

Cathedral City, as a post-Proposition 13 city, does not have the property tax base that older incorporated cities have. Because of this, Cathedral City relies heavily on redevelopment for both infrastructure and growing the economic base in order to provide adequate public safety services.

The Cathedral City Story, though is much more than infrastructure and tax base. It is a story of **people** and **Community**.

Downtown Before Redevelopment Activity

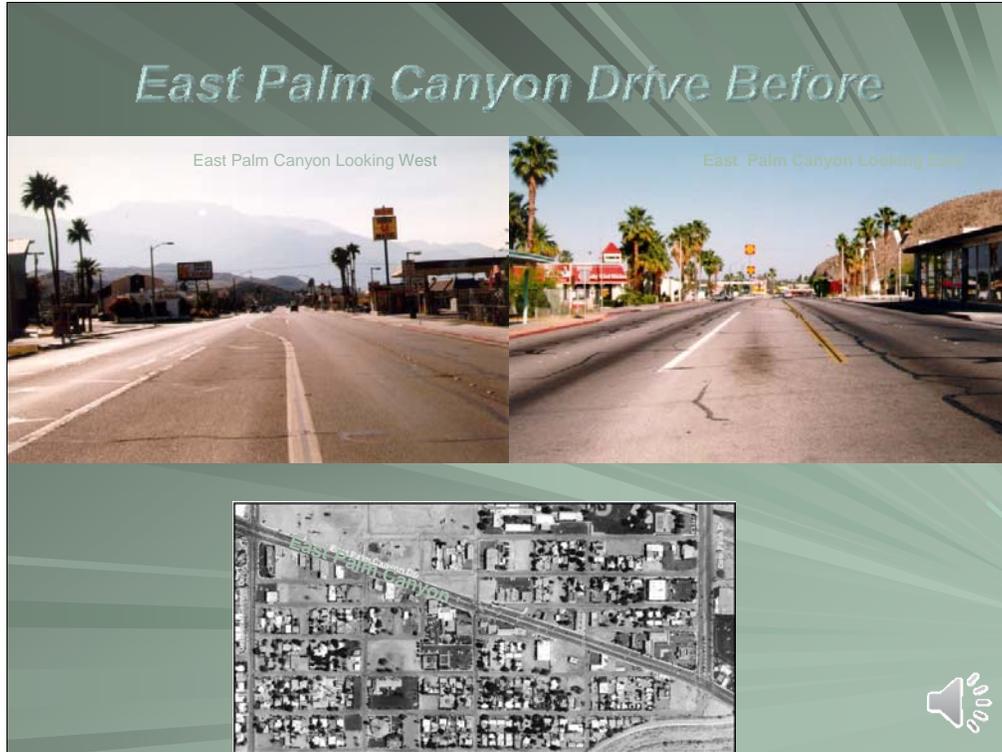
*Downtown
Area: 1981*



Prior to redevelopment, the Downtown area shown here at about the time of incorporation in 1981, consisted primarily of substandard residences with a small amount of blighted commercial structures along Highway 111, the main roadway. CalTrans, over the course of many years, widened the Highway on a number of occasions making many of the commercial parcels unusable.

In 1981, community leaders said “Stop! Enough!” and incorporated as a city and took control of Highway 111, now know as East Palm Canyon Drive, in order to chart its own destiny.

So while there was a community spirit, there was no there there. Intervention, with redevelopment as the primary tool, is rectifying past mistakes and building a great community.



East Palm Canyon Drive was not inviting before reconstruction...except to invite a driver to just pass through as quickly as possible. This environment was not conducive to community building.

East Palm Canyon Drive After Redevelopment



The Agency paid the City's share of rebuilding East Palm Canyon Drive, which has become a "Grand Boulevard" (CVAG regional project). This set the stage for the downtown that is emerging today, and was only possible because of redevelopment.

Downtown Commercial Before Redevelopment Activities

Unattractive Streetscape



Struggling Businesses



In the early days, commercial structures were not inviting and parking was very limited (see red curb). A new development pattern needed to be created, and redevelopment was the only tool available to achieve that goal.

Downtown Commercial After Redevelopment



Redevelopment of the downtown area resulted in community gathering spaces and vibrant commercial areas. A new Civic Center, parking structure and Town Square, including the Fountain of Life, were constructed for residents to complement the new housing and commercial ventures such as the IMAX and Pickford Theaters, and the Pickfair Retail Promenade. Town Square was designed to be and has become a popular gathering place for people throughout the area, both for special events and just to play and relax.

Downtown Residential Before Redevelopment Activities



Abandoned Structures

Substandard Housing



In 1981, most of the residential units in downtown were either substandard or in some cases even abandoned, making for poor living conditions.



Because of redevelopment, many structures, both inside and outside of downtown, have been renovated and put back into productive use. Housing has been provided for families, seniors and people with special needs. The Redevelopment Agency has partnered with various non-profit organizations in order to leverage redevelopment dollars.

Casa San Miguel Allende, a 39-unit income-qualified special needs AIDS housing project, is a partnership among the Cathedral City Redevelopment Agency, the Coachella Valley Housing Coalition and the Desert Aids Project.

