



Location: Cathedral City,
Riverside County

Timeframe: 2009 - 2010

Project Partners: Cathedral City

Project Services

- Existing conditions analysis
- Policy recommendations
- SWOT analysis
- Community outreach



This Demonstration Project served to provide direction for future Cathedral City public investments, private development, and community action. Recommendations were provided with the overarching goal of emphasizing land use and transportation strategies that support and stimulate economic development to help create a livable and sustainable community.

Goals

- 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 and make Cathedral City a major destination point
- Develop a consistent set of urban design and development standards and guidelines for Date Palm Drive's public and private realms

The Date Palm Drive Corridor Connector Plan builds upon the City's General Plan and its existing economic development strategies. 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. This plan develops a corridor strategy that will consider land use, infill scenarios, transportation and economic development, while connecting various areas and linking existing plans within the City.

Results

- General Plan amendments and zone changes for some parcels, and deletion or amendments of some Specific Plans and creation of new Specific Plans
- Opportunities for development along Date Palm Drive for
 - 10,000 residential units
 - 3 million sq. ft. of retail
 - 250 hotel rooms
- Recommendations for Public Realm:
 - Synchronize traffic signals
 - Continuous multi-use pathways for pedestrian/ bicycle/ NEVs on both sides of Date Palm Drive
 - Landscaped parkways with shade trees and amenities
 - Drainage swales for water treatment and infiltration along on private property frontage
 - Plan for future premium transit such as Bus Rapid Transit (BRT)
- Recommendations for Public Realm:
 - Promote a livable community vision.
 - Unique land use emphasis for each of the six nodes on Date Palm Drive including infill and revitalization through business improvements, multi-family residential, mixed use office and retail, artist lofts and art galleries, restaurants, bars, and entertainment facilities and with a focus of sustainability