



The Museum Market Plaza Specific Plan

An Amendment to the 2007 Palm Springs General Plan

Adopted by the City Council, December 2, 2009 (Ordinance 1764; Resolution 22625)

City of Palm Springs, California

3200 East Tahquitz Canyon Way • Palm Springs, California, • 92262

I. INTRODUCTION

A. Authority and Scope

A Specific Plan is a document allowed under California law which provides cities and counties with a planning tool for master planning project sites. A Specific Plan, when approved, becomes the zoning ordinance for the project it covers. Specific Plans must be consistent with the General Plan of the jurisdiction in which they occur.

Specific Plans can be implemented by local jurisdictions in accordance with the provisions of California Government Code Section 65450. The City of Palm Springs is implementing this Specific Plan for the Museum Market Plaza, located at the center of the City's downtown core. The Museum Market Plaza Specific Plan area is irregular in shape, but is generally bounded by Andreas Road on the north, Tahquitz Canyon Way on the south, Museum Drive on the west, and Indian Canyon Drive on the east.

The Palm Springs General Plan supports the development of Specific Plans throughout the community where appropriate:

"LU1.3 Develop specific plans for areas that need additional design or land use guidance."

For the Museum Market Plaza area, the General Plan identifies special conditions which will require the preparation of a Specific Plan:

"The Downtown Central Core (roughly bounded by Amado Road, Tahquitz Canyon Way, Museum Drive, and Indian Canyon Drive)...may be developed with a maximum FAR¹ of 3.5. If projects in these areas provide substantial public spaces or plazas, an FAR of up to 4.0 may be developed upon approval of a Planned Development District or Specific Plan. The Downtown Central Core may also accommodate up to 70 dwelling units per acre for residential or hotel uses if a Planned Development District or Specific Plan is prepared and approved."

This Specific Plan has been prepared to address both design considerations and land use guidance for the Museum Market Plan, and to establish densities and development standards to

¹ The definition of floor area ratio in the Palm Springs General Plan states: FAR is the ratio of the total net floor area of a building to the total lot area and describes the intensity of the use on a site. FAR calculations do not include areas within parking structures or outdoor open storage areas. Floor Area Ratio Example (FAR = 0.50): On a one-acre parcel (43,560 sq. ft.), a maximum FAR of 0.50 equates to a total building area of 21,780 sq. ft., in either a 1-, 2-, or 3-story configuration (43,560 sq. ft. multiplied by 0.50 equals 21,780 sq. ft.).

allow for the unified, unique and high quality development which must occur within its boundaries.

This Specific Plan also implements the vision of Downtown Palm Springs described in both the General Plan and the Downtown Design Guidelines. The General Plan specifically identifies the Downtown area as critical to the City's future:

"It is envisioned that Downtown will become a high-intensity, mixed-use area characterized by residential, office, commercial, and entertainment uses. To stimulate vitality, the Downtown will contain activity areas with differing intensities, which are further defined by the scale and design of buildings in each area. The creation of a central public plaza that will serve as the primary gathering place for visitors and residents of Palm Springs is a key concept planned to reinvigorate the Downtown core."

This vision is to be implemented through the Downtown Design Guidelines, which provide clear direction for the changes which the City desires in the Downtown. The Guidelines identify the Specific Plan area as "High Intensity Mixed Use (Residential/Commercial Downtown Central Core," and Mixed Use Downtown Outer Core." The core area is described as:

"...a high intensity mixed use center with taller buildings surrounded by a vibrant mixed use area..."

This Specific Plan, along with approved projects for the north and south Gateways, form the backbone of the revitalization of the Downtown of Palm Springs. The Museum Market Plaza will also be the connection point to the Resort/Convention Center District to the east, and will re-establish the connection from the Palm Springs Art Museum to Indian Canyon Drive and the hotels and Convention Center to the east, by introducing a new east-west roadway whose focal point will be the Museum.

B. Project Location

The Museum Market Plaza is located in the center of the City's Central Business District, at the northwest corner of Tahquitz Canyon Way and Palm Canyon Drive. The area is irregular in shape, and encompasses lands bounded by the Hyatt Suites Hotel and Belardo Road on the north, Tahquitz Canyon Way on the south, Museum Drive on the west, and North Palm Canyon Drive on the east, as well as lands directly east, between North Palm Canyon and Indian Canyon Drives (please see Exhibit I-2, Vicinity Map).

Lands to the north include hotel and retail commercial development along North Palm Canyon, North Indian Canyon and Baristo. Lands to the east include retail commercial development on North Palm Canyon and Indian Canyon, and the Spa Hotel beyond. Lands to the south include hotel and retail commercial development, the Wellwood Murray Library and single-family homes beyond. Lands to the west include the Palm Springs Art Museum and the O'Donnell Golf Course.

C. Project Description

The Museum Market Plaza (MMP) encompasses a total of 18.5 acres. The Museum Market Plaza Specific Plan will provide retail and office commercial space, public plazas, professional office space and residential development in a cohesive, master planner setting envisioned to bring life back to the center of Palm Springs. The Specific Plan is designed to allow flexibility of design within specific guiding principles, including:

1. The highest quality development which provides an exciting and safe living, working and shopping experience for all.
2. The creation of a pedestrian and vehicular connection from the Palm Springs Art Museum, through Palm Canyon and Indian Canyon Drives, to the Resort/Convention Center District.
3. The development of retail commercial development which successfully mixes national and regional chain stores with local businesses, focused on the major roadways which bound the site, including North Palm Canyon, Indian Canyon, Tahquitz Canyon and Belardo.
4. A balance of commercial and residential development which assures the success of the area by increasing the number of homes in the downtown, thereby increasing the customer base of the commercial uses.
5. The development of residential units which relate synergistically to the commercial development around them, and encourage a pedestrian lifestyle with little use for the automobile.
6. The development of additional resort hotels which provide luxury accommodations and increase the visitors to the City's downtown.

The MMP Specific Plan allows for a broad range of development, with a Mixed Use theme. Retail-oriented commercial is required to be developed on the ground floor on Palm Canyon Drive, with some exceptions (please see Section III, Development Standards). A mix of professional office and/or retail development is envisioned on the ground floor on all other project roadways, and on the second and/or third floors of Blocks A, C, D and F. Additional uses that may be developed subject to the Specific Plan include hotels, multiple family residential theaters, tourist-related services, and public and semi-public uses.

Table I-1, below, details the net acreage of each Planning Area and Block within the Specific Plan area, not including existing or proposed streets.

