

City Center and Corridor Master Plan

Cathedral City, CA



A new city center for the Cathedral City community to be developed on the site of the historic downtown district is at the heart of this plan to bring back value and cache to this severely disinvested commercial strip. The master plan orchestrates public and private investment with coordinated development standards and focused capital improvement designs to reorganize the corridor into a mixed use “grand boulevard” with a city center district as its focus.



Aerial view of the envisioned downtown and Palm Canyon Drive master plan with town square, City Hall, boulevard, bell tower, and supporting mixed-use development.

BEFORE

- Cathedral City lacked an active downtown and gathering place for the community.
- The City's historic downtown, located on Palm Canyon Drive, had become an auto-oriented strip with an unattractive appearance that was a barrier to new investment.
- The corridor had no anchors to draw visitors.



Palm Canyon Drive prior to redevelopment. The wide arterial street did not support existing businesses and contributed to disinvestment.

ASSIGNMENT

- Ensure the long term economic health of Downtown through new forms of residential, commercial, and workplace investment.
- Advance change while maintaining the architectural character essential to Brentwood's small town identity.
- Differentiate Downtown's role within the city's commercial framework by creating a center for entertainment and sales of specialty goods and services.

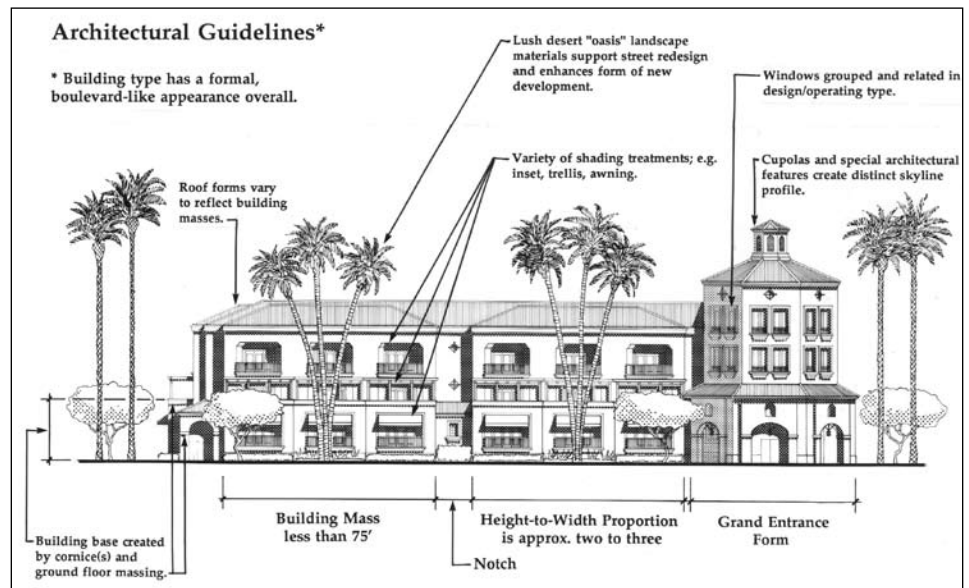
OUTCOMES

Adopted 1993; led to Palm Canyon Drive Streetscape Reconstruction

- Worked with a downtown task force through nine public workshops to achieve consensus on a vision and strategy for revitalization.
- Today, the revitalized 500-acre Town Center district includes a new city hall and town square, a multiplex and an IMAX cinema, a grand boulevard streetscape, a parking structure, supporting retail and mixed-use development.

CLIENT: City of Cathedral City

FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



Design guidelines and building prototype illustrations, such as this prototype for the mixed-use corridor area, are based on local architectural character and guide the form and character of new investment. This design guidance provides the City and developers with a clear understanding of development character desired for planning approvals.



The new multiplex cinema anchors the new city center and reflects the design heritage of the community.



The new City Hall and Town Green provide the first pieces of the new Heart of the City.