

# Palm Canyon Drive – Boulevard and Landmark Design

Cathedral City, CA



To stimulate investment in the heart of the city, the redesign of Palm Canyon Drive completely transformed the visual character of the central segment of the City's most visible thoroughfare. The design features a multi-way boulevard segment to catalyze the development of a new City Center (based on the city center plan previously prepared by FTB). The reorganized lane & intersection configuration also relieved a traffic bottleneck and met regional and Caltrans standards for enhanced operations, and provided a plan for incremental regional commitment to transit operations.



The street configuration along the downtown core segment installed to stimulate desired development; features protected angled parking and slow moving traffic separated from the central fast lanes.

## BEFORE



Palm Canyon Drive prior to redevelopment – a wide, disinvested and unmemorable commercial "strip."

## OUTCOMES



An FTB - designed landmark feature serves as a focal point for the boulevard.

**CLIENT:** City of Cathedral City

**IN COLLABORATION WITH:** Cella Barr Associates, Korve Engineering, Sierra Engineering Group, Stark Miers Scott, Dream Engineering, Ray Lopez Associates, Robert Lundeen Irrigation

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



The completed Palm Canyon Drive "grand boulevard".



The future redeveloped corridor and transformed boulevard as envisioned in the community analysis:  
left – view along new downtown core frontage  
right – view of downtown core from residential frontage