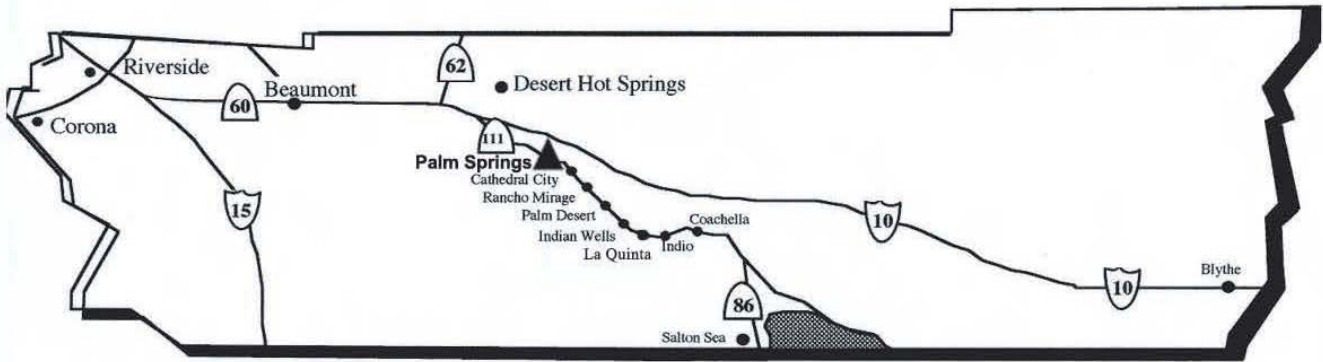
Table I-1
Specific Plan Planning Area and Blocks

Planning Area	Acres (net)
Block A	1.82
Block B	0.82
Block C	1.93
Block D & F	3.15
Block E, G & H	3.93
Block K1	1.0
Block K2	0.89
Streets, sidewalks, special paving	5.0
Total	18.5

D. CEQA Compliance

In compliance with the California Environmental Quality Act (CEQA), the City identified the preparation of this Specific Plan as a “project” under CEQA, and prepared an Initial Study. The Initial Study was prepared for a draft Specific Plan that encompassed a larger area and a greater intensity of development than is contained in the final Plan. The Initial Study found that the draft Specific Plan had a potential to significantly impact the environment, and that an Environmental Impact Report (EIR) must be prepared. The City circulated to all responsible and trustee agencies a Notice of Preparation (NOP) of an EIR. All comments received in response to the NOP were considered and incorporated into the EIR. The EIR was circulated to all responsible and trustee agencies, and all other interested parties, for a period of 45 days. All comments received in response to the EIR were considered in the Response to Comments prepared for the Planning Commission and City Council. Revisions were made to the draft Plan which resulted in a reduced project compared with that analyzed by the EIR. Implementation of the final Specific Plan includes all mitigation measures described in the EIR; therefore the Specific Plan is fully analyzed by the EIR. The City Council certified the EIR prior to adopting this Specific Plan, on November 18, 2009.

CALIFORNIA



RIVERSIDE COUNTY



Source: Google, 2007



II. LAND USE

Introduction

This section of the Specific Plan describes the vision, the design concepts and the land use designations within the Specific Plan Area.

The Specific Plan governs land use for an area totaling 18.5 acres, located within the Central Business District of Palm Springs. The City of Palm Springs General Plan recognizes that the revitalization of the Central Business District is important to the City's future and supports the development of the Museum Market Plaza Specific Plan. It is the intention of the City to continue land use designations that facilitate commercial, high density residential and hotel development to strengthen the economic base of the City and provide long term growth and prosperity.

A. Current Land Use and Zoning Designations

In accordance with the Palm Springs General Plan, and as shown in Exhibit II-1 the Specific Plan area defined as Blocks A through K are designated as Central Business District (CBD) in the General Plan, with corresponding CBD zoning.

Surrounding the Specific Plan area, lands to the north have General Plan designations of CBD and Open Space – Parks/Recreation; lands to the south are designated Small Hotel and CBD; lands to the west are designated Public/Quasi-Public, Open Space – Parks/Recreation, High Density Residential and Small Hotel; and lands to the east are designated CBD. On the east side of Indian Canyon is the Section 14 Master Plan area, which includes high-density residential, commercial, entertainment and resort hotel land use areas.

Lands to the north of the Specific Plan area are zoned CBD and O-20 (Open Land, 20 acre minimum); lands to the south are zoned R-3 and CBD; lands to the west are zoned CBD, R-3 and O-20; and lands to the east are zoned CBD and C-2 (General Commercial).

The Specific Plan area is currently developed. The site consists of the under-utilized Desert Fashion Plaza, bounded by Tahquitz Canyon on the south, the Hyatt Suites hotel on the north, Museum Drive on the west, and North Palm Canyon Drive on the east. The Specific Plan (Block K) includes lands north of Tahquitz Canyon Way and south of Andreas Road, east of North Palm Canyon Drive and west of Indian Canyon Drive, which are developed with multiple two story commercial buildings and parking lots.

B. Land Use Concept

The City of Palm Springs wishes to facilitate the development of high quality Commercial, Retail, High Density Residential and Resort development to ensure the future prosperity of the Central Business District and the contributions it makes to the economic base of the City. To that end, the Specific Plan establishes development standards and guidelines intended to assist land owners and developers in their project designs. The standards and guidelines assure that redevelopment within the Specific Plan area will result in the creation of a lively, pedestrian oriented townscape that engenders a unique sense of place. The Specific Plan also recognizes that a remodel of the existing shopping center may be a necessary and important first step in the long-term redevelopment of the site.

The land use map for the Specific Plan maximizes the potential for appropriate development and considers the logical location of land uses. Retail, Office, High Density Residential and Resort land uses, together with a wide range of commercial and accessory activities, are identified as compatible and versatile uses that will contribute to a stable and varied economy, increase the City's tax base and implement the urban core envisioned in the General Plan and Downtown Design Guidelines for the Downtown Core.

