

# DATE PALM DRIVE CORRIDOR CONNECTOR PLAN

COMPASS BLUEPRINT DEMONSTRATION PROJECT  
CONTRACT NO. 10-004-B7  
06/10/10



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in association with





# Date Palm Drive Corridor Connector Plan Compass Blueprint Demonstration Project

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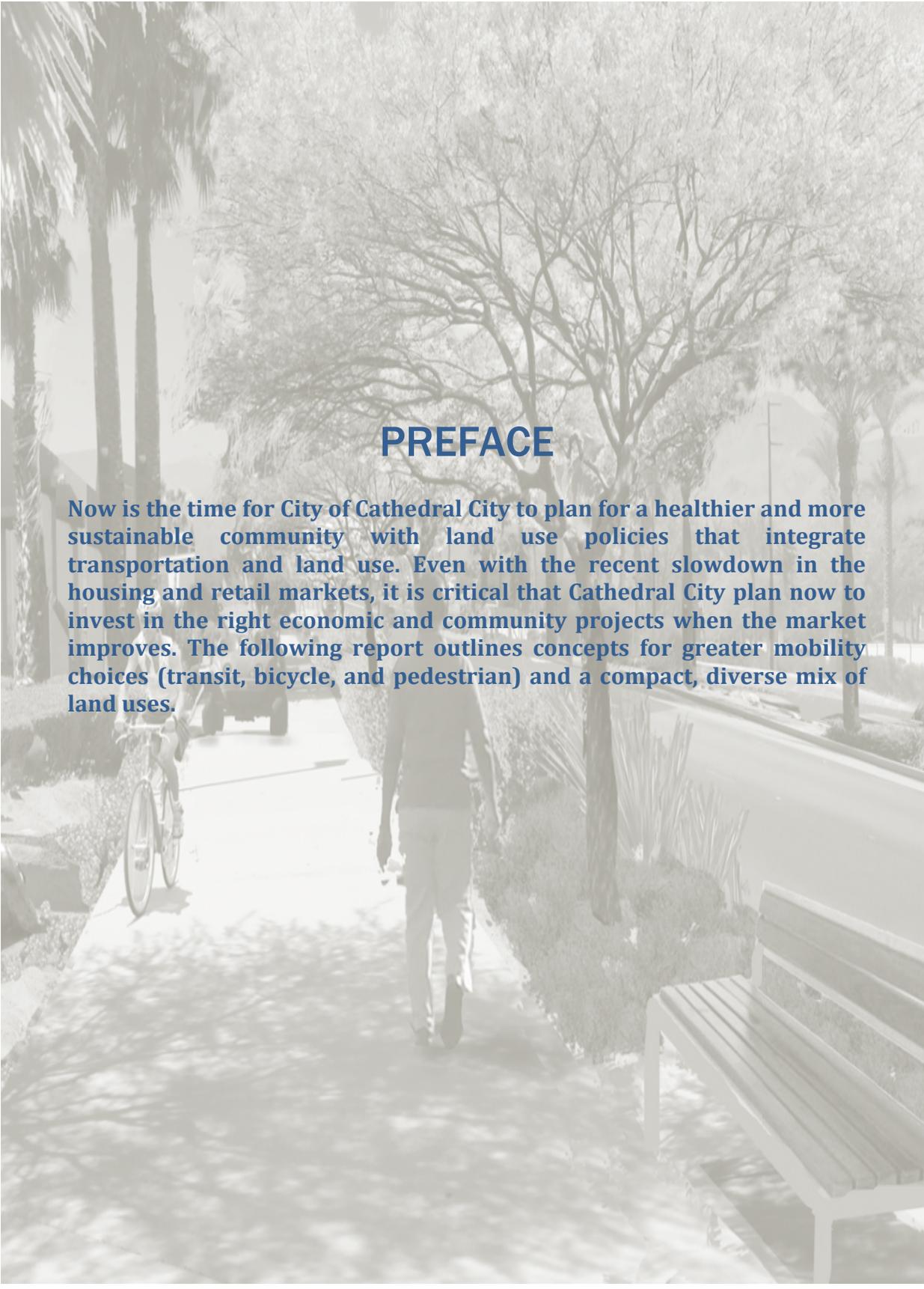
In Association with

**KOA Corporation**

**Economics at AECOM (ERA)  
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## PREFACE

Now is the time for City of Cathedral City to plan for a healthier and more sustainable community with land use policies that integrate transportation and land use. Even with the recent slowdown in the housing and retail markets, it is critical that Cathedral City plan now to invest in the right economic and community projects when the market improves. The following report outlines concepts for greater mobility choices (transit, bicycle, and pedestrian) and a compact, diverse mix of land uses.

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# **CHAPTER 1**

## **INTRODUCTION, VISION, & PLAN SUMMARY**

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## 1.0 INTRODUCTION, VISION, AND PLAN SUMMARY

The Date Palm Drive Corridor Connector Plan provides direction for future City of Cathedral City public investments, private development, and community action. The Plan builds upon the City's General Plan, the City's existing economic development strategies, and unique desert setting with spectacular mountain views.

The Plan aims to highlight Cathedral City's many assets, support the improved performance of existing businesses, and establish a competitive advantage to attract new vitality to the Date Palm Drive Corridor in the near future. Serving as a catalyst, this vision will establish clearly-defined priorities for City Council and City staff. Armed with a vision, City staff can apply for more funding to complete short- and long-term plans and projects that will bring the vision to fruition.

### 1.1 Purpose of the Plan

The overarching goal of the Date Palm Drive Corridor Connector Plan is to emphasize land use and transportation strategies that support and stimulate economic development and produce a more livable and sustainable community. Sustainability principles, as advocated by the Compass Blueprint Program, offer a feasible strategy that builds upon an economically viable mix of land uses to create a vibrant community that is sensitive to the desert environment.

### 1.2 Study Area and Regional 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 second largest city in the Coachella Valley and is home to more than 50,000 residents. The City was incorporated in 1981 and ranks within the top two cities in the Coachella Valley in population, retail sales, and total taxable sales.

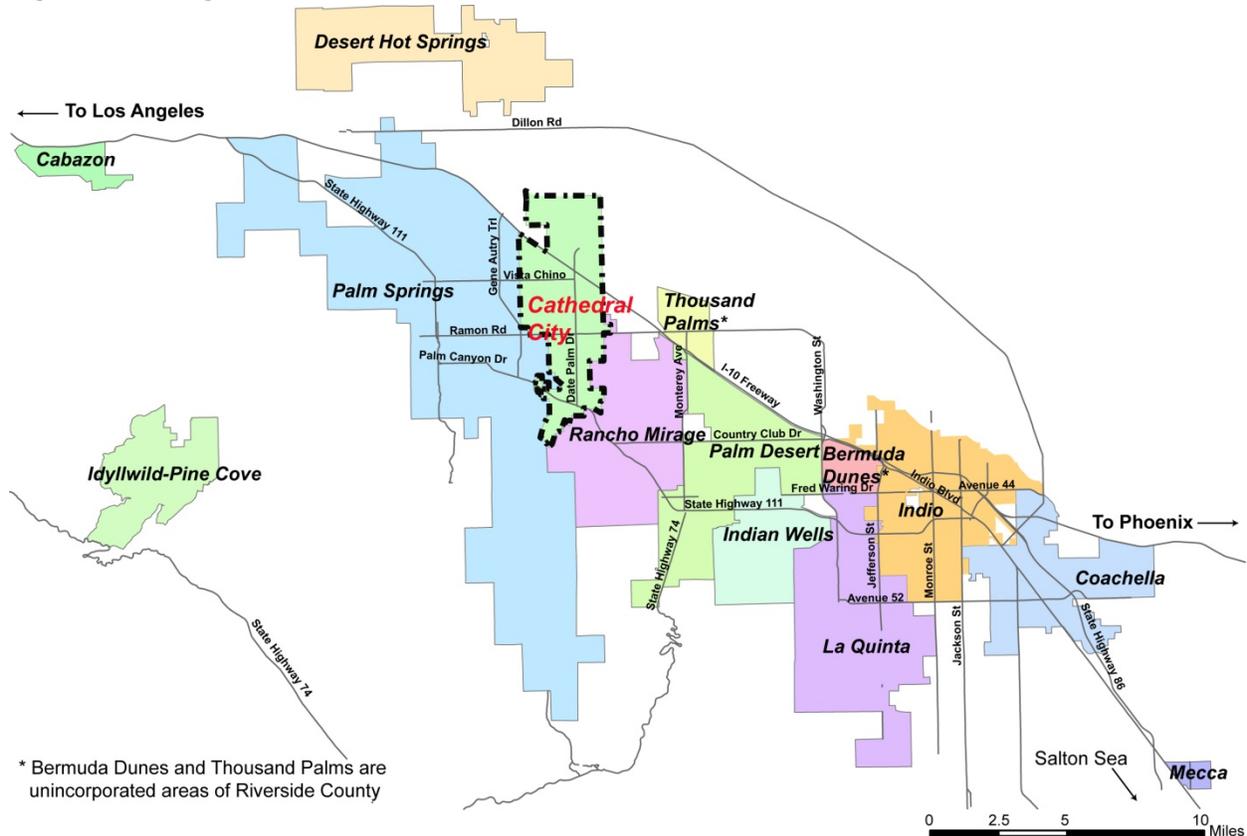
Date Palm Drive is a major north-south regional roadway connecting Cathedral City to neighboring communities within the Coachella Valley, such as Desert Hot Springs, Palm Springs, Rancho Mirage, and Palm Desert (**Figure 1-1**). Date Palm Drive is intersected by Interstate 10 (I-10 Freeway) and East Palm Canyon Drive (Historic 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 the I-10 Freeway. 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, Edom Hill and the Little San Bernardino Mountains are visible to the north. The Santa Rosa Mountains due south provide an especially striking vision as one descends from the I-10

overpass. The City's General Plan recognizes the remarkable mountain views available from nearly every location in Cathedral City.

Date Palm Drive extends from Varner Road on the north to East Palm Canyon Drive to the south. The corridor and study area is approximately six miles long and encompasses an area within approximately one-half mile of Date Palm Drive on either side. **Figure 1-2** illustrates the study area established in coordination with City staff. Date Palm Drive is an important connection between the newly adopted North City Specific Plan, north of I-10 Freeway, and Cathedral City's revitalizing downtown to the south. The North City Specific Plan reinforces the corridor's importance as a linkage and demands an integrated development strategy that considers the future growth to the north of the freeway in addition to the continued revitalization of Downtown.

**Figure 1-1: Regional Location Map**



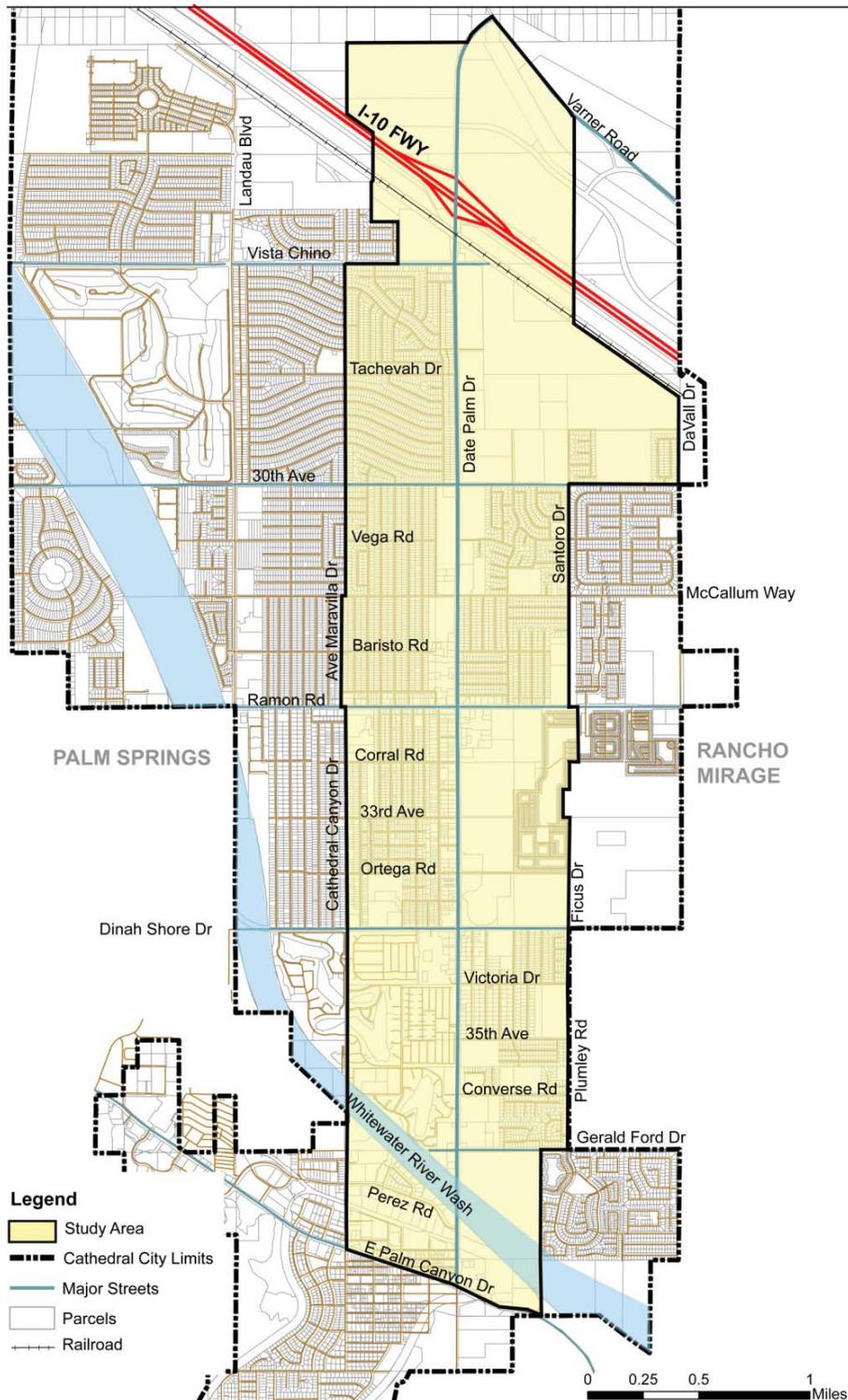
Source: SCAG GIS Data, Gruen Associates

### 1.3 Compass Blueprint

In June of 2004, the Southern California Association of Governments (SCAG), the region's Metropolitan Planning Organization, adopted the **Compass Growth Vision** intended to “accommodate the 6 million new residents expected to live in the region by 2030 while balancing valuable quality of life goals.” The Compass 2% Strategy Opportunity Areas identify key areas adding up to 2% of the entire region which are singled out for the implementation of

such a Vision. It is expected that the cumulative effect of small actions concentrated on this 2% of the land will greatly contribute to improving the quality of life for Southern California residents.

**Figure 1-2: Location of Study Area within Cathedral City**



Source: Gruen Associates, City of Cathedral City GIS Base, Rev 12-17-2009

The Compass Growth Vision identifies the City of Cathedral City as a Compass Principles Priority Area that is encouraged to take local actions consistent with the **Compass Blueprint Principles**.

## Funding of the Plan

Funding for the Date Palm Drive Corridor Connector Plan 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.

## Land Use and Transportation Integration

Integrating or coordinating land use and transportation planning and development are commonly considered today as one facet of "smart growth", sustainable development, and other similar concepts. These concepts share policies, principles, and strategies intended to facilitate "healthy", sustainable communities and neighborhoods. These approaches also tend to foster a balance of mixed uses, including housing, educational, employment, recreational, retail, and service opportunities. They recognize the importance of spatial or geographic proximity, layout, and design of these uses. In addition, consideration of broader long-term impacts of land use decisions on our natural and human-made environment, including transportation systems and facilities, is critical to these concepts.

## Compass Blueprint Principles

**Improving Mobility** for all residents by promoting a variety of travel choices and encouraging transportation investments and land use decisions that are mutually supportive;



**Fostering Livability** by preserving stable communities, promoting mixed-use walkable communities and promoting infill developments that revitalize existing neighborhoods;



**Enabling Prosperity** by supporting job creation and accessibility, education and workforce improvement and development; and



**Promoting Sustainability** by focusing development in urban centers, utilizing public and private resources efficiently to minimize waste and pollution, and by fostering "green" development techniques.



Some benefits of integrating land use and transportation planning are protecting and enhancing the environment, promoting energy conservation, improving quality of life, promoting consistency among transportation improvements, coordinating planned growth and economic development, providing greater mobility, enhancing the sense of community, and helping to foster healthier lifestyles. **Figure 1-3** summarizes some benefits of land use and transportation integration.

**Figure 1-3: Benefits of Land Use and Transportation Integration**

**Environmental**

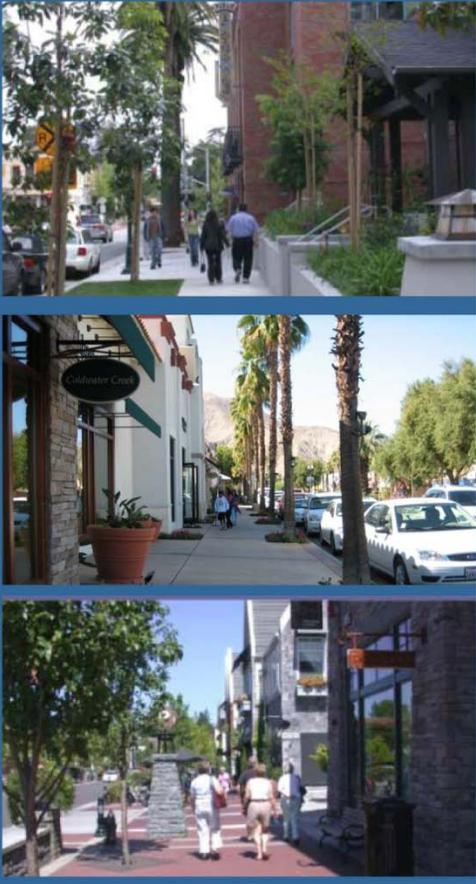
- Improve overall quality of life
- Improve air quality by reducing auto trips & emissions
- Decrease congestion by increasing transit ridership

**Economic**

- Assist in revitalization or redevelopment of an area
- Reduce need for multiple automobile ownership, providing additional household income

**Social**

- Increase health benefits by walking & bicycling
- Greater mobility choices



**Relationship of Plan to SB 375**

SB 375 requires SCAG to direct the development of the Sustainable Communities Strategy (SCS) for the region. The new SCS will integrate planning elements of transportation, land use, and housing with greenhouse gas reduction targets. This process, which is just beginning, will require meaningful collaboration and negotiation with local governments and other stakeholders in the region to ensure that a well-balanced SCS is developed and that all aspects of transportation alternatives have been considered and properly vetted.

**SB 375** focuses on reducing vehicle miles traveled (VMT) and urban sprawl. AB 32 was the nation's first law to limit greenhouse gas emissions. SB 375 was enacted thereafter to more specifically address the transportation and land use components. There are two mutually important facets to the SB 375 legislation:

- reducing VMT and
- encouraging more compact, complete, and efficient communities for the future.

## 1.4 Planning Process and Outreach

The overall planning and outreach process for the preparation of the Date Palm Drive Corridor Connector Plan is summarized in **Figure 1-4**. The left side of the figure lists the scope of services by major tasks, and the right side outlines the outreach process. Throughout the planning process, the Gruen Associates' team placed emphasis on coordinating with City staff, involving the community, and establishing an integrated approach to land use and transportation planning. In order to inform and obtain input from community members, a series of stakeholder interviews were conducted early in the planning process in a series of small meetings (1 to 3 people each). These interviews were conducted on November 12 and 18, 2009. Interviews were held with school representatives, City staff, property owners, local Indian tribe members, Council representative, Chamber of Commerce staff, real estate brokers, and mobile home park managers. Discussions focused on how to improve both the public and private realms along Date Palm Drive.



Kick-Off Meeting & Community Workshop

A community workshop was held in March 2010 to inform and obtain input from the participants about the alternatives for enhancing the private and public realms. Participants were asked to comment on display boards and alternative land use concepts. Approximately 30 community members attended the workshop. Written and verbal feedback was provided to the team.

A joint Planning Commission and Streets and Transportation Commission meeting combined with a community workshop was held on June 16<sup>th</sup> followed by a presentation to the City Council on June 23<sup>rd</sup>, 2010.

## 1.5 Organization of Report

The report is arranged into six chapters:

- **Chapter 1** provides an overview of the study area, purpose of the Plan and describes the overall vision;
- **Chapter 2** identifies the existing conditions within regional and local contexts and summarizes the main issues, opportunities and constraints;
- **Chapters 3 and 4** describe the strategy for enhancing the public and private realms, including alternative scenarios and the preferred alternative based on City and stakeholder comments received; and

**Figure 1-4: Date Palm Drive Corridor Connector Plan Planning Process**



- **Chapter 5** delineates the next steps towards implementation including the general design guidelines, economic development and funding strategies, and the General Plan and zone change amendments.

## 1.6 Goals and Objectives

The following goals and objectives for the Date Palm Drive Corridor Connector Plan are based on the findings and recommendations discussed at the kick-off meeting, stakeholder interviews, and from previous planning studies.

- Bring to the Corridor what is needed from the community perspective (local significance);
- Retain existing businesses and attract new ones;
- Promote economic development by creating a vibrant mix of land uses that respond to market and community needs;
- Attract people from all areas of the Coachella Valley (regional significance);
- Make Cathedral City a major destination point;
- Meld together the many Specific Plans into a single vision; and

- Develop a consistent set of urban design and development standards and guidelines for Date Palm Drive’s public and private realms.

## 1.7 The “Vision”

The Date Palm Drive Corridor is envisioned as one of the main corridors for attracting Cathedral City’s future economic growth. Anchored by existing assets such as the Civic Center and entertainment venues in Downtown, Big League Dreams Sports Park, the public library and nearby home improvement businesses along Perez Road, Date Palm Drive will be a vibrant, multi-modal, and pedestrian-friendly corridor connecting neighborhoods to clusters of thriving businesses along six miles of shaded paths.

The public realm vision is depicted in **Figure 1-5**. The shaded multi-use pathways provide for pedestrians, bicyclists and Neighborhood Electric Vehicles (NEVs), and are complemented by public transit facilities, desert-sensitive landscaping, public art, and distinctive directional signs. As illustrated in **Figure 1-6** on the following page, the Date Palm Drive Corridor Connector Plan proposes the concentration of businesses and activities in six unique walkable “**development nodes**.” The development nodes focus on strengthening existing businesses and neighborhoods while creating opportunities for new activities and economic expansion. Each development node is planned around a predominant use identified to strengthen existing assets. The six development nodes constitute the focus areas in which to concentrate catalytic projects and prioritize public and private investments thus creating “anchors” able to induce and energize development between each node. They have been selected based on planning opportunities that include land availability, existing assets, predominant character, level of connectivity to surrounding areas, market absorption opportunities, and significance to the overall economic development strategy. Each node encompasses a ½-mile circle, which is about a ten-minute walk for those living and working within that area, potentially reducing the number of daily car trips. The ¼-mile area is a five-minute walkable zone and is generally considered for locating more intensive uses. These nodes would be connected through multi-use shaded pathways along Date Palm Drive.

Cathedral City should take advantage of the successful interior art and design businesses located along Perez Road and build on its success and brand the City “**Desert Interior Art and Design**.” Branding will help Cathedral City define itself and attract positive attention. This brand will have a major impact on people decision to visit the city, to buy its products or services, to do business there, or even to relocate there. As envisioned, Date Palm Drive will incorporate places to live, work and play, in addition to new businesses and public art that will consolidate its brand as the “**Desert Interior Art and Design**” City of the desert cities.

Anchoring the corridor at its southernmost end near Downtown, the plan envisions an exemplary Art and Design Village with artist lofts and art galleries, outdoor cafes, design-oriented businesses, and a new gateway at East Palm Canyon Drive. At the northern end, south of the I-10 Freeway interchange, a master planned “complete neighborhood” is envisioned to become the new gateway to Cathedral City, offering the first impression of the City for those

arriving regionally. Between these anchors, opportunities for infill and revitalization will range from educational and sports facilities to new office parks and retail hubs, complemented by live/work and multi-family residences.

**Figure 1-5: Public Realm Vision**



**Before**



**After – Shaded multi-use path, landscaped parkway, and landscaped setbacks provide a pleasant pedestrian-environment along Date Palm Drive**

**Figure 1-6: Date Palm Drive - the “Desert Art and Design” Corridor**

Minor Gateway with public art



Multi-modal Transportation Corridor with attractive desert-themed streetscape



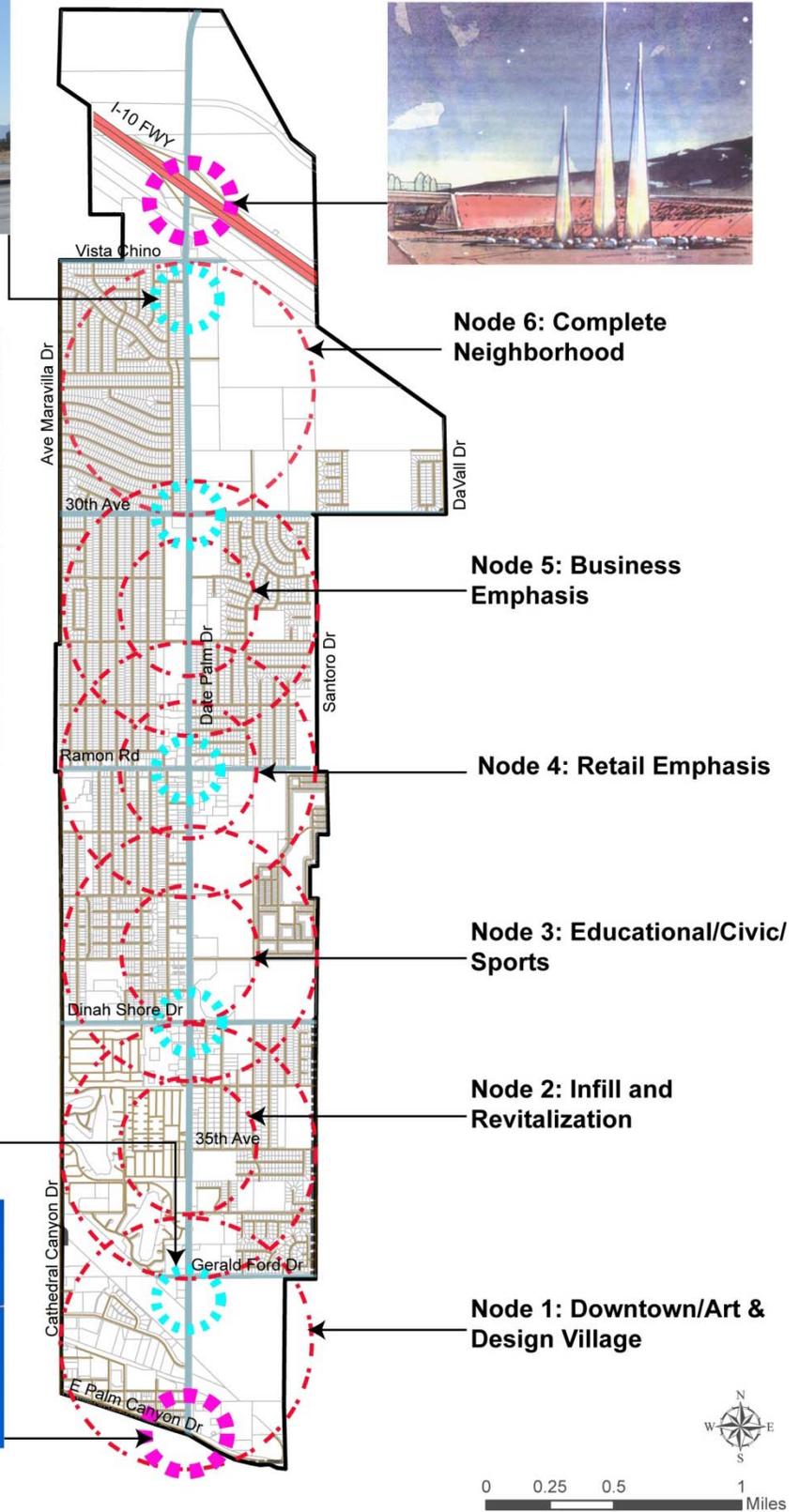
Minor Gateway with Public Art



Major Gateway Example



Proposed Major Gateway



Connectivity improvements such as shaded walkways to these businesses and activities from adjoining neighborhoods will support the overall economic strategy and add new layers of vitality to the entire area. Strategically placed Date Palms, shade trees, pedestrian lighting, and attractively designed buildings oriented to sidewalks that also contain sustainable features such as solar panels will produce a strong human-made image along Date Palm Drive, immersed in a natural setting framed by views of strikingly beautiful desert mountains.

## 1.8 Summary of Recommendations

This section summarizes key recommendations in the Plan. Greater detail is provided in the body of the Plan.

### Public Realm Recommendations

**Chapter 3** includes a wide variety of recommendations for improvements to the public realm. While many of these improvements are focused on the pedestrian, recommendations also address other circulation issues such as synchronization of signals and parking reduction. The key recommendations of the public realm are summarized below:

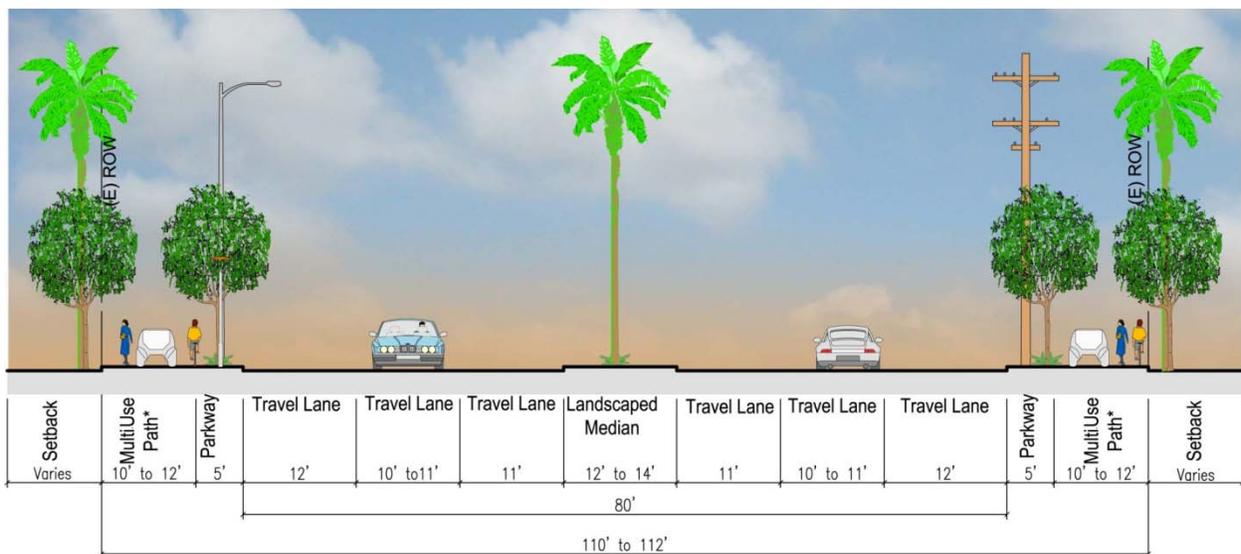
- Synchronize traffic signals;
- Pavement width of Date Palm Drive to remain at 80 feet except at major intersections;
- Continuous multi-use pathways for pedestrian/ bicycle/ NEVs on both sides of Date Palm Drive;
- Landscaped parkways adjacent to the curb of Date Palm Drive with shade trees and amenities;
- On private property frontage along Date Palm Drive, drainage swales for water treatment and infiltration, building entries, and landscaping consisting of California Fan Palms and smaller oasis trees;
- Date Palms in groves at major intersections;
- Date Palm Drive to include public art, wayfinding signage, banners, decorative lighting, attractive desert landscaping, and buildings/public gathering spaces facing the multi-use path;
- Plan for future premium transit such as Bus Rapid Transit (BRT) to connect the North City Specific Plan, the proposed Complete Neighborhood, adjoining businesses and neighborhoods, to downtown and the region.

**Figure 1-7** illustrates the preferred alternative cross section for Date Palm Drive. The streetscape improvements include a 10-to 12-foot multi-use path for bikes, pedestrians, and NEVs. Consistent with the General Plan, six lanes of traffic are proposed under this alternative; however, this requires reducing the proposed width of inner travel lanes from 12 feet (as shown in the Circulation Element of the General Plan) to 10 or 11 feet or reducing the existing median from 14 feet to 12 feet. This alternative maintains the existing pavement width of approximately 80 feet.

**Streetscape**

The visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc, that combine to form the street's character

**Figure 1-7 Preferred Public Realm Alternative – Retain Existing Pavement Width of 80 feet and Provide Combined Bike, Pedestrian, and Neighborhood Electric Vehicles (NEVs) Path**



**Private Realm Recommendations**

**Chapter 4** provides recommendations for new private development along Date Palm Drive which will promote livable community vision. The unique land use emphasis for each of the six nodes on Date Palm Drive is listed below from south to north:

- **Downtown/Art and Design Village Node** builds upon the existing plans for Cathedral City’s downtown and the successful home improvement businesses along Perez Road and proposes a mix of uses including multi-family residential, mixed use, retail and office, artist lofts, art galleries, clubs and night clubs, home improvement and art stores and supplies, and open space.

- **Infill and Revitalization Node** proposes repositioning of some of the existing shopping centers to accommodate new uses such as hotel and/or restaurants or more intense uses along Date Palm Drive.
- **Educational/Civic/Sports Node** recommends development of uses connected to Big League Dreams Sports Park and other civic and public uses located within the node. A hotel with retail should be considered to cater to visitors, especially visitors of Big League Dreams Sports Park.
- **Retail Emphasis Node** is envisioned to maintain its character as a successful retail node. Wayfinding signage, visual cues, and public art and streetscape improvements are proposed to further strengthen this node.
- **Business Emphasis Node** includes a business park with an educational facility, as well as new live-work units and townhomes. The businesses would be located within walking distance from nearby residential uses.
- **The Complete Neighborhood Node** is anchored by an entertainment facility, a resort hotel, specialty retail, and variety of residential uses. The proposed uses along Date Palm Drive and within the Complete Neighborhood would be connected by a green linear park, i.e. “**The Green**” to the existing soccer field. The Green will include swales, sports, picnic and playground facilities. The Green will provide opportunities for physical, social and cultural interaction — a shared public environment available to everyone.

This plan provides helpful guidelines and examples so that new development can better meet the intent of a livable, pedestrian-oriented community set forth in the Plan. To implement the public realm and private realm concepts, design guidelines, economic development strategies and funding opportunities, General Plan amendments and zone changes for some parcels, and deletion or amendments of some Specific Plans and creation of new Specific Plans are included in the plan.

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**CHAPTER 2**  
**SUMMARY OF EXISTING CONDITIONS & CURRENT CITY**  
**PLANS**

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## 2.0 SUMMARY OF EXISTING CONDITIONS & CURRENT CITY PLANS

Cities are comprised of two complementary realms, the public and private realms:

- The public realm are those elements of a City primarily within the public right-of-way. This includes streets and sidewalks, as well as other highly visible streetscape elements, such as parkways, signage, street furniture, and public spaces; and
- The private realm is primarily comprised of development on private property.

The relationship of these two realms is extremely important in creating a visibly integrated city. This chapter summarizes the overall context, the existing conditions and relevant plans related to the public and private realms of the study area. **Appendix I**, Draft Existing Conditions, Existing Relevant Policies, Issues, Opportunities, and Constraints Memorandum completed for City review in December 2009 and revised in January 2010 to incorporate the City's comments, has more detailed information and also includes the market analysis.

### 2.1 Public Realm

The vision for Date Palm Drive Corridor Connector Plan described in Chapter 1 seeks to provide transportation options and public amenities along Date Palm Drive that addresses the needs of pedestrians, bicyclists, transit users, and motorists. This chapter examines those elements in the public property that influence the mobility and livability within the study area, especially along Date Palm Drive. The pedestrian environment is the core of a livable community because pedestrian linkages knit together the other aspects of an urban area. The recommendations for public realm are presented in **Chapter 3**.

### KEY FINDINGS OF PUBLIC REALM

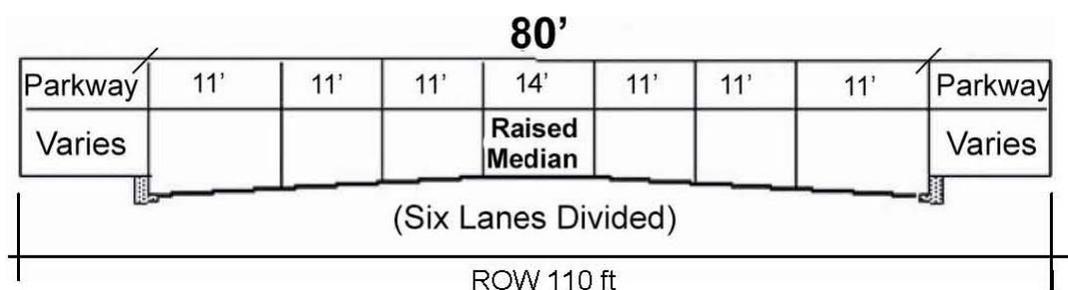
- ✚ **Automobile-oriented arterial**, which has an acceptable Level of Service (LOS);
- ✚ Traffic congestion during peak hours at I-10 access should improve with construction of proposed interchange;
- ✚ **Discontinuous Sidewalks** at a number of locations;
- ✚ **Unfriendly pedestrian environment** with no shade trees;
- ✚ A lot of **children walking** to schools and adults walking in their neighborhoods for exercise;
- ✚ **Limited vehicular and pedestrian connectivity** between the neighborhoods and adjoining developments along the Corridor;
- ✚ **Transit stops not fully integrated** with other transportation modes, especially pedestrian;
- ✚ **Widening** of Date Palm Drive per the General Plan will require property acquisition and make the pedestrian environment even less friendly;
- ✚ Some crosswalks **not signaled** or lit; and

Date Palm Drive traverses the City of Cathedral City in a north/south direction connecting the northern section of Cathedral City at the I-10 Freeway and continuing south past the Whitewater River to East Palm Canyon Drive at the southern end. From I-10 to East Palm Canyon Drive, Date Palm Drive is a four-to six-lane arterial highway with a raised median in some portions. Both I-10 and East Palm Canyon Drive (Historic Highway 111) are major east-west Coachella Valley transportation corridors.

