



DATE PALM DRIVE CORRIDOR CONNECTOR PLAN

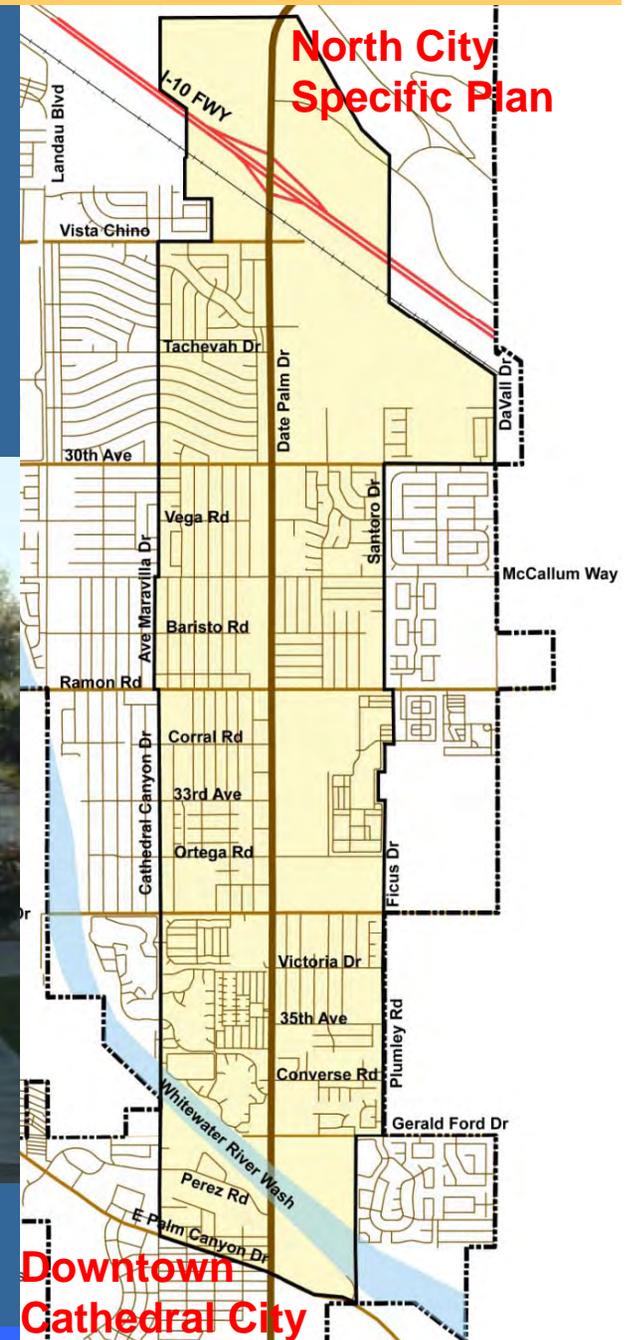


Planning Commission
Streets and Transportation Commission
Workshop
June 16, 2010

Date Palm Drive Corridor Connector Plan

PROJECT AREA

Centered on Date Palm Drive
approximately one-mile wide and six
miles long



COMPASS BLUEPRINT

The Project is funded by SCAG

Compass Blueprint Principles

Mobility

Livability

Prosperity

Sustainability

Getting where we want to go

Creating positive communities

Long-term health for the region

Promoting efficient use of natural resources



Household savings

Reductions in fuel, infrastructure, energy, and water costs could save the average family \$3,000 to \$4,000 per year.

Taxpayer savings

Reduced cost of infrastructure

Reduced air pollution

50 percent of air pollution comes from motor vehicles.

Quality of life Improvements

Greater mobility choices.
Reduction of commute times
Health benefits of walking and bicycling

Source: A Guide to California's SB 375



Vision

1. Kick-off Meeting with City Staff
2. Stakeholder Meetings
3. Community Workshop

Existing Conditions
Analysis - Public &
Private Realms

4. **Presentations**
 - **Community**
 - **Planning Commission**
 - **Streets and Transportation Commission**
 - **City Council**

Opportunity and
Constraint Analysis

Alternative Scenarios

Draft Report

Final Report



- Promote **economic development**
- **Retain** existing businesses & **attract** new uses
- Identify what is **missing** from the community perspective
- Attract people from within the **Coachella Valley** and beyond
- Connect **North City** to Downtown
- Meld 22 Specific Plans into a **single vision**
- Develop **design standards** that responds to the desert environment

To make Cathedral City a great place to be!

Public Realm

Streets, sidewalks and public landscaped area



Private Realm

Private property



PUBLIC REALM

- Automobile oriented arterial – **acceptable** Level of Service (LOS)
- Traffic congestion during peak hours at **I-10 access** should improve with construction of proposed interchange
- **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



- Some crosswalks **not signalized** or lit
- **Discontinuous Sidewalks** at a number of locations
- **Unfriendly pedestrian environment** with no shade trees
- Lots of **children walking** to schools
- **Widening** of Date Palm Drive per the General Plan will require property acquisition and make the pedestrian environment less friendly



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

1. Improve Mobility

- Synchronization of traffic signals
- Continuous pedestrian pathways
- Adequate sidewalk width
- Pedestrian oriented uses facing sidewalk

2. Provide Safe Crossings

- Safe Routes to School
(30th Ave, Mc Callum Way, Dave Kelley Rd, Victoria Dr and Converse Rd)
- Pedestrian lighting
- Decorative / lit crosswalks



3. Improve Pedestrian Environment & Sustainability

- Shade trees in addition to palms
- Drought tolerant planting
- Grants for missing sidewalks
- Directional signage
- Swales and permeable paving

4. Improve Neighborhood Connectivity

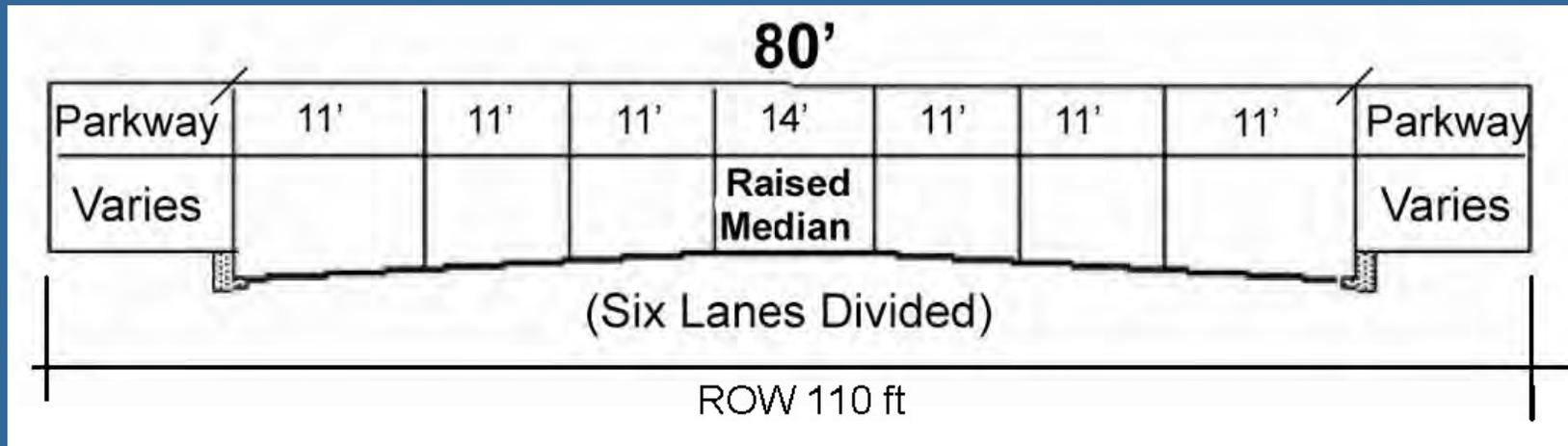
- Linkages between neighborhoods and commercial development

5. Enhance Image

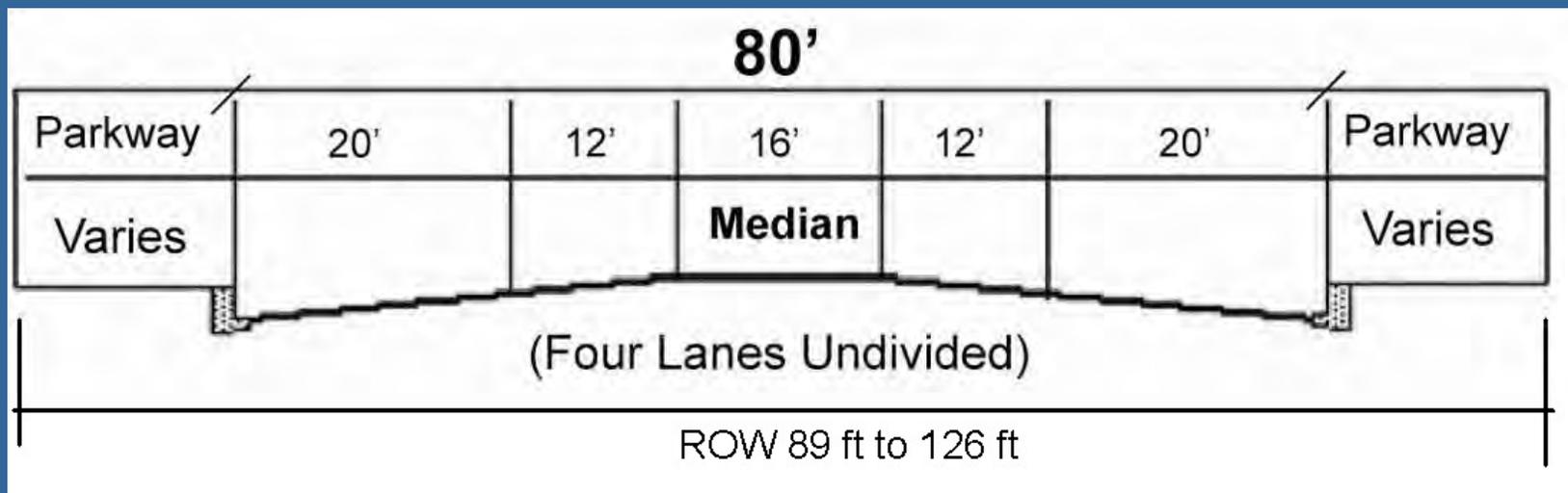
- “Desert Interior Art and Design” Brand
- Public art



