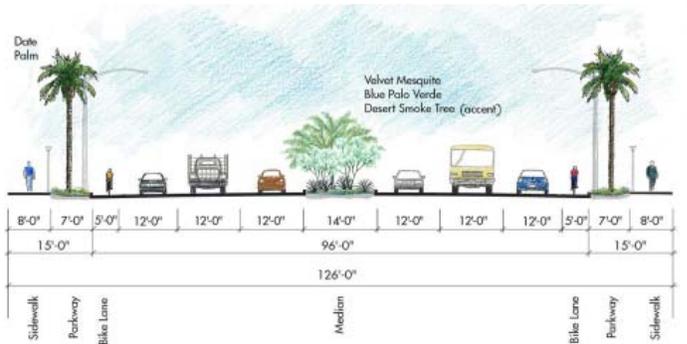


# Sensitive, Sustainable Streetscapes

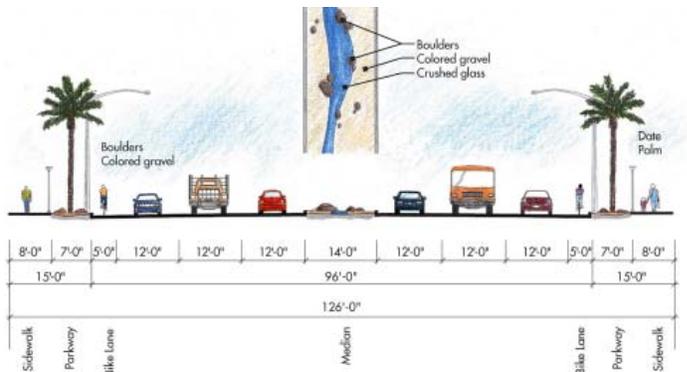
The North City Specific Plan provides for an attractive new streetscape network. The network consists of beautifully landscaped roads, Class 1 bikeways separate from auto traffic, and regional hiking trails connecting with the regional open space network.

## Major Streetscapes

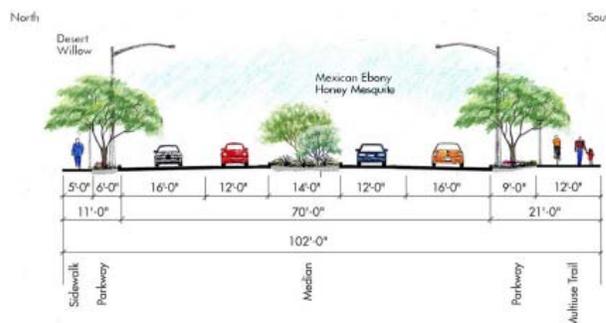
- 1 Date Palm Drive provides access to the easterly Mixed Use Districts for local residents and Interstate 10 travelers. In keeping with its name, the street tree is Date Palms. The median along Date Palm Drive will include Velvet Mesquite and Blue Palo Verde trees planted in informal spacing, with the Desert Smoke Tree as an accent.
- 2 Palm Drive provides access to the westerly Mixed Use Districts for local residents and Interstate 10 travelers. In keeping with its name, this streetscape also features Date Palms.
- 3 Varner Road provides east-west connections in the Coachella Valley and will carry most of the regional through traffic.
- 4 Valley Center Boulevard provides local access to all the freeway-adjacent districts, including both Mixed Use Districts and the Business Park District.
- 5 The character of Valley Center Boulevard is more elaborate and urban as it passes through the Mixed Use Districts, with a simpler, desert-oriented character as it passes through the Multiple Species Habitat Conservation Plan area.



