

DATE PALM DRIVE CORRIDOR CONNECTOR PLAN

COMPASS BLUEPRINT DEMONSTRATION PROJECT
CONTRACT NO. 10-004-B7
06/30/10



SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS



GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS
in association with





Date Palm Drive Corridor Connector Plan Compass Blueprint Demonstration Project

June 30, 2010

Prepared for

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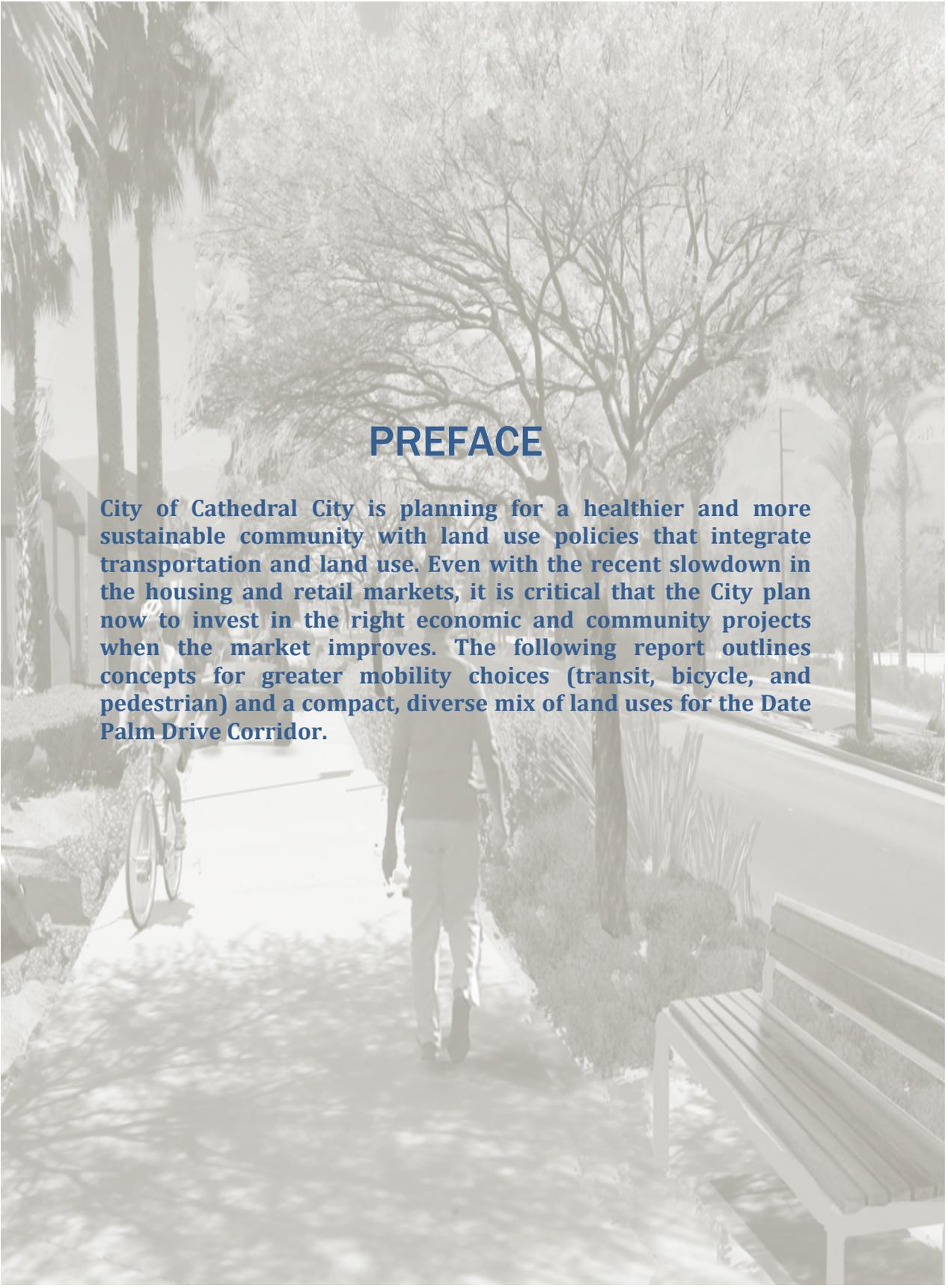
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PREFACE

City of Cathedral City is planning 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 the 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 for the Date Palm Drive Corridor.



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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.

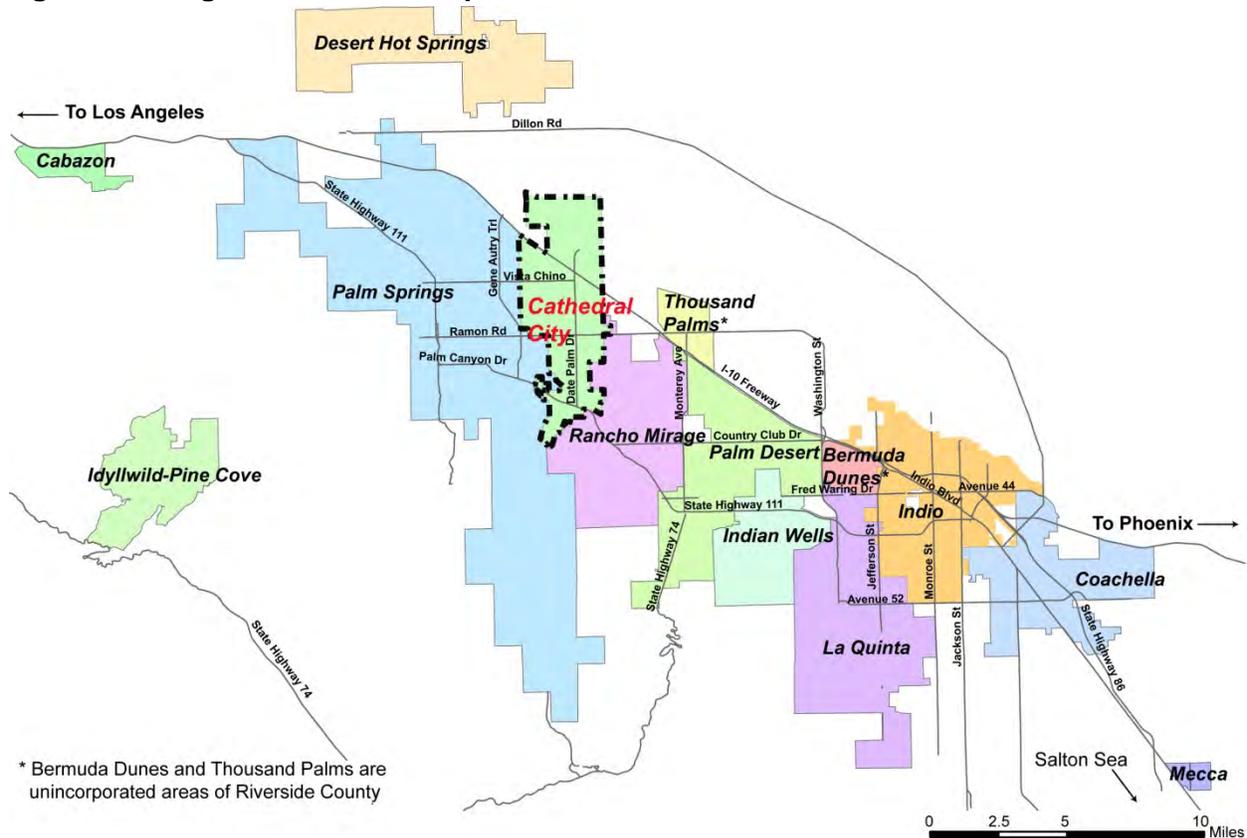
Date Palm Drive is a major north-south regional roadway connecting Cathedral City to neighboring communities within the Coachella Valley, such as Desert Hot Springs, Palm Springs, Rancho Mirage, and Palm Desert (**Figure 1-1**). Date Palm Drive is intersected by Interstate 10 (I-10 Freeway) and East 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 from the newly adopted North City Specific Plan, north of I-10 Freeway, to 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



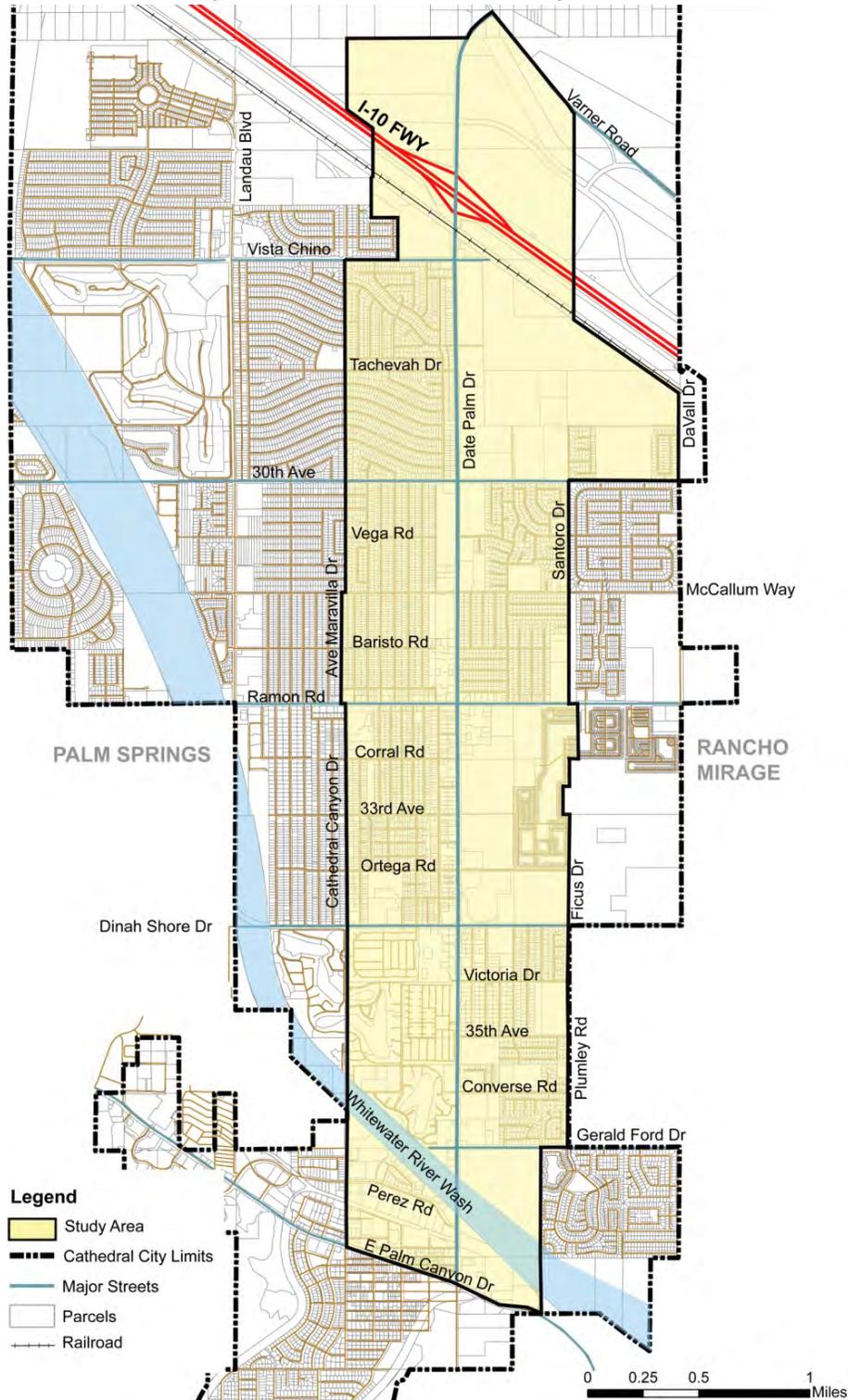
Source: SCAG GIS Data, Gruen Associates

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 percent Strategy Opportunity Areas identify key areas adding up to 2 percent 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 percent 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

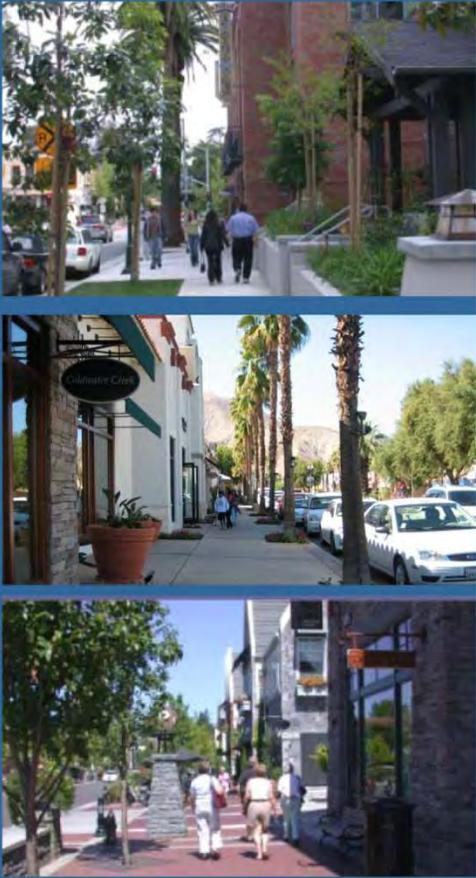
- Improve overall quality of life
- Improve air quality by reducing auto trips & emissions
- Decrease congestion by increasing transit ridership

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, followed by a presentation to the City Council on July 14, 2010.

1.5 Organization of Report

The report is arranged into five 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, respectively including alternative scenarios and the preferred alternative based on City and stakeholder comments received; and

- **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.

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



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**, 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. 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 radius 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 radius circle area is a five-minute walkable zone and is generally considered for locating more intensive uses. These nodes would be connected through shaded multi-use 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 by branding itself as the “**Desert Interior Art and Design**” City. Branding will help Cathedral City define itself and attract positive attention. This brand will have a major impact on people’s 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.

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 – Missing sidewalks and landscaping along Date Palm Drive south of Vista Chino



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



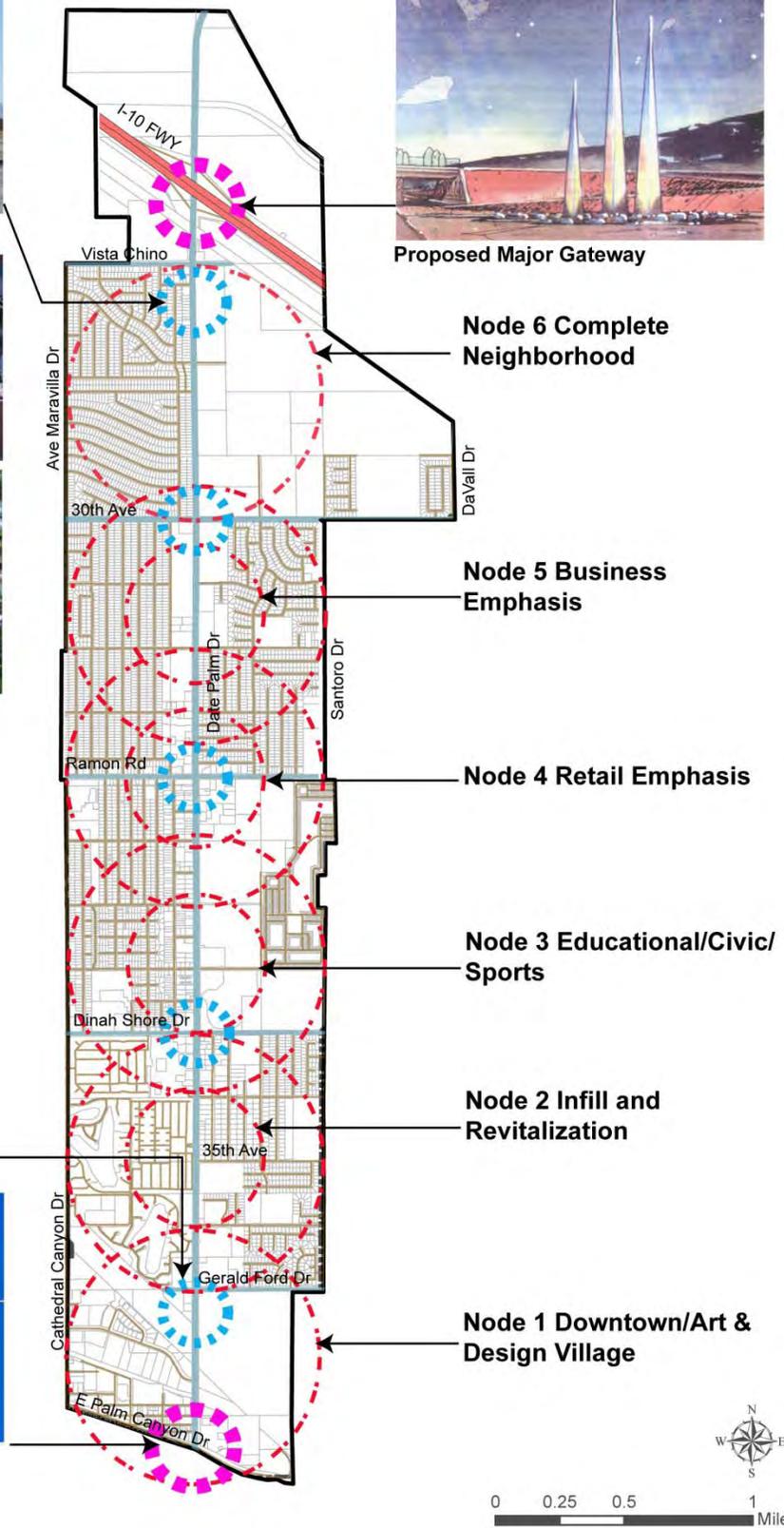
Minor Gateway with Public Art



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 with sustainable features 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:

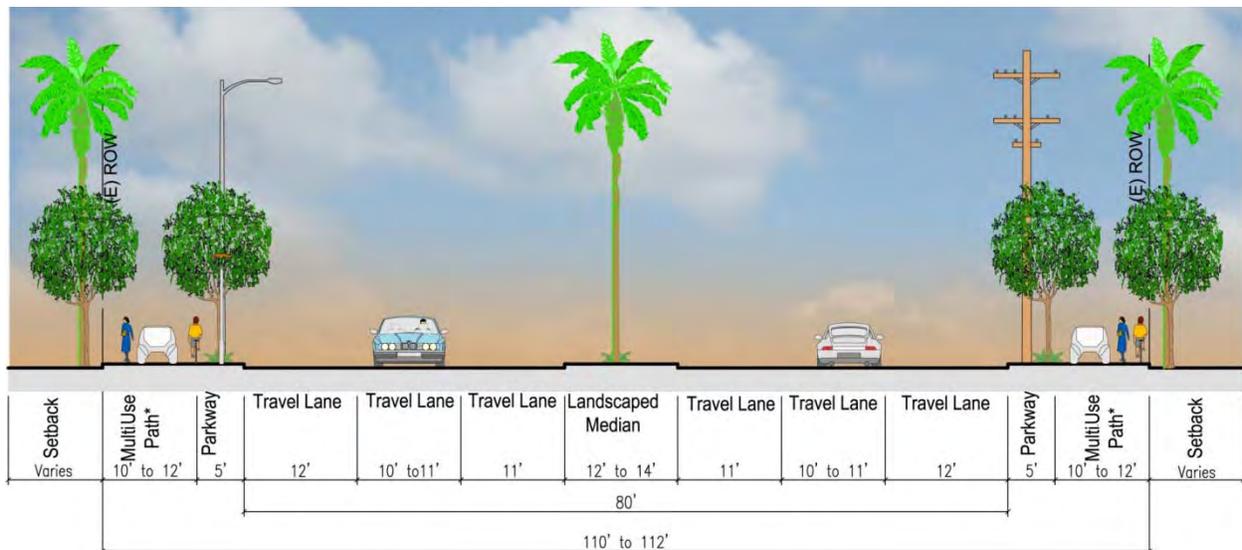
- Synchronize traffic signals;
- Pavement width of Date Palm Drive to remain at 80 feet except at major intersections;
- Continuous multi-use pathways for pedestrian/ bicycle/ NEVs on both sides of Date Palm Drive;
- Landscaped parkways adjacent to the curb of Date Palm Drive with shade trees and amenities;
- 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;
- 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 Pathway



Private Realm Recommendations

Chapter 4 provides recommendations for new private development and redevelopment along Date Palm Drive which will promote a 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:

- **Node 1 Downtown/Art and Design Village** 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.
- **Node 2 Infill and Revitalization** proposes repositioning 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. A hotel with retail should be considered to cater to visitors, especially visitors of Big League Dreams Sports Park.
- **Node 4 Retail Emphasis** is envisioned to maintain its character as a successful retail node. Wayfinding signage, visual cues, public art, and streetscape improvements are proposed to further strengthen this node.
- **Node 5 Business Emphasis** 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.
- **Node 6 Complete Neighborhood** 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.

Implementation

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 consists of 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 address 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. Recommendations for the 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; and
- ✚ 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

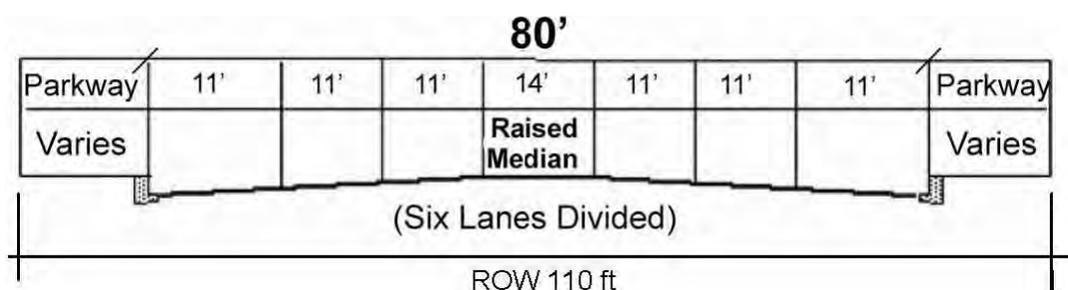


Figure 2-2: Existing Conditions Typical South of Ramon Road

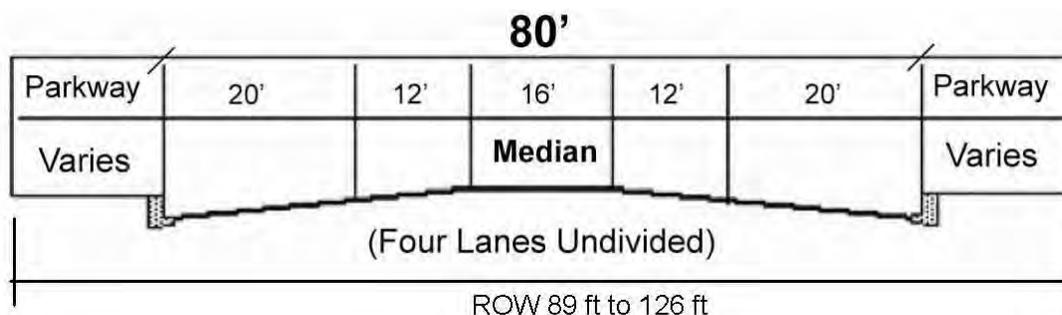
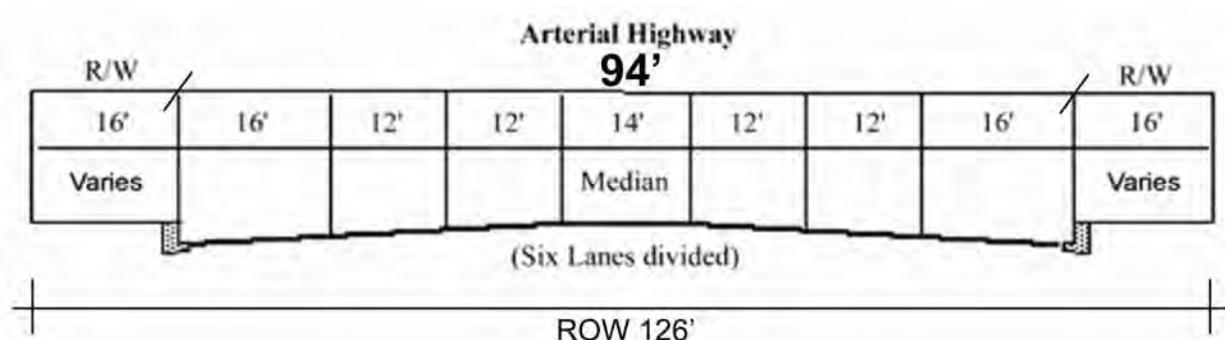


Figure 2-3: Date Palm Drive Proposed Cross Section per General Plan Circulation Element



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 requires parking studies to assure the adequacy of the off-street parking spaces provided for uses that are not specifically identified in the Municipal Code.

Transit Routes & Bus Stops

The SunLine Transit Agency provides public transit service within Cathedral City and the Coachella Valley. Three routes currently service Cathedral City, including Lines 30, 32, and 111. **Figure 2-4** 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 35th 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 30th 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. The Cathedral City General Plan recommends that 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 the Southern Pacific Railroad (SPRR) to Varner Road and 5.8 miles of Class II bike lanes along Date Palm Drive between East Palm Canyon Drive and Varner Road.

Figure 2-4: 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 7,320 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, from walking from their 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 separates the northern portion of the study area from the main core and restricts 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, 30th 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 in Cathedral City, which are important for drivers, bicyclists and pedestrians moving through the study area. These portals 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 Vista Chino and near the Whitewater River help mark the entry into the City (as shown in **Figure 2-5**), 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 2-5: Existing and Proposed Gateways 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, and 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 to Gerald Ford 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 (Second Street) Park is located on the west side of Date Palm Drive. Beyond this park to the west is the Cathedral City Civic Center area including Town Square. Cathedral Plaza Shopping Center is located on the northeast corner of Date Palm Drive and East Palm Canyon Drive.



Holiday Inn Express located along Date Palm Drive, just 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

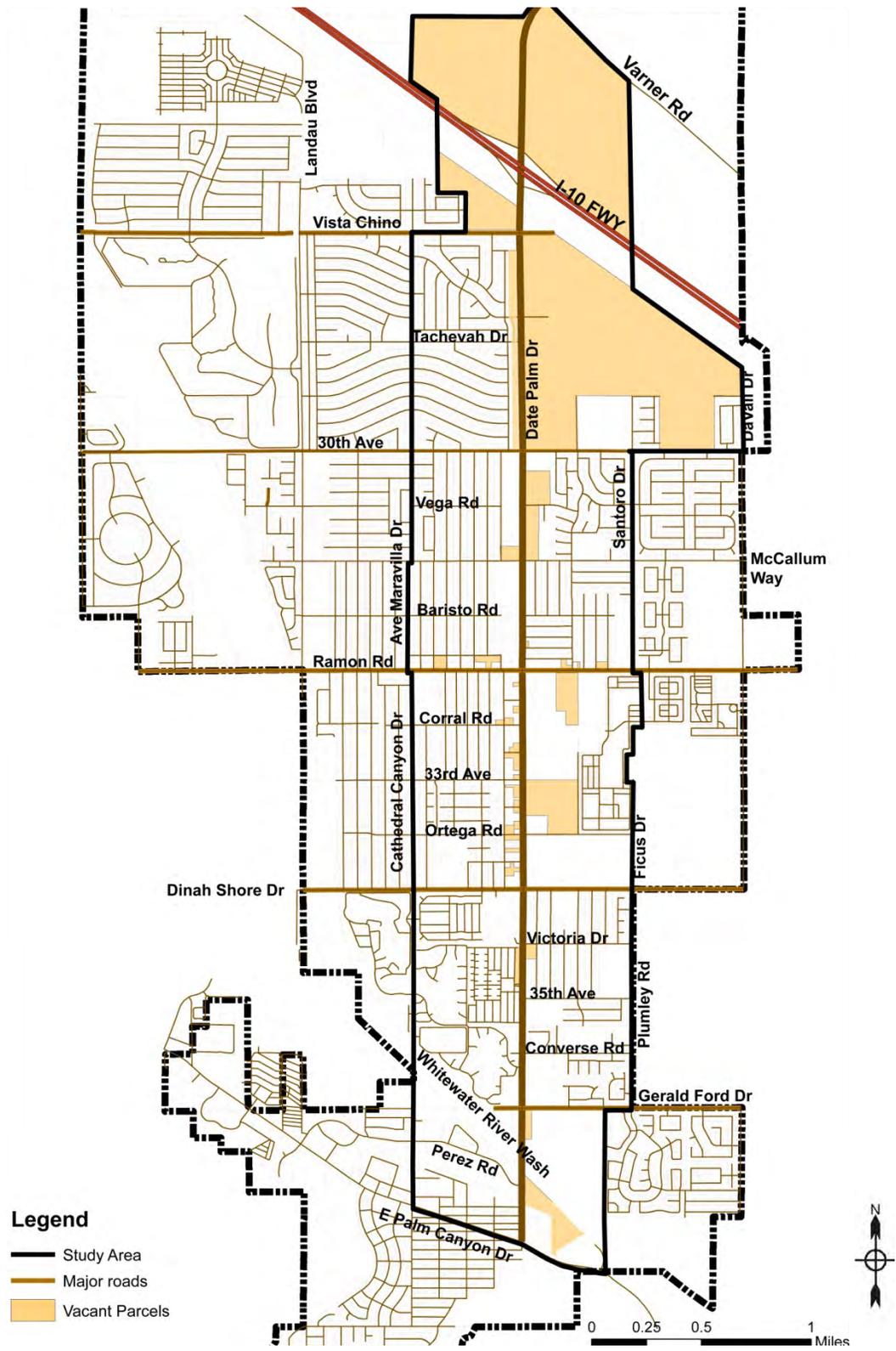
Vacant and underdeveloped properties offer opportunity for development. Many vacant and underutilized parcels are interspersed among various commercial and single-family residential uses along Date Palm Drive. There are approximately 905 acres of vacant land along Date Palm Drive and major intersecting streets within the study area, as shown in **Figure 2-6**. A few underutilized properties were also observed within the study area, 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 30th Avenue. **Table 2-1** lists area of vacant parcels within the study area by segments.

Table 2-1: Vacant Parcels within the Study Area

Segments	Area in Acres (ac)	Percent of Total
East Palm Canyon Drive to Gerald Ford 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
	905	100.0

Source: Gruen Associates

Figure 2-6: Vacant Parcels along Date Palm Drive



Source: Gruen Associates, City of Cathedral City GIS Base

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 of multiple properties, single owners of 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 generally easier to develop. Many properties within the study area have multiple-ownership. Approximately 1374 acres or 20.7 percent of the total 6,637 acres within the study area are allotted Indian Reservation land and are shown in **Table 2-2** and **Figure 2-7**.

Table 2-2: Ownership Pattern within the Study Area

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

Source: Gruen Associates

Conditions of Building Stock and Lot Sizes

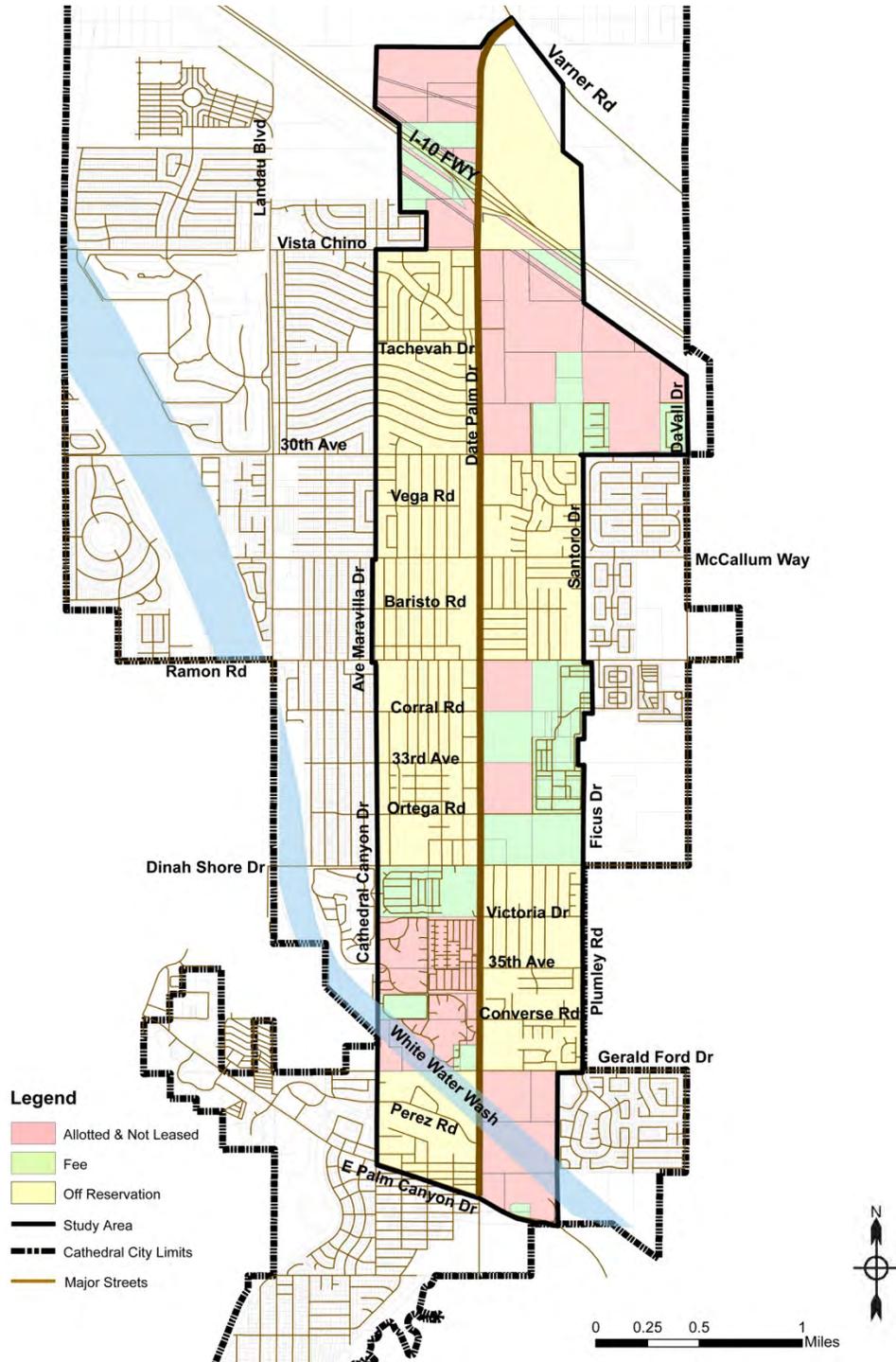
Analyzing community building stock and lot sizes helps determine preference for lot size and other housing characteristics residents have in an area and helps to identify older or rundown buildings in need of replacement or improvement to achieve the vision. The age, scale, and condition of structures within the study area vary widely with lot sizes ranging from 5,000 square feet to 60 acres. Buildings are generally 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 2-7: 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 2-8** 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.

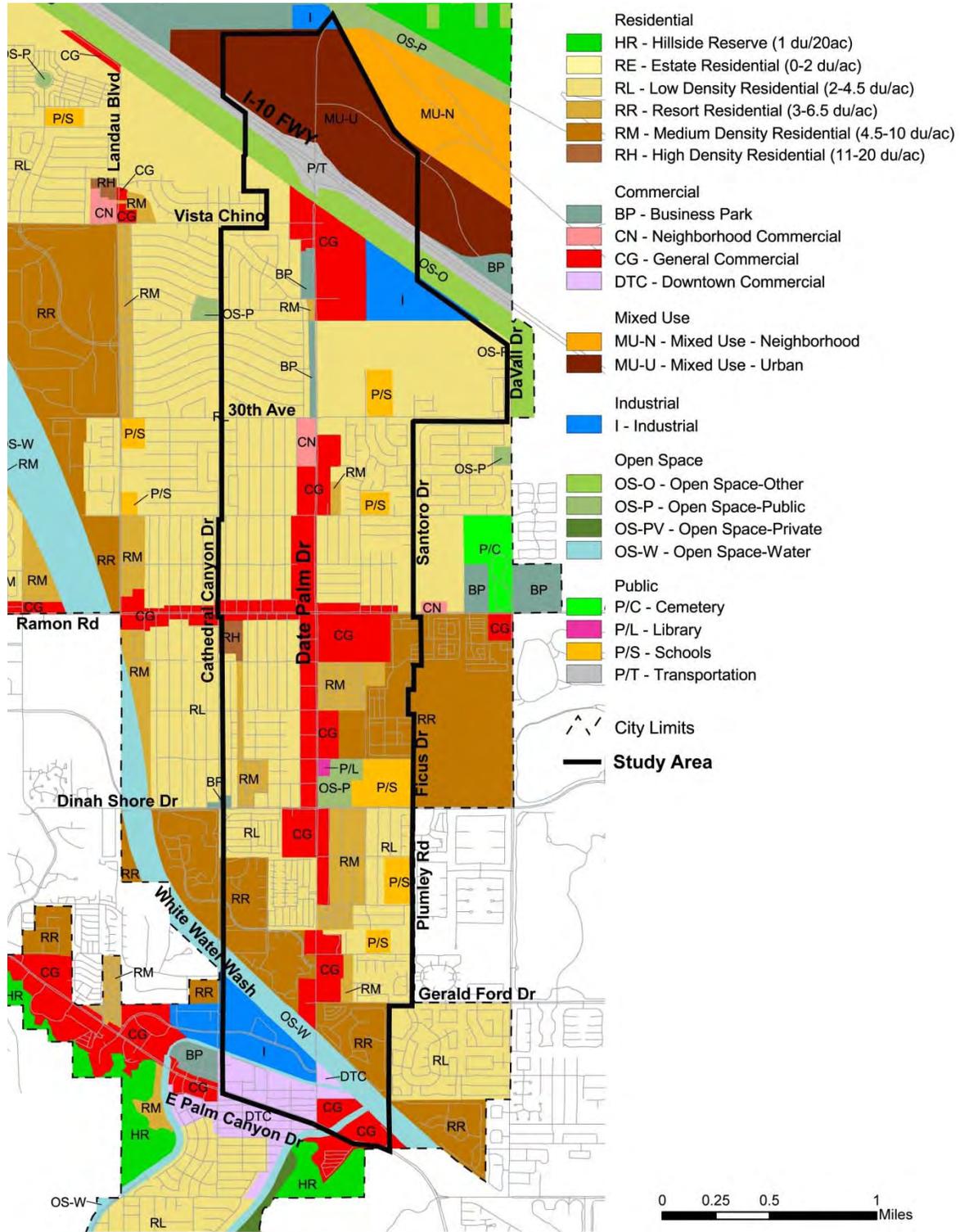
Zoning

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 2-9** illustrates the zoning in the study area.

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 and 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.