North of Ramon Road



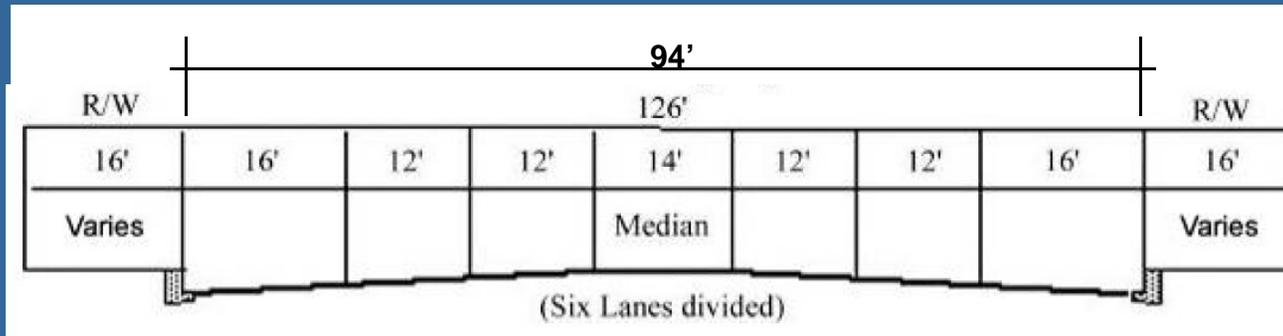
South of Ramon Road



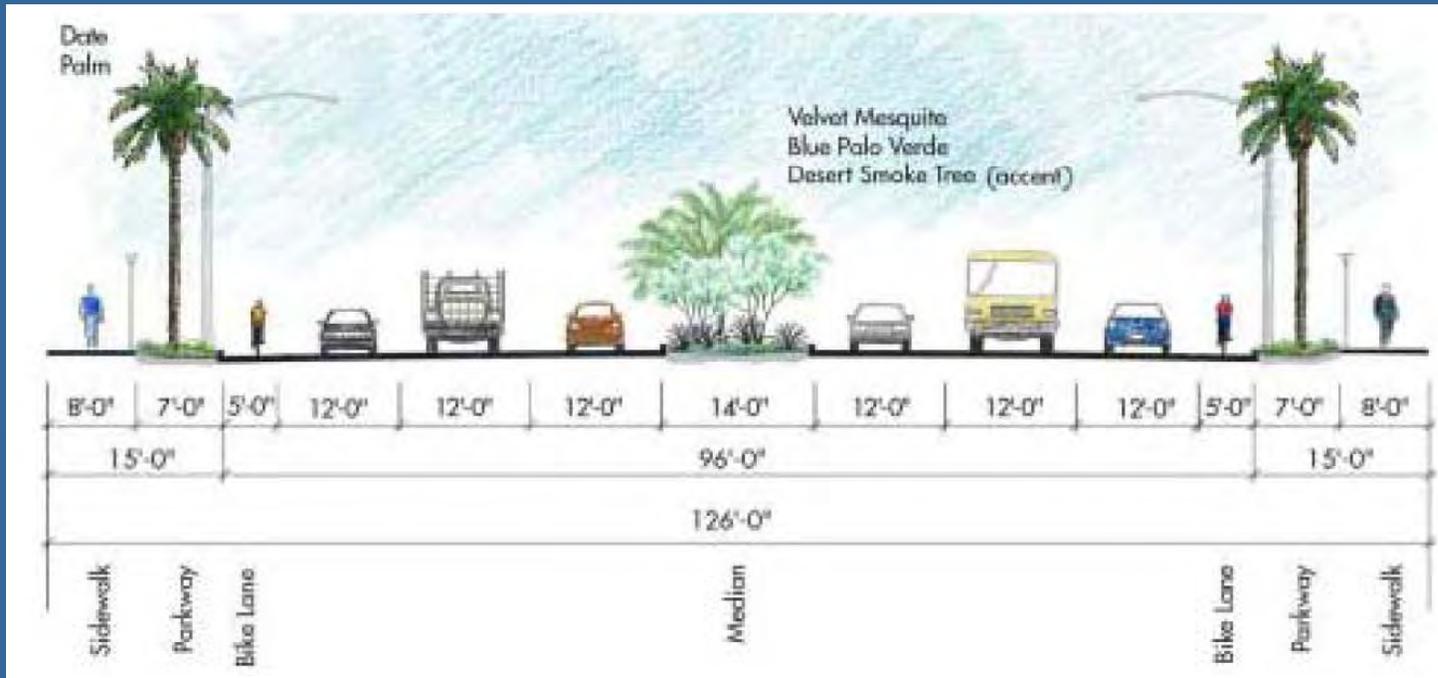
Date Palm Drive

EXISTING CITY PLANS

General Plan

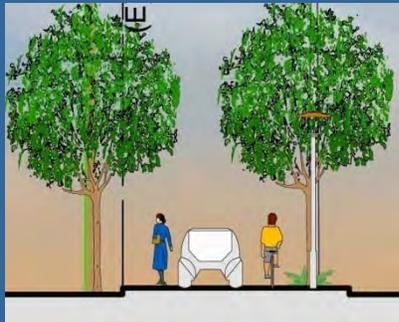


North City Specific Plan



Date Palm Drive

RECOMMENDATION



Multi-use Path
5' parkway / 10' -12'



Future BRT

Pros :

- Maintains existing pavement width*
 - Combines pedestrian, NEV, & bike path
 - Does not require relocation of utility poles
- * Except at intersections*

Cons :

- Reduces lane widths and/or median



| | | | | | | | | | | | | |
|---------|-----------------|---------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|---------|-----------------|---------|
| Setback | Multi Use Path* | Parkway | Travel Lane | Travel Lane | Travel Lane | Landscaped Median | Travel Lane | Travel Lane | Travel Lane | Parkway | Multi Use Path* | Setback |
| Varies | 10' to 12' | 5' | 12' | 10' to 11' | 11' | 12' to 14' | 11' | 10' to 11' | 12' | 5' | 10' to 12' | Varies |
| | | | | | | 80' | | | | | | |
| | | | | | | 110' to 112' | | | | | | |

*Multi-Use Path includes pedestrian path, one-way bike path and NEV path



Date Palm Drive Corridor Connector Plan

AFTER



Date Palm Drive Corridor Connector Plan

STREETSCAPE CONCEPT

10'-12'
Multi-Use
Path

12' tall
pedestrian
lighting

Landscaped
parkway

Blue Palo
Verde
Tree



California
Fan
Palms

Bus
Shelter

Drought
tolerant
plants in
median

Bio-swale
with DG
and
desert
planting

Date Palm Drive Corridor Connector Plan

MAJOR INTERSECTION CONCEPT

Pedestrian connection to future development

Outdoor seating

Palo Verde Tree

Landscaped Parkway

Multi-use Path



Signage / Public Art

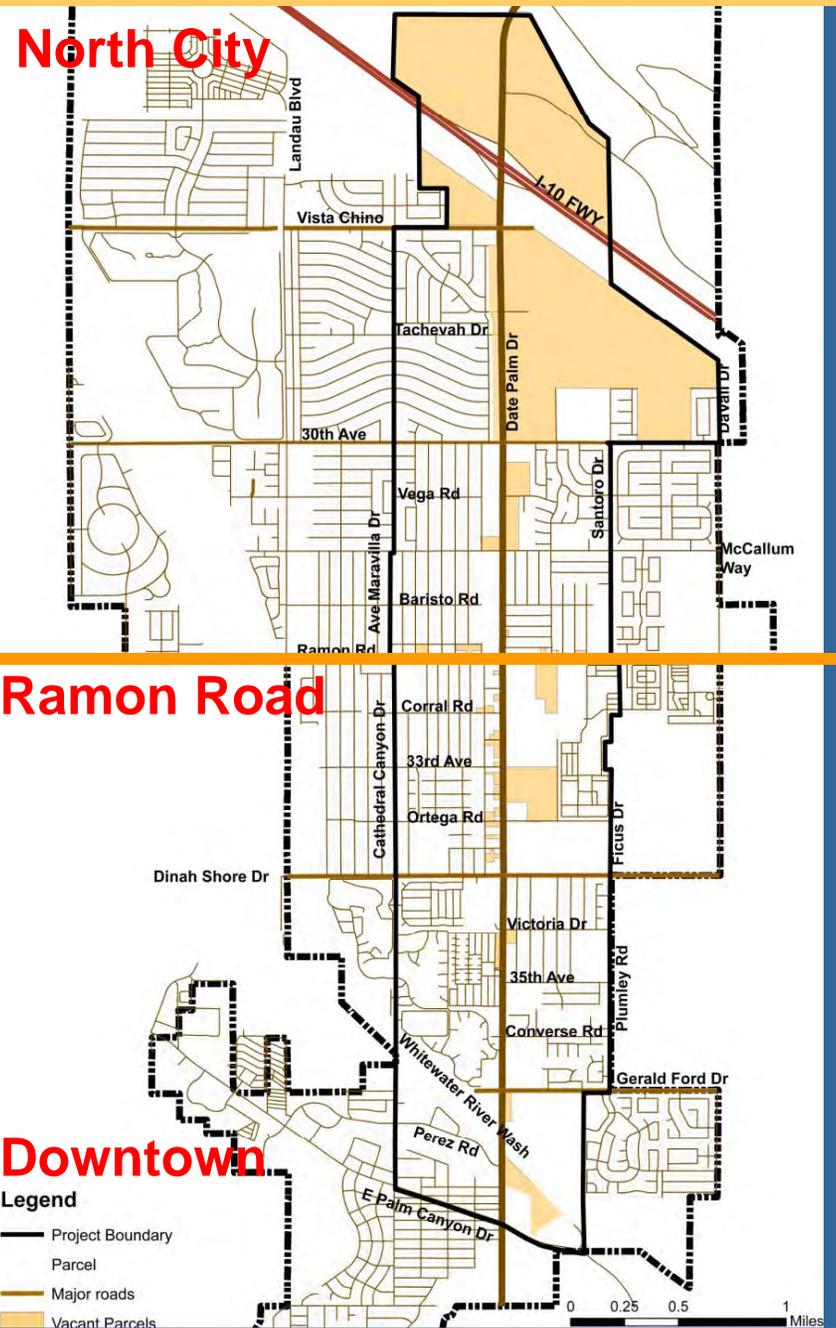
Date Palms (17)