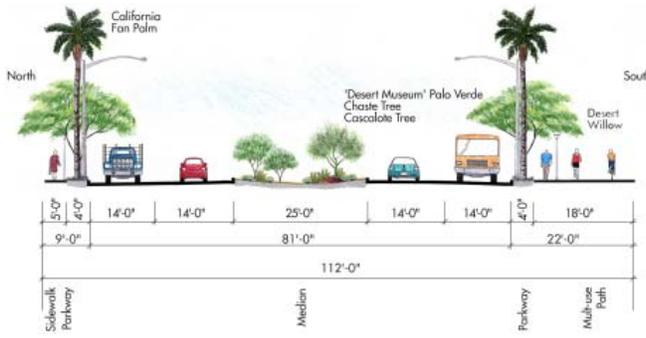
1 Date Palm Drive



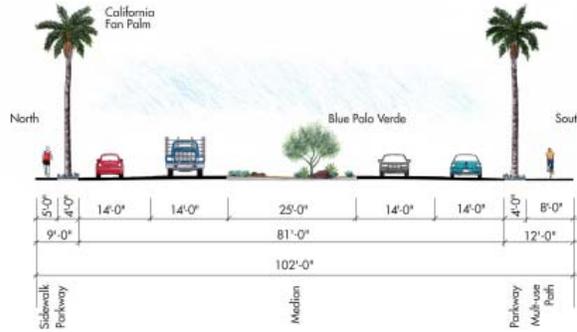
2 Palm Drive



3 Varner Road



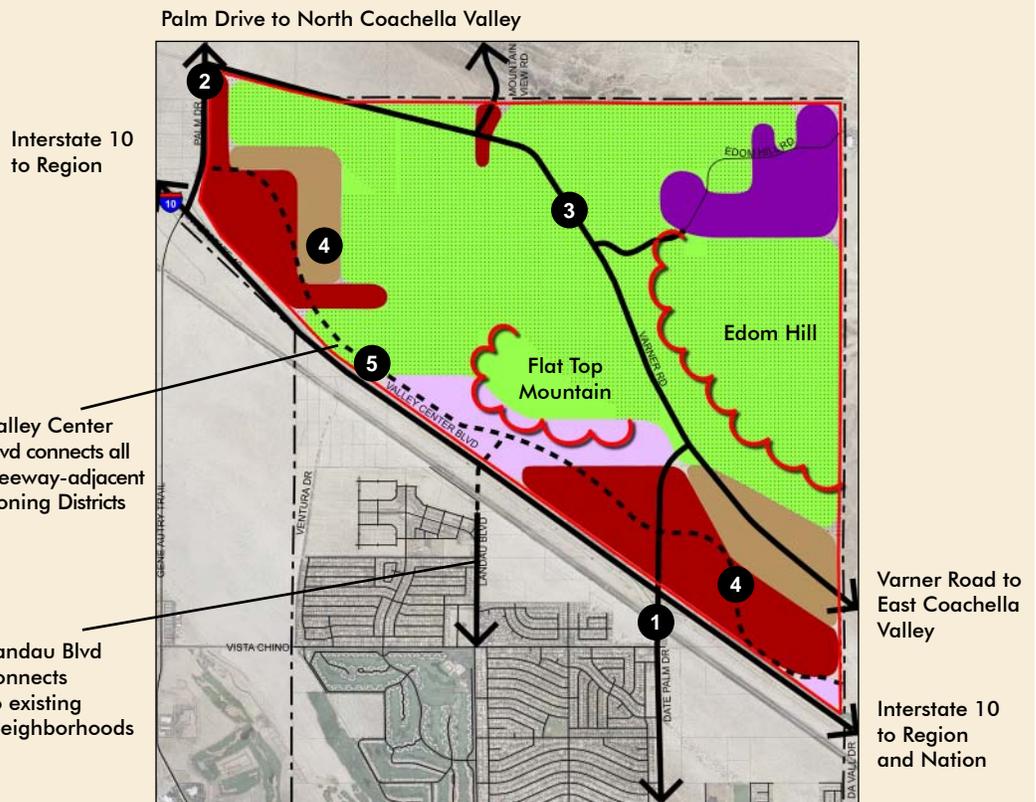
**4 Valley Center Boulevard**  
outside MSHCP Conservation Area



**5 Valley Center Boulevard**  
within MSHCP Conservation Area



Examples of biking and hiking trails



**NORTH CITY STREETSCAPES**



# Specific Plan Zoning Districts

## New Zoning Districts

The North City Specific Plan establishes new Mixed Use Districts which capture local and freeway-oriented market demand, enhances the City's jobs-housing balance and promotes healthy sustainable development. This innovative approach to land use planning and urban design will also reduce trip-making, reduce energy consumption and minimize the carbon footprint of future, new development.



### Mixed Use-Urban (MU-U)

- Takes advantage of freeway visibility and accessibility to capture regional and community scale commercial projects for both shopping and recreation.
- Provides for higher density housing in a variety of styles ranging from residences directly over retail uses to condominiums, town homes, and flats.
- Promotes walking and biking for shopping, dining and entertainment uses, as well as for connecting with the local and regional bicycle and hiking trails.