Figure 2-8: General Plan Land Use Map



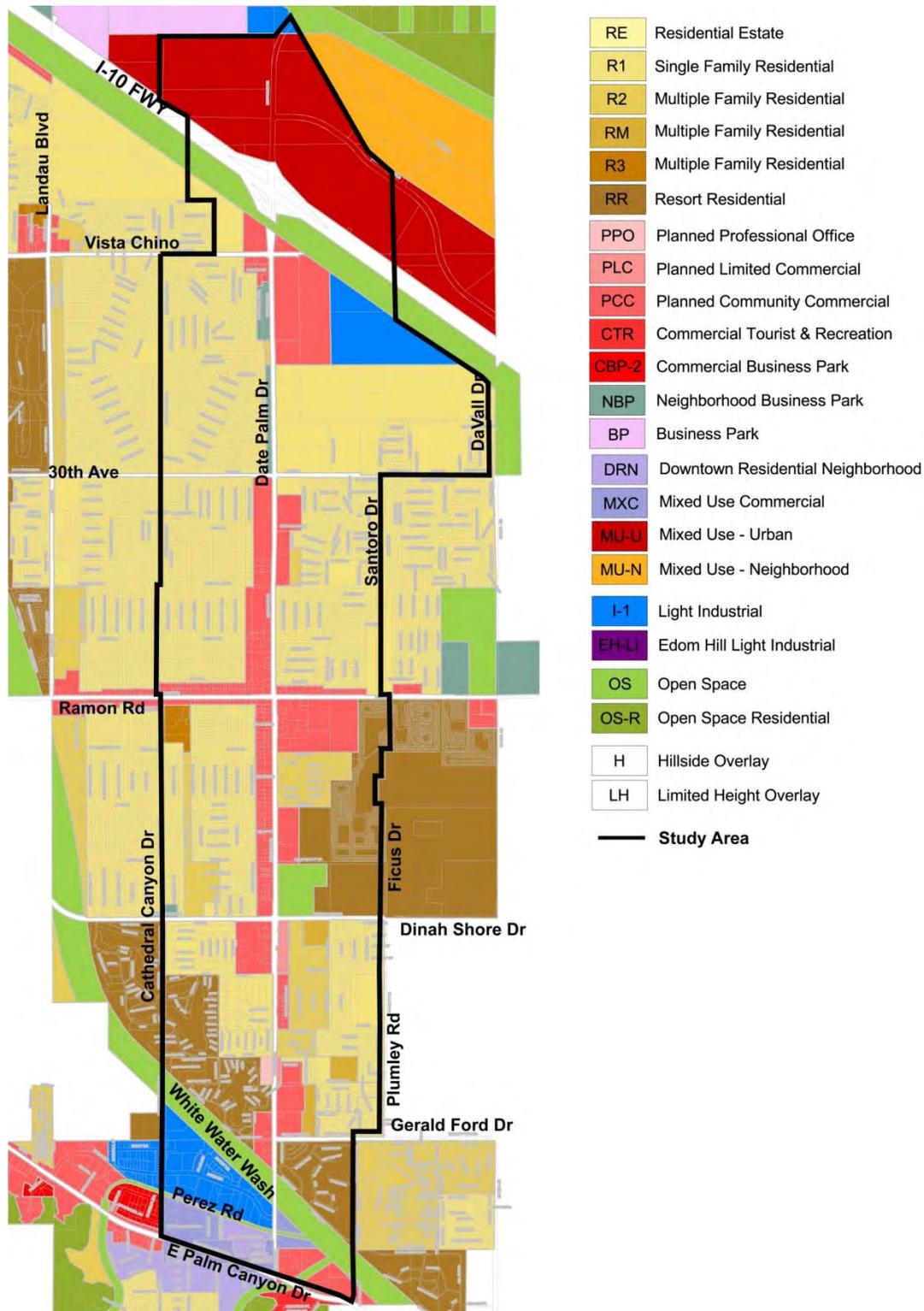
Source: Gruen Associates, City of Cathedral City GIS Base

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

General Plan Designation	Density/Intensity	Uses Allowed	Location Criteria								
Residential Low (RL)	<ul style="list-style-type: none"> • 2 to 4.5 du/ac 	One one-family dwelling per legal lot	<ul style="list-style-type: none"> • To provide a living area within the city where development is limited to low density concentrations of one-family dwellings and to promote and encourage a suitable environment for family life. 								
Residential Medium (RM)	<ul style="list-style-type: none"> • 4.4 to 10 du/ac 	One-family and multiple dwellings	<ul style="list-style-type: none"> • On or near major arterials and bus routes, and within close proximity to shopping 								
General Commercial (GC)	<ul style="list-style-type: none"> • Minimum lot area shall be eight thousand gross square feet • Maximum building height shall be thirty-six feet 	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"> • Along major thoroughfares in the City 								
Downtown Commercial (DTC)	<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"> • Downtown portion of the City and along East Palm Canyon Drive
	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										
Business Park (BP)	<ul style="list-style-type: none"> • Minimum lot size shall be twenty-two thousand five hundred square feet • Minimum lot depth shall be one hundred fifty feet 	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"> • Area which creates a transition between residential, office, and commercial uses 								
Industrial Park (I)	<ul style="list-style-type: none"> • Minimum lot size shall be twenty thousand square feet • Minimum lot depth shall be one hundred feet • Minimum lot width shall be one hundred feet 	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"> • Close to major regional highway and railroad facilities is desirable 								
Public/Quasi Public (P/S and P/L)	<ul style="list-style-type: none"> • Five-acre net lot area 	Civic Center and other governmental offices, libraries, schools, hospitals, police and fire stations, Cemetery	<ul style="list-style-type: none"> • Convenient location for public 								
Open Space (OS-P)	<ul style="list-style-type: none"> • Five-acre net lot area 	Public parks, lakes, and other recreational amenities	<ul style="list-style-type: none"> • Convenient location for public 								

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

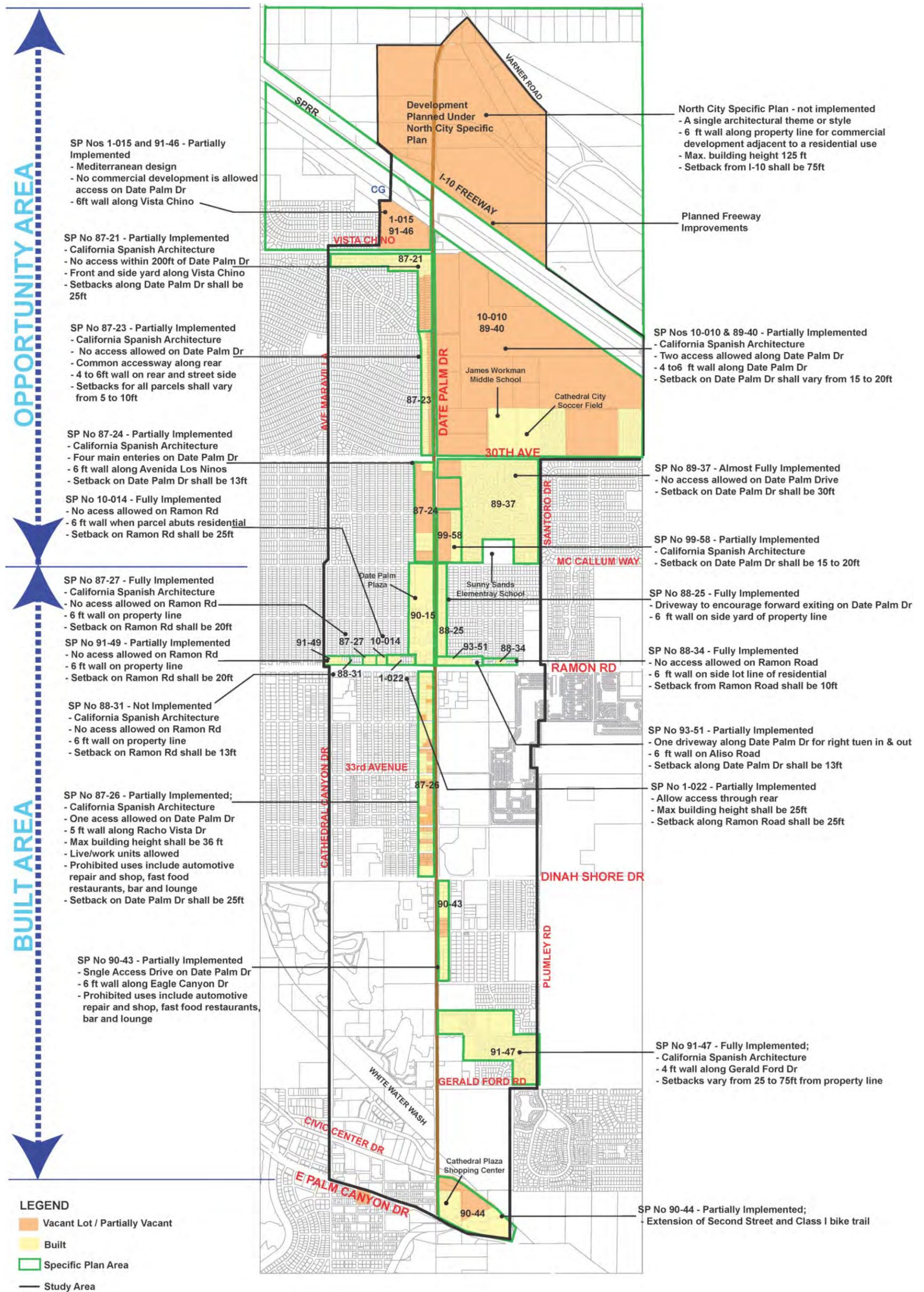
Figure 2-9: Zoning Map



Source: City of Cathedral City

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Figure 2-10: Specific Plans



Source: City of Cathedral City

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2.4 Issues, Opportunities, and Constraints

The following summary of issues, opportunities, and constraints, presented in **Table 2-4** and **Figure 2-11**, 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 demographics, socio-economic, and market conditions.

Table 2-4: Generalized Issues, Opportunities, and Constraints

ISSUES	OPPORTUNITIES	CONSTRAINTS
Mobility and Connectivity		
<ul style="list-style-type: none"> • Automobile-oriented arterial • Sidewalks are discontinuous at a number of locations. • Pedestrian environment is unfriendly; no major focal points exist for pedestrians. • Many existing sidewalks are generally located next to the curb and no shade provided for pedestrians. • No designated bike lanes along Date Palm Drive. • Limited vehicular and pedestrian connectivity between the neighborhoods and adjoining developments along Date Palm Drive. • Transit stops not integrated with other transportation modes, especially pedestrian connections to adjoining shopping centers and neighborhoods. • One-lane access to I-10 Freeway produces traffic congestion during peak hours. • Crosswalks are not strongly signaled or lit. 	<ul style="list-style-type: none"> • Vehicular circulation along Date Palm Drive is currently operating at an acceptable level of service • The planned intermodal transportation center in the nearby City of Indio would provide opportunity for and better integration with regional rail lines. • Transit service could be integrated with the pedestrian environment. • New developments are required to construct public improvements such as sidewalks along their frontages. • The CVAG Non Motorized Transportation Plan includes bike lanes on Date Palm Drive. • The Safe Routes to School Program will provide lighted crosswalks on Date Palm Drive at seven intersections. • The specific plans and city standards and guidelines could be modified to require connections between residential and commercial 	<ul style="list-style-type: none"> • Funding for sidewalk improvement might not be available until development occurs. • General Plan cross-section will further widen the street requiring property dedication and making the street even more pedestrian unfriendly. • Current specific plans encourage on-site parking, between buildings and the sidewalk, which does not foster pedestrian and transit use. • Current residential developments behind Date Palm Drive have walls preventing connections to commercial development. • I-10 Freeway and Whitewater River Wash are barriers to pedestrian and bicycle mobility.

ISSUES	OPPORTUNITIES	CONSTRAINTS
<ul style="list-style-type: none"> Neighborhood Electric Vehicles are not permitted to circulate within the study area. 	<p>development.</p> <ul style="list-style-type: none"> The City has plans for improving the I-10 Freeway interchange which will include bikeways on the overpass. 	
Land Use		
<ul style="list-style-type: none"> Approximately 905 acres along Date Palm Drive and other major streets are vacant. Except for the privately owned Big League Dreams Sports Park and the public soccer field, there are insufficient uses focused on children along Date Palm Drive. 17 partially built or outdated and inconsistent specific plans along Date Palm Drive add complexity and confusion for developers and city staff alike. Relatively narrow parcels in some segments of Date Palm limit their commercial uses. 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. 	<ul style="list-style-type: none"> Vacant and underutilized parcels have the potential for infill development that can significantly change the character of the study area. Contiguous parcels under same ownership have the potential for joint development. 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. 	<ul style="list-style-type: none"> Low-intensity auto-oriented development does not promote efficient use of land. Land under Indian Reservation allotted ownership requires additional Federal approval process and NEPA review.
Image		
<ul style="list-style-type: none"> Lack of strong signage from the I-10 Freeway. Poor signage and way-finding from the freeway does not direct potential patrons along Date Palm Drive. Striking views of the mountains provide a 	<ul style="list-style-type: none"> Planned freeway improvements will provide freeway icons to identify Cathedral City. The wide landscaped median and proposed wide parking offer opportunities to develop public art and wayfinding 	<ul style="list-style-type: none"> Lack of dollars available for public realm recommendations.

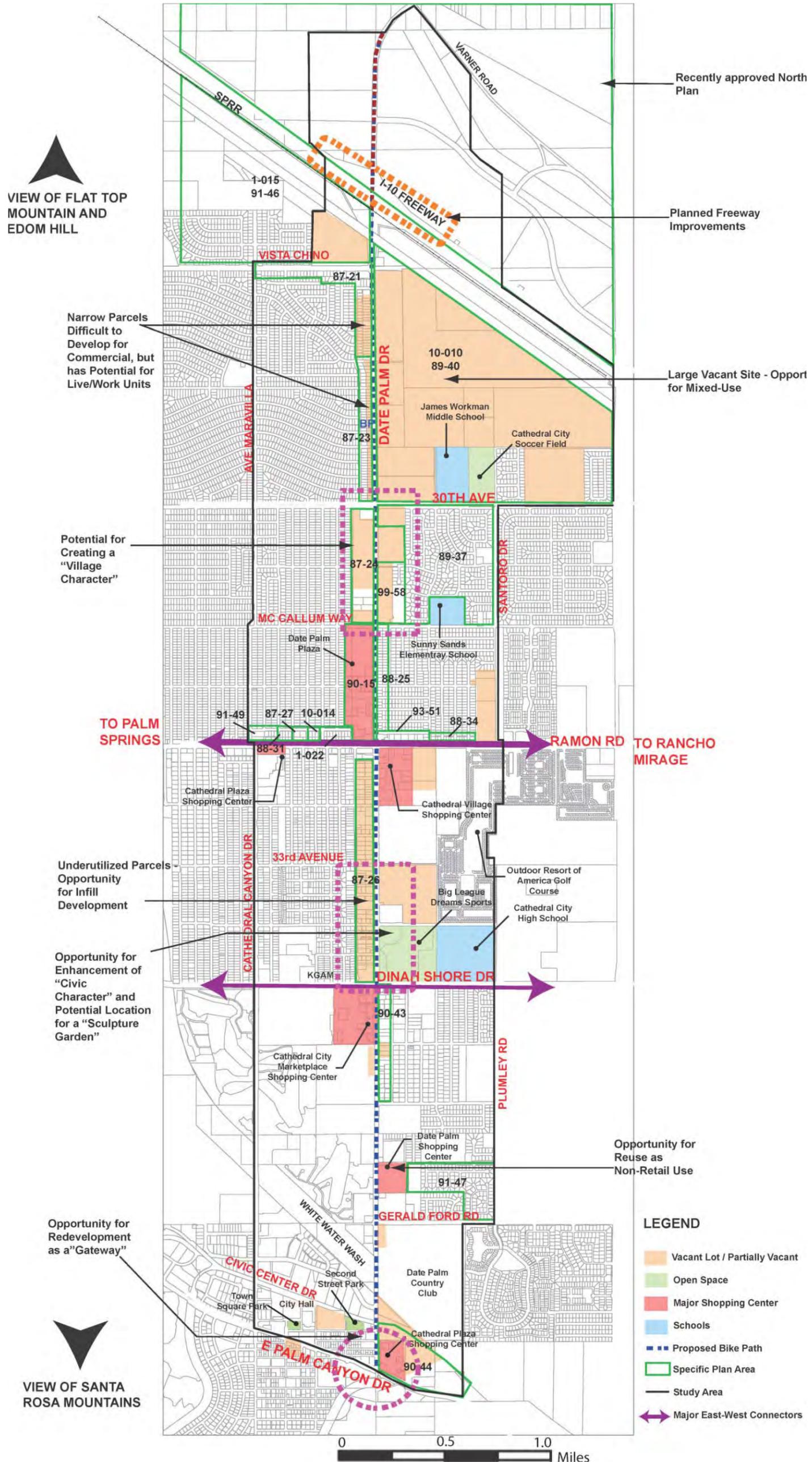
ISSUES	OPPORTUNITIES	CONSTRAINTS
<p>welcoming environment and should be preserved.</p> <ul style="list-style-type: none"> No gateway feeling when entering Cathedral City from the freeway through Date Palm Drive. Existing development is low intensity and auto-oriented. Date Palm Drive lacks a continuous building edge mostly due to Shopping Centers with parking lots located immediately adjacent to the sidewalk. Landscaping standards provide a framework for the study area but it is not enough to create a memorable and unique image. 	<p>signage.</p> <ul style="list-style-type: none"> Specific Plans could be modified to encourage buildings instead of parkway along the sidewalks. 	

Demographics, Socio-Economics, and Market Conditions

<ul style="list-style-type: none"> 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. 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. The retail leakage analysis indicates that the City and Date Palm Drive is currently leaking significant dollars to other communities. 	<ul style="list-style-type: none"> 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 27% of the population of some other race. Therefore, Cathedral City should try and provide activities which cater to the younger population keeping in mind different ethnicities. 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. Cathedral City's office vacancy is under 5%, which suggests that there may be some demand for additional local serving office. The creation of an 	<ul style="list-style-type: none"> Reduced consumer spending and foreclosures because of the current economic conditions may reduce demand for new development along Date Palm Drive. General reduction in consumer spending may reduce the demand for warehouse and distribution space in the area as well. The credit crunch hinders developers from financing new commercial and residential projects. Dedications for streets and alley ways make projects infeasible to develop. The housing demand for the study area is conservative given the expectation of a prolonged housing recovery. The median income is approximately \$50,000 in
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ISSUES	OPPORTUNITIES	CONSTRAINTS
	<p>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.</p> <ul style="list-style-type: none"> • 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 • Cathedral City home price reductions are in line with the County and there has also been an increase in the number of sales. • 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. 	<p>Cathedral City. The secondary market (Palm Springs, Rancho Mirage, and Thousand Palms) and the County have a median income slightly over \$55,000.</p>

Figure 2-11: Generalized Issues, Opportunities, and Constraints



Source: Gruen Associates

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CHAPTER 3

PUBLIC REALM RECOMMENDATIONS



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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:

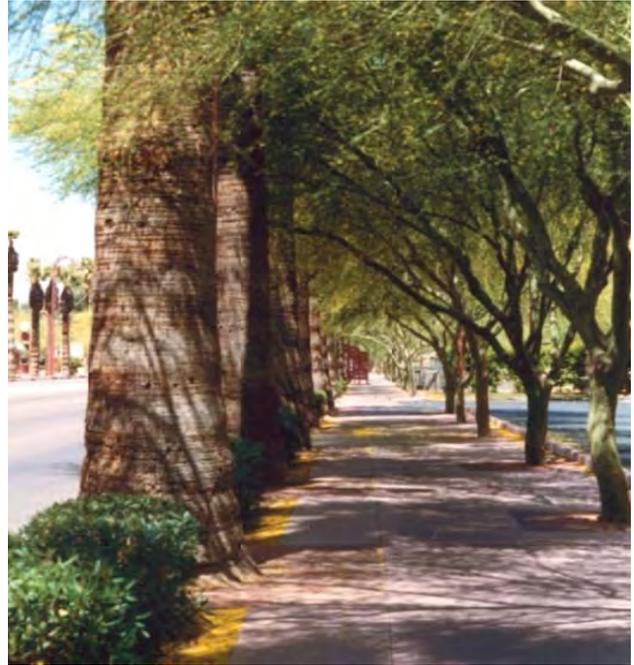
1. Improve Mobility & Connectivity

- 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; and
- ✚ 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 safe and more pleasant pedestrian environment

2. Provide Safe Crossings

- Provide lit crosswalks to ensure safe walkways to schools. 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 practices 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 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 up to 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 effects 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 and 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 Pathway

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 separated from the street by a landscaped parkway to accommodate pedestrians.

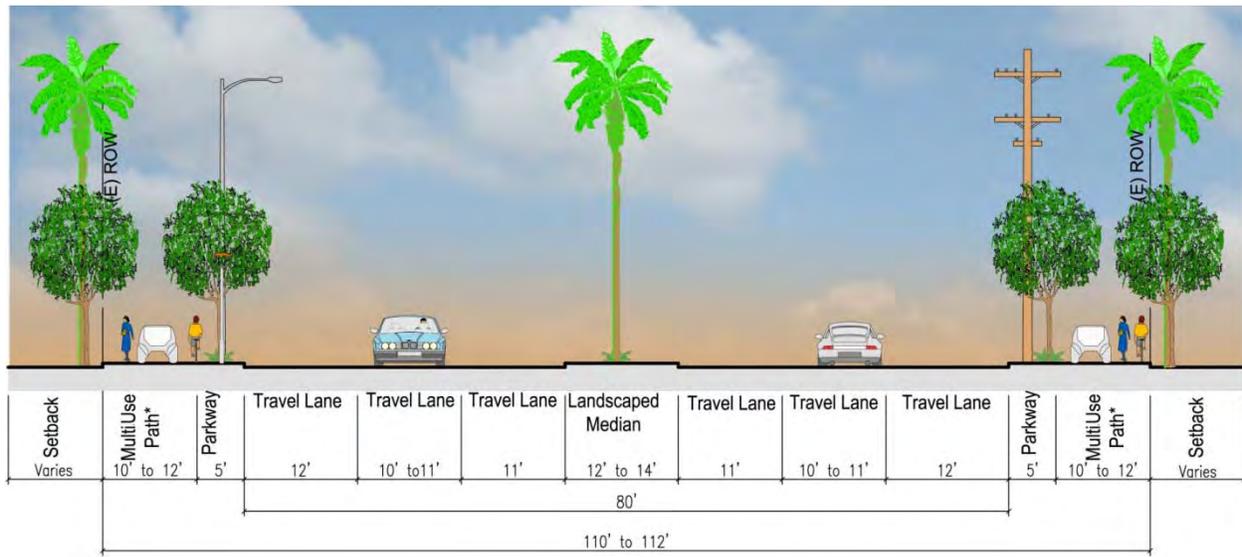


Sidewalks with shade trees provide a comfortable walking environment



Neighborhood Electric Vehicles as an alternative mode of travel

Figure 3-1: Proposed Cross-Section Alternative 1



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

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

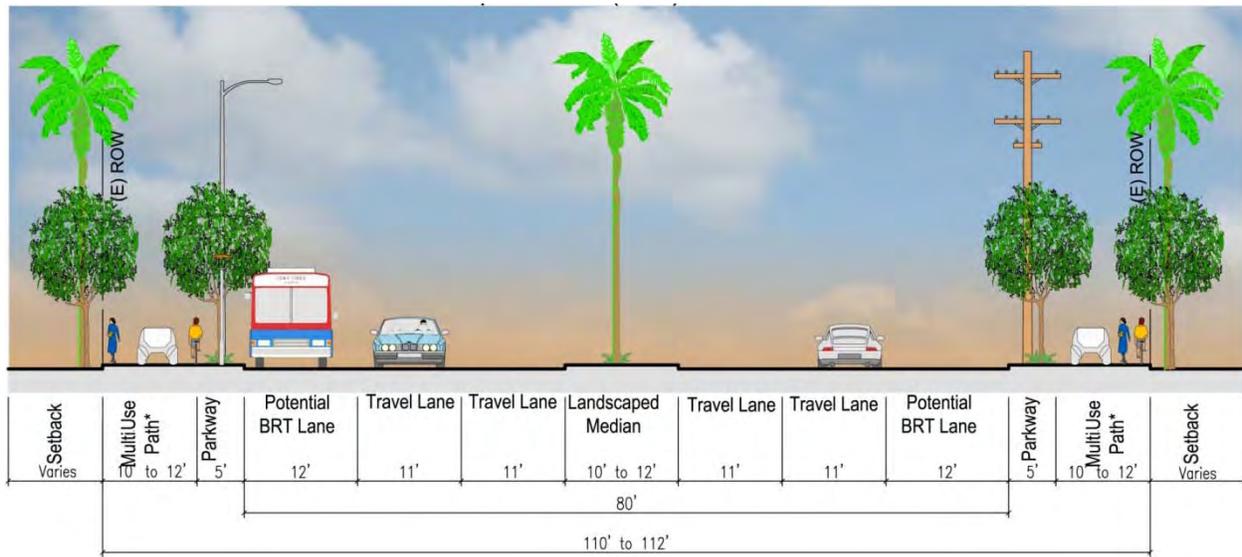
This alternative can be combined with Alternative 1, as it requires converting curb lanes to a BRT lane in the future as shown in **Figure 3-2**. The proposed streetscape improvements would include six lanes of travel including BRT lanes, a combined bike, pedestrian and NEVs on a 10-to 12-foot multi-use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



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

Other Alternatives

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

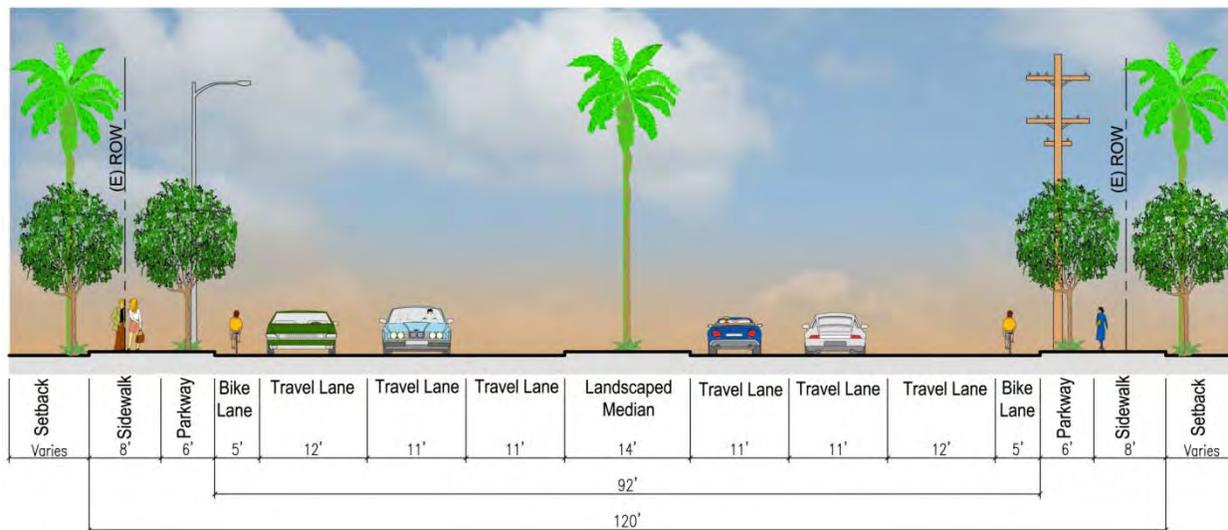
Alternative 3 – Widen Pavement to include Bike Lanes within the Street

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 3



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

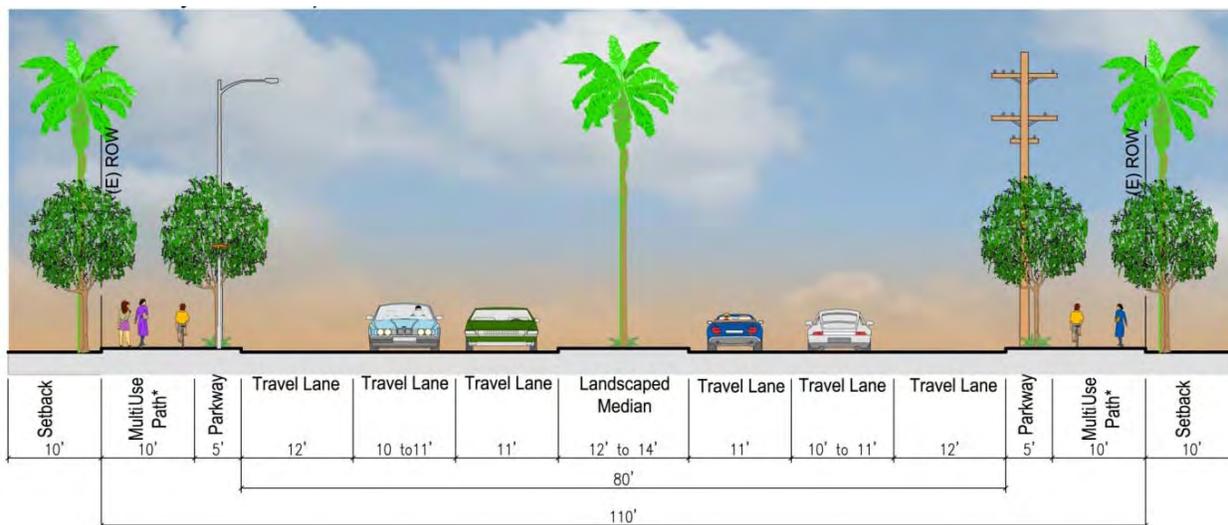
Alternative 4 – Retain Existing Pavement Width of 80 feet and Provide Combined Bike Path/Pedestrian Path

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 4



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

3.3 Streetscape and Circulation Improvements, Standards, and Guidelines

Streetscape improvements are designed 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 **'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 would improve conditions for children walking to school. In addition, some walk for exercise or as a family activity contributes to a healthy community.

The sidewalk in front of the Walgreens at the corner of 30th 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

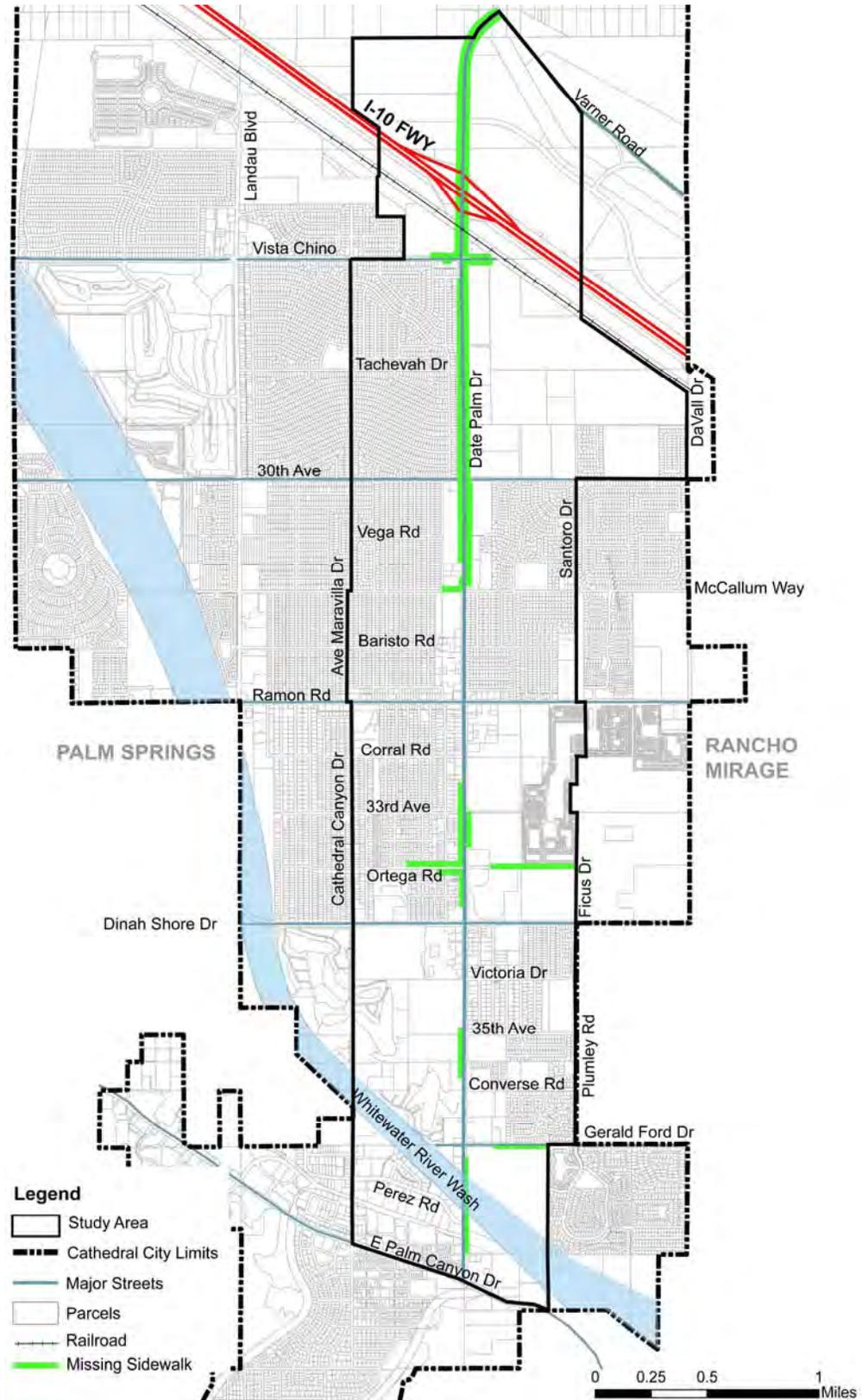
Existing *Washingtonia filifera*- California Fan Palm in Median with landscape enhancements/ public art

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

The overall aesthetics and function of Date Palm Drive and other major arterials would be greatly enhanced by a more consistent and sustainable tree and plant palette for the public ROW and adjoining private frontages. 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 would make the environment more comfortable for pedestrians and provide a stronger, more 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 cross streets, and additional recommended trees for other major arterial streets;
- A mix of appropriate native and adapted exotic plants is recommended to ensure visual continuity, 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 plant palette for shrubs and other plant material in **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

	Tree type	Location	Spacing
Date Palm Drive	<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	
30th Avenue	<i>Phoenix dactylifera</i> - Date Palm	Street tree	35 to 40 feet on-center (min. one tree per single family lot)
Ramon Road	<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	
Dinah Shore Drive	<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
Gerald Ford Drive	<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
East Palm Canyon Drive	<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

Botanical name- Common Name	Shrub	Accent Shrub	Ground cover	Hedge/ Screen	Vine
<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					•

Botanical name- Common Name	Shrub	Accent Shrub	Ground cover	Hedge/ Screen	Vine
<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 provide some shade (shown in **Figure 3-5, pg 3-11**);
- 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, within the parkway to provide a safe night time pedestrian environment.



Blue Palo Verde used 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 movement.

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 each of the four corners of intersections for a total of seventeen on each corner of the 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:

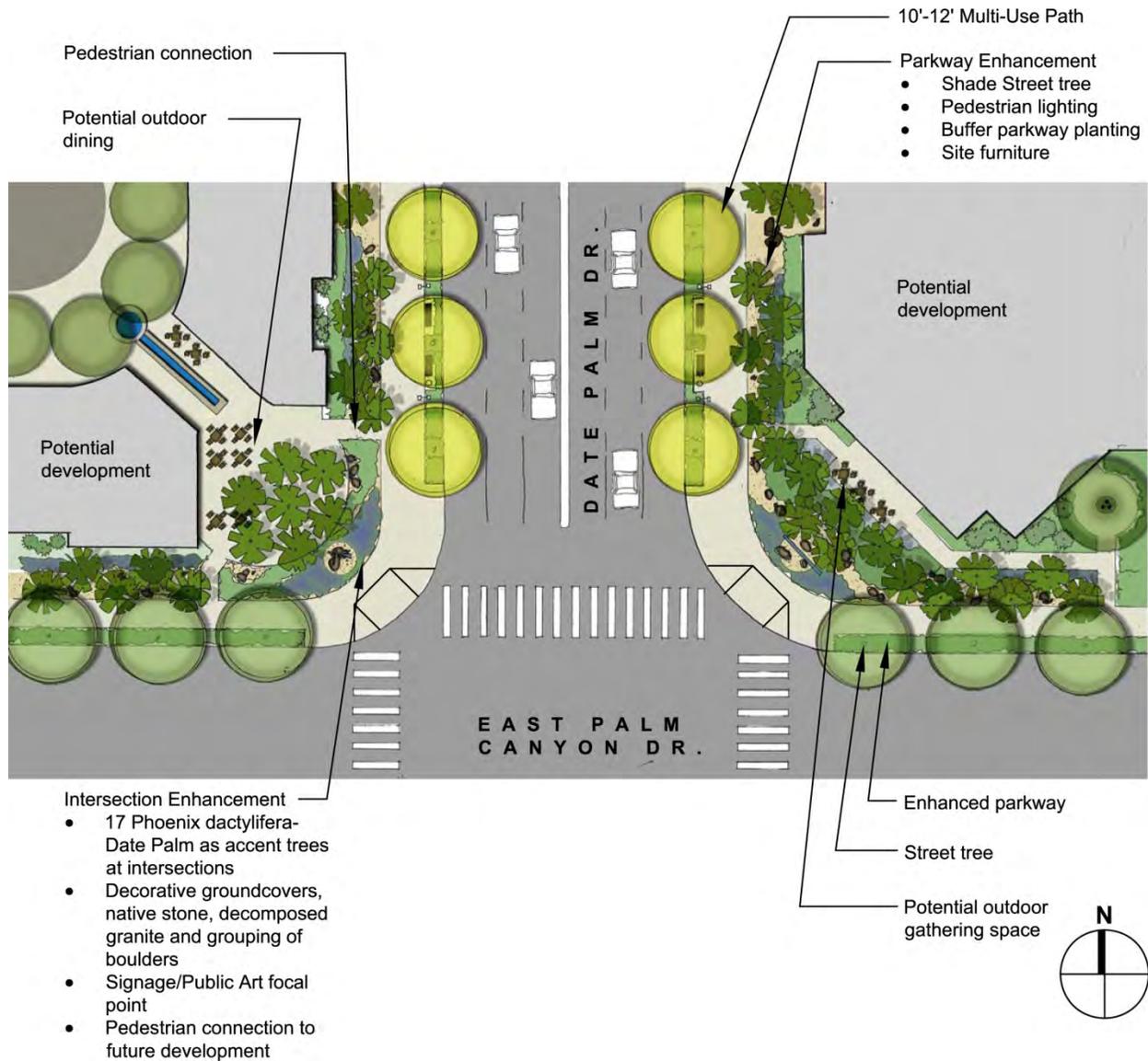
A minimum of 10 feet adjacent to the multi-use path should be dedicated to bio-swales and for planting of California Fan Palms spaced 30 to 40 feet apart, in tight grouping and interspersed with smaller drought-tolerant trees. In addition, several small drought-tolerant trees typically found in a desert 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 provided in **Table 3-2**.

