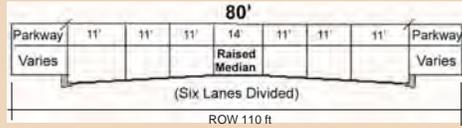

**March 16, 2010 Community Workshop Boards
(Gruen Associates)**



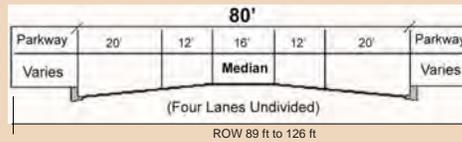
Date Palm Drive - Public Realm

Typical Existing Cross-Sections

Typically North of Ramon Road



Typically South of Ramon Road

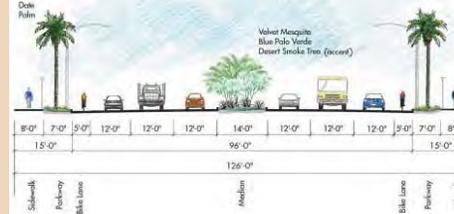


Cross-Sections of City Plans

General Plan



North City Specific Plan



Complete Streets:

"Complete Streets" are streets designed with all users in mind - including cars, bicyclists, public transportation vehicles and riders, and pedestrians of all ages & abilities

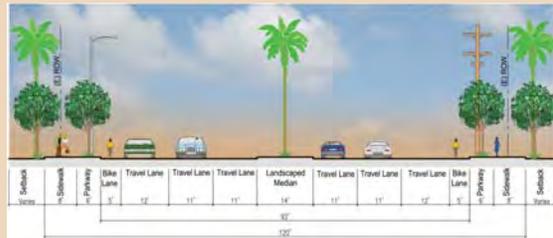


Existing Conditions:

- Connects downtown to North City Specific Plan Area
- Generally 4 to 6 lane arterial with median
- Traffic volume ranges from 18,000 to 30,000 AVT
- Acceptable Level of Service (LOS) today and in future
- Improved access with I-10 interchange
- Limited pedestrian connectivity and along I-10 due to discontinuous sidewalks
- 10 SunLine Transit Agency Bus Stops
- Widening for bike path per General Plan makes the area even less pedestrian-friendly & requires property acquisition

Alternative Cross-Sections for "Complete Streets"

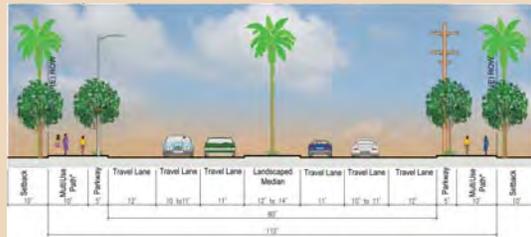
1: Widen Pavement to include Bike Lanes within the Street



- Pros:
- Accommodates bike path within new expanded curbs
- Cons:
- Requires property acquisition including portion of Patriot Park, mobile home parks, and other adjoining parcels
 - Requires relocation of existing utility poles on the west-side of Date Palm Drive



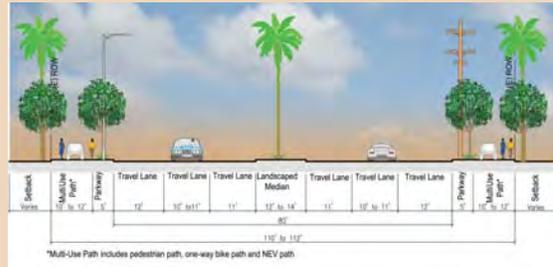
2: Retain Existing Pavement Width of 80ft, Combine Bike Path/Pedestrian Path as Multi-Use Path



- Pros:
- Maintains existing pavement and ROW
 - Combines pedestrian and bike path as multi-use path
 - Does not require relocation of utility poles
- Cons:
- Reduces width of travel lanes or median slightly



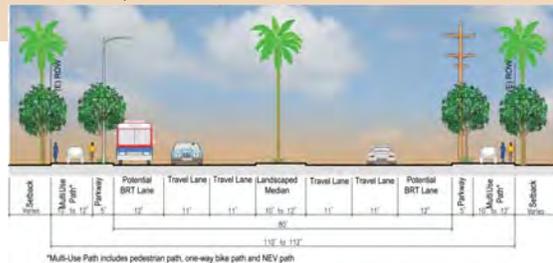
3: Add Neighborhood Electric Vehicles (NEVs) on Multi-Use Path