### Mixed Use-Neighborhood (MU-N)

- Provides for a variety of lower density housing types from mid-rise condominiums to town homes, row houses, flats and single family housing.
- Promotes walking and biking to shopping, dining and entertainment uses in the adjacent Mixed Use-Urban Districts, as well to the local and regional bicycle and hiking trails.



### Business Park (BP)

- Provides for commercial, office and light manufacturing uses with freeway visibility and convenient access to the adjacent Mixed Use-Urban Districts.



### Edom Hill Light Industrial (EH-LI)

- Provides for light manufacturing with minimal environmental impact and emphasizing "green" products such as solar or wind energy equipment. A resort hotel is also allowed as a conditional use.



## Existing Zoning Districts

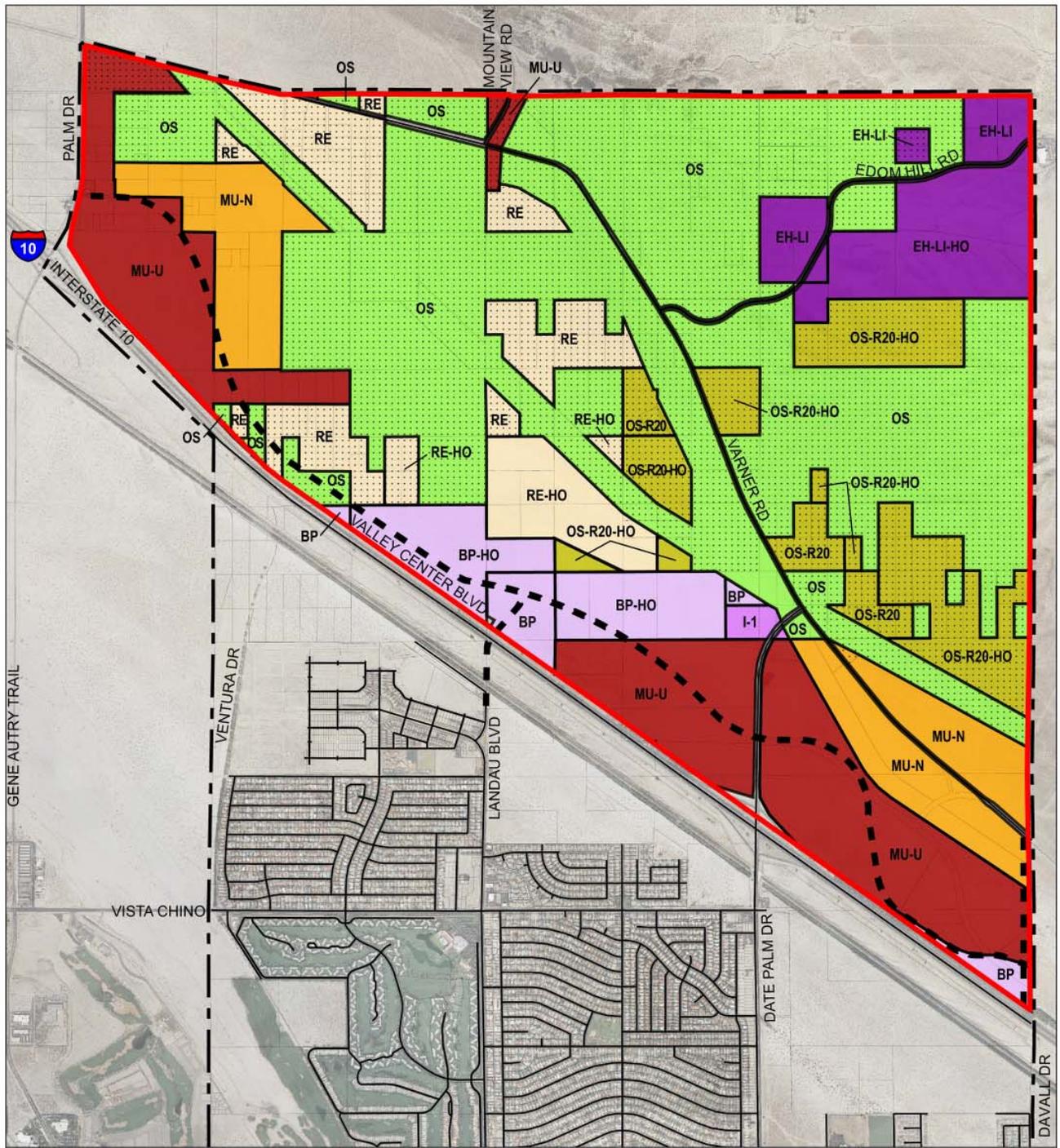
In addition to these new Districts, several other districts from the City's existing zoning ordinance are used where appropriate and include Light Industrial (L-1), Residential Estate (RE), Open Space Residential (OS-R) and Open Space (OS).