- 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 spaces, 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 3-7: Proposed Major Intersection Treatment Plan



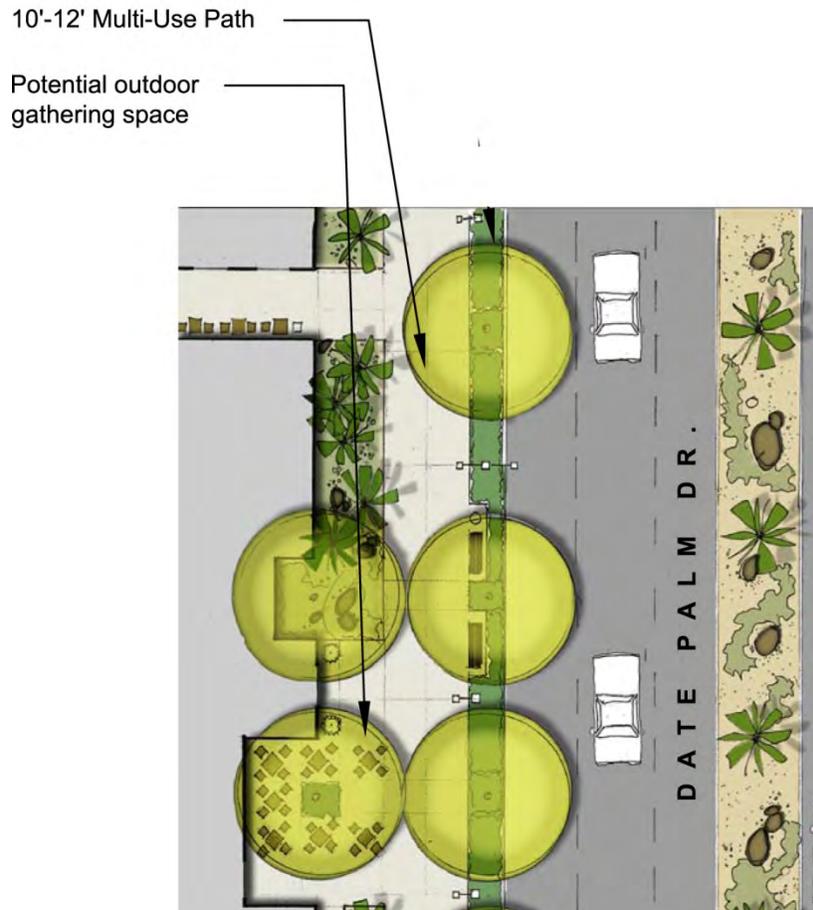
Bus Stops Enhancements

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.

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



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 the '**Desert Interior Art and Design**' City 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.

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.

3.4 Traffic Recommendations

The Riverside County Travel Demand Model (RIVTAM) for 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 th Avenue	6-Lane Divided	59,000	33,352	.57	C
30 th 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

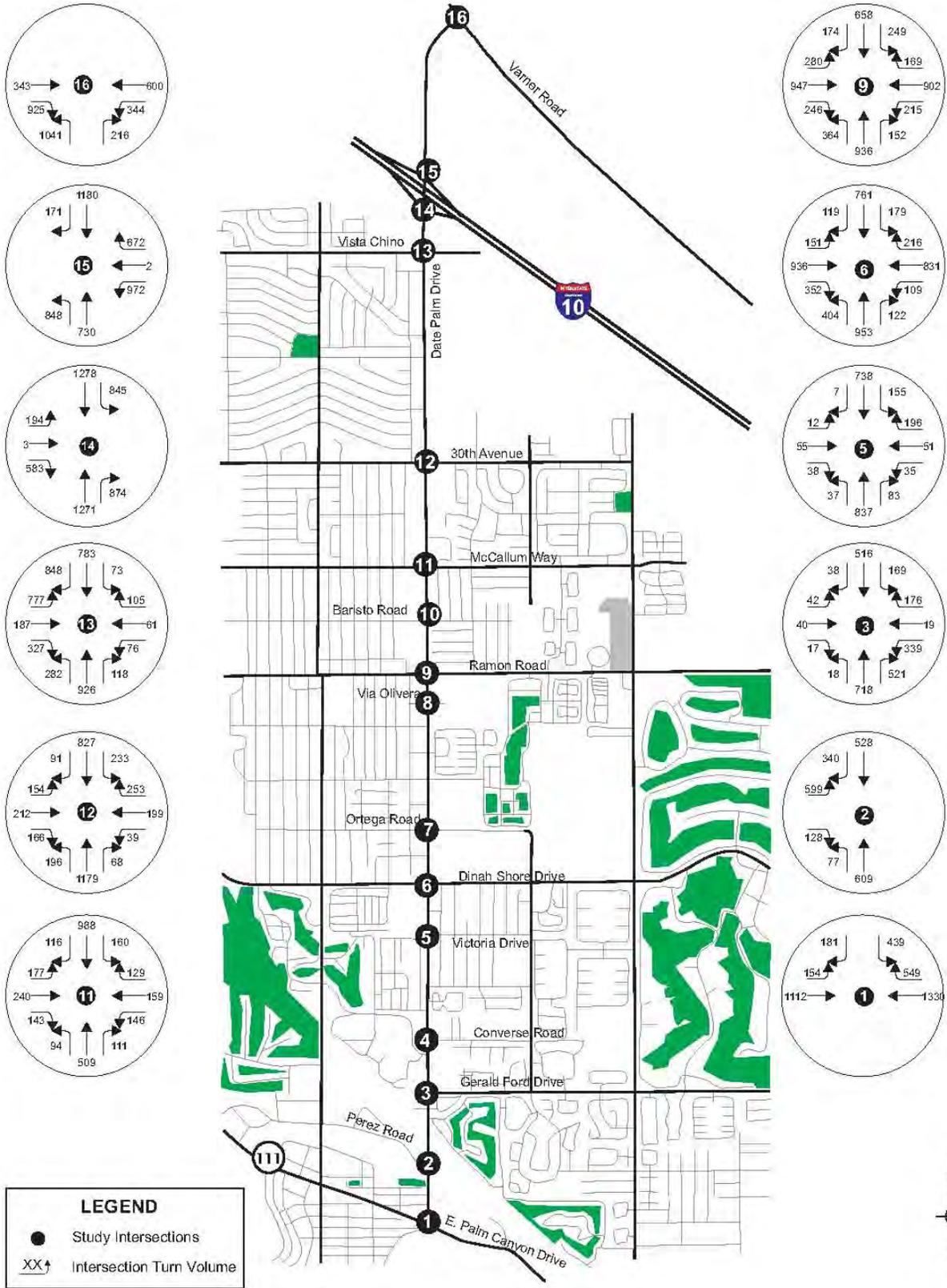
Report	Intersection	AM Peak Hour		PM Peak Hour	
		Delay	LOS	Delay	LOS
1	E. Palm Canyon Dr and Date Palm Dr	9.7	A	10.2	B
2	Perez Rd and Date Palm Dr	10.8	B	11.4	B
3	Gerald Ford Dr and Date Palm Dr	16.4	B	23.1	C
5	Victoria Dr and Date Palm Dr	14.0	B	13.2	B
6	Dinah Shore Dr and Date Palm Dr	38.3	D	34.2	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 ¹	>120.0	F	>120.0	F

Note: ¹ Unsignalized Intersection

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



Figure 3-11: Year 2035 PM Peak Hour Volumes



Intersection Recommendations

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 the 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 lane 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

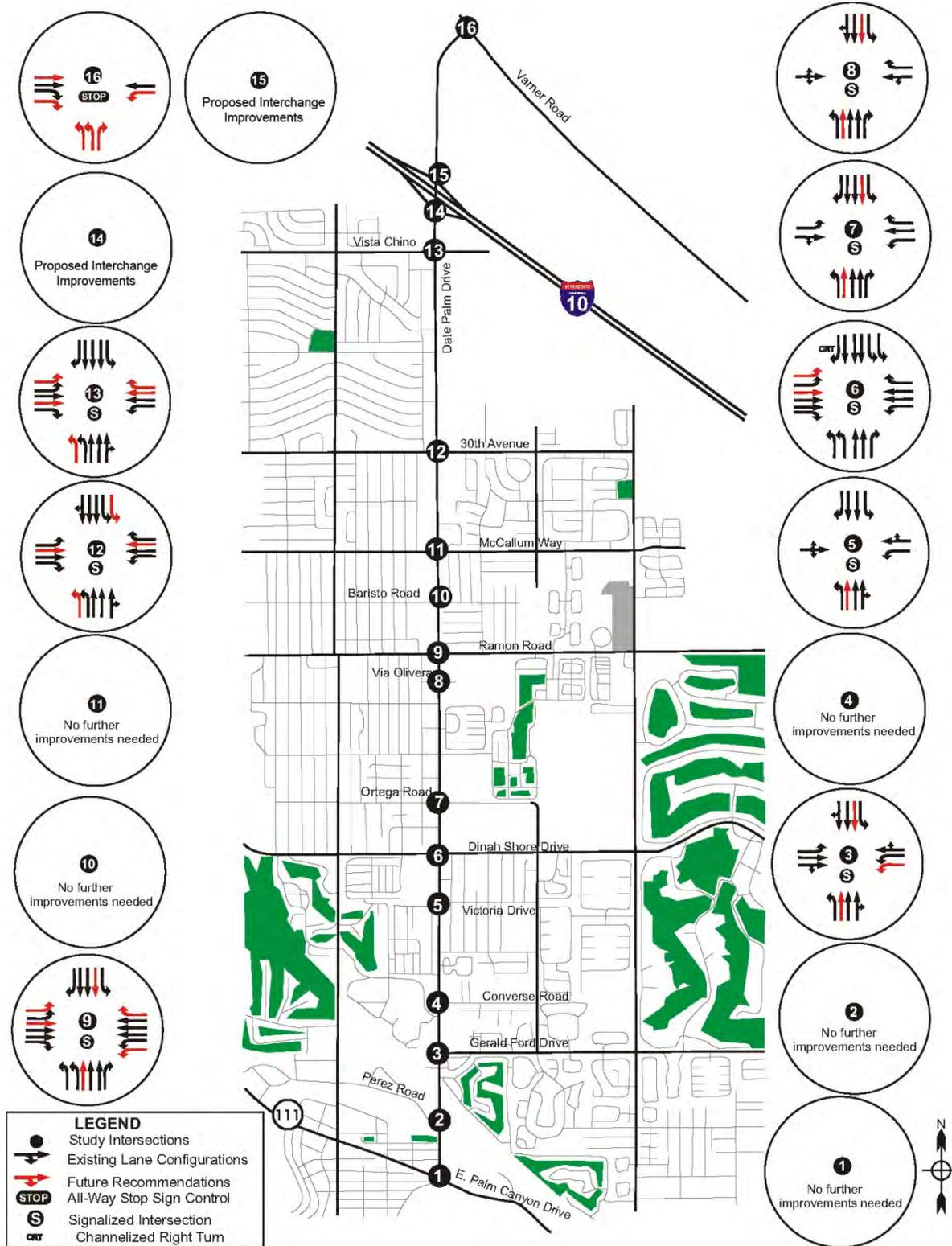
- The City is currently working on reconstruction of the I-10 and Date Palm Drive interchange by widening the Date Palm Drive bridge to six lanes including bike lanes on each side and reconstruction of the on-ramps and off-ramps.
- WB Approach: Provide one left turn lane, two through lanes, and one right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

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 concerns.

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 to Converse Road
- Date Palm Drive between Victoria Drive and Ortega Road
- Date Palm Drive between Via Olivera and McCallum Way
- Date Palm Drive between Vista Chino and I-10 WB Ramps

Figure 3-13: Synchronization Recommendations



Year 2035 (with Implementation of 2020 General Plan Improvements)

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 includes 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 th	6-Lane Divided	59,000	33,352	.57	C
Date Palm Drive between 30 th 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

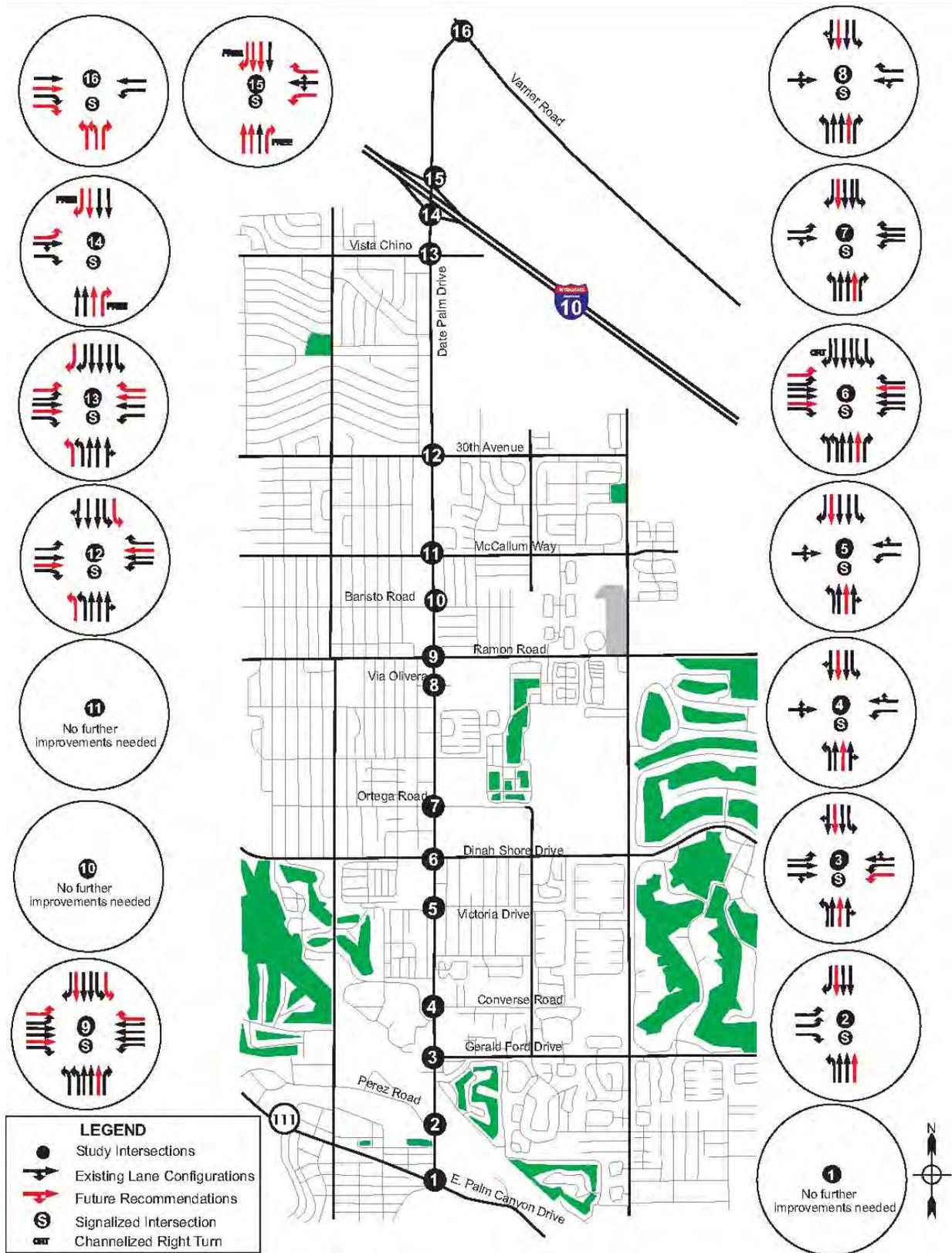
Table 3-6: Year 2035 with Improvements Intersection Level of Service

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 ¹	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

PRIVATE REALM RECOMMENDATIONS



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4.0 PRIVATE REALM RECOMMENDATIONS

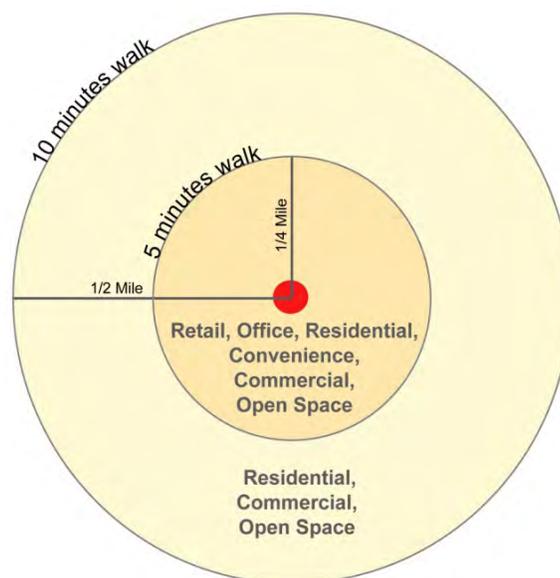
4.1 Node Concept

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; located within each node is 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 in 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:

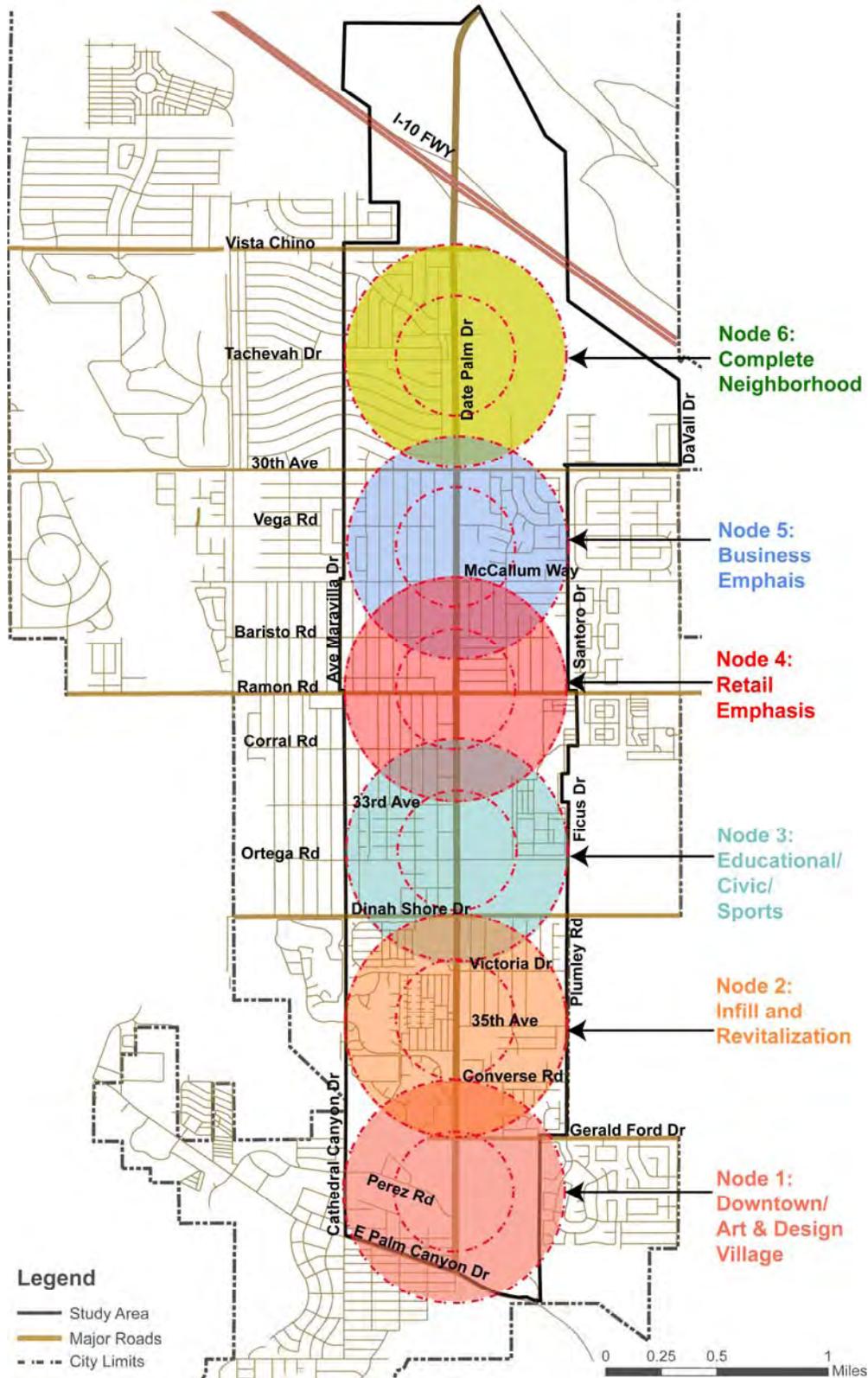
- Node 1 Downtown/Art and Design Village
- Node 2 Infill and Revitalization
- Node : Educational/Civic/Sports
- Node 4 Retail Emphasis
- Node 5 Business Emphasis
- Node 6 Complete Neighborhood

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.

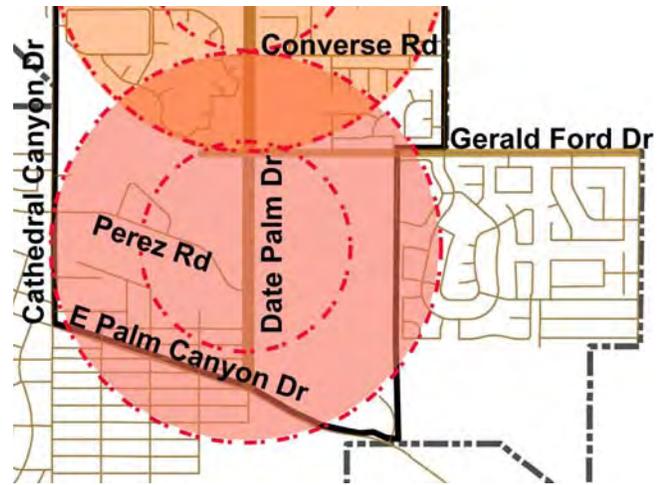
Figure 4-2: Proposed Development Node Strategy



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 northeast 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: 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** 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

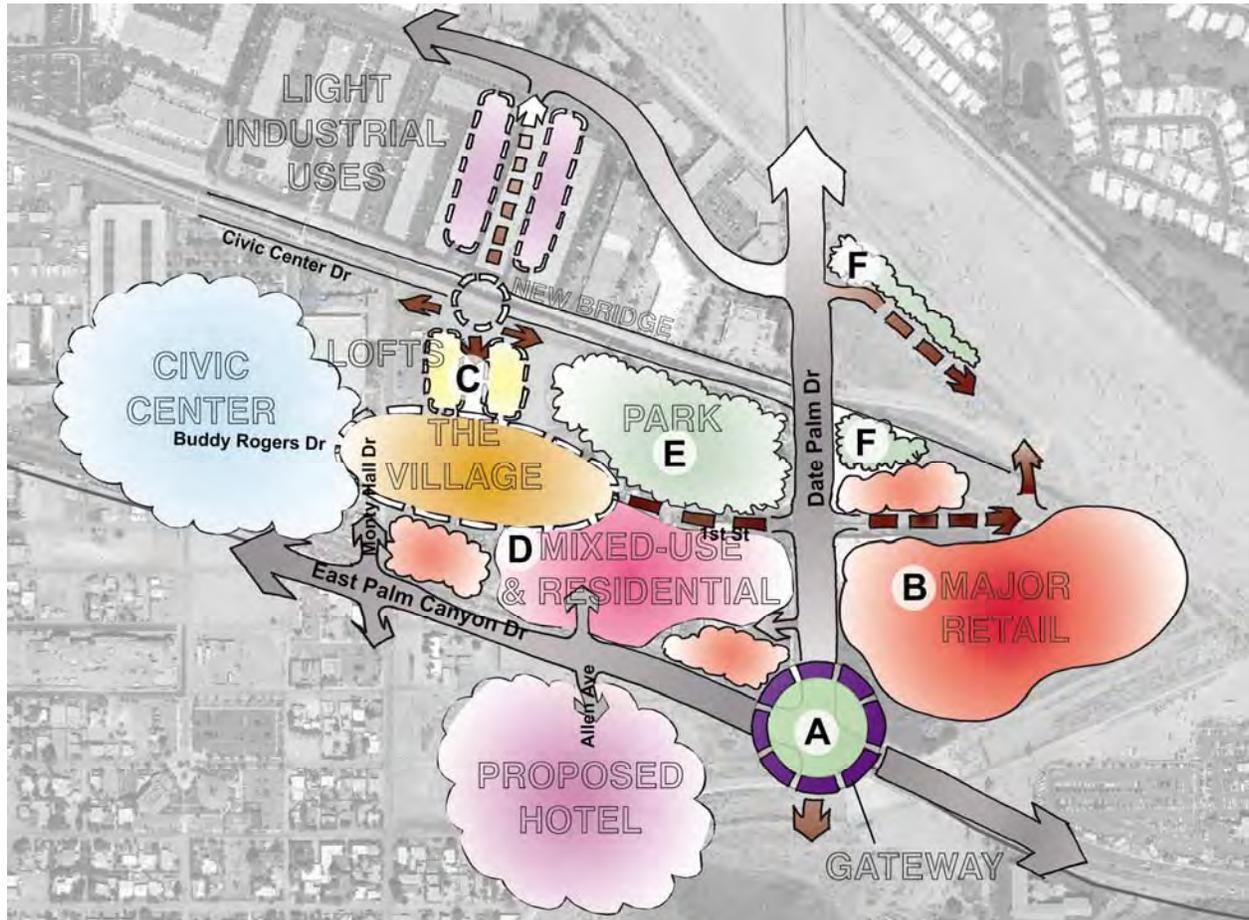
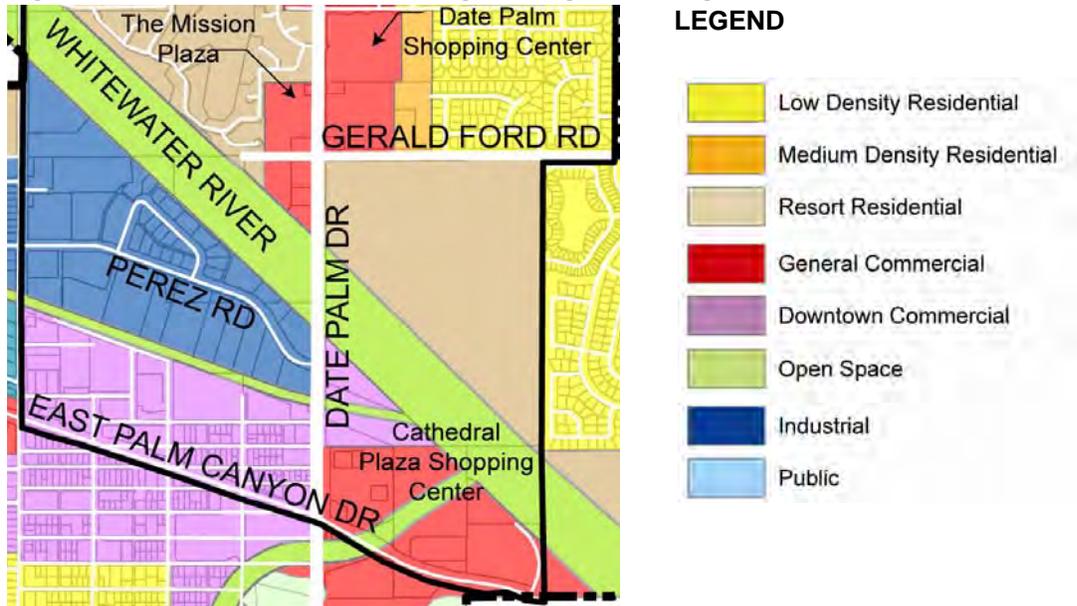


Figure 4-5: Downtown/Art & Design Village Existing General Plan Land Use





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, Buddy Rogers 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 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 a 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 "**Desert Interior Art and Design**" destination. If this bridge is replaced, consideration should be given to incorporating 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.

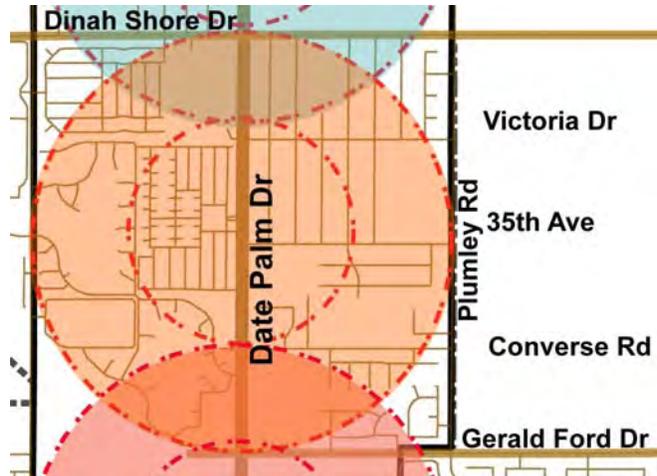
Alternate: Lifestyle Center

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 Node



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**.

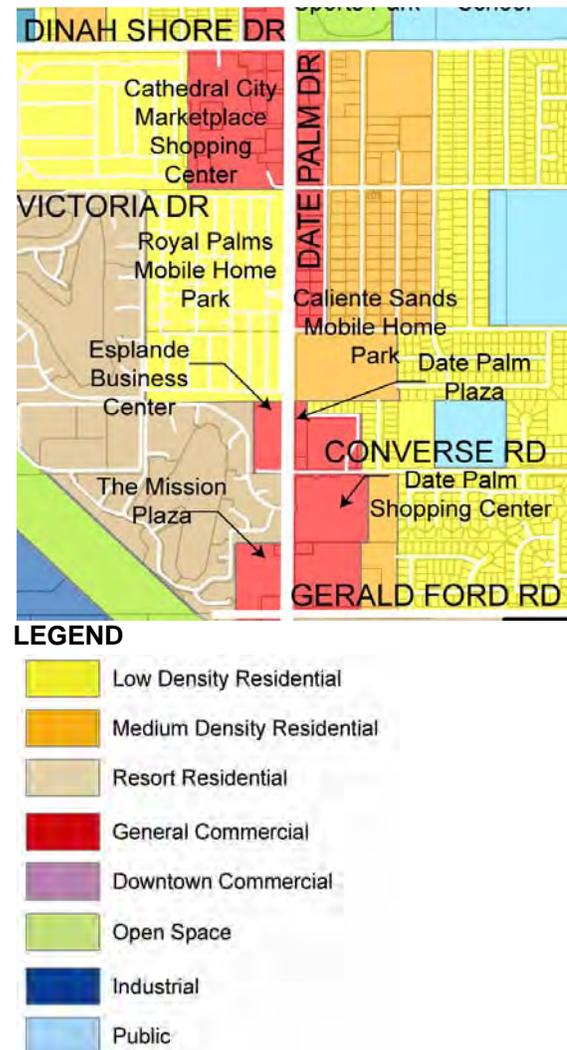
While the pro-forma indicates the restaurant's return as low, the total development project (restaurant and hotel) as a whole has a reasonable return on costs sufficient to attract private investment. Developer returns can be increased further by reducing the land costs. Actual land costs would be based 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 in this node. In the future, as the demand for vast parking areas declines due to use of alternative transportation 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

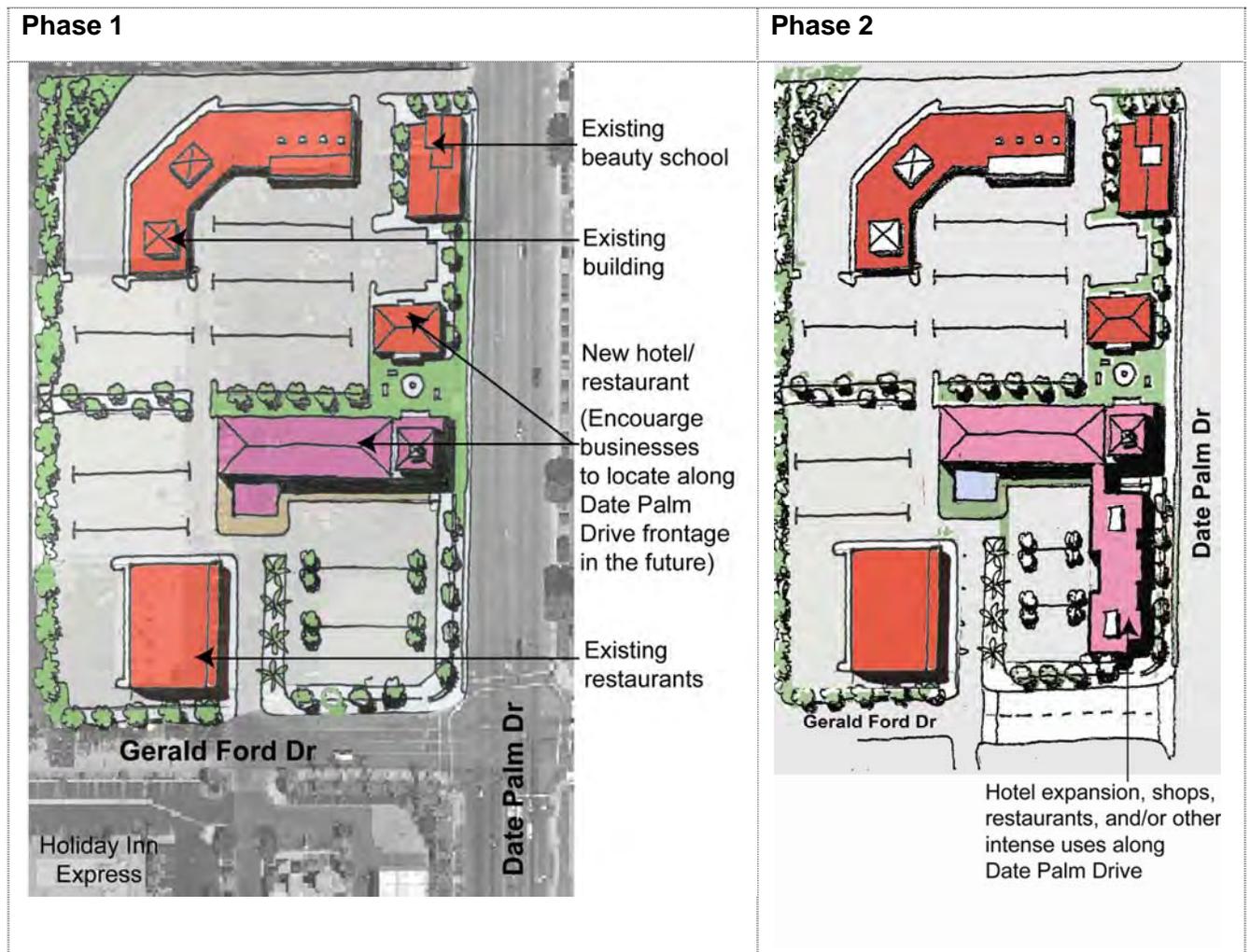
- **Buildings and entries oriented to street frontage:** It is recommended that future development should encourage buildings to have frontage onto sidewalk/multi-use path to help reinforce pedestrian activity and improve the image. On-site parking adjacent to sidewalk/multi-use path should be discouraged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





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 – View of Date Palm Drive with sidewalk next to the curb and private developments parking lots fronting Date Palm Drive.



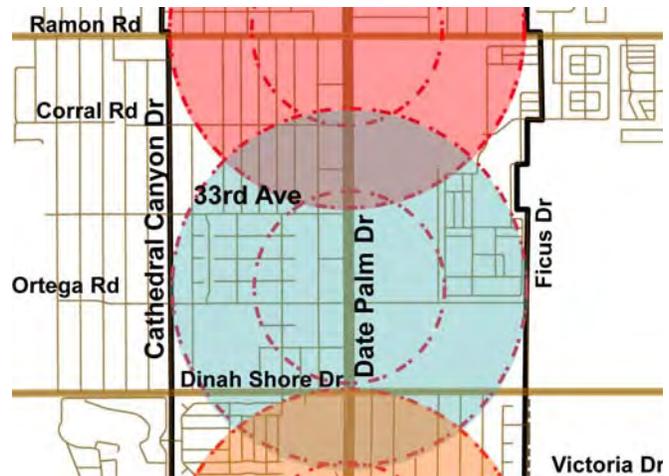
After - View of suggested massing of the hotel & restaurant from the multi-use path at Mission Plaza; public gathering space and/or outdoor dining could be considered on private property for the hotel and restaurant.

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 Urban 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

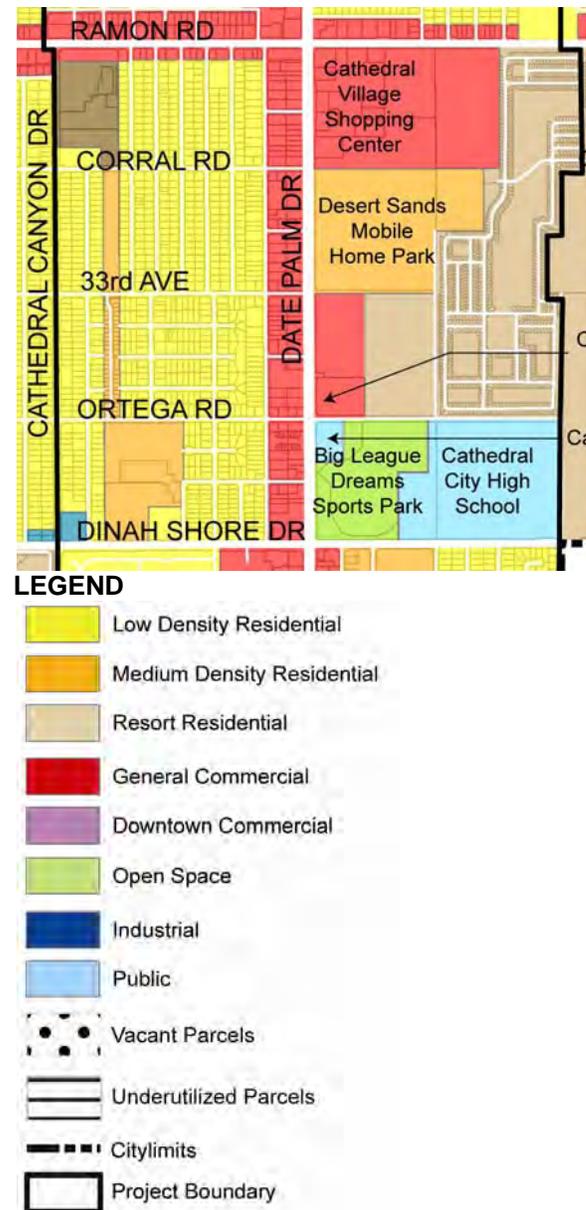
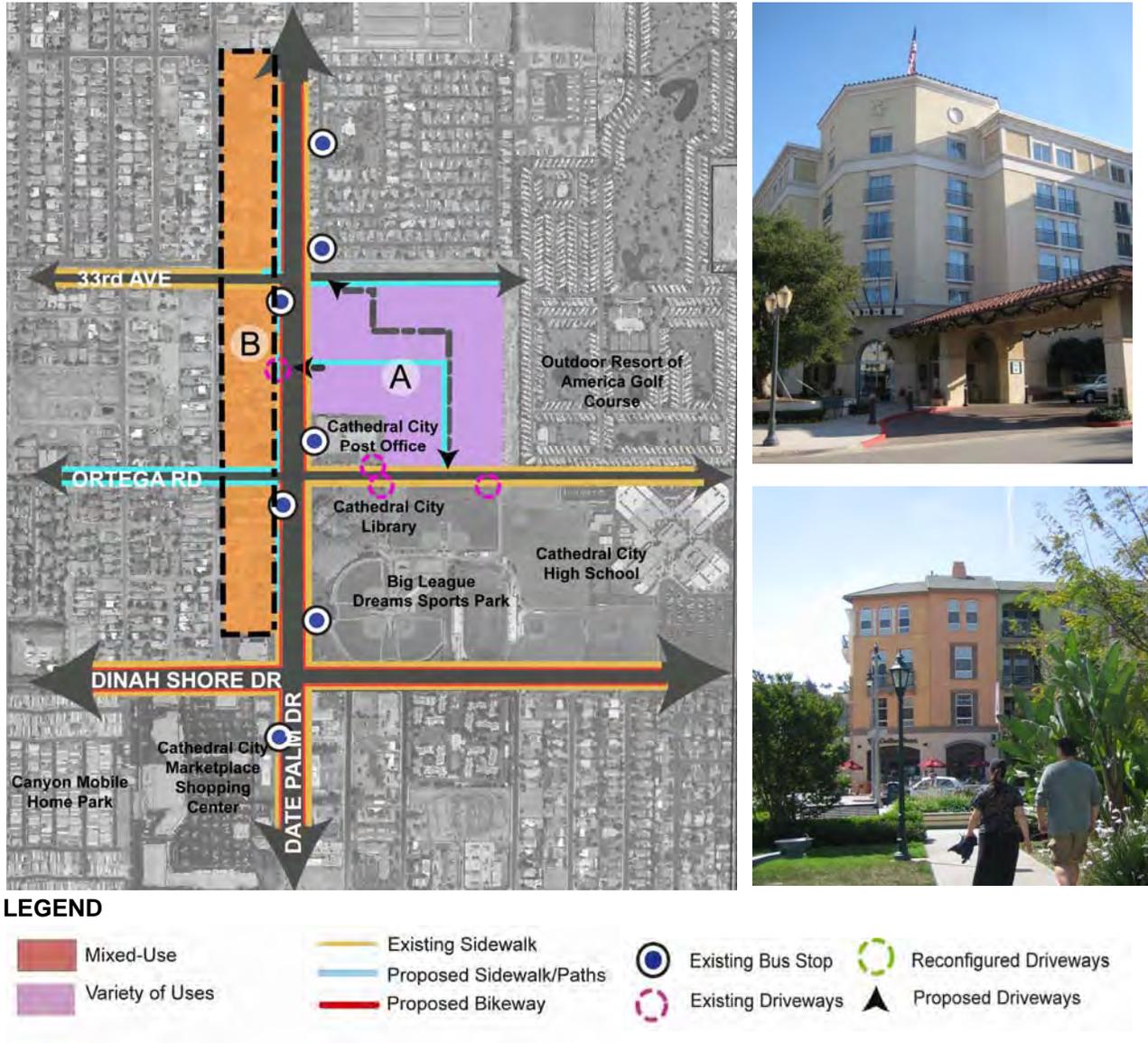


Figure 4-11: Illustrative Concept for the Preferred Alternative



- **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.



