



## Timeline for Palm Springs Promenade – August 2017

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- 2005 The City adopted the Downtown Urban Design Plan. This plan called for additional east-west linkages in downtown; proposed design guidelines for new projects; and reaffirmed existing building height limits downtown with the exception of three catalyst projects (Desert Fashion Plaza, Andaz Site and Ramon/Palm Canyon Mixed Use).
- 2009 In September, the City approved the Museum Market Plaza Specific Plan. The Plan incorporated the former Fashion Plaza site and the Town & Country Center on the east side of Palm Canyon Drive. The Specific Plan allowed the flexibility of renovating the existing Fashion Plaza as well as the ability to demolish and build new.
- 2010 City Council directed staff to negotiate an agreement with the property owner. Negotiations occurred from January through June and concluded without any agreement. In September, the Council approved undertaking eminent domain appraisal of the property. The City Council established a schedule for making an offer to purchase the property and called for community input - "visioning" - to determine a plan for the property.
- 2011 In January, the City made offers to purchase the property and hired a consultant, MIG, Inc. to conduct design workshops to determine community vision. Three community workshops were held, and a City Council subcommittee recommended a new partnership approach. Negotiations on a Project Financing Agreement began and a Financial Analysis was prepared to determine gap. Project feasibility gap was \$43 million. In September, City Council entered into a Project Financing Agreement with Palm Springs Promenade, LLC. Measure J, a 1% sales tax, was placed on the November ballot and approved with 59% of the vote.
- 2012 Demolition began in January with the removal of the building that formerly housed Bank of America at the corner of Tahquitz Canyon Way and Palm Canyon Drive. "Forever Marilyn" was installed at the former building site. In June, Bonds were sold to allow the City to acquire parking structures and fund streets. The project was modified in December to add Market Street, the Kimpton hotel and an event space.
- 2013 Demolition on the main section of Desert Fashion Plaza commenced. Further refinements on hotel architecture were undertaken. The project was sued by a local activist group, Advocates for Better Community Development (ABCD).
- 2014 All demolition was completed. Additional refinements were made on hotel architecture. New architecture was approved on Blocks A and B. The lawsuit settled with "ABCD". Infrastructure work on streets and utilities commences.
- 2015 Construction began on the Kimpton hotel on Block C-1 and three-story building on Block A.
- 2016 In April, the Museum Market Plaza Specific Plan is amended and renamed as the Downtown Palm Springs Specific Plan. Virgin Hotel was approved on Block B-1. Revised architecture was approved for the building on Block C fronting Palm Canyon Drive. In September, the first retailer, West Elm, opens in Block A.
- 2017 Workshops and community input is sought on downtown park design (Block E). On September 19, 2017, there will be a grand opening ribbon-cutting.