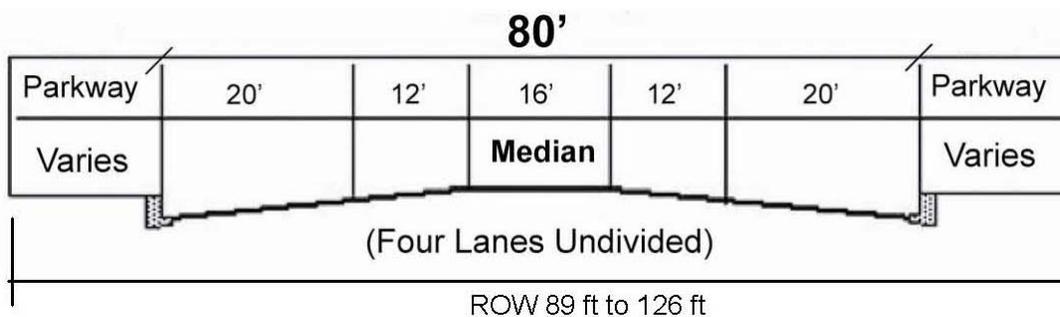
The roadway cross-section along Date Palm Drive varies from a 110 foot up to a 125 foot right-of-way where roadway widening along new development has already occurred (**Figures 2-1 and 2-2**). The Cathedral City General Plan Circulation Element recommends Date Palm Drive be constructed as a six-lane arterial with a right-of-way of 126 feet, as shown in **Figure 2-3**. The current functional classification of Date Palm Drive varies as follows:

- East Palm Canyon Drive to Gerald Ford Drive - A four lane roadway with two lanes in each direction and a raised median north of Via Estrada and a painted median south of Via Estrada.
- Gerald Ford Drive to Dinah Shore Drive - A four lane roadway with two lanes in each direction and a raised median north of Victoria Drive and a painted median South of Victoria Drive.
- Dinah Shore Drive to Ramon Road - A four lane roadway with two lanes in each direction and a raised median.
- Ramon Road to Vista Chino Avenue - A six lane roadway with three lanes in each direction and a raised median
- Vista Chino Avenue to I-10 Freeway - A four lane roadway with two lanes in each direction and a raised median.
- I-10 Freeway to Varner Road - A two-lane roadway with one lane in each direction

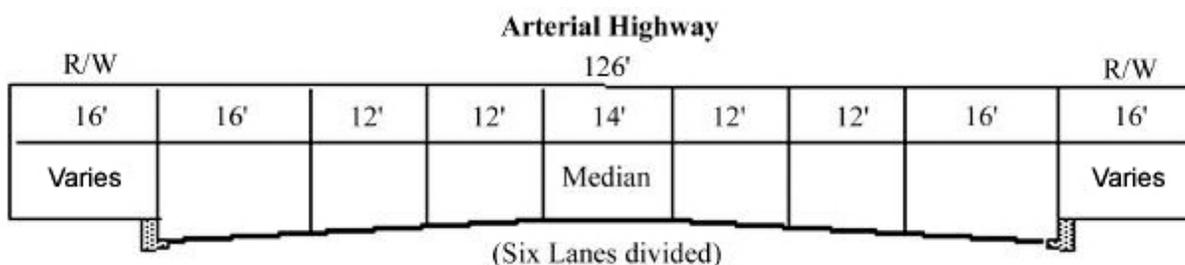
**Figure 2-1: Existing Conditions Typical North of Ramon Road**



**Figure 2-2: Existing Conditions Typical South of Ramon Road**



**Figure 2-3: Date Palm Drive Proposed Cross Section per General Plan Circulation Element**



Date Palm Drive carries between 19,000 and 30,000 Average Daily Trips (ADT). It not only functions as a local connector but also as a regional connector, as it is intersected by major east-west roadways including Ramon Road, Dinah Shore Drive and Gerald Ford Drive and begins and ends at I-10 Freeway and East Palm Canyon Drive respectively. The City currently has plans and funding for the reconstruction of the I-10 Freeway/Date Palm Drive interchange by widening the Date Palm Drive bridge to six lanes, including bike lanes, and reconstruction of the on-and off-ramps to reduce congestion on Date Palm Drive near the interchange.

### Parking

On-street parking is not currently permitted along Date Palm Drive except between Ramon Road and Via Olvera and between Dinah Shore Drive and Victoria Drive. 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 on 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 Code Chapter 9.58 (Off-Street Parking). These projects are required to provide an adequate number of parking spaces for their proposed uses. In some cases, the City require parking studies to assure the adequacy of the off-street parking spaces provided for uses that are not specifically identified in the Municipal Code. **Figure 2-4** shows on-street parking along Date Palm Drive.

## Transit Routes & Bus Stops

The SunLine Transit Agency provides public transit service within Cathedral City and the Coachella Valley. Five routes currently service Cathedral City, including Lines 14, 30, 32, and 111. **Figure 2-5** shows existing bus stops along Date Palm Drive. Bus stops are approximately ¼ mile to one mile apart. Bus shelter design varies from modern metal shelters to stucco and tile shelters. In more than half the locations, there are no shelters or benches at the bus stops. In five locations there are bus turn-outs (Only southbound bus stops are located at Baristo Road, Perez Road, and Grove Street). SunLine Transit Agency is planning to implement a Bus Rapid Transit (BRT) service on East Palm Canyon Drive in the future as recommended in the Comprehensive Operational Analysis completed in 2005-2006 and updated in 2008-2009 and as funds become available. A BRT service is currently not planned along Date Palm Drive.



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



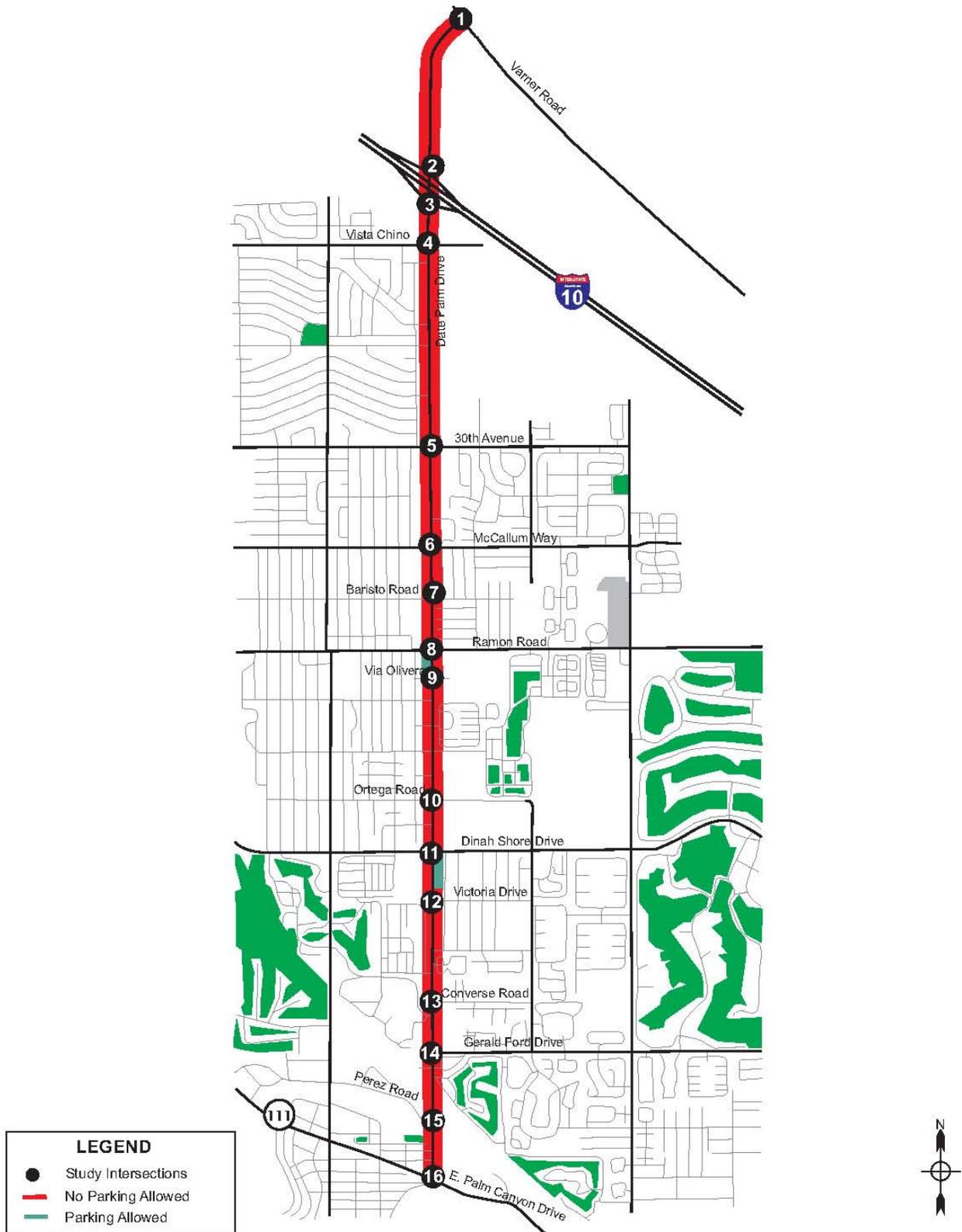
View of the SunLine Route 30 Southbound Bus Stop near the intersection of Date Palm Drive and McCallum Way

## Bike Routes

The 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 to the west, currently provides delineated bike lanes on both sides of the roadway. Also, delineated bike lanes are currently provided along 30<sup>th</sup> Avenue and on Vista Chino which are east-west arterials that cross Date Palm Drive. The beautification plan for Ramon Road, another east-west arterial that crosses Date Palm Drive, proposes future bike lanes. As per the Cathedral City General Plan, it is recommended that the entire Date Palm Drive be widened to a six-lane arterial, including bike lanes and wider parkways.

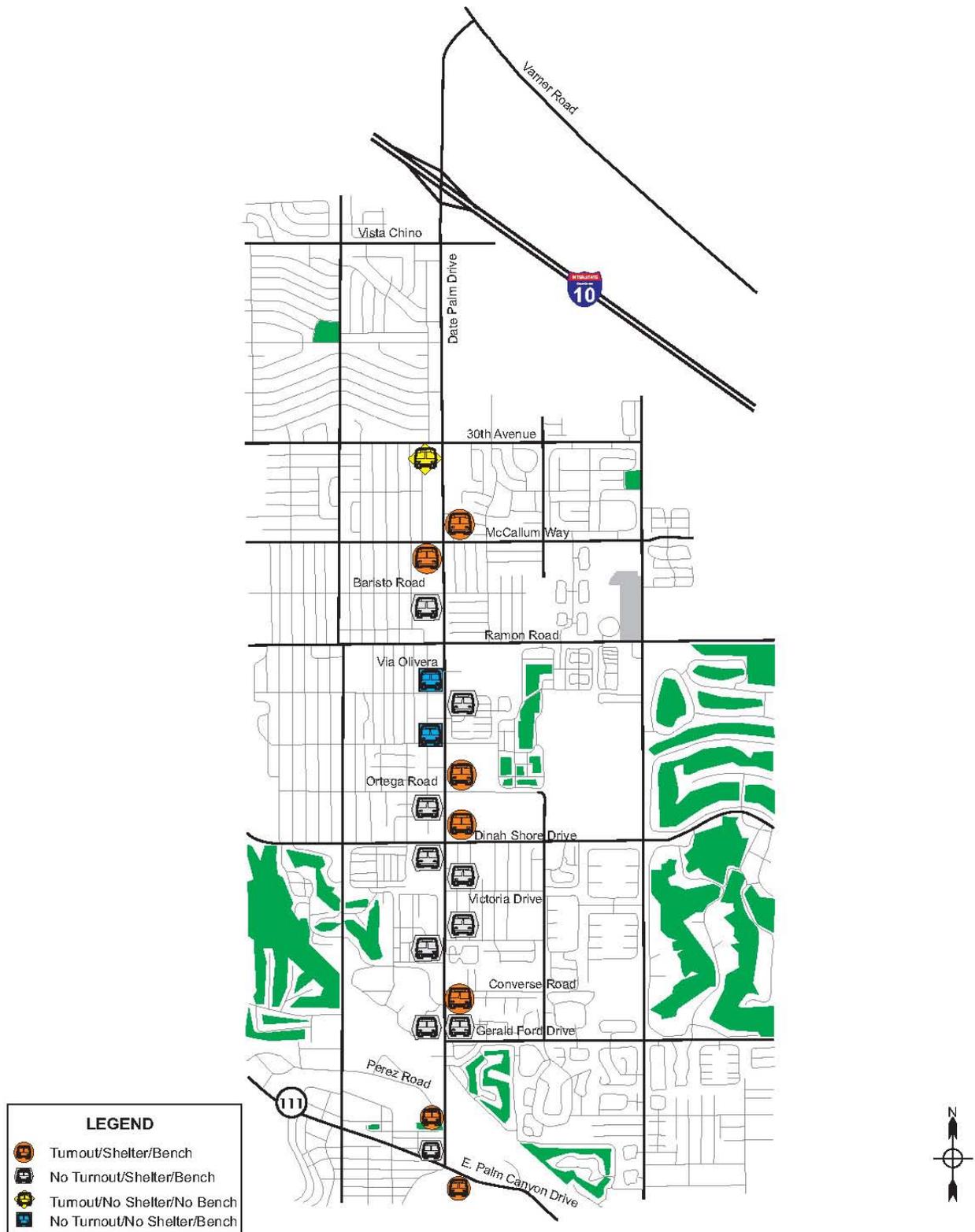
While the General Plan does not include an adopted master plan for trails and bike paths for non-motorized vehicles, proposed facilities are set forth in the Coachella Valley Association of Governments (CVAG) Non Motorized Transportation Plan (NMTP), which is currently being updated. Per the Draft CVAG NMTP (April 2009), Cathedral City currently has one Class I and five Class II bikeways. 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 East Palm Canyon Drive and Varner Road.

**Figure 2-4: On-Street Parking along Date Palm Drive**



Source: KOA Corporation

**Figure 2-5: Bus Stops**



Source: KOA Corporation

## Pedestrian Network

The current pedestrian network is comprised primarily of sidewalks and crosswalks. The provision of continuous sidewalks in a community is especially important to connect adjoining land uses and foster a walkable environment along major roadways. Along Date Palm Drive, there are many vacant lots where sidewalks are non-existent or discontinuous; some portions of the streetscape consist of only a curb, limiting the ability for safe alternatives to vehicle travel. Where located, sidewalk widths vary from 5 to 7 feet. Sidewalks are generally located at the curb, and many are in poor condition with no street furniture. Of the nearly six miles of frontage along Date Palm Drive, there is an estimated 7320 linear feet of missing sidewalk or approximately 24 percent. Also missing are sidewalks connecting the adjoining neighborhoods with Date Palm Drive, discouraging residents, even in mild weather, to walk from the residences to a business on Date Palm Drive.



In many areas along Date Palm Drive, no buffer exists between the sidewalk and the street

The Whitewater River overpass limits the east-west connectivity in the southern portion to Perez Road, which intersects Date Palm Drive just south of the Whitewater River overpass. A 5-foot sidewalk is located on the west side of the Whitewater River bridge. The Whitewater River Wash overpass separates the southern portion of the study area from the main core. Similarly, the SPRR and I-10 overpass at Date Palm Drive bisect the northern portion of the study area from the main core and restrict pedestrian connectivity in the northern part of the study area. Also, the I-10 overpass at Date Palm Drive currently has no sidewalks.

## Landscape Character

Date Palm Drive is generally four to six-lanes wide with a raised median. The City has landscaped the median with drought-tolerant planting, palm trees, and decorative paving. Landscaping adjacent to 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.



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

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. The City has adopted Streetscape Policy Guidelines and Specifications for Date Palm Drive, 30<sup>th</sup> Avenue, Ramon Road, Dinah Shore Drive, and East Palm Canyon. See **Appendix I** for more information.

### Wayfinding Signage /Gateway Treatments

There are places in the fabric of the study area where a sense of arrival are achieved, those places where one feels they've arrived into the City of Cathedral City, which are important for drivers, bicyclists and pedestrians moving through the study area. These portals or nodes currently celebrate the arrival to the City by incorporating landscape elements or streetscape materials and public art. The existing gateways in the median just south of 30<sup>th</sup> Avenue and near the Whitewater River help mark the entry into the City (as shown in **Figure 2-6**), but are not easily visible to the motorist traveling on the I-10 Freeway. However, adopted interchange plans and proposed signage at the off-ramps and railing design along the interchange will provide the much-needed gateway treatment.

**Figure 2-6: Existing and Proposed Gateway along Date Palm Drive**



Existing City of Cathedral City Gateway Art along Date Palm Drive



Proposed City of Cathedral City Gateway Elements at I-10 Freeway

## 2.2 Private Realm

The vision described in **Chapter 1** seeks to establish thriving businesses and high-quality private development within the study area with a focus on development along Date Palm Drive. Understanding of existing conditions in the private realm helps examine aspects of private property along Date Palm Drive that would influence the type and scale of future development in the area. The recommendations for private realm are presented in **Chapter 4**.

### Existing Land Use

The study area currently consists of commercial development, many vacant and underutilized properties, four mobile home parks, and single and multi-family residential uses. The variety of commercial uses within the study area includes neighborhood-serving retail, restaurants and some regional retailers. Anchoring the retail centers are the 99 Cents Only store, Food 4 Less, Cardenas, 24 Hour Fitness, and Stater Bros, which serve the immediate neighborhoods 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 the Valley's only Sonic Drive-In. Many smaller successful businesses include drycleaners, restaurants, gas stations etc. There are several partially-vacant large buildings that formally housed Wal-Mart, Albertsons, Levitz Furniture, and Sam's Club. The Wal-Mart building, anchored by 99 Cents Only, has been remodeled into multiple spaces, which are currently available for lease.

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, golf courses, near the Whitewater River Wash. Generalized land use by segment is included below:

### KEY FINDINGS OF PRIVATE REALM

- ✚ Mostly **built-out** south of Ramon Road;
- ✚ **905 acres** of vacant land in study area. 340 acres of vacant land, north of I-10 Freeway, would be developed under the North City Specific Plan;
- ✚ **Twenty-three** specific plans guide development within the study area - **six** have been fully implemented, **fifteen** have been partially implemented, and **two** have not been implemented, including the recently approved North City Specific Plan.
- ✚ Mostly **automobile-oriented** uses exist along Date Palm Drive;
- ✚ Commercial uses within the study area include neighborhood-serving retail, restaurants, and some regional retailers;
- ✚ **Development pattern** with large expanses of parking lots adjacent to sidewalks and strip commercial setback from the street; and
- ✚ **Big League Dreams Sports Park**, a local and regional sports park, Cathedral City Library, Cathedral City Post Office, and Patriot Park are located just north of Dinah Shore Drive.

- East Palm Canyon Drive Gerald Ford to 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. Many successful businesses are located along Perez Road. Buddy Rogers and Town Square Parks are located on the west side of Date Palm Drive. Beyond these parks to the west is the Cathedral City Civic Center area. Cathedral Plaza Shopping Center is located on the northeast corner of Date Palm Drive and East Palm Canyon Drive.



Holiday Inn Express is located along Date Palm Drive, south of Gerald Ford Drive

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

- Dinah Shore Drive to Ramon Road– Located at the southeast corner of Date Palm Drive and Ramon Road 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 and Carl’s Jr. 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 the northeast corner of Dinah Shore Drive and Date Palm Drive.

- Ramon Road to 30th Avenue – 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 Avenue and Mc Callum Way includes a Walgreens Drug Store, Fresh & Easy, and Sonic



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

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. On both sides, behind Date Palm Drive are single-family residential neighborhoods.

- 30th Avenue to I-10 Freeway – In this segment, Date Palm Drive frontage consists 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; on the east side are vacant parcels allotted to Indian Tribe members. James Workman Middle School and Cathedral City Soccer Park are also located on the east side of the street with access from 30th Avenue.
- I-10 Freeway to Varner Road – This segment is characterized by vacant land. Development on these vacant parcels will occur as per the North City Specific Plan.

### Vacant and Underdeveloped Properties

Vacant and underdeveloped properties offer opportunity for development. Many vacant and underutilized parcels are interspersed among various commercial and single-family residential uses along Date Palm Drive. There are approximately 905 acres of vacant land along Date Palm Drive and major intersecting streets within the study area, as shown in **Figure 2-7**. A few underutilized properties were also observed within the study area,

**Table 2-1: Vacant Parcels within the Study Area**

Segments	Area in Acres (ac)	Percent of Total
East Palm Canyon Drive Gerald Ford to Drive	18	2.0
Gerald Ford Drive to Dinah Shore Drive	5	0.6
Dinah Shore Drive to Ramon Road	60	6.6
Ramon Road to 30th Avenue	50	5.5
30th Avenue to I-10 Freeway	432	47.7
I-10 Freeway to Varner Road	340	37.6
	<b>905</b>	<b>100.0</b>

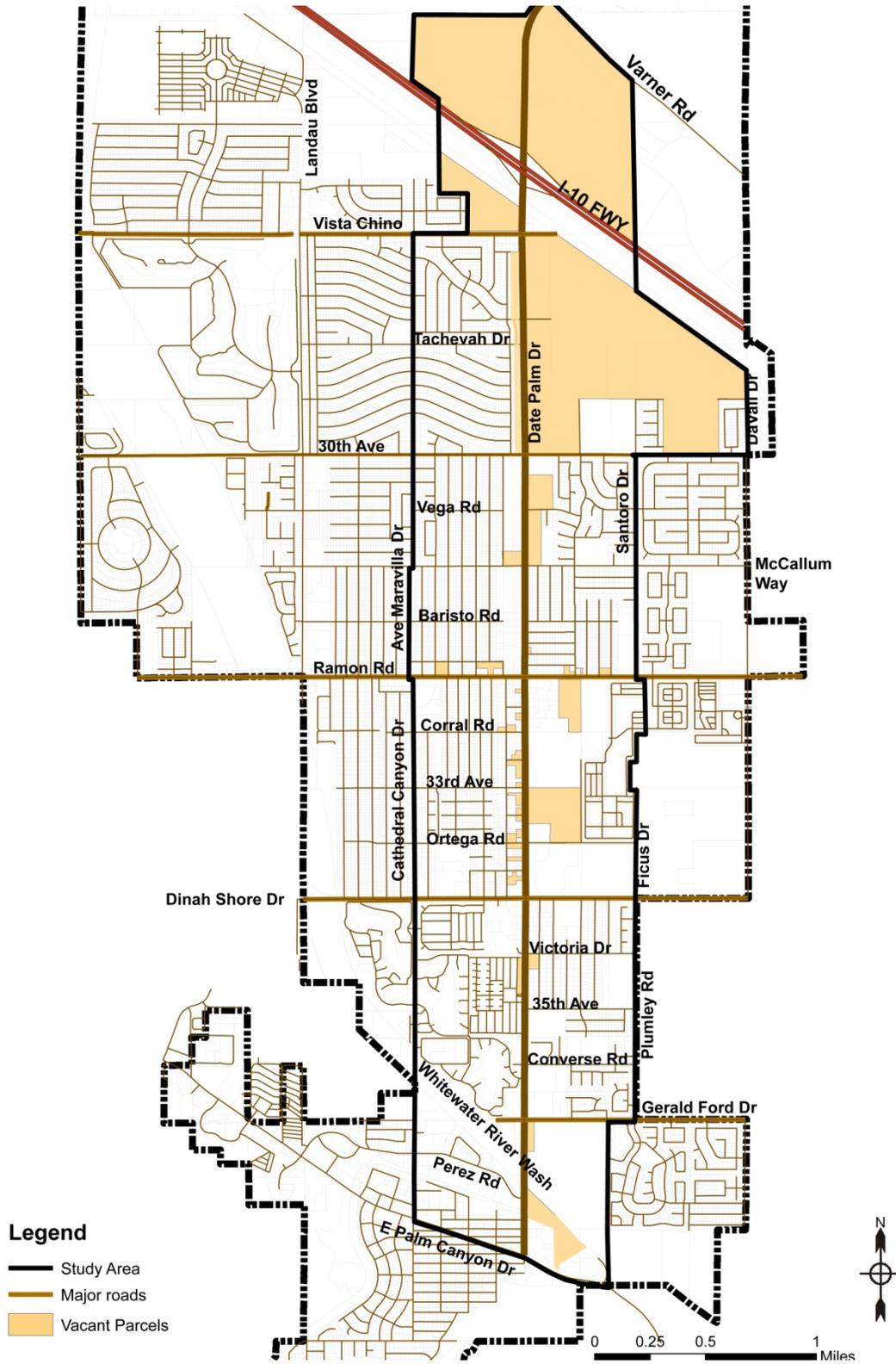
*Source: Gruen Associates*

mostly west of Date Palm Drive between Corral Road and Dinah Shore Drive. However, approximately 340 acres of vacant land, north of I-10 Freeway 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 Freeway and 30<sup>th</sup> Avenue. **Table 2-1** lists area of vacant parcels within the study area by segments.

### Ownership Pattern

Another important consideration for future development potential is the current pattern of property ownership. The pattern of land ownership such as public versus private owners, multiple owners for multiple properties, single owners for multiple properties, and small-scale lots versus larger “super blocks” can help understand the contribution of various parties and guide investment and urban form. Large properties having single ownership or contiguous small properties under single ownership are easier to develop.

Figure 2-7: Vacant Parcels along Date Palm Drive



Source: Gruen Associates, City of Cathedral City GIS Base

Many properties within the study area have multiple-ownership. Approximately 1374 acres or 20.7% of the total 6,637 acres within the study area are allotted Indian Reservation land and are shown in **Table 2-2** and **Figure 2-8**.

**Table 2-2: Ownership Pattern within the Study Area**

	<b>Area in Acres (ac)</b>	<b>Percent of Total</b>
Allotted & Not Leased	1374	20.7
Fee	779	11.7
Off Reservation	4484	67.6
Tribal	0	0
<b>Total Study Area</b>	<b>6637</b>	<b>100.0</b>

*Source: Gruen Associates*

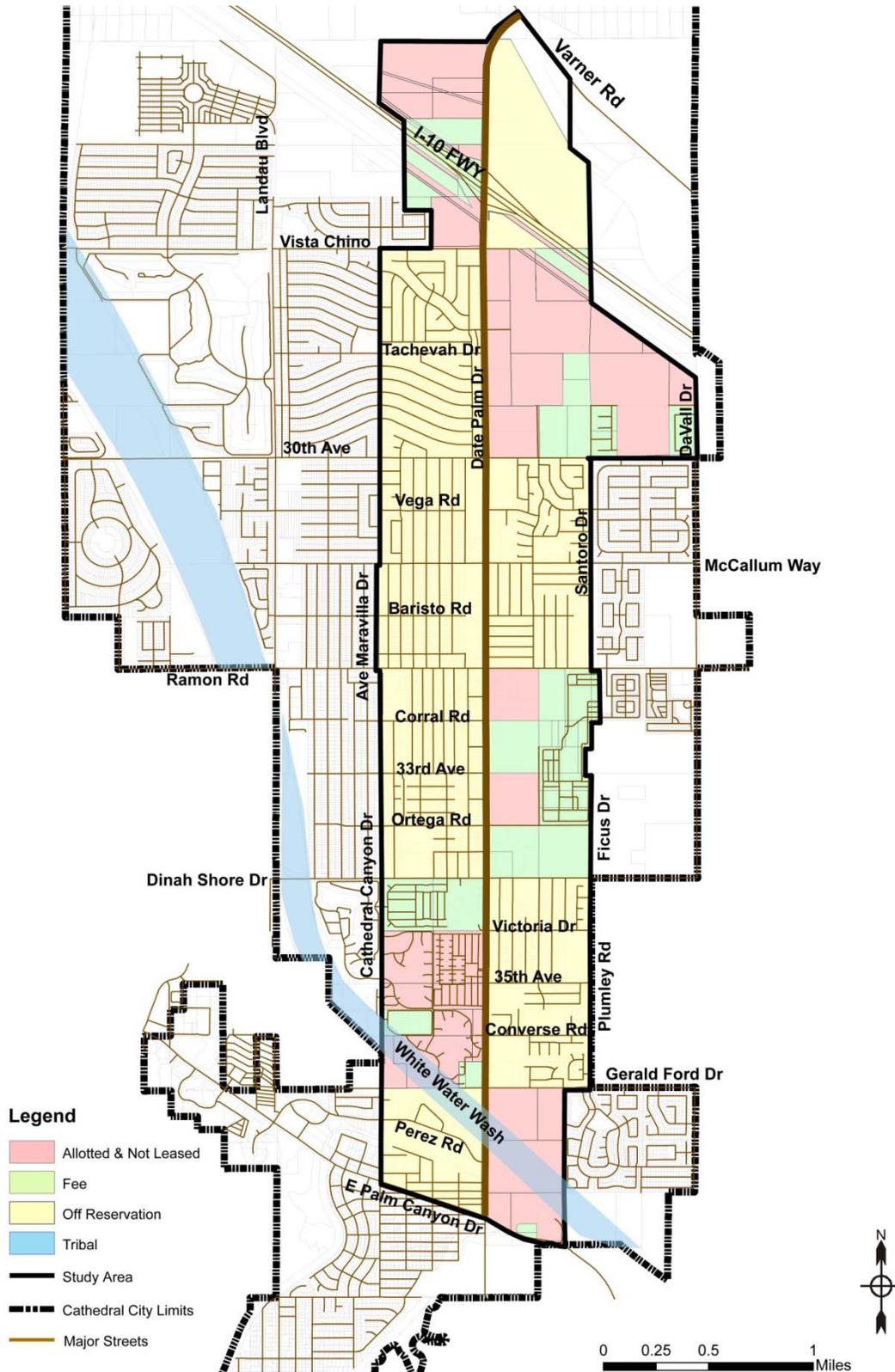
### **Conditions of Building Stock and Lot Sizes**

Analyzing community building stock and lot sizes help determine preference for lot size and other housing characteristics residents have in an area and if older or rundown buildings need replacement or improvements to achieve the vision. The age, scale, and condition of structures within the study area vary widely with lot sizes ranging from 5,000 square feet to 60 acres. Buildings are generally for a few multi-family residential uses and one story tall except some grocery stores appear taller because of high ceilings. A few older structures are in need of façade/storefront improvements and repair. There are many buildings with windowless walls facing the street and a few shopping centers with a masonry wall along their front property line. Collectively, these conditions create an impression of an unsafe environment among pedestrians and isolate pedestrians from the life of the stores/businesses.

### **Approximate Intensity/Density**

Floor Area Ratio (FAR) is often used to describe intensity of buildings. Floor Area Ratio (FAR) is the total floor area of the buildings on a site divided by the area of the lot itself. A higher FAR indicates more urban (dense) construction while lower FARs indicate suburban development with surface parking. On a 4,000 square-foot lot, a 1,000 square-foot, one-story building would have the same FAR (0.25) as a two-story building where each floor was 500 square feet. The approximate intensity within the study area was estimated using aerial photographs. 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. Density is a number of units in a given area measured in units per acre. 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. The highest density allowed in the area per the General Plan is 20 units/acre.

Figure 2-8: Ownership Map



Source: Gruen Associates, ACBCI Planning and Development Department

## 2.3 Current City Plans and Zoning

### 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. **Figure 2-9** illustrates the General Plan land uses in the study area. A summary of these General Plan land use designations is shown in **Table 2-3**. The current development is generally consistent with the General Plan land use designations.

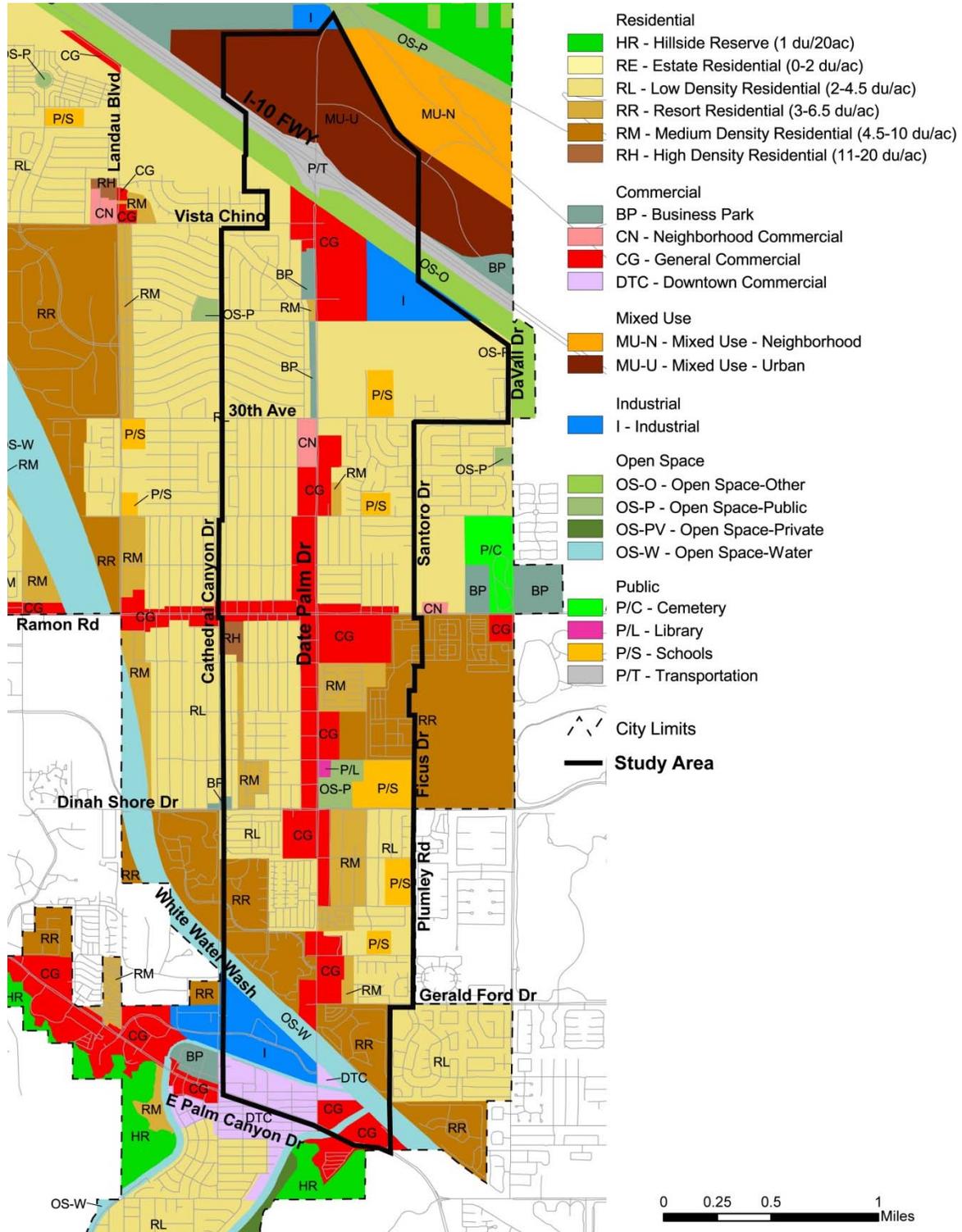
### Specific Plans

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 Specific Plans are located directly adjacent to Date Palm Drive. 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 many of the specific plans may need to be updated to respond to current sustainability practices and development trends. For this reason, to support the vision these specific plans will require amendments, which are discussed in **Chapter 5**. **Figure 2-10** shows the various Specific Plans and key standards. Of the twenty-three specific plans within the study area, six have been fully implemented, fifteen have been partially implemented, and two have not been implemented, including the recently approved North City Specific Plan.

### Zoning

The study area includes numerous zoning designations along its six-mile length that are generally reflective of the General Plan land use designations and underlying land uses currently within the study area. **Figure 2-11** illustrates the zoning in the study area.

**Figure 2-9: General Plan Land Use Map**



Source: Gruen Associates, City of Cathedral City GIS Base

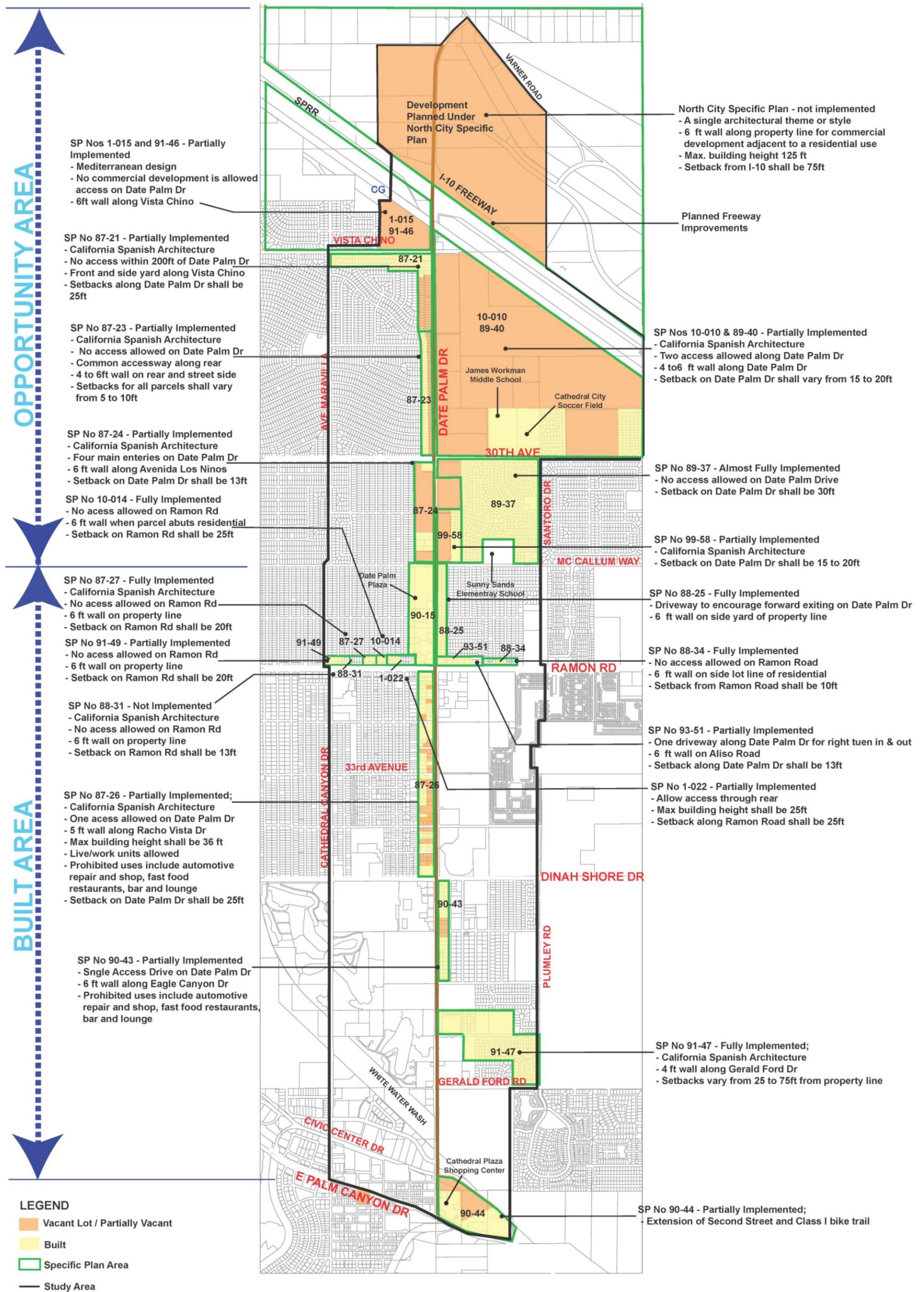
**Table 2-3: Summary of General Plan Land Use Designations in the Study Area**

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 Public (P/S and P/L)</b>	<ul style="list-style-type: none"> <li>• Five-acre net lot area</li> </ul>	Civic Center and other governmental offices, libraries, schools, hospitals, police and fire stations, Cemetery	<ul style="list-style-type: none"> <li>• Convenient location for public</li> </ul>								
<b>Open Space (OS-P)</b>	<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

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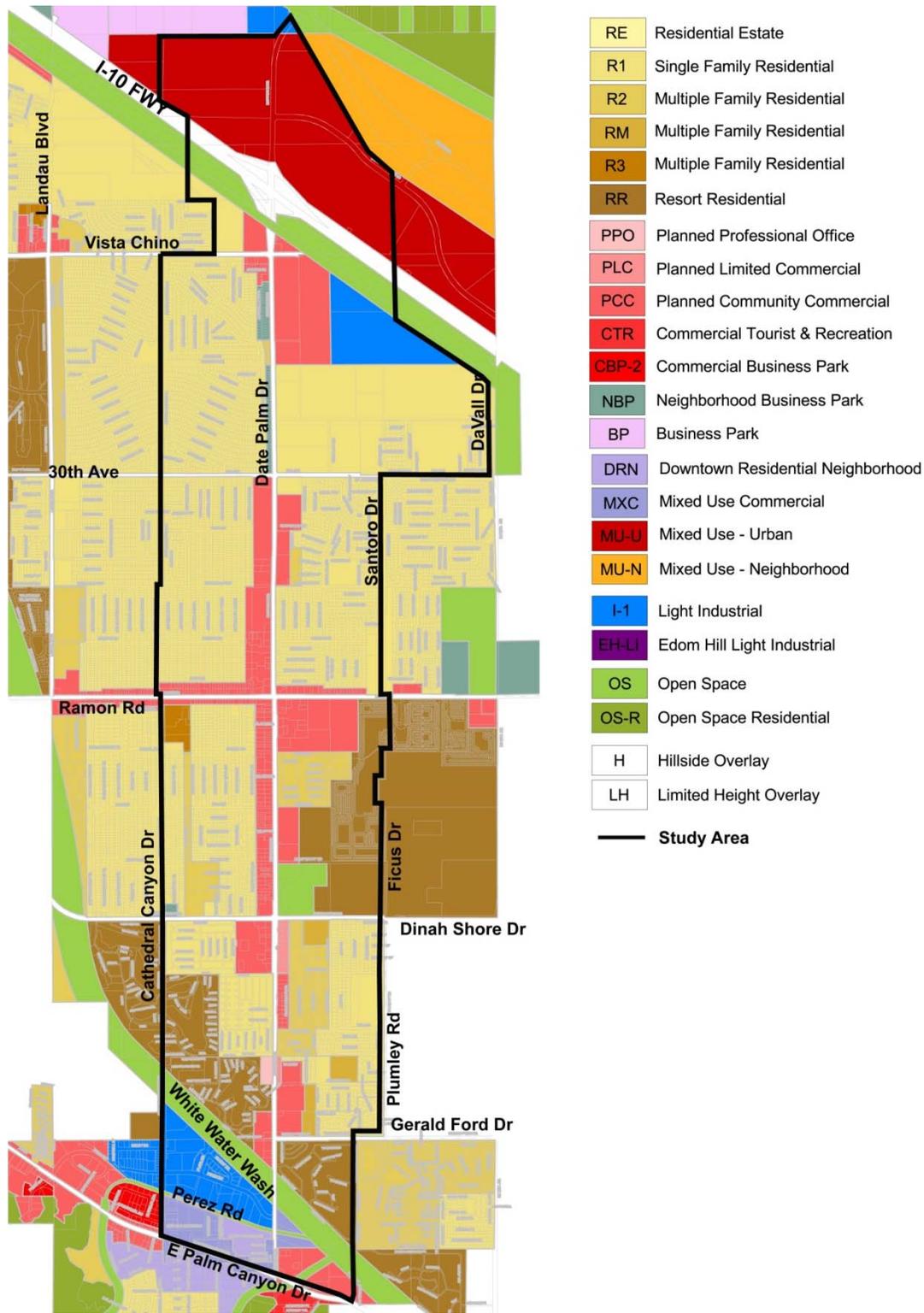
Figure 2-10: Specific Plans



Source: City of Cathedral City

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Figure 2-11: Zoning Map



Source: City of Cathedral City

## 2.4 Issues, Opportunities, and Constraints

The following summary of issues, opportunities, and constraints, presented in **Table 2-4** and **Figure 2-12**, is based on the existing conditions inventory, site reconnaissance, review of relevant plans, results from stakeholders' interviews and discussions with Cathedral City staff, and the market analysis by Economics at AECOM. For more detail on issues, opportunities, and constraints, see **Appendix I - Draft Existing Conditions, Existing Relevant Policies, Issues, Opportunities, and Constraints Memorandum**. For clarity, key issues have been classified into four general categories: mobility and connectivity, land use, image and economic conditions.