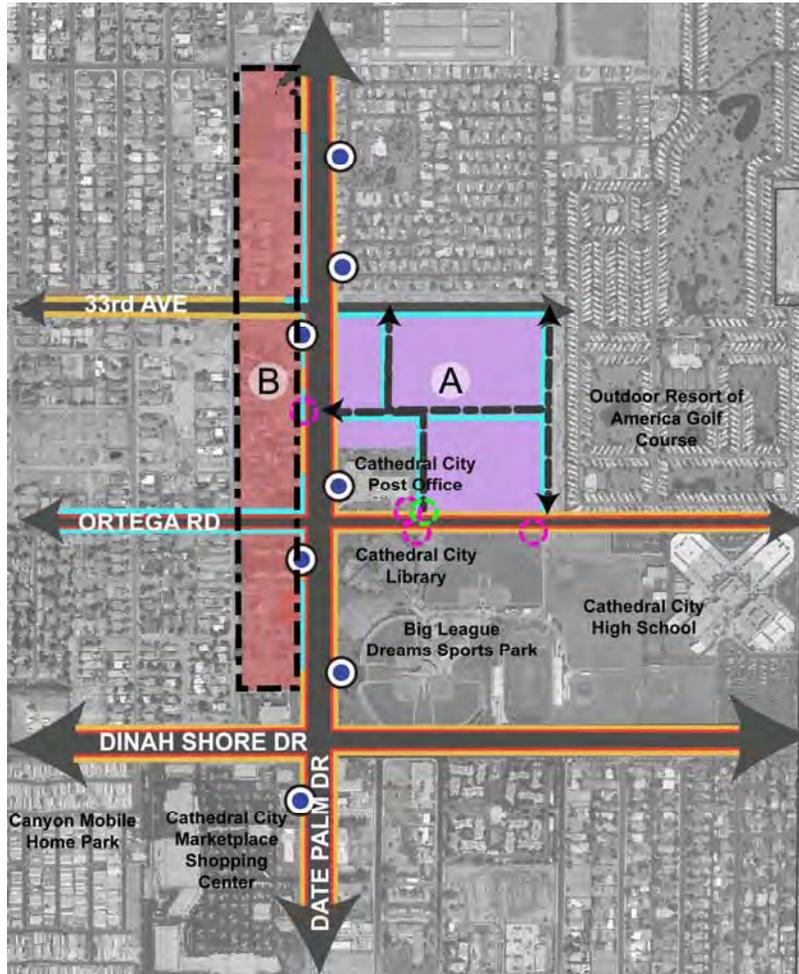
Pedestrian connections between buildings are encouraged to Date Palm Drive

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 on 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 retail.
- 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 Alternative 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



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 found in 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:

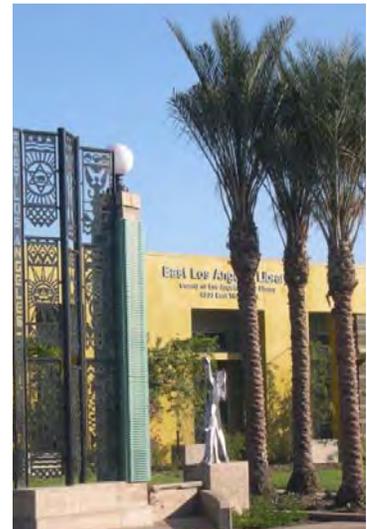
- **Visual interest at street level:** Future development should follow design standards and guidelines included in this Plan (**Appendix VII**) for site organization and orientation to encourage design of the building façades, storefronts to be oriented to the major street

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.

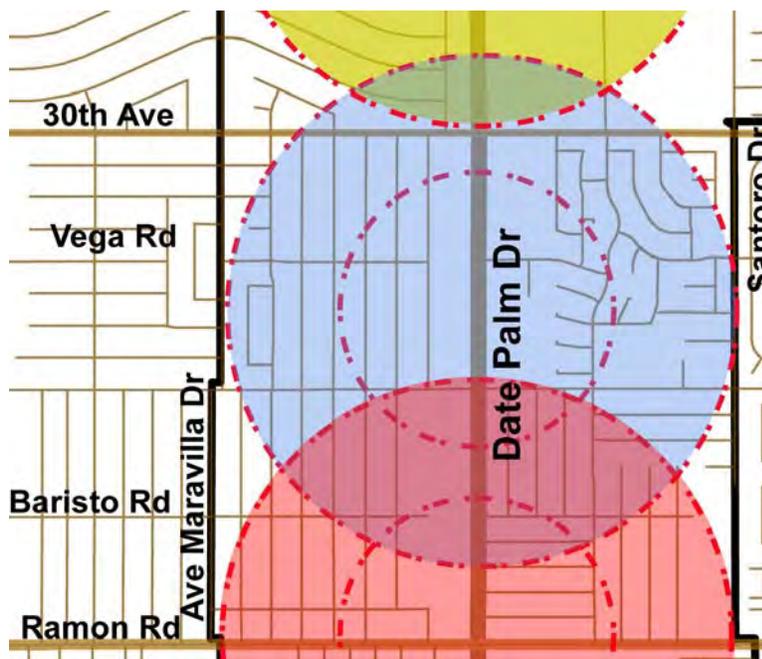
- **Façade improvements:** Even though this is a successful retail node, façade improvements should be made over time to continue to refresh the area and add aesthetic and economic value to the built environment.
- **A network of public open spaces:** Public gathering places with pedestrian amenities 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 30th 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



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)

Vision

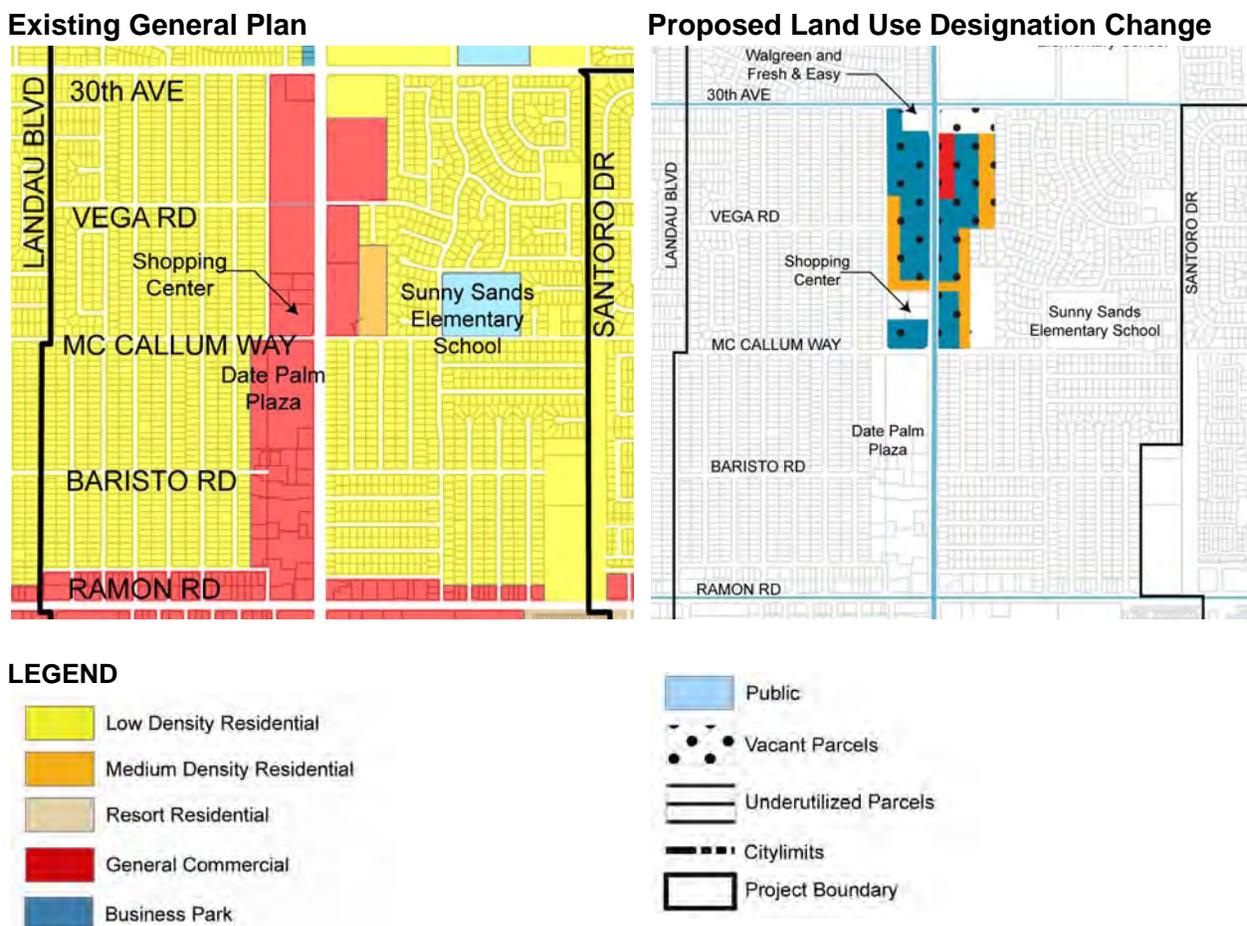
This node is envisioned to include a business park with or without an educational facility (public or private), as well as new live-work units and townhomes. The businesses would be located within walking distance from nearby residential uses.

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 30th 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



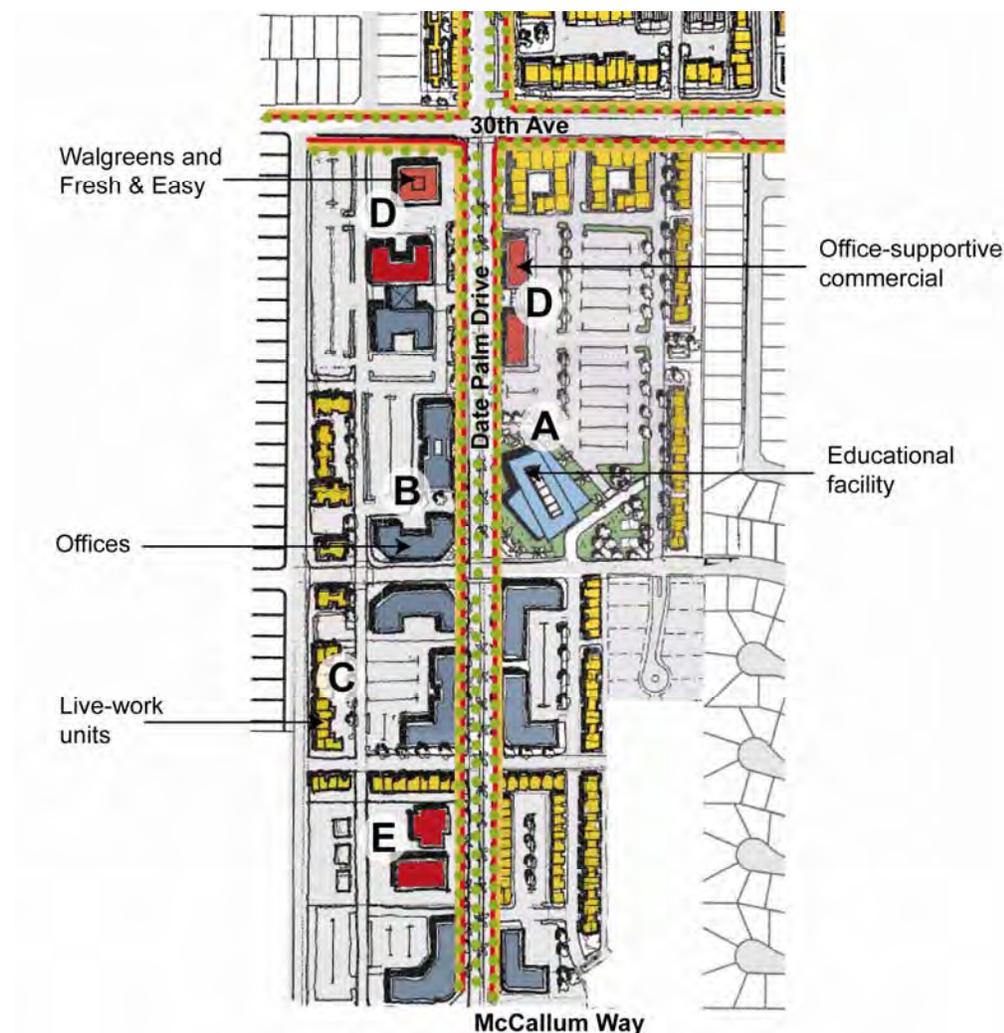
Preferred Alternative: Businesses Park with an Educational Facility

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**. The preferred alternative with education facility has a lower rate of return than two-story offices and some retail proposed as an alternate.

Figure 4-16: Illustrative Concept for the Preferred Alternative

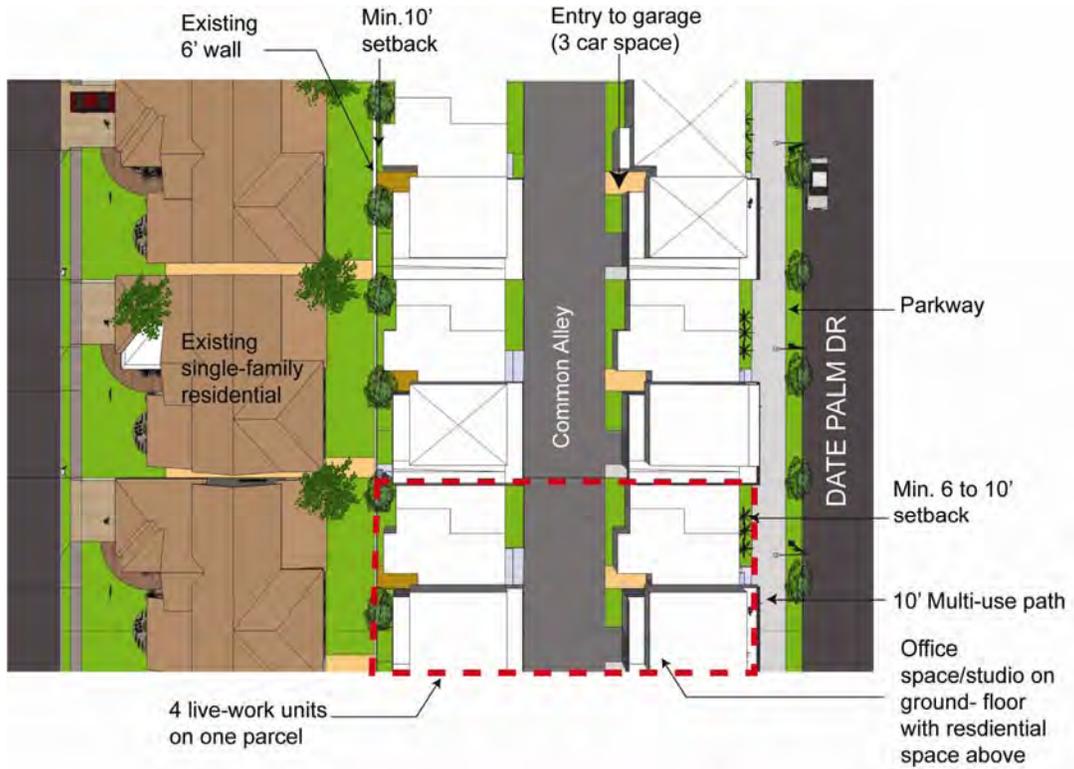


- B. Office uses along Date Palm Drive:** A business park with offices available for lease or purchase is recommended. Commercial uses supporting the offices could be provided at the ground level of office buildings or as free-standing structures fronting on Date Palm Drive.
- C. Residential uses including 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, is recommended to accommodate company functions. This will provide a quality environment that can make employees feel good about coming to work.
- **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.

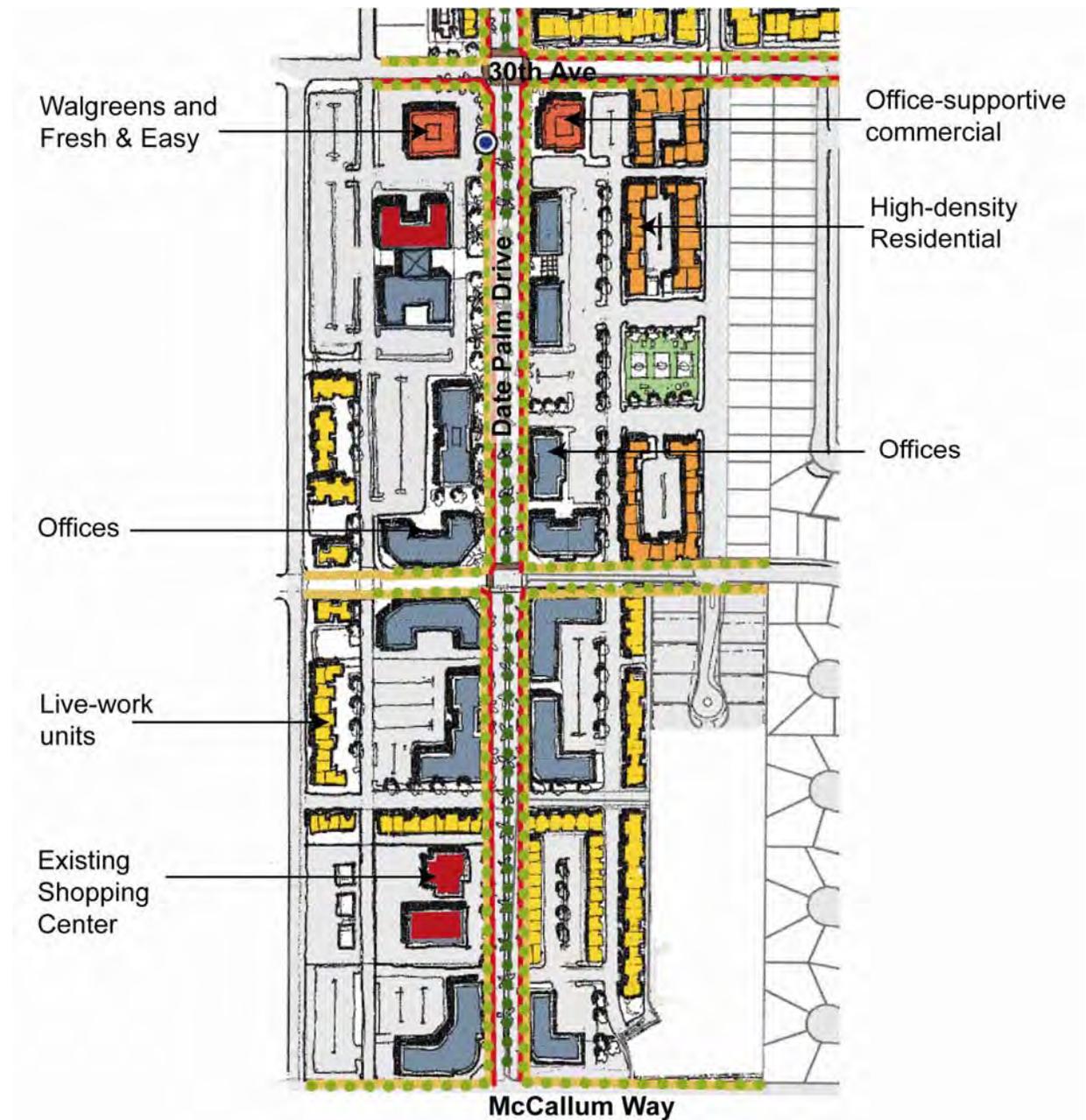
Figure 4-17: Illustrative Concept for Live-Work



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 without an Educational facility

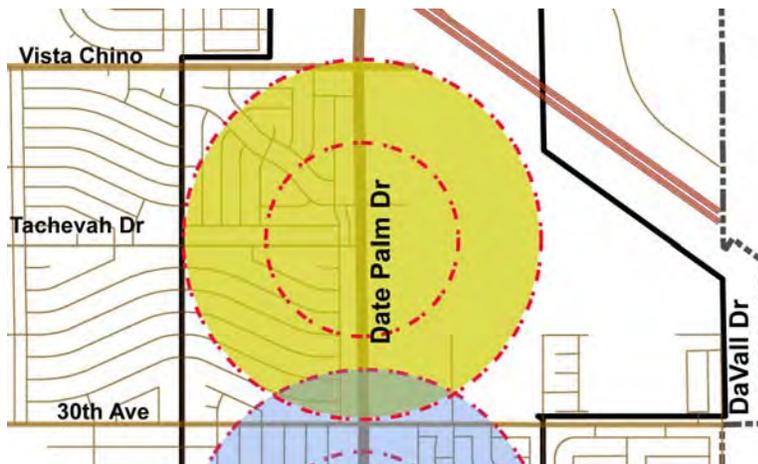


4.7 Node 6 Complete Neighborhood

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 at this important gateway into the City.

Figure 4-19: Complete Neighborhood Node



This node spans between the I-10 Freeway and 30th 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 30th Avenue (approximately 300 acres) is among the largest of the 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.

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.

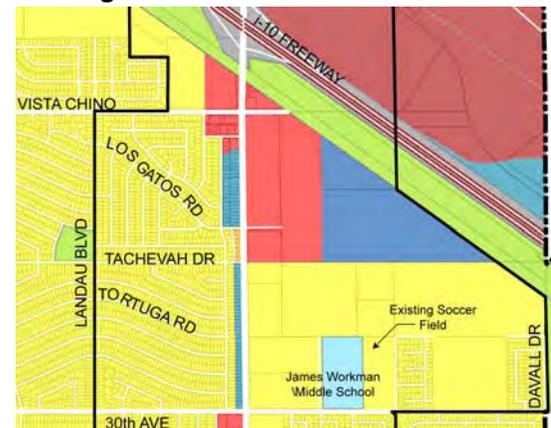
Recommendations

Jobs * Housing * Shopping * Entertainment * Recreation

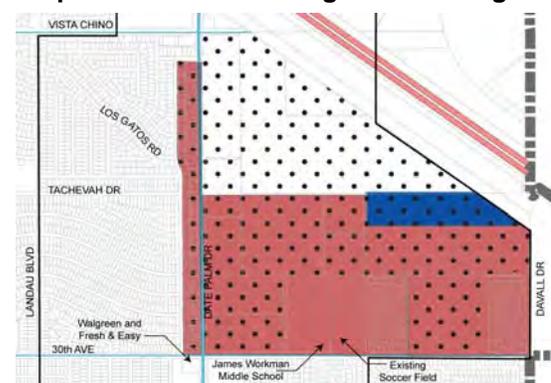
The vacant land on the east side of Date Palm Drive between Vista Chino and 30th Avenue includes seventeen parcels which are Indian-

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

Existing General Plan



Proposed Land use Designation Change



LEGEND

- Low Density Residential
- Medium Density Residential
- Mixed-use
- General Commercial
- Business Park
- Industrial
- Public
- Vacant Parcels

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.

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-hotel¹, civic uses, specialty retail, open space, industrial uses and several types of mid-density housing including townhouses, apartments, and condominiums.
- 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



Home Furnishing Store



Boutique/Resort Hotel



Specialty Retail

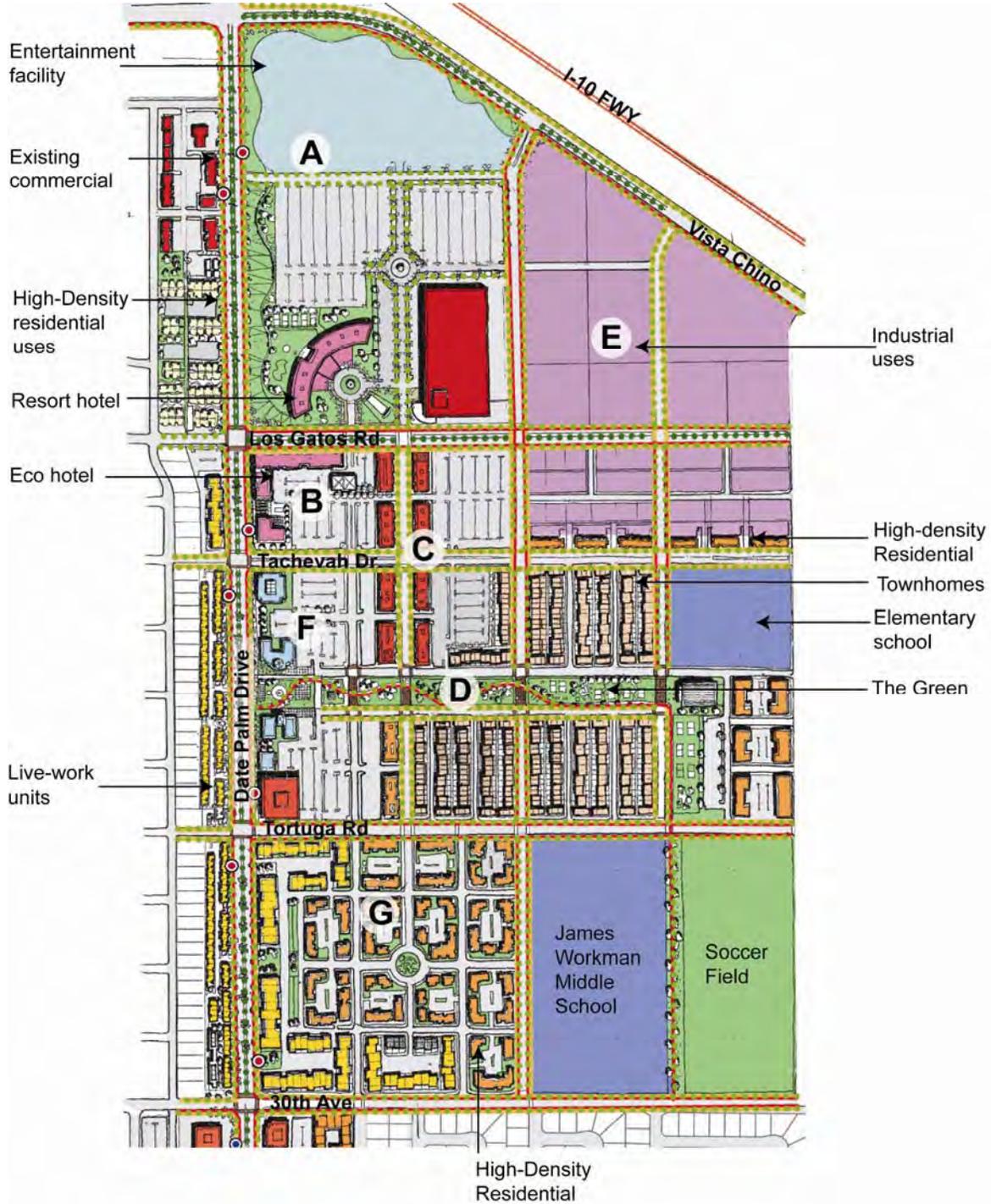


Residential uses

¹ **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.

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.

Figure 4-21: Illustrative Concept for the 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.



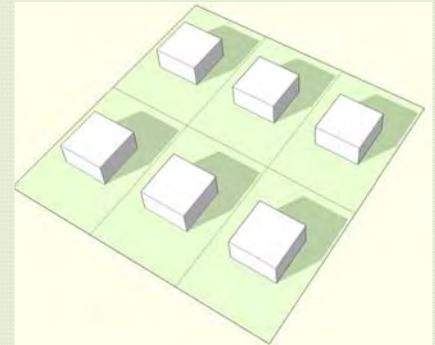
E. **Industrial uses:** Parcels just south of I-10 Freeway should be considered for Industrial uses to allow the site to be focused on the development of design and green technology.

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, and live-work units around ‘The Green.’ The maximum density

Housing Densities

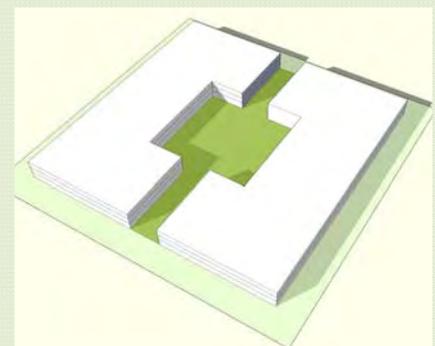
Dwelling Units per Acre (du/ac)



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

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. Shallow 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, as seen in **Tables 3-1 and 3-2**.
- **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

Alternate: Industrial Park Anchor

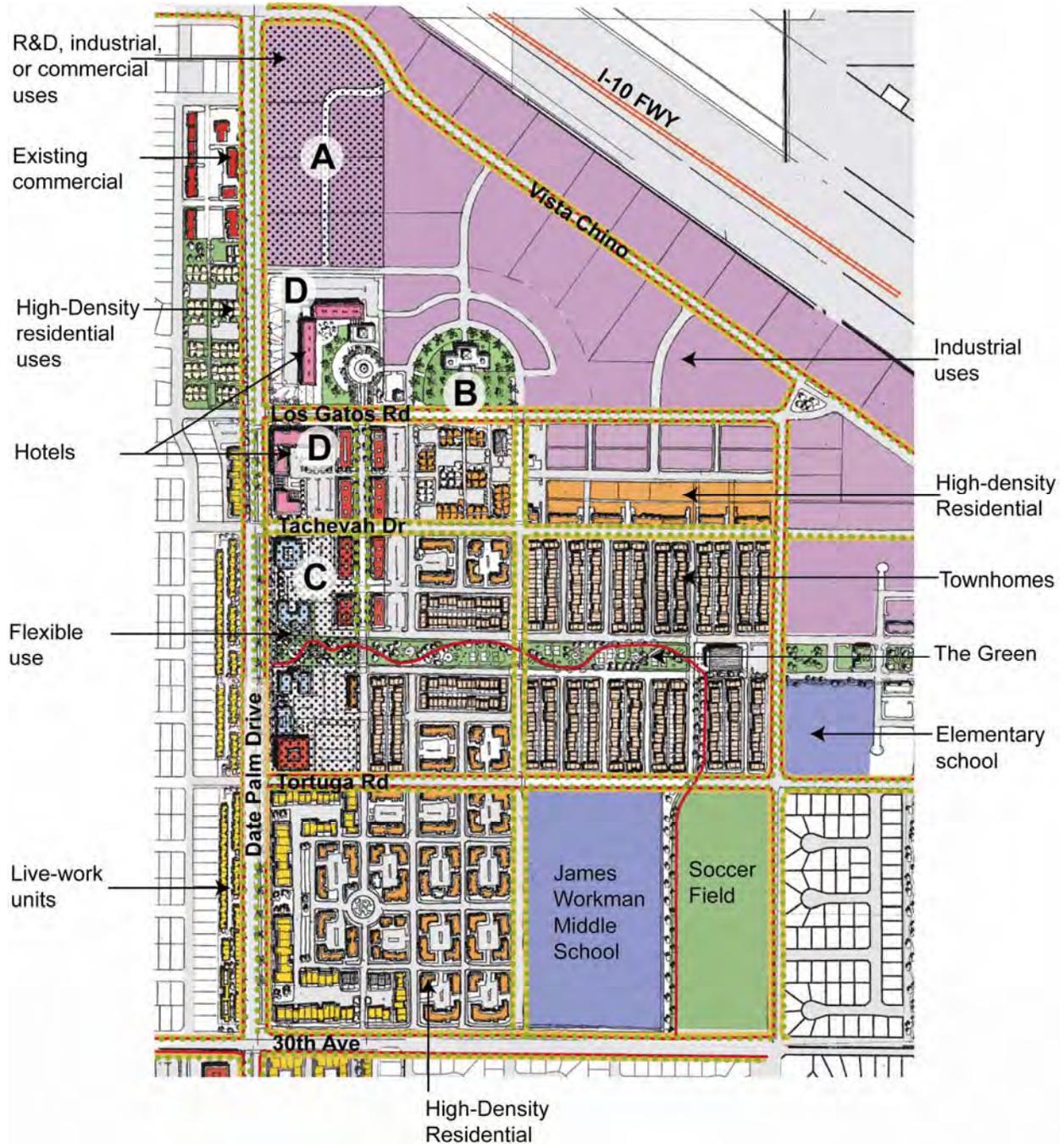
Another alternate for this node presented to and accepted by the community at the workshop focused on industrial uses.

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 facilities 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 with Industrial Anchor



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 a 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 San Diego's Regional Planning Agency (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 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 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.
- The City may establish a Transit Area Overlay Zone identifying areas that are accessible or within walking distance from transit corridors, as SunLine Transit Agency 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 requirements. This approach will create consistency in developing efficient parking rate 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 would require adoption by City Council;
- The City may consider parking reduction for developments located within transit nodes such as along Date Palm Drive. For example, the City of San Diego allows a 0.25 space reduction in parking requirements per unit for residential developments and up to 15% reduction in parking requirements for all non-residential uses that are located within a defined transit node;

- The 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;
- The City Engineer may consider parking reduction for development outside 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
- The City may consider reduction in parking requirements 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 requirements and smart growth developments that focus on sustainability and integration of land uses and transportation.

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CHAPTER 5

IMPLEMENTATION



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5.0 IMPLEMENTATION

5.1 Overview of Implementation Strategies

The recommendations in this Date Palm Drive Corridor Connector Plan aim at transforming the current pass-through corridor into one of the main corridors for attracting Cathedral City's future economic growth. It is expected that once the recommendations in **Chapters 3 and 4** are fully implemented, Date Palm Drive will be a vibrant, multi-modal, and pedestrian-friendly corridor connecting neighborhoods to clusters of thriving businesses along shaded paths. As a destination boulevard, the revitalized Date Palm Drive will concentrate businesses and activities in six unique walkable "development nodes" that focus on strengthening existing businesses and neighborhoods while creating opportunities for new activities and economic expansion. However, the successful implementation of such a vision for Date Palm Drive Corridor requires a number of coordinated actions and steps over time to steer new development as well as correct and reverse undesirable trends as that might otherwise compromise the accomplishment of the goals proposed in this plan.

The Market Analysis (**Appendix I-A**) indicates that the City has the potential to capture approximately 300,000 to 315,000 square feet of retail, 65,000 square feet of office space, and 4,300 single- and multi-family units in the next 3 to 15 years, with proactive efforts. While the likely attraction of such new business may be linked to regional and macro-economic conditions beyond the reaches of this study, sound and coordinated strategies that include community design, public and private partnerships and investment, rebranding of the corridor, and repositioning of vacant sites will lay the foundation for sustainable economic growth that will yield long lasting benefits for the entire City.

Strengths, Weaknesses Opportunities and Threats (SWOT) Analysis

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

Implementation Strategies:

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

- **Implement Economic development strategies** for the long-term revitalization of the study area as presented in Section 5.2 of this Chapter;
- **Adopt General Plan amendments** and zone changes for some parcels;
- **Delete, amend or create some Specific Plans**, including Specific Plans for the proposed "Complete Neighborhood" and Business Park areas;
- **Implement specific land use strategies** for the three catalyst project study sites;
- **Implement design guidelines** to guide the design of projects and to improve the overall aesthetic character and visual unity along Date Palm Drive (Appendix VII);
- **Obtain assistance from the Redevelopment Agency** when funding is again available;
- **Submit 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; and
- **Prepare environmental documentation** for the above actions as needed.

Figure 5-1: Strengths, Weaknesses, Opportunities and Threats to Development along Date Palm Drive

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, Ramon Road, & E Palm Canyon Drive	Not walkable due to scattered development and inadequate public walkways in several sections of the corridor
Up and coming mixed-use downtown	Community needs a stronger identity and sense of pride
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
Several entertainment/recreation uses already located within Cathedral City	Seen as less attractive location relative to adjacent cities
Two major gateways into the City along Date Palm Drive	Municipal finance challenges

Piecemeal development

Piecemeal development has been an issue along Date Palm Drive and is a result of significant amounts of land zoned Planned Community Commercial (PCC), thereby giving developers the ability to locate almost anywhere. Retail developers have a prime interest in maximizing profit and will choose the most ideal location that will bring in the most customers, for the least cost, not what is best for the City. Therefore, retail developers choose to locate primarily in the most select sites along/near the major intersections.

The current population's spending power is not sufficient to support a six mile long corridor of retail. As retail centers age, they become less attractive and since there is still a significant amount of inexpensive land available for development, developers will build a new center rather than buy and rehabilitate an existing one. Consequently, the resulting piecemeal development and automobile-oriented uses are unable to provide the strong image and economic vitality that is needed to attract customers regionally and to compete with surrounding commercial hubs elsewhere in the region.

