

July 26, 2018

## Community Update

by Pat Milos, Community Development Director

### General Plan Update

In early 2017, during a Strategic Goal Setting session, the City Council identified the need to comprehensively update the City General Plan with a focus on future economic development. As a result, once 2018 arrived the City launched into the project hiring consultants Terra Nova Planning and Research and thus began the development of “Imagine 2040” Cathedral City General Plan Update. Since the first of the year we have held 4 community workshops and held several meetings with staff and consultants. Our initial focus has been Land Use and Zoning, Transportation and Mobility, Public Services, Environmental Resources and Environmental Hazards. We have also progressed well with a related circulation study that includes not only studying methods to improve efficiencies related to auto and truck traffic, but also incorporating multi-modal forms of transportation and facilities such as the CV Link.



The holistic approach to economic development is a common thread and focus throughout the planning process of the update. It is vital that the plan recognizes and addresses the effects on the local economy of individual plan elements. Should it be traffic circulation, recreation, parks, zoning, sustainability or environment characteristics all factors will be looked at and tailored to present the best opportunity for economic growth and stability. As the City looks to the future we want to be well positioned to engage economic opportunities that benefit the community as they present themselves. “Imagine 2040” will do just that.

I have provided below a schedule of the upcoming steps related to the General Plan update and a summary report on the public workshops held earlier in the year.

If you have any questions or would like additional information, please contact me at [pmilos@cathedralcity.gov](mailto:pmilos@cathedralcity.gov)

#### PRELIMINARY SCHEDULE

- EIR (Environmental Impact Report) Notice of Preparation of the EIR: Summer 2018
- Complete Draft General Plan & EIR: Fall 2018
- Public Review of Draft EIR and General Plan: Fall 2018
- Publish the General Plan at City Hall & online for 45 days
- Review comments and prepare responses
- City Hearings & Approval of Final EIR and General Plan: Winter 2018-19

-

#### RESULTS OF PUBLIC WORKSHOPS

The City of Cathedral City held four public workshops to engage the community in discussion about the “Imagine 2040” General Plan update. The time and locations of the workshops were advertised in the Desert Sun, on the City’s official website, and via email blasts to residences and other interested community groups.

Upon arrival to the public workshops, attendees were greeted by City staff and were asked to sign in and place a dot on an aerial of the City showing where they live. Attendees were provided with comment cards to fill out either during or at the end of the workshop and could fill out as many comment cards as they wished. “Imagine 2040” reusable bags were also provided to each attendee containing informational handouts regarding the General Plan update process. Attendees were also asked to place a colored sticker over their residence on an enlarged aerial location map to help the City visualize the attendee’s geographical concentration per workshop and to ensure that all areas of the community were represented.

Project team members staffed five (5) General Plan information stations including land use, circulation/mobility planning, public services, environmental resources, and environmental hazards. The workshops began with a brief introduction from City staff followed by a 15-20-minute PowerPoint presentation given by the consulting firm, Terra Nova Planning and Research, at approximately 5:30pm. The attendees were then asked to walk around the room and visit the five (5) information stations to review General Plan exhibits and discuss the proposed updates and environmental review process with City staff members and the consulting team. Verbal comments were recorded on large note pads at each station. Several large maps were placed around the room for the attendees to provide comments, make mark-ups, and to facilitate interactive discussions. Photographs of the public workshops, sign-in sheets, and individual exhibit boards are provided in the report Appendix.

## **RESULTS OF THE PUBLIC MEETINGS**

### **PUBLIC COMMENT ON LAND USE**

- Parks/recreation: more parks/recreational space in the city, especially cove area. This includes both indoor and outdoor opportunities, such as dog parks and community centers.
- cannabis cultivation: concerns cannabis cultivation is buying out and making less competitive other commercial/retail land uses. Keep cannabis cultivation within industrial zoned areas.
- vacant commercial buildings: encourage infill or repurposing of vacant commercial/retail buildings.
- mixed-use development: diversify the commercial/retail

Opportunities within the city, including office space, medical space, and live/work opportunities.

### **PUBLIC COMMENT ON PUBLIC SERVICES AND FACILITIES**

- New community center: more options throughout the city for community activities, recreation, etc. Possibly to be located towards the northern portion of the city to balance with the senior center/community center.
- police/fire: additional police and fire services are needed in proximity to the northern portion of the city.
- utilities: remove septic tanks/expand sewer infrastructure to

Those in need. Encourage solar with more incentives.

- homeless: provide additional homeless resources/ housing/ employment opportunities.

## **PUBLIC COMMENT ON CIRCULATION AND MOBILITY**

- Infrastructure improvements: improve streets and

Sidewalks, including pavement resurfacing and ensuring

Sidewalks are complete/connected.

- parking: more parking for trailheads, cv link, and in multifamily residential areas.
- improve alternative transportation: shade structures at bus stops, improved bus turnouts, improve connectivity (bike lanes, sidewalks etc.), more frequent bus stops/expanded bus route.