**Table 2-4: 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 provide no shade 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 and neighborhoods.</li> <li>• One-lane access to I-10 Freeway produces traffic congestion during peak hours.</li> <li>• Crosswalks are not strongly signaled or lit.</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 plans and city standards and guidelines could be modified to require connections between residential and commercial</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 on-site parking, between buildings and the sidewalk, 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 Freeway and Whitewater River Wash are barriers to pedestrian and bicycle mobility.</li> </ul>

Issues	Opportunities	Constraints
<ul style="list-style-type: none"> <li>Neighborhood Electric Vehicles are not permitted to circulate within the study area.</li> </ul>	<ul style="list-style-type: none"> <li>The City has plans for improving the I-10 Freeway interchange which will include bikeways on the overpass.</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> <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 limit 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 development along Date Palm Drive.</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 the study area.</li> <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>	<ul style="list-style-type: none"> <li>Low-intensity auto-oriented development does not promote efficient use of land.</li> <li>Land under Indian Reservation allotted ownership requires additional Federal approval process and NEPA review.</li> </ul>
<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> </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 parking</li> </ul>	

Issues	Opportunities	Constraints
<ul style="list-style-type: none"> <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 parking lots located immediately adjacent to the sidewalk.</li> <li>Landscaping standards provide a framework for the study area but it is not enough to create a memorable and unique image.</li> </ul>	<ul style="list-style-type: none"> <li>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>	

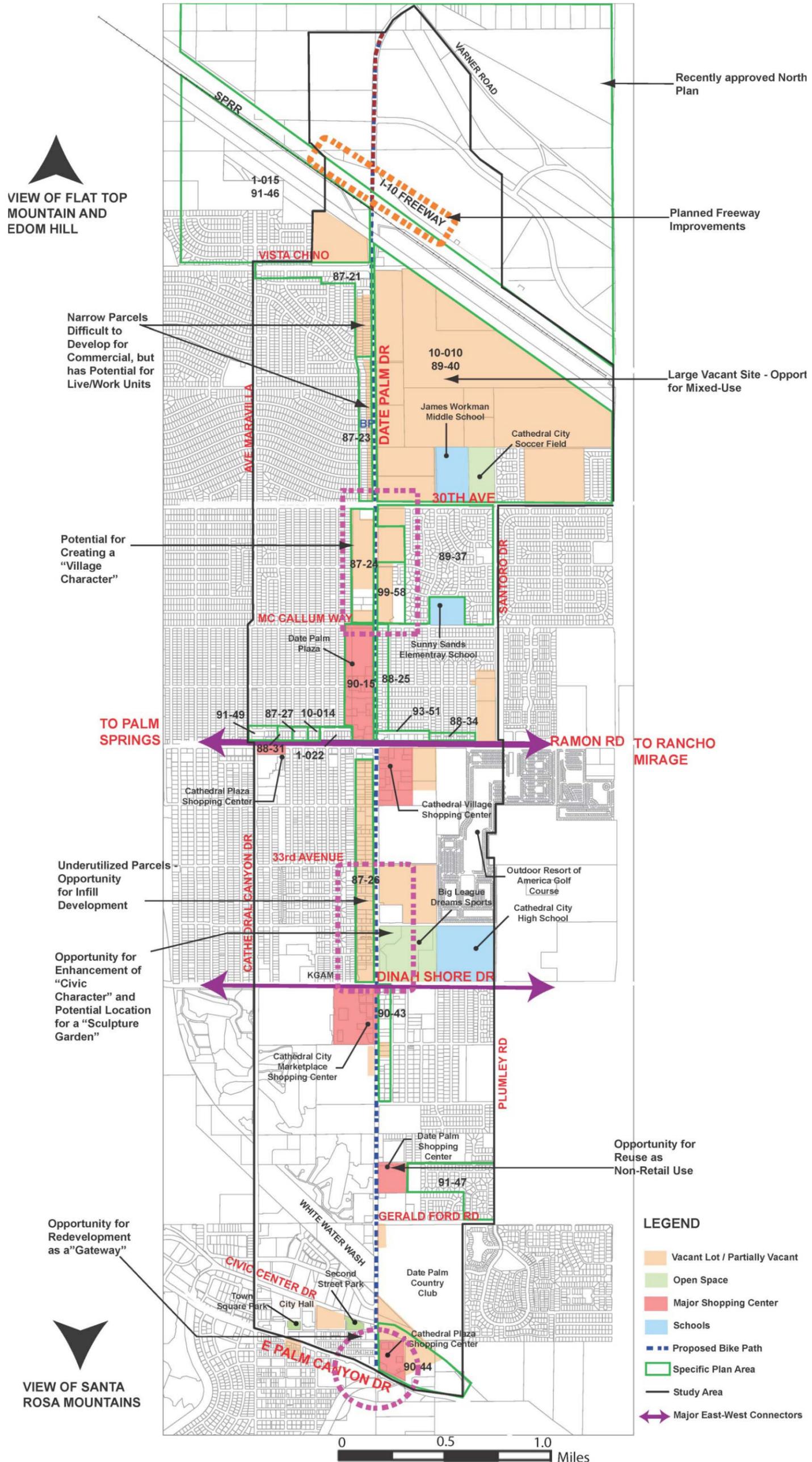
**DEMOGRAPHICS, SOCIO-ECONOMIC, AND MARKET CONDITIONS**

<ul style="list-style-type: none"> <li>Cathedral City has little of the regional office market and has added only 16,000 square feet to 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 retail space has been added within Cathedral City in 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 is currently</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. 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 the younger population keeping in mind different ethnicities.</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</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 hinders 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
<p>leaking significant dollars to other communities.</p>	<ul style="list-style-type: none"> <li>• 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> <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>	<p>The median income is approximately \$50,000 in Cathedral City. The secondary market (Palm Springs, Rancho Mirage, and Thousand Palms) and the County has a median income slightly over \$55,000.</p>

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Figure 2-12: Generalized Issues, Opportunities, and Constraints



Source: Gruen Associates

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# **CHAPTER 3**

## **PUBLIC REALM**

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## 3.0 PUBLIC REALM RECOMMENDATIONS

Part of the strategy for the revitalization and development of the Corridor is to enhance Date Palm Drive's public realm through streetscape and circulation improvements. The study makes Date Palm Drive the focus, as it is the primary arterial linking all uses; however, plant palette recommendations are also included for other arterials in the study area.

The study envisions Date Palm Drive as a **'complete street.'** Per the National Complete Streets Coalition, complete streets are **designed and operated to enable safe access for all users** of all ages with space for automobiles, pedestrian, bicycles, transit, and Neighborhood Electric Vehicles (NEVs).



### 3.1 Guiding Principles

This plan envisions a transportation system that encourages the use of alternative modes of transportation and reduces dependence on the single-occupant vehicle while still accommodating the private automobile. Establishment of transit and pedestrian-friendly village centers will lead to a more urban, vibrant, and sustainable Cathedral City. To realize the vision of Date Palm Drive as a vibrant and dynamic corridor, the guiding principles for the public realm are listed below:

#### 1. Improve Mobility & Connectivity

- Synchronize traffic signals to help smooth the flow of traffic, thereby reducing frequent stops;

### KEY RECOMMENDATIONS FOR THE PUBLIC REALM:

- ✚ Synchronize traffic signals;
- ✚ Pavement width not to increase beyond 80 feet except at major intersections;
- ✚ Continuous multi-use pathways (pedestrian/ bicycle/ NEVs) on both sides of Date Palm Drive;
- ✚ Landscaped parkways adjacent to the curb of Date Palm Drive with shade trees and amenities;
- ✚ On private property frontage along Date Palm Drive, drainage swales for water treatment and infiltration, building entries, and landscaping consisting of California Fan Palms and smaller oasis trees;
- ✚ Date Palms in groves at major intersections;
- ✚ Date Palm Drive branded as "Desert Interior Art and Design" corridor with public art, wayfinding signage, banners, decorative lighting, attractive desert landscaping, and buildings/public gathering spaces facing the multi-use path;
- ✚ Plan for future premium transit such as Bus Rapid Transit (BRT) to connect the North City Specific Plan, the proposed Complete Neighborhood, adjoining businesses and neighborhoods, to downtown and the region.

- Provide continuous pedestrian and bicycle paths linking neighborhoods and businesses. Missing sidewalks should be provided even before a site is developed, which can be achieved through various available grants;
- Provide a landscaped parkway between the curb and new sidewalks/multi-use path, in order to protect pedestrians from high-speed traffic and to create green streets.



Continuous pedestrian pathways with parkway and shade trees provide a safer pedestrian environment

## 2. Provide Safe Crossings

- Provide lit crosswalks to ensure safe walkways to school. Cathedral City has received Safe Routes to School Grants to install lighted crosswalks at some of the streets within the corridor (30th Ave, McCallum Way, Dave Kelley Rd, Victoria Dr and Converse Rd);
- Provide pedestrian-level lighting (generally 10 to 15 feet) along major pedestrian walkways and on retail streets for a safe environment;
- Provide decorative crosswalks at major intersections; and
- Allow curb bump outs or extensions on streets intersecting Date Palm Drive, except at major arterials.



Highly visible decorative crosswalk pattern and special crosswalks and paving add to a pedestrian-friendly environment

**3. Improve Pedestrian Environment & Sustainability**

- Provide streetscape enhancements along major streets to make the area more walkable. These enhancements should include landscaping of sidewalk/bicycle areas, special paving, street furniture, and other amenities;
- Provide drought-tolerant shade trees in addition to palms to shade pedestrians, to break, guide, and deflect wind, and to filter out dust and dirt;
- Provide drought-tolerant planting to respond to local design context conditions and resource conservation goals;
- Encourage bio-swales, permeable paving for on-site water treatment and infiltration or other best management storm water techniques; and
- Underground overhead utility lines, as feasible.



Shade trees, drought-tolerant landscaping, bio-swales along with Date Palm trees can provide visual interest and a comfortable walking environment

#### 4. Improve Neighborhood Connectivity

- Provide continuous sidewalks from neighborhoods to Date Palm Drive to develop a safe, pedestrian-friendly environment with convenient walking connections within neighborhoods and from neighborhoods to activity centers.

#### 5. Improve Image of Area

- Brand corridor as “**Desert Interior Art & Design**”;
- Provide and enhance public art; and
- Add wayfinding signage to direct users to Cathedral City and to uses along the corridor.



Public art improves image of an area and information kiosks provide information on local shops and the surrounding neighborhood

### 3.2 Preferred Directions and Alternatives Considered

The Circulation Element of the Cathedral City General Plan recommends the ultimate classification of Date Palm Drive to be a six-lane arterial with a pavement width of 94 feet and Right-of-Way (ROW) of 126 feet. The existing roadway ROW along Date Palm Drive varies from 110 upto 125 feet where roadway widening along new development has already occurred. Widening of Date Palm Drive to full General Plan standards will require property dedication from private property, require relocation of utility poles on the west side of Date Palm Drive, and could make the street even more pedestrian unfriendly.

Four alternative cross-sections were prepared by the consultant team in coordination with City staff to accommodate six-lanes of travel and bike and pedestrian paths while minimizing affect on private property. All of these alternatives are minimum cross sections between major arterial intersections. At major intersections, more ROW may be required for double left-turn lanes and additional right-turn lanes. Alternatives 1 and 2 were selected as the preferred alternative by the community at the community workshop, as they require less property acquisition, and do not require relocation of the existing utility poles, thus saving on relocation or undergrounding cost. Also, in the future, the curb lane can be converted to a Bus Rapid Transit lane thus providing an efficient alternative mode of travel.

### Preferred Alternatives

#### Preferred Alternative 1 – Retain Existing Pavement Width of 80 feet and Provide Combined Bike, Pedestrian, and Neighborhood Electric Vehicles (NEVs) Path

The streetscape improvements in **Figure 3-1** combine a bike path, a pedestrian path, and NEV path on a 10-to 12-foot multi-use path. This alternative maintains the existing pavement width of 80 feet.

Six lanes of traffic are proposed under this alternative; however, this requires reducing the width of inner travel lanes from 12 feet (as shown in the Circulation Element of the General Plan) to 10 or 11 feet or reducing the existing median from 14 feet to 12 feet. A 5-foot landscaped parkway is proposed next to the curb to accommodate shade trees, pedestrian amenities and protect pedestrians from adjoining high speed of traffic.



Santa Monica Boulevard in West Hollywood is a six-lane street with landscaped median and wide sidewalks seperated from the street by a landscaped parkway to accomodate pedestrians.

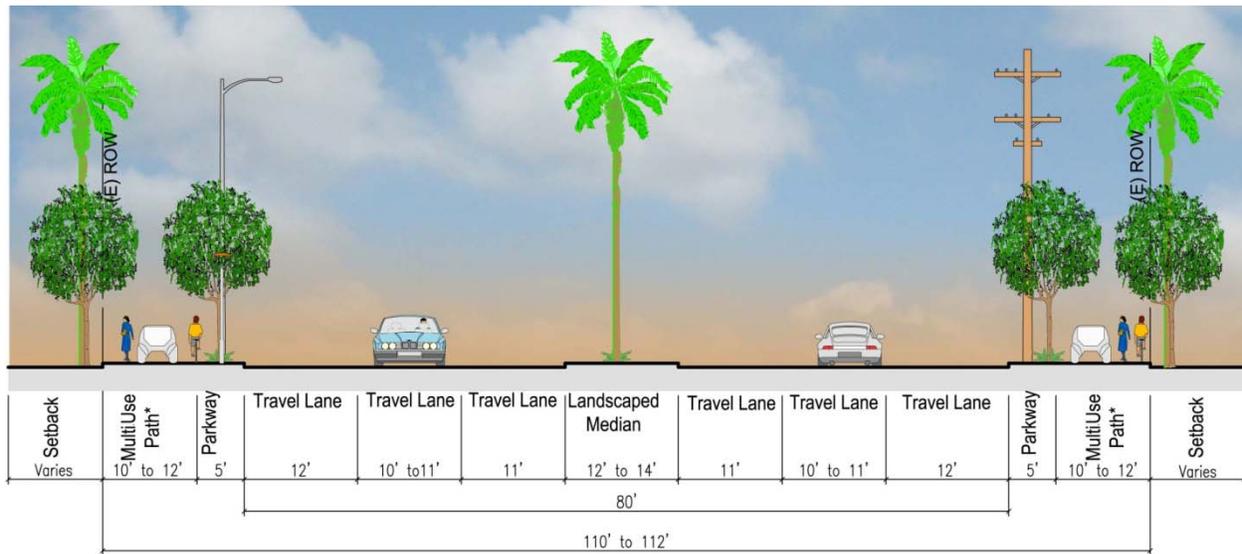


Sidewalks with shade trees provide a comfortable walking environment



Neighborhood Electric Vehicles as an alternative mode of travel

**Figure 3-1: Proposed Cross-Section Alternative 3**



Pros :	Cons :
<ul style="list-style-type: none"> <li>• Maintains existing pavement width*</li> <li>• Combines pedestrian, NEV, &amp; bike path on multi-use path</li> <li>• Does not require relocation of utility poles or reconstruction of curbs</li> </ul> <p>* Except at intersections where more ROW may be necessary</p>	<ul style="list-style-type: none"> <li>• Reduces width of travel lanes and/or median</li> </ul>

**Preferred Alternative 2 – Add Bus Rapid Transit (BRT) in the Future**

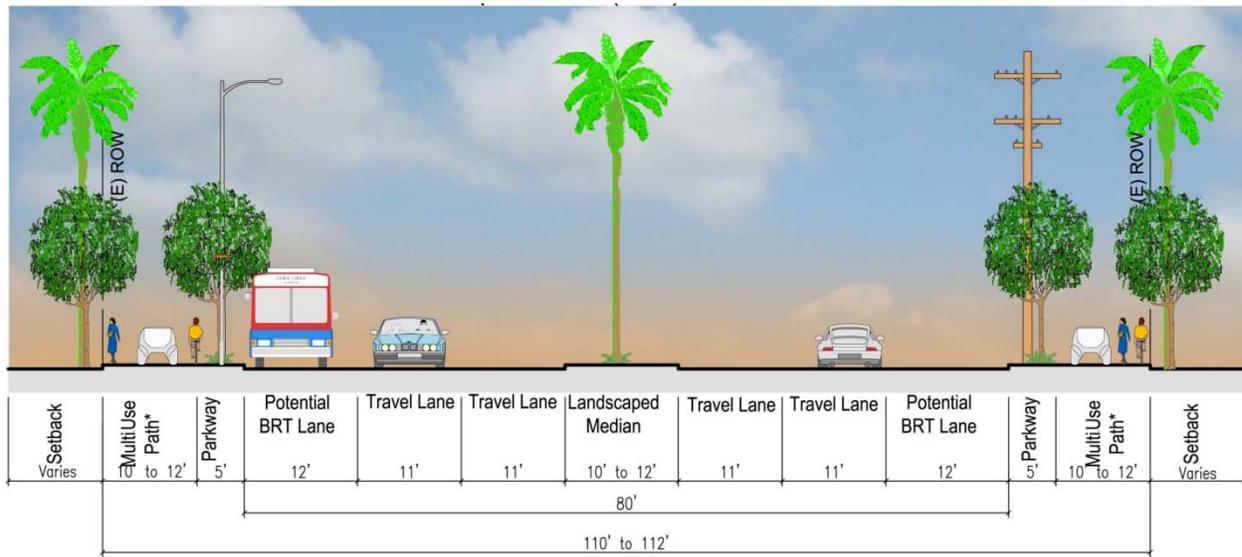
This alternative can be combined with Alternative 1, as it requires converting curb lanes to a BRT lane in the future as shown in **Figure 3-2**. The proposed streetscape improvements would include six lanes of travel including BRT lanes, a combined bike, pedestrian and NEVs on a 10-to 12-foot multi-use path, and a 5 foot landscaped parkway next to the curb.



This alternative would maintain the existing pavement width of 80 feet, however may require additional ROW (4 feet) and curb widening if the transit agencies insist on a 13 foot BRT lane, if the existing median cannot be reduced to 10 feet.



**Figure 3-2: Proposed Cross-Section Alternative 4**



Pros :	Cons:
<ul style="list-style-type: none"> <li>• Maintains existing pavement*</li> <li>• Combines pedestrian path, bike path, and NEV path on multi-use path</li> <li>• Does not require relocation of utility poles</li> <li>• Potential for Bus Rapid Transit (BRT) in future</li> </ul> <p>* Except at intersections where more ROW may be necessary</p>	<ul style="list-style-type: none"> <li>• Reduces width of travel lanes or median and travel lanes</li> <li>• Requires some additional ROW</li> </ul>

**Other Alternatives**

The following alternatives were also presented at the community workshop; however there was not selected by the community, as they require property acquisition, relocation of utility poles, and reconstruction of curb.

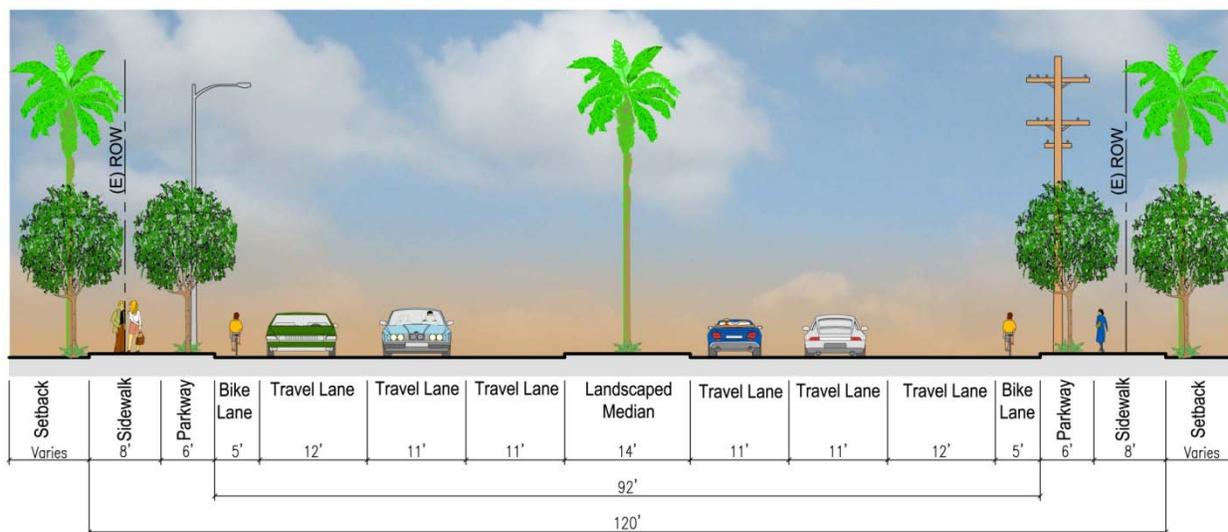
**Alternative 3 – Widen Pavement to include Bike Lanes within the Street**

Figure 3-3 illustrates the minimum ROW width with streetscape improvements along Date Palm Drive to accommodate six lanes of traffic (as shown in the Circulation Element of the General Plan) plus a bike path within the street. Other streetscape improvements include the addition of landscaping in parkways adjacent to Date Palm Drive to shade the sidewalk areas and form a strong landscape edge along Date Palm Drive and provide an 8 foot pedestrian path.



Six lanes of travel are proposed; however, this requires reducing the width of inner travel lanes from 12 feet (as shown in the Circulation Element of the General Plan) to 10 or 11 feet. The existing pavement width would be widened from 80 feet to 92 feet. The total Right-of-Way (ROW) width would be 120 feet, which is less than the proposed General Plan width of 126 feet; however, this alternative would require a variance in pavement width standards, result in property acquisition, complete reconstruction of curbs, and would require relocation or undergrounding of existing utility poles on the west side of Date Palm Drive.

**Figure 3-3: Proposed Cross-Section Alternative 1**



Pros :	Cons :
<ul style="list-style-type: none"> <li>Accommodates bike path within new expanded curbs *</li> </ul> <p><i>* Except at intersections where more ROW may be necessary</i></p>	<ul style="list-style-type: none"> <li>Requires property acquisition including portion of Patriot Park, mobile home parks, and other adjoining parcels</li> <li>Requires relocation or undergrounding of existing utility poles on the west side of Date Palm Drive</li> </ul>

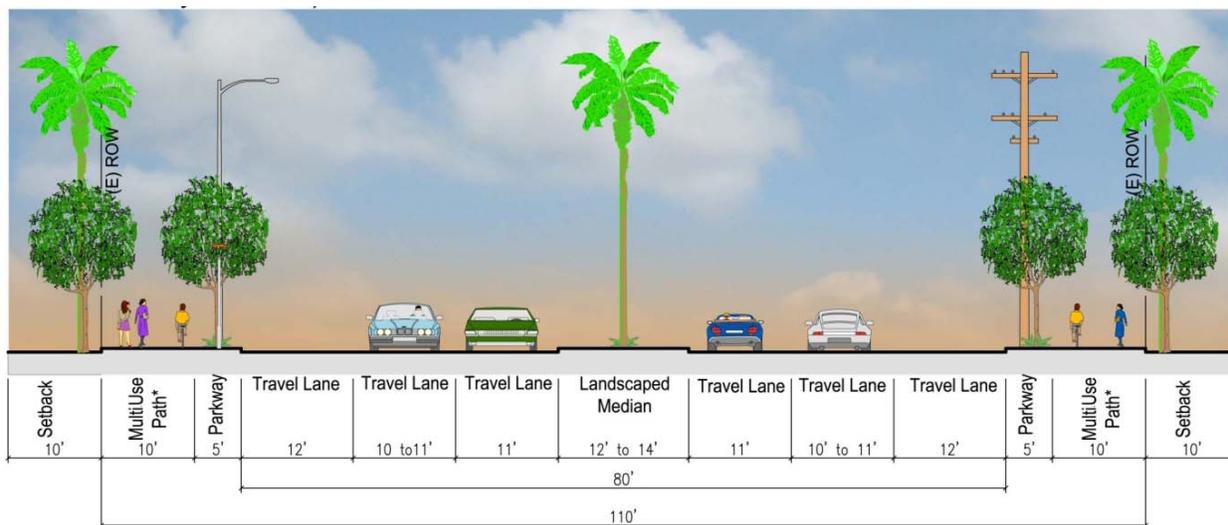
**Alternative 4 – Retain Existing Pavement Width of 80 feet and Provide Combined Bike Path/Pedestrian Path**

The proposed streetscape improvements envision maintaining the existing pavement width of 80 feet and ROW of 110 feet, except at major arterial intersections. Six lanes of traffic are proposed under this alternative; however, this requires reducing the width of inner travel lanes from 12 feet (as shown in the Circulation Element of the General Plan) to 10 or 11 feet or reducing the existing median from 14 feet to 12 feet, as shown in **Figure 3-4**.



A 5-foot landscaped parkway is proposed next to the curb to accommodate shade trees. A bike and pedestrian path as a 10-foot multi-use path would be located next to the parkway. This alternative would require less property acquisition as it maintains the existing pavement width and ROW. Therefore, it does not require relocation of the existing utility poles, if funds are not available for undergrounding.

**Figure 3-4: Proposed Cross-Section Alternative 2**



Pros :	Cons :
<ul style="list-style-type: none"> <li>• Maintains existing pavement width &amp; ROW*</li> <li>• Combines pedestrian &amp; bike path on multi-use path</li> <li>• Does not require relocation of utility poles or reconstruction of curbs, so improvements cost less</li> </ul> <p>* Except at intersections where more ROW may be necessary</p>	<ul style="list-style-type: none"> <li>• Reduces width of travel lanes and/or median</li> </ul>

### 3.3 Streetscape and Circulation Improvements, Standards, and Guidelines

Streetscape improvements are to transform Date Palm Drive into a more attractive destination to live, work, and play. The preferred public realm direction for Date Palm Drive emphasizes investments in improvements to the streetscape between the curb and private property adjoining the pavement for alternative modes of travel (pedestrians, bicycles, and NEVs) and landscaping of the private property frontage at the same time maintaining the existing street pavement width for vehicular travel. The streetscape improvements are based on the analysis of the existing conditions, background information, and goals and objectives. Streetscape improvements along Date Palm Drive include providing missing sidewalks, adding a parkway

and shade trees next to the curb, integrating existing and proposed bio-swales on private property, providing better wayfinding and directional signage, public art, and additional street furniture. **Figure 3-5**, illustrates the streetscape/landscape improvement concept for Date Palm Drive. In the future, each streetscape amenity should be selected to depict the theme of a **'Desert Interior Art and Design'** and communicate to residents and visitors that Date Palm Drive is a destination with a distinct character.

### Continuous Pedestrian, Bike and NEV Network

An improved pedestrian, bike and NEV network would help to connect businesses along Date Palm Drive, and greatly enhance the livability of the area. Despite the existing automobile-centered development, there is significant pedestrian use of the corridor. Many families in the adjacent neighborhoods, especially the rapidly growing Latino community, often do not own multiple cars and rely on walking, biking or transit. There are also many schools in the study area and improvements of the sidewalk and bicycle network could improve conditions for children walking to school. In addition, some walk for exercise or as a family activity contributing to a healthy community.

The sidewalk in front of the Walgreens at the corner of 30<sup>th</sup> Avenue and Date Palm Drive illustrates the type of infrastructure improvements that have occurred with recent development, which includes sidewalk, landscaped parkway, and landscaped setback with bio-swales. However, the new sidewalks stop at the development's property line and need to be extended to complete the sidewalk network. **Figure 3-6** shows where sidewalks need to be constructed by the City or others.



New development just north of McCallum Way and Date Palm Drive has a parkway which separates pedestrian paths from traffic, has landscaping to screen parking lot, and a bio-swale which provides on-site water treatment



Sidewalks stop at the development's property line and need to be extended to complete the sidewalk

**Figure 3-5: Streetscape/Landscape Improvement Plan for Date Palm Drive**

- Parkway Enhancement**
  - Flowering accent Street tree- *Blue Palo Verde*
  - Street Lights
  - 12' tall Pedestrian lighting
  - Buffer parkway planting
  - Site furniture- benches, bicycle racks, and trash receptacles
- 10'-12' Multi-Use Path**
- Potential outdoor gathering space**
- Bus shelter**
- Bio-swale Enhancement**
  - *Washingtonia filifera*- California Fan Palm as dominant unifying element in bio-swale
  - Decorative groundcover, native stone, decomposed granite and grouping of boulders
  - Pedestrian connections to development



Pedestrian connection from multi-use path to development

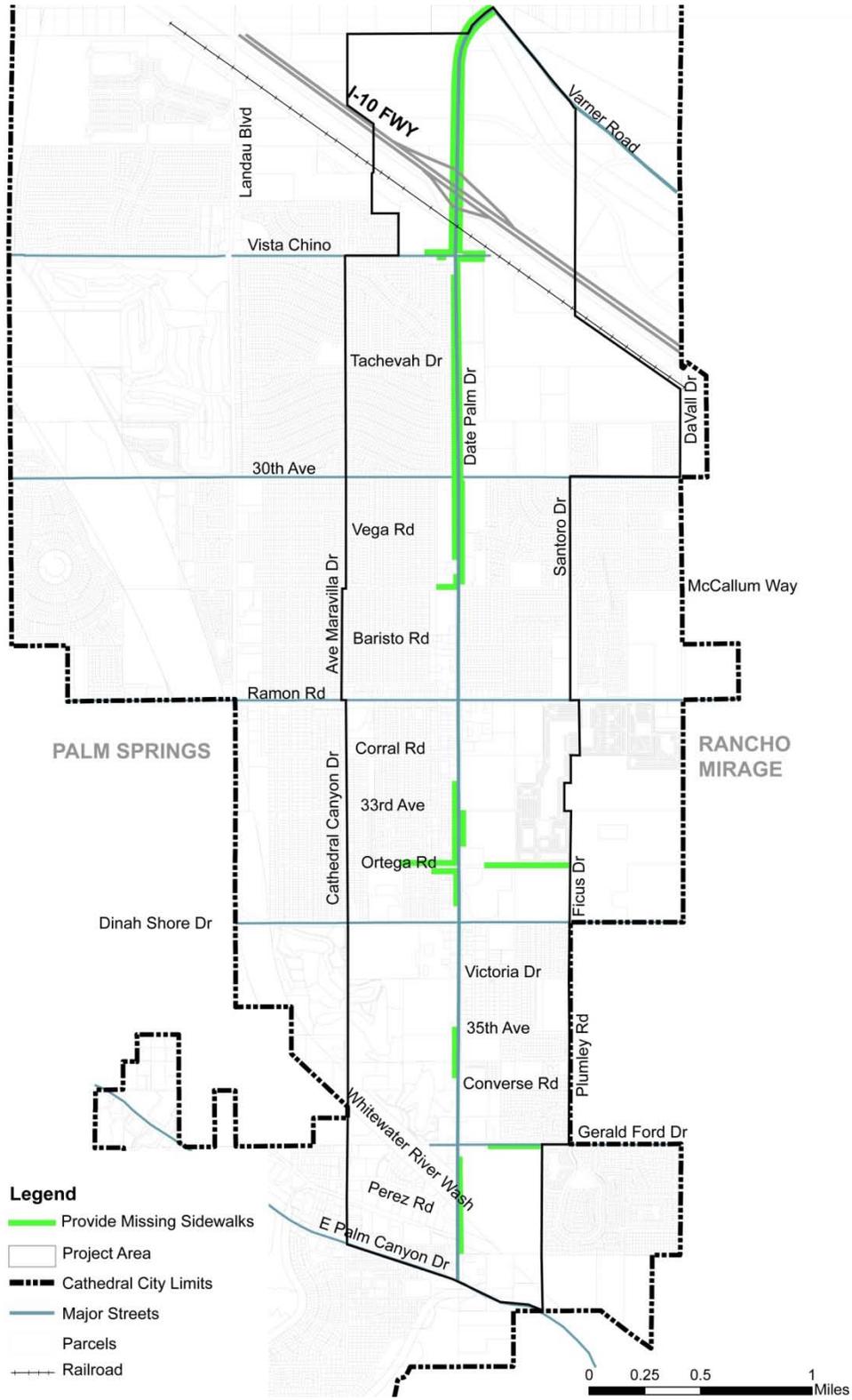
Existing *Washingtonia filifera*- California Fan Palm in Median with landscape enhancements/ public art

Potential outdoor gathering space

10'-12' Multi-Use Path



**Figure 3-6: Provide Missing Sidewalks**



#### Pathway network standards and guidelines:

- As a temporary measure, decomposed granite sidewalks could be provided where sidewalks are missing, but where ROW exists in order to provide a safe, connected environment for pedestrians;
- As new development occurs, implement a 10-to-12 foot multi-use path located 5 feet from the curb to provide space for pedestrians, bikes and NEVs;
- Transition new multi-use pathway to the adjoining existing sidewalk at the curb to foster continuous pathways. The existing sidewalk should be widened where feasible to accommodate a multi-use path;
- Require new and redeveloping existing developments to have direct sidewalk connections to bus stops; and
- All pathways should meet ADA and other federal, state, and local standards.

#### Unified Tree and Plant Palette

Date Palm Drive and other major arterials overall aesthetics and function would be greatly enhanced by a more consistent and sustainable tree and plant palette for the public ROW and adjoining private frontage. The City has made investments in landscaping in the median with drought-tolerant planting and California Fan Palm trees. Landscaping along the sidewalks is generally on private property and includes turf, shrubs, and a mixed variety of palm trees. California Fan Palms, Mexican Fan Palms and Date Palms enhance the aesthetics of Date Palm Drive; however, a more consistent standard as to where various species of palms should be located and the addition of canopy trees for shade along the parkway of Date Palm Drive would make the environment more comfortable for pedestrians and provide a stronger attractive image. The recommended tree and plant palettes are shown in **Tables 3-1** and **3-2**.

- **Table 3-1** is a summarized, modified version of the Street Tree Policy and Guidelines and lists specified street/parkway trees along Date Palm Drive and major east-west streets that cross it, and additional recommended trees for major arterial streets;
- A mix of appropriate native and adapted exotic plants is recommended to ensure visual continuity and respond to specific local design context conditions, and project resource conservation/sustainability standards. Rocks and other organic materials could be used to support this concept; and
- The following plant palette for shrubs and other plant material (**Table 3-2**) is recommended for streetscape enhancements including the public ROW and the adjoining frontage of private property. Planting design for adjacent parking lots should include a mix of deciduous and evergreen trees, shrubs and groundcover to optimize shade and ambient temperature conditions throughout the year.