The development strategies in this chapter focus on encouraging development in specific clusters along Date Palm Drive. These efforts, along with proposed policy changes, will help to establish more focused development. 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. This chapter first reviews the strengths, weaknesses, opportunities, and threats to development along Date Palm Drive and then describes the economic development strategies.

5.2 Economic Development Strategies

The development strategies focus on encouraging development in specific clusters along Date Palm Drive. These efforts, along with proposed policy changes, will help establish more focused development.

General Strategies

Community Design

A cohesive and consistent design with better pedestrian orientation should be created throughout Date Palm Drive. Attractive, cohesive community design will give the City a stronger identity and will help to draw additional economic activity. Design guidelines to create this cohesive community design are included in **Appendix VII**.

Brand the City

It is helpful to build a strong identity and “brand” for the City. Both residents and businesses want to take pride in their City, and branding helps local residents and businesses to connect with their City. Relative to renovations, and attracting businesses and new developments, branding efforts can be an inexpensive way to create favorable opinions about the City and Date Palm Drive.

- As part of the branding process, the City may consider resident surveys to better understand the current resident profile and where they currently shop, socialize, and work. The City can work through various community stakeholders such as churches and associations to reach all residents.
- The City has created a quality marketing campaign with banners in the Downtown 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 Family Entertainment Center, Big League Dreams Sports Park, and the Cathedral City Soccer Park. These attractions can be marketed collectively. Banners with the word “Play” and the picture/name of the venue could be placed in front of each of the major recreation venues in the City as part of an expanded marketing effort.
- City events such as festivals, concerts, farmer’s markets, and other cultural events can help to bring residents together and help local businesses advertise. Successful events will help residents and businesses to think positivity about each other and their City and will help to cement the City’s identity. Events can also be a way to celebrate the City’s diversity.

- Attractive gateway markers should introduce residents or visitors to Cathedral City. The marker should say “Cathedral City” on it and should be consistent with the branding and landscape design throughout the rest of the City. A marker acts as a form of advertising for the City.

Reposition Vacant Spaces

Currently, there are 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 Planned Community Commercial, but it is difficult to attract demand for a full six-mile corridor of retail shopping. Rather than bringing in less desirable retailers, it may be more advantageous for the City to reposition vacant spaces for other uses.

- The market analysis shows that a significant amount of residents’ dollars are currently being leaked out to nearby Cities, but Cathedral City is not well positioned to fight for these dollars. Cathedral City may be able to capture approximately 140,000 square feet of the “Other Retail” store category, but is not likely to recapture money leaking to big boxes (general merchandise category) outside the City. Cathedral City may be able to capture 30,000 to 50,000 square feet of General Merchandise retail demand from new residents over the next 10 to 15 years.
- Given the current cluster of interior art and design stores, the City may feasibly recapture approximately 90,000 square feet in the building materials category currently leaking out of the City and, with the development of a regionally-recognized cluster, may also be able to capture another 40,000 square feet in the buildings materials category from new residential growth in the primary and secondary market, as well as almost 15,000 square feet in the Home Furnishings category.
- With the design and marketing improvements suggested in the report, the market analysis indicates that the City could feasibly capture 300,000 to 315,000 square feet of retail in the next 3 to 15 years.

This study recommends clustering retail and other developments within certain areas of the corridor rather than trying to draw retailers along the complete boulevard. Through this strategy, select vacant retail properties may be better repositioned with office/medical office uses, or, secondly, institutional uses.

5.3 Node Specific Economic Development Strategies and General Plan, Zoning, and Specific Plans Amendments

Clustering development along the corridor as proposed in the vision for Date Palm Drive will help to create a better sense of place and will help to foster environments that are inviting to residents, customers, and businesses. Specific strategies for each of the six proposed

development nodes that include repositioning of land uses, and General Plan, Specific Plans, and Zoning Ordinance Amendments are described in detail below:

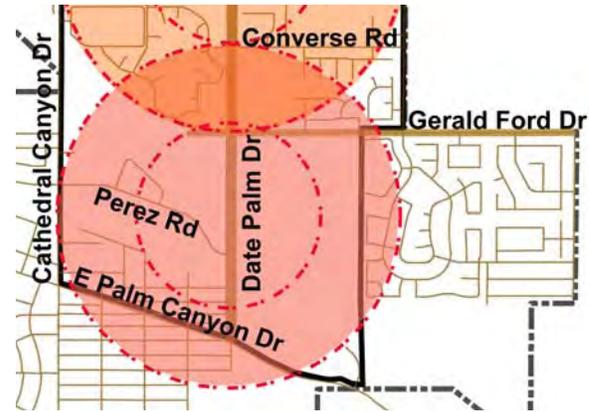
Node 1 Downtown/Art and Design Village

The Downtown/Art and Design Village Node is illustrated in **Figure 5-2**.

Development Strategy

Cathedral City has a number of existing interior design and fixture stores on Perez Road 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.

Figure 5-2: Downtown/Art and Design Village

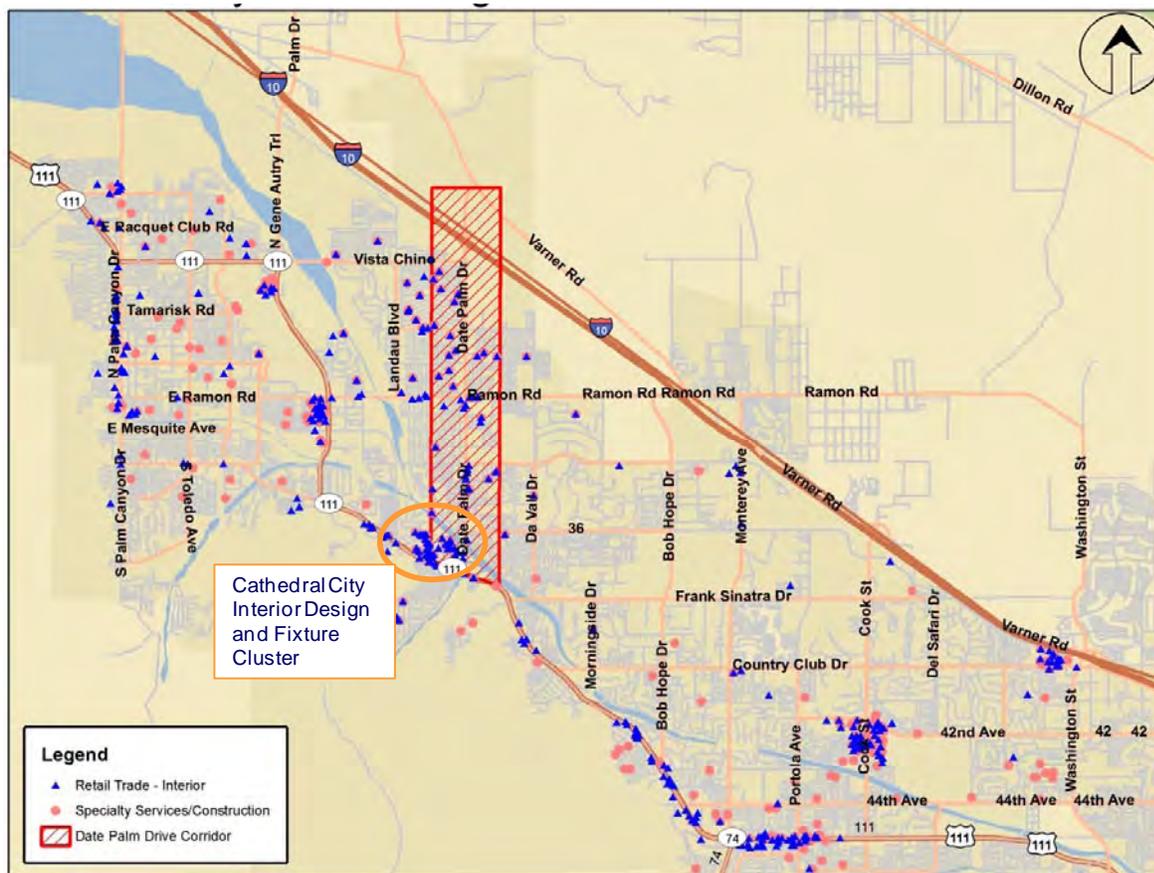


Businesses are attracted to Cathedral City for several reasons including: (1) more available space to show goods or industrial-type space in the case of outside fixtures and some heavy materials stores; and (2) inexpensive rents available in Cathedral City. As shown in **Figure 5-3**, Cathedral City has a substantial cluster of these businesses relative to the secondary market. In addition, Cathedral City and the surrounding areas have a large number of general contractors who, perhaps through a District website and an online City business directory, can be tied in with the “**Desert Interior Art and Design**” theme storefront businesses to offer installation services.

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

- Branding the area with a name, such as the “**Desert Interior Art & Design**” City, will help to bring recognition of the area within Cathedral City and throughout the Coachella Valley.
 - ✦ Advertise the City as a place for do-it-yourself decoration and home improvement.
 - ✦ 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 has considered introducing programs for all levels of energy efficient home improvements, “Cash for Caulkers”.
- The City may want to consider performing a survey of existing Perez Road businesses in order to better understand the needs of businesses in the area. The survey should seek to understand information such as why businesses are locating in the Perez Road area and what the City can do to attract additional businesses and make it easier for businesses to succeed.
 - ✦ Focus on attracting additional mom and pop home improvement businesses.

Figure 5-3: Cathedral City Interior Design and Fixture Cluster



- Work on attracting furniture/fixtures businesses as an extension of the district onto and along Date Palm Drive.
 - ❖ IKEA/Living Spaces type of businesses.
 - ❖ The Cathedral Plaza Shopping Center may be an excellent location for a furniture showroom with some rehabilitation.
- Consider a business improvement district (BID) for the District, though this 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 Section.
- It is important to note, as the City looks to grow and expand this District, that the industrial/business park nature of the District has helped to make the area successful. The City will want to continue to allow businesses to have the flexibility to bring in heavy materials, such as marble slabs, tiles, and other large outdoor and indoor decorations.

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

- New cultural uses should be focused in this area, particularly adjacent to Town Square and the IMAX Theater.
- Another avenue to enliven the area is to extend the hours of activity through night clubs and upscale lounges. These uses can bring in new demographics and generate more energy in the downtown area.
- Some of the existing shopping centers, such as the Cathedral Plaza Shopping Center which includes Big Lots, could be improved with façade improvements.
- With some improvements, the Cathedral Plaza Shopping Center would be an excellent location for community retail and additional restaurants.

General Plan Amendments

No General Plan Amendment is proposed for Node 1.

Specific Plan Amendments

Specific Plan 90-44

- This Specific Plan guides construction of 2nd Street to the east of Date Palm Drive and the future bike trail. This Specific Plan should be repealed. The City no longer intends to extend 2nd 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 design guidelines listed in **Appendix VII**. Consideration should be given to extending 1st Street across Date Palm Drive connecting the properties on the east and west sides of Date Palm Drive.

Node 2 Infill and Revitalization Node

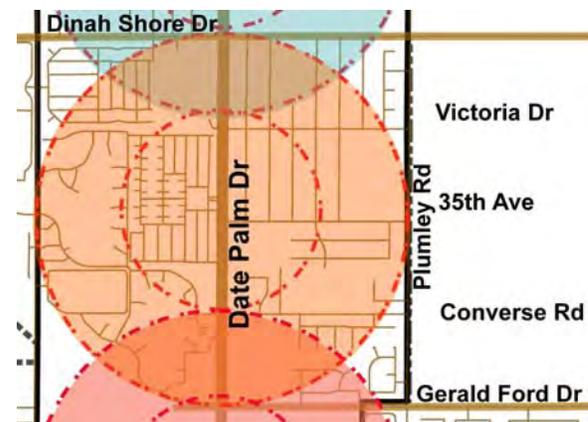
The Infill and Revitalization Node is illustrated in **Figure 5-4**.

Development Strategy

The area along Date Palm Drive between Dinah Shore Drive and Gerald Ford Drive has a number of retail spaces that may be repositioned or redeveloped.

The consulting team identified Mission Plaza as a potential area for an infill development. A

Figure 5-4: Infill and Revitalization Node



portion of the surface parking lot and the southernmost building can be redeveloped with more intense uses.

- With the adjacency of Big League Dreams and the New Holiday Inn Express, we suggest a mid-level hotel and restaurant development at Mission Plaza. Big League Dreams currently generates a fair amount of hotel demand for mid-level hotels, and can along with the community, likely support an additional mid-level hotel. In addition, the hotel proposed at Mission Plaza will likely create synergy with the Holiday Inn Express by creating a more favorable accommodations area, particularly with the recommended attached restaurant.

Other vacant buildings, such as the old Sam’s Club building, can be repositioned for other uses.

General Plan Amendments

- These parcels are currently designated as Low, Resort and Medium-Density Residential and General Commercial in the General Plan. Land use designations or zone changes are not proposed for Node 2.

Specific Plan Amendments

Specific Plan 91-47

- This Specific Plan is fully implemented and should be retained.

Specific Plan 90-43

- This Specific Plan is partially implemented. A few vacant parcels are interspersed among existing commercial developments. Future commercial development on the vacant parcels should follow the design guidelines listed in **Appendix VII**. 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 public realm for street trees, other pedestrian amenities, and on-street parking.

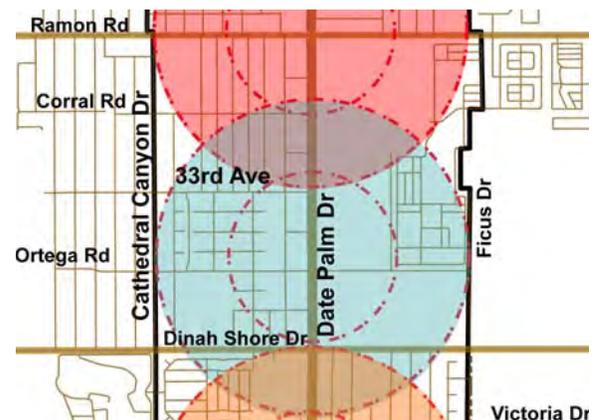
Node 3 Educational/Civic/Sports Node

The Education/Civic/Sports Node is illustrated in **Figure 5-5**.

Development Strategy

The area between 33rd Avenue and Dinah Shore Drive is well suited for a clustering of educational, civic, and sports uses due to the location of Big League Dreams Sports Center,

Figure 5-5: Educational/Civic/Sports Node



the post office, the Cathedral City Library, and the nearby Cathedral City High School.

- Additional recreation uses would be well located on frontage of the vacant property north of the Post Office. This 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.

General Plan Amendments

- A land use designation and zone change should be considered for 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, from General Commercial to Mixed-Use Neighborhood and/or Mixed-Use Urban and from Planned Community Commercial to Mixed-Use Neighborhood and/or Mixed-Use Urban.

Specific Plan Amendments

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 among these residential and commercial uses.
- Consideration should be given to designating these parcels along Date Palm Drive as Mixed-Use Neighborhood and/or Mixed-Use Urban 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, as it will not be required to implement the preferred alternative for the public realm.

Node 4 Retail Emphasis

The Retail Emphasis Node is illustrated in **Figure 5-6**.

Development Strategy

The area around the intersection of Date Palm Drive and Ramon Road was identified as a strong

Figure 5-6: Retail Emphasis Node



existing cluster of retail.

- Retail should continue to be encouraged in this area.
- Design guidelines listed in **Appendix VII** should be followed for future development to further enhance this node.

General Plan Amendments

No General Plan Amendment is proposed for Node 4.

Specific Plan Amendments

Specific Plans 91-49, 88-31, 87-27, 10-014, 1-022, 93-81, 88-34

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 be retained 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.

Node 5 Business Emphasis Node

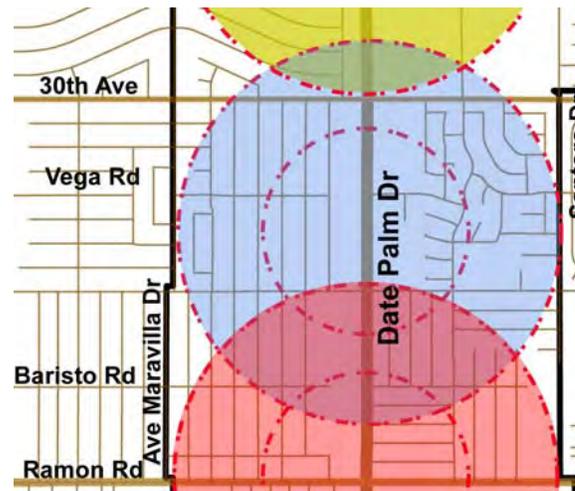
The Business Emphasis Node is illustrated in **Figure 5-7**.

Development Strategy

Employment and institutional uses can be 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.

- The Market Analysis indicates Cathedral City is not a significant office market, but can support more office space along Date Palm Drive. Based on anticipated population growth, the corridor can support 65,000 square feet of resident-serving office space. In addition, there is “unmet” demand from current residents. Current Cathedral City residents could support an additional 100,000 square feet of office, which is likely being captured by other areas outside of the City. New quality office developments in Cathedral City could potentially recapture a portion of this demand.

Figure 5-7: Business Emphasis Node



- An educational anchor could be located in the business emphasis node. An educational anchor would offer residents a quality of life amenity and would also help to attract students from across the Coachella Valley. Depending on the type of educational facility, auxiliary retail, and office businesses to support the educational facility may be attracted.

General Plan Amendments

- A land use designation change and zone 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 Mixed-Use Urban.
- Similarly, a land use designation change and zone change should be considered for parcels on the east side of Date Palm Drive from Low Density Residential and General Commercial to Mixed-Use Urban.

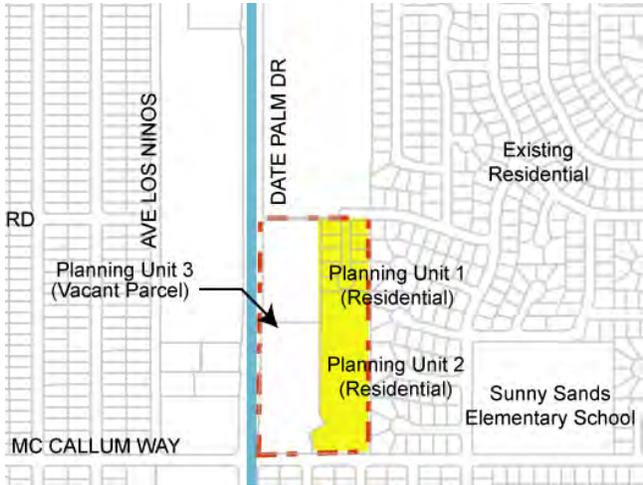
Specific Plan Amendments

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 5-8**.
 - 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.

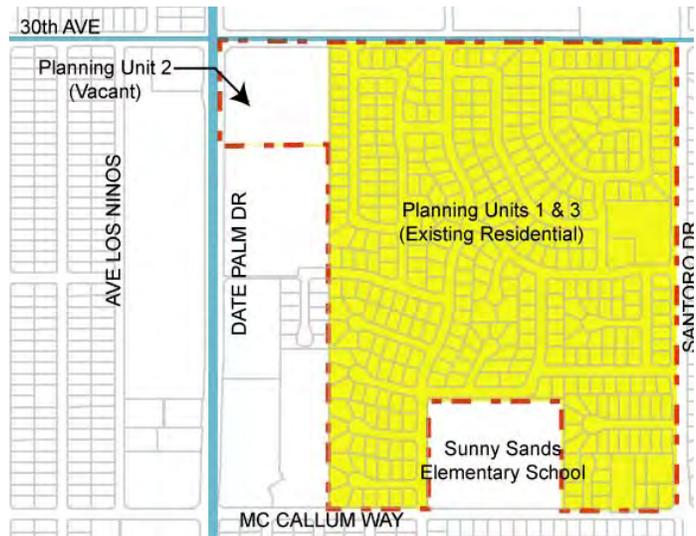
Figure 5-8: Uptown Village Specific Plan Boundary



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 5-9**.
- 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.

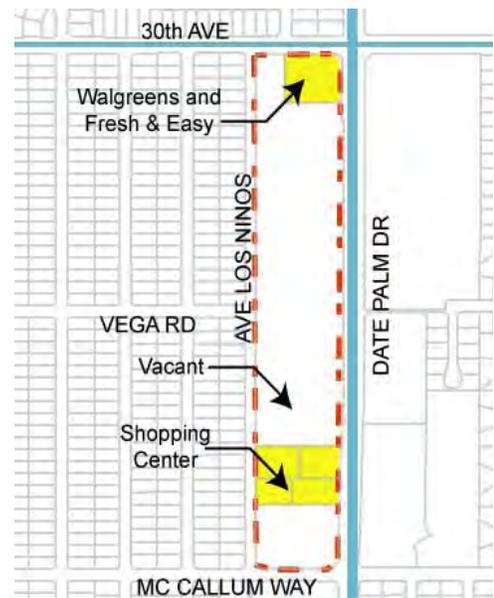
Figure 5-9: Specific Plan 89-37 Boundary



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 5-10**.
- The Specific Plan should be amended to allow for offices, medium-density residential and live-work units on the vacant parcels.

Figure 5-10: Specific Plan 87-24 Boundary



4. Proposed Business Park Specific Plan

- An alternative to amending the Uptown Village Specific Plan (Specific Plan 99-58), Specific Plan 89-37, and Specific Plan 87-24 would be to create a new Business Park Specific Plan. The boundary for this Business Park Specific Plan is depicted in **Figure 5-11**.
- The Specific Plan should allow for offices, office and/or neighborhood-supportive commercial, medium-density residential, and live-work units. A Mixed-Use Urban 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.

Figure 5-11: Proposed Business Park Specific Plan Boundary



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

Land Use	Gross Density (du/acre)/ FAR	Max. Building Height	Min. Lot and/or Unit Size	Max. Lot Coverage	Min. Front Setback
Townhomes (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	35 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

Node 6 Complete Neighborhood Node

The Complete Neighborhood Node is illustrated in **Figure 5-12**.

Development Strategy

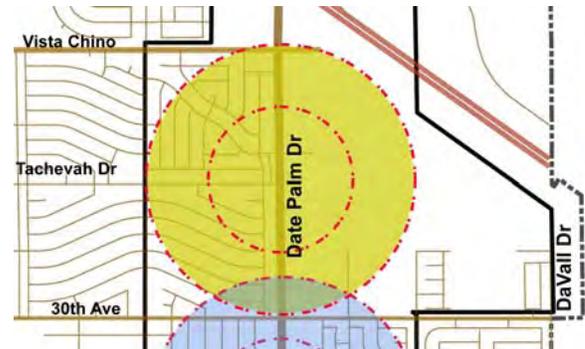
A mixed-use master planned community north of 30th Avenue along Date Palm Drive should be pursued. There is sufficient vacant land to develop a large-scale infill development to the east of Date Palm Drive north of 30th Avenue.

- A key factor in this strategy is to incentivize the area to be developed as a comprehensive and cohesive master planned community, rather than allow for piecemeal development of the area. It is helpful to provide land use flexibility to the property owner and encourage the development to be comprehensively planned.
- 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 anticipates between 7,000 and 9,000 new residential 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 could be developed either before or after the North City Specific Plan. If developed after, the development will likely capture greater values.
- This node will help to link North City to Date Palm Drive and Downtown Cathedral City.
- 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.

General Plan Amendments

- Land use designation changes and zone change should be considered for parcels bounded by Tachevah Drive on the north, 30th 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/or Mixed-Use Urban and Industrial.

Figure 5-12: Complete Neighborhood Node



- Using the Mixed-Use Neighborhood (MU-N) and/or Mixed-Use Urban (MU-U) designation will require a zone ordinance amendment to add a chapter for MU-N & MU-U, as MU-N and MU-U are only available in the North City Specific Plan.

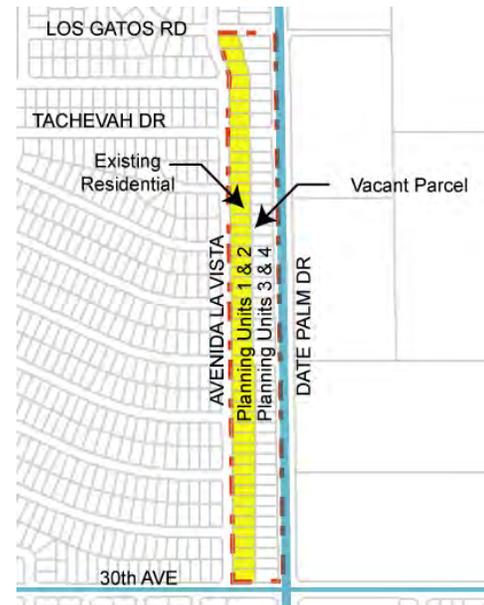
Specific Plan Amendments

Specific Plan 87-23

- This Specific Plan allows for single-family residential development on Planning Units 1 through 4, see **Figure 5-13**. 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 shallow 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.

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.

Figure 5-13: Specific Plan 87-23 Boundary



Specific Plan 87-21

- This Specific Plan allows for commercial development on Planning Units 1 and 2 and multi-family residential development on Planning Unit 3, see **Figure 5-14**. 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 at mid-block, which is currently vacant; however, the majority of parcels within this Planning Unit are currently vacant.

Figure 5-14: Specific Plan 87-21 Boundary



- The Specific Plan should be amended to allow for townhomes or multi-family residential uses in Planning Unit 2 which are compatible with the surrounding single-family residential uses.

Specific Plans 1-015 and 91-46

- The existing residential development at and near the northeast corner of 30th 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. Future commercial development should follow design guidelines listed in **Appendix VII**.

Specific Plans 10-010 and 89-40

- Amend or appeal these current Specific Plans and create a new specific plan to reflect a “Complete Neighborhood” by working closely with the property owners and 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 Urban (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 the 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 and/or Lot 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	
Townhomes 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 bedroom	60%	20 feet from property line	

Land Use	Gross Density (du/acre)/ FAR	Max. Building Height	Min. Dwelling Unit and/or Lot Size	Max. Lot Coverage	Min. Front Setback	Building Type
Mixed-Use Development Projects (Min 35% of gross floor area for residential purposes)	Residential - Max. gross density 45 du/ac / 1.0 FAR	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 bedroom	60%	15 feet from property line	
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	35 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 Per 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 Per General Plan – 22,500 sq.ft		25 feet from property line	

Land Use	Gross Density (du/acre)/ FAR	Max. Building Height	Min. Dwelling Unit and/or Lot Size	Max. Lot Coverage	Min. Front Setback	Building Type
Retail & Hotels (General Commercial)		36 feet or 3 stories Hotel 65 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 revised Specific Plan and to understand project’s potential needs and impacts, **Figure 5-15** 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 currently shown in the General Plan, but more residential on considerably less residential acreage for units within the Complete Neighborhood as compared to the General Plan.

Figure 5-15: Complete Neighborhood Proposed Land Use Concept

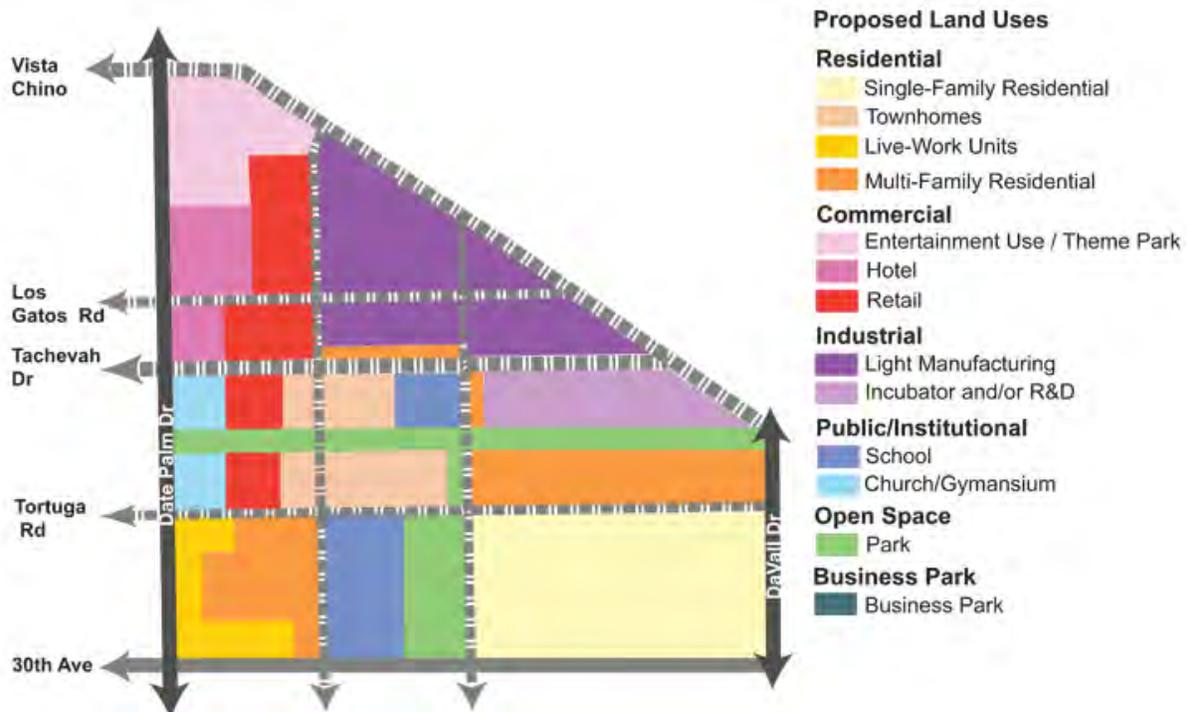


Table 5-3: Comparison of General Plan and Complete Neighborhood Concept

	General Plan Area in Acres	Percentage of Total Area	Preferred Alternative Area in Acres	Percentage of Total Area	General Plan Units	Preferred Alternative Units
Commercial						
Entertainment Use			28	6.0		
Hotel			20	4.2		
Retail	80	17.4	44	9.2		
Sub-total	80	17.4	92	19.4		
Residential						
Single-family	260	56.5	78	16.5	1175	351
Townhomes			40	8.5		38
Live/Work			13	2.7		128
Medium to high-density	1	0.3	72	15.3		1446
Sub-total	261	56.5	203	18.0	1175	1574
Industrial	79	17.2	99	21.0		
Open Space	18	3.9	40	8.5		
Public	22	4.8	39	8.2		
Total	460	100	473	100	1175	1574

Figure 5-9 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. Extending Vista Chino would provide opportunity for actual development of the sustainable “Complete Neighborhood” and act as a thruway for truck traffic coming to the industrial area. 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 sidewalks and/or multi-use paths.

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

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

5.4 Summary of General Plan Amendments

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

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. 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 4**, 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.

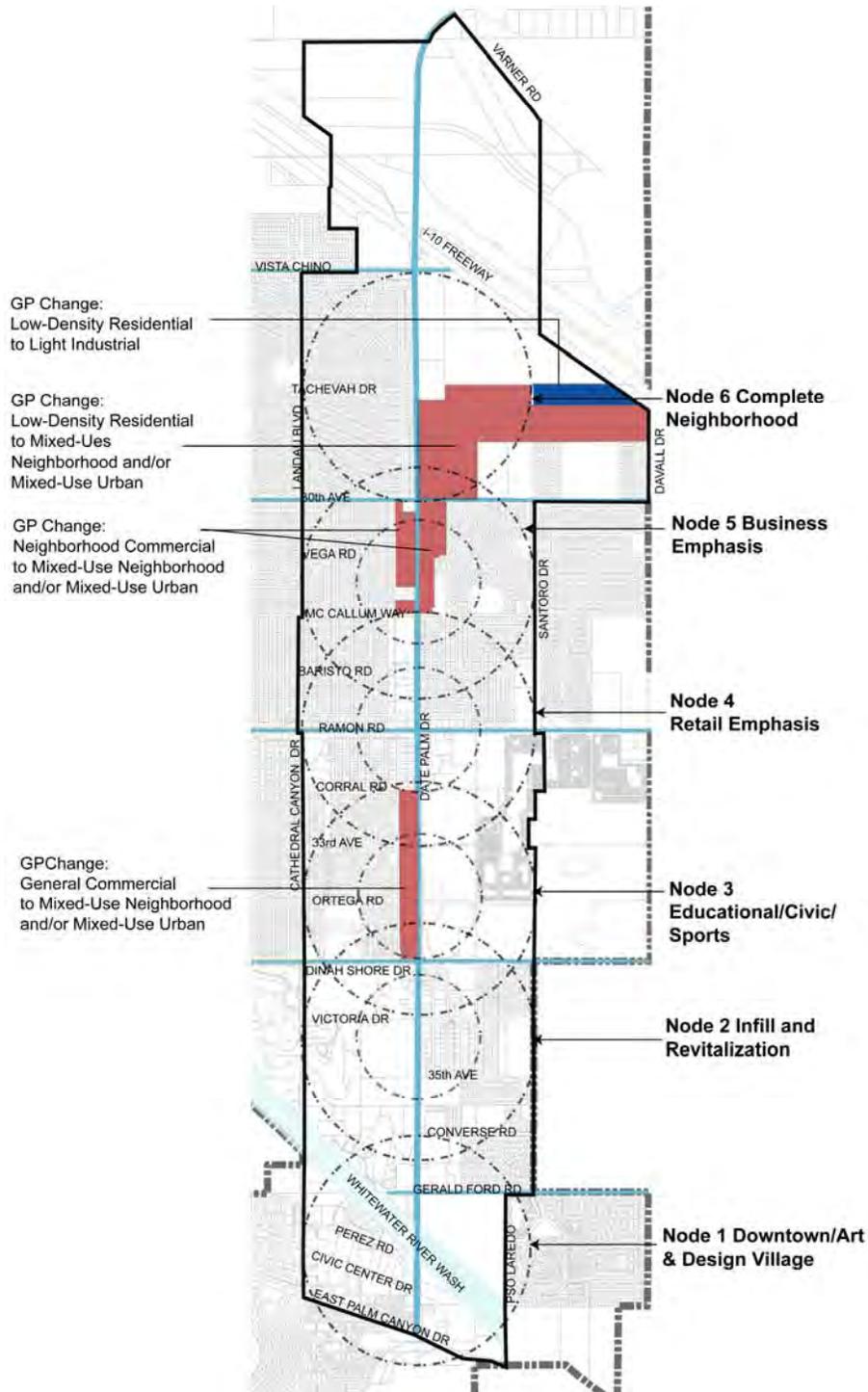
In keeping with the Complete Streets concept, instead of separate public and private investments, a shared focus on a multi-use path to accommodate bike, pedestrian and NEVs, a landscaped parkway next to the curb, and attractive landscaping and drainage swale on private property adjacent to the multi-use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

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

Private Realm

Figure 5-16 illustrates the area for which General Plan land use designation changes are required. These changes are based on the preferred alternative selected for each node.

Figure 5-16: Proposed Land Use Designation Changes



5.5 Summary of Specific Plan Amendments

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 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				
Uptown Village Specific Plan (99-58)		X		Consider creating a new Business Park Specific Plan 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 townhomes or multi-family residential on vacant 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	
North City Specific Plan	X				

In addition to the proposed amendments listed above, all Specific Plans should include the following standards and guidelines for 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 should be permitted for shallow parcels;
- Landscaping pattern and tree planting palette should 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 should 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 should be located 30 inches from the face of the wall on the non-residential site to screen uses from existing single-family residential uses; and

5.6 Funding Strategies

A market analysis and development strategies are included as part of the economic analysis for the Date Palm Drive Corridor Connector Plan to help improve the corridor. This section includes 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 infrastructure and streetscape improvements. The catalyst projects are anticipated to be funded primarily through private investment, with exception of the education facility-anchored development. Funding sources to help support the education facility-anchored development are described, as are funding sources to implement public realm improvements along the corridor.

Given the current economy, it may take several years before the catalyst projects can be initiated. In the short term, sources necessary to implement the infrastructure and streetscape recommendations can be gathered. 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 gather 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 and other private investment.

Catalyst Projects

The majority of the funding for the catalyst projects will be 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 to 5+ years before private developers are interested and able to initiate 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 is 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. Cities may also choose to work through a county program for administrative cost-effectiveness. Cathedral City currently pursues CDBG funding through the Riverside County Urban County Program.

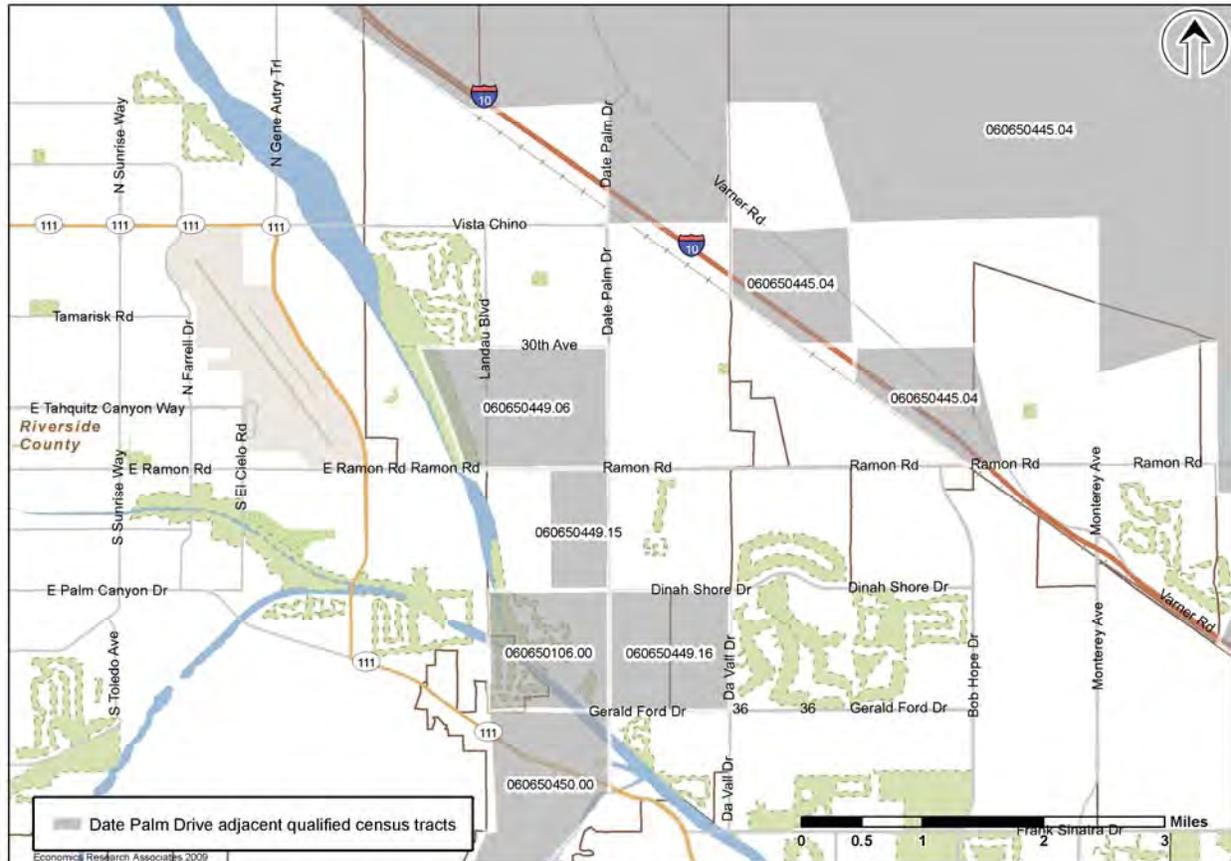
CDBG funds are flexible and can be used for a variety of purposes, including:

- 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.