PRIVATE REALM

Date Palm Drive Corridor Connector Plan

EXISTING CONDITIONS

- **905 acres** of vacant land in study area
 - 340 acres North City Specific Plan
- Mostly **Built-out** south of Ramon Rd.
- **23 Specific Plans**
 - 17 on Date Palm Drive – 15 partially or completely built
- Mostly **automobile-oriented** uses
- Large expanses of **parking lots** adjacent to sidewalks



MARKET ANALYSIS AND ECONOMIC STRATEGIES

Economic strategies :

- Evaluates existing real estate market
- Projected population growth
- Estimates how much retail, office, or residential uses can be supported along Date Palm Drive in the next **5 to 25 years.**

Demographics

- 21,000 persons will be added between 2010 and 2035 (SCAG)
- **9,500 persons will be added within the next ten years.**
- Younger population than surrounding cities (15 -54 years old)
- \$ 50,000 median income; surrounding cities slightly over (\$55,000)

Strengths

Affordability advantage

Family-oriented / Younger population

Strong traffic counts

Revitalized downtown

Weaknesses

Vacant retail properties

Piecemeal development

Not walkable

Weak sense of community

Opportunities

Cluster of interior design and fixtures stores

North City Specific Plan

Opportunities for master development

Existing entertainment/recreation uses

Two major gateways into City

Threats

Strong retail competition

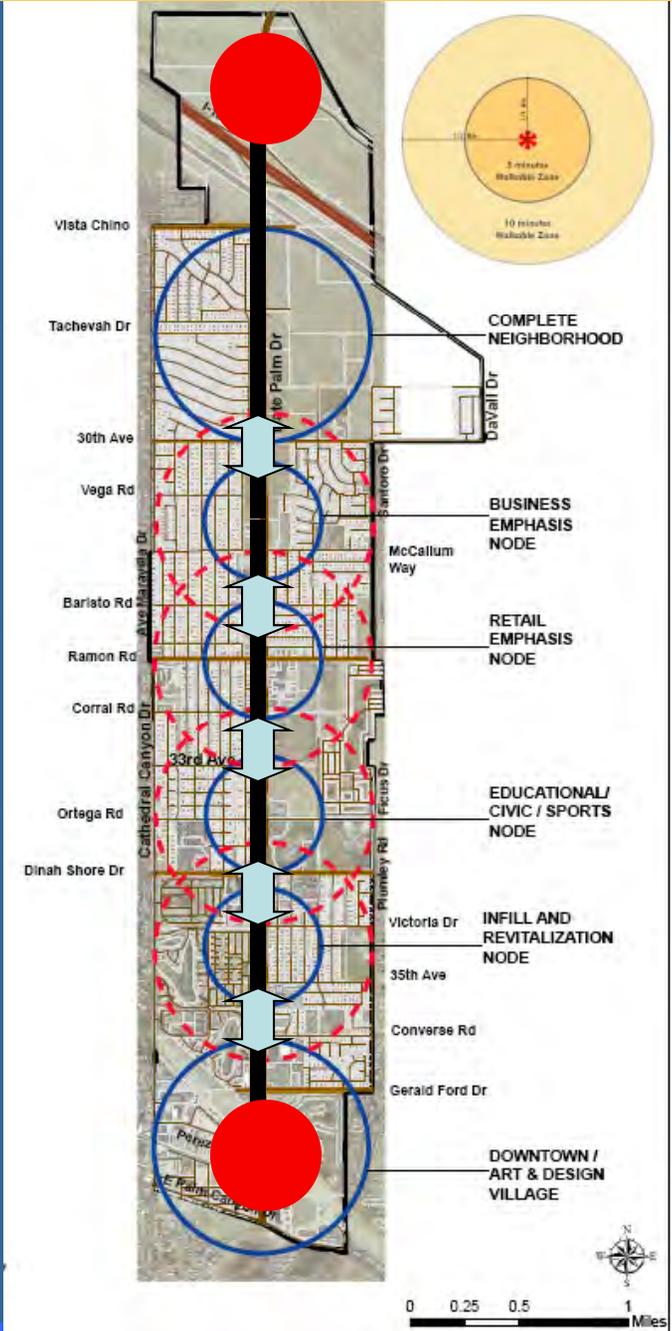
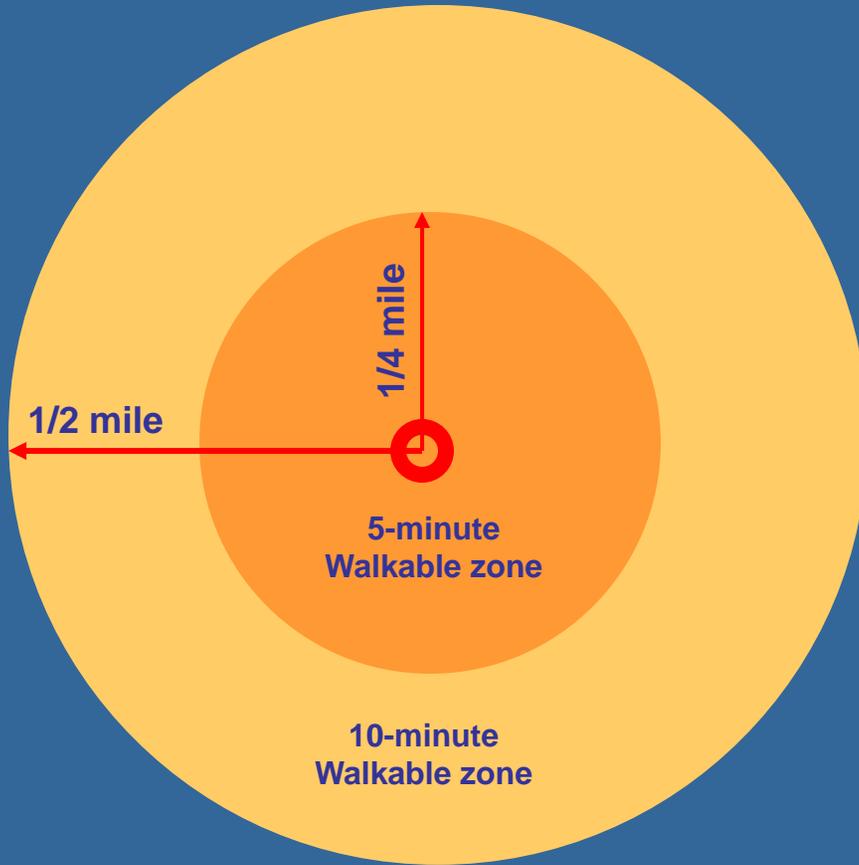
North City Specific Plan

Significant amount of vacant land

- **Reposition** vacant retail spaces into other uses
- **Cluster** land uses to create economic energy
- **“Brand”** the City by creating a regional *Desert Interior Art & Design District*
- Expand attractive **community design** including opportunities for developing master planned areas