**Table 3-1: Proposed Street Trees/Parkway Trees on Major Streets within the Study Area**

	<b>Tree type</b>	<b>Location</b>	<b>Spacing</b>
<b>Date Palm Drive</b>	<i>Washingtonia filifera</i> - California Fan Palm	Median Street tree	30 to 50 feet on-center with up-lighting
	<i>Phoenix dactylifera</i> - Date Palm	Major entry drives/ intersections	
	<i>Cercidium 'Desert Museum</i> - Palo Verde Tree  Alternate: <i>Prosopis alba 'Colorado'</i> - Argentine Mesquite	Shade Street tree in parkway adjacent to the curb	
	Trees for 10' frontage/bio-swale:  <i>Washingtonia filifera</i> - California Fan Palm <i>Brahea armata</i> - Blue Hesper Palm <i>Brahea edulis</i> - Guadalupe Palm <i>Lysiloma thornberri</i> - Feather bush tree <i>Chilopsis linearis</i> - Desert Willow <i>Acacia stenophylla</i> - Shoestring Acacia	Frontage planting area outside ROW	
<b>30<sup>th</sup> Avenue</b>	<i>Phoenix dactylifera</i> - Date Palm	Street tree	35 to 40 feet on-center (min. one tree per single family lot)
<b>Ramon Road</b>	<i>Jacaranda mimosifolia</i> -Jacaranda <i>Phoenix dactylifera</i> - Date Palm	Shade Street tree	35 to 45 feet on-center with up-lighting
	Alternates: <i>Washingtonia filifera</i> - California Fan Palm <i>Washingtonia robusta</i> - Mexican Fan Palms	Major entry drives/ intersections	
<b>Dinah Shore Drive</b>	<i>Rhus lancea</i> - African Sumac <i>(Ficus retusa nitida, recommended by the Street Tree Policy Guideline – Indian Laurel Fig is not recommended as a street tree due to regular water usage and destructive root system)</i>	Shade Street tree	Average spacing of 40 feet on-center
<b>Gerald Ford Drive</b>	<i>Rhus lancea</i> - African Sumac	Shade Street tree	30 feet on-center
	<i>Washingtonia robusta</i> - Mexican Fan Palm	Street tree	100 feet apart
	<i>Phoenix dactylifera</i> - Date Palm  Alternates: <i>Washingtonia filifera</i> - California Fan Palm <i>Washingtonia robusta</i> - Mexican Fan Palms	Major entry drives/ intersections	30 feet on-center double row
<b>East Palm Canyon Drive</b>	<i>Washingtonia filifera</i> - California Fan Palm	Median Street tree	30 to 50 feet on-center with up-lighting
	<i>Phoenix dactylifera</i> - Date Palm	Major entry drives/ intersections	

Text in red indicates suggested changes to the Street Tree Policy Guidelines

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

**Table 3-2: Date Palm Drive – Proposed Plant Palette**

<b>Botanical name- Common Name</b>	<b>Shrub</b>	<b>Accent Shrub</b>	<b>Ground cover</b>	<b>Hedge/ Screen</b>	<b>Vine</b>
<i>Acacia redolens</i> 'Desert Carpet' - Desert Carpet Acacia			•		
<i>Agave Americana</i> - Century Plant	•	•			
<i>Agave</i> 'Blue Flame' - Blue Flame Agave	•	•			
<i>Agave deserti</i> - Desert Agave	•				
<i>Agave demottiana</i> 'Variegata'	•	•			
<i>Agave vilmoriniana</i>	•	•			
<i>Agave weberi</i>	•	•			
<i>Aloe arborescens</i> - Torch Aloe	•				
<i>Aloe</i> 'Blue Elf' - Blue Elf Aloe	•		•		
<i>Aloe ciliaris</i> - Climbing Aloe	•				•
<i>Aloe ferox</i> - Cape Aloe	•	•			
<i>Aloe vera</i> - Medicinal Aloe	•				
<i>Baccharis</i> 'Starn' - Starn Coyote Brush			•	•	
<i>Baccharis</i> 'Pigeon Point' - Dwarf Coyote Brush			•		
<i>Bougainvillea sp.</i> - Bougainvillea	•	•	•	•	•
<i>Bulbine frutescens</i> - Stalked Bulbine	•		•		
<i>Calliandra eriophylla</i> - Fairy Duster	•				
<i>Caesalpinia gilliesii</i> – Yellow Bird of Paradise	•	•			
<i>Crassula capitella</i> 'Campfire' - Campfire Crassula			•		
<i>Dodonaea viscosa</i> - Purple Hopseed Bush	•			•	
<i>Dalea greggii</i> - Prostrate Indigo Bush			•		
<i>Dasyliirion wheeleri</i> - Desert Spoon	•	•			
<i>Encelia farinosa</i> - Brittlebush	•				
<i>Echinocactus</i> - Barrel Cactus	•				
<i>Eriogonum fasciculatum foliolosum</i> -California Buckwheat	•				
<i>Eriogonum fasciculatum</i> 'Theodore Payne' - Prostrate California Buckwheat			•		
<i>Ficus pumila</i> – Creeping Fig					•

<b>Botanical name- Common Name</b>	<b>Shrub</b>	<b>Accent Shrub</b>	<b>Ground cover</b>	<b>Hedge/ Screen</b>	<b>Vine</b>
<i>Fremontodendron</i> 'Ken Taylor' - Ken Taylor's Flannel Bush	•				
<i>Fouquieria splendens</i> – Ocotillo	•	•			
<i>Furcraea foetida</i> 'Mediopicta' - NCN	•	•			
<i>Furcraea macedougalii</i> - NCN	•	•			
<i>Hesperaloe parviflora</i> - Red Yucca	•				
<i>Hyptis emoryi</i> - Desert Lavender	•				
<i>Justicia californica</i> - Chuparosa	•				
<i>Lantana sp.</i> - Lantana	•		•	•	
<i>Leucophyllum zygophyllum</i> 'Cimarron' - Cimarron Dwarf Sage	•				
<i>Leucophyllum frutescens</i> 'Greencloud' - Texas Ranger	•			•	
<i>Leucophyllum langmaniae</i> 'Rio Bravo' -Rio Bravo Texas Ranger	•				
<i>Macfadyena unguis-cati</i> - Cat's Claw					•
<i>Myrtus communis</i> 'compacta'- Dwarf Myrtle	•			•	
<i>Muhlenbergia rigens</i> - Deer Grass	•				
<i>Nerium oleander</i> - Oleander	•			•	
<i>Opuntia basilaris</i> - Beavertail Cactus	•				
<i>Olea europaea</i> 'Little Ollie' – Dwarf Olive	•			•	
<i>Penstemon eatonii</i> - Firecracker Penstemon	•	•			
<i>Rosmarinus officinalis</i> 'Tuscun Blue' - Tuscun Blue Rosemary	•			•	
<i>Rosmarinus officinalis</i> 'Huntington Carpet' - Prostrate Rosemary			•		
<i>Ruellia peninsularis</i> – Desert Ruellia	•				
<i>Salvia apiana</i> - White Sage	•				
<i>Senna artemisioides</i> – Feathery Cassia	•				
<i>Sphaeralcea ambigua</i> - Desert Mallow	•				
<i>Verbena lilacina</i> 'De La Mina' - Cedros Island Verbena	•		•		

**Source: Gruen Associates**

The preferred alternative cross section for Date Palm Drive proposes a 5 to 7-foot parkway area for landscaping, street light poles, and other amenities. If funding is not available for undergrounding of the overhead utilities on the west side of Date Palm Drive, these will remain in the parkway. This 5 to 7-foot area adjacent to the curb shall include:

- Blue Palo Verde trees in the parkway to unify the street. These trees would supplement the existing tall California Fan Palms and Date Palms which are on private property and also provide shade (shown in **Figure 3-5**);
- Drought-resistant ground cover, small shrubs and small perennials along with gravel and mulch in the parkways to respect the desert environment; and
- In addition to standard street lighting, decorative pedestrian scale lighting spaced approximately 30 feet apart, adjacent to the curb to provide a safe night time pedestrian environment.



Provide Palo Verde as shade trees

## Landscaped Parkway Areas

Parkway areas, the area between the curb and right-of-way edge, can provide significant landscape opportunities to shape the aesthetic character of Date Palm Drive, as well as provide space for pedestrian lighting. However, the existing parkway area on Date Palm Drive is almost entirely devoted to sidewalk which is crossed by multiple driveways thus restricting pedestrian moment.

## Connections to Adjacent Private Property

As new projects are built or private properties are redeveloped along Date Palm Drive, the following additional streetscape improvements should occur, as suggested in the City of Cathedral City Design Guidelines:

- Outdoor spaces where people congregate, pause, wait or recreate should be designed as an "outdoor room." The edges should be defined and ground plane enhanced. A shading structure should be designed to complement the building and landscape material should be added to soften and provide comfort; and
- Enhanced paving could be used to accent important "places" outdoors: at entries to these "outdoor rooms," and as a method of alerting pedestrians and drivers where their paths cross.

### **Intersection Treatment**

As per the City of Cathedral City Design Guidelines, it is recommended that Date Palms be located at all major intersections. This has been implemented in some locations but in others, varied palm tree species have been used. To green the intersections and make a bold statement, it is recommended that Date Palm trees be planted equally at the each of four corners of the intersections for a total of seventeen at each intersection. Other palm trees should not be substituted. **Figure 3-7** illustrates intersection treatments which include:

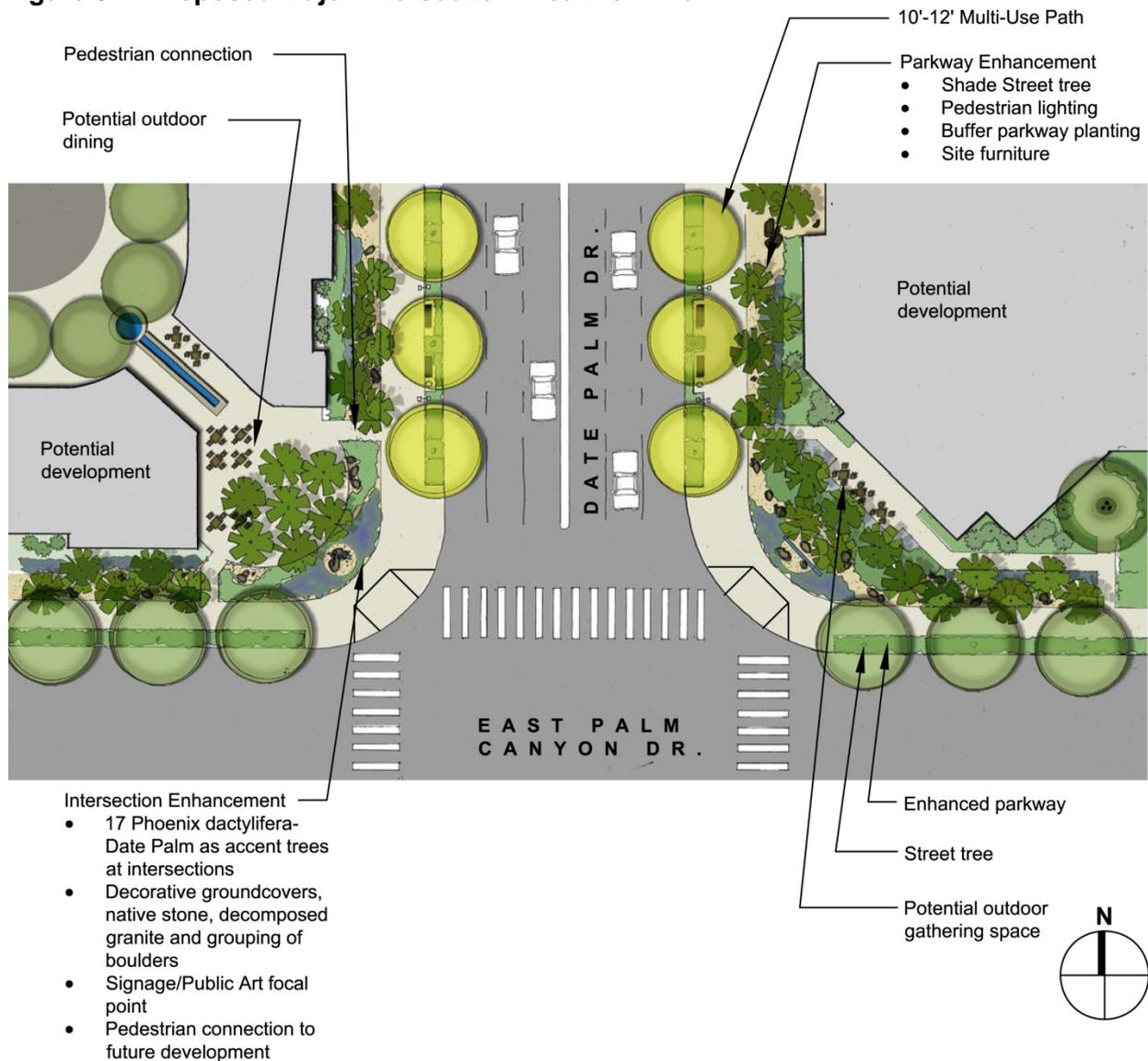
- At each corner on private property, 17 Date Palms either organized as shown in the City of Cathedral City Design Guidelines or as shown in a circular grove, to facilitate pedestrian connections to buildings at the corners;
- Decorative ground cover, native stone, decomposed granite, and groupings of boulders; and
- Public art or signage as a focal point.

### **Landscape of Private Property Frontage adjacent to the Multi-Use Path**

Consistent landscaping of the frontage of private property along Date Palm Drive is recommended. To create a strong, dramatic, transformation of Date Palm Drive, the following landscape improvements are recommended for future development:

A minimum of 10 feet adjacent to the multi-use path should be dedicated to bio-swales and for planting of California Fan Palms spaced 30 to 40 feet apart, in tight grouping and interspersed with smaller drought-tolerant trees. In addition, several small drought-tolerant trees typically found in a desert oasis are recommended. Bio-swales should be extended along Date Palm Drive to provide measures for on-site water treatment and infiltration. Plant materials may consist of grasses and low groundcover masses, as shown in **Table 3-2**.

**Figure 3-7: Proposed Major Intersection Treatment Plan**



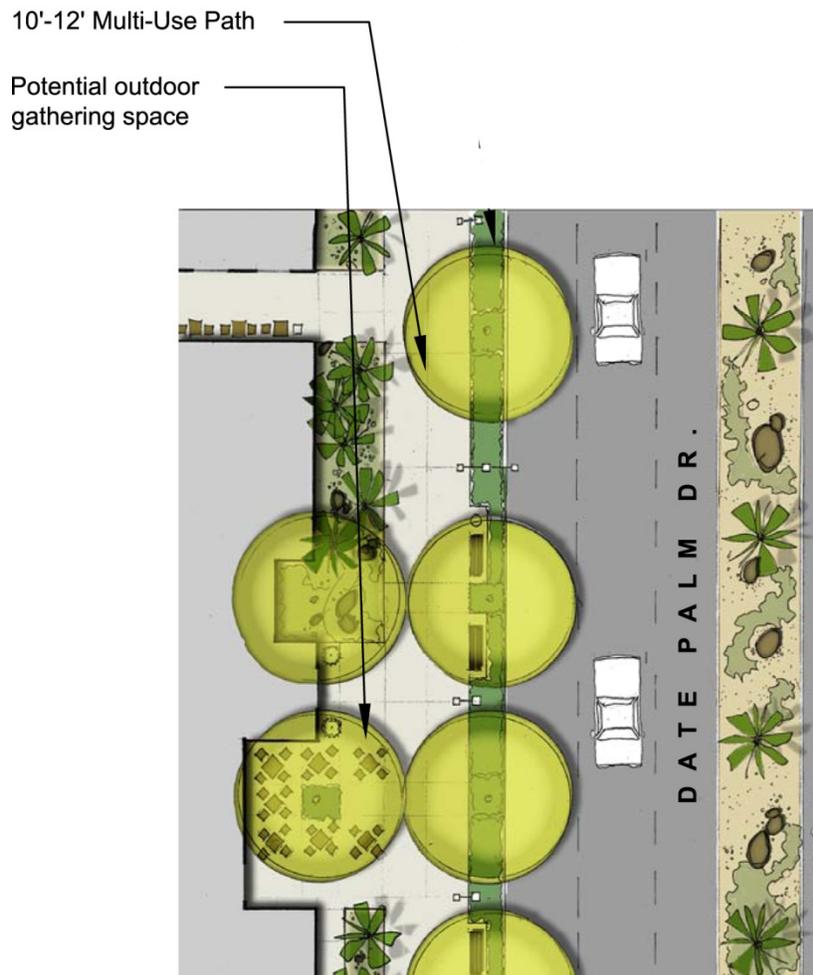
- Trees should be spaced to provide either a high canopy that is full and shading or located to maintain visibility to commercial businesses. The recommended tree species in **Table 3-1** are well suited to the Desert Climate; and
- A maximum of 25% of the 10-foot planting area adjacent to the multi-use path could be paved for entrances to businesses, for outdoor gathering space, and pedestrian connections to adjoining development, see **Figure 3-8**.

### Street Furniture

Pedestrians may wish to rest at some point along their walking trip. The provision of attractive and consistent street furniture, including benches, trash receptacles, and bicycle racks along

Date Palm Drive would create an intermediate “rest stop” for pedestrians and cyclists. Benches could be located under the proposed corridor street trees facing the multi-use path in order to provide shade and comfort.

**Figure 3-8: Paved Entrances or Public Gathering Space next to Multi-Use Path**



### **Bus Stops Enhancements**

While some bus stops along the corridor have benches, very few have shelters for protection from the elements. Also, the lack of sidewalks and connections to adjoining businesses make most of the bus stops difficult to access. Design guidelines include:

- Provide for a unified design for all transit shelters on Date Palm Drive with adequate passenger amenities and lighting. A new design should consider solar collectors, LED lights and the ‘Desert Interior Art and Design’ Brand.
- Discourage bus bays/pull outs along the street, as they add to the pavement width and make it more difficult for buses to re-enter the travel lanes.

## Lighting

Walking trips are made at all hours, including early morning before sunrise and also at nighttime. During winter the sun sets even before the evening peak commute. Lighting can enhance aesthetics and provide vehicular and pedestrian safety.

- While standard street lighting provides a broad swath of light across the entire street, pedestrian-scale LED or solar lighting would provide additional light to the sidewalk, enhancing both safety and perceived security for pedestrians and cyclists traveling between transit stations and their ultimate destinations;
- Currently, up-lighting of the palm trees is required and consideration should be given to more “green” lighting sources;
- In certain segments of the corridor, such as near downtown and in major retail areas, consideration should be given to adding twinkle lighting or LED color lighting in the mature trees to provide a festive atmosphere; and
- If the overhead utility wires on the west side cannot be undergrounded due to funding constraints, consideration should be given to providing decorative pedestrian lighting on the lower cable wires to provide a festive look. This has been done on Main Street in Santa Monica, California.

## Public Art

The use of public art along Date Palm Drive is the most effective way to create a ‘**Desert Interior Art and Design**’ theme:

- Public art should include large decorative installations at the two major north and south gateways to the City, smaller permanent installations in the medians, at major intersections, and on public and private properties. Art work could be contemporary sculptures or artist designed street furniture, lighting, and paving as well as art created by school children.
- In order to create excitement and interest, temporary installations/exhibits and performance art should be encouraged. The City could allow emerging artists to display their art along Date Palm Drive for a certain period of time, serving both the City and the artists.

## Wayfinding Signage

- Currently the City has a banner program in downtown on East Palm Canyon Drive. Extending this program along Date Palm Drive to identify the City as ‘**Desert Interior Art and Design**’ theme will assist businesses and guide visitors to Date Palm Drive as well.

- Attractively designed directional or wayfinding signage located near the I-10 Freeway and East Palm Canyon Drive and at major gateways can direct motorists, pedestrians, and bicyclists to destinations along Date Palm Drive and will also help create a lively and vibrant atmosphere.

### 3.4 Traffic Recommendations

The RivTam model (year 2007 and year 2035) provides forecasts of future traffic volumes in the City of Cathedral City based upon assumptions of future land uses and future highway systems. This traffic model is most appropriate for usage on projects where new highway facilities are developed and where complex interactions between existing traffic and new land uses must be analyzed precisely. The traffic model provides future hourly traffic levels on study area roadways. It does not provide forecasts of intersection turning movements, which are required to evaluate level of service. The procedure for preparing turning movement forecasts from link volumes is complex. Therefore, these model runs were used to develop post-processed buildout Year 2035 base volumes and were included in this report for the purpose of disclosing future intersection turning movements and ADT traffic volumes along Date Palm Drive Corridor. The turning movement volumes and ADT volumes from the approved North City Specific Plan were added to the post-processed buildout Year 2035 base volumes since the specific plan is currently not included in the RivTam model.

#### Year 2035 (Existing Lane Configuration)

The following circulation improvements were assumed under this scenario:

- No change in the existing lane configuration of Date Palm Drive between E. Palm Canyon Drive and Varner Road; and
- No other circulation network changes are assumed.

**Figure 3-9** shows Year 2035 ADT volumes along Date Palm Drive. The resultant future weekday morning and evening peak hour intersection volumes are shown in **Figures 3-10** and **3-11**. Roadways are generally classified in a hierarchical manner, according to the number of vehicle lanes provided. **Table 3-3** shows level of service (LOS) of roadway segments along Date Palm Drive in 2035. **Table 3-4** shows level of service (LOS) of major intersections along Date Palm Drive with existing geometries in 2035. Based on the average daily trips provided by County of Riverside, 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 except the following:

- E. Palm Canyon Drive and Gerald Ford Drive
- Gerald Ford Drive and Dinah Shore Drive
- Dinah Shore Drive and Ramon Road
- Vista Chino and I-10 Ramps
- I-10 Ramps and Varner Road

**Table 3-3: Year 2035 Roadway Level of Service**

Date Palm Drive Roadway Segment	Existing lane Configuration	Daily Capacity	Future ADT	Future V/C	Future LOS
E. Palm Canyon Drive and Gerald Ford Drive	4-Lane Undivided	30,000	28,866	.96	E
Gerald Ford Drive and Dinah Shore Drive	4-Lane Undivided	30,000	26,315	.88	E
Dinah Shore Drive and Ramon Road	4-Lane Divided	38,000	36,032	.95	E
Ramon Road and McCallum Way	6-Lane Divided	59,000	34,649	.59	C
McCallum Way and 30 <sup>th</sup> Avenue	6-Lane Divided	59,000	33,352	.57	C
30 <sup>th</sup> Avenue and Vista Chino	6-Lane Divided	59,000	32,513	.55	C
Vista Chino and I-10 Ramps	4-Lane Divided	38,000	47,521	1.25	F
I-10 Ramps and Varner Road	2 -Lane Undivided	18,000	21,033	1.17	F

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

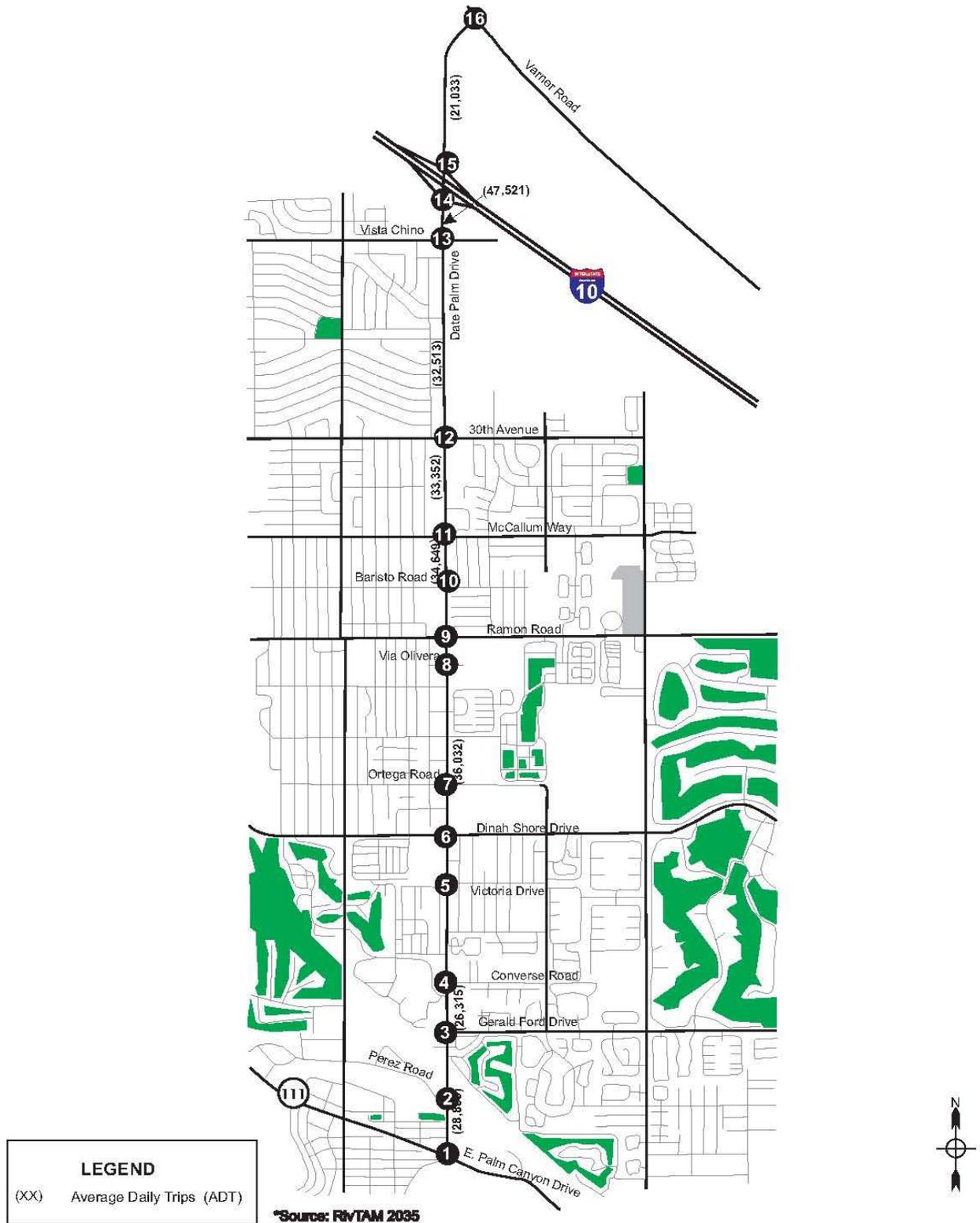
- Ramon Road and Date Palm Drive (PM)
- Vista Chino Drive and Date Palm Drive (AM and PM)
- I-10 EB Ramps and Date Palm Drive (AM and PM)
- I-10 WB Ramps and Date Palm Drive (AM and PM)
- Varner Road and Date Palm Drive (AM and PM)

**Table 3-4: Year 2035 Intersection Level of Service**

Report	Intersection	AM Peak Hour		PM Peak Hour	
		Delay	LOS	Delay	LOS
1	E. Palm Canyon Dr and Date Palm Dr	9.7	A	10.2	B
2	Perez Rd and Date Palm Dr	10.8	B	11.4	B
3	Gerald Ford Dr and Date Palm Dr	16.4	B	23.1	C
5	Victoria Dr and Date Palm Dr	14.0	B	13.2	B
6	Dinah Shore Dr and Date Palm Dr	38.3	D	34.2	C
9	Ramon Rd and Date Palm Dr	47.4	D	63.1	E
11	McCallum Wy and Date Palm Dr	12.7	B	18.5	B
12	30th Ave and Date Palm Dr	24.5	C	24.1	C
13	Vista Chino Dr and Date Palm Dr	>120.0	F	79.4	E
14	I-10 EB Ramps and Date Palm Dr	>120.0	F	>120.0	F
15	I-10 WB Ramps and Date Palm Dr	108.0	F	>120.0	F
16	Varner Rd and Date Palm Dr <sup>1</sup>	>120.0	F	>120.0	F

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

Figure 3-9: Year 2035 Average Daily Trips (ADT)



**Figure 3-10: Year 2035 AM Peak Hour Volumes**

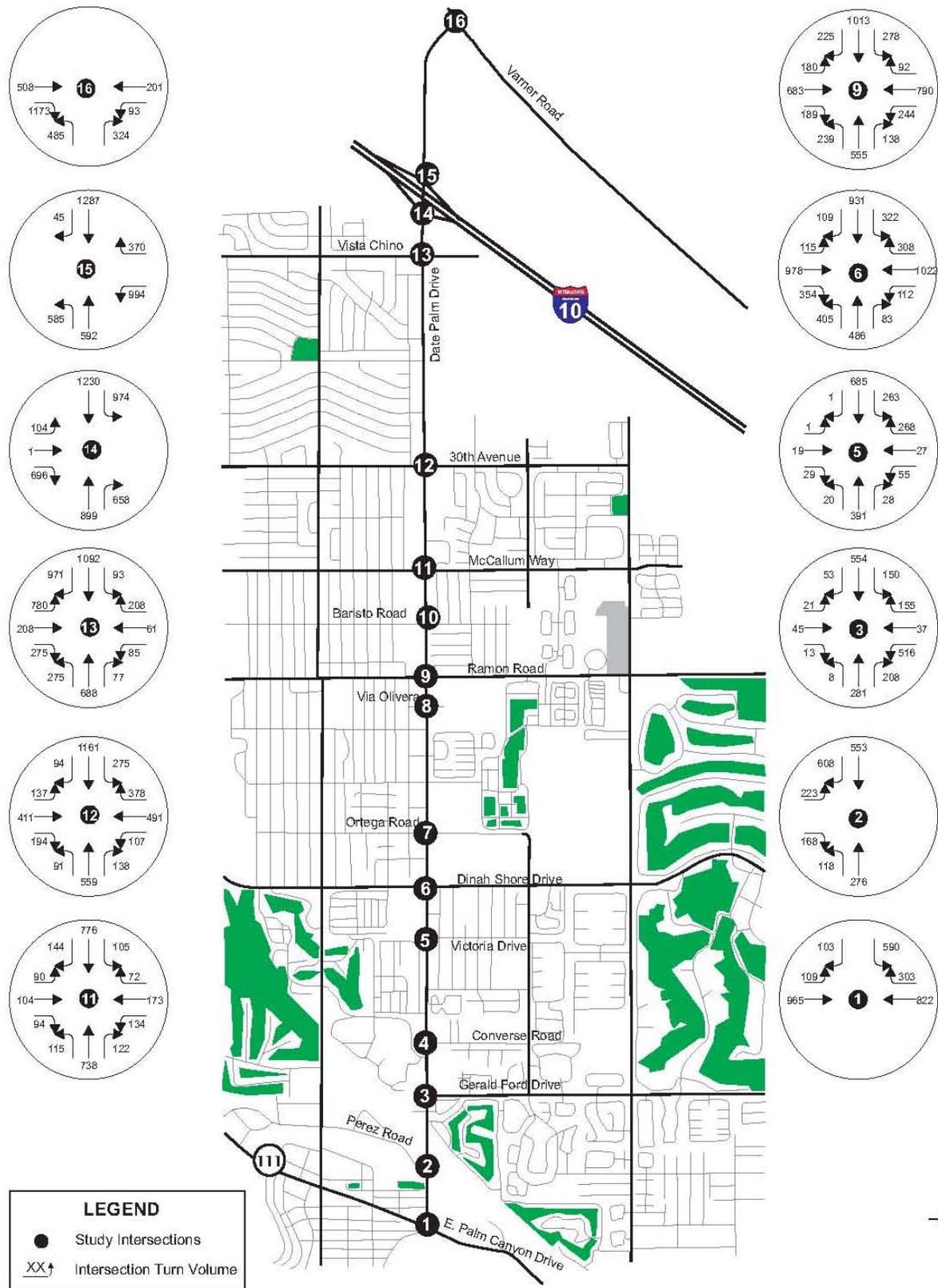
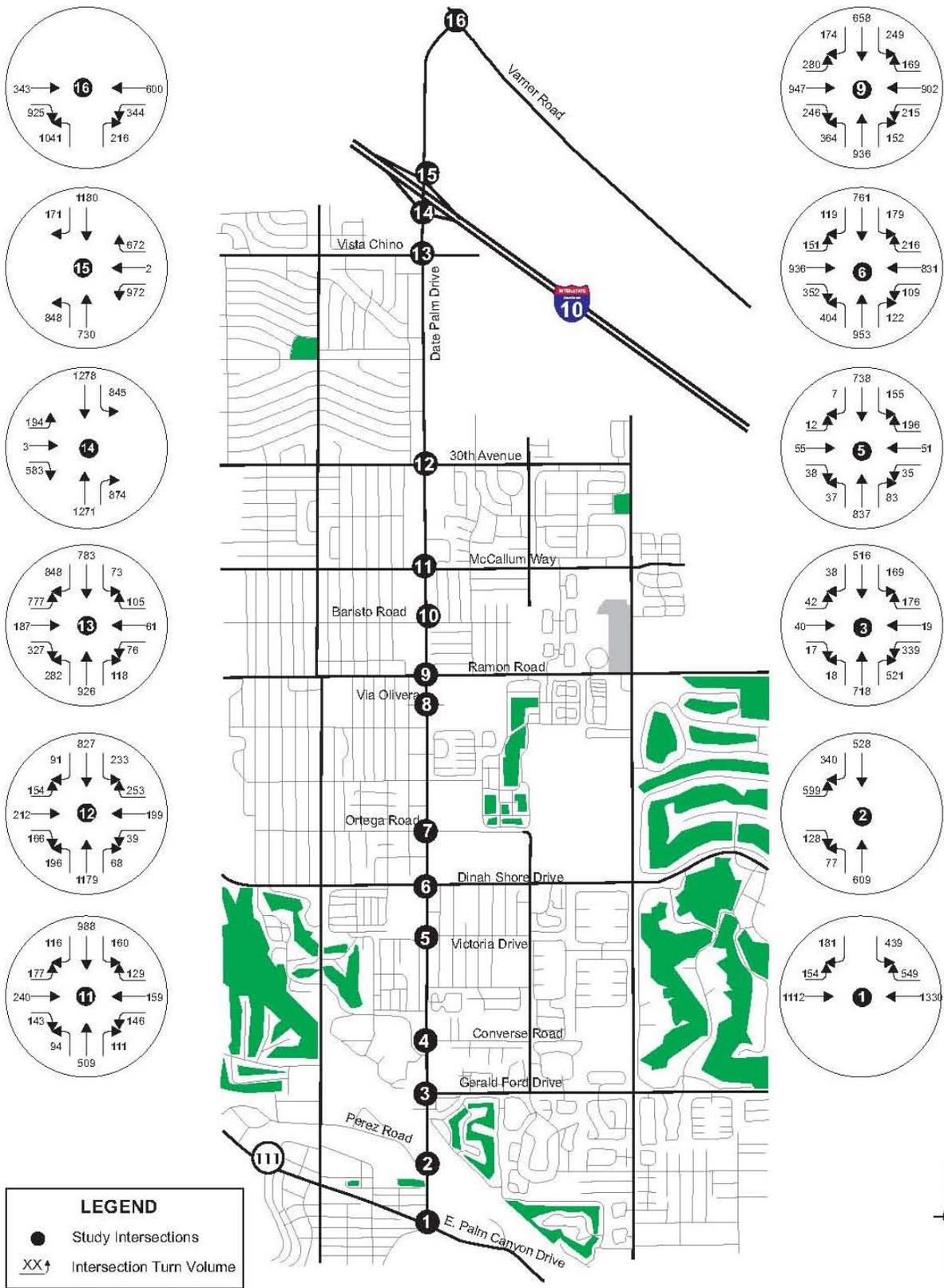


Figure 3-11: Year 2035 PM Peak Hour Volumes



## **Intersection Recommendation**

Assuming existing lane configuration along Date Palm Drive in the Year 2035, additional capacity at specific intersections will be needed, see **Figure 3-12**. The following are recommended improvements that are consistent with Cathedral City General Plan Circulation Element.

### **1: E. Palm Canyon Drive and Date Palm Drive**

- No improvements needed at this location

### **2: Perez Road and Date Palm Drive**

- No improvements needed at this location

### **3: Gerald Ford and Date Palm Drive**

- NB Approach: Provide one left turn lane, two through lanes and one shared through/right turn lane
- SB Approach: Provide one left turn lane, two through lanes and one shared through/right turn lane
- EB Approach: Provide one left turn lane, one through lanes and one shared through/right turn lane
- WB Approach: Provide dual left turn lanes, and one shared through/right turn lane

### **4: Converse Road and Date Palm Drive**

- No improvements needed at this location

### **5. Victoria Drive and Date Palm Drive**

- Expand Capacity of the intersection to provide three through lanes for the NB direction

### **6: Dinah Shore Drive and Date Palm Drive**

- EB Approach: Provide dual left turn lanes, three through lanes and one right turn lane

### **7: Ortega Road and Date Palm Drive**

- Expand capacity of the intersection to provide three through lanes for the NB and SB directions

### **8: Via Olivera and Date Palm Drive**

- Expand Capacity of the intersection to provide three through lanes for the NB and SB directions

### **9: Ramon Road and Date Palm Drive**

- NB Approach: Provide dual left turn lanes, three through lanes and one right turn lane
- SB Approach: Provide dual left turn lanes, three through lanes and one right turn lane
- EB Approach: Provide dual left turn lanes, three through lanes and one right turn lane
- WB Approach: Provide one left turn lane, three through lanes, and one right turn lane

### **10: Baristo Road and Date Palm Drive**

- No improvements needed at this location

### **11: McCallum Way and Date Palm Drive**

- No improvements needed at this location

### **12: 30th Avenue and Date Palm Drive**

- NB Approach: Provide dual left turn lanes, two through lanes and one shared through/right turn lane
- SB Approach: Provide dual left turn lanes, two through lanes and one shared through/right turn lane
- EB Approach: Provide one left turn lane, two through lanes and one right turn lane
- WB Approach: Provide one left turn lane, two through lanes, and one right turn lane

### **13: Vista Chino Drive and Date Palm Drive**

- NB Approach: Provide dual left turn lanes, two through lanes and one shared through/right turn lane
- EB Approach: Provide dual left turn lanes, two through lanes and one right turn lane

### **14&15: I-10 WB and EB Ramps at Date Palm Drive**

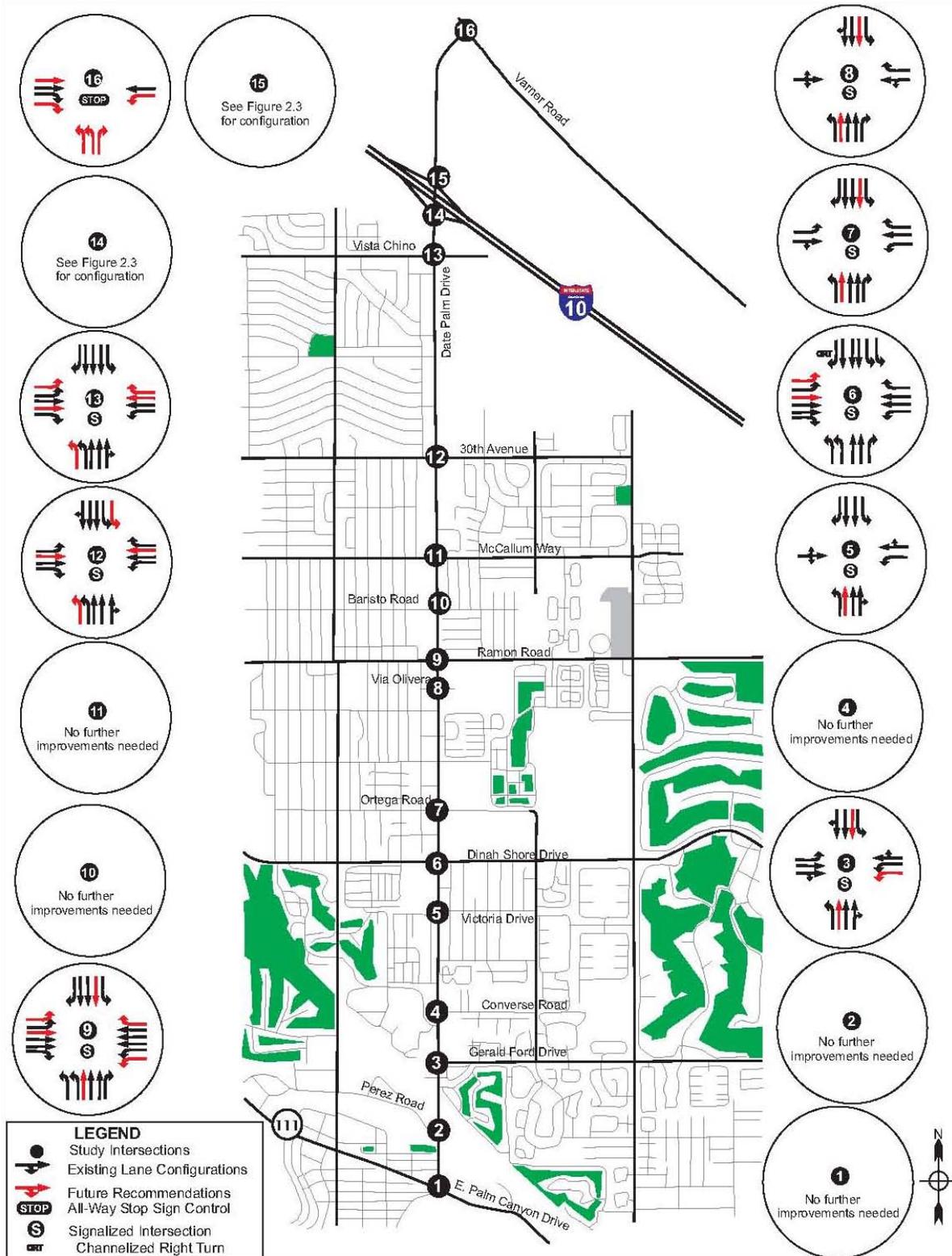
- The City is currently working on reconstruction of the I-10 and Date Palm Drive interchange by widening the Date Palm Drive bridge to six lanes including bike lanes on each side and reconstruction of the on-ramps and off-ramps.
- WB Approach: Provide one left turn lane, two through lanes, and one right turn lane.