- Pros:
- Maintains existing pavement & ROW
 - Combines pedestrian path, bike path, and NEV path on multi-use path
 - Does not require relocation of utility poles
- Cons:
- Reduces width of travel lanes and/or median



4: Add Bus Rapid Transit (BRT) in the Future



- Pros:
- 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
- Cons:
- Reduces width of travel lanes or median and travel lanes
 - Requires some additional ROW



Draft Guiding Principles/ Concepts:

1. Improve Mobility

- Synchronize traffic signals
- Provide "Complete Streets" (see Alternatives 1, 2, 3, and 4)

2. Provide Safe Crossings:

- New pedestrian lighting
- More signalized crossings
- Decorative crosswalks

3. Improve Pedestrian Environment

- Shade trees on Date Palm Drive
- Additional transit shelters with unified design
- Parkways with drought tolerant landscape

4. Improve Neighborhood Connectivity

- Implement linkages between neighborhoods and commercial development

5. Improve Image of Area

- Brand Corridor with an "Art & Design Image"
- Provide and enhance public art
- Add signage to direct users to Cathedral City
- Improvements to adjoining private use

Downtown/Art & Design Village and Infill & Revitalization Nodes

2

Board No.

Downtown / Art & Design Village Node

1 Artist's lofts



2 Specialty retail & design boutiques



3 Downtown green & sculptural garden



4 High-density residential



5 Anchor such as furniture store & design outlet / production hub & retail



6 Art gallery, art store or retail



8 Proposed Sheraton hotel



7 Mixed-Use (Retail, Office and several types of mid-density residential)



Land Uses:

- Mixed-use - residential, office
- Artist's lofts, frame manufacturing, cafes & restaurants, design boutique, art supply stores, art galleries, book stores
- More attractive gateway treatment at East Palm Canyon Drive and Date Palm Drive intersection
- Sculptural garden
- Expansion of the existing park to provide a better green space
- National home improvement store such as Living Spaces
- Connection between proposed Sheraton hotel and civic center area

Infill & Revitalization Node

1 Existing retail and beauty school to remain



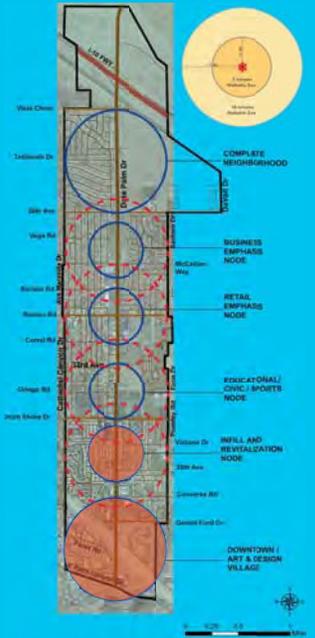
2 Existing restaurants to remain



3 Proposed hotel & restaurant



Node Strategy & Key Map



Draft Guiding Principles/Concepts:

Downtown / Art Design Village

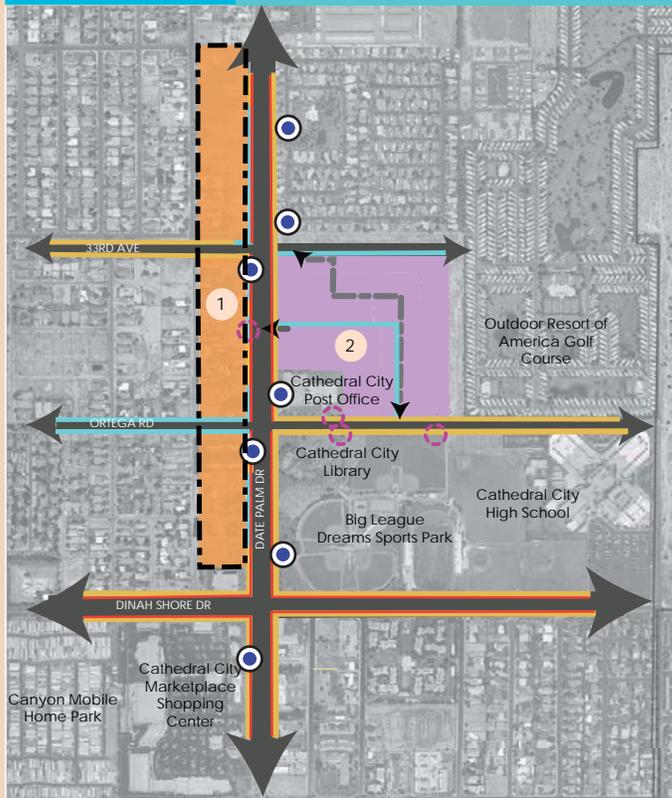
- Capitalize on the success of Perez Road by creating Art & Design Village
- Expand city efforts for branding city center for live, work, play to other parts of the City
- Improve Cathedral Plaza Shopping Center
- Provide gateway treatment downtown with a mix of uses
- Create a more vibrant downtown with a mix of uses
- Connect Civic Center Drive with Perez Road