CDBG funds must provide benefits to low- or moderate-income individuals, prevent or eliminate slums or blight, or may be used for other emergency community needs, such as related to a natural disaster. CDBG funds can be used for development purposes within low- or -moderate income census tracts or, if the development or activity is located outside of a low- or moderate-income census tract, funds must provide benefits to low- or moderate-income households.

Figure 5-17, on the next page, highlights the low- and moderate-income census tracts along Date Palm Drive.

Figure 5-17: Low to Moderate Income along Date Palm Drive



Along Date Palm Drive, CDBG funds can be used to assist in the development of an education facility-anchored development serving low- and moderate-income households or façade and streetscape improvements in qualified census tracts.

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. This includes investments that expand and upgrade infrastructure to attract new industry, support technology-led development, accelerate new business development, and enhance the ability to capitalize on opportunities presented by free trade. Funding is provided through the Economic Development Administration (EDA) in the Department of Commerce. 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 Markets 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 rates depend 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 Internal Revenue Service (IRS) of the Federal Government and is accessible through a CDE. There are two CDEs located in the Inland Empire: Hermes Riverside, LLC, located in Moreno Valley and the Enterprise Funding Corporation in Redlands.

New Markets Tax Credits must be used within certain eligible census tracts. The low- and moderate-income census tracts along Date Palm Drive (shown in **Figure 5-17**) are qualified for New Markets Tax Credit investments.

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 redevelopment funds, the Cathedral City redevelopment agency will have extremely limited funds for the next four to five years.

When the state funding crises eases, 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 project area may be aggregated and used to bond for additional funds.

In the interim, the Redevelopment Agency may still use other redevelopment powers to assist in projects, such as eminent domain to help consolidate parcels.

Other Local Taxes

If a 110-room hotel is developed in Mission Plaza, it could produce transient occupancy tax (TOT) 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 through RCTC

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) roadway and streetscape enhancement (2) pedestrian linkages and (3) bike linkages. Funding is provided by the Federal and State Government.

State: CAL TRANS 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 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).

Cathedral City should work through the Riverside County Transportation Commission to nominate projects for inclusion in the STIP, as it is the agency that allocates state and federal transportation funds for Riverside County.

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-thirds 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 owners rather than to the City of Cathedral City. Mello-Roos community facilities districts are 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 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, streets, and sewers, and other ongoing public costs.

Community facilities 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 purpose of BID revenue is to support additional services to an area, not to replace standard City services. For this reason, BID assessments must be used within the BID boundaries. Although BID assessments are collected by the County, all assessment funds are then returned to the BID through the governing City and 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**.

APPENDIX I

Existing Conditions, Existing Relevant Policies, Issues, Opportunities, and Constraints Memorandum (The Gruen Team)

- Appendix I-A: Specific Plan Analysis (Gruen Associates)
- Appendix I-B: Market Analysis for the Date Palm Drive Connector Plan (Economics at AECOM)



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Date Palm Drive Corridor Connector Plan Compass Blueprint Demonstration Project

Appendix I

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

**Prepared on December 15, 2009
Revised on May 12, 2010**

Prepared for

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

The contents of this report reflect the views of the author who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of SCAG, USDOT or the State of California. This report does not constitute a standard, specification or regulation.

1.0 Overview

1.1 Introduction

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

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

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

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

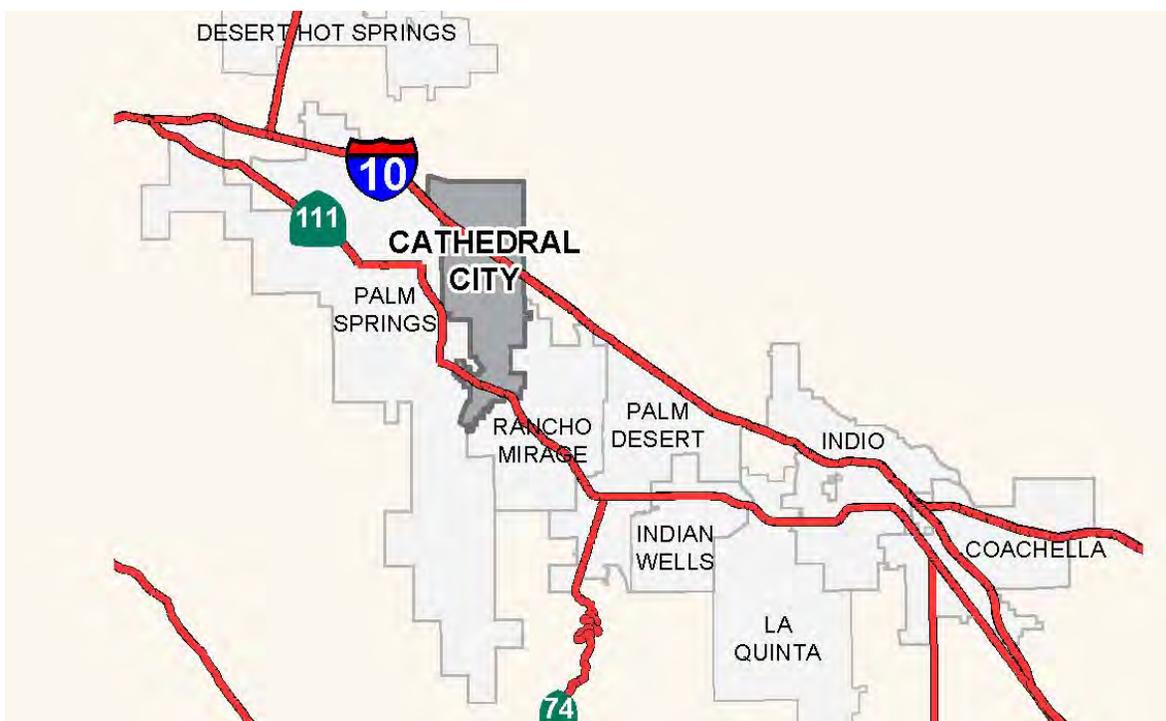
1.2 Study Area Location and Context

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

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

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

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



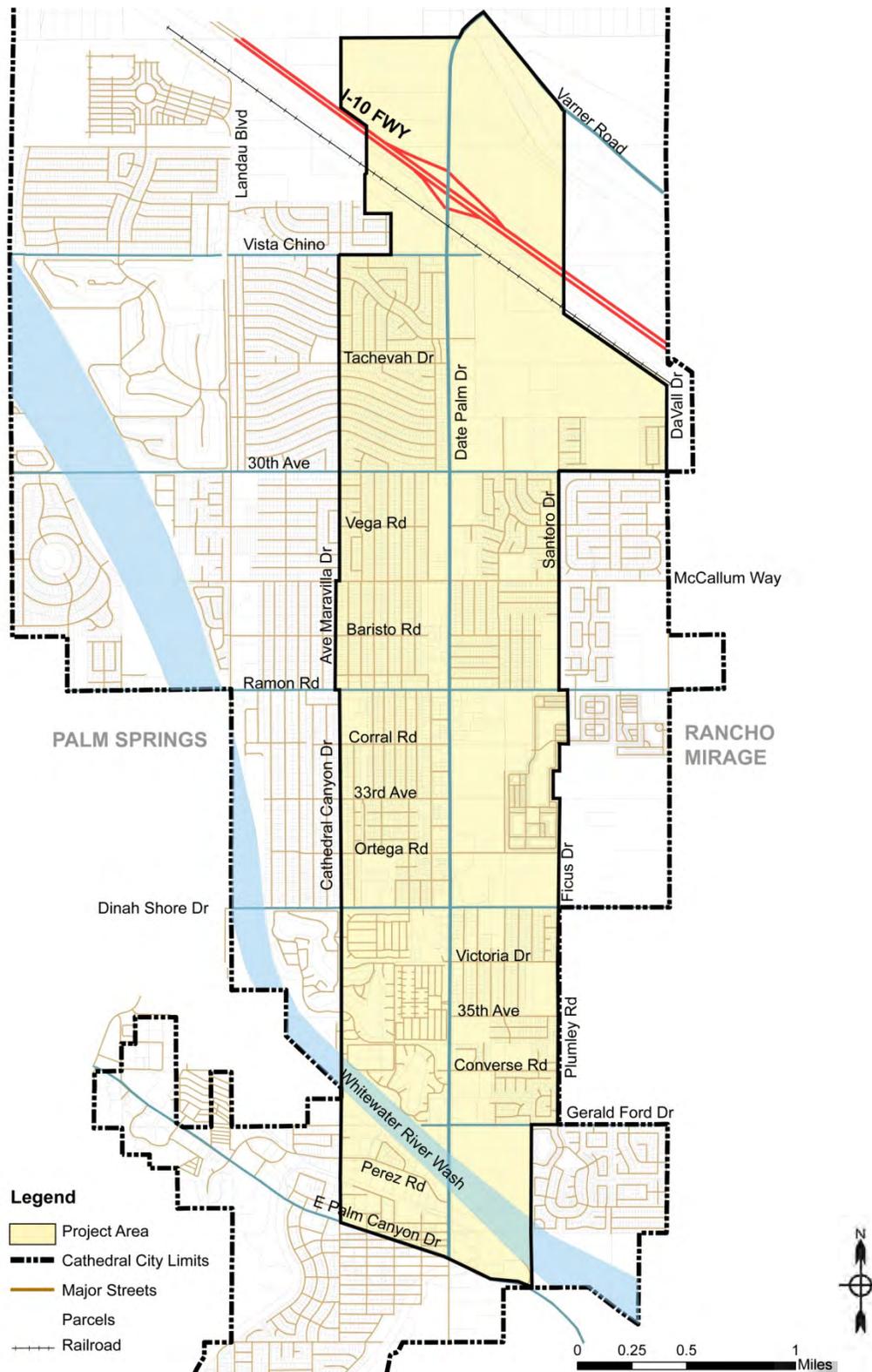
Source: North City Specific Plan

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

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

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

Figure 1.2: Study Area Map



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

2.0 Existing Conditions and Relevant Policies of Existing Plans

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

2.1 Public Realm

2.1.1 Role of Date Palm Drive

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

I-10 provides essential inter-city and inter-regional access and is a critical part of the local road network, moving people and goods into and out of the Valley. Where it passes through Cathedral City, I-10 is accessed from a diamond-shaped interchange at Date Palm Drive. The City currently has plans and funding for reconstruction of the I-10 and Date Palm Drive interchange by widening the Date Palm Drive bridge to six lanes, including bike lanes on each side and reconstructing on- and off-ramps (**Figure 2.3**).

Date Palm Drive connects major facilities in the City, including much of the City's commercially-zoned land along Date Palm Drive to East Palm Canyon Drive, the location of the City's civic center and other commercial development. East Palm Canyon Drive was an integral part of the Downtown Redevelopment Project and has been improved to enhance traffic flow and better serve the adjoining commercial and institutional land uses.

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

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

Varner Road to I-10

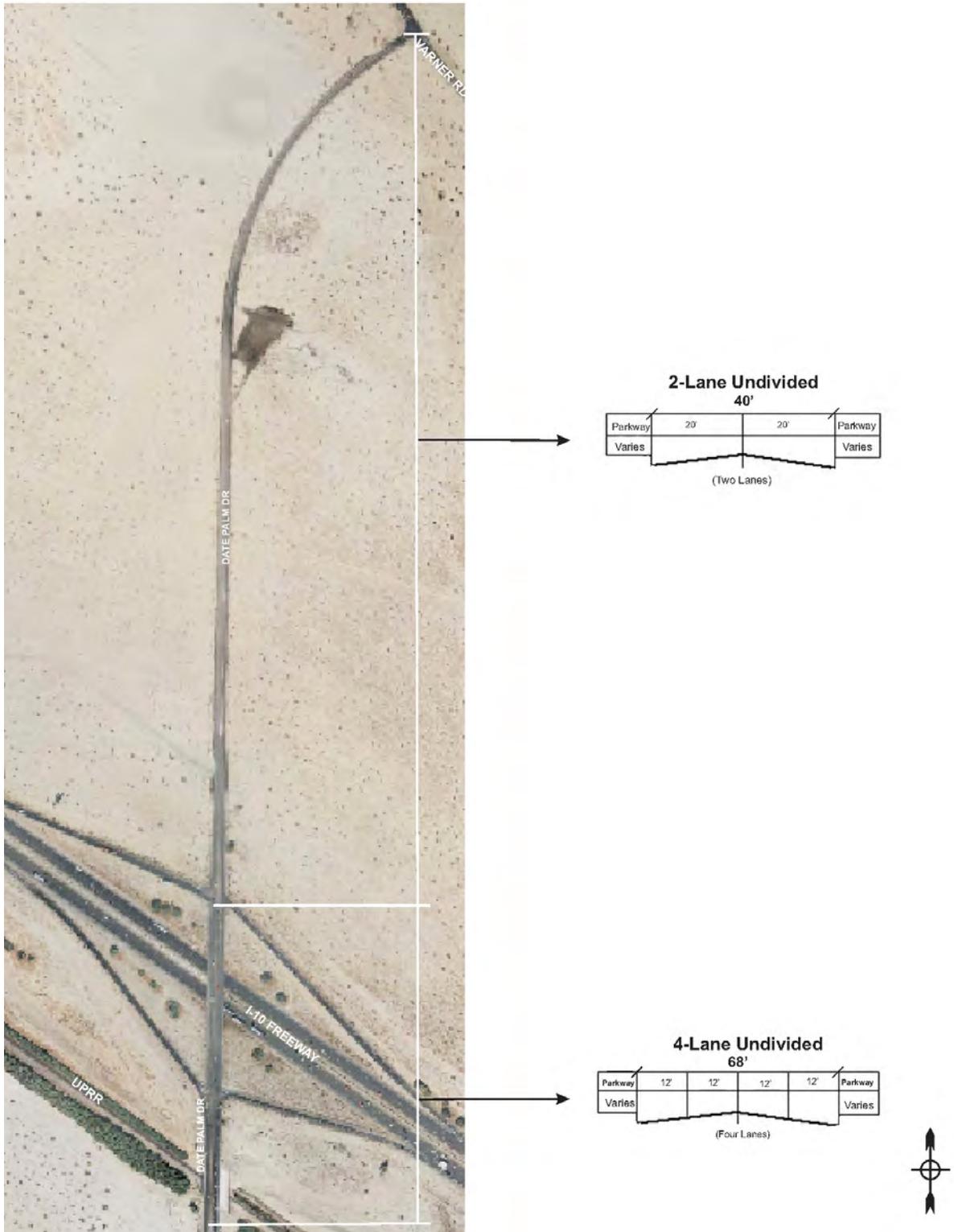


Figure 2.1b: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

I-10 to 30th Avenue

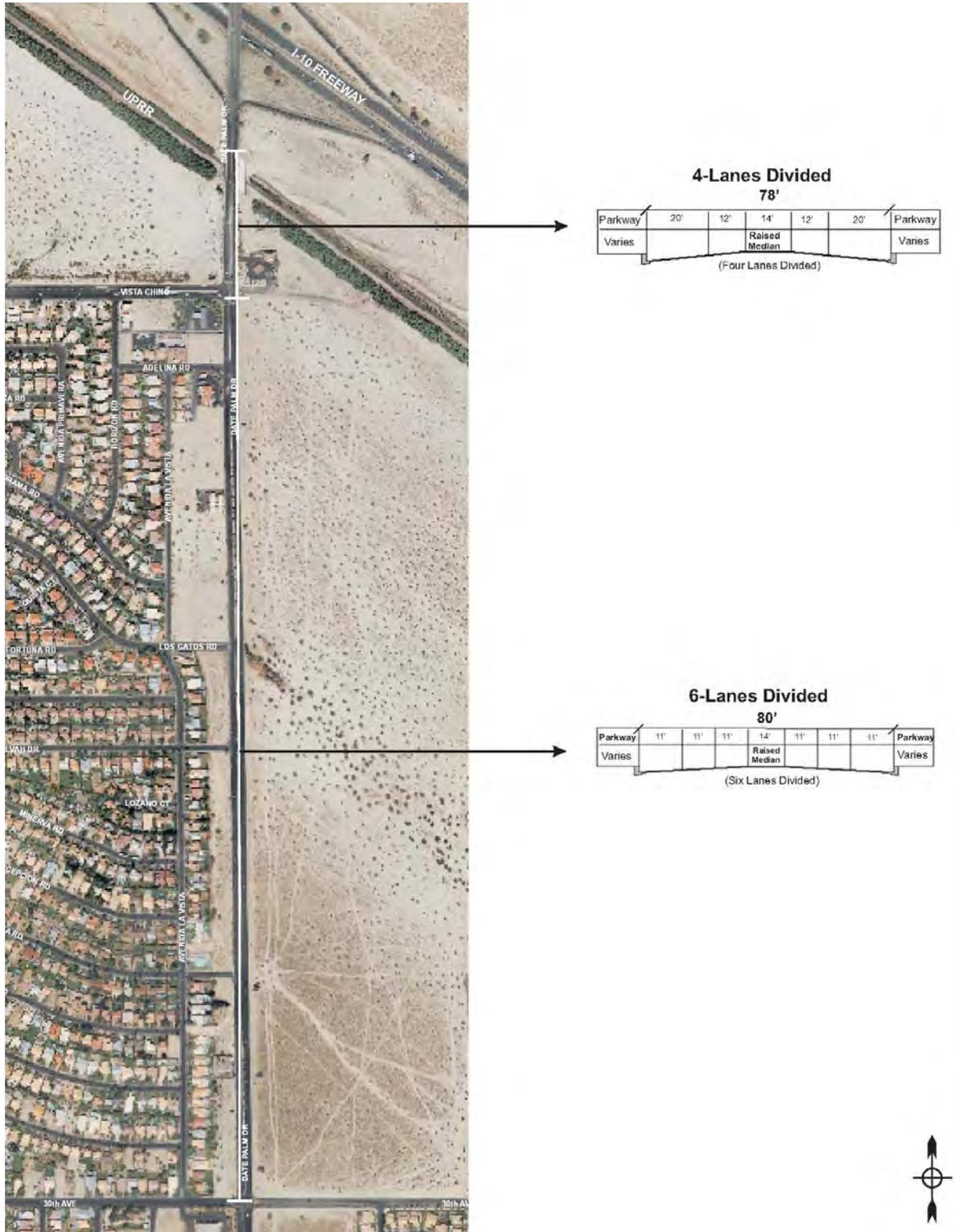


Figure 2.1d: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

Ramon Road to Dinah Shore Drive

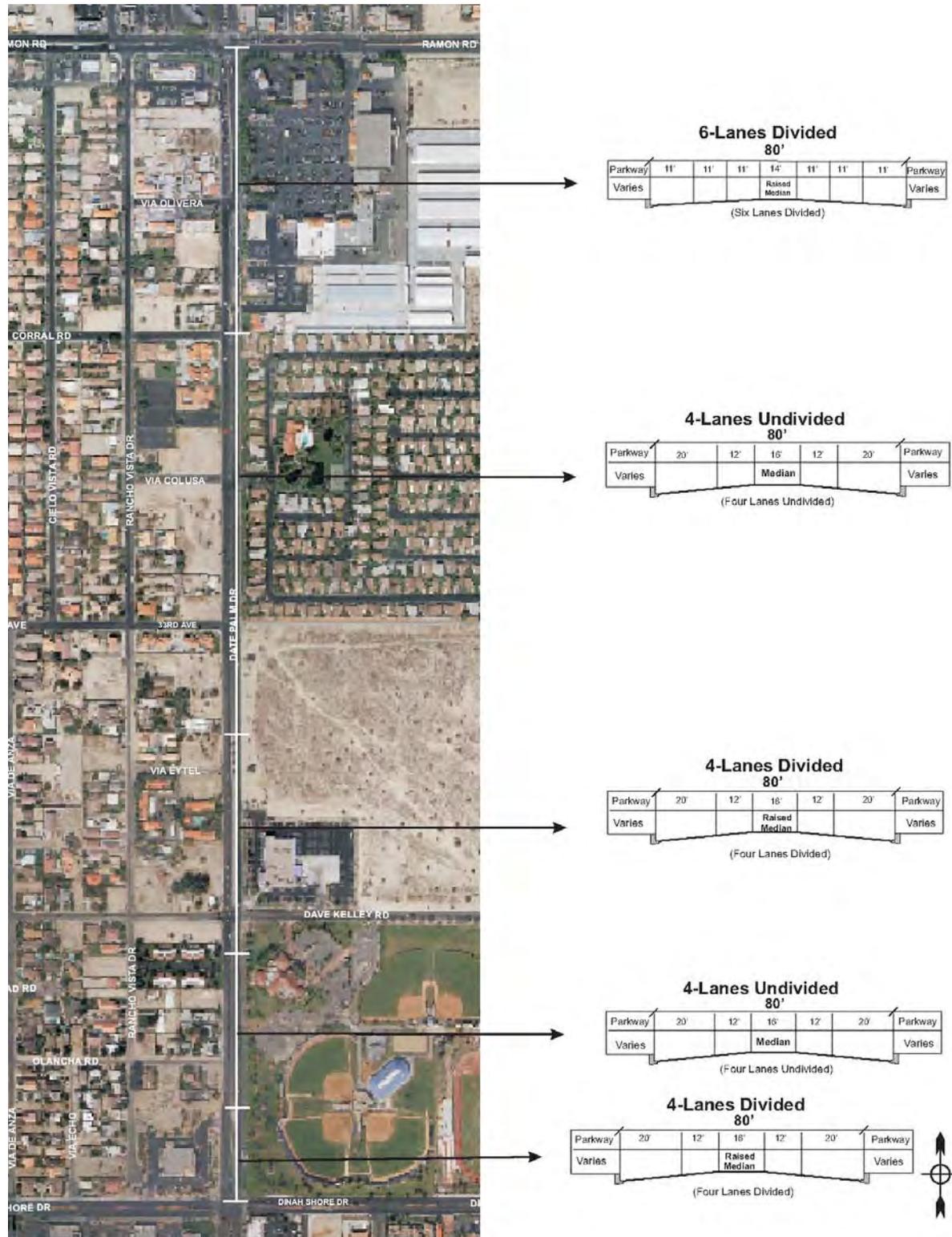


Figure 2.1e: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

Dinah Shore Drive to Gerald Ford Drive

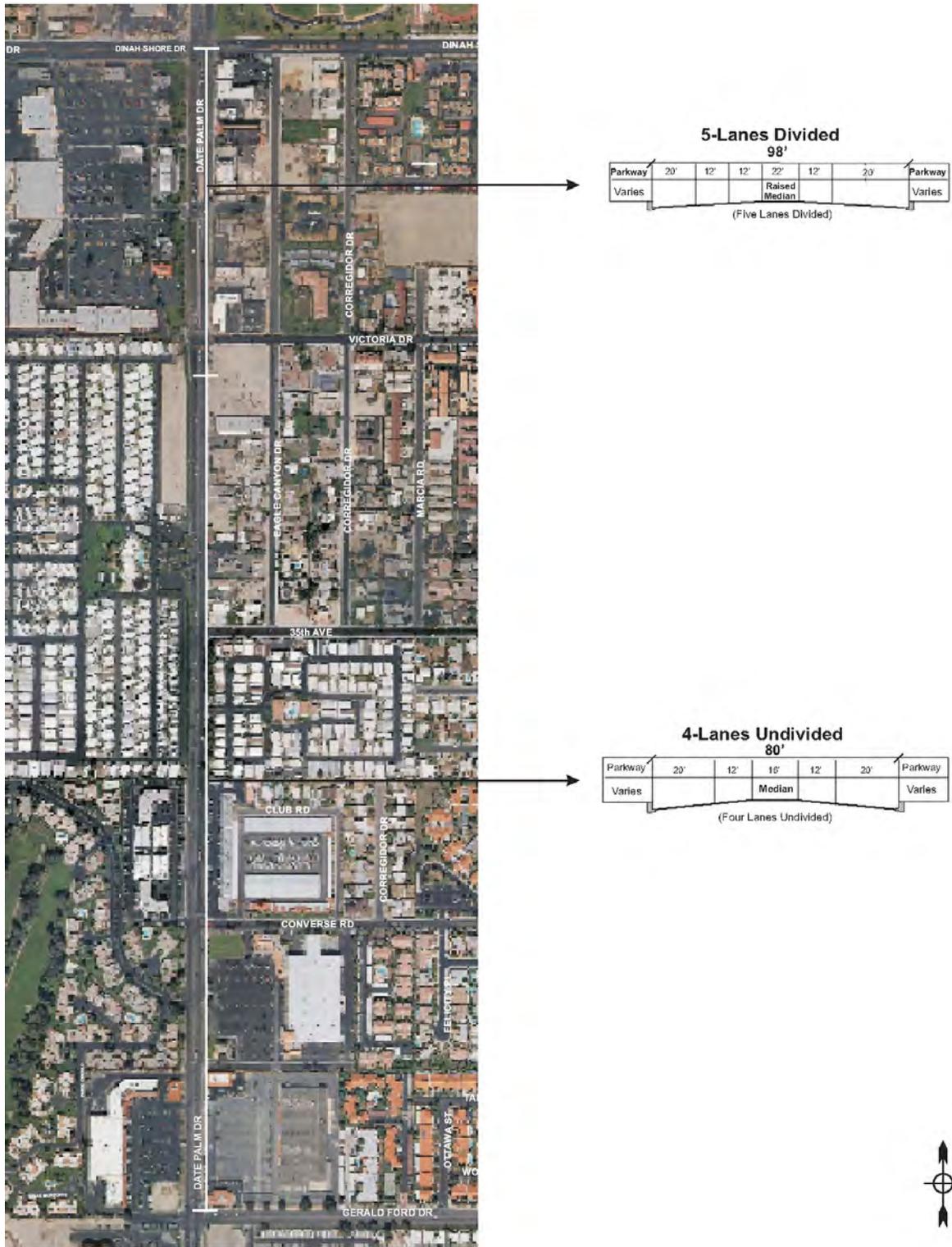
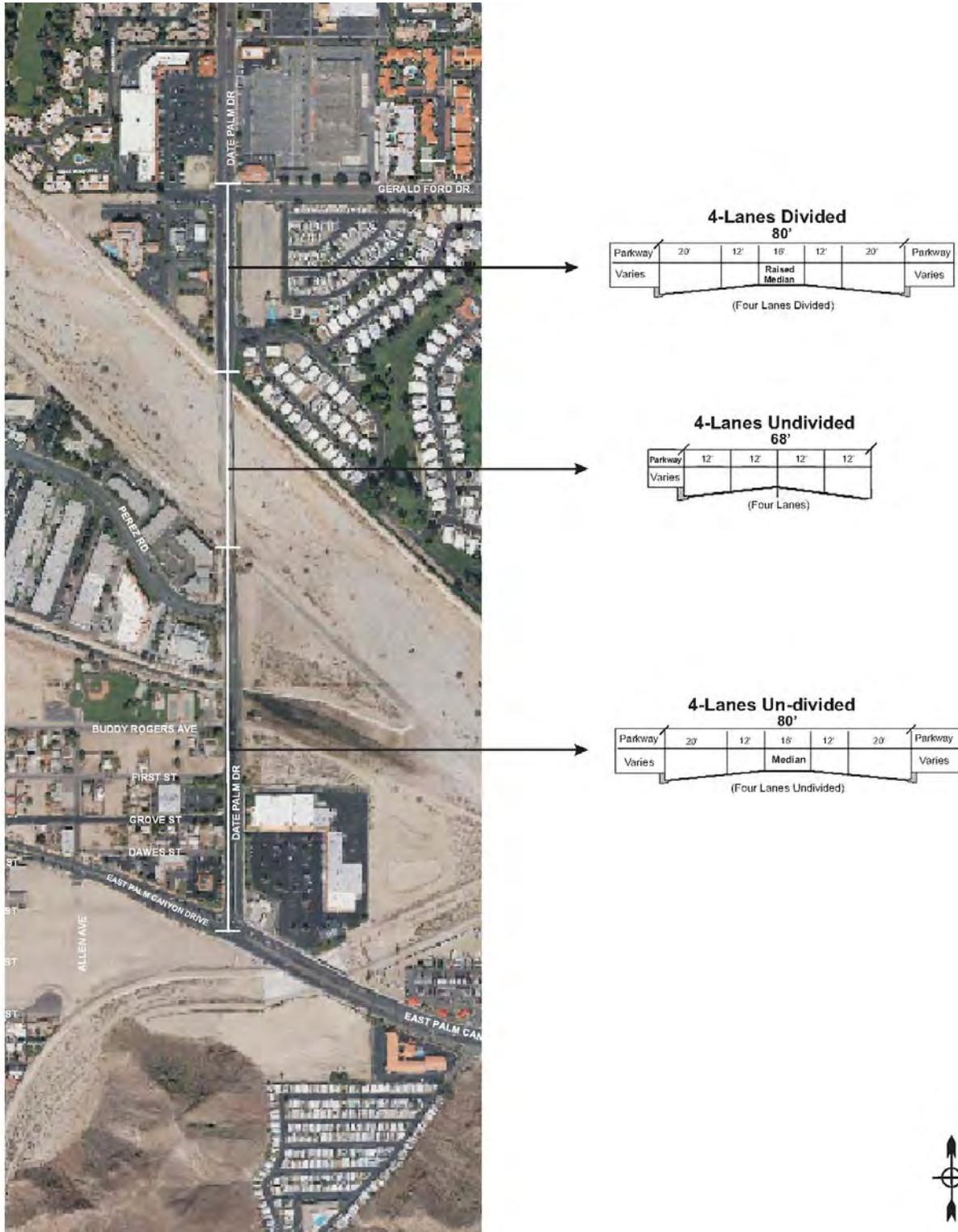


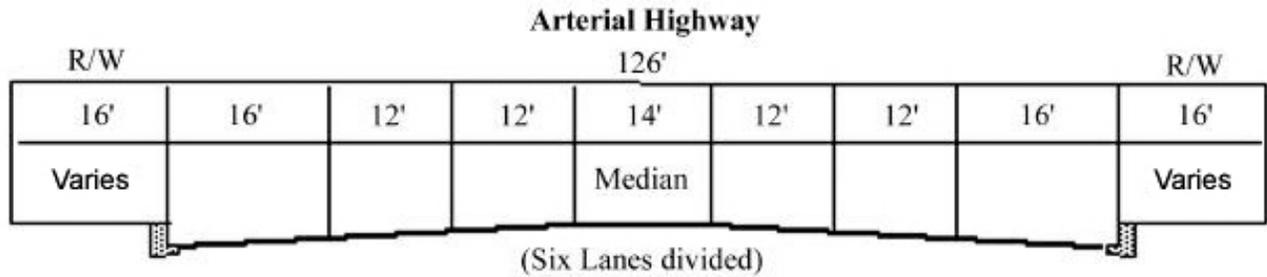
Figure 2.1f: Typical Cross-Sections of Date Palm Drive by Segments (Cont'd)

Gerald Ford Drive to East Palm Canyon Drive



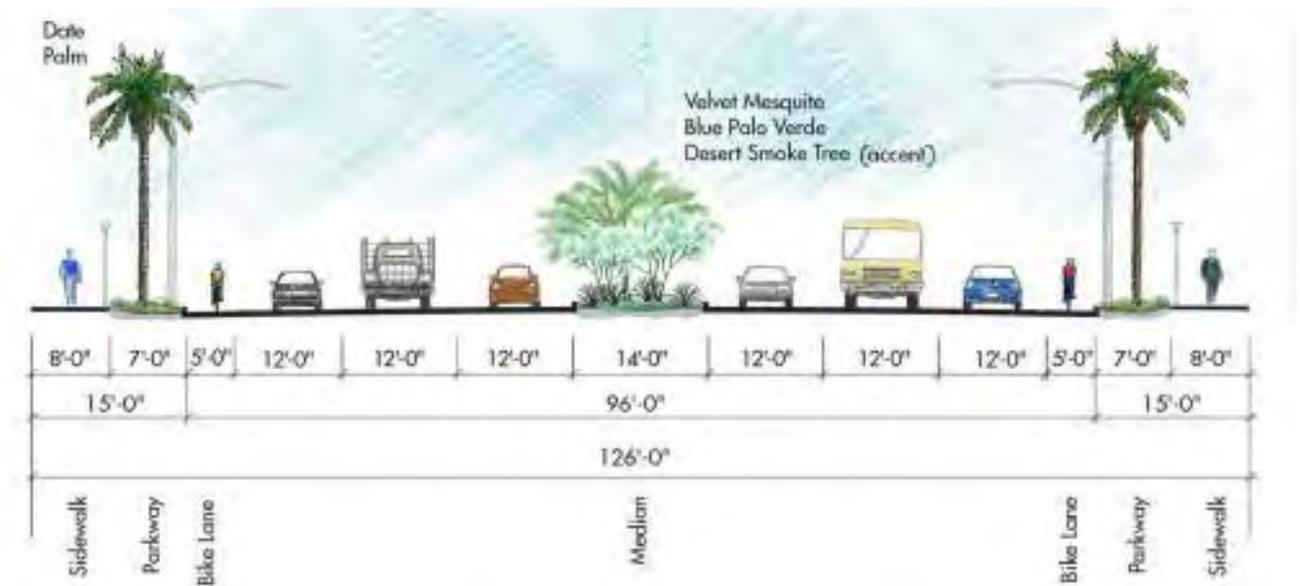
Source: City of Cathedral GIS information, updated by KOA Corporation

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



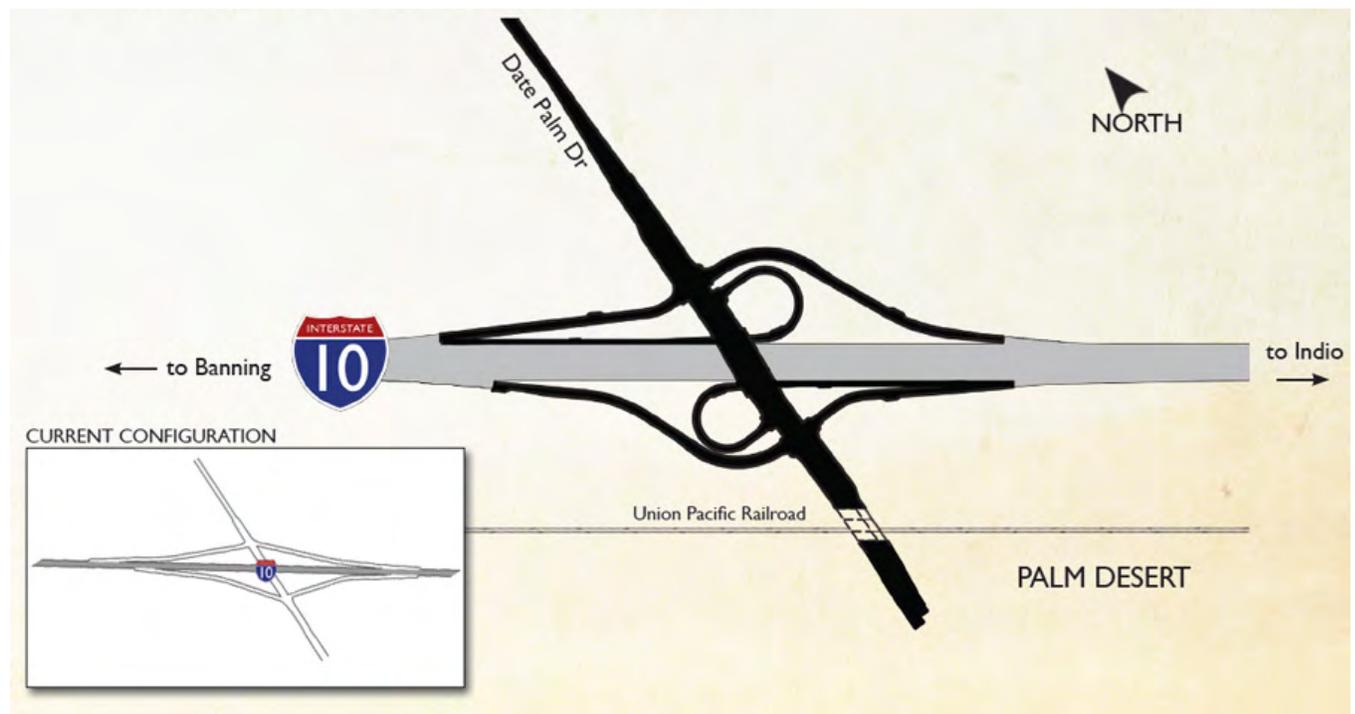
Source: City of Cathedral City General Plan Circulation Element

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



Source: North City Specific Plan

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



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

2.1.2 Roadway Network

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

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

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

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

Internal Street Network

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

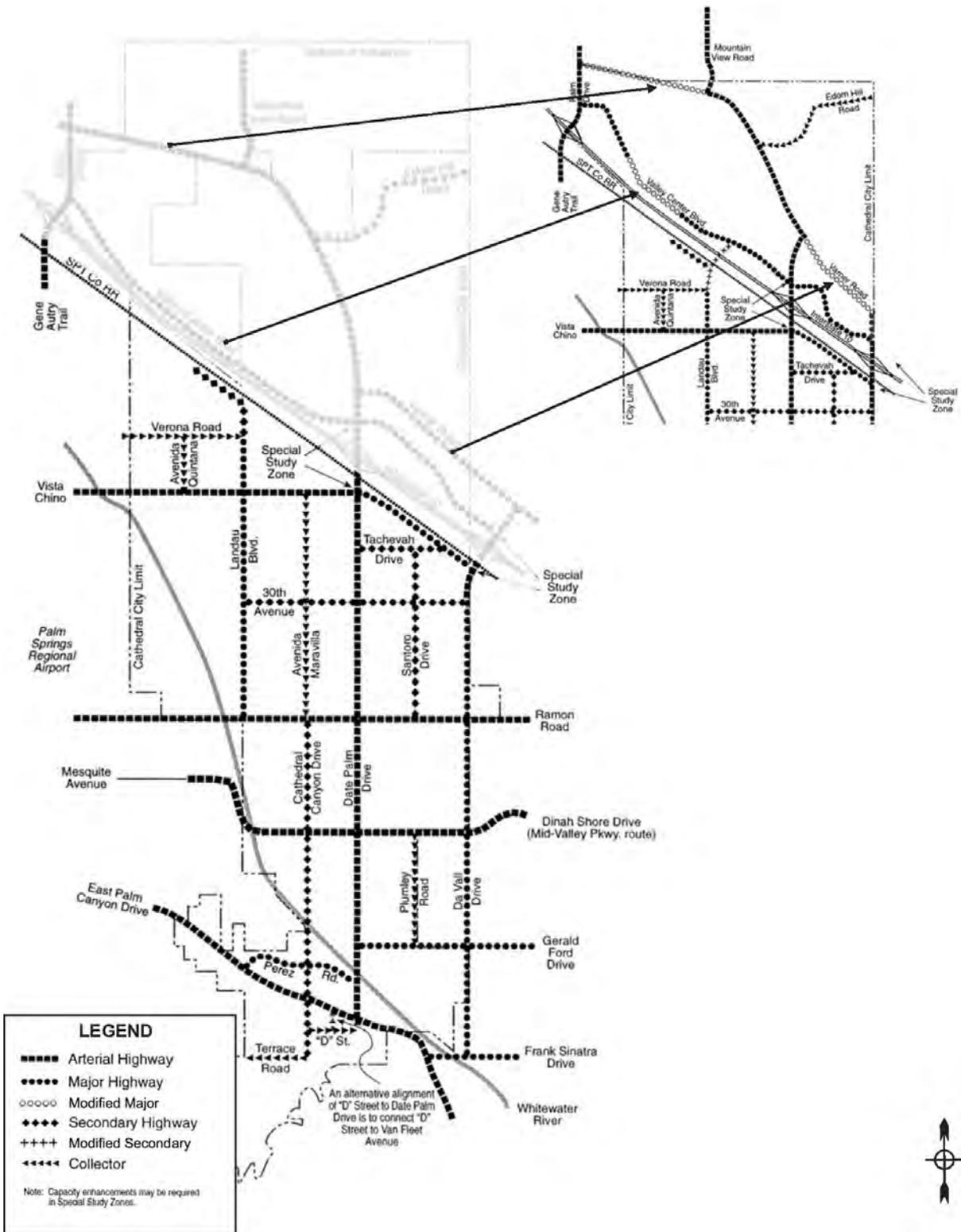
Roadway Classifications and Pavement Conditions