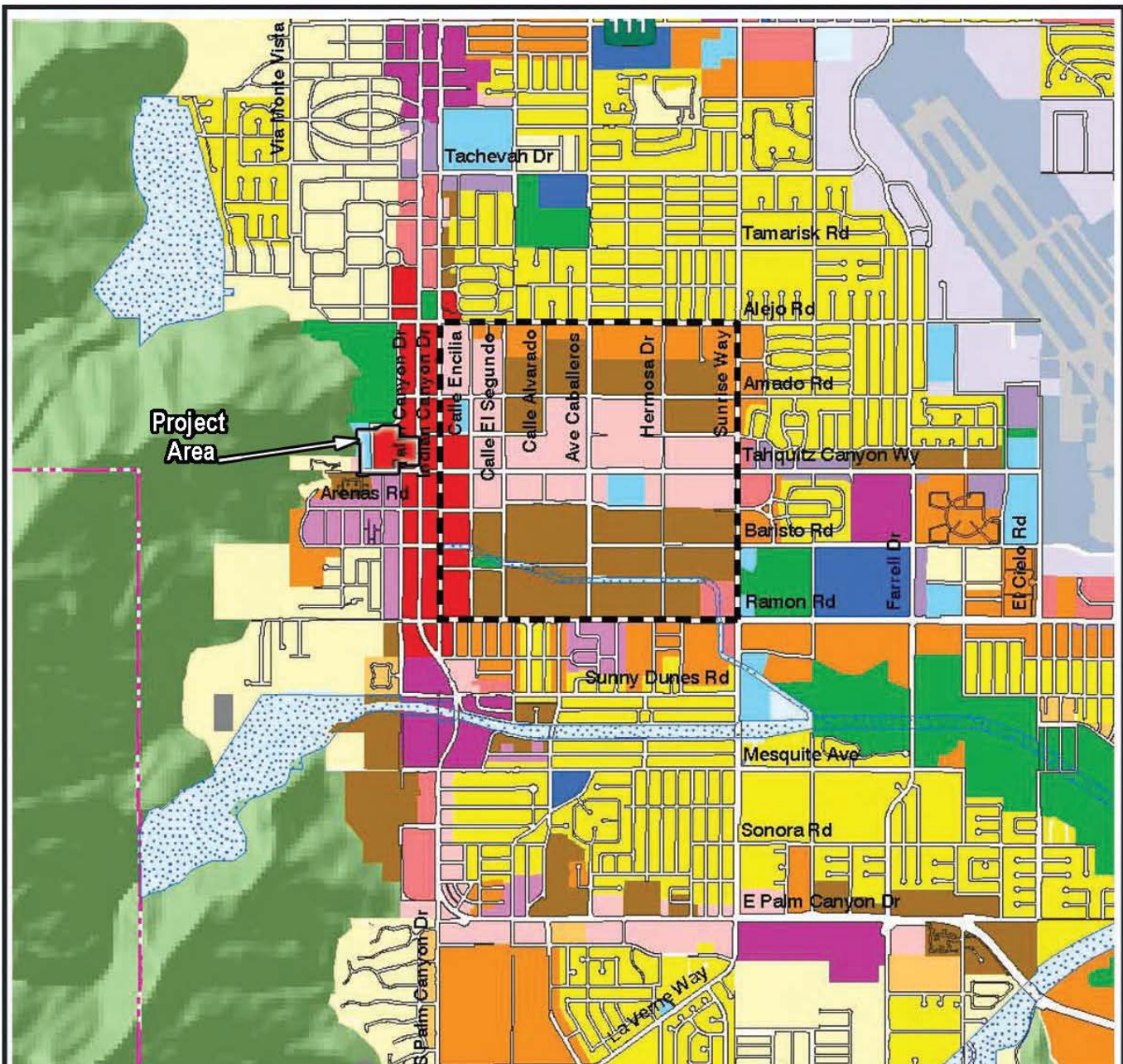


Retail uses result in lively frontages and ground floor activity. Street frontage space on North Palm Canyon Drive is designated for primary retail use. Office and other commercial uses are generally applicable to the ground floors of other street frontages when mixed with retail uses, and the upper floors of buildings, as described in Section III, Development Standards. Throughout the Specific Plan, multi-family residential use is limited to upper floors on primary street frontages, and parking structures are restricted to particular areas, out of view of the primary activity areas. Appropriate and compatible accessory land uses that increase recreational opportunities and expand nighttime retail/commercial uses, thereby extending the hours of active use, will be encouraged.



Land uses within the Specific Plan also recognize the fundamental importance of open space for public gatherings. The focal point of Museum Market Plaza will be the public plaza proposed at the center of the site, on the west side of North Palm Canyon Drive. The plaza is envisioned as an area for gatherings, entertainment, and community activities. Limited development in the plaza will consist of two single story restaurant buildings, which will draw people into the project. The balance of the plaza will be devoted to landscaping, outdoor sitting areas, all shaded from the desert heat. Several Concepts for Site Plans of the project are provided in Exhibit II-3.

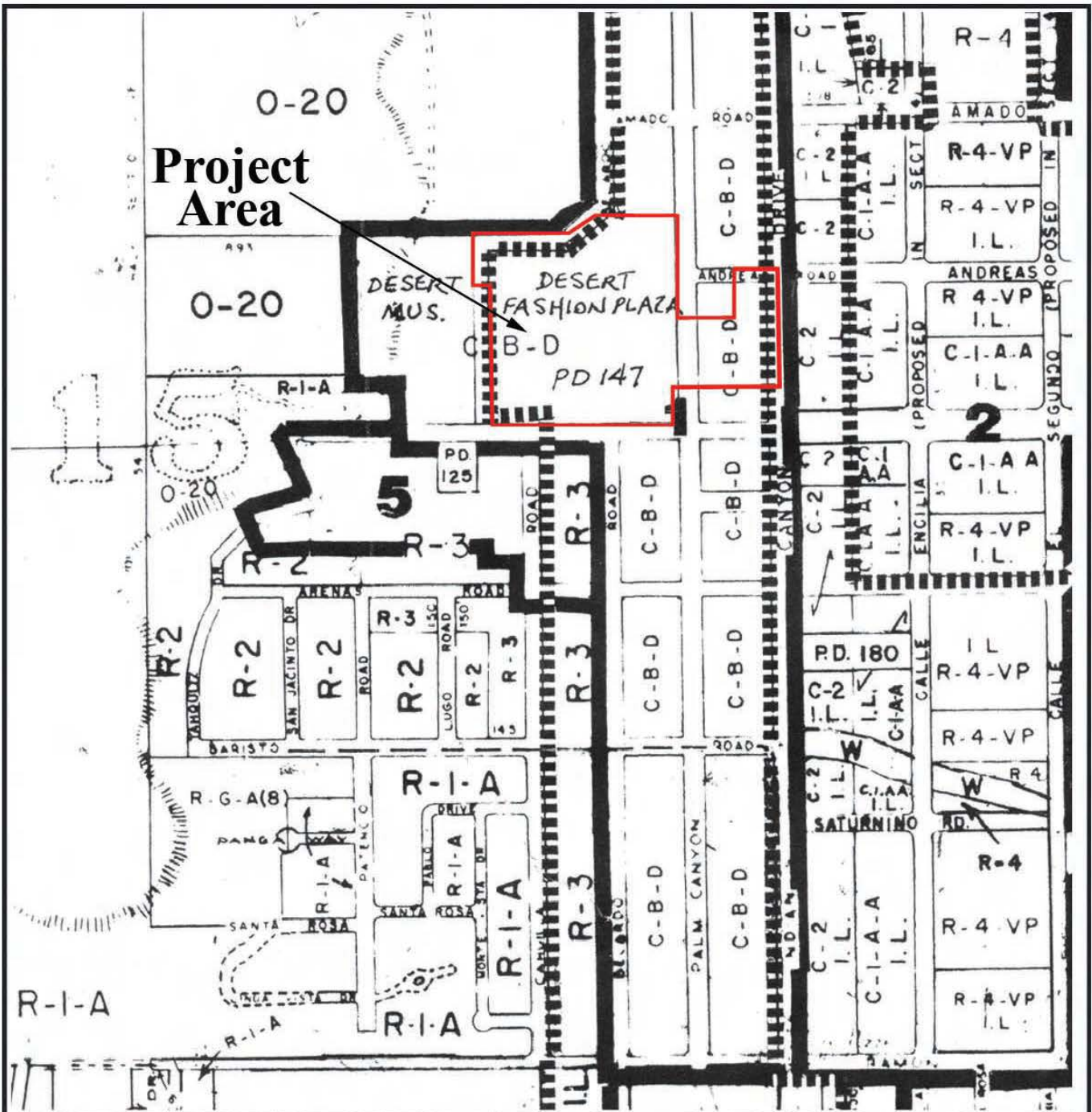
The Museum Market Plaza will also restore the circulation grid in the Downtown area, including a new street which would connect Indian Canyon to Museum Drive, and the entry of the Palm Springs Art Museum on the west, and the Spa Hotel on the east. This important vista will provide the visual presence for the Museum which has been lacking with the construction of the Fashion Plaza. Belardo Road will also be restored to its original location, providing an important north-south alternative to Palm Canyon and Indian Canyon. These new streets will also provide opportunities for pedestrian circulation and access to the mixed uses within the Specific Plan area.