Date Palm Drive Corridor Connector Plan

VISIONING



Complete Neighborhood

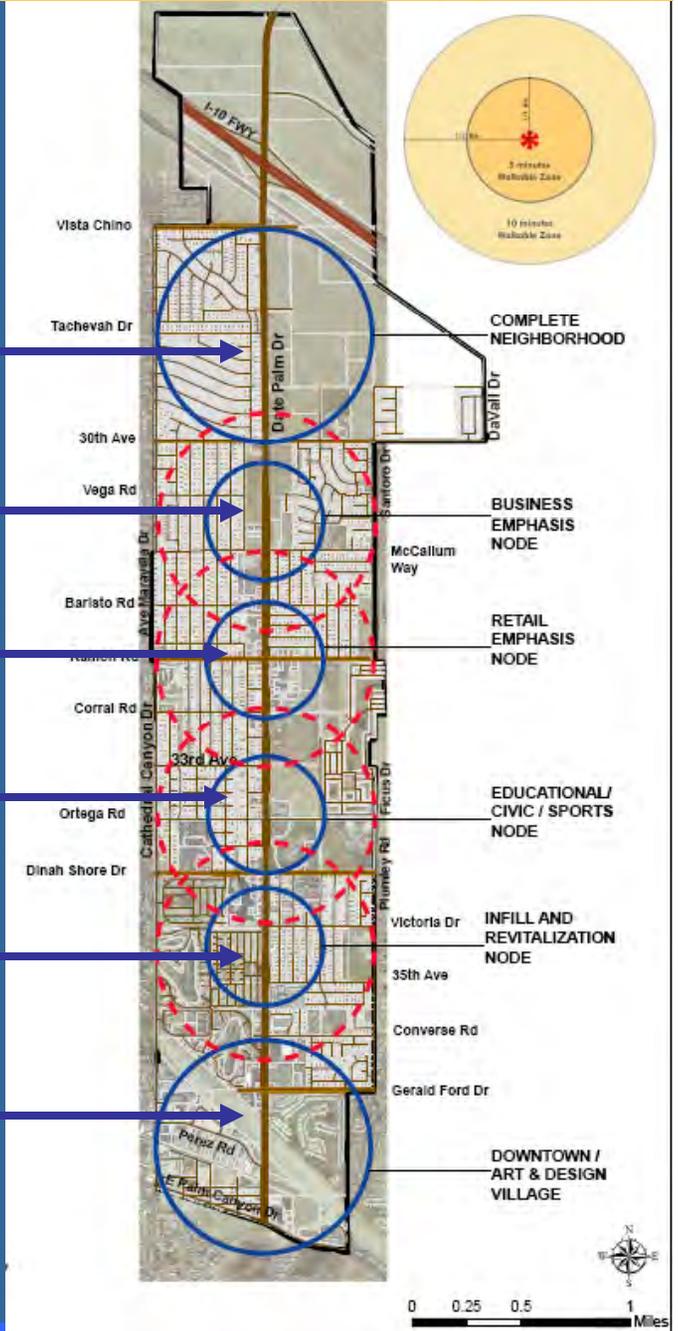
Business Emphasis

Retail Emphasis

Educational / Civic / Sports

Infill & Revitalization

Downtown / Art and Design Village



Artist Loft



Art gallery or art supply store



Furniture store



Specialty Retail



Mixed-Use



Downtown Green

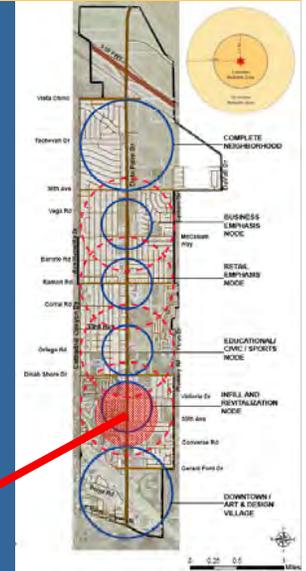
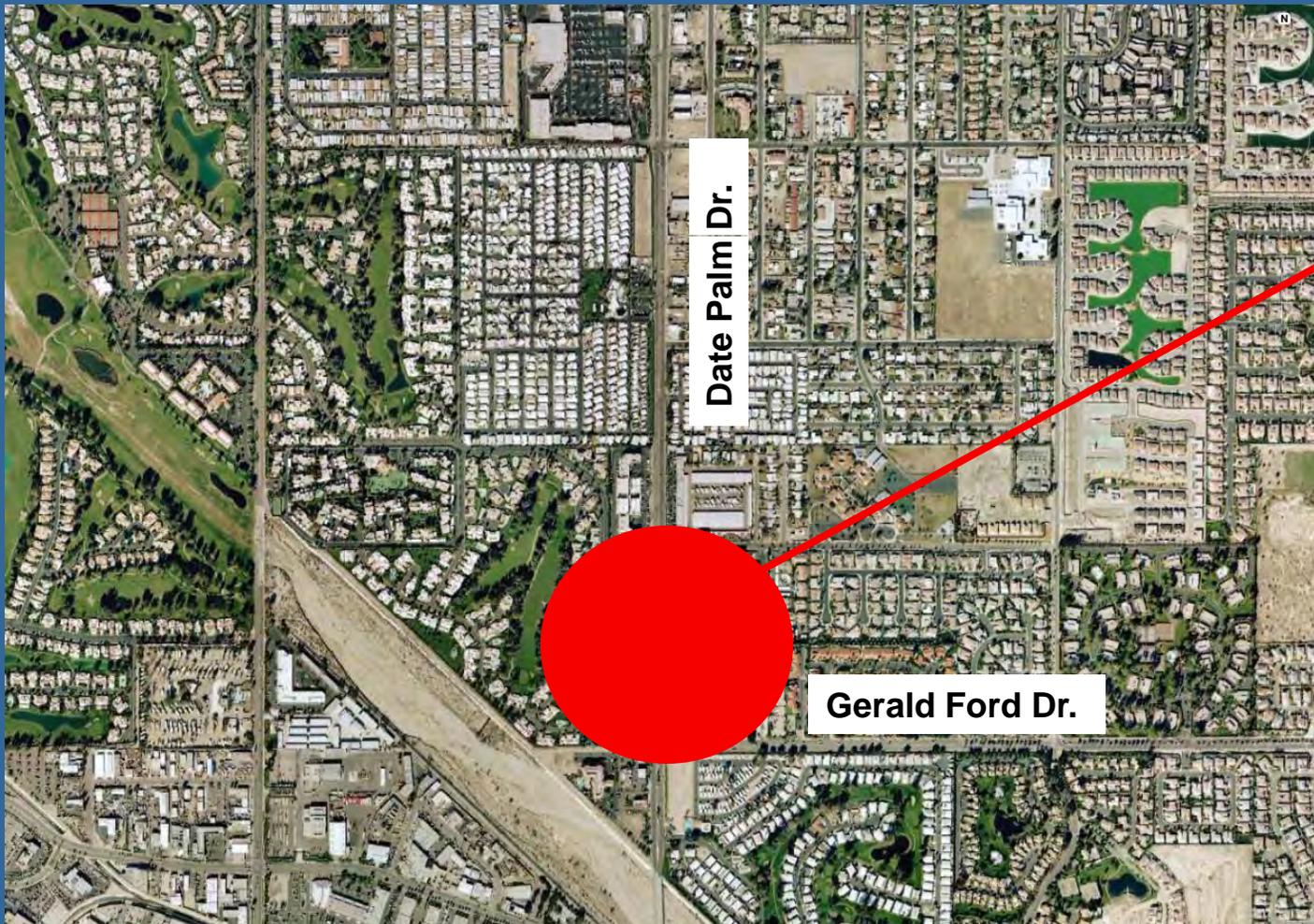




Infill and Revitalization

NODE 2

Some underutilized parcels and buildings offer opportunity for infill development and/or repositioning of existing uses



Opportunity Site - Mission Plaza

NODE 2

- Reposition of Mission Plaza to include a new hotel and restaurant



Phase I

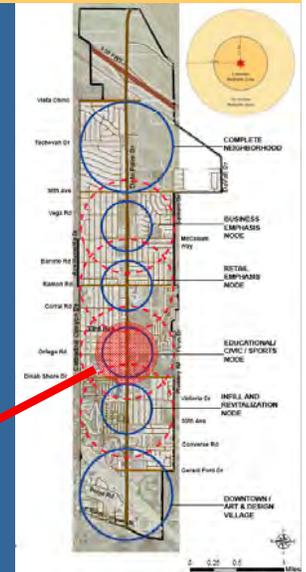
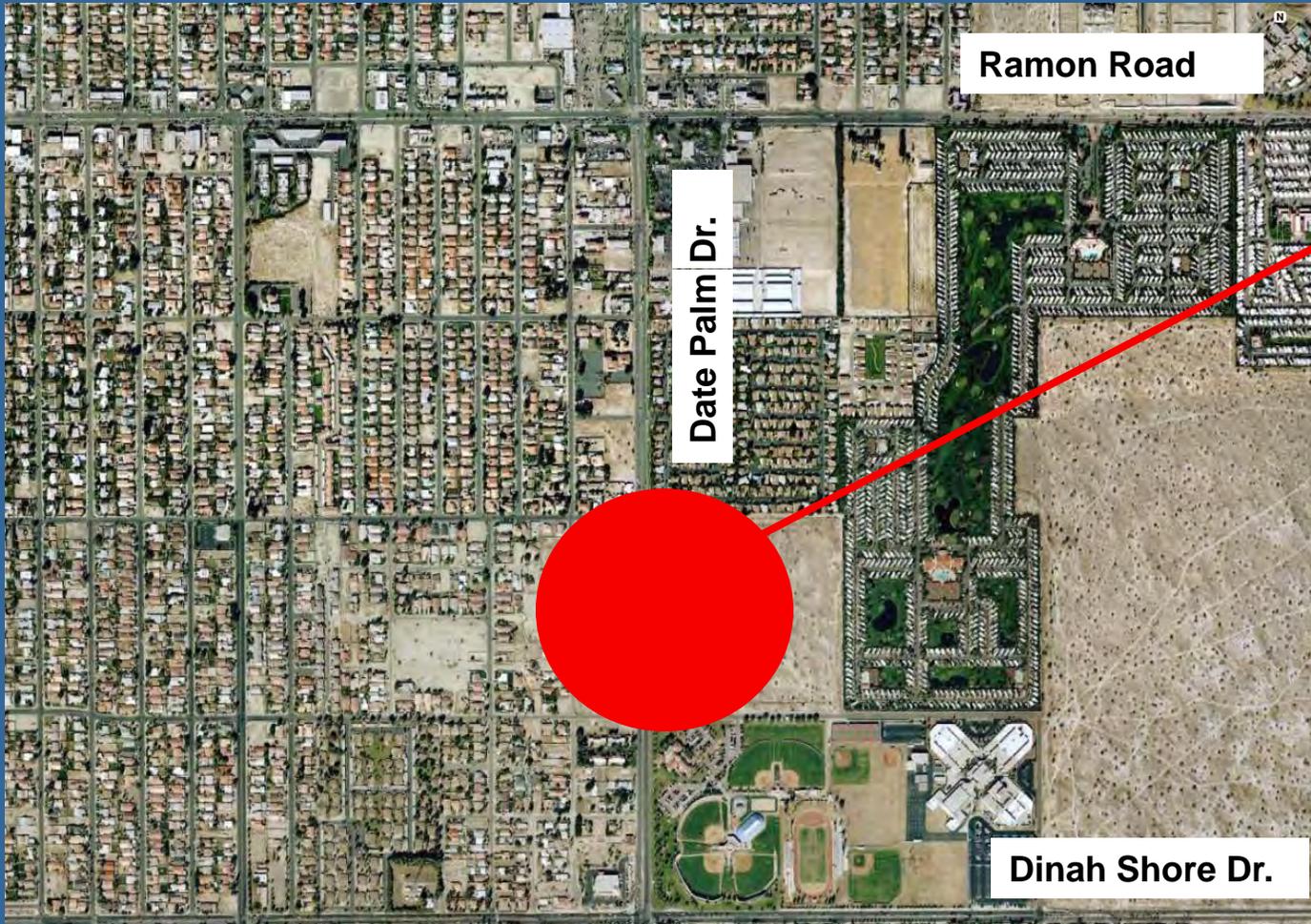
Phase II