### **16: Varner Road at Date Palm Drive**

- NB Approach: Provide dual left turn lanes and one right turn lane
- EB Approach: Provide two through lanes and dual right turn lanes

- WB Approach: Provide one left turn lane and one through lane

**Figure 3-12: Recommended Geometrics**



## Synchronization Recommendation

The operation of traffic signals is generally one of the most significant determinants of mobility within the City. Delay at traffic signals is the primary cause of increased travel times in the City. The optimum timing of traffic signals can result in proper management of stops and delay, resulting in optimized traffic flow. Optimum operation of traffic signals generally relies upon an aggressive program of traffic signal coordination and timing, coupled with a communication system that allows for surveillance, implementation of timing plans, and flexibility of control.

There are currently a total of 16 traffic signals along Date Palm Drive, including Caltrans signals, see **Figure 3-13**. Many intersections are not interconnected, while others are not currently coordinated to their potential optimum condition.

Normally, all controlled intersections along major and secondary arterials will feature traffic signals. When the signal spacing is ½ mile or less, the locations should generally be interconnected and capable of being operated in coordinated mode. Coordinated operation typically reduces stopping and delay by 25% and improves fuel consumption by 5-10% compared to “free” programming; however, coordinated programming can increase delays to some users, especially side streets and left turn vehicles, resulting in increased public concerns and complaints. Operating signals in free mode, intended for late-night or low-volume operation, usually reduces these inquiries.

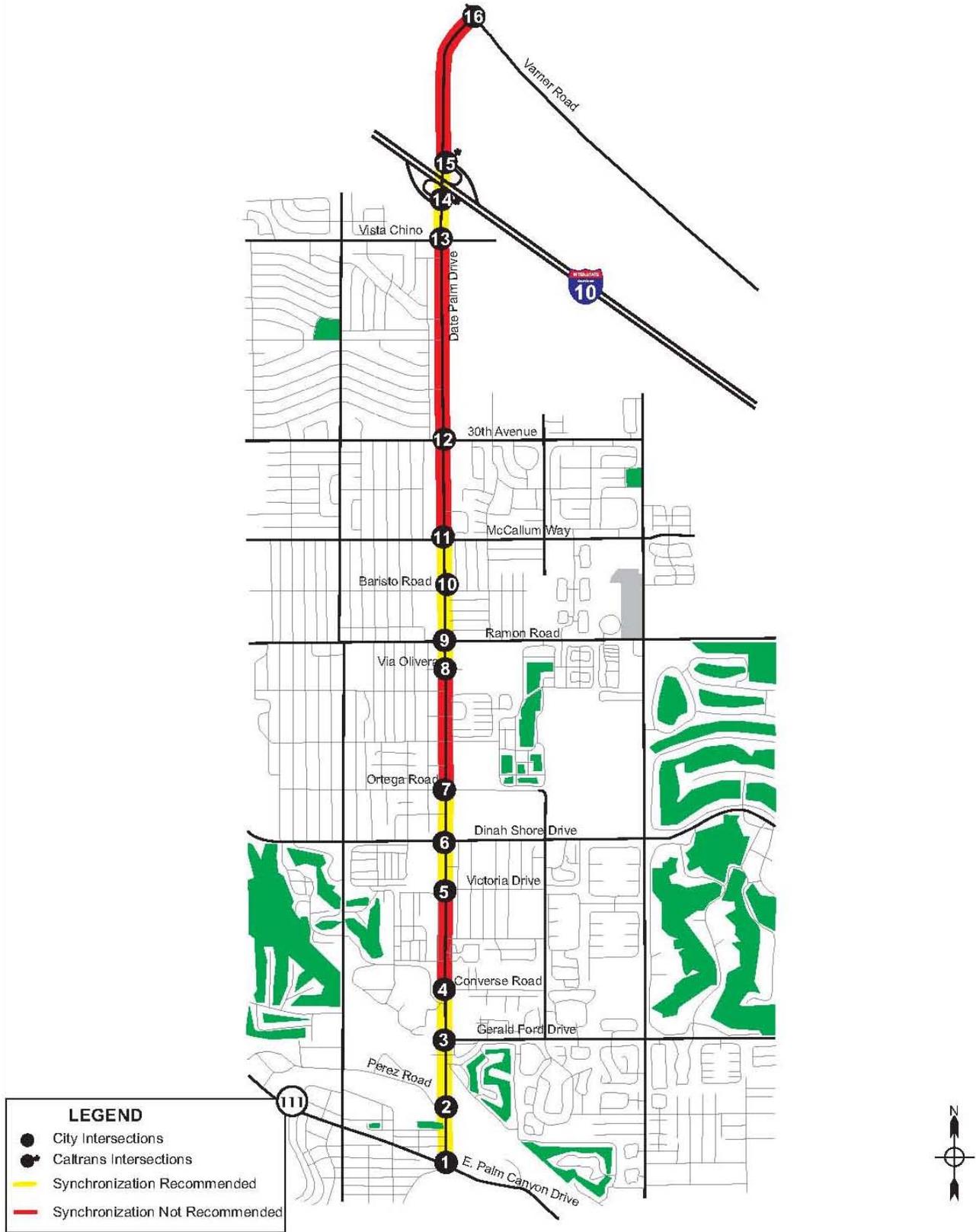
The City could achieve early benefits by taking a more aggressive approach to coordinated operation; however, this may initially increase public inquiries regarding longer waits at smaller signals. It should be noted that operation of signals in a coordinated mode generally requires more staff attention and resources devoted to maintaining the intended operation, fine tuning to adapt to shifting traffic flows, and responding to increased public inquiries about the intended operation. Traffic signals are generally not capable of automatically programming themselves for coordinated operation. Programming for coordination normally requires an extensive study of existing traffic flows, use of optimization software such as the SYNCHRO traffic signal timing tool, and verification that coordination programming can be provided reliably. Coordination is generally implemented on a corridor-by-corridor basis, often with the assistance of consultants to the City.

Based on the future intersection LOS conditions of Date Palm Drive, several locations would benefit from synchronization due to the proximity of other intersections and the high traffic volume. The following are recommended for synchronization:

- Date Palm Drive between E. Palm Canyon Drive and Gerald Ford Drive
- Date Palm Drive between Gerald Ford Drive and Converse Road
- Date Palm Drive between Victoria Drive and Ortega Road
- Date Palm Drive between Baristo Road and Ramon Road and

Date Palm Drive between Vista Chino and I-10 WB Ramps

**Figure 3-13: Synchronization Recommendations**



## Year 2035 (General Plan)

The following circulation improvements were assumed under Year 2035 with improvement conditions:

- New interchange at I-10 and Date Palm Drive
- Date Palm Drive as six-lane arterial between Varner Road and E. Palm Canyon which include all of the above recommended improvements
- No other circulation network changes are assumed.

Based on the average daily trips and the future lane configurations, 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 3.5** shows level of service (LOS) of roadway segments along Date Palm Drive with Future geometries.

Based on the above recommendations and assumptions, it is determined that all the intersections will operate at an acceptable LOS D or better. **Table 3.6** shows level of service (LOS) of major intersections along Date Palm Drive with Future geometries.

The future lane configuration of the signalized roadway intersections along Date Palm Drive corridor that are located within the study area are shown on **Figure 3-14**.

**Table 3-5: Year 2035 with Improvements Roadway Level of Service**

Roadway Segment	Future lane Configuration	Daily Capacity	Future ADT	Future V/C	Future LOS
Date Palm Drive between E. Palm Canyon Drive and Gerald Ford Drive	6-Lane Divided	59,000	28,866	.49	C
Date Palm Drive between Gerald Ford Drive and Dinah Shore Drive	6-Lane Divided	59,000	26,315	.45	B
Date Palm Drive between Dinah Shore Drive and Ramon Road	6-Lane Divided	59,000	36,032	.61	C
Date Palm Drive between Ramon Road and McCallum Way	6-Lane Divided	59,000	34,649	.59	C
Date Palm Drive between McCallum Way and 30 <sup>th</sup>	6-Lane Divided	59,000	33,352	.57	C
Date Palm Drive between 30 <sup>th</sup> Avenue and Vista Chino	6-Lane Divided	59,000	32,513	.55	C
Date Palm Drive between Vista Chino and I-10 Ramps	6-Lane Divided	59,000	47,521	.81	D
Date Palm Drive between I-10 Ramps and Varner Road	6-Lane Divided	59,000	21,033	.36	B

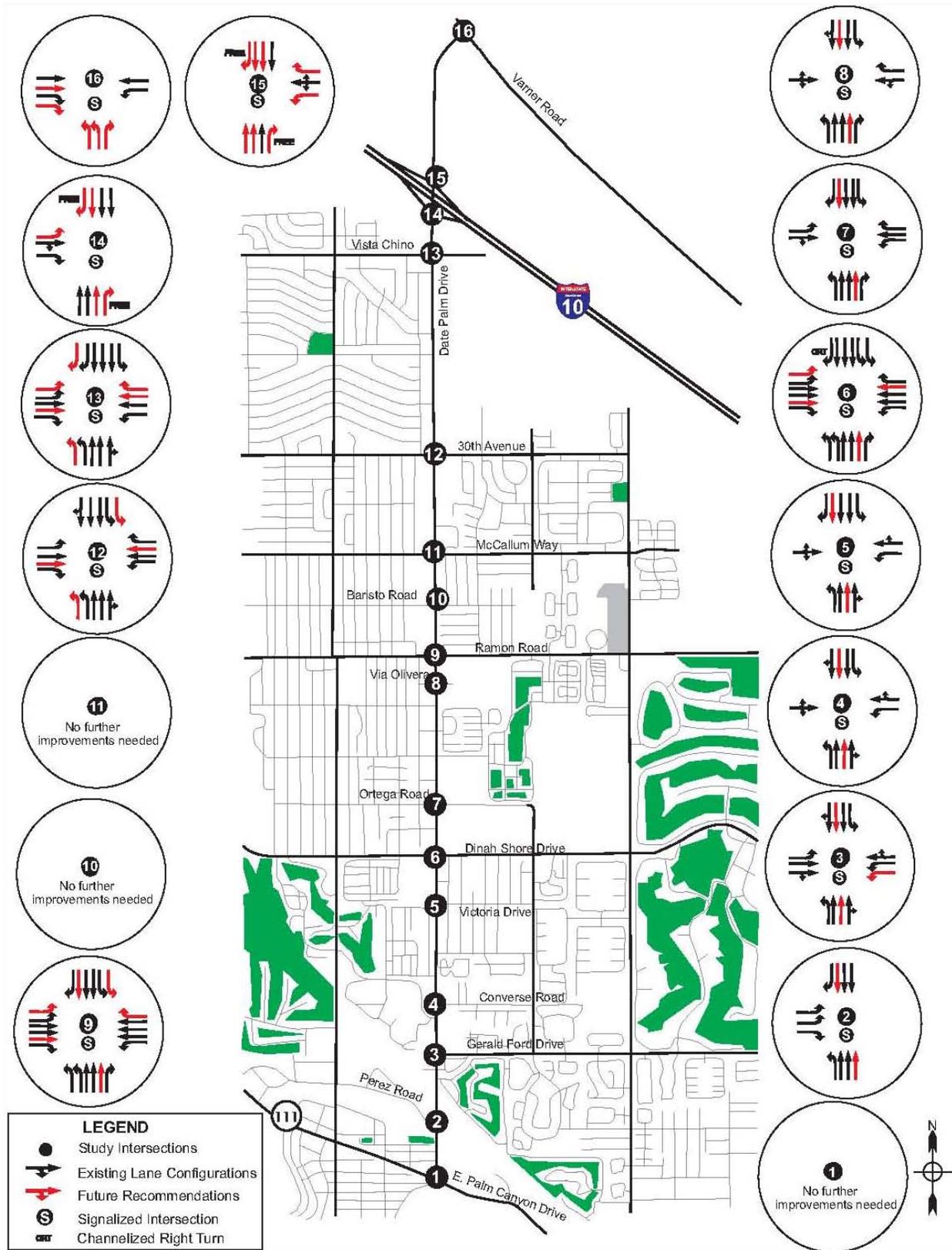
**Table 3-6: Year 2035 with Improvements Intersection Level of Service**

Report	Intersection	AM Peak Hour		PM Peak Hour	
		Delay	LOS	Delay	LOS
1	E. Palm Canyon Dr and Date Palm Dr	11.9	B	13.2	B
2	Perez Rd and Date Palm Dr	12.4	B	13.9	B
3	Gerald Ford Dr and Date Palm Dr	15.2	B	16.4	B
5	Victoria Dr and Date Palm Dr	13.7	B	12.2	B
6	Dinah Shore Dr and Date Palm Dr	28.5	C	26.0	C
9	Ramon Rd and Date Palm Dr	29.7	C	37.0	D
11	McCallum Wy and Date Palm Dr	14.3	B	20.6	C
12	30th Ave and Date Palm Dr	21.9	C	21.9	C
13	Vista Chino Dr and Date Palm Dr	32.7	C	29.2	C
14	I-10 EB Ramps and Date Palm Dr	11.1	B	10.4	B
15	I-10 WB Ramps and Date Palm Dr	15.1	B	15.8	B
16	Varner Rd and Date Palm Dr <sup>1</sup>	10.0	A	16.4	B

### 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 to the satisfaction of the City Engineer. 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.

Figure 3-14: Future Recommended Geometrics



# **CHAPTER 4**

## **PRIAVTE REALM**

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## 4.0 PRIVATE REALM RECOMMENDATIONS

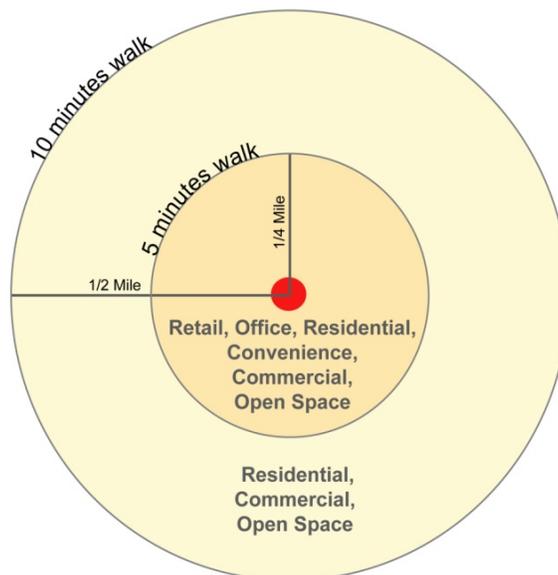
### 4.1 Node Concept

Six-mile long Date Palm Drive offers invaluable assets and opportunities to implement the vision established for the study area. Major planned developments at both ends of the corridor will add the necessary vitality to energize the study area. Moreover, the concept of clustering key land uses along the corridor is connected to the idea of bringing more residents to the City. Offering new mixed-use developments and a variety of residential housing types will accommodate changing demographics and take advantage of pedestrian and other non-auto modes of connectivity such as bicycle paths, Neighborhood Electric Vehicles (NEVs), and the public transportation system.

In order to realize the vision of Date Palm Drive as a vibrant and dynamic corridor with successful businesses and variety of residential uses the overall development strategy for the private realm:

- Organizes the corridor into six “**development nodes**” designed to produce synergy throughout the study area. Each node (**Figure 4-1**) encompasses a ½-mile circle, which is about a ten-minute walk for those living and working within that area, potentially reducing the number of daily car trips; locates within each node a smaller ¼-mile area that is a five-minute walkable zone and is generally considered for locating more intensive uses; and
- Plans each development node around a predominant use identified to strengthen existing assets within that node.

**Figure 4-1: Location of uses based on ½ mile walking distances**



Recognizing that 48% of the study area is vacant and that development and infill opportunities are limited by the reality of current market absorption scenarios, this study proposes a development strategy designed to concentrate efforts on six development nodes spaced approximately one mile apart along the six-mile corridor. The six development nodes presented in **Figure 4-2** constitute the focus areas in which to concentrate catalytic projects and prioritize public and private investments thus creating “anchors” able to induce and energize development within each node. They have been selected based on planning opportunities that include land availability, existing assets, predominant character, level of connectivity to surrounding areas, market absorption opportunities, and significance to the overall economic development strategy.

The unique land use emphasis for each of the six nodes on Date Palm Drive is listed below from south to north:

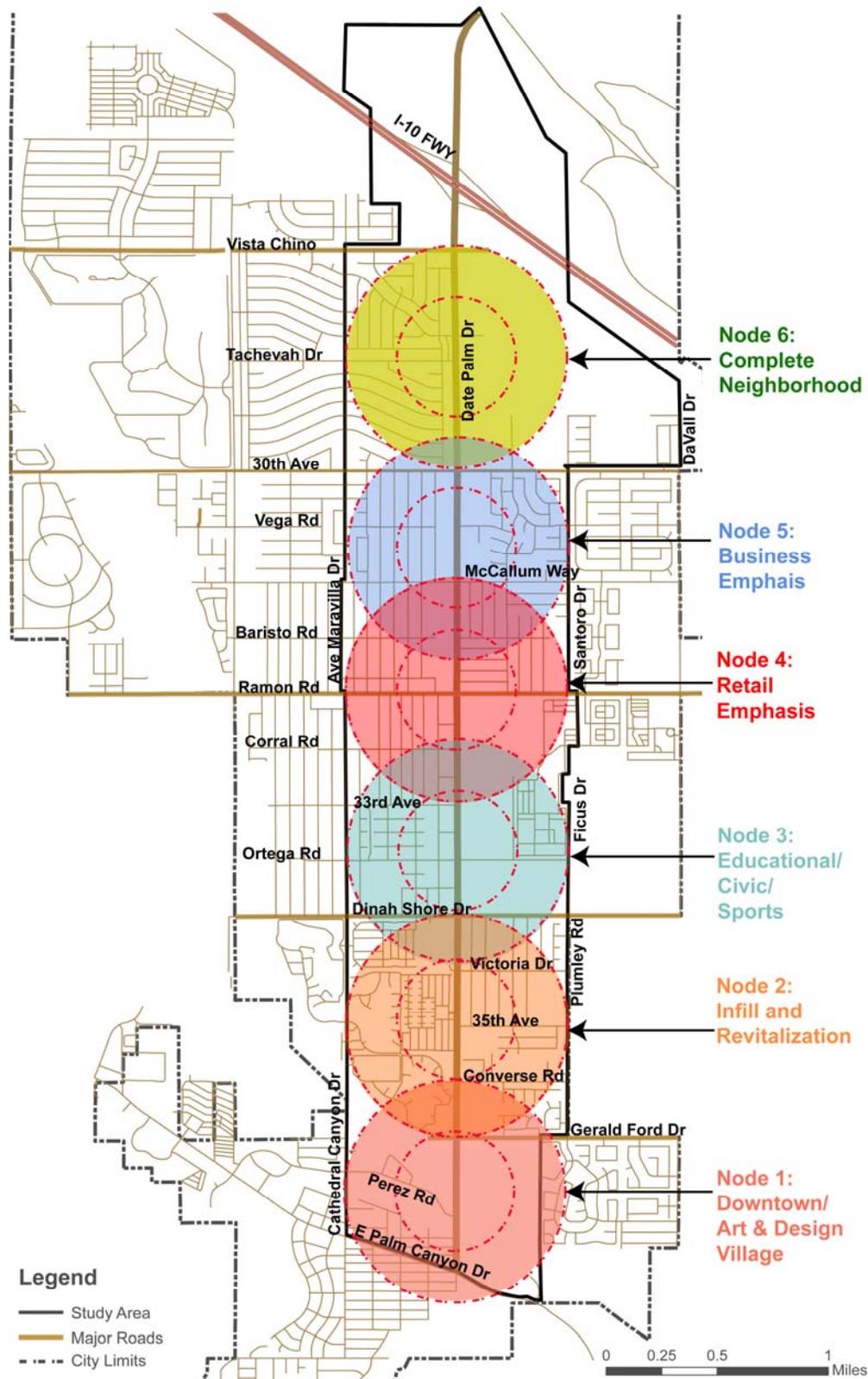
- Node 1: Downtown/Art and Design Village
- Node 2: Infill and Revitalization
- Node 3: Educational/Civic/Sports
- Node 4: Retail Emphasis
- Node 5: Business Emphasis
- Node 6: Complete Neighborhood

Based on the development nodes, Economics at AECOM developed economic strategies and general recommendations for the six nodes. Economics at AECOM supported the concept of clustering of development along the Corridor. According to Economics at AECOM, by starting with clustered development, the City will be able to build and encourage a critical mass of development that may attract more demand to the area and will catalyze additional development. The Draft Development Strategies memorandum is included in **Appendix II**.

## PROPOSED DEVELOPMENT NODES:

- ✚ **Node 1: Downtown/Art and Design Village** proposes a mix of uses including multi-family residential, mixed use, retail and office, artist lofts, art galleries, clubs and night clubs, home improvement and art stores and supplies, and open space.
- ✚ **Node 2: Infill and Revitalization** proposes repositioning of some of the existing shopping centers to accommodate new uses such as hotel and/or restaurants or more intense uses along Date Palm Drive.
- ✚ **Node 3: Educational/Civic/Sports** recommends development of uses connected to Big League Dreams Sports Park and other civic and public uses located within the node.
- ✚ **Node 4: Retail Emphasis Node** is envisioned to maintain its character as a successful retail node.
- ✚ **Node 5: Business Emphasis** includes a business park with an educational facility, as well as new live-work units and townhomes.
- ✚ **Node 6: Complete Neighborhood** is anchored by an entertainment facility, a resort hotel, specialty retail, and variety of residential uses.

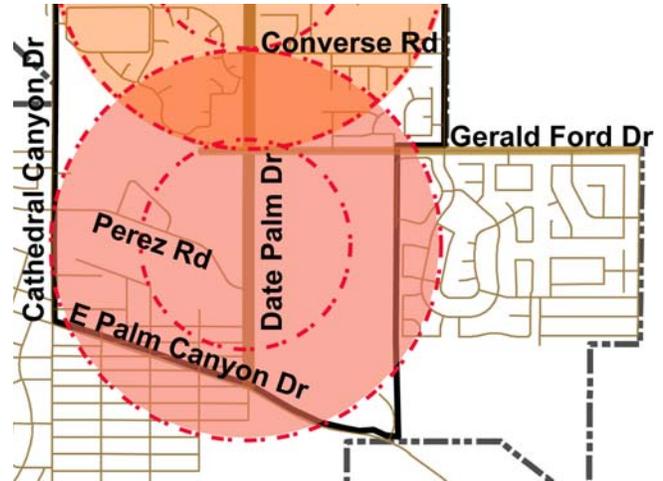
Figure 4-2: Proposed Development Node Strategy



## 4.2 Node 1: Downtown/Art and Design Village

Located in and around downtown, this development node is focused on Date Palm Drive between two important east-west connections: East Palm Canyon Drive and Gerald Ford Drive (see **Figure 4-3**). Its prime location and proximity to downtown civic and commercial uses make this area one of the most important development nodes in the study area. Currently, the character of the node is largely determined by the underutilized and vacant parcels on the east side of Date Palm Drive, a few vacant parcels on its west side, a vacant gas station located at the northwest corner of Date Palm Drive and East Palm Canyon Drive, the underutilized Cathedral Plaza Shopping Center and by a wide overcrossing of the Whitewater River Wash at Date Palm Drive.

**Figure 4-3: Node 1: Downtown/Art and Design Village**



### Vision

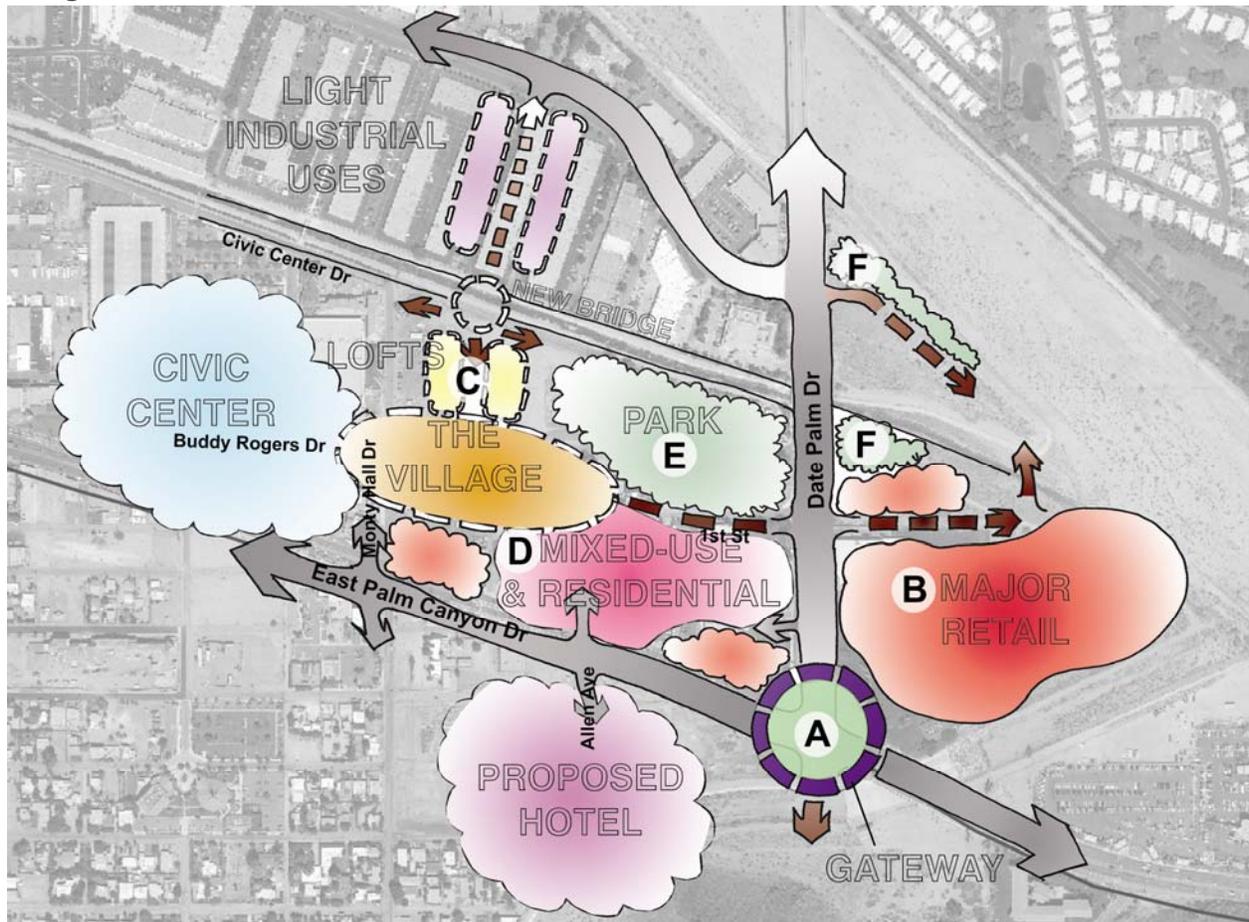
The vision for this node is to create an Art and Design Village with pedestrian-friendly linkages to Perez Road, to downtown, and to the proposed hotel south of East Palm Canyon Drive near Date Palm Drive at Allen Avenue.

### Recommendations

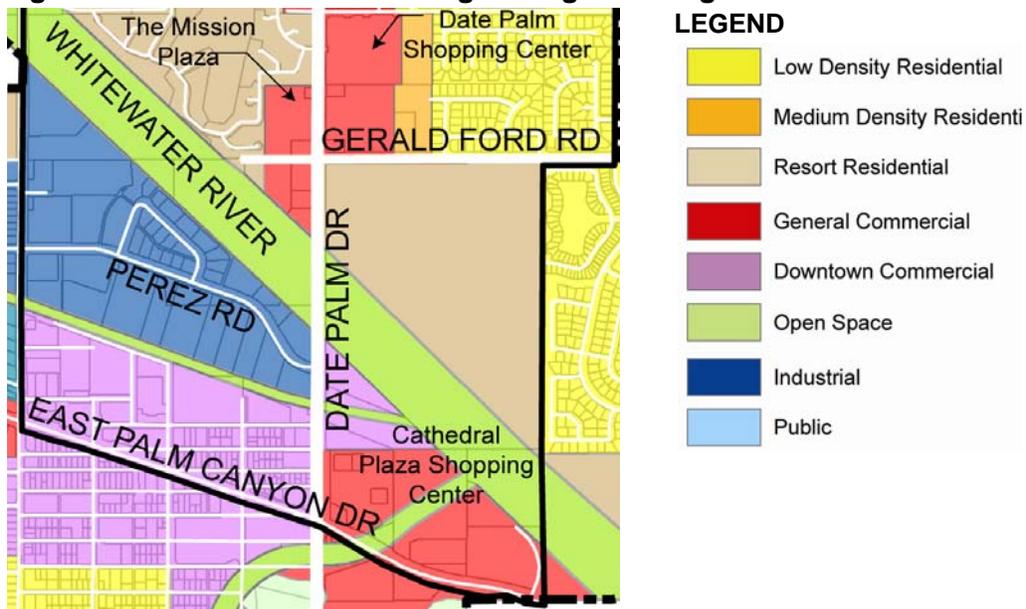
Mixed-Use \* Artist Lofts \* Art Gallery \* Gateway Treatment \* Downtown Green

The Downtown/Art and Design Village development node focuses on the existing successful home improvement businesses along Perez Road and linkages to the civic and commercial uses in downtown. Major features of this node include: a mix of uses such as multi-family residential, retail and office, artist lofts, a bookstore, art galleries, home improvement and art stores and supplies, clubs and night clubs, and open space. The development node recognizes that a new hotel is planned south of East Palm Canyon Drive and proposes connections between this hotel, proposed uses, and the downtown area. **Figure 4-4** shows a diagrammatic land use and linkage concept for this node. Parcels in this node are currently designated Downtown Commercial in the General Plan and are zoned Downtown Residential Neighborhood and Mixed-Use Commercial. The **Figure 4-5** below shows current General Plan Land Use for this node. No land use designation or zone changes are proposed for this node.

**Figure 4-4: Diagrammatic land use and linkage concept for Downtown/Art and Design Village Node**



**Figure 4-5: Downtown/Art & Design Village Existing General Plan Land Use**





Mixed-use



Art Galleries



Artist Lofts



Furniture store

A description of the proposed features for this node is provided below:

### Preferred Alternative: Downtown /Art and Design Village

#### Land Use Recommendations

**A. Major gateway at East Palm Canyon Drive:** Gateway treatments are proposed at the four corners of the intersection of East Palm Canyon Drive and Date Palm Drive. A large-scale signature sculptural statement and/or gateway marker such as statement Date Palm trees, enhanced paving, and expanded intersection in a desert landscape setting can create a dramatic first impression of the entry to Date Palm Drive and downtown.



**B. Revitalization of Cathedral Plaza Shopping Center with an architecturally designed building at the corner:** A major retail anchor should be considered at the northeast corner of Date Palm Drive and East Palm Canyon Drive such as furniture store and/or design outlet/production hub. As this building would be located at the south gateway to the City it should recognize the importance of its location with special architectural and landscape elements. If possible, pairs of elements on each side of this gateway should be considered. The elements need not be “mirror images,” but should share architectural characteristics.

**C. Art and design uses and pedestrian-friendly tree-lined street linking civic uses and Perez Road:** The portion of the node adjacent to civic center/downtown area can be rejuvenated by making a place with a mix of uses focused on the art and design component.

'The Village' would have artist lofts and studios that would be an extension of the design component already prevalent along Perez Road. These can be connected to the businesses along Perez Road by a new vehicular and/or pedestrian bridge that incorporates art into its railings and surface. Small-scale retail buildings such as cafes, bakeries, fashion and accessories shops should also be considered in 'The Village.' Art supply stores and/or art galleries and interior design showrooms could anchor the corners of the Monty Hall Drive and East Palm Canyon Drive intersection.

- D. Mixed-use residential:** The parcels bounded by Monty Hall Drive on the west, Date Palm Drive on the east, 2nd Street on the north, and East Palm Canyon Drive on the south would incorporate mixed-use with ground floor retail and/or office with residential uses on upper levels. Community commercial uses or a signature retail use to support the residential and the proposed mixed use development should be located at the intersection of Date Palm Drive and East Palm Canyon Drive.
- E. Downtown Green:** When the existing Fire Station is relocated, an expansion of the existing Second Street Park to the south is proposed to provide the much needed public open space for the families and children in the area. This park will provide neighborhood identity and serve as an important gathering space.
- F. Temporary & permanent art display:** The area adjacent to the Whitewater River Wash overcrossing could be a place for temporary or permanent display of art such as a 'Sculpture Garden'. This will attract visitors and consolidate the new character of Cathedral City as a art and design destination. If this bridge is replaced, consideration should be given to incorporate art into its structure.

### **Other Recommendations**

- **Urban design:** New development should be designed to create a building edge along Date Palm Drive and East Palm Canyon Drive complemented by landscaping within the right-of-way. Bike racks, benches, and other streetscape furniture and pedestrian amenities should be provided on internal streets of the Village. Internal streets should be primarily two-lanes with wide tree-lined sidewalks and street parking. Pocket parks directly linked to small businesses or residential units should also be incorporated into the Village's layout whenever possible.

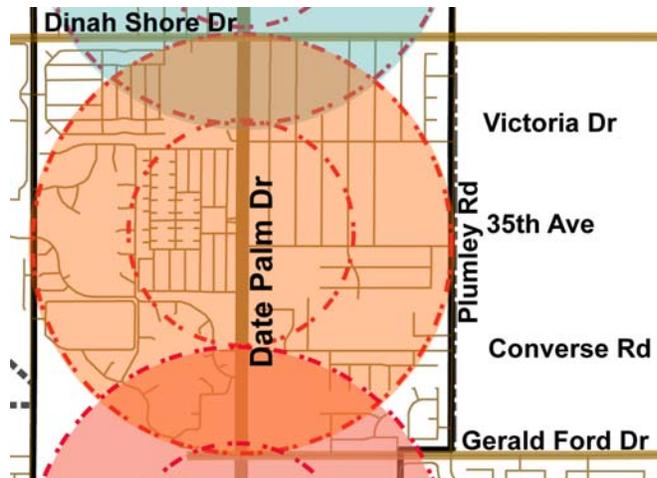
### **Alternate: Lifestyle Center**

An alternate under consideration by the City is to develop this area as a lifestyle center with a fitness center and a hotel. A lifestyle center is a shopping center or mixed-used commercial development that combines the traditional retail functions of a shopping mall in a walkable environment with leisure amenities oriented towards upscale consumers. The urban design recommendations listed for the preferred alternative should be followed for this alternative as well.

### 4.3 Node 2: Infill and Revitalization

The Infill and Revitalization node (see **Figure 4-6**) focuses on the vacant and underutilized parcels and buildings located between Dinah Shore Drive and Gerald Ford Drive. These underutilized parcels and buildings offer opportunity for infill development and/or repositioning of existing uses. There are several partially vacant large buildings located within this node that formally housed Albertsons (Mission Plaza Shopping Center) and Sam's Club. The Cathedral City Marketplace Shopping Center, Date Palm Shopping Center, Date Palm Plaza, The Crossroads, and Esplanade Business Center are located in this segment. Residential uses include three mobile home parks (Caliente Sands, Royal Palms, and Canyon Mobile Home Parks).

**Figure 4-6: Infill and Revitalization**



#### Vision

The overall vision for this node is to retain and enhance the existing residential and commercial uses that cater to the existing demographics in the area and reposition the shopping centers that have large vacant buildings to activate uses.

#### Recommendations

Hotel \* Retail

The development strategy proposes to reposition some of the existing shopping centers, including Mission Plaza that previously housed Albertsons, and Date Palm Drive Shopping Center that was previously leased to Sam's Club. The existing residential uses along Date Palm Drive should remain as residential. Streetscape improvements should be considered to improve the pedestrian connectivity between uses. These parcels are currently designated as Low, Resort and Medium Density Residential in the General Plan and General Commercial (**Figure 4-7**). Land use designations or zone changes are not proposed for this node.

#### Land Use Recommendations

- **Reposition Mission Plaza Shopping Center:** Consideration should be given to repositioning Mission Plaza Shopping Center to accommodate new uses such as a new hotel and/or restaurant along Date Palm Drive. The entry would be off Gerald Ford Drive and complement the existing Holiday Inn Express to the south.

The existing beauty school, Michael's Café and others uses could remain in place on-site. The hotel and restaurant would have frontage on Date Palm Drive and encourage pedestrian-scaled buildings. A small plaza containing unique landscaping and a water feature would anchor the pedestrian connection to create a garden setting that provides a gathering centerpiece for Mission Plaza.

**Figure 4-8** shows an illustrative concept for repositioning Mission Plaza to include a new hotel and restaurant in Phase I and more intense uses along Date Palm Drive in Phase 2. A pro-forma was prepared by Economics at AECOM for the repositioning of Mission Plaza, which is included in **Appendix III**.

While the pro-forma indicates the restaurant's return as low, as a whole, the total development project (restaurant and hotel) has a reasonable return on costs, sufficient to attract private investment. Developer returns can be increased further by reducing the land costs. Actual land costs would be based on both the market at the time of development and the property owner's desired return.

Only one potential site within this node is illustrated in this report; however, the same repositioning concept of finding alternative uses such as medical offices or entertainment uses can be applied to other struggling shopping center sites this node. In the future, as the demand for vast parking areas declines due to use of alternative modes or the use of smaller cars such as NEVs, intensification of buildings along Date Palm Drive frontage is recommended, as shown in Phase 2 (see **Figure 4-8**).

**Other Recommendations**

- **Buildings and entries oriented to street frontage:** It is recommended that future development should encourage buildings to have frontage onto sidewalk/multi-use path to help reinforce pedestrian activity and improve the image. On-site parking adjacent to sidewalk/multi-use path should be discouraged and should be located at the rear of the parcels.

**Figure 4-7: Infill and Revitalization Node – Existing General Plan Land Use**



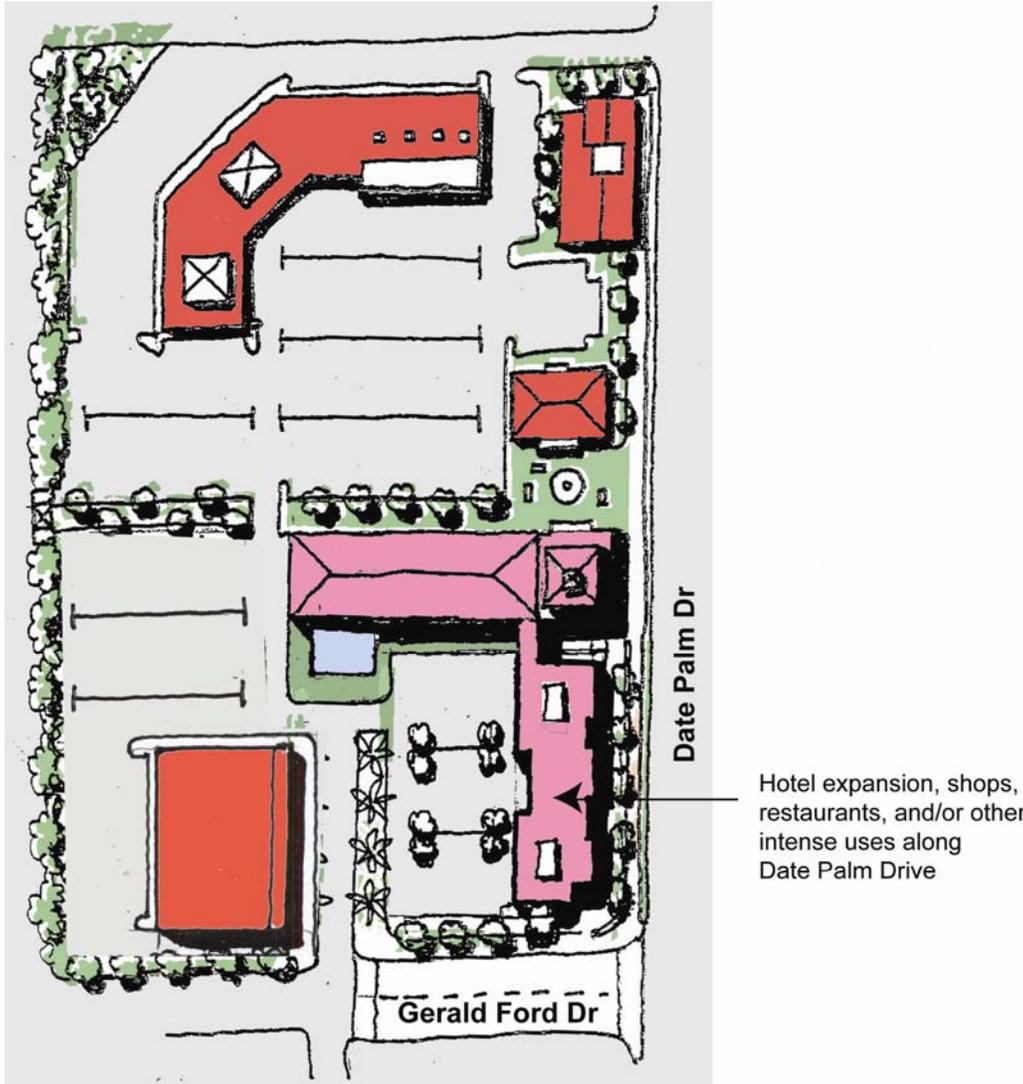
- **Facade improvements:** Facade improvements would update and unify older shopping centers and help attract new uses.
- **Landscaping:** Landscaping on private property should include a mix of appropriate native and adapted drought-tolerant plants to provide shade and visual interest.
- **A network of open spaces:** Interconnected courtyards, plazas, terraces, and gardens should be encouraged in developments to provide places for people to congregate and to link all uses by pedestrian paths promoting a “one stop” destination.