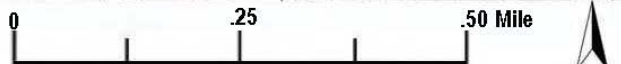
- Estate Residential (0 - 2.0 du/ac)
- Very Low Density Residential (2.1 - 4.0 du/ac)
- Low Density Residential (4.1 - 6.0 du/ac)
- Medium Density Residential (6.1 - 15.0 du/ac)
- High Density Residential (15.0 - 30.0 du/ac)
- Small Hotel
- Tourist Resort Commercial
- Neighborhood/Community Commercial
- Central Business District
- Regional Commercial
- Mixed Use/Multi-Use
- Office
- Industrial
- Regional Business Center
- Public/Quasi-Public
- School
- Public/Utilities
- Airport
- Open Space - Mountain (1 du/40 ac)
- Open Space - Conservation (1 du/20 ac)
- Open Space - Parks/Recreation
- Open Space - Water
- Desert (1 du/10 ac)
- Special Policy Area
- Watercourse Zone
- Wind Energy Overlay
- City Boundary
- Sphere of Influence
- Potential Future Sphere of Influence Expansion Area
- Specific Plan

0 2640 5280
SCALE IN FEET

Source: City of Palm Springs General Plan 10.24.2007



RESIDENTIAL		COMMERCIAL		INDUSTRIAL		OTHER	
G-R-5	GUEST RANCH ZONE	P	PROFESSIONAL ZONE	M-1-P	PLANNED RESEARCH AND DEVELOPMENT ZONE	O	
R-1-A-H	SINGLE FAMILY RESIDENTIAL ZONE	C-B-D	CENTRAL BUSINESS DIST. ZONE	M-I	SERVICE/MANUFACTURING ZONE	O-5	
R-1-A	SINGLE FAMILY RESIDENTIAL ZONE	C-D-N	DESIGNED NEIGHBORHOOD SHOPPING CENTER ZONE			U-R	URBAN RESERVE ZONE
R-1-B	SINGLE FAMILY RESIDENTIAL ZONE	C-S-C	COMMUNITY SHOPPING CENTER ZONE			C-G	CIVIC CENTER DISTRICT ZONE
R-1-C	SINGLE FAMILY RESIDENTIAL ZONE	C-1	CENTRAL RETAIL BUSINESS ZONE			H	HISTORIC PRESERVATION COMBINING ZONE
R-1-D	SINGLE FAMILY RESIDENTIAL ZONE	C-1AA	LARGE-SCALE RETAIL COMMERCIAL ZONE				RESORT COMBINING ZONE
R-1-E	SINGLE FAMILY RESIDENTIAL ZONE	C-2	GENERAL COMMERCIAL ZONE				REDEVELOPMENT AREAS
R-G-A (6)	CLUSTER RESIDENTIAL ZONE	C-M	COMMERCIAL MANUFACTURING ZONE	A	AIRPORT ZONE		SPECIFIC PLAN AREAS
R-G-A (8)	GARDEN APTS MULTIPLE ZONE			N(PREFIX)	NOISE IMPACT COMBINING ZONE		
R-2	LIMITED MULTIPLE ZONE			W	WATERCOURSE ZONE		
R-3	MULTI/FAMILY AND HOTEL ZONE			W(PREFIX)	WATERCOURSE ZONE PLUS FUTURE ZONE WHEN HAZARD IS ELIMINATED	I.L.	INDIAN LAND
R-4	HOTEL & MULTIPLE ZONE						NON SUIT COVENANT
R-4-VP	VEHICLE PARKING, LARGE SCALE HOTEL AND MULTIPLE FAMILY AND LIMITED COMMERCIAL RETAIL ZONE					P.D.	PLANNED DEVELOPMENT
R-MHP	MOBILEHOME PARK ZONE						



Source: City of Palm Springs, Official Zoning Map 11.03.1997



Museum Market Plaza Specific Plan
Existing Zoning Designations
Palm Springs, California

C. Specific Plan Land Uses

The Specific Plan area includes blocks identified as A through H, as well as Block K. Land uses envisioned for the Plan include *Retail Goods, Personal Services, Food and Beverage Services, Services for Groups, Office and Related, Residential, Tourist and Related Services, Public and Semi-public*, and compatible accessory uses. The area includes the main plaza (Block B), and extends to the west side of Indian Canyon Drive. Block K, which connects the Specific Plan to Indian Canyon, is planned to be developed as a hotel, activating the downtown, and providing additional hotel rooms for the Convention Center.

The intent of the Specific Plan is to provide the highest quality architecture to house the most successful mix of land uses, and bring activity and permanent population to downtown Palm Springs. By increasing the Downtown population, the commercial entities will be supported, and activity in the Downtown will increase. In order to achieve this goal, careful attention to site design, landscaping and architectural massing will be required. The CBD zone allows a broad range of land uses in structures of up to 60 feet in height. This concept is supported in the Downtown Design Guidelines, which encourage the development of an urban core, and the activity and vitality which come with it.