Phase I

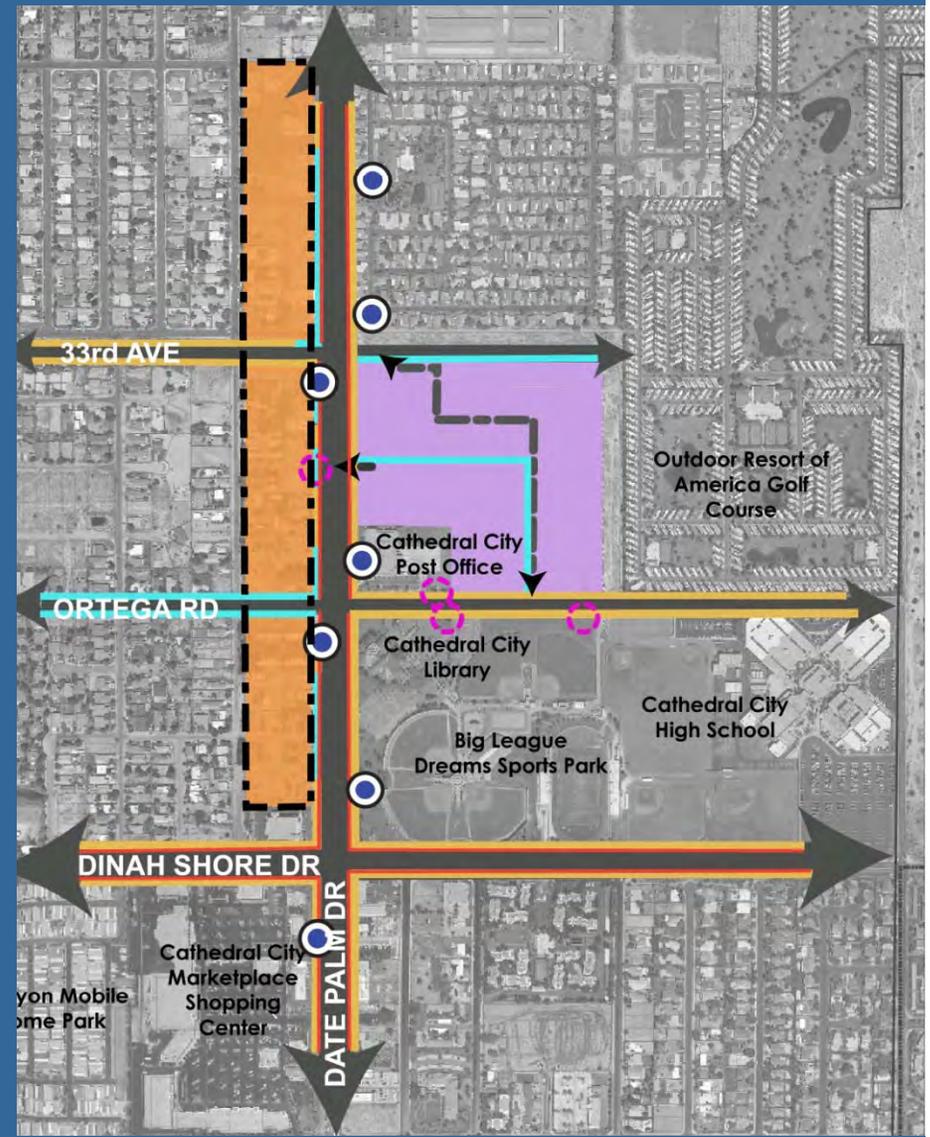
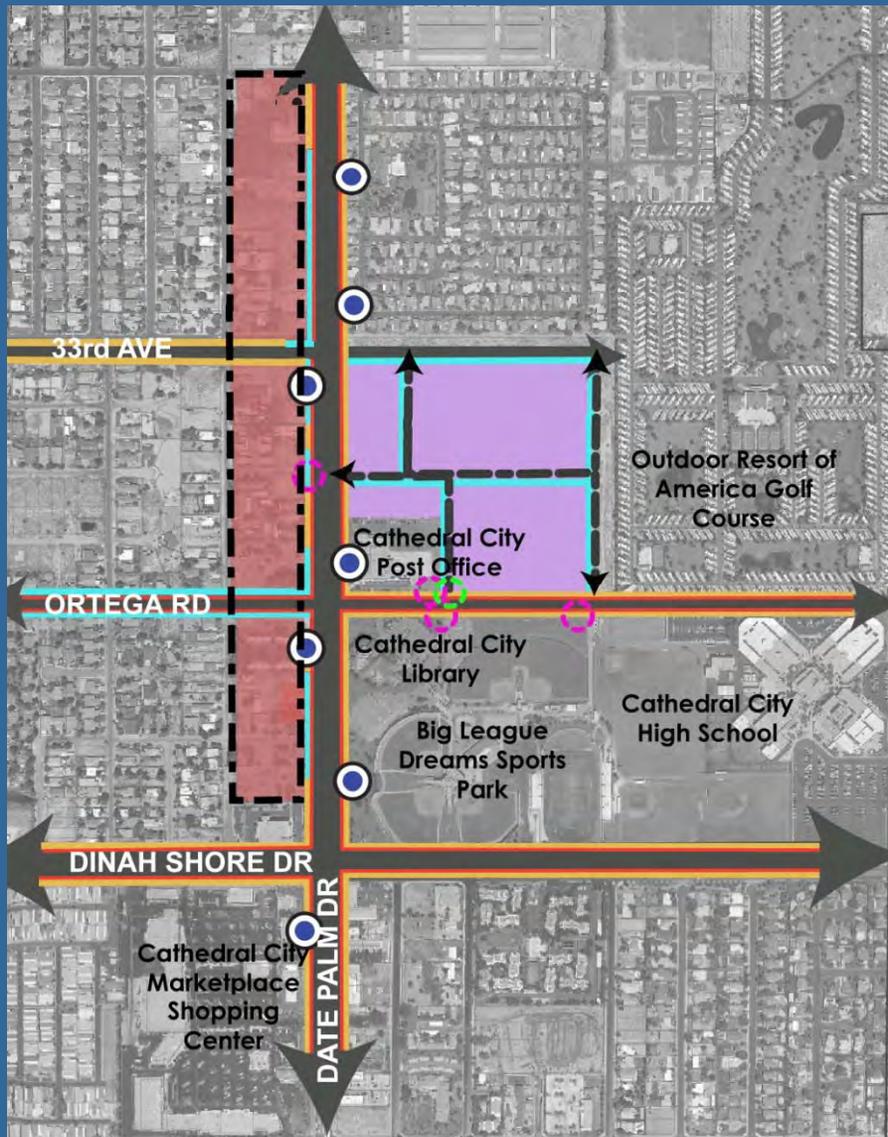


Phase I



Mixed-use Hotel Infill

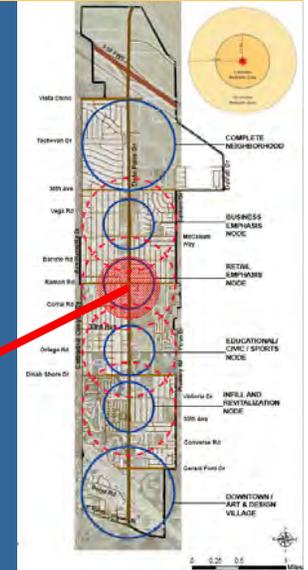
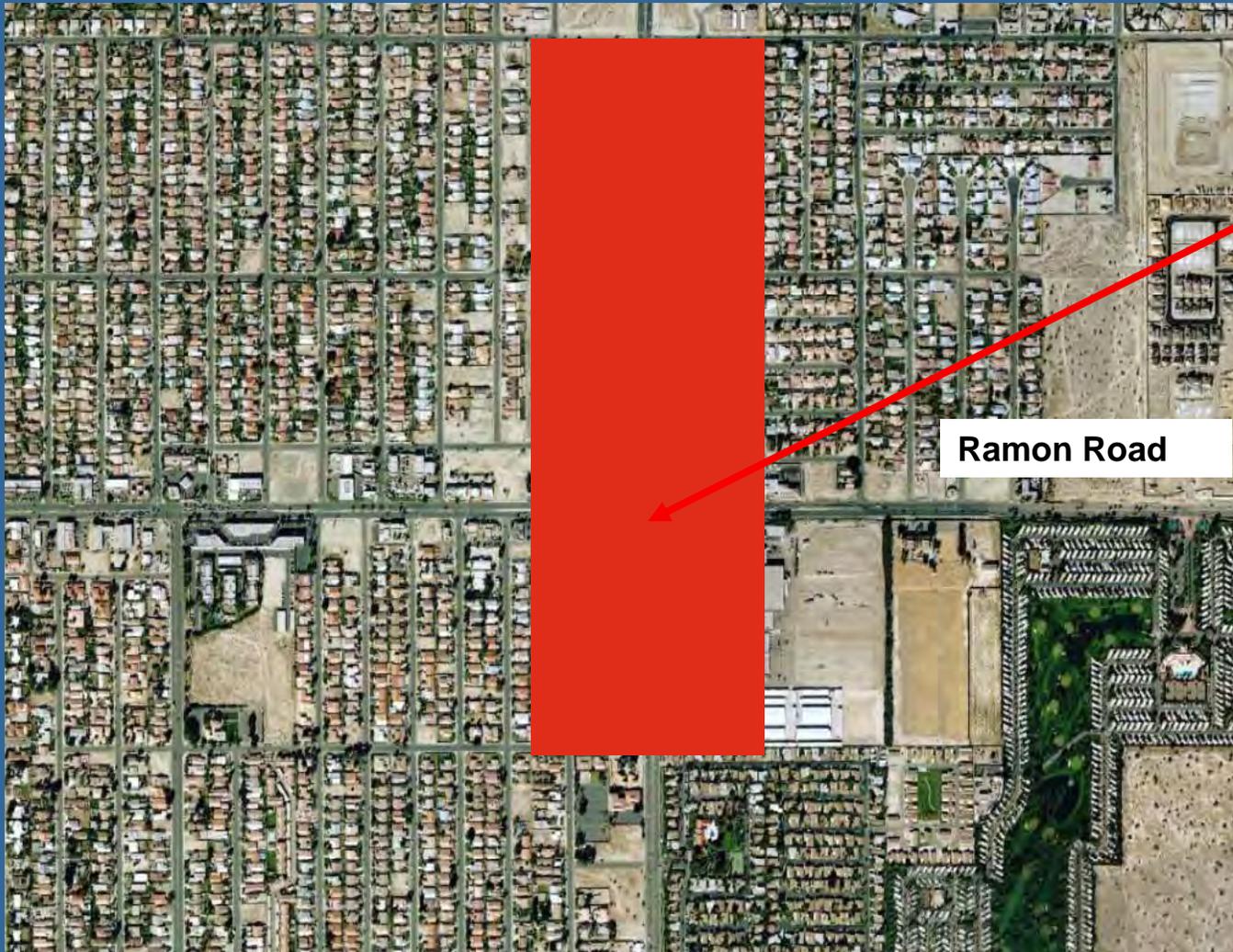
Residential and Retail Infill