**Figure 4-8: Proposed Uses at Mission Plaza Site**

**Phase 1**



Phase 2





**Suggested massing of Mission Plaza hotel & restaurant along Date Palm Drive**



**View of the suggested massing of the hotel & restaurant from Date Palm Drive**



**Before**



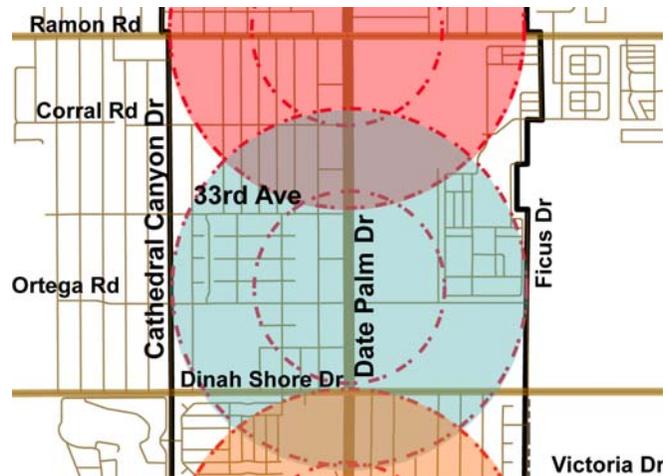
**After: View of suggested massing of the hotel & restaurant from the multi-use path at Mission Plaza; public gathering space and/or outdoor dining could be considered on private property for the hotel and restaurant.**

## 4.4 Node 3: Educational/Civic/Sports Node

This node (see **Figure 4-9**) is anchored by Patriot Park, Cathedral City Library, Cathedral City High School, and Big League Dreams Sports Park, a local and regional sports park. All of these facilities are located on the block at the northeast corner of Date Palm Drive and Dinah Shore Drive.

The adjacency of Big League Dreams Sports Park provides a relevant “theme” which has the potential of being explored in many different ways, from sports facilities to cultural centers. In addition, this node has a large vacant parcel located at the southeast corner of 33rd Avenue and Date Palm Drive providing an opportunity for development of commercial uses connected to Big League Dreams Sports Park along with some residential. The west side is mostly comprised of mostly vacant and underutilized parcels and some multi-family residential and other small retail businesses.

**Figure 4-9: Educational/Civic/Sports Node**



### Vision

The overall vision of the node is to develop a mix of uses complementary to the existing educational/civic/sports uses connected by a network of pedestrian-friendly streets and pathways.

### Recommendations

**Mixed-Use \* Hotel \* Retail \* High-Density Residential**

To support and complement the Big League Dreams Sports Park, this Plan recommends that the vacant parcel located on the northeast corner of Dave Kelley Drive and Date Palm Drive be considered either for retail uses or a hotel with some small-scaled commercial uses fronting Date Palm Drive and low to medium-density residential behind. This parcel is currently designated as General Commercial and Resort Residential in the General Plan Map.

Parcels between Ramon Road and Dinah Shore Drive on the west side of Date Palm Drive should either be considered for residential uses or mixed-use. These parcels are currently designated General Commercial in the General Plan and zoned Planned Community Commercial, see **Figure 4-10**. There is a Specific Plan that allows for mixed-use with a Conditional Use Permit (CUP). Most of the short-term and mid-term actions to ameliorate the image on this node can be accomplished with interventions within the public right-of-way, such

as completion of curbs and sidewalks and addition of shade trees and landscaped screening of parking lots along the sidewalk.

### Preferred Alternative - Mixed-Use including Hotel/Retail Infill

#### Land Use Recommendations

**A. Hotel and Residential:** A hotel and retail should be considered on the east side of Date Palm Drive to cater to visitors, especially visitors of Big League Dreams Sports Park with frontage on Date Palm Drive multi-use path with low to medium density residential behind (see **Figure 4-11**).

**B. Mix of uses:** This alternative proposes a creative mix of offices, retail, and a variety of residential types on the west side of Date Palm Drive consistent with the desired character and image of Cathedral City, to create identity from diversity. A land use designation change is required from General Commercial to Mixed-Use Neighborhood in order to allow for mixed use if the current zoning is constraining development. Currently, a CUP is required in the Specific Plan to allow mixed use on the west side of Date Palm Drive.

#### Other Recommendations

- **Pedestrian linkages:** Off-street, dedicated pedestrian and bicycle paths should be provided internally, where feasible, to connect activity centers, neighborhoods, open space, transit, and community facilities in the study area.
- **Safe pedestrian connections:** To provide safe crossing, pedestrian paths across Dave Kelly Drive should align with access crossing points to the Cathedral City Library, Big League Dreams Sports Park, and Cathedral City High School.

**Figure 4-10: Education/Civic/Sports Node – Existing General Plan Land Use Designations**

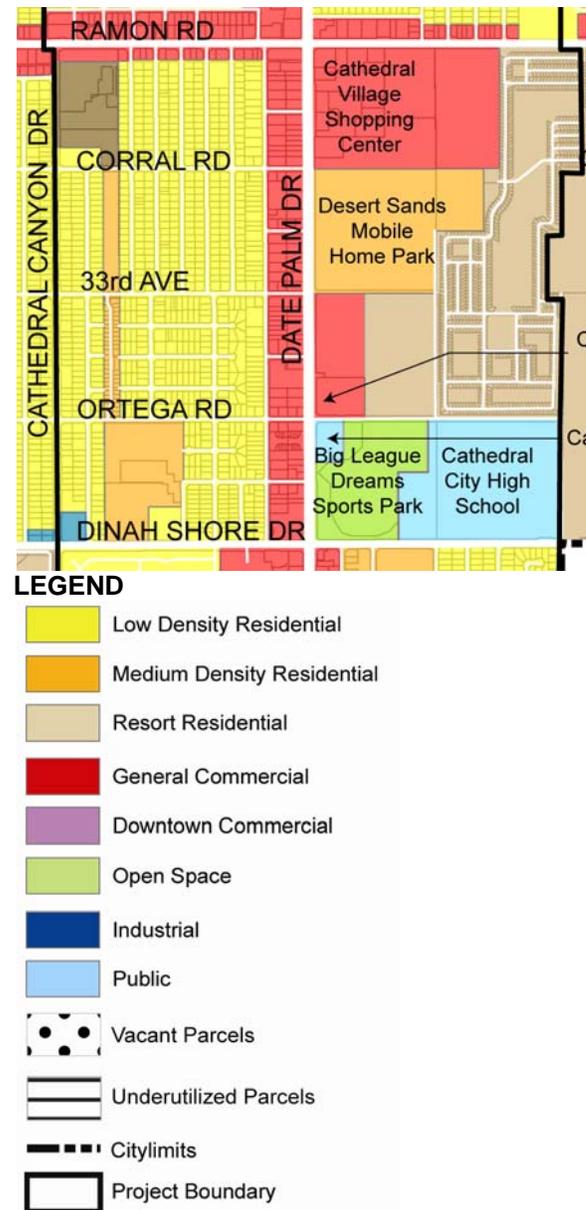
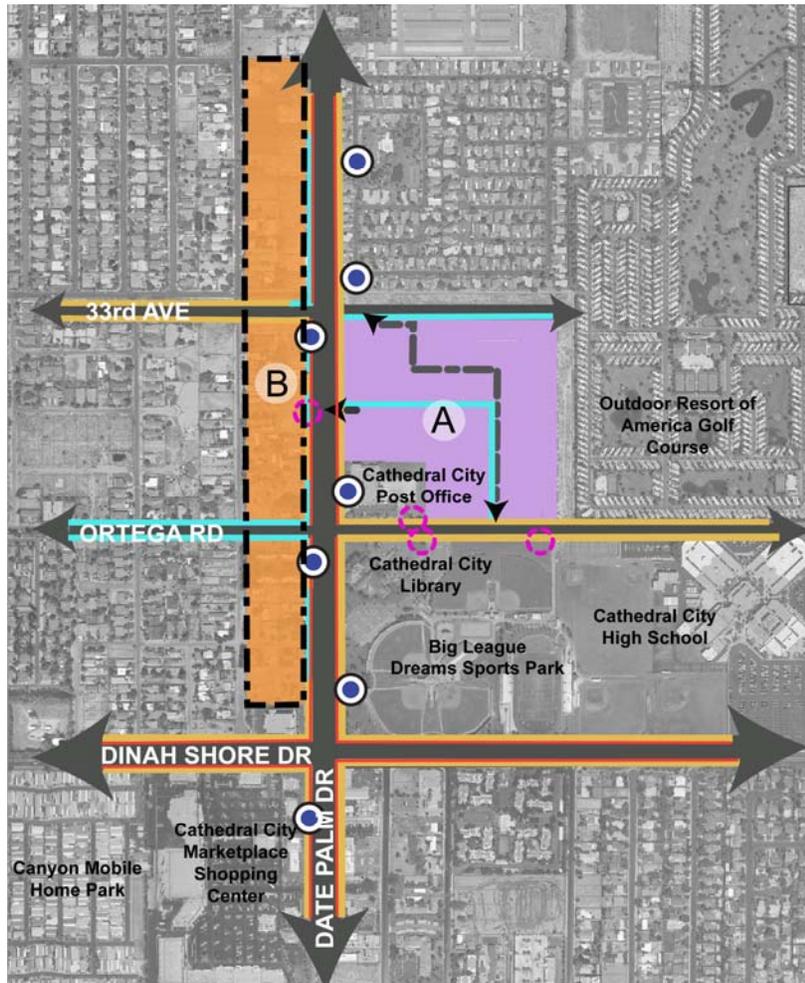


Figure 4-11: Illustrative concept for a portion of Education/Civic/Sports Node with mixed-use/hotel infill



**LEGEND**

Mixed-Use	Existing Sidewalk	Existing Bus Stop	Reconfigured Driveways
Variety of Uses	Proposed Sidewalk/Paths	Existing Driveways	Proposed Driveways
	Proposed Bikeway		

- **Streetscape enhancements:** These enhancements should be included along major and internal streets to make the area more walkable. These enhancements could include landscaping of sidewalk areas as per the suggested plant palette in **Tables 3-1** and **3-2**, special paving, street furniture, and other amenities.
- **Pedestrian-oriented uses on ground level:** Pedestrian-oriented uses and design features should be located at the ground level of buildings fronting sidewalks, where feasible.

- **Building Orientation:** Retail, restaurants, and other buildings should be oriented to the public sidewalks and multi-use pathway with parking to the rear and side to promote active pedestrian-friendly streets.
- **Open Spaces:** Pedestrian-friendly outdoor passageways and gathering spaces filled with trees, attractive outdoor furniture, and water features should be provided to activate the retail space.
- **A network of open spaces:** Within the parcel on the east side of Date Palm Drive a series of small gathering spaces linked together by paseos or wide sidewalks lined with canopy trees and connected to Date Palm Drive and Dinah Shore Drive should be provided.



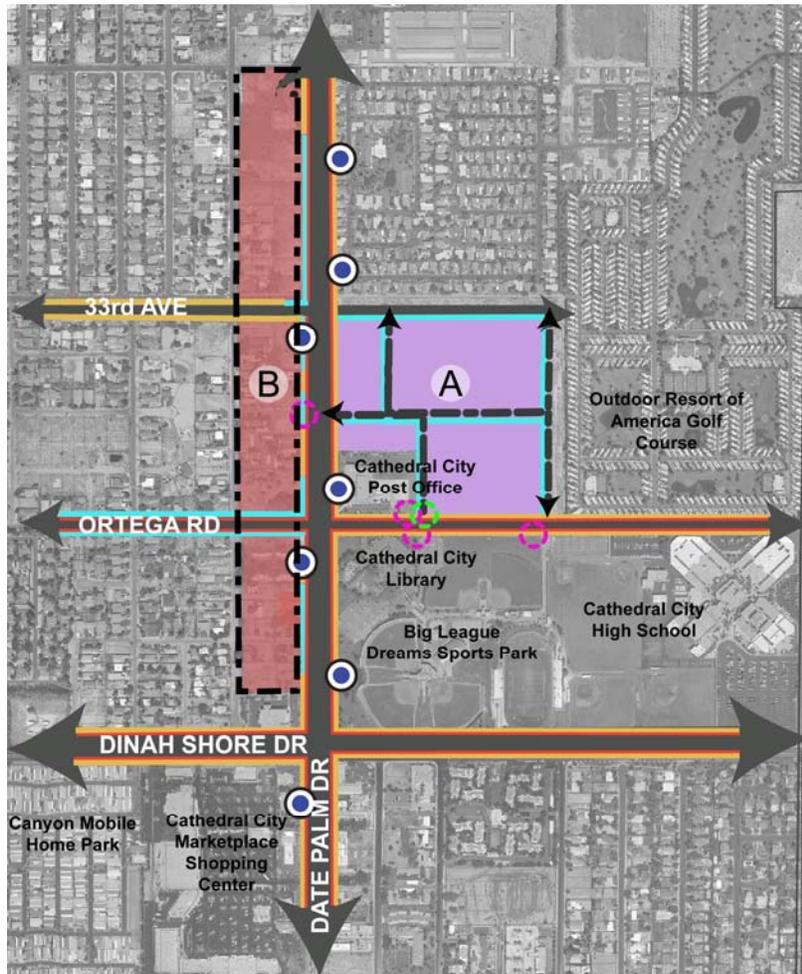
Pedestrian connections between buildings are encouraged to Date Palm Drive

### Alternate - Residential and Retail Infill

An alternate with a focus on residential and retail was also presented to the community. Some participants expressed concern that there was already sufficient struggling retail Date Palm Drive and adding new retail might not be financially feasible. They felt a hotel was much needed in the City to cater to the public and civic uses around and attract more visitors to the City.

- A. Retail infill and Residential:** On the east-side of Date Palm Drive, the large parcel could include retail, restaurant uses fronting directly on Date Palm Drive multi-use path, and high-density residential linked directly to these retail uses are proposed behind the residential.
- B. Residential uses:** As there is a limited market for commercial uses in this node area of Date Palm Drive, this alternative proposes medium to high-density residential on the west side of Date Palm Drive with retail to remain on the corner of Date Palm Drive and Dinah Shore Drive. Parcels on the west side would require a land use designation change from General Commercial to High-Density Residential, as shown in **Figure 4-12**.

Figure 4-12: Illustrative concept for a portion of Education/Civic/Sports Node with residential/retail infill



**LEGEND**

- Multi-Family Residential
- Variety of Uses
- Existing Bus Stop
- Reconfigured Driveways
- Existing Driveways
- Proposed Driveways
- Existing Sidewalk
- Proposed Sidewalk/Paths
- Proposed Bikeway



## 4.5 Node 4: Retail Emphasis

This node is centered on Ramon Road (see **Figure 4-13**), one of the most important east-west arterial connections in Cathedral City. Many successful shopping centers and small-scaled retail businesses are located along Ramon Road and Date Palm Drive. Integration of Ramon Road with Date Palm Drive and adjacent neighborhoods could be improved by providing landscaping, wayfinding signage, creating building edges, and other amenities that help to create both a pleasant walking and commuting environment.

**Figure 4-13: Retail Emphasis Node**



Currently, Cathedral City has prepared a Ramon Road Beautification Program. The project design theme incorporates artistic design elements that are seen in other areas of the City, such as mosaic tiles, per Cathedral City Town Square and Dinah Shore Bridge elements, and artistic rock elements, which will be a part of the I-10 interchange at Date Palm. New sidewalks, bus shelters, street lighting and shaded seating areas are also part of the design. The concept uses canopy trees along the roadway to provide shade for pedestrians while creating a unifying element along the corridor. Date Palm trees in a grove like setting are proposed as gateway elements along the corridor providing vertical scale and consistency with the existing landscaped intersections. Color concrete sidewalks similar to downtown, and crosswalks are part of the streetscape enhancement. The median islands incorporate low maintenance features such as decorative rock and glass. Low water use plants are used as accents. The bridge (over the Whitewater River Channel) with decorative columns and art panels, is a key component of the project, providing community involvement for art displays.

### Vision

The vision for this node is envisioned to maintain its character as a successful retail node with pedestrian-friendly environment and facilities. Wayfinding signage, visual cues, and public art are also proposed to identify this successful node.

### Recommendations

**Wayfinding Signage \* Public Art \* Streetscape Improvements**

The following improvements are proposed within this node:

- **Visual interest at Street Level:** Future development should follow Cathedral City Design Guidelines and design standards and guidelines included in this Plan (**Appendix VII**) for site organization and orientation to encourage design of the building façades, storefronts to be

oriented to the major street frontage. The predominant major building entry should also be oriented toward the major street when new development occurs in the future.



Buildings oriented towards the public sidewalk help create a walkable environment

- **Wayfinding:** Easy access to information about locations (including available parking), destinations, and surrounding businesses increases the value and attractiveness of an area to both locals and visitors. Therefore, improved wayfinding signage should be considered to help individuals find their way around Cathedral City.



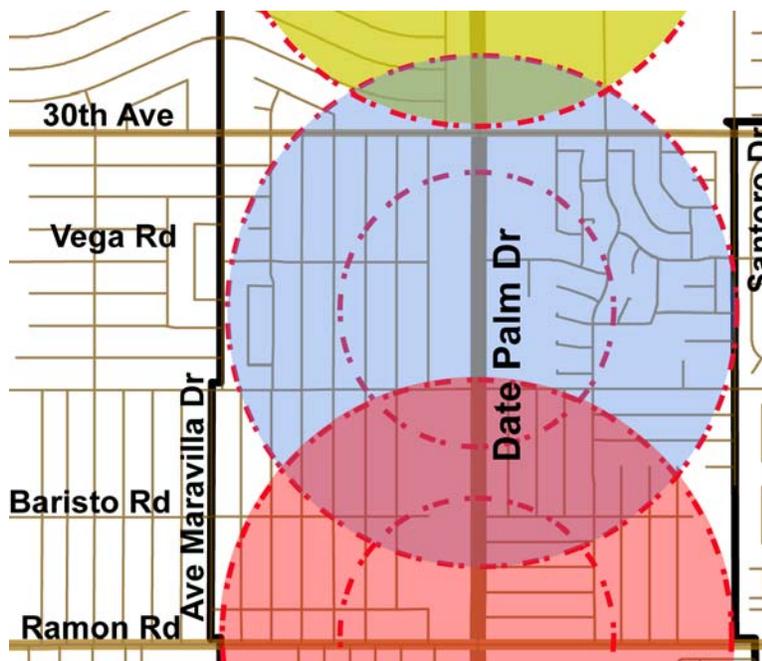
Signs for public amenities or retail should be located at the most prominent corners. Identity can be established by public art. The signage at East LA Civic Center is clear and integrates with the architecture, landscaping, lighting, and public art.

- **Façade Improvements:** Even though this is a successful retail node, façade improvements should be made over time to continue to refresh the area and add aesthetic and economic value to the built environment.
- **A network of public open spaces:** Public gathering places with pedestrian amenities and links throughout the retail centers to Date Palm Drive should be encouraged.
- **Infill parking lots in future:** In the future, demand for vast surface parking areas should decline due to more frequent use of alternative modes of transit or the use of smaller vehicles, such as NEVs. This will act to reduce the area devoted to parking, so new buildings can be added along Date Palm Drive frontage in existing parking areas.

## 4.6 Node 5: Business Emphasis

The Business Emphasis Node is located between 30<sup>th</sup> Avenue and north of Ramon Road (see **Figure 4-14**). Besides its privileged location between two of the most important arterials, this node is particularly important because it offers an expanse of unplanned vacant parcels fronting Date Palm Drive within the study area. The initial image of this node is the remarkable view of the Santa Rosa Mountains to the south and Edom Hill to the north. The public ROW image is predominantly determined by the power poles and tall palms on the west side of Date Palm Drive. In contrast, beyond the palm-lined stretch, the dominant image is an arid expanse of vacant parcels on both sides of Date Palm Drive. The existing landscaped median along Date Palm Drive somewhat mitigates this arid image.

**Figure 4-14: Business Emphasis Node**



### Vision

This node is envisioned to include a business park with or without an educational facility (public or private), as well as new live-work units and townhomes. The businesses would be located within walking distance from nearby residential uses.

### Live-work units

combine residential and commercial space in a single unit.

Residents must possess a business license and the owner/operator of the business should occupy the unit. Reduced parking is permitted for the combined uses.

Benefits of Live-work units:

- ✚ Encourages small businesses;
- ✚ Brings interest and activity to the street; and
- ✚ Reduces commuting.



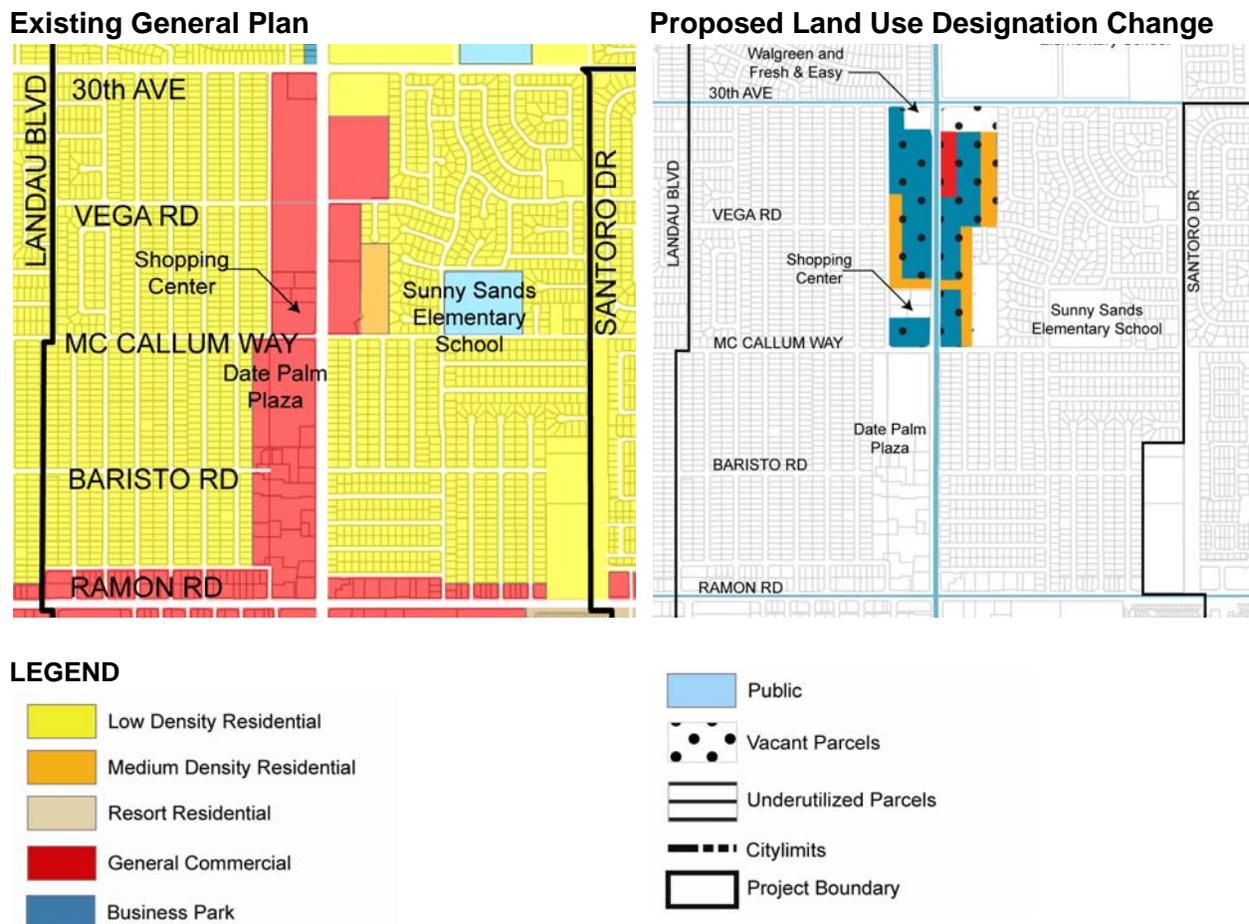
Apartments above offices and retail in The Kentland subdivision in Gaithersburg, Maryland. (Source Google)

## Recommendations

Offices \* Live-Work Units \* Townhomes

A land use designation change from General Commercial to Business Park and Medium Density Residential should be considered for parcels bounded by 30<sup>th</sup> Avenue on the north, McCallum Way on the south, Avenida los Ninos on the east, and Date Palm Drive on the west, see **Figure 4-15**.

**Figure 4-15: Business Emphasis Node – Existing General Plan and Proposed Land Use Designation Change**



## Preferred Alternative - Businesses Park with an Educational Facility

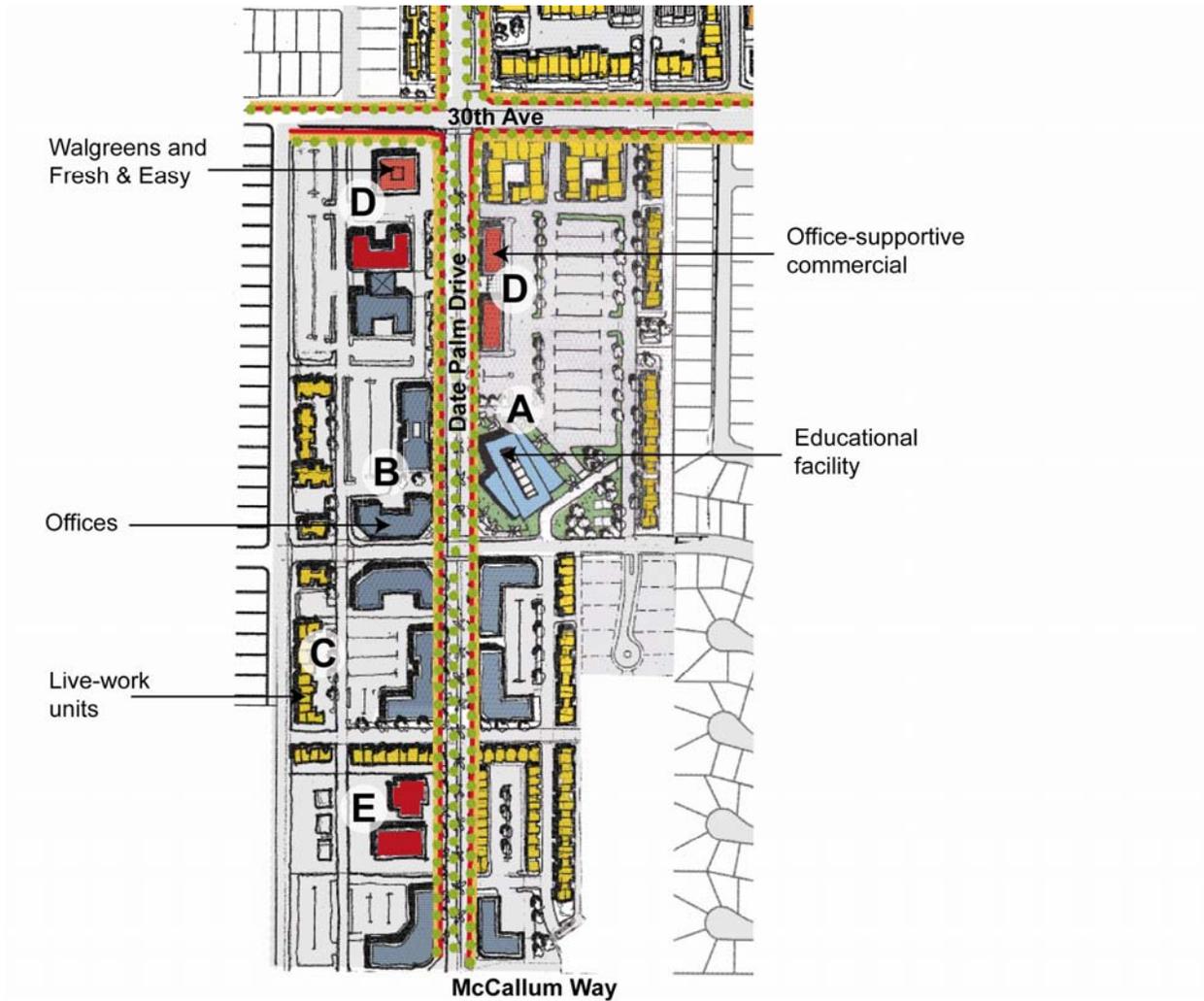
### Land use Recommendations

**A. Educational facility within the business park:** This alternative features a public or private educational facility (see **Figure 4-16**) in addition to the office, commercial, and residential

uses and other streetscape improvements proposed in Alternative 1. This educational facility could offer management training programs such as golf-course management, HOA management, culinary training, and escrow training. Kaplan College or American College are examples of an educational facility that could be in the City.

A pro-forma was prepared by Economics at AECOM for the educational facility, which is included in **Appendix III**. Preferred alternative with education facility has a lower rate of return than a two-story offices and some retail proposed as an alternate.

**Figure 4-16: Illustrative Concept for the Preferred Alternative**



**B. Office uses along Date Palm Drive:** A business park with offices available for lease or purchase is recommended. Commercial uses supporting the offices could be provided at the ground level of office buildings or as full standing structures fronting on Date Palm Drive.

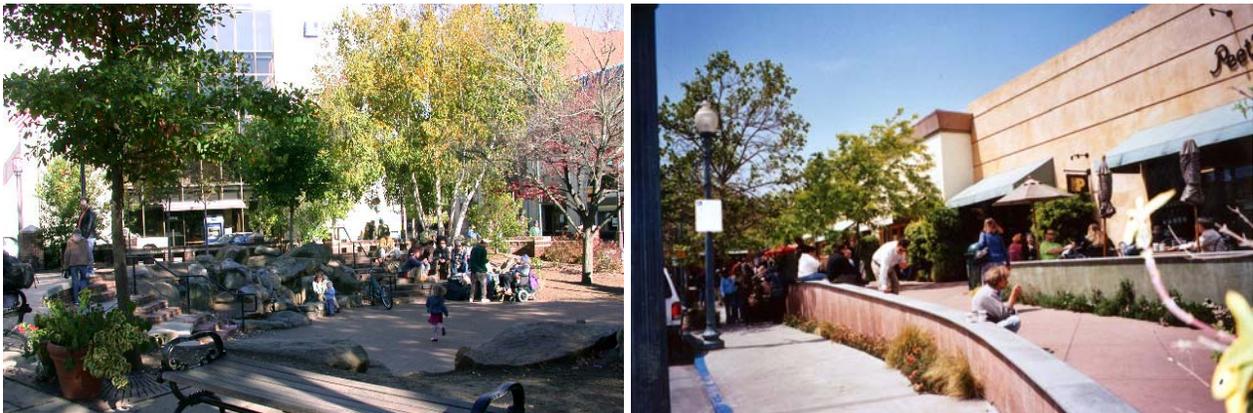
**C. Residential uses including live-work units:** To support the businesses located within this node, a variety of residential uses are proposed including townhomes and live-work units.

**Figure 4-17** shows an illustrative concept for a live-work unit on a parcel. A pro-forma was prepared by Economics at AECOM for live-work units indicating that this concept is financially feasible. The pro-forma is included in **Appendix III**. The live-work concept would include a center roadway or a roadway at the rear.

- D. **Commercial uses:** Some office-supportive commercial uses such as Kinko's or Staples could be located at the southwest corner of 30th Avenue and Date Palm Drive in addition to the existing neighborhood commercial (Walgreens and Fresh & Easy).
- E. **Existing Shopping Center:** The existing shopping center located just north of the Date Palm Drive and McCallum Way intersection is compatible with the business park as it includes a bank, a real estate office, and some other offices. Sonic Drive-In is also located within this shopping center.

### Other Recommendations

- **Building Orientation:** Entrances to office and commercial buildings as well as residential developments should be oriented to Date Palm Drive to encourage pedestrian access from multi-use path. Parking should be located to the sides and rear of the site.
- **Public open space:** A courtyard with a gazebo and picnic areas for lunches and breaks, along with a gazebo is recommended to accommodate company functions. This will provide a quality environment that can make employees feel good about coming to work.



A courtyard with seating and landscaping

- **Offices fronting sidewalk with residential behind:** The proposed offices should have frontage along the sidewalk to encourage pedestrian activity and to buffer the proposed residential uses behind.
- **A pedestrian network:** Safe, convenient, attractive, and landscaped pedestrian and bicycle access should be provided internally to connect various uses and to Date Palm Drive.

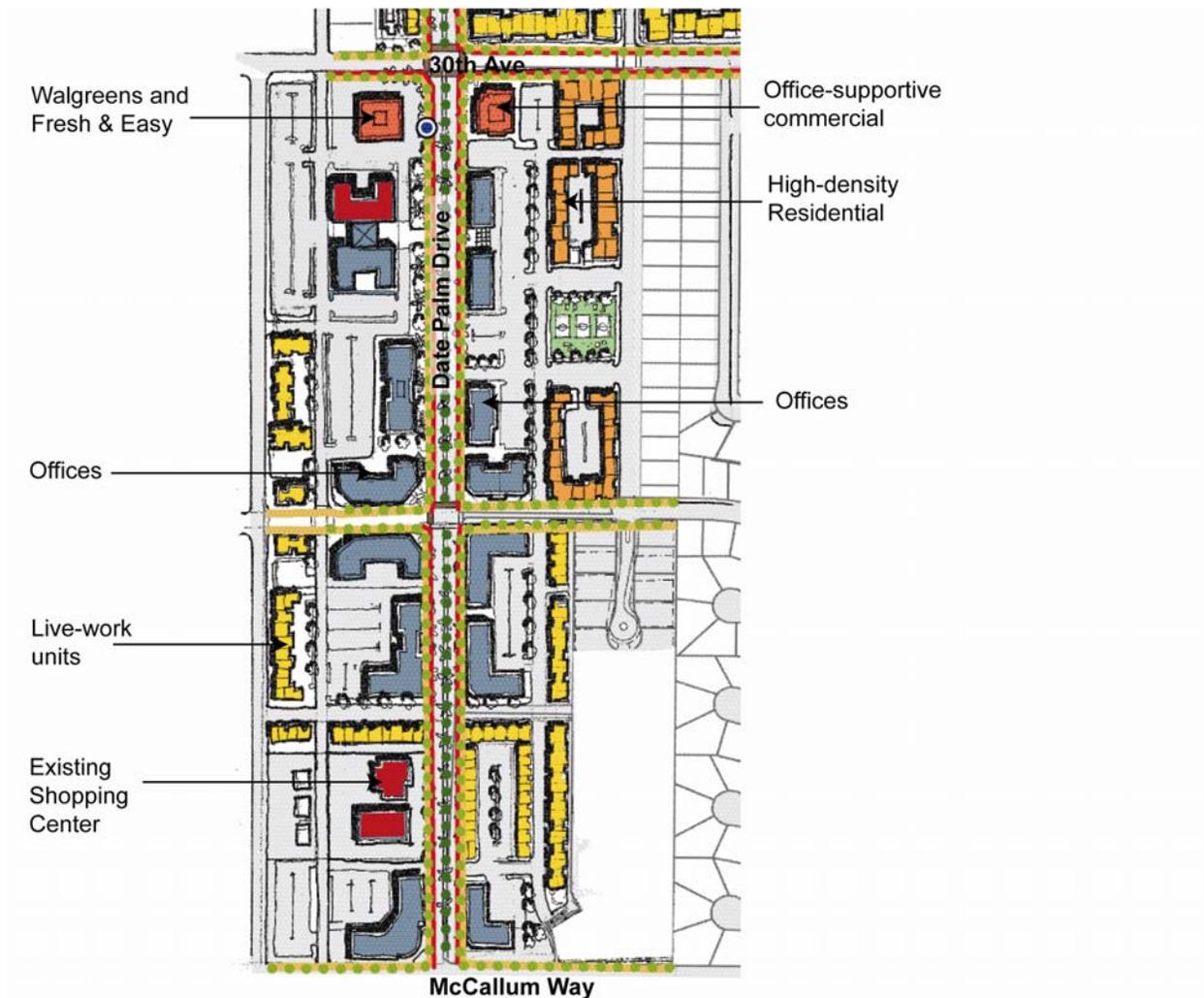
**Figure 4-17: Illustrative Concept for Live-Work**



## Alternate - Business Park Emphasis

A Business Park with an Educational Facility is the recommended and is the preferred alternative; however, attracting an educational facility to anchor the business park may be challenging. Therefore, an alternate would be to have a business park without an educational facility. More offices, some high-density residential and office-supportive commercial uses are recommended instead.

**Figure 4-18: Illustrative Concept for Alternate for Business Park without an Educational facility**

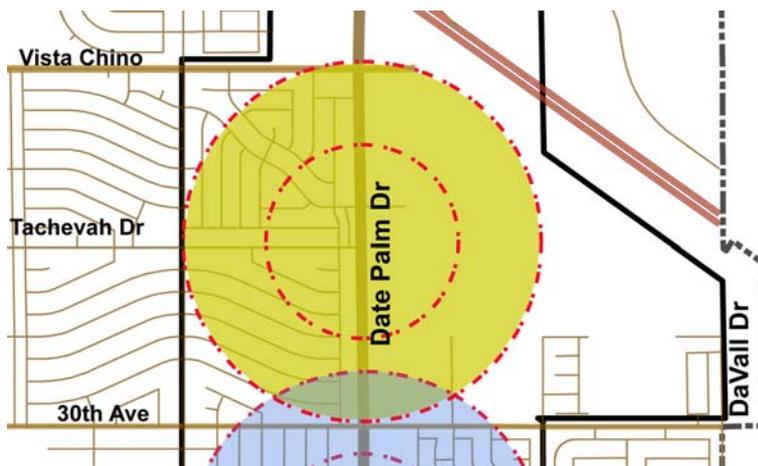


## 4.7 Node 6: Complete Neighborhood

The Complete Neighborhood Node (see **Figure 4-19**) is the most northerly node and is located nearby the northernmost access to Cathedral City from the I-10 Freeway. Remarkable mountain views are available from this area of 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 and offers a powerful welcome to the City.