The Specific Plan will generally reflect the CBD zone and the Design Guidelines, with limited exceptions. The Development Standards included in Section III of this document set the range of permitted and conditionally permitted uses, as well as provide specific direction for preferred uses on certain street fronts. Also, standards for mass, height and setback are established to assure that variety in building mass and height is achieved. Within these standards, any combination of retail, office, residential and hotel development may be proposed.² However, each project must demonstrate compliance with this Specific Plan when application is made, as detailed in Section V-A.

The Specific Plan allows a broad range of development. The key is to achieve a compatible mix of appropriate uses that stimulate economic opportunity and result in a lively, inviting Downtown environment with a unique sense of place. Specific development standards and guidelines for each designation, together with a comprehensive list of uses, are provided in Section III of this document. Section III further defines the potential square footage which can be built within the Specific Plan area, as well as the maximum mass (cubic feet) of each of the Blocks. These levels are well below the maximum potential square footage or building mass which could be achieved within the Plan area under the CBD Zone. These standards have been established to assure that the buildings built within the project do not overwhelm the streetscape, and provide significant articulation and variation to create an exciting destination in Downtown Palm Springs. All standards must be combined, and any project must be found to be consistent with the standards, through the approval process.

² The Museum Market Plaza Specific Plan Environmental Impact Report (EIR) analyzed a specific set of maximum land use intensities and densities (q.v.). If a proposed combination of intensities and densities exceeds that which has been analyzed in the EIR, additional environmental review will be required.

Exhibit II-3:
Multiple Conceptual site plans

D. Design Principles

The Specific Plan is intended to provide guidance to developers and land owners to assure that Museum Market Plaza is developed in a manner which will provide sustained economic growth and the creation of a lively, pedestrian oriented townscape of definitive character. Creative and effective urban design is essential in attaining these goals.

The component blocks of the Museum Market Plaza must be clearly unified by a coherent visual identity in order to create a distinct sense of place, and all design elements must work together to reinforce an underlying perception of continuity. The formulation of a unified, distinctive and adaptable urban design concept, that is based on versatile design principles and can, while retaining integrity, lend itself to interesting variations in application, detail and materials, is therefore an essential element of the Specific Plan.

The Museum Market Plaza is pedestrian oriented and all buildings must be sensitively designed to the human scale with active, pedestrian friendly frontages. Structures are to be massed to reduce their visual dominance and preserve view corridors. The built form is to be effectively permeated with public and private open spaces, allowing secondary view corridors to and from the public domain and thereby avoiding the creation of overwhelming and impenetrable mega-blocks.



Good connectivity throughout the Specific Plan area is achieved by a legible, well defined hierarchy of streets and pedestrian links, together with a sequence of versatile public open spaces. Sidewalks and open spaces are designed to accommodate a variety of compatible outdoor activities and thereby extend the hours of active use.

Parking, both on-street and in dedicated structures, is to be visually unobtrusive and the needs of the motor vehicle are generally to remain secondary to those of the pedestrian.

The Development standards and guidelines of the Specific Plan have been designed to ensure high quality, distinctive development that will have an active and long-term future. Detailed requirements for an effective and comprehensive urban design approach are described in Section III of this document.

E. Special Provisions

The Development Standards and Guidelines included in Section III of this Specific Plan are consistent with the intent of the City's Development Code and Downtown Urban Design Guidelines to create an intense mixed use Downtown core. Several Special Provisions have been added to this Specific Plan due to factors such as the sensitive location, the need for economic development and considerable community concern.

1. Design statements

While consistent with the comprehensive urban design concept for the Museum Market Plaza, a number of special design statements are key.

- a. A distinctive and adaptable architectural theme that incorporates a new sustainability esthetic will define future development. References to prevailing Modernist, Spanish and Mediterranean styles may occur. Fundamental principles of the theme will be consistent throughout, with interesting variation in rooflines, elevational articulation, detailing and materials creating a richly textured built environment.
- b. Stepping back of the upper floors of buildings to create graduated frontages that allow generous view corridors and reduce the visual dominance of building mass.
- c. Definitive corner treatments at primary intersections, achieved by introducing distinctive architectural features and corner cut backs to buildings. Sidewalks will include projections with special landscaping and surface finishes, and street paving will be distinctive.
- d. Active building frontages and lively, ‘multi purpose’ sidewalks, contributing to a vibrant townscape experience.
- e. Distinctive design treatments of the Plaza and the associated hierarchy of interlinked, versatile public open spaces, creating a well-defined sense of place.
- f. Connectivity between internal components of the Specific Plan and the surrounding development, including the Section 14 Master Plan area, and hotels and Convention Center to the east.

Design statements are an integral component of the comprehensive urban design concept for the Museum Market Plaza and are described in detail in Section III of this document.

III. DEVELOPMENT STANDARDS AND GUIDELINES

This section of the Specific Plan serves as the Specific Plan Area's Zoning Ordinance. Standards and guidelines which are applied to the Specific Plan Area only are described in detail below. When Zoning Ordinance standards and guidelines apply, a reference is made to the appropriate Section of the Zoning Ordinance.

A. Purpose

The purpose of the land use districts in the Museum Market Plaza Specific Plan is to encourage the development of well-planned projects that are consistent with the goals and objectives of both the City's General Plan and the Specific Plan. The land use districts within the Specific Plan are intended to:

1. Provide lands for uses appropriate to the downtown Palm Springs context that will preserve and enhance the distinctive mixed-use character intended for the Downtown core, while providing opportunities for economic development and growth.
2. Accommodate uses defined as appropriate, such as retail and commercial, office, hotel and multi family residential, services to meet the needs of local residents, employees and visitors, specific public and semi public uses, limited automotive uses and complementary accessory uses.
3. Provide an inter-connected, pedestrian-friendly Downtown which connects the Museum on the west to the hotels and Convention Center on the east.
4. Include high density residential land uses to create a market for the expanded commercial component of the Downtown core.
5. Provide development standards which assure consistent and compatible development within the Specific Plan Area.

B. Land Use Districts

In accordance with the Palm Springs General Plan Land Use map, the blocks within the Specific Plan area (Blocks A through K) are designated Central Business District. All Blocks are depicted in Exhibit III-1.

At present, most activity within the area covered by the Specific Plan occurs during the daytime. The introduction of appropriate additional uses, an increase in recreational opportunities and the expansion of nighttime retail/commercial uses will extend the hours of active use and result in a more vibrant townscape. In addition, the residential units created in the Specific Plan will

improve the commercial market in the Downtown core, and enhance the sense of place of this critical area by creating a neighborhood above the retail and office uses.