## Hillside Overlay Zone

The Hillside Overlay Zone protects environmentally-sensitive areas, provides appropriate setbacks from ridgelines and indicates general areas where development is prohibited, discouraged, or allowed with special conditions.

## Water Courses

Water Courses within the Specific Plan area are identified for the consideration of property owners and developers who may need to obtain additional reviews and permitting from the Coachella Valley Water District and the Riverside County Flood Control District.

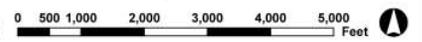


**Specific Plan Zoning Districts**

- Specific Plan Area
- City Boundary
- MSHCP Conservation Area
- Mixed Use - Urban (MU-U)
- Mixed Use - Neighborhood (MU-N)
- Business Park (BP)
- Edom Hill Light Industrial (EH-LI)
- Light Industrial (I-1)
- Residential Estate (RE)
- Open Space Residential (OS-R20)
- Open Space (OS)
- Existing Road
- Future Road (approximate alignment)
- Hillside Overlay (-HO)



**North City Specific Plan**



# Implementation

## How to Use the Specific Plan

This Summary provides the basic concepts and principle recommendations of the Specific Plan. The complete Specific Plan document provides detailed information on the allowable land uses; development regulations; location standards; and other implementation criteria. All development in the Plan area shall comply with the North City Specific Plan, and begins with submittal of a development application to the City.

## What's in the Specific Plan?

**Section I** is this **SUMMARY**

**Section II** describes the **CONTEXT** for the Specific Plan recommendations. Section II includes the following chapters:

**Chapter 1: Introduction** provides more information regarding how the Specific Plan relates to California Planning Law, the City's General Plan and Zoning Ordinance, the Coachella Valley Multiple Species Habitat Conservation Plan and a Program Environmental Impact Report that has been prepared to evaluate the environmental impacts of the Plan and recommend mitigation measures.

**Chapter 2: Existing Conditions** provides more information about the regional and City context for the Plan, ownership patterns and Multiple Species Habitat Conservation Plan.

**Chapter 3: Vision, Goals and Policies** articulates the Vision with Goals and Policies for Land Use, Economic Development, Open Space and Natural Resources, Circulation, Parking and Infrastructure.

**Section III** describes the **PUBLIC IMPROVEMENTS** recommended in the Specific Plan and includes the following chapters:

**Chapter 4: Open Space and the Environment** provides additional detail about the Open Space Framework described in this Summary.

**Chapter 5: Circulation and Streetscape Improvements** provides additional detail about the Circulation and Streetscape Improvements overviewed in this Summary.

**Chapter 6: Infrastructure Improvements** describes how property owners and developers should coordinate with the various service providers of water, sewers, storm drains and electrical, gas, telecommunication and cable television systems.

**Section IV** describes the **PRIVATE DEVELOPMENT** envisioned for the various Zoning Districts overviewed in this Summary:

**Chapter 7: Establishment of Specific Plan Zoning Districts** establishes the Specific Plan Land Use Districts and discusses zoning within the MSHCP Conservation area, water courses, and the Hillside Overlay District.

**Chapters 8 through 11** describe each of the Zoning Districts in detail.

**Chapters 12** describes the Design Standards and Guidelines for new construction in the Specific Plan area.

**Section V** describes **IMPLEMENTATION** of the Specific Plan and includes:

**Chapter 13: Specific Plan Administration** includes the responsibility for administration of the Plan by the City, how land uses and standards not listed will be dealt with, as well as district boundary adjustments, interpretations, nonconforming uses and the application of the CEQA Program EIR process.

**Chapter 14: Fiscal Impact Assessment and Implementation Strategies** overviews the Market Demand Analysis, presents a Fiscal Impact Analysis of the Plan and describes a Infrastructure Financing Strategy.