Infill & Revitalization Node

- Reposition and infill underutilized parcels & buildings
- Improve connectivity between uses

Educational/Civic/Sports Emphasis Node

Alternative 1: Residential and Retail Infill



Land Uses:

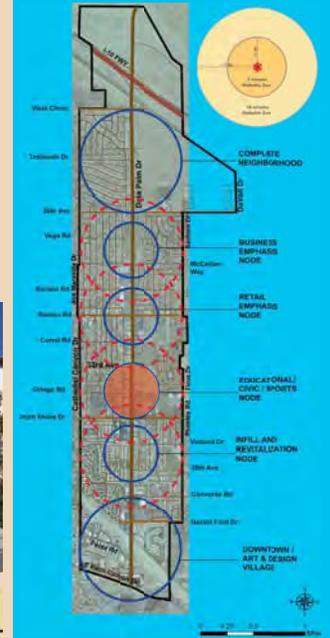
1. Change land use designation from General Commercial to Medium to High Density Residential with buffer adjacent to single-family residential uses
2. A variety of uses including:
 - Retail fronting Date Palm Drive on vacant parcel
 - Low to medium-density residential

Public Realm:

Pedestrian circulation improvements including providing missing sidewalks

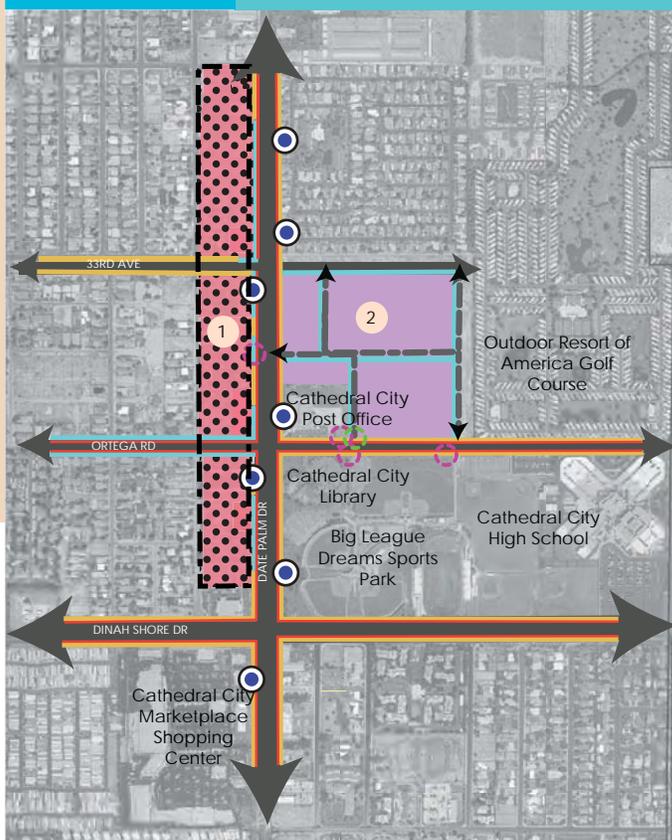


Node Strategy & Key Map



- Proposed Land Uses**
- Multi-Family Residential
 - Mixed-Use
 - Variety of Uses
- Linkages**
- Existing Sidewalk
 - Proposed Sidewalk/Paths
 - Proposed Bikeway
 - Existing roads
 - Conceptual new roadway linkages
 - Existing Bus Stop
 - Existing Driveways
 - Reconfigured Driveways
 - Proposed Driveways

Alternative 2: Mixed-Use including Hotel Infill



Land Uses:

1. Change land use designation from General Commercial to Mixed-Use (office, retail, a variety of residential types)
1. & 2. Hotel and restaurants to cater to visitors, especially visitors coming to Big League Dreams Sports Park
2. A variety of uses including:
 - Retail
 - Low to medium-density residential

Public Realm:

Pedestrian circulation improvements including providing missing sidewalks & additional bikeways



Complete Neighborhood and Business Emphasis Nodes

4

Board No.