The Redevelopment Agency has also partnered with Habitat for Humanity to produce low-income home ownership opportunities.

The Youth Build Program provides school credit and valuable on-the-job construction education and experience for Cathedral City High School students while also producing workforce housing.

Downtown Residential After Redevelopment



*Cathedral Towne Villas
Family Housing*

*Tierra Del Sol
Senior Housing*



New multi-family and senior housing projects have been constructed using redevelopment housing funds and leveraging other resources, including federal and state programs and dollars. These two examples are in the downtown area.

Cathedral Towne Villas provides 61 units available to families.

Tierra Del Sol provides 75 units for very-low income seniors.

Cathedral City Senior Center

Before

- *Inadequate size*
- *Outdated facilities*

After

- *Modern multi-use facility*
- *Well equipped*
- *Adjacent to Elderly low income housing*



Redevelopment supports the community's seniors with more than just housing. Redevelopment replaced the inadequate, outdated Senior Center with new facilities integrated into the Tierra del Sol senior housing project, which was assisted with redevelopment dollars.

Cove Improvement District



Before Infrastructure Improvements



After Improvements



Redevelopment funds were included in the funding package that transformed the Cove community by adding sanitary sewer, drainage, roads and other public improvements.

Previous Senior Cel



Over the years, the Agency has invested \$10.3 million to develop the auto center, building the streets and infrastructure, creating pads for dealers and assisting in improving facilities.

In turn, the Auto Center provides 705 jobs and produces about \$3.5 million annually in sales tax revenue to the City's General Fund.

Other programs such as the Cathedral City Bucks program, which was support for and a partnership between the auto dealers and other local small businesses, have been assisted by Redevelopment. This program was critical to save many Cathedral City businesses during the severe economic downturn of 2009.

These efforts provide the City with sales tax income necessary to keep public safety services.

Facade Renovation Program - Before Redevelopment -



The façade renovation project encouraged small business owners to invest in the community and improve the appearance of the streetscape, thus improving the business climate.

Facade Renovations



Agency funds were responsible for 75% of the cost of the façade renovation program. These centers are now much more vibrant. The last round of State take-aways from redevelopment put a halt to this effective program. The program will not be able to be restarted if redevelopment goes away.

Other Assistance

- *Productive Reuse*
- *Community Services*
- *Job Creation*



The former K-Mart building, which was abandoned for over 10 years, was repurposed for Burlington Coat Factory with the assistance of redevelopment, generating numerous jobs and providing needed shopping opportunities for Cathedral City and area residents.

Redevelopment also assisted with establishing a needed neighborhood shopping center and transient-occupancy-tax generating hotels.

Cathedral City Library Before Redevelopment

- *Limited Space*
- *Overcrowded*
- *Lack of Gathering Areas*



The Cathedral City Library was tired and had insufficient space for the growing community.

Cathedral City Library



- New Community Facility*
- Gathering Spot
 - Newest Technology
 - Quality of Life



The Agency donated the land and put \$1.3 million into this facility, thus creating a venue for neighborhood and community meetings as well as technologically advanced library services for our children and a growing population.

Big League Dreams



Big League Dreams was assisted by redevelopment and attracts thousands of people a year from outside the city and state, and has been the catalyst for the “spin-off” development of the Holiday Inn Express. Big League Dreams is the site of National College Athletic Association (NCAA) tournaments and numerous youth and community sporting activities. This type of venue, attracting travelers from outside the State and providing a much-needed recreational amenity for our community, would not have been possible without redevelopment.



In advancement of community spirit, the Agency paid the entire cost of the land and improvements for the Cathedral City Soccer Park, and the facility attracts people from around the Valley. Through an innovative partnership, the local chapter of the American Youth Soccer Organization (AYSO) maintains this facility that serves approximately 1,600 youth who are engaged in league play, learning sportsmanship and providing positive social interaction.

Other Park Properties Acquired



*Improving the Heart
of Neighborhoods*



Redevelopment has also provided the funds to purchase additional land in order for parks to be developed in the future. Without redevelopment, the City does not have the resources to provide adequate park space for the community. Recently, a grant has been received to develop Whitewater Park again showing leveraging of redevelopment funds.

Redevelopment Still Needed to Prevent Future Disasters!



July 20, 2008, will be remembered in Cathedral City and Palm Springs for a long time. This disaster caused over \$2 million in damages in Cathedral City alone. Cathedral City's Downtown is no longer in danger of flooding because redevelopment has already provided drainage facilities in that area, but much of the City's other residential and commercial areas remain vulnerable to this type of disaster. Drainage projects currently in the pipeline to protect these areas will be significantly delayed or abandoned with the loss of redevelopment.



To date, redevelopment has provided the funds for:

- Job creation
- Homes
- Recreation
- Library
- Flood protection
- Streets
- Slum clearance and
- Commercial facilities

In addition, the Cathedral City Redevelopment Agency has provided well over \$38 million for schools just in the last few years.

In short, Cathedral City is a community because of redevelopment, yet there is a lot more to do that requires redevelopment investment.