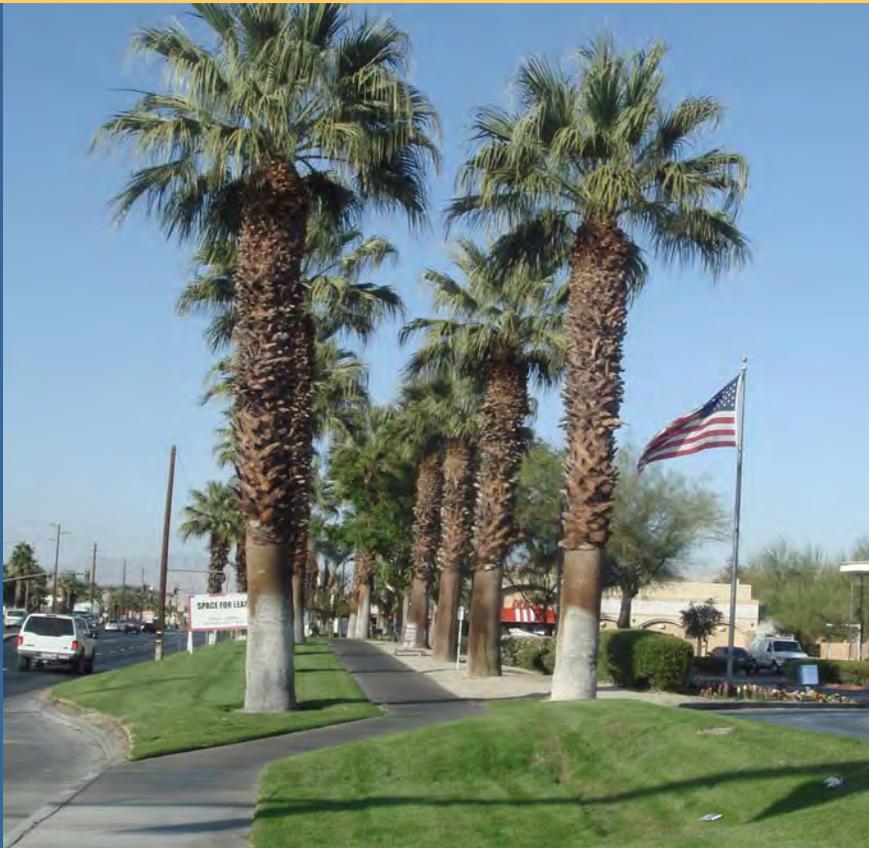


Retail Emphasis

NODE 4

Future development should plan for buildings closer to the sidewalk along Date Palm Drive and Ramon Road

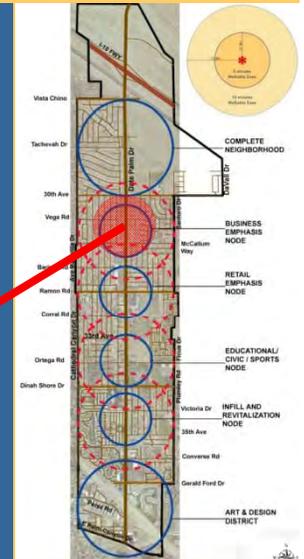
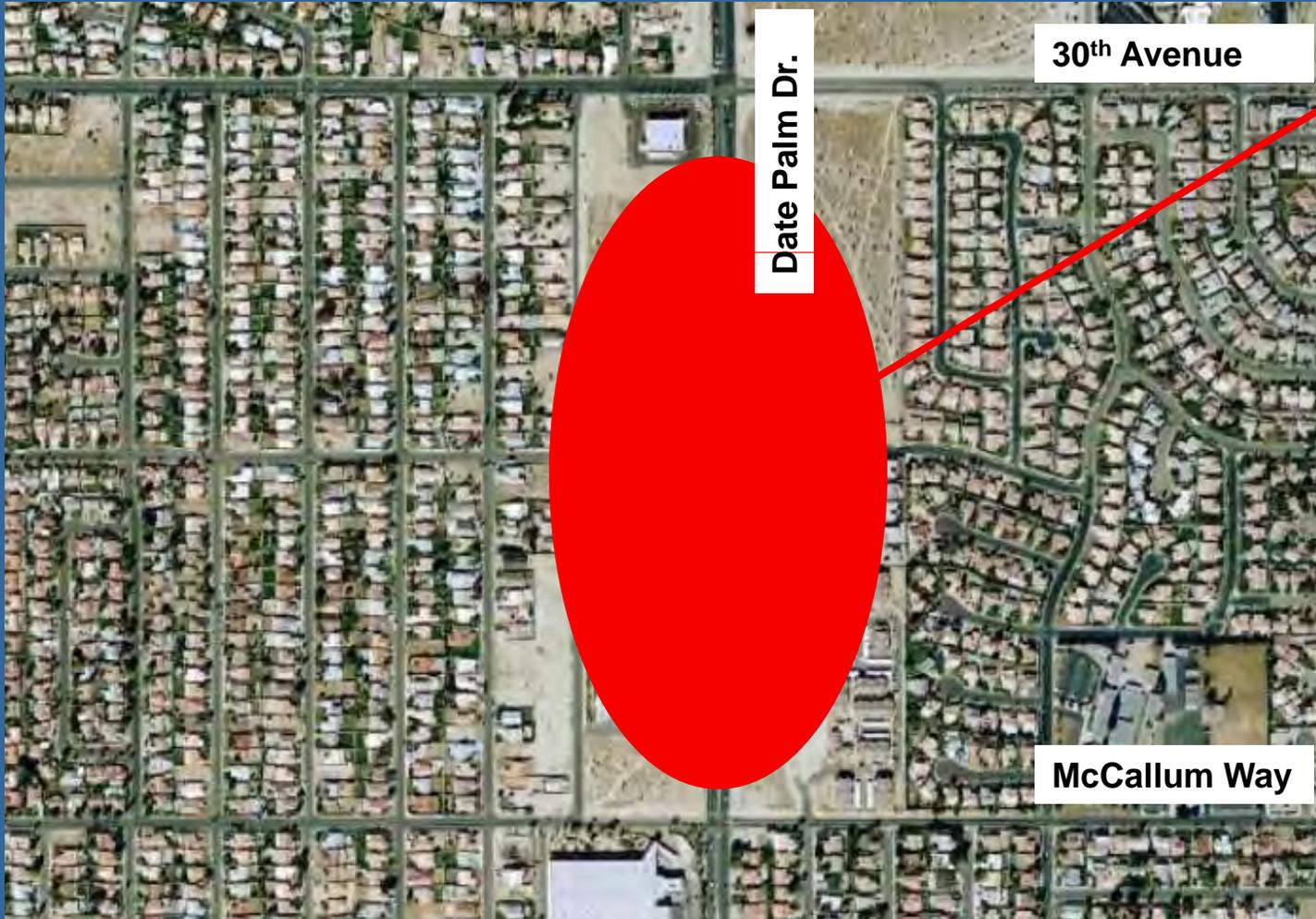