Alternative 1: A Mixed-Use Master Planned Community - Entertainment/Hospitality & Retail Focus

1 Water park and/or Theme park & Hotels



2 Specialty retail & restaurants



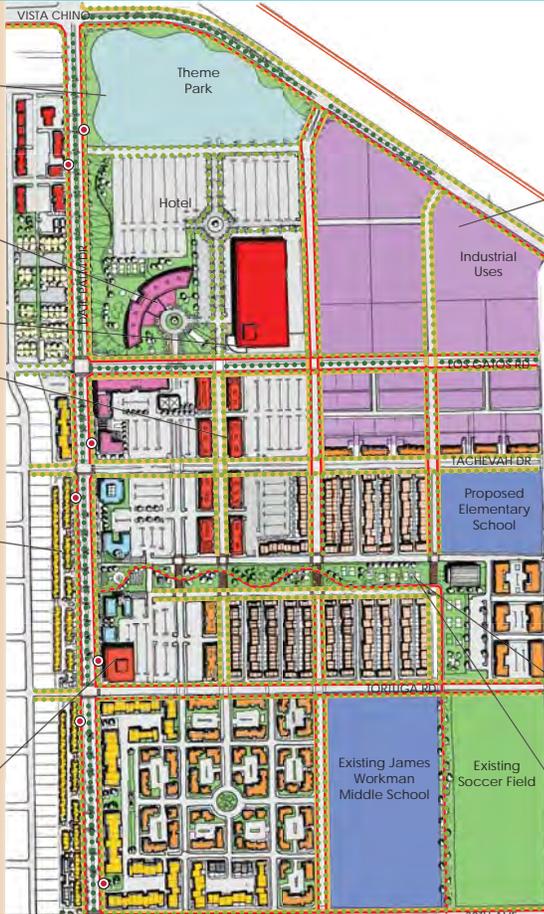
3 Live/Work units on narrow parcels



4 Neighborhood commercial & public uses



5 High intensity employment / office uses along Date Palm Drive



6 Industrial uses



7 Several types of mid-density residential adjacent to proposed open space



8 "The Green" with recreational facilities

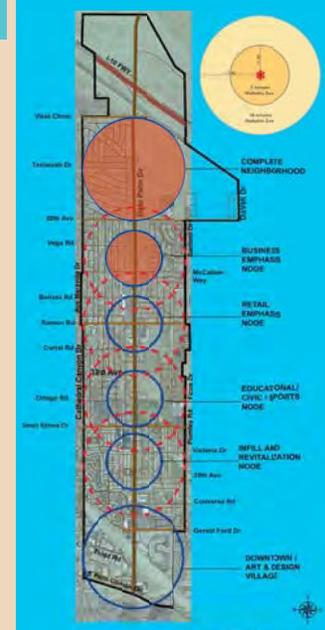


Complete Neighborhood

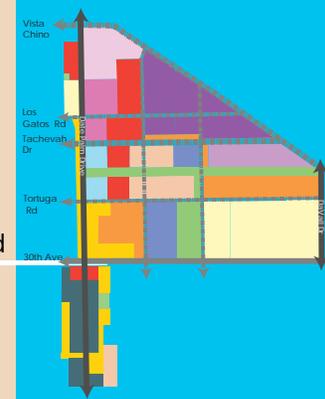


Business Emphasis Node

Node Strategy & Key Map



Circulation & Land Use Concept



Legend

- | | |
|--------------------------------|--|
| Proposed Land Uses | Linkages |
| Residential | Major roadways with multi-use path (pedestrian and one-way bike paths) and streetscape |
| Single-Family Residential | Pedestrian pathways |
| Townhomes | Bikeway |
| Live-Work Units | Existing roads |
| Multi-Family Residential | Conceptual new roadway linkages |
| Commercial | Existing Bus Stop |
| Entertainment Use / Theme Park | Proposed Bus Stop |
| Hotel | |
| Retail | |
| Industrial | |
| Light Manufacturing | |
| Incubator and/or R&D | |
| Public/Institutional | |
| School | |
| Church/Gymnasium | |
| Open Space | |
| Park | |
| Business Park | |
| Business Park | |

Potential Land Uses:

Complete Neighborhood

- Specialty retail and restaurants anchored by two hotels, a home furnishing store, & entertainment use such as theme park
- Linear park i.e "The Green" including swales, sports, picnic & playground facilities connecting to soccer field
- Several types of mid-density housing including townhouses, apartment, condominiums, and senior housing around "The Green"
- Live/Work units and residential on west side of Date Palm Drive

Business Emphasis Node

- Live/Work units
- Office with limited retail and restaurants lining Date Palm Drive with parking in rear

Complete Neighborhood and Business Emphasis Nodes

5

Board No.