The Specific Plan is intended to support the development of a broad range of appropriate uses, including those outlined in Section A.2 above, and those detailed in Table III-1. Prime retail frontages are located at ground floor level on North Palm Canyon Drive. Office and commercial uses are generally applicable to the ground floors of other street frontages, and the upper floors of the buildings within PA1.

Hotel uses and appropriately located, well-designed parking facilities are accepted, with various residential uses being limited in certain areas to the upper floors of the buildings. Appropriate residential development is also encouraged in downtown locations due to its many beneficial contributions to local character, and the Specific Plan supports a residential component.

The block identified as ‘B’ is a significant landscaped, open space for public gathering within the Specific Plan. (Please see Section II, Land Use Plan)

Exhibit III-1: Planning Area Blocks

C. Uses

1. Allowable Uses

Uses permitted within the Specific Plan are listed in Table III-1. If a proposed use is not listed in the Table, the Planning Director shall, upon written request and in conformance with the provisions of Section 94.01.02 of the Palm Springs Zoning Ordinance, review the proposed unlisted use and determine whether it is permitted, requires a Conditional Use Permit or is prohibited.

According to the provisions of the General Plan, supermarket uses are prohibited in the downtown area. However, in view of the potential for residential uses, an appropriately located supermarket may be accepted in the Specific Plan.

All uses listed in the Table will be applied to requests for new development, alteration or expansion of existing uses, tenant improvements resulting in a listed use, or change in occupancy.

In accordance with Section 9404.00 of the Palm Springs Zoning Ordinance, all new structures for permitted uses require Major Architectural Approval to be granted by the Planning Commission.

**Table III-1
Allowable Uses**

P = Permitted; CUP = Conditional Use Permit required; LUP = Land Use Permit
TUP = Temporary Use Permit required; X = Prohibited

TYPE OF USE	USE STATUS IN SPECIFIC PLAN
Retail Goods	
Antiques	P
Art (galleries)	P
Baked goods	P
Beauty supplies	P
Bicycles, including accessory repair	P
Books and Stationery	P
Candies and Confections	P
Clothing and Apparel	P
Delicatessens	P
Department stores	P
Drafting and art supplies	P
Drugs and Pharmacies	P
Drugs and Pharmacies, Drive through	CUP
Flowers and Plants	P
Furniture	P

**Table III-1
Allowable Uses**

P = Permitted; CUP = Conditional Use Permit required; LUP = Land Use Permit
TUP = Temporary Use Permit required; X = Prohibited

Gifts	P
Groceries	P
Hardware and Appliances	P
Hobbies, Stamps and Coins	P
Jewelry	P
Leather goods and Luggage	P
Music and Musical instruments	P
Newspapers and Magazines	P
Pet shops, including grooming; no kennel facilities	LUP
Photographic equipment, retail	P
Shoes	P
Tobacco products, excluding on-site consumption	LUP
Toys	P
Personal Services	
Artist studios	P
Banks, excluding drive through	P
Barbers and Hairdressers	P
Beauty shops	P
Bicycle rentals	LUP
Dry cleaners & Laundries, including self-service	CUP
Nail salons	CUP
Photographic studios	P
Picture framing (retail & assembly only)	P
Spas	LUP
Tailors	P
Travel agencies	P
Food and Beverage Services	
Bars and Cocktail lounges	LUP
Beer, Wine and Liquor, packaged	LUP
Coffee house	P
Coffee house, drive through	CUP
Ice cream, Yoghurt, Doughnuts, Bagels, etc.	P
Nightclubs and Discotheques	CUP
Restaurants, all types including take-out and delivery	P
Tobacco products, on-site consumption	CUP

**Table III-1
Allowable Uses**

P = Permitted; CUP = Conditional Use Permit required; LUP = Land Use Permit
TUP = Temporary Use Permit required; X = Prohibited

Services for Groups³	
Art schools	P
Athletic clubs, Fitness centers, Gyms, Health clubs and Slimming salons	P
Auction galleries	P
Commercial recreational facilities	P
Dance studios	P
Lodges, meeting halls and private clubs	P
Movie, radio, TV production & broadcast facilities	CUP
Video/amusement arcades & machines ⁴	LUP
Office and Related¹	
General and professional offices	P
Insurance	P
Real estate	P
Residential	
Multiple family dwellings and condominiums	P
Tourist and Related Services	
Automotive rental, only as accessory to a resort hotel	P
Bed and Breakfast establishments	P
Catering, as accessory to a restaurant or any hotel	LUP
Convention center, only as accessory to a resort hotel	P
Hotels and Resort hotels	P
Time-share and Fractional ownership Resorts	P
Public and Semi-public	
Festivals and Exhibits	LUP
Libraries	P
Museums	P
Post office branches	P
Public Parks and Plazas	P
Theatres, Cinema or Stage	P

³ *Services for Groups*, and *Office and Related* uses are restricted on street frontage (see Section III.E.1).

⁴ Arcades as primary use, machines as secondary use (except as otherwise regulated) located no closer than 300 feet to any other such use, or as a secondary use in conjunction with a resort hotel. In all cases, the use is subject to Palm Springs Zoning Code Section 93.16.00.

**Table III-1
Allowable Uses**

P = Permitted; CUP = Conditional Use Permit required; LUP = Land Use Permit
TUP = Temporary Use Permit required; X = Prohibited

Accessory uses⁵	P
<p>Outdoor uses accessory to permitted main use and located on same property or in MMP Plazas:</p> <ul style="list-style-type: none"> - art displays - artisans, artists - display cases in malls/courts - farmers market - fashion shows - festivals, exhibits & special events - florists - musicians/entertainment⁶ - dining & beverage service - plant/floral sales & displays - post card displays⁷ - theatre & public assembly - vending carts⁸ 	LUP
<p>Outdoor uses: located on public property/rights of way, in a designated area approved by the City Council & undertaken as part of a festival/event/program to promote commercial, artistic or cultural activity:</p> <ul style="list-style-type: none"> - art displays - artisans, artists - farmers market - fashion shows - festivals, exhibits & special events - florists - musicians entertainment - dining & beverage service - plant/floral sales and displays 	P

⁵ Accessory uses customarily incidental to permitted uses & located on the same lot.

⁶ Subject to provisions of Noise Ordinance, Section 11.74 of the Municipal Code.

⁷ One per store front.

⁸ Dispensing: food, beverage, crafts, floral items, other uses determined by the Planning Commission.

**Table III-1
Allowable Uses**

P = Permitted; CUP = Conditional Use Permit required; LUP = Land Use Permit
TUP = Temporary Use Permit required; X = Prohibited

<ul style="list-style-type: none"> - theatre & public assembly - vending carts - tourism activities kiosks 	
---	--

2. Similar Uses

Similar uses that are not detrimental to permitted uses or to public health, safety and welfare, may be permitted by the Planning Commission, under Section 94.01 (Commission Determination) of the Palm Springs Zoning Code.