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

Intersections

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

Figure 2.4: General Plan Roadway Classification



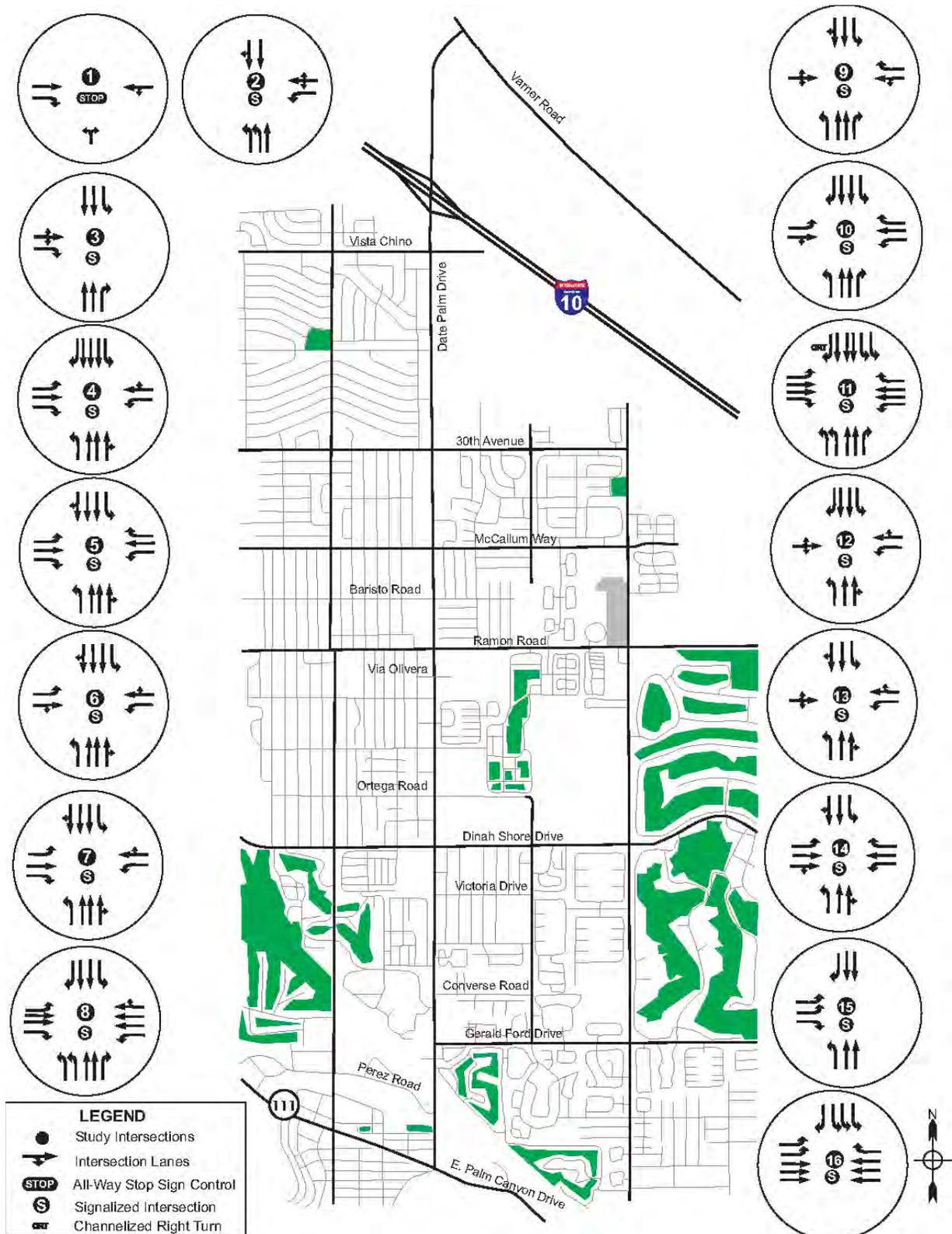
Source: City of Cathedral City General Plan Circulation Element

Figure 2.5: Pavement Conditions



Source: KOA Corporation

Figure 2.6: Lane Configuration at the Signalized Roadway Intersections



Source: KOA Corporation

Traffic Volumes

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

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

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

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

Table 2.1: Level of Service Daily Volume Thresholds

Classification	Lane Configuration	AVERAGE DAILY TRAFFIC (Veh/Day) Level of Service (Upper Limit)				
		A	B	C	D	E
Collector	2-Lane Undivided	6,000	9,000	12,000	15,000	18,000
Secondary Highway	4-Lane Undivided	10,000	15,000	20,000	25,000	30,000
Major Highway	4-Lane Divided	10,000	17,000	24,000	31,000	38,000
Arterial Highway	6-Lane Divided	17,000	27,500	38,000	48,500	59,000

Table 2.2: Level of Service Intersection Thresholds

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

Table 2.3: Roadway Level of Service

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

Traffic Volume over roadway capacity ratio

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

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

Table 2.4: Intersection Level of Service

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

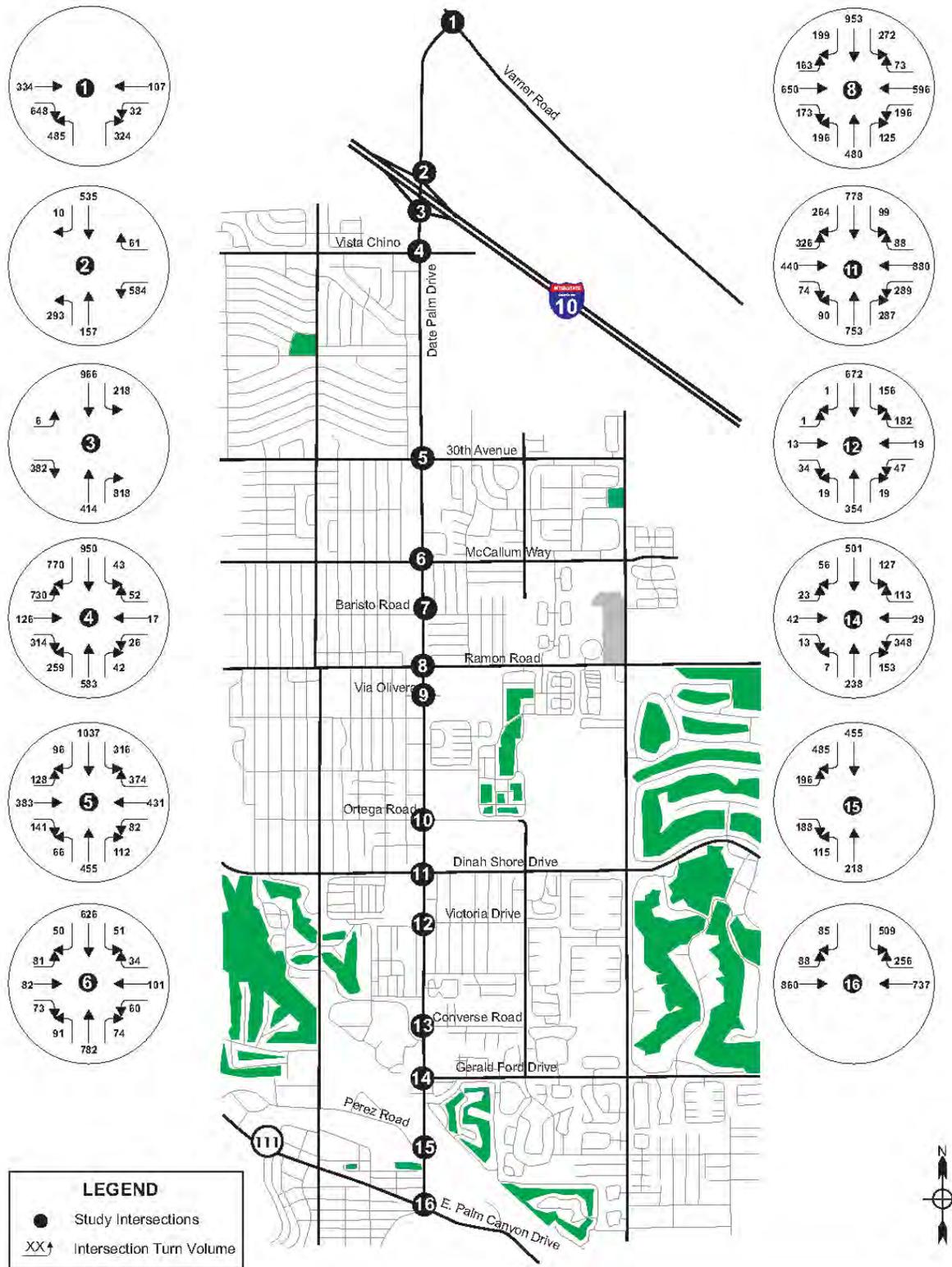
Note: ¹ Unsignalized Intersection

Figure 2.7: ADT Volumes



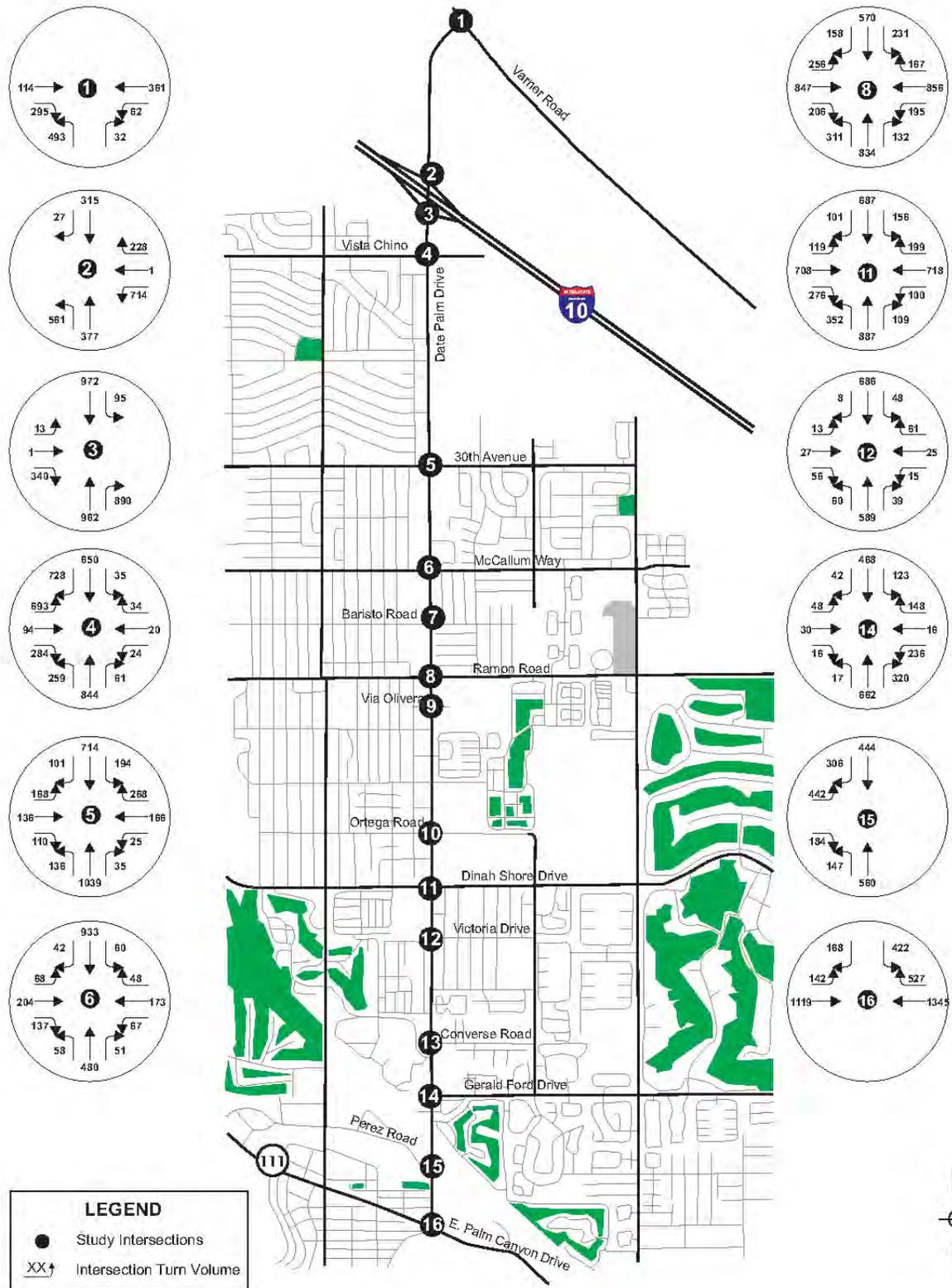
Source: KOA Corporation

Figure 2.7a: Existing AM Peak Hour Volumes



Source: KOA Corporation

Figure 2.7b: Existing PM Peak Hour Volumes



Source: KOA Corporation

Parking

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

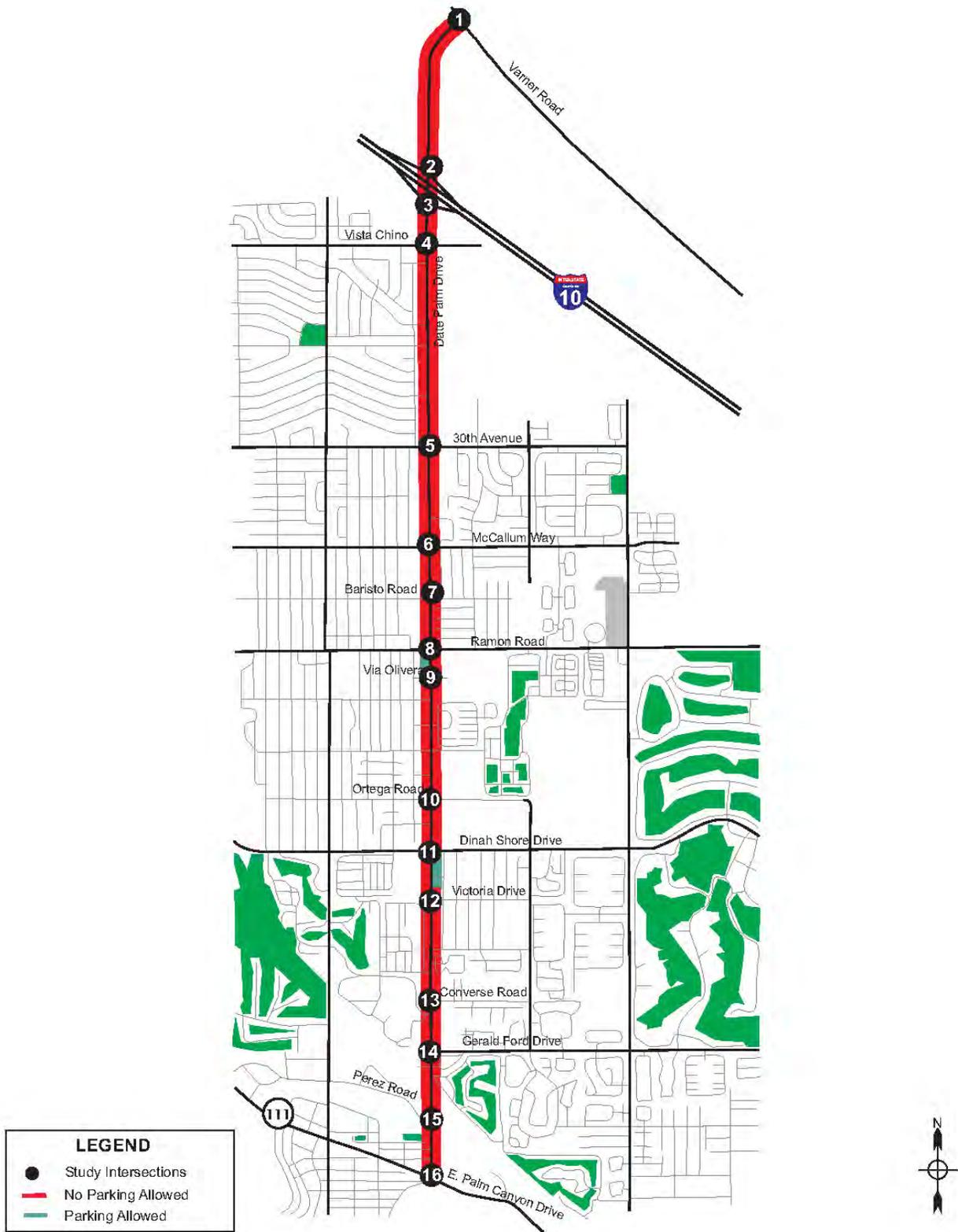
2.1.3 Transit Routes

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

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

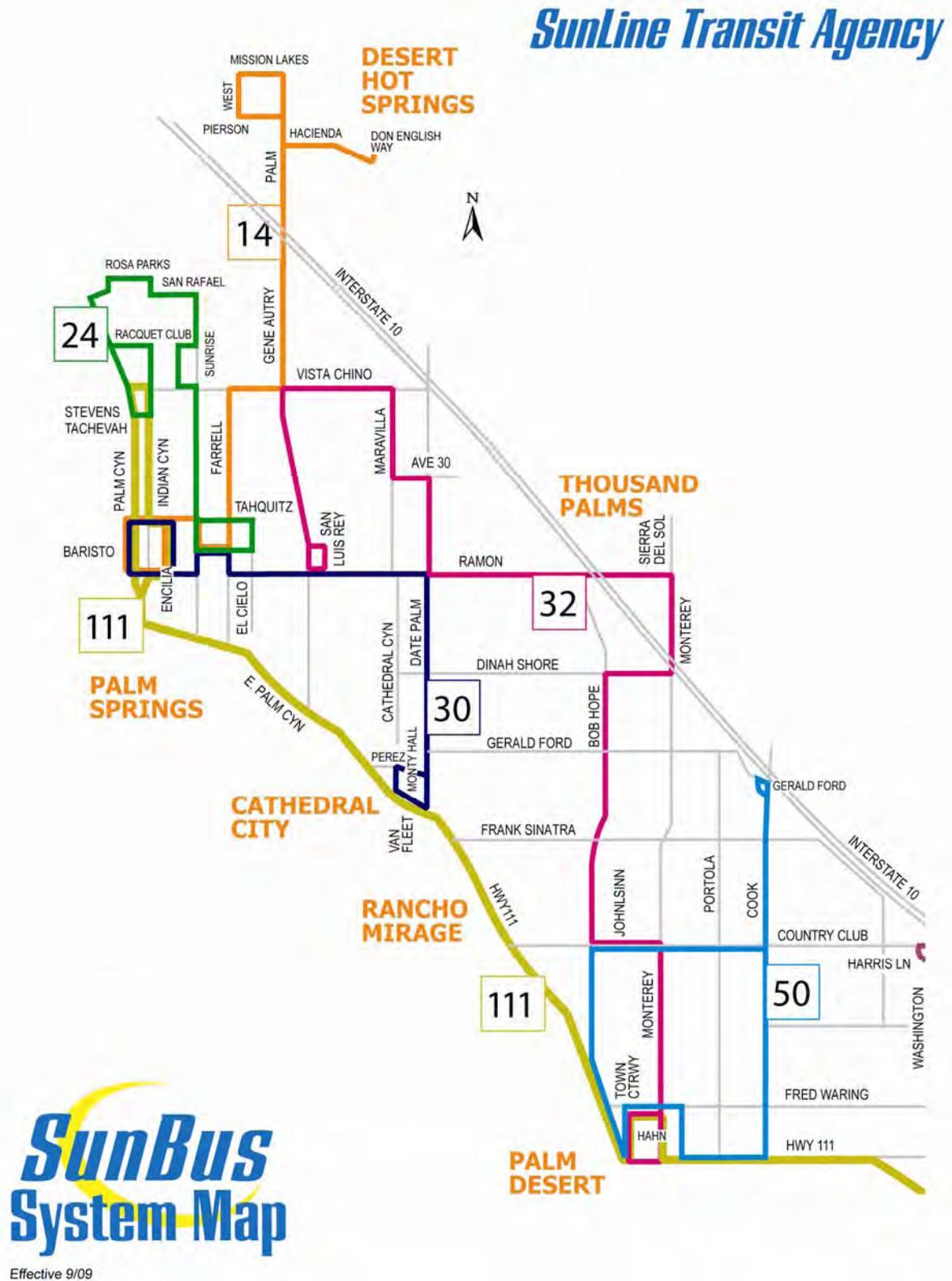
Figures 2.10 show existing bus stops along Date Palm Drive

Figure 2.8: On-Street Parking



Source: KOA Corporation

Figure 2.9: SunLine Transit Routes



Source: SunLine Transit Agency

Figure 2.10: Bus Stops



Source: KOA Corporation



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



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

2.1.4 Bike Routes

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

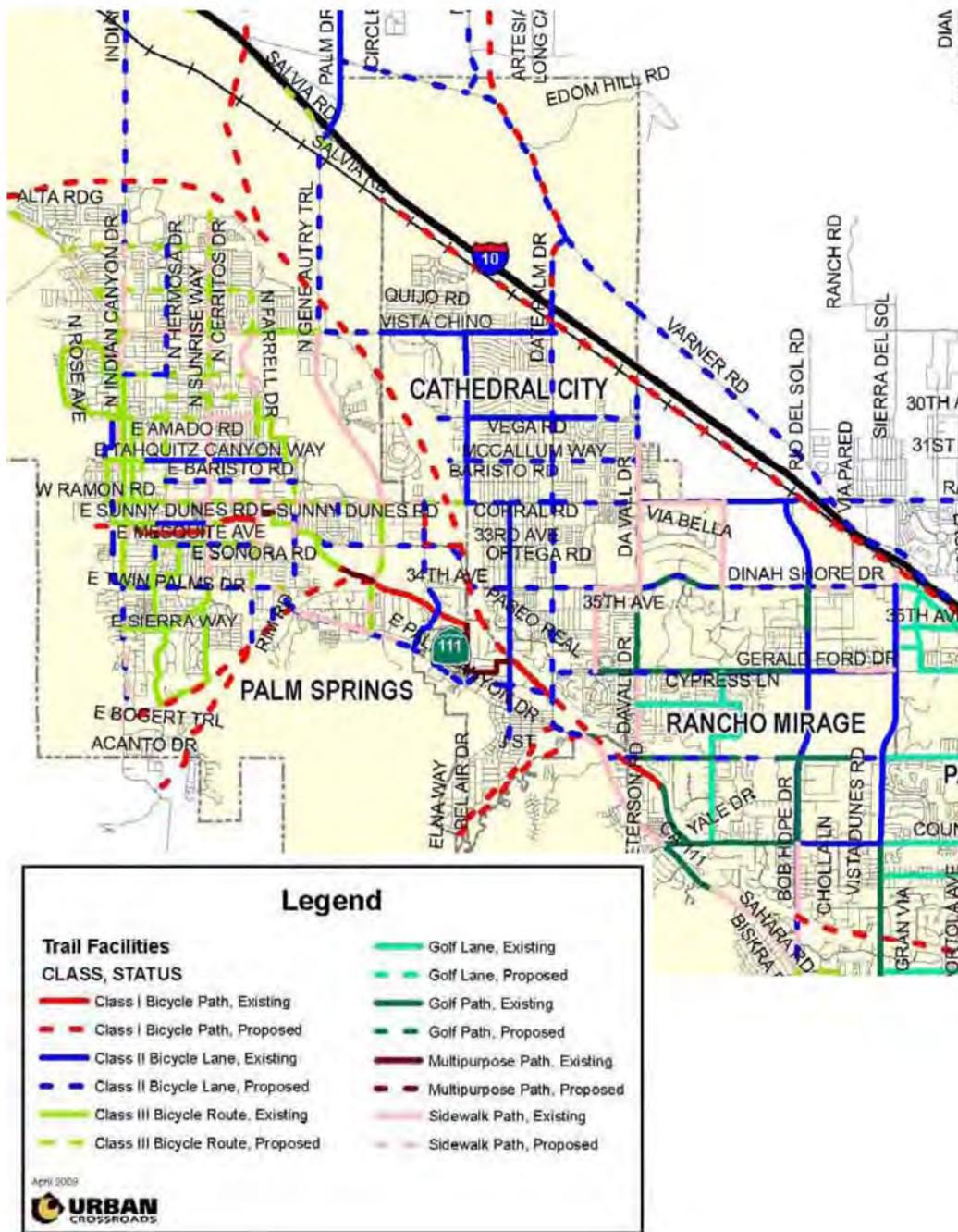
Table 2.3: Location and Length of Bikeways

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

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

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

Figure 2.11: Bikeway Network



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

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

2.1.5 Pedestrian Network

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

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

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



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



No buffer exists between the sidewalk and the street

only occur along developed parcels.

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



Generally no sidewalks exist along underdeveloped parcels

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

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



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

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



Whitewater River Wash overpass with sidewalk on the west side

Landscape Character

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

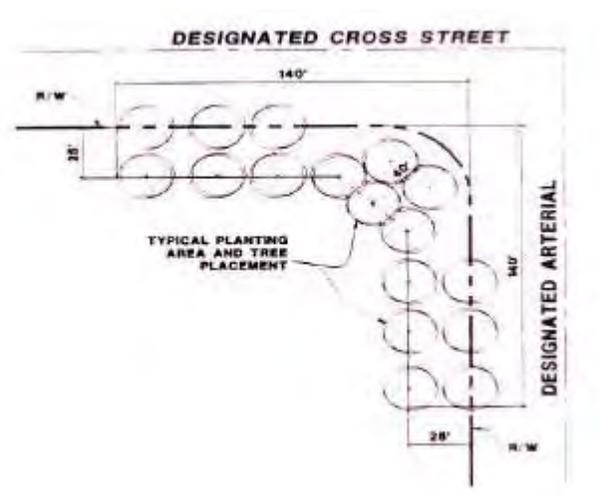
California Fan Palms and Date Palms enhance the view along Date Palm Drive; however the lack of shade trees along Date Palm Drive does not make the environment comfortable for pedestrians. As per the Street Tree Policy Guidelines and Specifications, **Table 2.4** lists specified street /parkway trees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

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

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

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

Figure 2.13: Intersection Enhancement Area Plan



Source: City of Cathedral City Design Guidelines

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

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

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

Relationship of Buildings to the Pedestrian Environment

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

Connections to Adjacent Neighborhoods and Retail Areas

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

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



pedestrian connection from this neighborhood could be provided when development occurs on the vacant parcel located at the northwest corner of Date Palm Drive and Vista Chino. Existing single-

Generally sidewalk connections from residential neighborhoods are discontinuous

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

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



Cathedral City Soccer Park viewed from 30th Avenue looking east

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

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



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

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

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

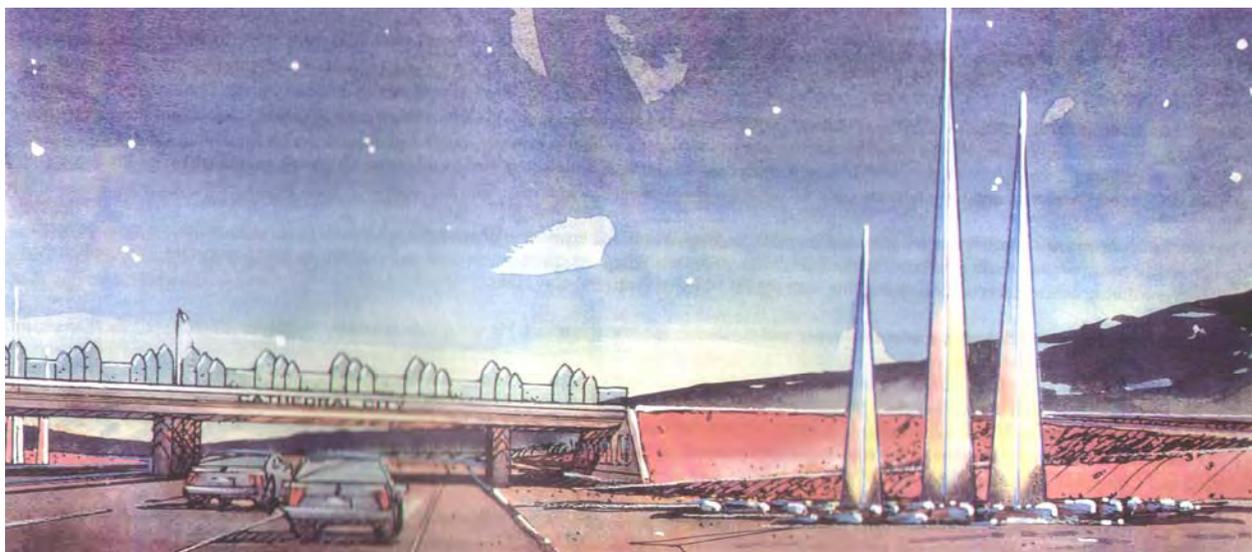
2.1.6 Wayfinding Signage /Public Art /Gateway Treatments

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

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



Existing City of Cathedral City public art along Date Palm Drive



Proposed City of Cathedral City Gateway Sign at I-10

2.1.7 Safe Routes to Schools

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

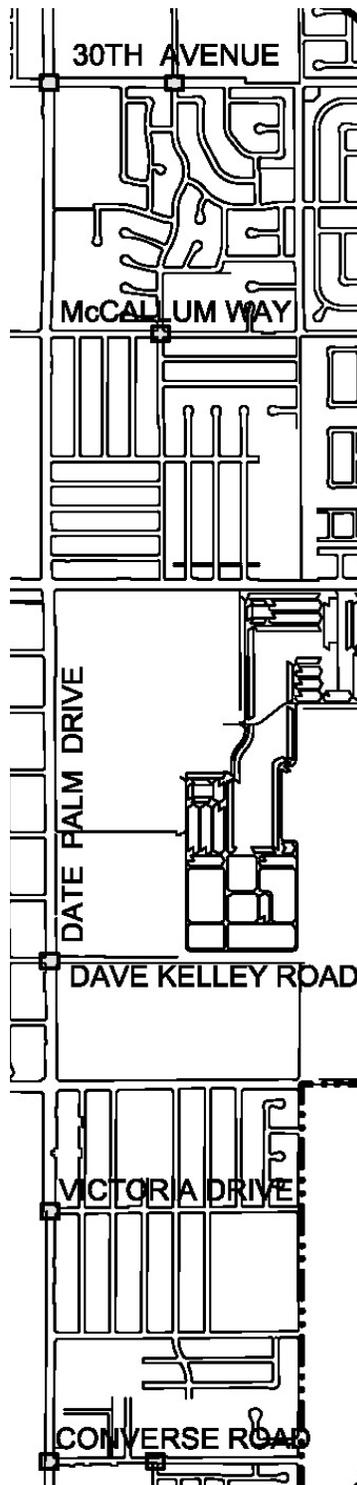
Date Palm Drive and 30th Avenue

Date Palm Drive and Dave Kelley Road

Date Palm Drive and Victoria Drive

Date Palm Drive and Converse Road

Figure 2.14: Lighted Crosswalk Safe Routes to School Safety Program



Source: City of Cathedral City

2.1.8 Summary of Existing Conditions for the Public Realm

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

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

¹ Proposed General Plan ROW Width for Date Palm Drive is 126 ft

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

			Segments					
			Varner Rd and I-10	I-10 to 30 th Ave	30 th Ave & Ramon Rd	Ramon Rd to Dinah Shore Dr	Dinah Shore Dr to Gerald Ford Dr	Gerald Ford Dr to East Palm Canyon Dr
Public Realm Elements			None	California Fan Palm	California Fan Palm and Date Palm	California Fan Palm and Date Palm	California Fan Palm and Date Palm	California Fan Palm and Date Palm
Street Tree Species	# of Locations	None	None	4 locations	6 locations	7 locations	2 locations	
		With Shelter	None	None	3 locations	4 locations	7 locations	2 locations
		With Bench	None	None	3 locations	6 locations	7 locations	2 locations

2.2 Private Realm

2.2.1 Generalized Existing Land Uses in the Study Area

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

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

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



View of Fresh & Easy located at the southwest corner of 30th Avenue and Date Palm Drive

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

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

- Ramon Road to Dinah Shore Drive – Located at the southeast corner of Date Palm Drive and Ramon Road intersection is the Cathedral Village Shopping Center, which serves the local community with restaurants such as Applebee’s and Giuseppe’s, and also fast food such as KFC. Other commercial uses in the area



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

include a bank, pharmacy, and a mix of other small retail shops. The Desert Sands Mobile Home Community is located south of this Shopping Center along Date Palm Drive. This portion of the study area is anchored by Big League Dreams Sports Park, a local icon and regional sports park, located at northeast corner of Dinah Shore Drive and Date Palm Drive intersection.