Alternative 2: A Mixed-Use Master Planned Community - Emphasis on Industrial Uses and an Educational Component

Node Strategy & Key Map

1 Hotels



2 Specialty Retail & Restaurants



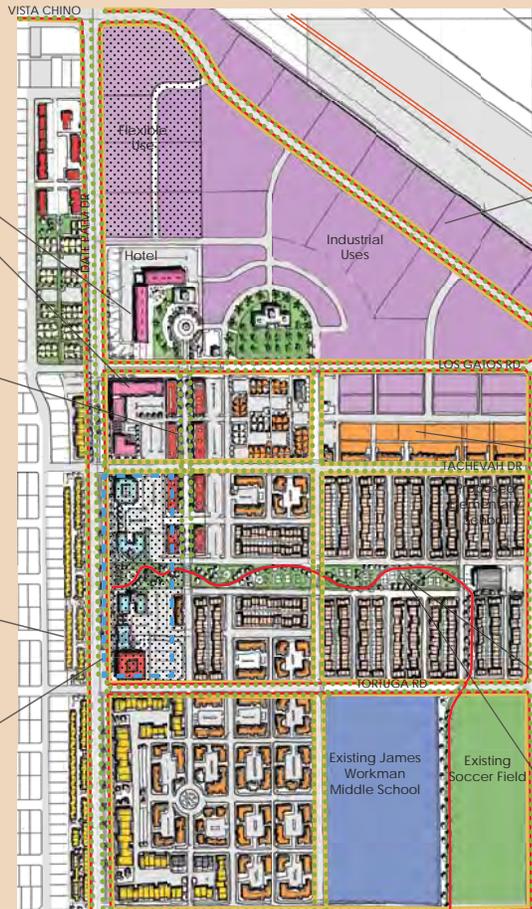
3 Live/Work units on narrow parcels



4 Mixed-Use



5 Educational facility and high intensity office uses along Date Palm Drive



6 Industrial uses



7 High-density residential will act as a buffer between Industrial and townhomes



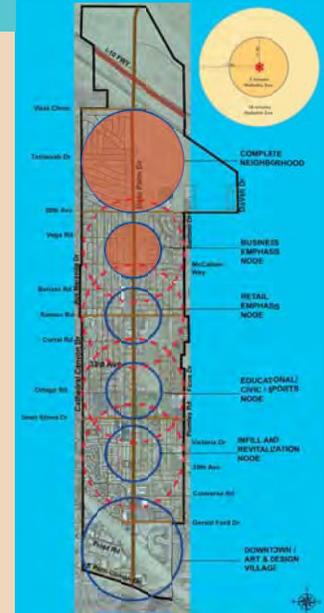
8 "The Green" with recreational facilities



Complete Neighborhood



Business Emphasis Node with Educational Component



Circulation & Land Use Concept



Legend

- | | |
|--------------------------------|---|
| Proposed Land Uses | Linkages |
| Residential | Major roadways with multi-use path (pedestrian and one-way bike paths) and streetscapes |
| Single-Family Residential | Pedestrian pathways |
| Townhomes | Bikeway |
| Live-Work Units | Existing roads |
| Multi-Family Residential | Conceptual new roadway linkages |
| Commercial | Conceptual new roadway linkages |
| Entertainment Use / Theme Park | Existing Bus Stop |
| Hotel | Proposed Bus Stop |
| Retail | |
| Industrial | |
| Light Manufacturing | |
| Incubator and/or R&D | |
| Public/Institutional | |
| School | |
| Church/Gymnasium | |
| Open Space | |
| Park | |
| Business Park | |

Land Uses:

Complete Neighborhood

- Flexible R&D/commercial and industrial near freeway
- Mixed-use, specialty retail, and restaurants anchored by two hotels
- Linear park i.e. "The Green" including swales, sports, picnic & playground facilities connecting to soccer field
- Several types of mid-density housing including townhouses, apartments, condominiums, and senior housing around "The Green"; more high-density residential than Alternative 1
- Less commercial and more industrial focus than Alternative 1

Business Emphasis Node

- Live/Work units
- Educational facility as an anchor
- Office with limited retail and restaurants