3. Prohibited Uses

In addition to the land uses prohibited in Table III-1, the uses listed below will not be permitted in the Specific Plan area:

- Adult entertainment
- Automobile parking as Primary use
- Automobile service stations
- Dog kennels and Catteries
- Drive-in and Drive-through restaurants, banks and all uses not specifically permitted
- Industrial or Manufacturing
- Massage (except in conjunction with resort hotel or spa)
- Motor scooter, Motorbike or Motorcycle Rentals or Sales
- Pawn shops
- Second hand or Used goods Stores
- Single family residences
- Tattoo, Piercing or Body art Parlors
- Upholstery shops
- Wholesale or Warehousing

D. Development Standards

The following site development standards shall apply within the boundaries of the Museum Market Plaza Specific Plan.

Table III-2 Development Standards	
Min. Front Setback or Street Side Setback ⁹ (Feet)	
• Palm Canyon Drive, west side	15
• Palm Canyon Drive, east side	10
• All Other Streets (Public and Private)	(50%) ¹⁰
	12
Min. Building Rear Setback (Feet)	0
Min. Building Side Yard Setback (Feet)	0
Max. Building Height (Feet) ¹¹	
• Block A	60
• Block B	16
• Block C	60
• Block D & F	60
• Block E, G, H	60
• Block K	60
Hotels (all Blocks, except B)	Per City Council¹²
Minimum Building Height Stepbacks ^{13, 14} (Feet)	
• Tahquitz Canyon	
○ 0-35 Feet in Height	0
○ Over 35 Feet in Height	20
• Palm Canyon	
○ 0-30 Feet in Height	0
○ Over 30 Feet in Height	20
• Indian Canyon	
○ 0-30 Feet in Height	0
	20

⁹ Exceptions to the minimum setback requirements are listed under Section III-E.5.

¹⁰ On the east side of Palm Canyon, up to 50% of the linear frontage may occur at the property line, without any setback, and at least 50% of the linear frontage must have a minimum 10 foot setback from the property line.

¹¹ Building height shall be measured from the highest point of the building pad to the top of the roofline. Also see Section III-E.4, Projections Above Maximum Building Height.

¹² Hotels may exceed 60 feet in height, subject to approval by the City Council via a Planned Development District.

¹³ Stepbacks are defined as the horizontal distance a building face must be set back from the property line at each given height. The area required for a stepback can be used for balconies and terraces. Stepbacks shall be measured from the face of a structure to the property line at a 90 degree angle from the building face.

¹⁴ Also see Section III-E.4, Projections Into the Right of Way.

<ul style="list-style-type: none"> ○ Over 30 Feet in Height ● Belardo ○ 0-30 Feet in Height ○ Over 30 Feet in Height ● Museum Drive ○ 0-30 Feet in Height ○ Over 30 Feet in Height ● Internal & Private Streets ○ 0-30 Feet in Height ○ Over 30 Feet in Height ● Museum Parking & O’Donnell Golfcourse ○ 0-45 Feet in Height ○ 45-60 Feet in Height ● Block K, adjacent to existing buildings ○ 0-45 Feet in Height ○ 46-60 Feet in Height 	<ul style="list-style-type: none"> 0 15 0 15 0 10 0 20 0 25
Minimum Public/Common Area Open Space ¹⁵ <ul style="list-style-type: none"> ● Block B ● Blocks A, C, D, E, F, G, H, K 	<ul style="list-style-type: none"> 90% 10%

E. Land Use Regulations

1. Ground Floor Use Limitations

Street frontage (ground floor) uses are primarily limited to *Retail Goods, Personal Services, Food and Beverage Services* and *Tourist and Related Services* (see Table III-1). Uses categorized as *Office and Related* may only be allowed by Conditional Use Permit (CUP) when fronting North Palm Canyon Drive (both sides) or Museum Way (both sides).

On the ground floors of the following blocks and corresponding street frontages, *Retail Goods, Personal Services, Food and Beverage Services, Tourist and Related Services, Offices and Related* and *Public and Semi-public* uses are permitted in any combination.

<u>Block</u>	<u>Frontage</u>
Block A	West, east and south sides
Block C	West, east, north and south sides
Block D & F	East and south sides
Block E, G, H	East and south sides
Block K	East side (Indian Canyon)

¹⁵ All open space is to be calculated based on net acreage (not including street right(s) of way).

All permitted uses and all conditionally permitted uses, for which a CUP is approved, of Table III-1, may be located on the ground floors of the following blocks and corresponding street frontages.

<u>Block</u>	<u>Frontage</u>
Block D & F	West and south sides
Block E, G, H	West, side

In all cases throughout the Specific Plan area, street front entrances to uses located above or below ground level are permitted, but may not exceed 20 feet of linear street frontage per entrance.

2. Maximum Building Square Footage and Building Mass

The configuration of buildings is expected to vary widely within the Specific Plan area. Based on the standards and allowances in the Central Business District, buildings could be built to a height of 60 feet, and be allowed 100% building coverage, with stepbacks, on Palm Canyon, Indian Canyon and Tahquitz Canyon. However, building mass and square footage should be restricted to allow for view corridors, open plazas and private open space, and variations in building types. In this Specific Plan, only hotels may exceed 60 feet, while the Plan also allows limited projections above 60 feet for roof equipment on all other buildings.

In order to provide flexibility in the design of the project's buildings, and to encourage variations in building heights, stepbacks and mass, the Specific Plan limits the potential square footage and mass which can be permitted on any block. Table III-3, below, illustrates the potential square footage and building mass (cubic feet) allowed under the existing zoning in the Specific Plan area, and that which will be permitted. For comparison purposes, the Table also lists the potential square footage and building mass which could be allowed in the Specific Plan area under the CBD zone.

**Table III-3
Maximum Allowable Square Footage and Building Mass**

Location	Allowed in Specific Plan Area	Allowed in CBD Zone*
Maximum Potential Square Footage		
Block A	220,000	475,675
Block B	3,000	214,315
Block C	245,000	504,425
Block D & F	455,000	823,285
Block E, G & H	520,000	1,027,145
Block K1	181,000	174,240
Block K2	151,000	155,075
Total Potential Square Footage	1,775,000	3,374,160
Maximum Building Mass (Cubic Feet)		
Block A	2,000,000	4,058,320
Block B	27,000	588,000
Block C	2,100,000	4,200,280
Block D & F	3,800,000	8,314,280
Block E, G & H	5,000,000	10,067,400
Block K	2,500,000	3,960,675
Total Building Mass (cubic feet)	15,427,000	31,188,955
*Assumes 100% building coverage, and 6 stories (60 feet).		