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

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



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

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

2.2.2 Inventory of Current Businesses

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

2.2.3 Vacant and Underdeveloped Properties

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

Table 2.5: Vacant Parcels within the Study Area

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

Source: Gruen Associates

2.2.4 Condition of Building Stock and Lot Sizes

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

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

2.2.5 Ownership Pattern

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

Table 2.6: Ownership Pattern within the Study Area

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

Source: Gruen Associates

2.2.6 Approximate Intensity/Density

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

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

I-10 to 30th Avenue



LEGEND

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

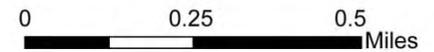
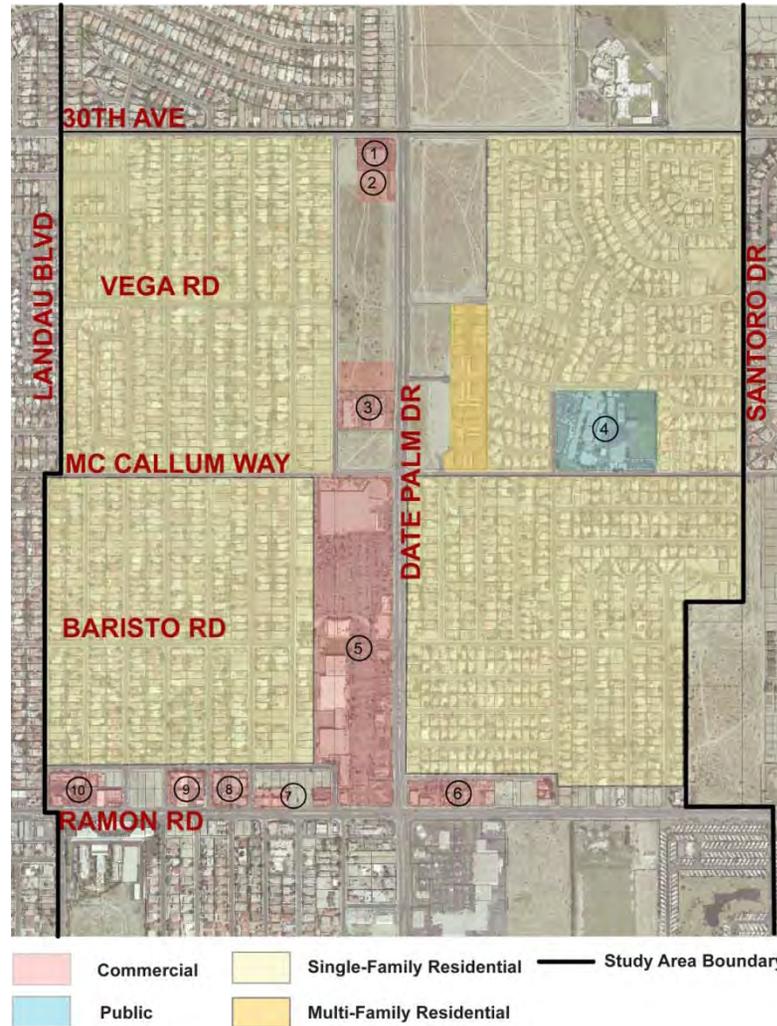


Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments (Cont'd)

30th Avenue to Ramon Road



LEGEND

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

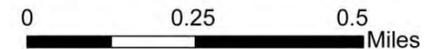
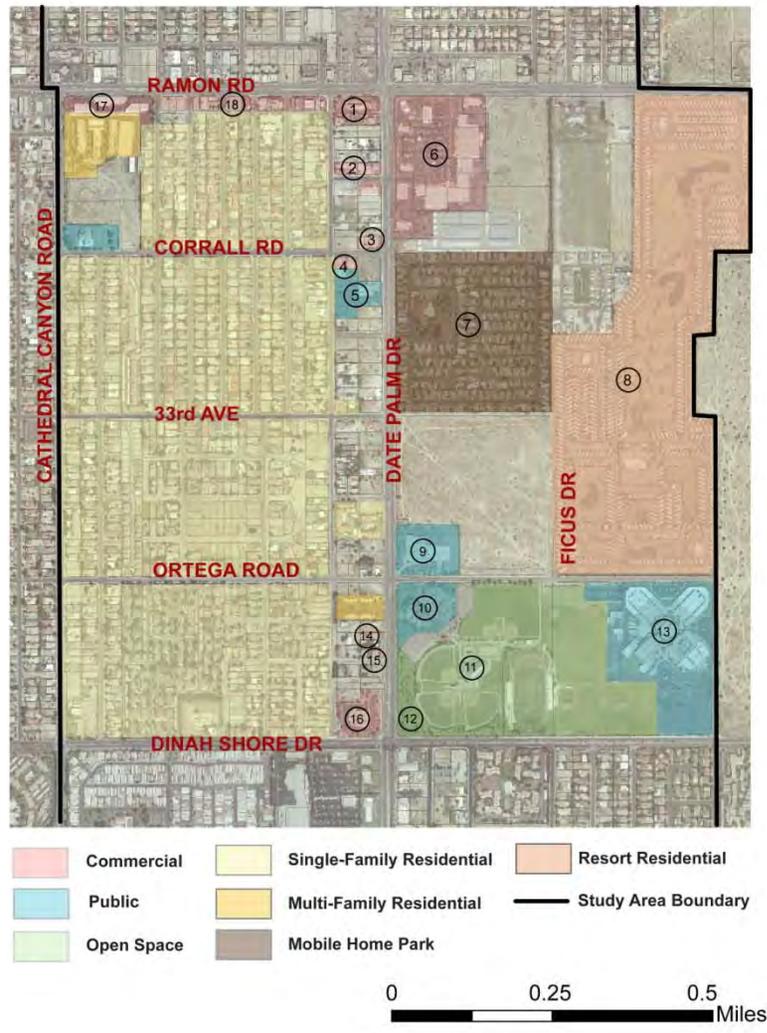


Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments (Cont'd)

Ramon Road to Dinah Shore Drive

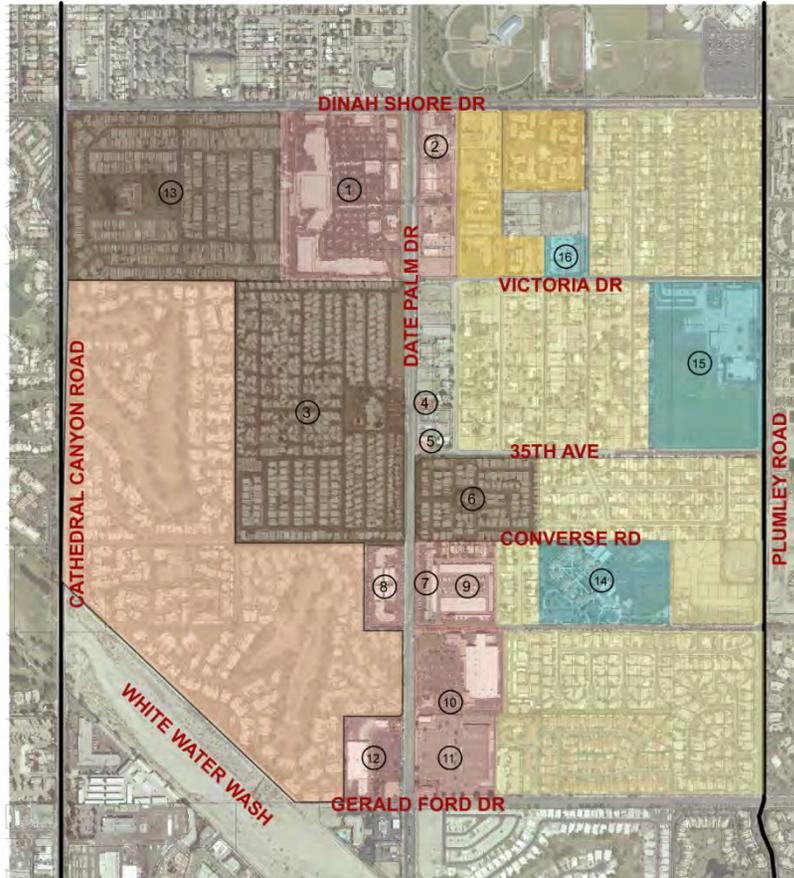


LEGEND

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

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

Dinah Shore Drive to Gerald Ford Drive



LEGEND

1. Cathedral City Marketplace Shopping Center

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

2. Commercial Strip

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

3. Royal Palms Mobile Home Park

4. Value Smog

5. A-1 Trust Chiropractic

6. Caliente Sands Mobile Home Park

7. Date Palm Plaza

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

7. Date Palm Plaza(Cont'd)

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

8. Esplande Buiness Center

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

9. Date Palm Self-Storage

10. Date Palm Shopping Center

- Sam'sClub (Vacant)
- EZ Lube

11. The Crossroads

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

12. Mission Plaza

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

13. Canyon Mobile Home Community

14. Cathedral City Elementary School

15. Neilie N Coffman Middle School

16. Spanish Assembly of God

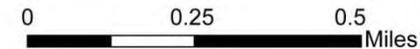
Figure 2.15: Businesses along Date Palm Drive and Major Intersecting Streets by Segments (Cont'd)

Gerald Ford Drive to East Palm Canyon Drive



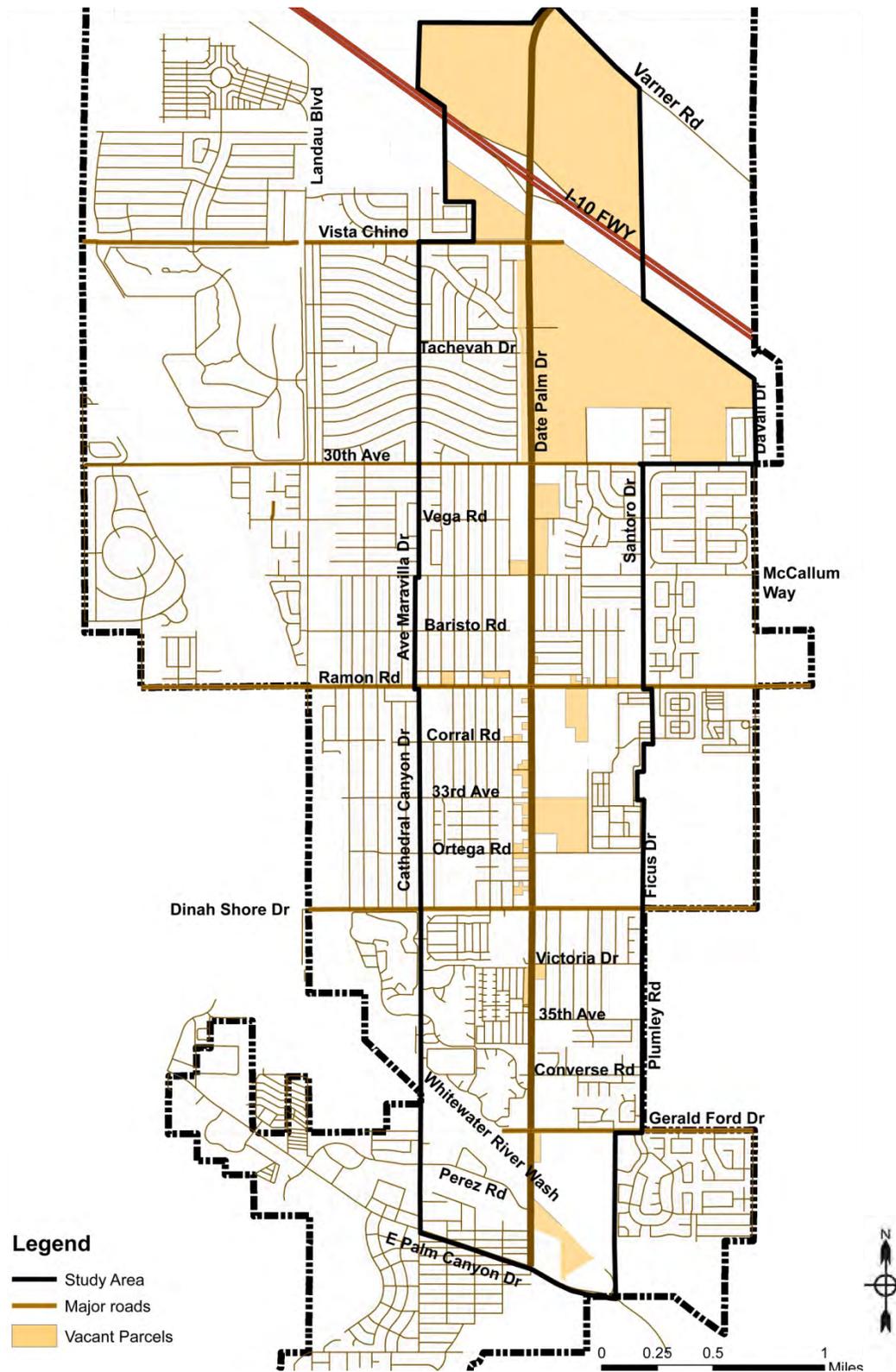
LEGEND

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



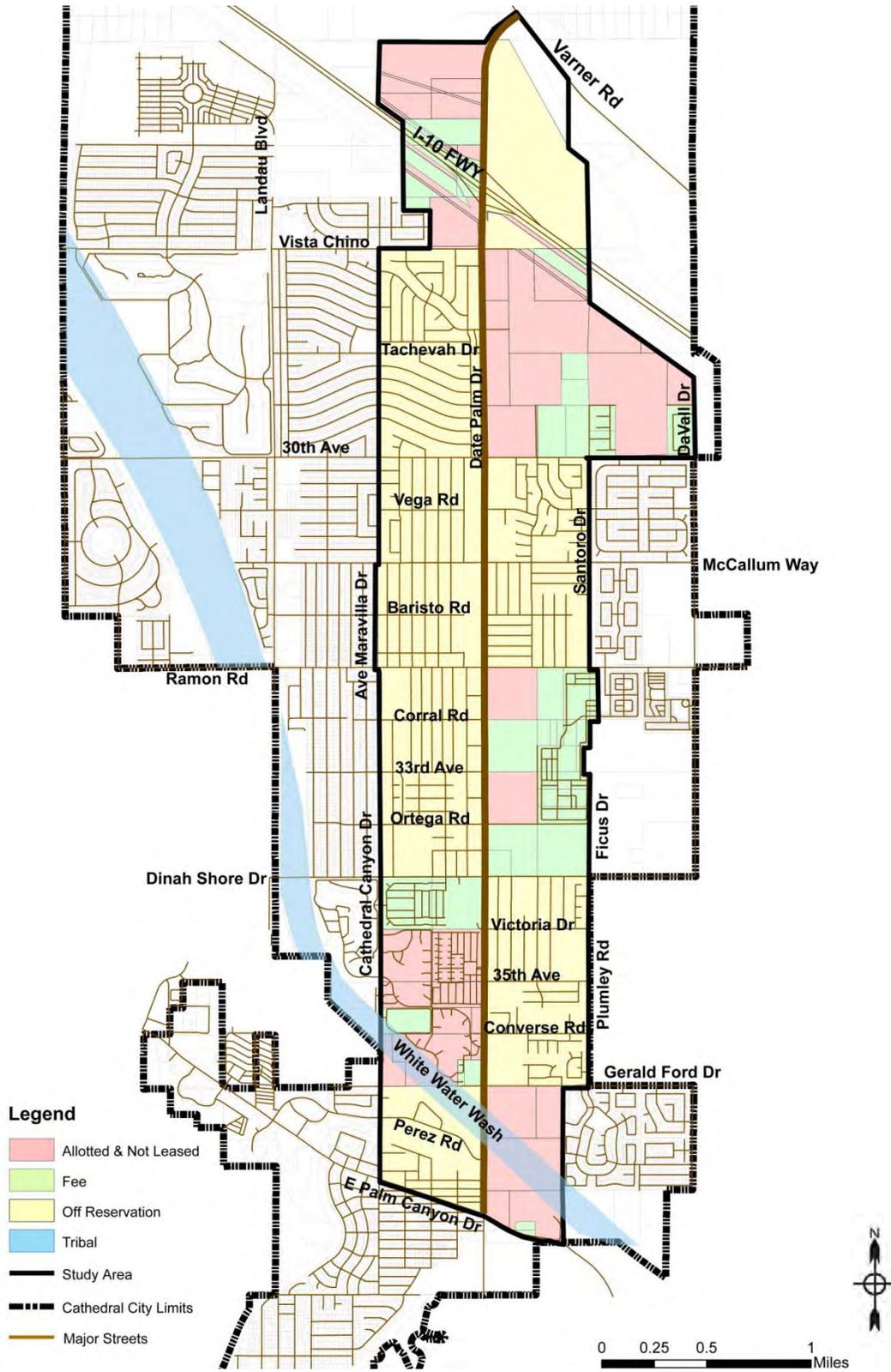
Source: Google Maps updated by Gruen Associates

Figure 2.16: Vacant Parcels along Date Palm Drive



Source: Gruen Associates, City of Cathedral City GIS Base

Figure 2.17: Ownership Map



Source: Gruen Associates, ACBCI Planning and Development Department

2.3 Current City Plans Relevant to the Private Realm

2.3.1 City of Cathedral City General Plan 2020

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

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

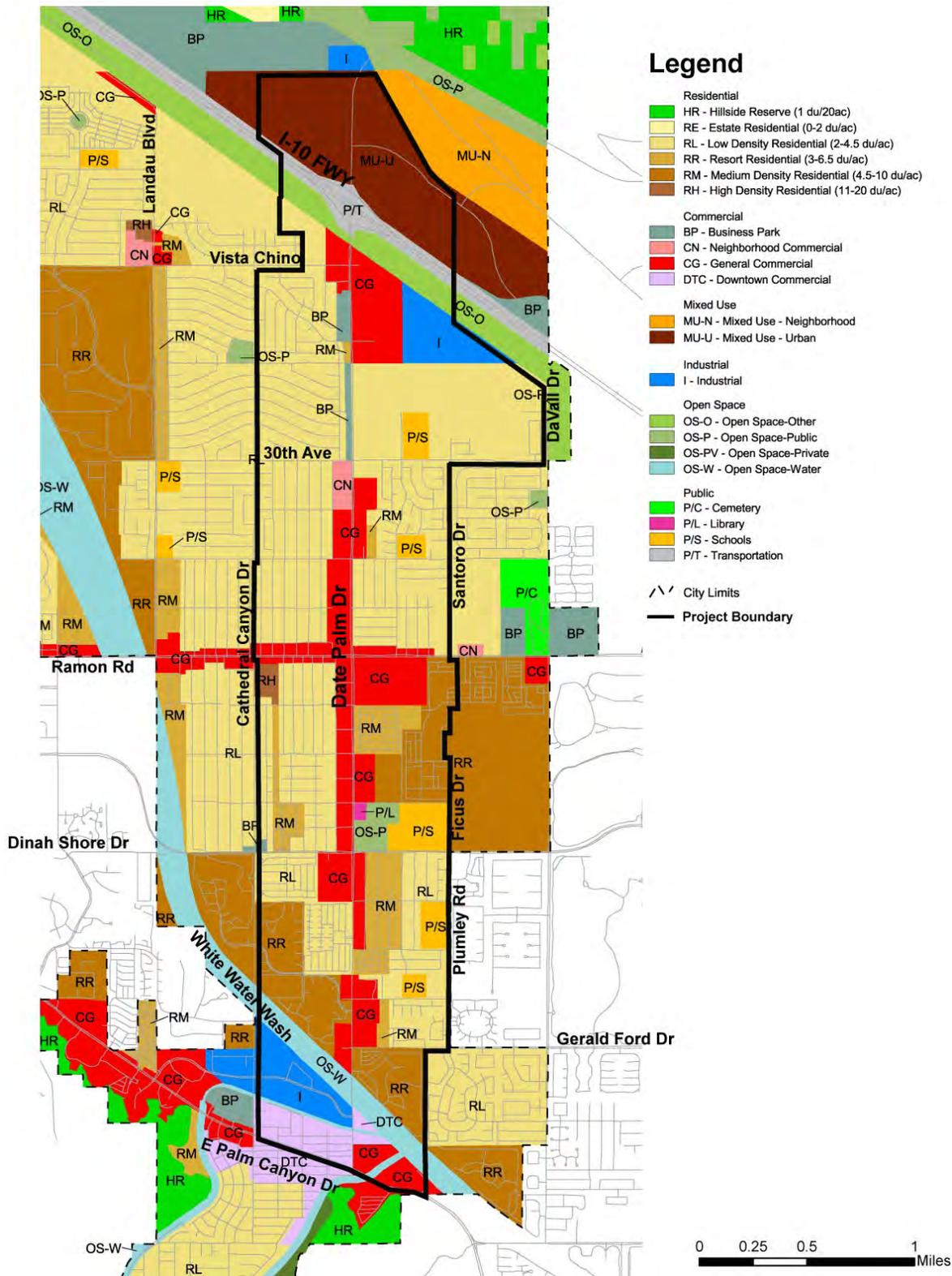
Goal 1: A complete, balanced and integrated pattern of land uses appropriately scaled and designed to meet the domestic, productive, and social needs of all members of the community, while providing a varied and cohesive fabric that is sustainable, empowering, and humanizing.

Goal 2: A land use plan and pattern that preserves and enhances the integrity of neighborhoods, districts and corridors, while optimizing the community's natural assets, regional transportation systems, and opportunities for housing, employment, and economic base building.

Policy 4: In-fill development and lot consolidation shall be encouraged as means of enhancing existing development and as a means of optimizing the use of existing roadways and utility infrastructure.

Policy 9: The consideration of major development proposals shall include an assessment of their economic viability, and fiscal costs and benefits associated with such proposals.

Figure 2.18: General Plan Land Use Map (PLACEHOLDER)



Source: Gruen Associates, City of Cathedral City GIS Base

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

General Plan Designation	Density/Intensity	Uses Allowed	Location Criteria								
Residential Low (RL)	<ul style="list-style-type: none"> • 2 to 4.5 du/ac 	One one-family dwelling per legal lot	<ul style="list-style-type: none"> • 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 								
Residential Medium (RM)	<ul style="list-style-type: none"> • 4.4 to 10 du/ac 	One-family and multiple dwellings	<ul style="list-style-type: none"> • On or near major arterials and bus routes, and within close proximity to shopping 								
General Commercial (GC)	<ul style="list-style-type: none"> • Minimum lot area shall be eight thousand gross square feet • Maximum building height shall be thirty-six feet 	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"> • Along major thoroughfares in the City 								
Downtown Commercial (DTC)	<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"> • Downtown portion of the City and along East Palm Canyon Drive
	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										
Business Park (BP)	<ul style="list-style-type: none"> • Minimum lot size shall be twenty-two thousand five hundred square feet • Minimum lot depth shall be one hundred fifty feet 	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"> • Area which creates a transition between residential, office, and commercial uses 								
Industrial Park (I)	<ul style="list-style-type: none"> • Minimum lot size shall be twenty thousand square feet • Minimum lot depth shall be one hundred feet • Minimum lot width shall be one hundred feet 	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"> • Close to major regional highway and railroad facilities is desirable 								
Public/Quasi	<ul style="list-style-type: none"> • Five-acre net lot area 	Civic Center and other	<ul style="list-style-type: none"> • Convenient location for public 								

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

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

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

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

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

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

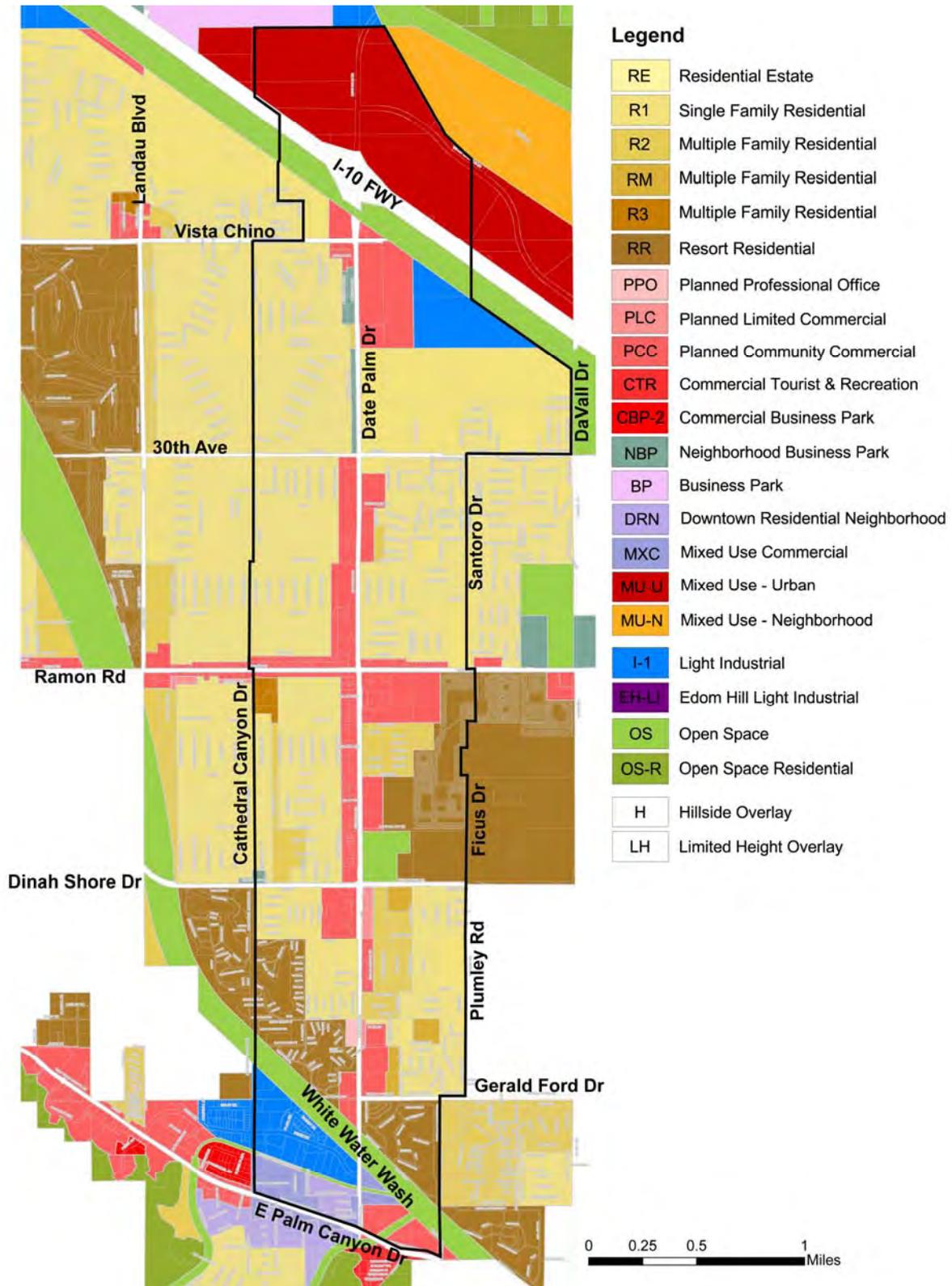
2.3.2 Zoning

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

2.3.3 Specific Plans

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

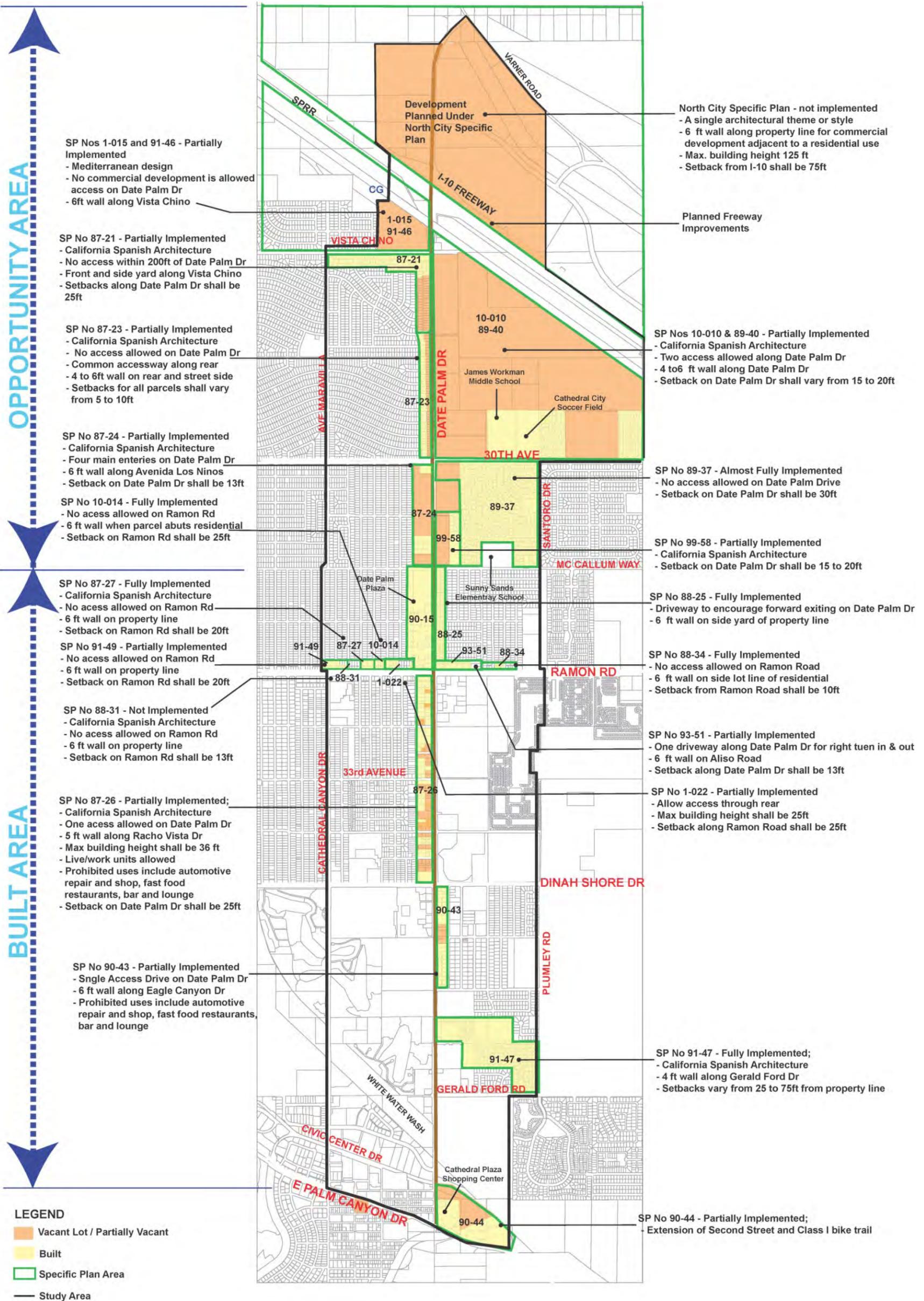
Figure 2.19: Zoning Map (PLACEHOLDER)



Source: City of Cathedral City

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Figure 2.20: Specific Plans



Source: City of Cathedral City

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

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

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

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

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

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

Source: Summarized by Gruen Associates, November 2009

3.0 Stakeholder Interviews

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

3.1 Mobility and Connectivity

Property Owners, Tribe members, and Real Estate Brokers

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

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

Council member, Chamber of Commerce, and City Staff

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

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

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

School Principals

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

Community (Mobile Home Park Residents)

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

3.2 Land Use

Property Owners, Tribe members, and Real Estate Brokers

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

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

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

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

Council member, Chamber of Commerce, and City Staff

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

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

Community (Mobile Home Residents and School Principals)

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

3.3 Image

Property Owners, Tribe members, and Real Estate Brokers

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

Council member and City Staffs

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

4.0 Issues, Opportunities, and Constraints

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

4.1 Mobility and Connectivity

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

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

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

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

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

4.2 Land Use

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

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

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

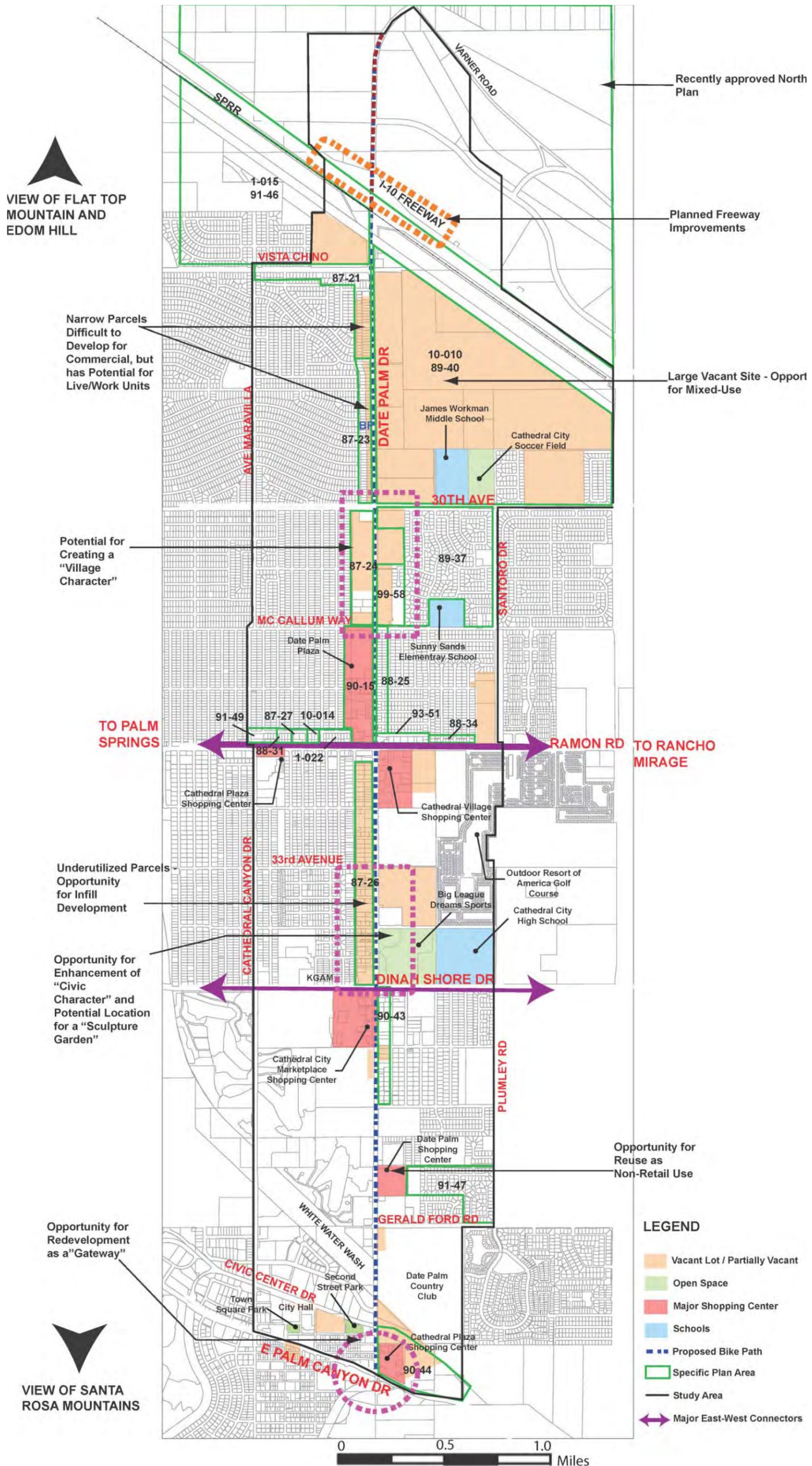
- Set standards to require connections and eliminate walls where feasible to improve pedestrian connections to and from the surrounding neighborhoods. This can be done by providing walkways and/or bike paths through proposed development which would improve pedestrian connectivity from neighboring residential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

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

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

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Figure 4.1: Generalized Issues, Opportunities, and Constraints



Source: Gruen Associates

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4.3 Image

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

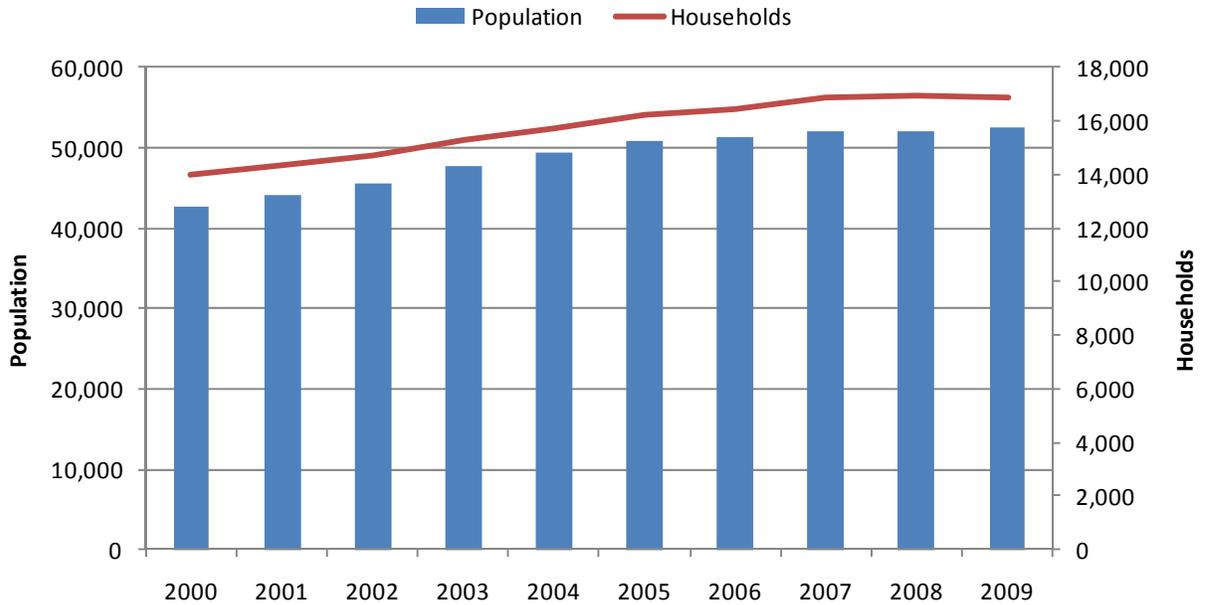
Along Date Palm Drive, south of Ramon Road the study area presents less opportunity and higher challenges for image improvements. This section of the study area has been developed mostly with residential uses and traditional style shopping centers that place parking against the sidewalk. In the future,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

4.4 Demographics, Socio- Economic and Market Conditions

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

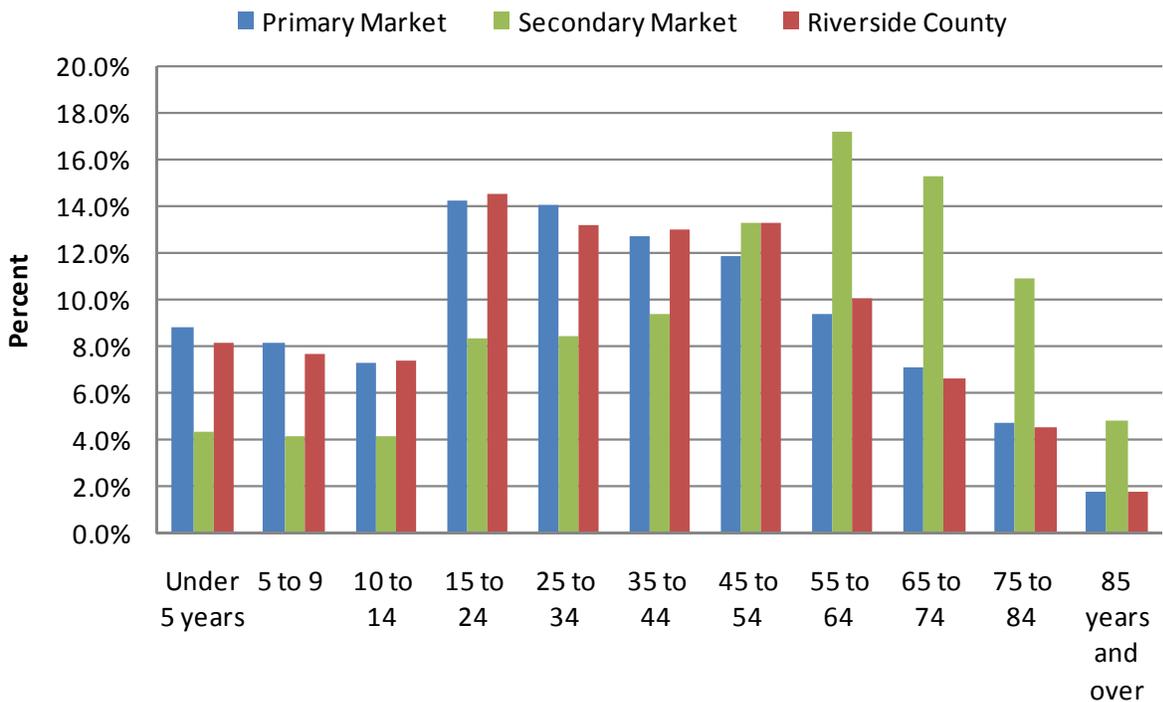
Cathedral City. The secondary market (Palm Springs, Rancho Mirage, and Thousand Palms) and county has a median income slightly over \$55,000, as shown in **Figure 4.4**.

Figure 4.2: Historic Population and Households



Source: Economic at AECOM

Figure 4.3: Age Distribution of Market Population



Source: Economic at AECOM

Figure 4.4: Median Households Income

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

Source: Economic at AECOM

Economic Considerations

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

Office

Cathedral City (primary market) has little of the regional office market and has added only 16,000 sq ft in the market in the last 10 years. Thus, the City was less affected by the economic downturn as compared to the secondary office market. Cathedral City’s vacancy is under 5%, which suggest that there may be some demand for additional local serving office. The creation of an employment center in the North City Specific Plan may contribute to the Date Palm Drive’s opportunities to capture new office space. The future office demand for local service office within Cathedral City that supports daily needs is shown in **Figure 4.5**. This represents the amount of space that may be supported throughout the City. Cathedral City including demand from the North City Specific Plan residents can expect to capture 65,992 square feet of office space by 2019. It was estimated that Date Palm Drive alone will be able to capture approximately 70% of the total demand from future Cathedral City residents not in the North City Specific Plan area and 10% of additional demand from the new North City Specific residents.

Figure 4.5: Office Demand

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

Source: Economic at AECOM

Retail Market

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

Figure 4.6: Retail Trends

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

Source: Economic at AECOM

Figure 4.7: Retail Sales Leakage/Surplus Analysis

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

Source: Economic at AECOM

Figure 4.8: Retail Space Capacity Supported by Projected Population Growth

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

Source: Economic at AECOM

Residential

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

Figure 4.9: Residential Demand

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

Source: Economic at AECOM

Next Steps

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

Competitive industries within Cathedral City and industry clusters

Understanding the City's competitive (industry) advantages:

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

Potential recreation/Entertainment anchors

Leveraging the North Specific Plan

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

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

Infill capacity and urban form

4.5 The Coachella Valley Economic Blueprint

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

Matrix 4.1: Generalized Issues, Opportunities, and Constraints

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

Issues	Opportunities	Constraints
<ul style="list-style-type: none"> • 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. • 17 partially built or outdated and inconsistent specific plans along Date Palm Drive add complexity and confusion for developers and city staff alike. • Relatively narrow parcels in some segments of Date Palm limits their commercial uses. • The recent North City Specific Plan has opened another 5000 acres for new development that may be in direct competition with or may foster Date Palm Drive development. 	<p>Palm Drive.</p> <ul style="list-style-type: none"> • Contiguous parcels under same ownership have the potential for joint development. • 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. 	<p>additional Federal approval process and NEPA review.</p>
IMAGE		
<ul style="list-style-type: none"> • 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. • Striking views of the mountains provide a welcoming environment and should be preserved. • No gateway feeling when entering Cathedral City from the freeway through Date Palm Drive. • Existing development is low intensity and auto-oriented. • Date Palm Drive lacks a continuous building edge mostly due to Shopping Centers with 	<ul style="list-style-type: none"> • The planned freeway improvements will provide freeway icons to identify Cathedral City. • The wide landscaped median and proposed wide parkways offer opportunities to develop public art and wayfinding signage. • Specific Plans could be modified to encourage buildings instead of parkway along the sidewalks. 	

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

Issues	Opportunities	Constraints
	<ul style="list-style-type: none">• 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• Cathedral City home price reductions are in line with the county and there has also been an increase in the number of sales.• 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.	

Source: Gruen Associates

5.0 Acknowledgements

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