The powerful welcoming image offered by nature should be supported by a similarly powerful man-made image when exiting the I-10 Freeway and entering the City. The planned reconfiguration of and improvements to, the I-10 Freeway and Date Palm Drive Interchange, in combination with recommended large-scale developments north of I-10 Freeway and the currently vacant land on both sides of Date Palm Drive, offers a great opportunity for creating the much-needed positive impact on this important gateway into the City.

**Figure 4-19: Complete Neighborhood Node**



This node spans between the I-10 Freeway and 30<sup>th</sup> Avenue. Except for three existing gas stations and a few commercial buildings, all parcels along Date Palm Drive on both sides are currently vacant. Vacant parcels in this node have the opportunity to capitalize on their proximity to the interchange.

### Complete Neighborhoods

contain jobs, shopping, housing, entertainment, and services within walking distance of each other.

Complete neighborhoods embody sustainable living practices with open spaces, green connections, diverse housing types, local employment, and local-serving businesses that meet the daily needs of residents thereby reducing vehicle trips.



The vacant land located on the east side of Date Palm Drive between Vista Chino and 30<sup>th</sup> Avenue (approximately 300 acres) is among the largest of vacant sites in the study area and therefore offers the best opportunity for a “Complete Neighborhood” with a full range of land uses. Two alternative illustrative design concepts were prepared for this node. Both alternatives envision including a master planned community on the vacant parcels located on the east side of Date Palm Drive.

### Vision

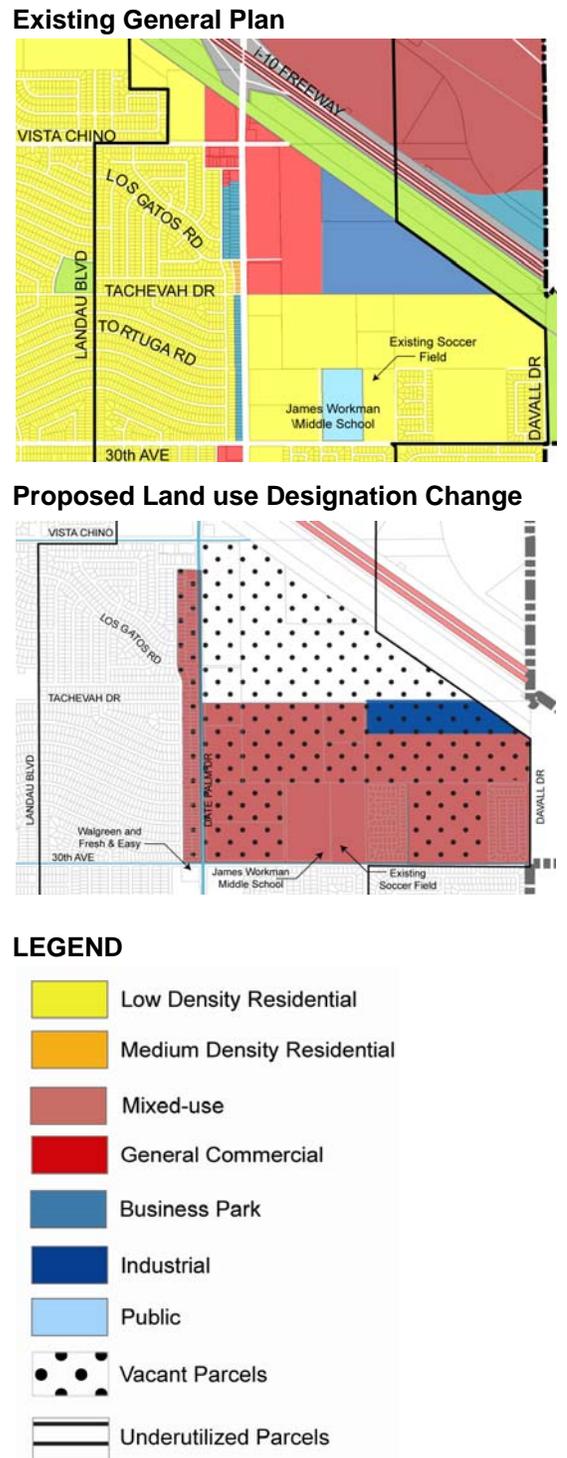
The vision for this “complete neighborhood” includes destinations that people want to come to for multiple reasons, including shopping, dining and socializing, and where the enjoyment of just being there is reason enough to live, work, and/or visit. It’s all about creating a great space and healthy living.

### Recommendations

Jobs \* Housing \* Shopping \* Entertainment \* Recreation

The vacant land on the east side of Date Palm Drive between Vista Chino and 30<sup>th</sup> Avenue includes seventeen parcels which are Indian-allotted land. These parcels are designated General Commercial, Industrial, Low-Density Residential, and Schools. The parcels on the west side are designated General Commercial, Business Park, Low-Density Residential, and Medium-Density Residential. **Figure 4-20** shows the General Plan land use designations and the proposed land use designation changes.

**Figure 4-20: Complete Neighborhood Node – Existing General Plan and Proposed Land Use Designation Change**



## Preferred Alternative - Entertainment / Hospitality & Retail Anchors

### Land Use Recommendations (Figure 4-21)

- A. **Major Gateway such as an entertainment park and a resort/boutique hotel:** In this alternative, it is recommended that the parcels bounded by Vista Chino and Los Gatos Road fronting Date Palm Drive be considered for a resort hotel and/or major entertainment facility. The parcels west of the proposed hotel is proposed as an Industrial Park, same as that designated in the existing General Plan and the Zoning Map, to allow the site to be dedicated to the development of design and green technologies.

Home furnishings stores, such as IKEA, is suggested between the hotel and industrial uses to anchor the retail street, follow the Desert Interior Art & Design theme, and provide a transition between land uses. Due to the prevalent winds in the area, bermed landscaping would be provided around the northwest corner of the site with the front of buildings facing away from the wind.

- B. **A variety of compact uses including an eco-hotel to support the proposed industrial uses:** Parcels bounded by Los Gatos Road and Tortuga Road would be considered for an eco-hotel<sup>1</sup>, civic uses, specialty retail, open space, industrial uses and several types of mid-density housing including townhouses, apartment, condominiums, and senior housing.

- C. **Specialty retail:** Specialty retail is proposed along an internal north-south street parallel to Date Palm Drive terminating at the resort hotel. The organization and orientation of commercial buildings and spaces would be designed to ensure that streets are welcoming and friendly to pedestrians. High levels of pedestrian activity such as shopping, eating, “people watching,” exercising, strolling, relaxing, and walking from place to place should be encouraged throughout the commercial areas. These activities will create interest, provide a sense of safety on the street, and add to community image and identity.

<sup>1</sup> **Eco Hotel** is a term used to describe a hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the environment. The basic definition of a green hotel is an environmentally responsible lodging that follows the practices of green living.



Home Furnishing Store



Boutique/Resort Hotel

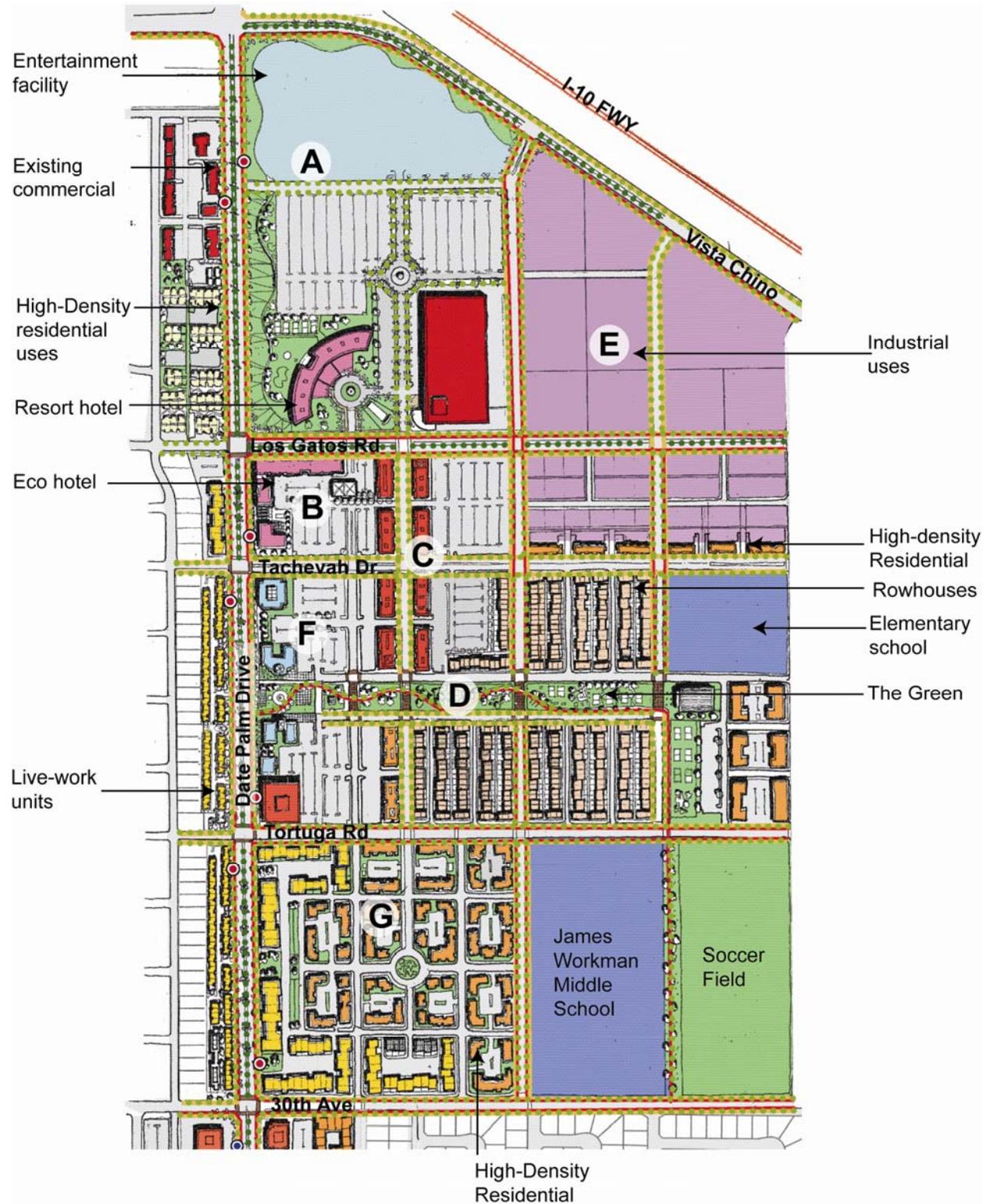


Specialty Retail



Residential uses

Figure 4-21: Illustrative Concept for Preferred Alternative



D. **The Green:** Date Palm Drive, the proposed uses within the Complete Neighborhood, the existing soccer field, and middle school should be connected by a green linear park, i.e. “**The Green.**” The Green will include swales, sports, picnic and playground facilities. It will not only connect Date Palm Drive to the existing soccer field and middle school but will also provide an active and passive recreational space for the community. The Green will provide opportunities for physical, social and cultural interaction — a shared public environment available to everyone.



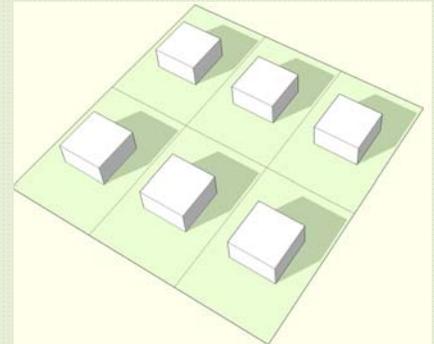
E. **Industrial uses:** Parcels just south of I-10 Freeway should be considered for Industrial uses to allow the site to be focused on the development of design and green technology.

F. **Civic/Institutional/Educational uses:** Institutional uses should be considered for parcels between Tachevah Drive and Tortuga Road fronting Date Palm Drive to allow for cultural and sports facilities such as a museum, covered courts and fitness facilities to complement “the Green” as well as James Workman Middle School. Educational facilities to serve the new residential could also be provided.

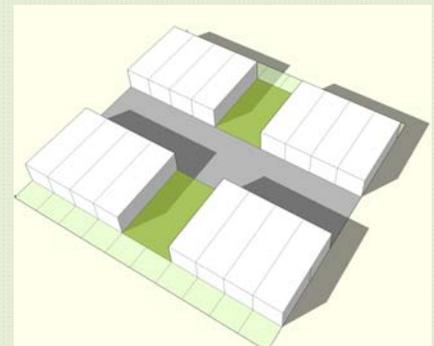
G. **Variety of residential uses:** A variety of housing densities and types are recommended within the planned community including townhomes, apartments, condominiums, senior-housing, and live-work units around ‘The Green.’ The

## Housing Densities

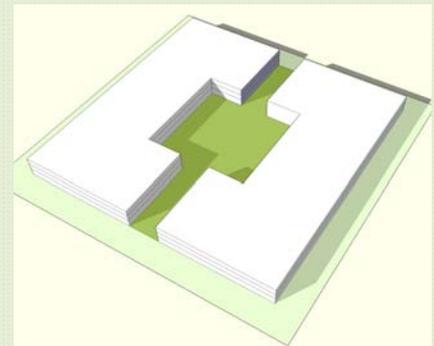
Dwelling Units per Acre (du/ac)



Single-Family Homes: 0 to 5 du/ac



2 story Townhomes: 15 to 20 du/ac



3 to 4 stories Multi-family

Residential or Mixed-Use: 20 to 45 du/ac

maximum density currently allowed by the General Plan is 20 du/ac. This should be increased for this area up to a maximum of four stories in height and a density of 45 du/ac; however, adjacent to existing single-family residential use, density and building height should transition to lower height and density. If retail or restaurants are located at ground level in a mixed-use project, the height may be five stories. A diverse mix of ownership and rental housing, and market rate, affordable, and workforce housing should be provided.



- **Residential uses, including live-work units, and community commercial:** On the west side of Date Palm Drive between Vista Chino and Los Gatos Road small neighborhood retail and residential uses should be considered. These uses would be interconnected with a series of tree-lined walkways. Narrow parcels between Los Gatos Road and 30th Avenue offer opportunity to be developed as live/work units.

#### **Other Recommendations**

- **An interconnected street network:** A grid network of proposed interconnected roads would improve mobility by giving more options for reaching a destination and dispersing, not concentrating, traffic, and by making walking easier because of more direct routes between destinations.

The key features of this interconnected network of streets is a connected system of east-west and north-south streets, shorter blocks, neighborhood-scale streets, and more frequent intersections that will also help to calm traffic. This interconnected network of streets will disperse traffic more evenly by providing multiple routes and will be designed for lower neighborhood and pedestrian/bicycle-friendly speeds, which will result in more mobility options for residents.

Other benefits of this street connectivity will include shorter trips, which will save time and money; provide a wider variety of travel routes to a destination; and more cost-effective public services and infrastructure because residents of a community can get to schools, shopping, and other daily needs without overburdening a major arterial road intended for through-trips. Street interconnectivity should be augmented with an interconnected system of bike and pedestrian walkways. Existing Vista Chino, Los Gatos Road, Tachevah Drive, and Tortuga Road could be extended west of Date Palm Drive to connect to DaVall Drive; however, street classification of these streets on the east side of Date Palm Drive may differ from their classification on the west side of Date Palm Drive, based on their function. Access points along Date Palm Drive should align across Date Palm Drive where possible to facilitate pedestrian crossing at signals. Off-street, dedicated pedestrian and bicycle paths should be provided throughout the Complete Neighborhood.

- **Landscaping and plant palette:** Landscaping along the internal roads of the Complete Neighborhood should include drought-tolerant trees and planting compatible with the desert setting.
- **Sustainability:** The entire Complete Neighborhood should be viewed as an opportunity to demonstrate “green” practices for renewable energy, water conservation, and LEED building practices for healthy living. With the variety of land uses within walking distances of each other and transit, consideration should be given to reducing parking requirements, thereby reducing the heat island effect and making development more cost effective.
- **Retain existing buffer and desert landscaping:** The area between the I-10 Freeway and the SPRR tracks should remain undeveloped to respect the existing native desert environment. Windrows along the SPRR tracks should remain. On-site retention should be located in an area paralleling the SPRR tracks.

### What do densities look like?



**Single-Family Neighborhood**  
(Cathedral City, CA)  
2 to 5 du/ac



**Village Walk**  
(Claremont, CA)  
10 to 15 du/ac



**Fruitvale Transit Village**  
(Oakland, CA)  
20 to 35 du/ac



**Mission Meridian Village**  
(Pasadena, CA)  
40 du/ac



**Aerial views of suggested massing of Complete Neighborhood Node along Date Palm Drive**

The intent of this concept is to create a compact mixed-use development with a variety of uses in a walkable environment. This compact mixed-use development, exceeds the total amount of commercial (entertainment, hotel, retail) industrial area, and open space acreage currently shown in the General Plan by reducing the amount of land designated for single-family in the General Plan and increases the total number of total residential units (by approximately 300 units). The illustrative concept diagram should be considered flexible.

### **Alternate - Industrial Park Anchor**

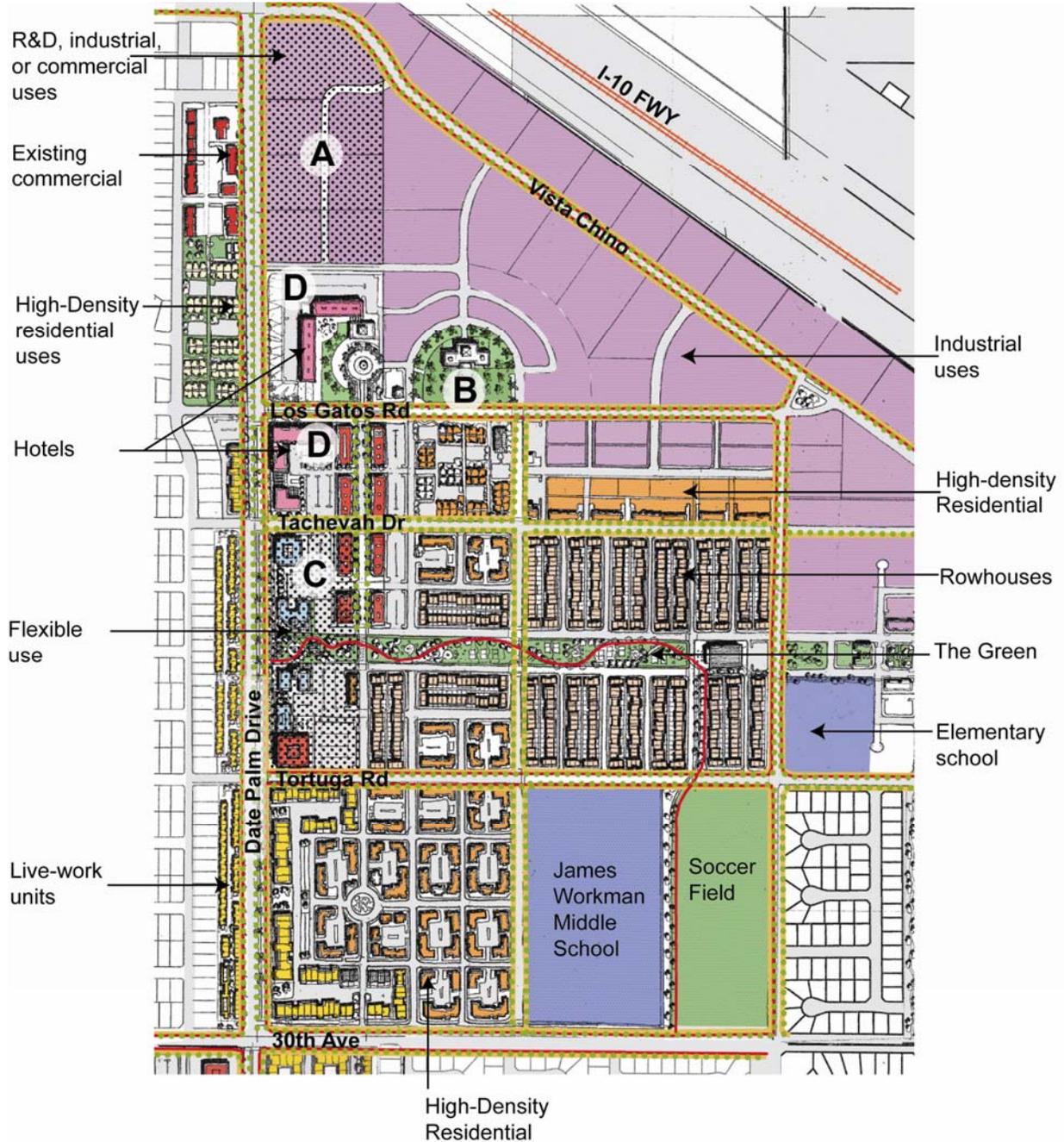
Another alternate for this node presented to the community at the workshop focused on industrial uses.

### **Land Use Recommendations**

- A. **Research & Development (R&D) and Industrial uses:** The land use concept for this alternative focuses on Research and Development (R&D) and Industrial uses near the I-10 Freeway (see **Figure 4-22**). Parcels adjacent to Date Palm Drive on the west side would have flexible R&D, industrial, and/or commercial uses.
- B. **Research center or incubator:** A research center or incubator is envisioned amidst a grove of Date Palms north of Los Gatos Road. This facility could also function as an information center for the industrial hub. This area could be programmed for seasonal activities that serve all age groups such as evening events, cultural festivals, or other activities.
- C. **Flexible uses:** Parcels along Date Palm Drive on the west side between Tachevah Drive and Tortuga Road have the flexibility of being developed as commercial uses or public uses or for another hotel.
- D. **Hotel uses:** This alternative also includes a hotel at the northeast and southeast corners of Date Palm Drive and Los Gatos Road as proposed in Alternative 1. However, these hotels will more likely cater to the industrial and research sector clients and employees visiting the City and would include conference facility for the R&D and industrial sector.

'The Green', the variety of housing types, specialty retail, and neighborhood retail are some of the common features between the two alternatives.

**Figure 4-22: Illustrative Concept for Alternate**



## 4.8 Parking Reduction Recommendations

The Sustainable Community Strategy identified by State Bill 375 (SB 375) builds on climate change legislation signed into California law in 2006 (AB 32) and the regional Compass Blueprint projects developed by Southern California Association of Governments (SCAG). The provision of these bills is to develop sustainable community strategy in order to reduce greenhouse gas emissions from vehicles. These new regulations have received a lot of

attention in recent years with the public's growing awareness of the social and environmental issues resulting from emissions. Leading agencies such as SANDAG are in the process of initiating a trip generation and parking demand study for the purpose of determining observed trip generation rates (automobile, transit and non-motorized) and parking demand associated with smart growth developments. In order to address these Bills, local agencies in Southern California will require regulating and to promote the development of sustainable projects that will result in lower vehicle-miles traveled (VMT). Lowering VMT's and dependency on motor vehicles will also reduce the need of parking spaces which will result in less cost associated with land needed to provide parking for one's vehicle at home, work, and the places in between.

The proposed project will create a number of development nodes that integrate land uses and transportation in a smart growth set up resulting in a more efficient transportation and land use pattern that relies on multi-modal transportation systems. The Date Palm Drive and the internal roadway network within the development nodes will be designed to support the proposed land uses and integrate those uses with existing transit stations and uses currently located within the vicinity of the Date Palm Drive. By introducing and accommodating new transportation modes such as bike lane/path and neighborhood electric vehicles (NEV), these land use patterns are conducive to reducing auto dependency and as a result reducing trip generation and parking spaces need.

- The City may consider refining the parking requirement to achieve balance between parking requirement and smart growth developments. Efficiency-based parking standards could be implemented to allow for more flexible and accurate parking requirements at a particular location given criteria such as geographic location, type of development, transit accessibility, etc.
- City may establish a Transit Area Overlay Zone identifying zones within the downtown area that are accessible or within walking distance from transit corridors, as the City has plans to implement Bus Rapid Transit (BRT) along East Palm Canyon Drive. These zones will be eligible for reduction in trip generation and parking requirement. This approach will create consistency in developing efficient parking rates criteria that could be implemented for transit-oriented development (TOD) located within the Transit Area Overlay zone. The development of a Transit Area Overlay zone may require adoption by City Council;
- City may consider parking reduction for developments located within transit nodes such as Date Palm Drive. For example, the City of San Diego allows a .25 space reduction in parking requirement per unit for residential developments and up to 15% reduction in parking requirement for all non-residential uses that are located within a defined transit node;
- City may consider parking reduction by requiring parking developments located within a transit area to be shared among uses with different parking demands as a condition of approval;

- City Engineer may consider parking reduction for development outside the transit nodes subject to a shared parking analysis that is based on the Urban Land Institute (ULI) Shared Parking methodology or other methodology such as the shared parking formula used in the City of San Diego (City of San Diego Land Development Code Section 142.0545); and
- City may consider reduction in parking requirement for mixed-use developments where motorists park at one location but can walk to multiple destinations.

Parking is a key element of the transportation system and requires special attention in order to achieve balance between parking requirement and smart growth developments that focuses on sustainability and integration of land uses and transportation.

# **CHAPTER 5**

## **IMPLEMENTATION**

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## 5.0 DESIGN GUIDELINES AND IMPLEMENTATION

Implementing the public realm and private realm recommendations described in Chapters 3 and 4 of this Date Palm Drive Corridor Connector Plan requires at minimum the following strategies, actions and steps:

- Economic development strategies for the long-term revitalization of the study area as presented in section 5.2 of this Chapter;
- General Plan amendments and zone changes for some parcels;
- Deletion, amendments or creation of some Specific Plans including new Specific Plans for the proposed “Complete Neighborhood” and Business Park areas;
- Specific land use strategies for the three study sites.
- Design guidelines to guide the design of projects and to improve the overall aesthetic character and visual unity along Date Palm Drive. (**Appendix VII**)
- Assistance from the Redevelopment Agency when funding is again available;
- Grant requests for specific needs, such as construction of missing sidewalks, creation of wider multi-use pathways on existing developed land, and addition of pedestrian lighting;
- Environmental documentation for the above actions as needed.

### 5.1 Economic Development Strategies

Utilizing the results of the market analysis, AECOM, in concert with Gruen Associates, developed a combination of general strategies for the long-term revitalization of Date Palm Corridor as well as specific land use strategies for particular proposed sites.

**Design Guidelines**  
are recommendations which guide how a project is designed.



This memo first reviews the strengths, weaknesses, opportunities, and threats to development along Date Palm Corridor and then describes the economic development strategies.

## Strengths, Weaknesses Opportunities and Threats (SWOT) Analysis

Figure 5-1 describes the top level strengths, weaknesses, opportunities and threats to development along Date Palm Corridor.

**Figure 5-1: Strengths, weaknesses, opportunities and threats to development along Date Palm Corridor**

Strengths	Weaknesses
Affordability advantage compared to Palm Springs & Rancho Mirage	Several, older retail shopping centers / Substantial retail vacancies
Family-Oriented City - younger population. Should focus on Cathedral City as a place where people really live	Piecemeal development
Significant amount of traffic along Date Palm Drive and intersections with Dinah Shore & E Palm Drive	Not walkable (by design)
Up and coming mixed-use downtown	Weak sense of community
Opportunities	Threats
Cluster of interior design and fixtures stores near downtown area	Significant general retail competition from adjacent cities
North City Specific Plan: - 10,000 residential units - 3 million SF Business Park - 250 hotel rooms	North City Specific Plan: - 7 million SF Commercial - 2 million SF Light Industrial
Large infill spaces, such as in the "Complete Neighborhood Node", have the opportunity to be master developed on a scale that creates additional internal demand	Significant amount of vacant land
Decent amount of entertainment/recreation uses already located within Cathedral City	Seen as less attractive location relative to adjacent cities
City has two major gateways into the City	Municipal finance challenges

## Piecemeal Development

Piecemeal development has been a key issue along the Date Palm Corridor. We address this point to provide the City with a better understanding of its origin and to, later in this document, discuss how to reverse this trend

From our understanding of the development of Cathedral City the piecemeal development in the City, specifically along Date Palm Drive is a result of developers ability to locate any where along the corridor.

Current zoning provides a significant amount of general commercial zoning along the full six mile Date Palm Corridor study area. Retail developers have a prime interest to maximize profit

and are going to choose the most ideal location that will bring in the most customers (not what is best overall for the city).

The market analysis reveals that the population and spending power of Cathedral City is not sufficient to support a six mile long corridor of retail shopping centers, yet the whole corridor is zoned for retail. Retail developers will choose the most select sites. This means primarily along intersections. Then, as these centers age, they become less attractive and since there is still a significant amount of inexpensive land available for development, developers build a new center rather than buy and rehabilitate an existing center.

It should be noted, this scenario is not specific to Cathedral City and is an issue in many Southern California suburbs with long retail corridors.

After considering issues of location to capture the most customers, commercial developers then focus on their development needs: ease of development (due to entitlements/zoning) and size of properties. The number of specific plans, property sizes, and ownership patterns has also played a role in the piecemeal development along the corridor.

The development strategies in the next section will focus on encouraging development in specific clusters along Date Palm Drive. These efforts along with possible policy changes and the planning recommendations of this study will help to establish more focused development.

One of the key elements to improving Date Palm Drive is activating the corridor to bring new vitality to the study area. In the following section we, first, describe general strategies that the City can initiate immediately and, secondly, describe the development strategies.

## **General Strategies**

### ***Community Design***

The City should focus on creating a cohesive and consistent design with better pedestrian orientation throughout Date Palm Drive. Attractive, cohesive community design will give Cathedral City a stronger identity and will help to draw additional economic activity.

### ***Better Brand the City***

It is helpful to build a strong identity and brand for the City. It is desirable to both residents and businesses for others to recognize their city and for local residents and businesses to connect with their city. Relative to façade programs and new developments, branding efforts can be an inexpensive way to create favorable opinions about the city and Date Palm Drive.

- The City has created a quality marketing campaign with banners throughout the new Civic Center area. Marketing efforts should be expanded throughout the City. For example, there are a significant number of recreation resources in the City of Cathedral City, such as Boomers, an ice skating rink, Big League Dreams Sports Park. These attractions can be marketed collectively. As part of an expanded marketing effort banners could be placed in front of each of the major recreation venues in the City with the word “Play” with the picture/name of the venue.

- As part of the branding process, the City may consider resident surveys to better understand their current resident profile, particularly demographics that are not accounted for in the Census and work to connect with various stakeholders within the community such as churches and associations to connect with all residents.
- City events such as festivals, concerts, farmer’s markets, and other cultural events can help to bring residents together and help local businesses advertise. Events can also be a way to celebrate the city’s diversity.
- Establishing gateway entries

***Reposition Vacant Spaces***

Currently, there is approximately 330,000 square feet of vacant retail space in Cathedral City. Vacant spaces are a deterrent to new businesses and may hamper Cathedral City’s retail environment.

As described in the SWOT analysis, most of Date Palm Drive is zoned for retail commercial, but it is difficult to attract demand for a whole six-mile corridor of retail shopping. Rather than bring in less desirable retailers, it may be more advantageous for the City to reposition vacant spaces to other uses.

- As shown in the market analysis a significant amount of resident dollars are currently being leaked to nearby cities, but Cathedral City is, currently, not well positioned to fight for these dollars. Cathedral City may be able to capture approximately 140,000 of the “Other Retail” store category, but is not likely to recapture money leaking to big boxes (General Merchandise category) along the corridor. Across the next 10 to 15 years the City may be able to capture 30,000 to 50,000 square feet of General Merchandise retail demand from new residents.
- Given the current cluster of interior art and design stores, the City may feasibly recapture back approximately 90,000 square feet in the Building Materials category and, with the development of a cluster, may also be able to capture another 40,000 square feet from new residential growth in the primary and secondary market in the buildings materials category, as well as almost 15,000 square feet in the Home Furnishings category.
- Based on the market analysis, on aggregate, it seems feasible that the City will be able to capture approximate 300,000 to 315,000 square feet of retail in the next 3 to 15 years.

Rather than trying to draw retailers along the complete boulevard, the recommendations of this study describe clustering retail and other developments within certain areas of the corridor. Through this strategy, select vacant retail properties may be better reposition where appropriate with office/medical office uses, or, secondly, institutional uses.

## Development Nodes

Clustering development within particular areas (development nodes) along the corridor will help to create a better sense of place along the corridor and will help to foster environments that are inviting to residents, customers, and businesses.

The following section describes possible nodes that build upon existing assets within the community. These strategies are further refined into development recommendations by Gruen.

### ***Desert Art & Design' District***

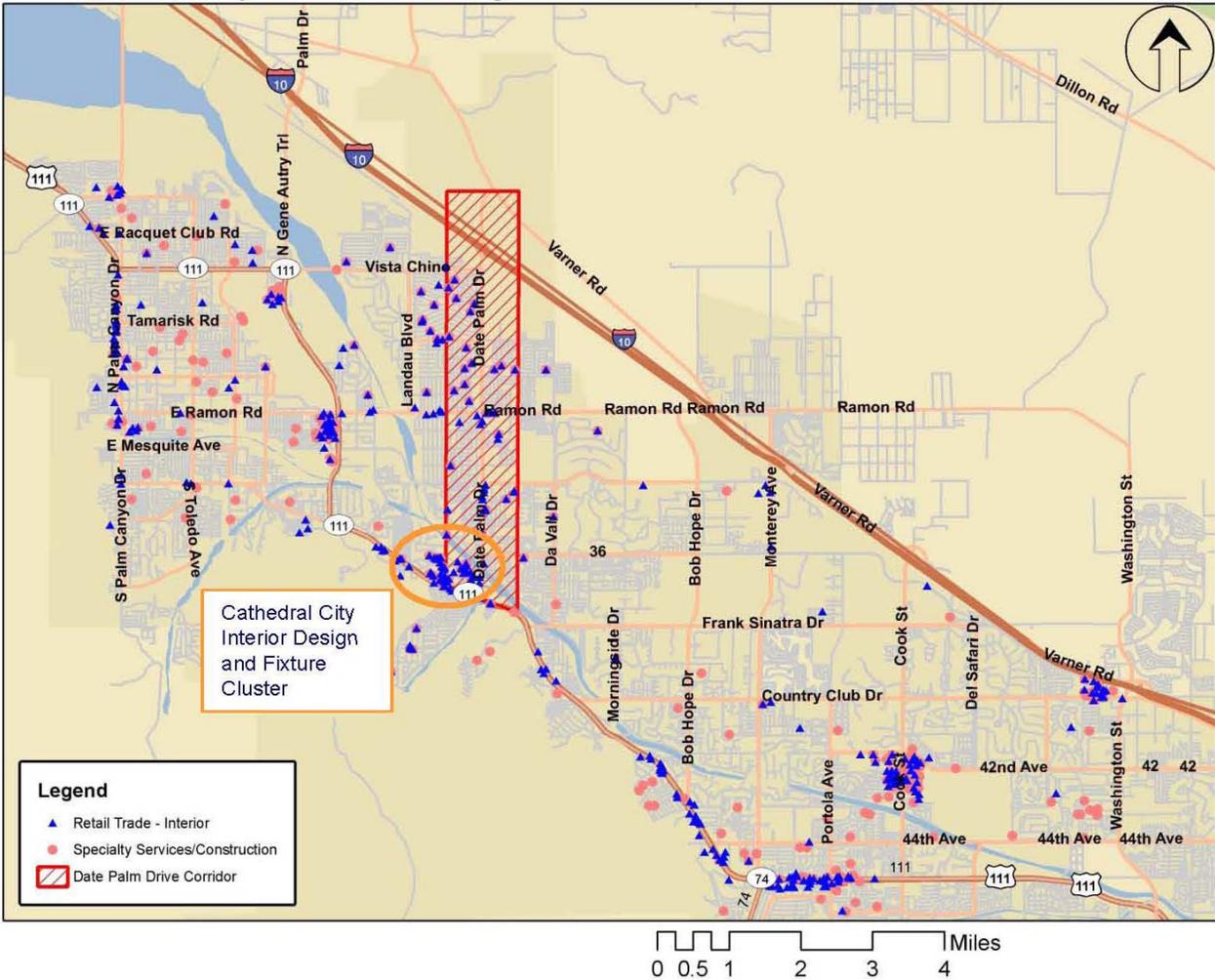
Cathedral City has a number of existing interior design and fixture stores near the downtown area. Demand for home design is generated by households in the high-income cities of Palm Springs and Rancho Mirage, as well as the new homes in Cathedral City and the rest of the Coachella Valley.

Businesses are attracted to Cathedral City for several reasons including:(1) more available space to show goods or industrial-type space (in the case of outside fixtures and some heavy materials stores); and (2) inexpensive rents available in Cathedral City. As shown in **Figure 5-3**, Cathedral City has a substantial cluster of these businesses relative to the secondary market. In addition, Cathedral City has a large number of general contractors who, perhaps with the help of a city registry can be tied into the Desert Art and Design District.

These interior design and fixture stores can be leveraged to create a branded regional district.

- Branding the area with a name, such as the Desert Art & Design District, will help to bring recognition of the area within Cathedral City and throughout the Coachella Valley.
  - ✦ Advertise the District as a place for do-it-yourself decoration and fixes.
  - ✦ This may also be good timing for marketing such an area. The Obama Administration approved a program providing cash discounts for energy efficient appliances (similar to the Cash for Clunkers car program) and they have considered introducing programs for all levels of energy efficient home improvements, Cash for Caulkers.
- The City needs to understand needs of businesses in the area. The City may want to consider performing a survey of why businesses are locating there and what they can do to attract more businesses/make it easier for businesses to succeed.
  - ✦ Focus on attracting additional mom and pop improvement businesses.
- Work on attracting furniture /fixtures businesses as an extension of the district along Date Palm Drive.
  - ✦ IKEA / Living Spaces (Somewhere along the corridor)
  - ✦ With some rehabilitation, the Cathedral Plaza Shopping Center may be an excellent location for a furniture showroom.
  - ✦ Consider a business improvement district (BID) for the District (though you may need to wait a couple years until the economy improves). A BID can be used to direct the marketing and branding efforts described above. BIDs are described in more detail in the Funding Memo.

**Figure 5-2: Cathedral City Interior Design and Fixture Cluster**



- ✧ Also, as the City looks to grow and expand this District it is important to note that the industrial/business park nature of the area has helped it to be successful. The City will want to continue to allow businesses to have the flexibility to bring in their heavy materials, such as marble slabs, tiles, and other large outdoor and indoor decorations.

***Downtown Area along East Palm Canyon Drive***

The Downtown Cathedral City area, between Cathedral Canyon Drive and Date Palm Drive, along East Palm Canyon Drive should be a focus for cultural uses and restaurants and entertainment uses.

- Some of the existing shopping centers, such as the Cathedral Plaza Shopping Center, could use façade improvements.
- With some improvements, the Cathedral Plaza Shopping Center would be an excellent location for community retail and additional restaurants in the area.

- New cultural uses should be focused in this area, particularly adjacent to the City Hall and IMAX Theater.
- Another avenue to revitalizing the area is to also extend the hours of operations through night clubs and bars. Upscale lounges and bars can bring in new demographics and generate more energy into the downtown areas.

***Educational/Civic/Sports Node***

Given the location of Big League Dreams Sports Center, the Post Office, and the nearby Cathedral City High School, the area between 33rd Avenue and North of Dinah Shore Drive is well placed for a clustering of educational, civic, and sports uses.

- Additional recreation uses would be well located on frontage of the vacant property north of the Post Office. This recreation could be integrated as part of an overall community master plan on the property.
- The vacant property along the western portion, can be made into attractive multifamily housing development , including potentially senior and affordable housing

***Business Node***

Employment and institutional uses would be well clustered between McCallum Way and 30th Avenue along the east and west of Date Palm Drive. There is demand for office uses and smaller, locally oriented office buildings, similarly to the small one to two story offices seen in Santa Barbara would fit well in Cathedral City.