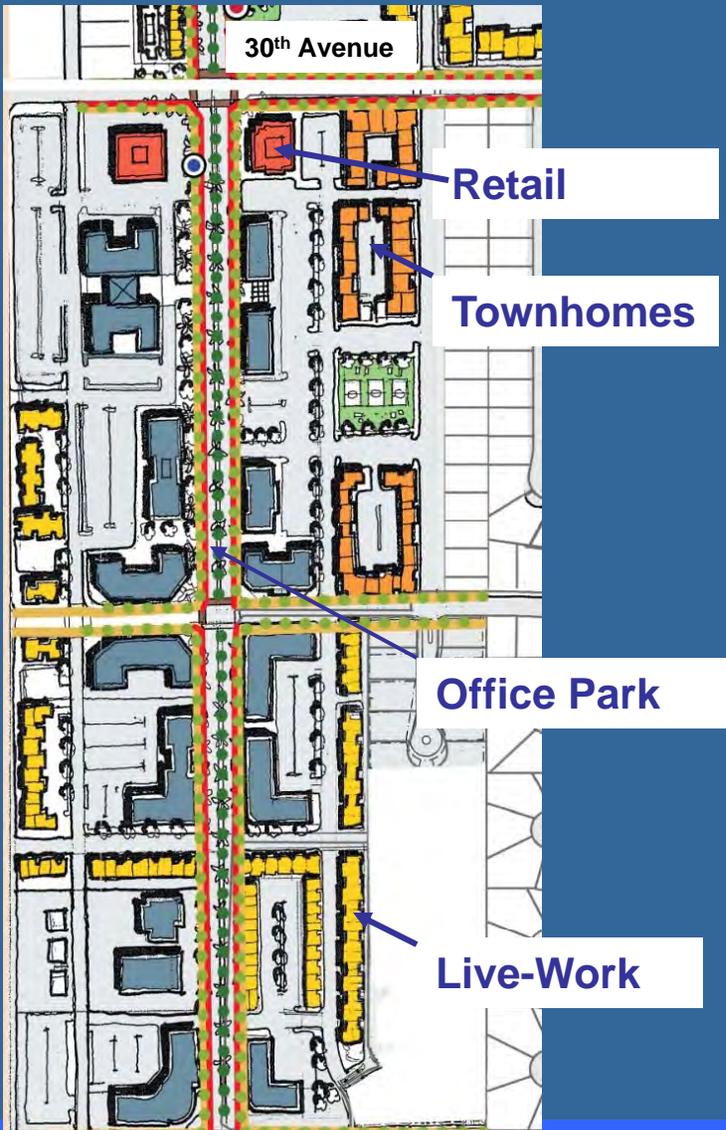
Business Emphasis

NODE 5

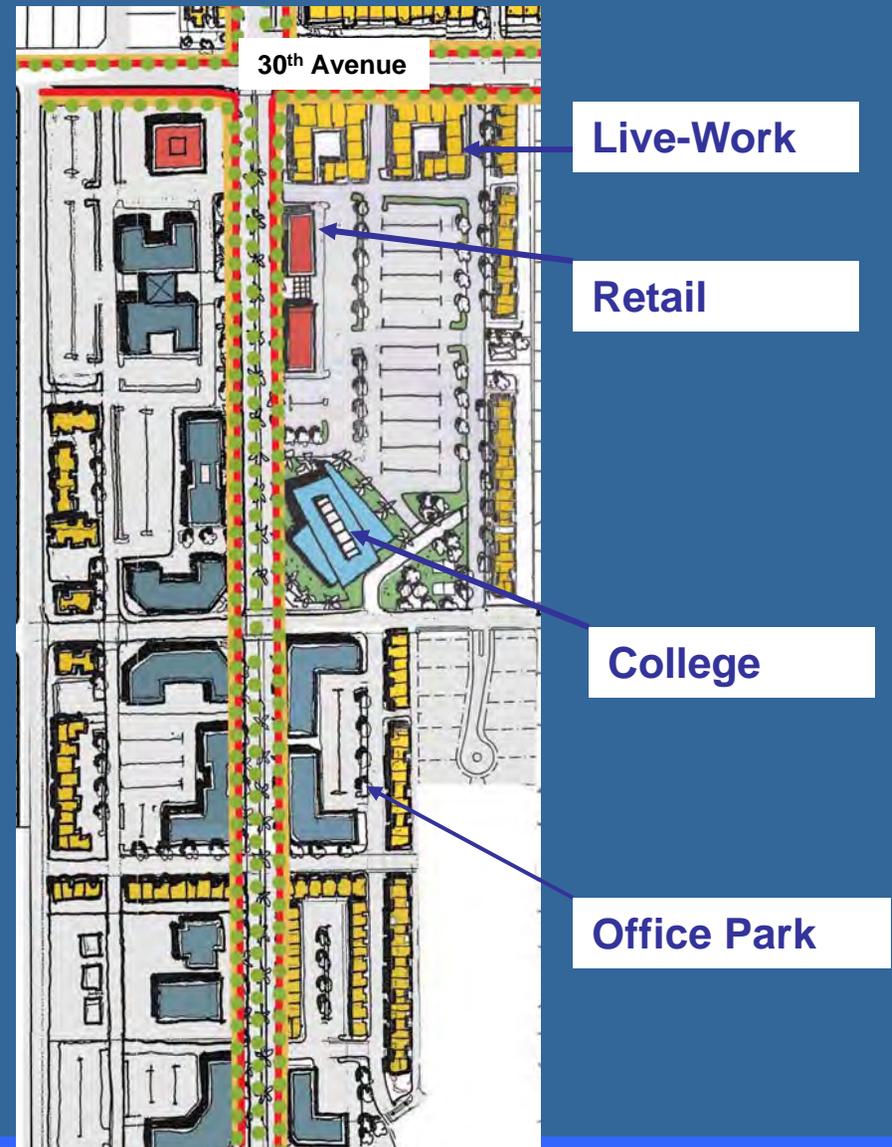
Mid-rise office (1 to 3 stories) and/or live-work units with limited retail and restaurants and with option for Educational facility



Office Park



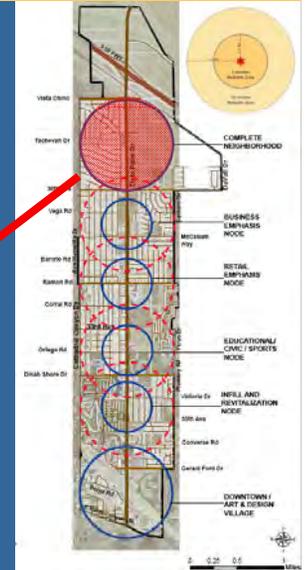
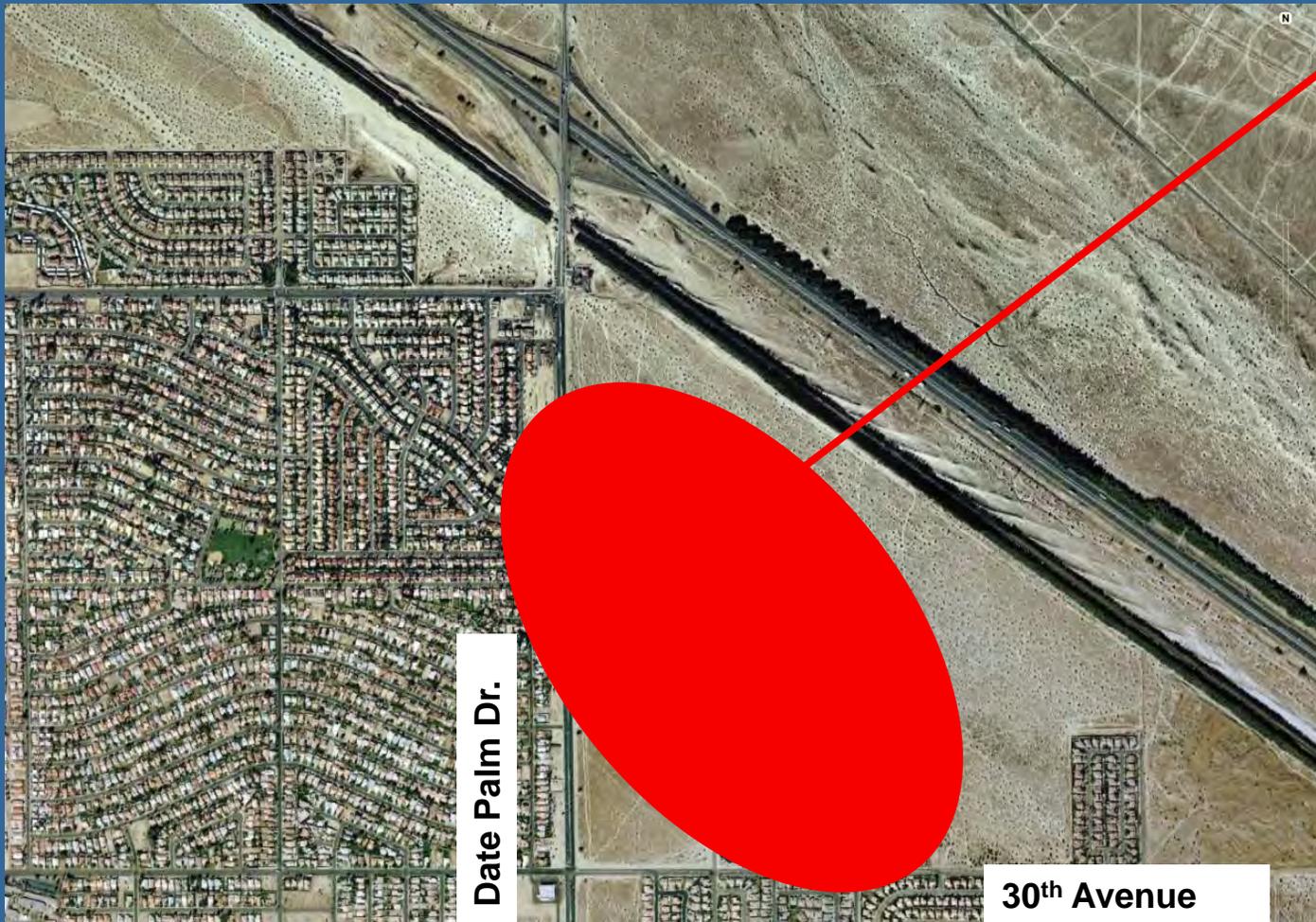
Educational Facility



Complete Neighborhood

NODE 6

Master Planned Community with a full range of land uses
Jobs * Housing * Shopping * Entertainment



Complete Neighborhood / Character

NODE 6

SPECIALTY RETAIL



ENTERTAINMENT PARK



"THE GREEN"



SPECIALTY RETAIL



LIVE-WORK UNITS



TOWNHOMES & MULTI-FAMILY



OFFICES



R&D / INDUSTRIAL USES



Entertainment / Hospitality & Retail Anchors

Entertainment Facility

Existing Commercial

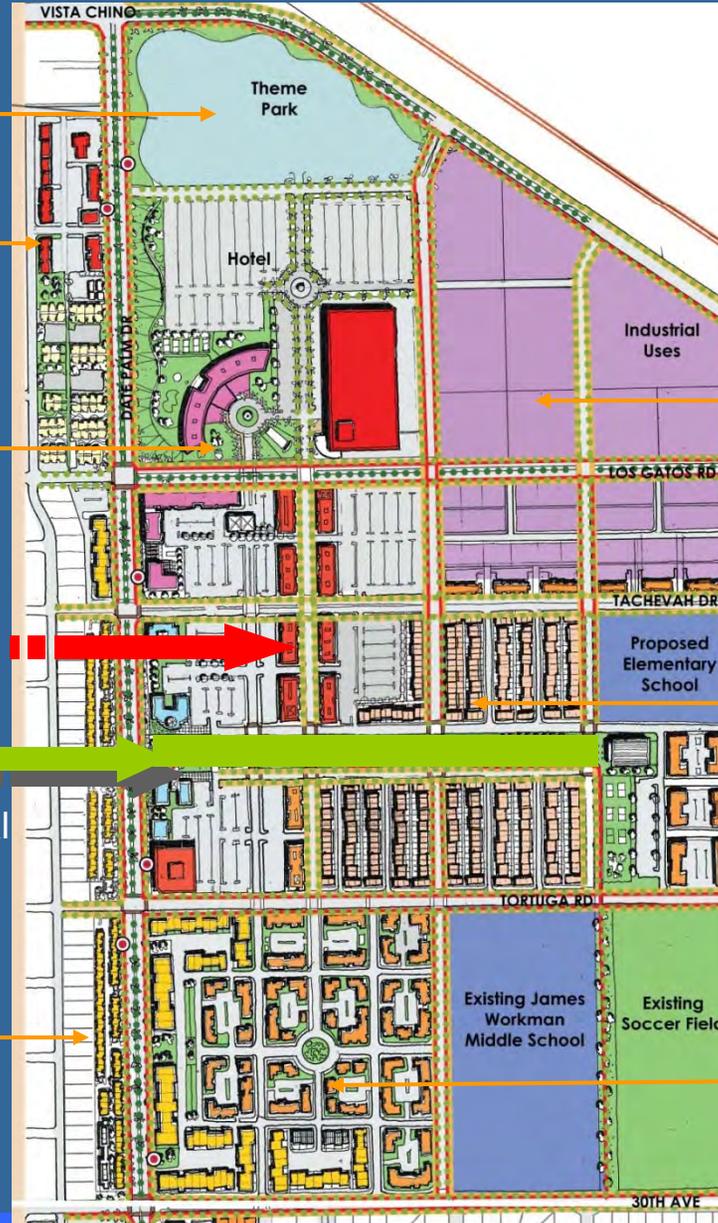
Resort Hotel

“Main Street”