## **PUBLIC COMMENT ON ENVIRONMENTAL RESOURCES**

- Open space: conserve open space/parkland
- Trails: add signage to city trailheads to promote ecotourism.
- Biological resources: concerns about cv links impact
- To biological resources.
- Landscaping: use more desert landscaping
- Throughout the city. Add more trees.
- Odor: odor control for cannabis operations. Odor
- Control in areas of poor sewer/ storm water management.
- Flooding: areas remaining in and remapping of flood
- Hazard zones.
- Air pollution & climate change

Aesthetic impacts of development

## **News**



**The next City Council Meeting is set for August 8, 2018**



## **Cathedral City is Hiring**

The City of Cathedral City is looking for experienced professionals to join our Team! Please visit our website for additional information regarding the following employment opportunities:

- Administrative Analyst I/II
- Senior or Associate Civil Engineer
- Police Officer Recruit/Lateral
- Public Safety Dispatcher
- School Crossing Guard

Please visit our City website to apply: [www.governmentjobs.com/careers/cathedralcityca](http://www.governmentjobs.com/careers/cathedralcityca) If you have any questions regarding our current job ... [Read more.](#)

## Events

### Free Summer Kids Movie Series

The Cathedral City Parks and Community Events Commission in partnership with the Mary Pickford Theatre presents a Free Summer Kid Movie Series happening on every Friday at 9:30 a.m. starting Friday, June 15, 2018 thru Friday, August 3, 2018. Thanks to Councilmember John Aguilar who donated a generous portion of his City discretionary funds, the film series will allow free admission in order to see a different movie geared towards kids each Friday morning at the Mary Pickford Theatre in Downtown Cathedral City.

[Read more.](#)



ARTtastic! [Read more.](#)

### 2nd Saturdays Art Walk on Perez Road

Every 2nd Saturday, come to Cathedral City's Art & Design District for "2nd Saturdays Art Walk on Perez Road" where you will discover special art exhibits, museum quality art as well as cultural art to brighten your soul, meet other like-minded people, and maybe get a little exercise going from art gallery to design gallery to art gallery. It will be

### Tejano Music Festival 2018

The 2nd annual Tejano Music Fest

VENDORS • FOOD • DRINKS  
RAFFLES • OUTDOOR MARKET  
FUN FOR ALL AGES!  
FREE ADMISSION • FREE PARKING

[Read more.](#)



**The City of Cathedral City** **FREE!**  
**Stop Identity Theft Program**

To help STOP identity theft and as a service to its residents, the City of Cathedral City is hosting FREE Document Shredding Events. The Shredding Events are the first Saturday of the month October thru May each year.

**WHEN:** 2018 **Saturday, October 6, November 3 and December 1**  
2019 **Saturday, January 5, February 2, March 2, April 6 and May 4**

**TIME:** 8:00 a.m. – 9:00 a.m.  
Arrive early – once the shredding truck is filled to capacity the event will end.

**LOCATION:** 68-510 East Palm Canyon Drive

**EXAMPLES OF DOCUMENTS:**

- Legal documents
- Medical records
- Financial statements
- Accounting files/records
- Personnel files
- Payroll records
- Bank statements
- Tax records
- Contracts
- Receipts/invoices
- Canceled checks
- Photographs
- Credit card documents

**TIPS:**

- ▶ You do not need to remove paper clips, staples, file folders, report covers, envelopes or binder clips from your documents.
- ▶ You can bring your documents in boxes or plastic bags.

**RESTRICTIONS:**

- ▶ Limited to Cathedral City RESIDENTS only.
- ▶ Be prepared to show proof of residency or bring this postcard to the event.
- ▶ Limit 5 banker sized boxes per resident or household.
- ▶ **NO businesses allowed.**
- ▶ Remove all trash items from your boxes or bags!
- ▶ Items like pens, pencils or regular household trash cannot be shredded.

**MORE:**

- ▶ Your documents will be shredded on site – you will be able to witness the entire process.
- ▶ Arrive early – once the shredding truck is filled to capacity the event will end.
- ▶ This is a free event – there is no charge to shred your documents.

**FOR MORE INFORMATION:**  
Call (760) 778-6349  
Email: [dymcgregor@cityofcathedralcity.gov](mailto:dymcgregor@cityofcathedralcity.gov)

**Cathedral City**  
DiscoverCathedralCity.com

## Stop Identity Theft Program

To help STOP identity theft and as a service to its residents, the City of Cathedral City is hosting FREE Document Shredding Events. The Shredding Events are the first Saturday of the month October thru May each year.

**WHEN:** 2018 Saturday, **October 6**, November 3 and December 1  
2019 Saturday, January 5, February 2, March 2, April 6 and May 4

**TIME:** 8:00 a.m. – 9:00 a.m.

Arrive early – once the shredding truck is filled to capacity the event will end.

**LOCATION:** 68510 East Palm Canyon Drive

## Halloween Spooktacular 2018

20,000 Pieces of Candy! Food Vendors, Costume Contest, and much more!

The Cathedral City Police Department, Cathedral City Fire Department, and City of Cathedral City's Special Events bring to you the Halloween Spooktacular, Sunday, October 28, 2017 from 12-3 pm. The event will occur in downtown in front of City Hall, 68-700 Avenida Lalo Guerrero. Halloween Spooktacular will include free admission as well as exhibits sponsored by non-profit organizations, the Cathedral City Police Department and Cathedral City Fire Department. ...[Read more.](#)







## 5th Annual Cathedral City Hot Air Balloon Festival

5th Annual Cathedral City Hot Air Balloon Festival

[Read more.](#)

## North Pole Village at Snow Fest

Bring the entire family for this special event that shall become a tradition! North Pole Village at Snow Fest captures all the holiday spirit and places it at one event. You will enjoy an outdoor market featuring holiday arts & crafts, food, treats, and beverages including hot chocolate. Best of all, you will be captivated by a stroll down Main Street at the North Pole Village lit up with holiday lights. Listen to holiday music, smell the fresh cookies baking, and ...[Read more.](#)



For Questions or Comments, Contact Chris Parman, Communications and Events Manager  
[cparman@cathedralcity.gov](mailto:cparman@cathedralcity.gov)