- As described in the market analysis, Cathedral City not a significant office market, but can support more office along the Date Palm Corridor. Based on anticipated population growth, the corridor can support 65,000 square feet of resident serving office. In addition, there may be “unmet” demand from current residents. Current residents could support an additional 100,000 square feet of office. This office is likely being captured by other areas, Palm Springs and Rancho Mirage or existing shopping centers, but more office developments in Cathedral City could recapture the demand currently captured by other towns.
- An educational anchor could also be located in the business node. This would be advantageous to the city in that it would offer residents a quality of life amenity and it would also help to attract students (which can translate into foot traffic) from all over the Coachella Valley and, depending on the type of facility, may also attract auxiliary retail and office businesses to support the educational facility.

***Complete Neighborhood Node***

We recommend pursuing a mixed-use master planned community north of 30th Avenue along Date Palm Drive. There is sufficient vacant land to develop a large scale greenfield development on the east of Date Palm Drive north of 30th avenue.

- This master plan development could include light industrial along the I-10 freeway, retail along Date Palm Drive, and a well planned medium to high-density residential community.
- The North City Specific Plan which includes between 7,000 and 9,000 new units is planned just north of the freeway from this area; the timing of this node would be dependent on the development of the North City Specific Plan. This node is likely to be either developed before or after the North City Specific Plan. If developed after, the development will be likely to capture greater values.
- This node will help to link the North City area to Date Palm Drive and to the Downtown Cathedral City area.
- A key factor in this strategy is that the City incentivizes the area to be developed as a comprehensive and cohesive master planned community, rather than allow for parcelization of the area. It is helpful to provide land use flexibility to the property owner, but to encourage the development to have a comprehensive plan for the whole area rather than to allow for piecemeal development.
- On the west side of Date Palm Drive, the vacant parcels are narrow. These parcels can be developed as multifamily live/work spaces or convenience retail. However, it would be helpful to cluster any convenience retail closer to Vista Chino and Adelina Road.

For General limiting Conditions see **Appendix III**.

## 5.2 Funding Sources

As part of the economic analysis for the Date Palm Drive Connector Plan, AECOM has prepared a market analysis and development strategies to help improve the corridor. In this memo, we recommend funding sources to help revitalize the corridor. The funding sources have been broken into the sources to help implement the catalyst projects and funding sources for other infrastructure and streetscape improvements. As will be described below, we anticipate the catalyst projects to be funded primarily through private investment, with exception to the education facility-anchored development. Funding sources to help support the education facility-anchored development are described. We also describe additional funding sources to implement other improvements along the corridor.

Given the current economy, it may take several years before the catalyst projects can be initiated. In the short term, the City can begin to gather the sources necessary to implement the infrastructure and streetscape recommendations. Many of the State and Federal sources described below are competitive. Transportation funds are often awarded every two years, while other Federal funding is provided on an annual basis. While the economy is recovering, the City can be garnering these state and federal funds and can begin implementing some of the infrastructure improvements. An improved streetscape will set the stage for the catalyst developments.

## Catalyst Projects

The majority of the catalyst projects identified through this analysis will be funded through private investment. Most of the catalyst projects, with exception to the educational facility-anchored development, have reasonable rates of return and should be able to attract private developers. As described in both the market analysis and proforma analysis, it will take time for the economy to recover and may be 3 – 5+ years before private developers are able and are interested in initiating the projects.

As described in the proforma analysis there may be non-profit entities that are willing to develop the educational facility-anchored development for a low 4 – 5 percent return on investment , but most developers will only be interested in this development if some incentive can be provided or the cost of the school/development be reduced by approximately \$1 million or more. Depending on the educational facility attracted to the area it may be possible to obtain grants to help offset the development costs for the facility, including:

## Community Development Block Grants (CDBG) Grants

The intent of CDBG funds are to (1) benefit those with low- and moderate-incomes; (2) Aid in the prevention of neighborhood deterioration; and (3) Meet other urgent community development needs due to natural disasters or other emergencies. Funding is done as it is available on an annual basis and often ranges from \$50,000 to \$2,000,000 per project. Funding of Community Development Block Grants is provided by the Federal Government, Department of Housing and Urban Development (HUD). Cities with a population over 50,000 can apply directly to HUD for funding.

CDBG funds are flexible and can be used for a variety of purposes, including:

- acquisition of real property;
- relocation and demolition;
- rehabilitation of residential and non-residential structures;
- construction of public facilities and improvements, such as water and sewer facilities, streets, neighborhood centers, and the conversion of school buildings for eligible purposes;
- public services, within certain limits;
- activities relating to energy conservation and renewable energy resources; and
- provision of assistance to profit-motivated businesses to carry out economic development and job creation/retention activities.

Along Date Palm Drive, CDBG funds can be used to assist in the development of the education facility-anchored development, or for façade improvement, streetscape improvements.

## **Public Works and Economic Development Facilities Program**

Public Works grants support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, innovation, and entrepreneurship, including investments that expand and upgrade infrastructure to attract new industry, support technology-led development, accelerate new business development, and enhance the ability of regions to capitalize on opportunities presented by free trade. Funding is provided through the Department of Commerce office of Economic Development Administration. The amount of awards varies, but the average award size for Fiscal Year 2008 was \$1.32 million. The amount of the EDA award may not exceed 50 percent of the project costs.

## **New Markets Tax Credits**

New Market Tax Credits are intended as gap financing for projects in low-income areas that might not otherwise be feasible. Projects must create a number of new jobs in the area and should provide some measure of community benefits. Loans are provided at interest rates lower than market. Specific rate depends on the Community Development Entity (CDE). New Markets Tax Credits can amount to up to 30 percent of project costs. Funding is obtained from the IRS Department of the Federal Government and is accessible through a CDE.

## **Redevelopment Agency Resources**

Typically, redevelopment tax increment financing (TIF) funds would be a useful source for funding the initiatives of this plan, but given the recent State \$2.05 billion taking of uncommitted redevelopment funds, the City of Cathedral City's redevelopment agency will have extremely limited funds for the next four to five years.

When the state funding crises improves, redevelopment funds may, again, become a source for financing infrastructure and development improvements. Catalyst projects that are developed sooner than others, such as the Mission Plaza infill, could produce between \$10,000 - \$20,000 tax increment a year. Internally generated tax increment and tax increment generated from other parts of the redevelopment zone may be aggregated and used to bond for additional funds.

## **Other Local Taxes**

If the hotel at Mission Plaza is developed, it could produce hotel taxes (transient occupancy tax) of up to \$300,000 per year to the City's General Fund which may be used towards the education facility-anchored development.

## **Infrastructure and Streetscape, and Other Planning Recommendations**

Other planning recommendations made by Gruen, relating to streetscape, signage, building rehabilitation, etc., may be funded through various local, state, and federal sources:

### **Federal Government: SAFETEA-LU Funds**

SAFETEA-LU Funds will provide \$286.5 billion nationwide for surface transportation projects, including highways, mass transit and road safety programs. SAFETEA-LU funds are used for a variety of transportation enhancements. The three major types are (1) transportation enhancement (2) Pedestrian linkages and (3) Bike linkages. Funding is provided by Federal and State Government.

### **State: CALTRANS Capital Improvement Program**

The State Transportation Improvement Program (STIP) is a multi-year capital improvement program of transportation projects on and off the State Highway System, funded with revenues from the Transportation Investment Fund and other funding sources. Funds can be used for streets, street beautification and streetscape enhancement. STIP programming generally occurs every two years. The fund estimate serves to identify the amount of new funds available for the programming of transportation projects. Caltrans prepares the Interregional Transportation Improvement Plan (ITIP) and regional agencies prepare Regional Transportation Improvement Plans (RTIPs). Local agencies should work through their Regional Transportation Planning Agency (RTPA), County Transportation Commission, or Metropolitan Planning Organization (MPO), as appropriate, to nominate projects for inclusion in the STIP.

### **Community Facilities Districts**

Mello-Roos financing is a discretionary financing mechanism which the City of Cathedral City may extend to qualifying projects. A Mello-Roos financing district can only be enacted by a two-third majority approval of residents living within the district boundaries. Under this tool, the developer or property owner would have access to capital at submarket rates that can be used to build infrastructure and public improvements. The debt associated with those capital investments recourses back to the property owner rather than to the City of Cathedral City. Mello-Roos community facilities districts area a common financing tool used widely throughout California.

### **Benefit Assessment Districts**

Benefit Assessment Districts are a set of special annual ongoing assessments that function as overrides over and above the existing property tax assessment limitations imposed by Proposition 13 and its various amendments. When a benefit assessment district is adopted, property owners pay an additional assessment on top of their existing property taxes. These

annual collections can be used for the ongoing operations and maintenance of landscaping, lighting, street sewer maintenance, and other ongoing public costs.

Both community facilitates districts and benefit assessment districts, are only appropriate when residents/businesses paying for the facilities have sufficient income to afford these additional payments. The value of the property (or the benefit that will be reaped from the improvements) needs to be sufficient to warrant the additional investment and debt payments.

### **Business Improvement District (BID)**

A property owner BID is another funding option for certain areas, such as the Desert Arts & Design District. Unlike ad valorem property tax programs, BIDs seek to add specific benefits within a selected business area. They are financed through special assessments placed on commercial property within the designated district. After petitioning the city to form a BID, passage requires majority approval by affected property owners. Once formed, BIDs are governed by a board of directors who are elected by property owners in the district rather than by residents. The board is responsible for ensuring that all BID property owners contribute to the district, though their powers are often limited to an annual budget review.

BID revenues serve as additional revenue to an area rather than a replacement for general funding from the city. For this reason, BID assessments must be used within the BID boundaries. Although BID fees are collected from the city, all assessment funds are then returned to the district through annual contract agreements. Fees vary among businesses and are often assessed according to a subject property's size and location. BID assessment revenues provide varying services, including maintenance and cleaning for sidewalks, parks, and open space as well as private security. Some BIDs in California also use their fees for marketing their respective areas through brochures, tourist information, and special events. California law limits a BID's existence to five years, after which the BID must be renewed or terminated.

One of the challenges in forming a property owner-based BID occurs when a majority of the property owners are non-local, such as when they reside outside the metropolitan area or the state. The City and/or existing businesses may have to initially engage property owners through some advocacy efforts in communicating the overall benefits of forming a BID, including how the BID can leverage self-assessed revenues as well as a common decision-making platform to provide sustained economic returns.

BIDs are effective because they provide a forum for businesses/property owners to collaborate and allow the businesses/property owners, themselves, to control their collective marketing.

For General limiting Conditions see **Appendix IV**.

## 5.3 General Plan Amendments and Zone Changes

In order to implement the preferred alternatives for public and private realms discussed in the previous chapters, the following are the suggested changes to General Plan and Zoning.

### Public Realm

As per the Circulation Element of the General Plan, Date Palm Drive is classified as an arterial highway and is recommended to have six lanes of traffic with a 14-foot median and 16-foot parkway on both sides in the General Plan. The ultimate ROW for an arterial highway is 126 feet. Generally, the existing ROW for Date Palm Drive is 110 feet with 126 feet in some areas. Widening of Date Palm Drive pavement throughout to accommodate bike paths will result in more pavement, property acquisition, and relocation of power poles. Therefore, as discussed earlier in **Chapter 3**, Date Palm Drive's pavement should be restriped with lanes to less than standard to accommodate six lanes of traffic without widening pavement except as necessary at intersections.

In keeping with the Complete Streets concept, instead of separate public and private investments shared focus on a multi-use path to accommodate bike, pedestrian and NEVs, a landscaped parkway next to the curb, and attractive landscaping and drainage swale on private property adjacent to the multi-use path on both sides of Date Palm Drive are recommended.

It is recommended that the preferred cross section for Date Palm Drive or text be included in the General Plan to allow deviation from the recommended cross section of an arterial highway, with exceptions at the intersection or where double left-turn lanes and more ROW are required.

### Private Realm

**Figure 5-3** illustrates the area for which land use designation changes are required. These changes are based on the preferred alternative selected for each node and are described below from south to north:

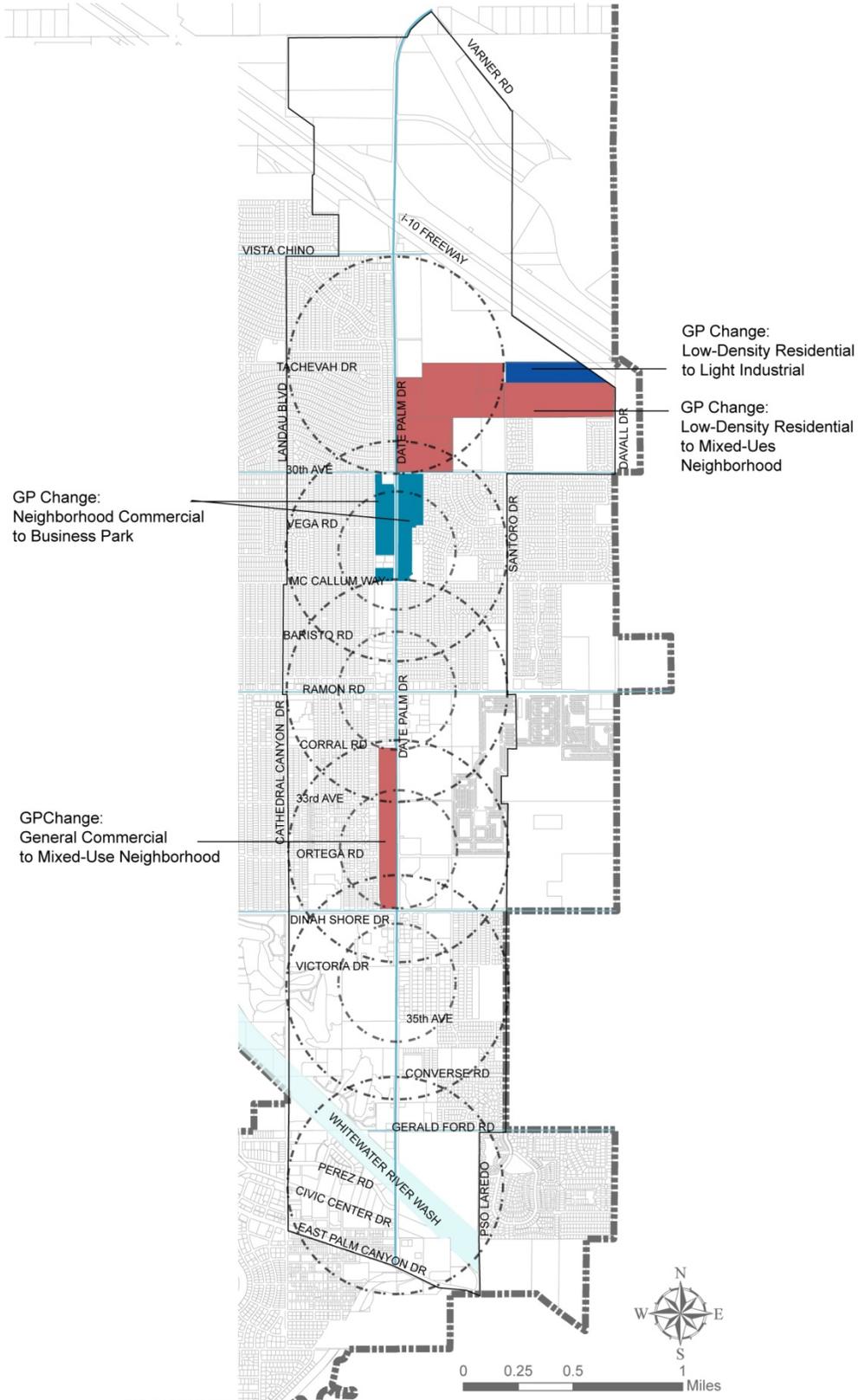
#### Educational/Civic/Sports Node

- Parcels bounded by Corral Road on the north, Dinah Shore Drive on the south, Rancho Vista Drive on the west, and Date Palm Drive on the east should consider a land use designation change from General Commercial to Mixed-Use Neighborhood and a land use change from General Commercial to Mixed-Use Neighborhood.

#### Business Emphasis Node

- A land use designation change should be considered for parcels bounded by 30th Avenue on the north, McCallum Way on the south, Avenida los Ninos on the east, and Date Palm Drive on the west from General Commercial to Business Park which allows for medium-density residential along the edges to provide a buffer between business park uses and the existing single-family residential.

**Figure 5-3: Proposed Land Use Designation Changes**



Similarly for parcels on the east side of Date Palm Drive a land use designation change from Low Density Residential and General Commercial to Business Park, which allows for medium-density residential along the edges to provide a buffer between business park uses and the existing single-family residential, should be considered.

### Complete Neighborhood

- Land use designation changes should be considered for parcels bounded by Tachevah Drive on the north, 30<sup>th</sup> Avenue on the south, Date Palm Drive on the west, and DaVall Drive on the east. These parcels are currently designated Low Density Residential and should be designated Mixed-Use Neighborhood and Industrial.

## 5.4 Specific Plan Modifications

As mentioned earlier, twenty-three specific plans (including the North City Specific Plan) guide development within the study area. Sixteen Specific Plans are located directly adjacent to Date Palm Drive. Most of these specific plans were approved in the 1980's and 90's, and some 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 some of the specific plans may need to be updated to respond to current sustainability practices and development trends. For this reason, the following amendments are proposed to support the Vision.

All Specific Plans should include the following on Date Palm Drive:

- A minimum 25 feet setback from the curb for all commercial and mixed-use buildings and 30 feet from the curb for all residential buildings. Within the 25 to 30-foot setback would be a 5 to 7-foot landscaped parkway, a 10 to 12-foot multi-use path for pedestrians, bicycles, and NEVs and a 10-foot minimum area for landscaping, drainage swales, and entries to buildings plazas, and outdoor dining. A variance of 15 feet minimum setback from the curb is permitted for narrow parcels;
- Landscaping pattern and tree planting palette shall follow the landscape concepts shown in **Tables 3-1** and **3-2** and **Figures 3-5** and **3-6** of the Date Palm Drive Corridor Connector Plan;
- Vehicular access points along Date Palm Drive shall be limited;
- When mixed-use, commercial, and medium to high-density residential development along Date Palm Drive are adjacent to single-family residential uses, a 6-foot wall with 24 inch box or larger canopy trees spaced 30 feet apart shall be located 30 inches from the face of the wall on non-residential site to screen uses from existing single-family residential uses; and
- Even though most Specific Plan call for California Spanish motif, the architecture along Date Palm Drive should be of high quality, address the heritage of the area in a contemporary manner, and respond to the desert setting and contain sustainable features such as deep-set windows and doors, overhangs, courtyards, and others.

### **Specific Plan 90-44**

- This Specific Plan is to guide construction of 2<sup>nd</sup> Street and bike trail. This Specific Plan should be repealed. It is our understanding that the City no longer intends to extend 2<sup>nd</sup> Street from Date Palm Drive to East Palm Canyon Drive with a bike trail and a service road.
- New standards and guidelines should be developed for this area in conjunction with the Downtown/Art and Design Village concept and guidelines listed in Chapter 6.0. Consideration should be given to extending 1<sup>st</sup> Street across Date Palm Drive connecting the properties on the east and west sides of Date Palm Drive.

### **Specific Plan 91-47**

- This Specific Plan is fully implemented and should remain.

### **Specific Plan 90-43**

- This Specific Plan is partially implemented. A few vacant parcels are interspersed between the existing commercial developments. Future commercial development on the vacant parcels should follow the design guidelines listed in Chapter 6. This Specific Plan should remain as these vacant parcels have the potential to be developed as commercial in the future, due to their proximity to many successful shopping centers along Dinah Shore Drive.
- As many of the lots are smaller than 10,000 square feet, lot consolidation should be encouraged to provide more efficient private development sites and to leave more space along the pedestrian realm for street trees, other pedestrian amenities, and on-street parking.

### **Specific Plan 87-26**

- This Specific Plan allows for commercial development. It allows for mixed-use development with residential and live-work units under a Conditional Use Permit. The existing development on these parcels consists of multi-family residential uses with some commercial. There are many vacant parcels interspersed between these commercial and residential uses.
- Consideration should be given to designating these parcels along Date Palm Drive as Mixed-Use Neighborhood to encourage more mixed-use development on the site, as acquiring a conditional use permit could be an impediment in developing these parcels. The permitted and prohibited uses, traffic circulation, and parking standards seem reasonable in the Specific Plan. The Specific Plan should be modified to not require full dedication for a wider pavement width of Date Palm Drive.

### Specific Plans 93-51, 88-34, 1-022, 10-014, 87-27, 88-31, 91-49

- These Specific Plans are located along Ramon Road and have been partially or fully implemented, therefore, no changes are proposed. Future commercial development on the vacant parcels should follow the design guidelines listed in **Appendix VII**.

### Specific Plan 88-25

- This Specific Plan should remain as existing residential development on these parcels is consistent with the Specific Plan.

### Specific Plan 90-15

- Retain the Specific Plan as it is fully implemented.

### Uptown Village Specific Plan (Specific Plan 99-58), Specific Plan 89-37, and Specific Plan 87-24 or New Business Park Specific Plan

The Uptown Village Specific Plan (Specific Plan 99-58), Specific Plan 89-37, and Specific Plan 87-24 could either be amended as listed below or a new Business Park Specific Plan could be created to allow for offices, medium-density residential, and live-work units on the vacant parcels.

#### 1. Uptown Village Specific Plan (Specific Plan 99-58)

- The Uptown Village Specific Plan allows for commercial and residential development. Existing residential development on Planning Units 1 and 2 has occurred as per the Specific Plan, see **Figure 5-4**.

**Figure 5-4: Uptown Village Specific Plan Boundary**



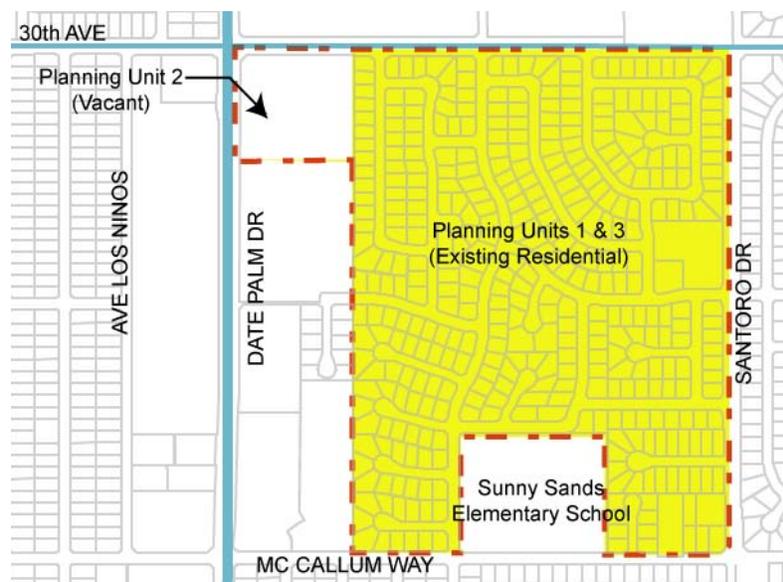
- Planning Unit 3, fronting Date Palm Drive, planned to be developed as Village Commercial under the Specific Plan is currently vacant. The Specific Plan should be amended to allow

for offices, office and/or neighborhood-supportive commercial, and medium-density residential development on these vacant parcels.

## 2. Specific Plan 89-37

- The Specific Plan allows for single-family residential development on Planning Units 1, 2 & 3. Existing residential development on Planning Units 1 and 3 has occurred as per the Specific Plan, see **Figure 5-5**.
- Planning Unit 2 is currently vacant. The Specific Plan should be amended to allow for offices and medium-density residential development on Planning Unit 2.

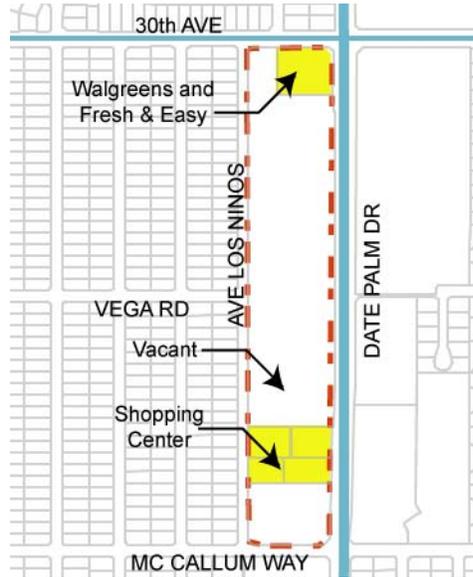
**Figure 5-5: Specific Plan 89-37 Boundary**



## 3. Specific Plan 87-24

- The Specific Plan allows for commercial development. Existing commercial developments within the Specific Plan include a Walgreens and Fresh & Easy located at the southwest corner of 30th Avenue and Date Palm Drive and a shopping center just north of McCallum Way on the west side of Date Palm Drive, see **Figure 5-6**.

**Figure 5-6: Specific Plan 87-24 Boundary**

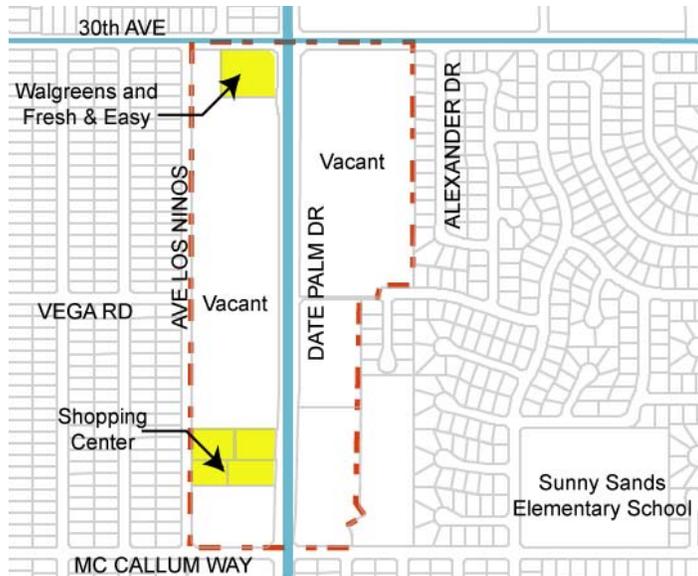


- The Specific Plan should be amended to allow for offices, medium-density residential and live-work units on the vacant parcels.

**4. Business Park Specific Plan**

- The City could either amend the Uptown Village Specific Plan (Specific Plan 99-58), Specific Plan 89-37, and Specific Plan 87-24 or consider creating a new Business Park Specific Plan. The boundary for this Business Park Specific Plan is depicted in **Figure 5-7**.

**Figure 5-7: Business Park Specific Plan Boundary**



- The Specific Plan should allow for offices, office and/or neighborhood-supportive commercial, medium-density residential, and live-work units. A Business Park land-use designation which allows for medium-density residential, and live-work units should be considered for this Specific Plan. The office component should comprise more than half of the total square footage of the Business Park Specific Plan. **Table 5-1** shows the major development standards for the proposed Business Park.

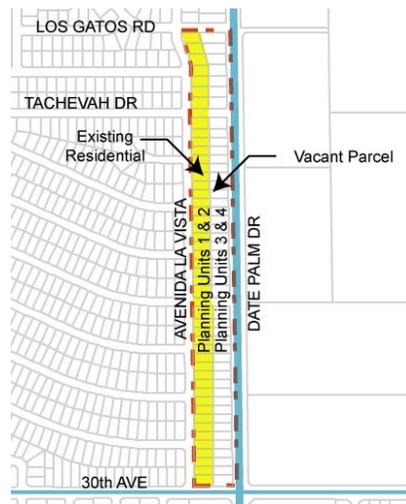
**Table 5-1: Proposed Development Standards for the Business Park Specific Plan**

Land Use	Gross Density (du/acre)/ FAR	Max. Building Height	Min. Lot Size	Max. Lot Coverage	Min. Front Setback
Rowhouse development (Medium Density Residential)	10 to 25 du/ac	45 feet or 3 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	1000 sq ft	60%	10 feet from property line
Multi-Family (High-Density Residential)	45 du/ac	45 feet or 3 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	625 sq ft for a studio with 200 sq ft for each additional building	60%	20 feet from property line
Live-work (High-Density Residential)	20 du/ac	30 feet or 3 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	1250 sq. ft	Workspace shall not occupy more than 40% of unit	6 to 10 feet from property line
Offices (Business Park)	0.5 FAR	60 feet or 5 stories  26 feet when within 50 feet of single-family residential uses	8,000 sq. ft  * General Plan – 22,500 sq.ft	No requirement	25 feet from property line
Retail (General Commercial)		36 feet or 3 stories	8,000 sq. ft	No requirement	10 feet from property line

### Specific Plan 87-23

- The Specific Plan allows for single-family residential development on Planning Units 1 through 4, see **Figure 5-8**. As per the Specific Plan, residential development has occurred on Planning Units 1 and 2.
- Currently, Planning Units 3 & 4 are vacant. Parcels within the Planning Units 3 & 4 are fairly narrow and provide an opportunity to be developed as live-work units. Therefore, the Specific Plan should be amended to allow for live-work units on these parcels.

**Figure 5-8: Revised Specific Plan 87-23 Boundary**



The live-work units should be two stories with space for small office and studios on the ground floor with living space above. Refer to **Table 5-1** for live-work units development standards.

### Specific Plan 87-21

- The Specific Plan allows for commercial development on Planning Units 1 and 2 and multi-family residential development on Planning Unit 3, see **Figure 5-9**. As per the Specific Plan, commercial and residential development has occurred on Planning Units 1 and 2.
- Within Planning Unit 2, some commercial development has occurred at the southwest corner of Date Palm Drive and Adelina Road and the restaurant; however, majority of parcels within this Planning Unit are currently vacant.
- The Specific Plan should be amended to allow for rowhouses or multi-family residential uses which are compatible with the surrounding single-family residential uses.

**Figure 5-9: Revised Specific Plan Boundary**



**Specific Plans 1-015 and 91-46**

- The existing residential development at and near the northeast corner of 30<sup>th</sup> Avenue and Landau Boulevard is consistent with the Specific Plan. The Specific Plan should be amended to require a 25-foot minimum setback from the Date Palm Drive curb to create a unified setback area along Date Palm Drive. No wall should be required along Date Palm Drive, if commercial development is proposed.

**Specific Plans 10-010 and 89-40**

Amend or appeal current Specific Plans and create a specific plan to reflect a “Complete Neighborhood” working closely with the property owners and the Cathedral City residents. In this amended **Complete Neighborhood Specific Plan**, south of Tachevah Drive, allow densities and standards similar to the North City Specific Plan Mixed-Use Neighborhood (MU-N) and Mixed-Use Commercial (MU-U) designations. **Table 5-2** outlines proposed key development standards for the Complete Neighborhood. For more detail as to possible standards and guidelines, refer to North City Specific Plan.

**Table 5-2: Development Standards for Complete Neighborhood**

Land Use	Gross Density (du/acre)/ FAR	Max. Building Height	Min. Dwelling Unit Size	Max. Lot Coverage	Min. Front Setback	Building Type
Single-Family Residential (Medium-Density Residential)	5 to 10 du/ac	26 feet or 2 stories	1000 sq ft	40%	20 feet from property line	
Rowhouse development (Medium Density Residential)	10 to 25 du/ac	45 feet or 3 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	1000 sq ft	60%	10 feet from property line	
Multi-Family (High-Density Residential)	20 to 45 du/ac	45 feet or 3 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	625 sq ft for a studio with 200 sq ft for each additional building	60%	20 feet from property line	
Mixed-Use Development Projects (Min 35% of gross floor area for residential purposes)	Residential - Max. gross density 45 du/ac / 1.0 FAR  * <i>North City Specific Plan – Residential gross density 25 du/ac</i>	45 feet or 3 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	575 sq. ft with 200 sq. ft for each additional building	60%	15 feet from property line	

Land Use	Gross Density (du/acre)/ FAR	Max. Building Height	Min. Dwelling Unit Size	Max. Lot Coverage	Min. Front Setback	Building Type
Vertical Mixed-Use (Min 35% for residential purposes)	45 du/ac	60 feet or 5 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	700 sq ft	60%	15 feet from property line	
Live-work (High-Density Residential)	20 du/ac	30 feet or 3 stories  26 feet or 2 stories when within 50 feet of single-family residential uses	1250 sq. ft	Workspace shall not occupy more than 40% of unit	6 to 10 feet from property line	
Light-Industrial (Industrial)	0.5 FAR	36 feet or 3 stories	10,000 sq.ft  * General Plan – 20,000 sq.ft	80%	15 feet from property line	
Offices (Business Park)	0.5 FAR	60 feet or 5 stories  26 feet when within 50 feet of single-family residential uses	8,000 sq. ft  * General Plan – 22,500 sq.ft		25 feet from property line	
Retail & Hotels (General Commercial)		36 feet or 3 stories  Hotel 60 feet or 5 stories	8,000 sq. ft		10 feet from property line	

Source: City of Cathedral City Zoning Ordinance and North City Specific Plan, modified by Gruen Associates

To gain a better understanding of what could be developed under this Specific Plan and to understand project's potential needs and impacts, **Figure 5-10** shows the proposed land use concept for the Complete Neighborhood. The concept proposes a variety of uses to be included within the Complete Neighborhood. **Table 5-3** presents a breakdown and distribution of the potential mix of non-residential and residential uses. The concept proposes more commercial and industrial acreage than the General Plan but considerably less residential acreage while still proposing more residential units within the Complete Neighborhood as compared to the General Plan.

The plan also shows the proposed vehicular circulation system. This system of roadways generally forms a grid pattern to maximize access. Vista Chino Los Gatos Road, Tachevah Drive and Tortuga Road should be extended east of Date Palm Drive to connect to DaVall Drive. The following are the potential internal street standards and improvements for the Specific Plan area. A full traffic study would be required in preparation of this Specific Plan to determine right-of-way and pavement widths. The Specific Plan should include landscaped sidewalk and/or multi-use path.

#### Vista Chino

- 110-foot ROW
- 80-foot pavement width
- 5-foot parkway
- 10-foot multi-use path

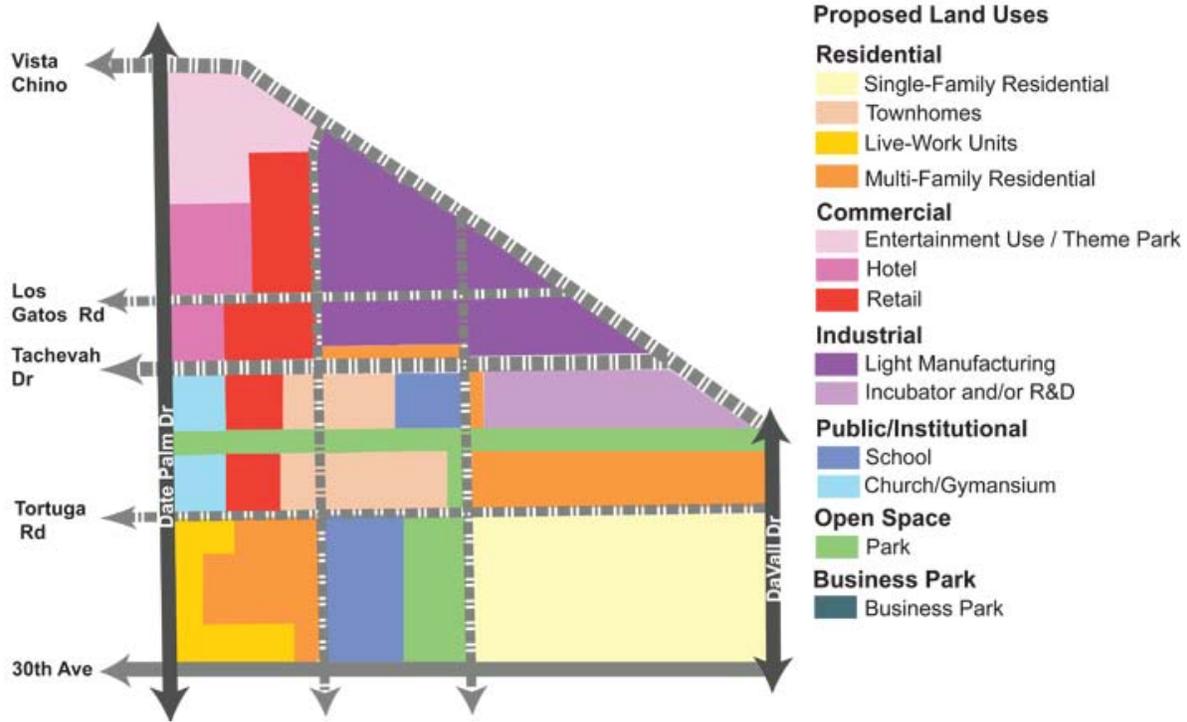
#### Los Gatos Road and Tachevah Drive

- 70-foot ROW
- 40-foot pavement width
- 5-foot parkway
- 10-foot multi-use path

#### Tortuga Road and north-south local streets

- 66-foot ROW
- 36-foot pavement width with bike lanes
- 5-foot parkway
- 10-foot sidewalk

**Figure 5-10: Complete Neighborhood Proposed Land Use Concept**



**Table 5-3: Comparisons of General Plan Acreage and Complete Neighborhood Concept**

	General Plan Area in Acres	%	Preferred Alternative Area in Acres	%	General Plan Units	Preferred Alternative Units
<b>COMMERCIAL</b>						
Entertainment Use			28	6.0		
Hotel			20	4.2		
Retail	80	17.4	44	9.2		
<b>Sub-total</b>	<b>80</b>	<b>17.4</b>	<b>92</b>	<b>19.4</b>		
<b>RESIDENTIAL</b>						
Single-family	260	56.5	78	16.5		351
Townhomes			40	8.5		38
Live/Work			13	2.7		128
Medium to high-density	1	0.3	72	15.3		1446
<b>Sub-total</b>	<b>261</b>	<b>56.5</b>	<b>203</b>	<b>18.0</b>	<b>1175</b>	<b>1574</b>
<b>INDUSTRIAL</b>	79	17.2	99	21.0		
<b>OPEN SPACE</b>	18	3.9	40	8.5		
<b>PUBLIC</b>	22	4.8	39	8.2		
<b>Total</b>	<b>460</b>	<b>100</b>	<b>473</b>	<b>100</b>	<b>1175</b>	<b>1574</b>

Note: The calculations are based on the residential densities allowed in the General Plan and will vary if development standards for Complete Neighborhood, listed in Table 5-2, are used

Landscaping should be consistent with the proposed landscape plant palette listed in **Chapter 3**. The Green could be developed as a first phase of the project connecting Date Palm Drive to the existing soccer field and the middle school.

Building orientation and architecture should follow the design guidelines listed in **Appendix VII**.

### North City Specific Plan

- Retain the North City Specific Plan

**Table 5-4** provides a summary of modifications and amendments proposed for the existing Specific Plans within the study area.

**Table 5-4: Summary of Specific Plan Modifications and Amendments**

Specific Plan No	Remain	Amend	Repeal	New	Remarks
90-44			X		
91-47	X				
90-43		X			Consider lot consolidation
87-26		X			Consider designating parcels along Date Palm Drive as Mixed-Use Neighborhood to encourage more mixed-use development on the site
93-51, 88-34, 1-022, 10-014, 87-27, 88-31, and 91-49	X				
88-25	X				
90-15	X				
<b>Uptown Village Specific Plan (99-58)</b>		X		Consider creating a new <b>Business Park Specific Plan</b> for vacant parcels within Specific Plans 99-58, 89-37, and 87-24	Allow for offices, medium density residential, and live-work units on vacant parcels
89-37		X			Allow for offices, medium density residential, and live-work units on vacant parcels
87-24		X			Allow for offices, medium density residential, and live-work units on vacant parcels
87-23		X			Allow for live-work units on narrow vacant parcels
87-21		X			Allow for rowhouses or multi-family residential on vacant

Specific Plan No	Remain	Amend	Repeal	New	Remarks
					parcels
1-015 and 91-46		X			Require a 25-foot minimum setback from Date Palm Drive curb.  No wall should be required along Date Palm Drive, if commercial development is proposed.
10-010 and 89-40				Complete Neighborhood Specific Plan	