“The Green”

Institutional / Recreational

Live / Work



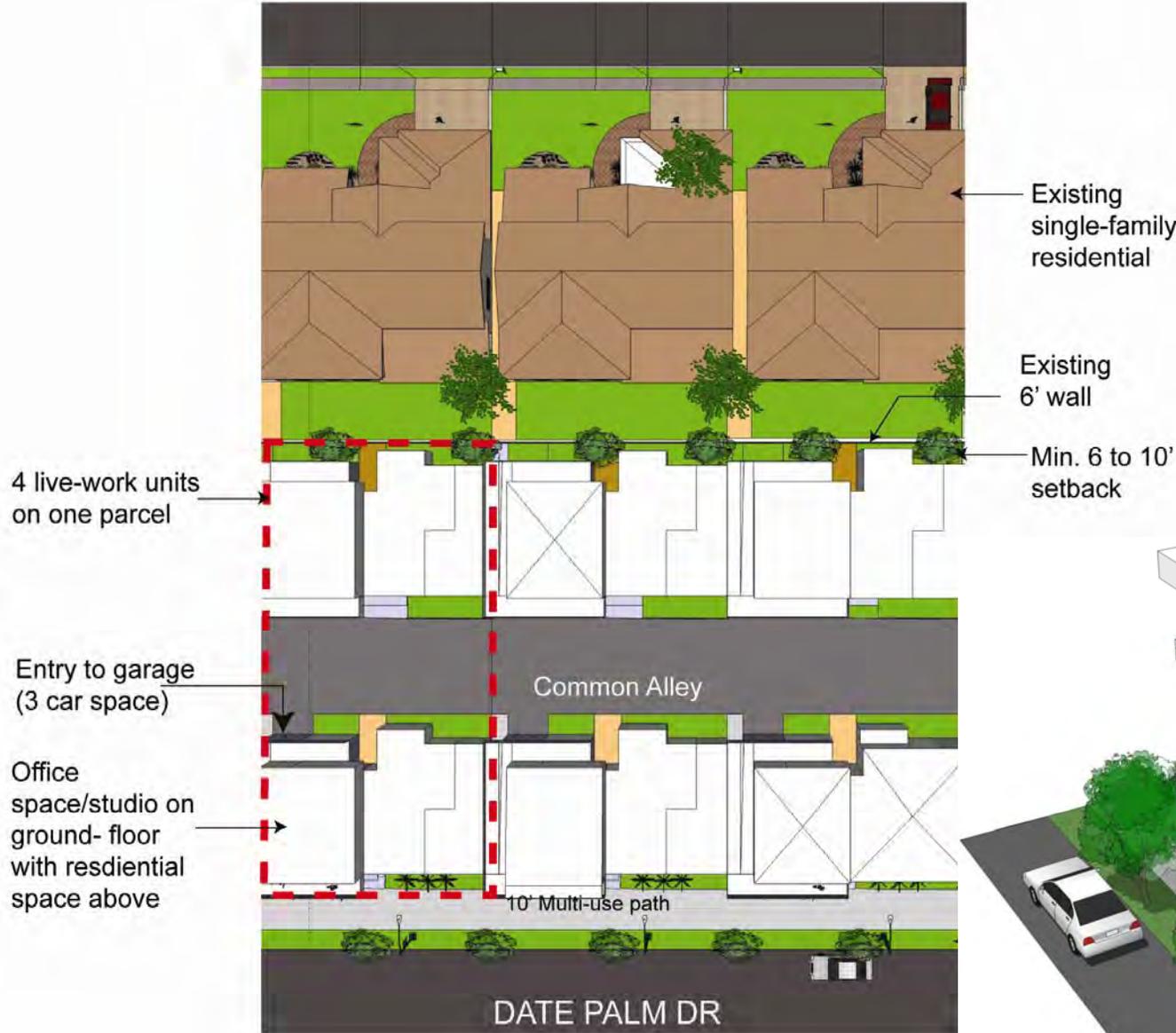
Industrial Uses

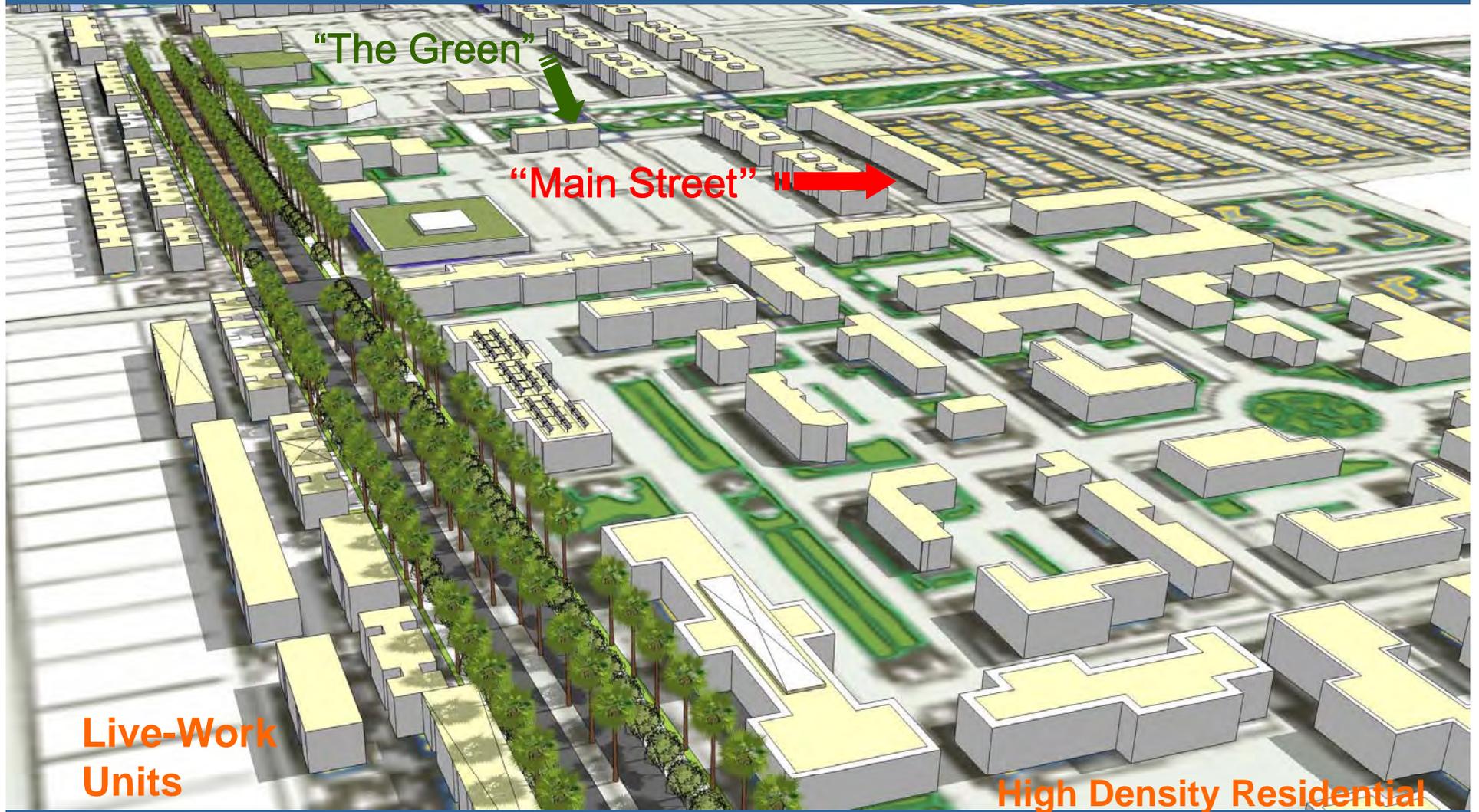
Rowhouses

High Density Residential

Live-Work Units

NODE 6





Live-Work
Units

High Density Residential

Date Palm Drive Corridor Connector Plan

Primary Recommendations

- Make Date Palm Drive a “Complete Street”
- Leave paved roadway width as-is at 80 feet to reduce costs
- Provide shaded multi-use path
- Adopt design guidelines
- Encourage buildings and gathering spaces to be located close to multi-use path
- Brand the City as the “Desert Interior Art and Design” Center of the Valley
- Create statements at major intersections
- Realign land uses to attract patrons from both inside and outside Cathedral City
- Connect adjacent neighborhoods to businesses on Date Palm Drive

Date Palm Drive Corridor Connector Plan

Next Steps

- Presentation to City Council in Study Session on July 14, incorporating comments from this meeting
- Add implementation activities to staff work plan
 - General Plan amendments
 - Zone Code and Zoning Map amendments
 - Amendments of certain Specific Plans
 - Rescission of certain Specific Plans
 - Approval of 1-2 new Specific Plans
 - Approval of Design Guidelines
- Take each of the plan implementation actions through the public hearing process as staff time and resources allow

Thank You !

Office

- 16,000 SF office space added in the last ten years
- Vacancy under 5% suggests some demand for additional local serving office space.
- Cathedral City is expected to capture **96,966 SF** of office space in the next 20 years including North City Specific Plan.
- 70% of which is expected to occur outside North City.

| | 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: Economics at AECOM

Retail

- Vacancy rate over 20% suggests some demand for additional local serving retail space.
- Additional demand from population growth could support around **167,000 SF** of new retail space by 2019 (79,000 SF in the next 5 years).
- Leakage to other cities
- Depends on the nature and positioning of the retail along Date Palm Drive.

Residential

- 22,000 residential units currently in Cathedral City (54% single family)
- 2,000 – 2,300 new attached homes and 1,200-1,400 market-rate multi-family apartments could be added in the next 25 years throughout Cathedral City.
- Residential absorption along Date Palm Drive will depend on quality, urban form, availability of infrastructure, availability of allotted Indian land for development, and timing of North City Specific Plan implementation.