A transfer of permitted building square footage or mass from one Block to another Block will be permitted, as long as the transfer does not increase building square footage or mass by more than 15% in the receiving Block, and that the overall build out total for the Specific Plan area is not exceeded. All other development standards within this Specific Plan must be met with implementation of a transfer.

At build out of the Specific Plan, building square footage and mass shall not be permitted to exceed the total shown in the “Allowed in Specific Plan Area” column of Table III-3.

3. Projections Above Maximum Building Height

Projections above maximum building heights are allowed for elevator shafts, heating and cooling equipment, and non-habitable towers or architectural features, to a maximum of 15 feet above the building height. Projections above the building height cannot exceed 15% of the building roof area.

4. Projections Into the Right of Way

Projections into the public right of way shall be permitted for the following structures or features:

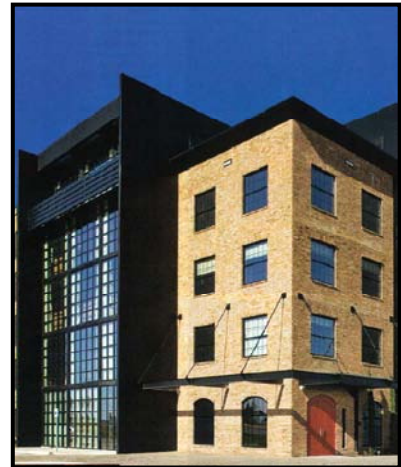


- a. Awnings: Extending no more than 10 feet into the right of way.
- b. Architectural features/screens/canopies perpendicular to the building face not exceeding 10 feet into the right of way.
- c. Entry porticos not exceeding 20% of the building's linear footage on any side. Porticos may extend to the face of curb, but may not impede the right of way to prevent ADA compliance.

- d. Arcades, trellis features and similar coverings. Such features may extend to the face of curb, but may not prevent ADA compliance.
- e. Balconies and terraces, not exceeding 6 feet into the right-of-way.

5. Outdoor Uses in the Right of Way

Outdoor dining or sitting areas, when part of an adjacent restaurant, bar or similar establishment, may encroach into the public right of way, but may not prevent ADA compliance.



6. Building Articulation

Building elevations may not extend more than 60 linear feet without articulation. Articulation may include but are not limited to planar recesses, architectural features, awnings or similar features which either recess into the building or protrude from it a minimum of 2 feet.

7. Walls and Fences

Walls and Fences are permitted at specific locations within the Specific Plan Area, as follows:

Adjacent to retail commercial or hotel land uses, walls shall be permitted at the ground level only to screen loading dock facilities. Walls shall not be allowed to exceed 6 feet in height, as measured from finished grade. Walls shall be constructed of masonry with a decorative finish that complements the surrounding architecture. Wrought iron fencing, decorative masonry or tubular steel fencing no higher than three feet in height shall be permitted to enclose outdoor use areas, such as restaurant terraces and lounge areas. No other fencing shall be permitted in conjunction with retail commercial or hotel uses.

Adjacent to residential development, walls and fences shall be permitted at the ground level to screen entryways and courtyards. Walls and fences adjacent to a street may not exceed 6 feet in height, as measured from finished grade. Walls and fences on the interior of a building, adjacent to common area open space or parking areas, may not exceed six feet in height as measured from finished grade. Walls and fences may be constructed of wrought iron, tubular steel, split face block, precision block, stucco, or decorative metal siding (non-reflective). No chain link fencing shall be permitted at or above ground level in any residential development.

Within underground garage and service areas, chain link fencing shall be permitted to enclose equipment or storage areas only. The chain link fencing shall not exceed six feet in height, and shall not be located within 20 feet of any exterior wall, with one exception: Fencing separating public and private parking areas may be permitted to extend from floor to ceiling in parking structures, and shall be constructed of tubular steel or similar materials.

8. Parking and Loading Requirements

a. Number of Parking Spaces Required

Primary parking for residential uses shall be provided immediately adjacent to, under or over the units served, and within the Block where the units occur. 50% of the guest parking for residential uses must be provided within the Block, and 50% may be provided elsewhere within the Specific Plan area, including Block J and Block L (if Block L is developed as a parking structure).

Parking for hotel, timeshare, condo hotel and bed and breakfast guests must be provided within the Block in which the use occurs. Parking for hotel employees may be provided elsewhere within the Specific Plan area.

Parking for retail and office uses may be provided anywhere within the Specific Plan area. If parking is proposed to be located outside the boundaries of the Block where the use is to occur, the Major Architectural Application shall include a demonstration that sufficient parking is provided elsewhere in the Specific Plan area, and shall be constructed prior to occupancy of the use, to accommodate the use. Please see Section V.A.

Finally, up to 25% of required parking for the Specific Plan area may be provided through the payment of in lieu fees, consistent with Section 96.06.00 of the Palm Springs Zoning Ordinance.

Parking shall be required as shown in Table III-4.

**Table III-4
Parking Requirements**

Land Use	No. of Spaces Required
All uses including accessory and appurtenant uses, except those identified below	1 space/325 s.f.
Hotel (all), Bed & Breakfast, Timeshare or Fractional Ownership	1 space/room
Residential: Primary spaces: Studio or 1 Bedroom 2 Bedroom 3 Bedroom More than 3 Bedroom Guest spaces, in addition to Primary Spaces	1 space 1.5 spaces 2 spaces 0.5 space for each additional bedroom 1 space/4 units

Parking requirements within each Block may be reduced for shared use, if a parking study is prepared and approved by the Planning Commission.

b. Loading Spaces Required

Loading spaces shall be provided in conformance with Section 93.07.01 of the Palm Springs Zoning Ordinance.

c. Parking and Loading Development Standards and Design

Parking and loading spaces shall be designed in conformance with Section 93.06.00.C of the Palm Springs Zoning Ordinance, with the following exceptions:

Lift parking is permitted for primary parking of residential land uses. Lift parking is defined as parking of one car over another through mechanical means.

Tandem parking is permitted for residential areas, however, no more than two tandem spaces are allowed with one access to a drive aisle.

Tandem parking is permitted for hotel or restaurant uses, however, a valet service must be required at all times the use is open for business, and the valet parking area is accessible only by the valet service.

9. Trash Enclosures

Trash enclosures shall be designed and constructed in conformance with Section 93.07.02 of the Palm Springs Zoning Ordinance.

10. Signage

Signage shall be permitted consistent with Section 93.20.00 et. seq. of the Palm Springs Zoning Ordinance, with the following exceptions:

Banners with changing copy and graphics may be permitted when affixed to street lights on a permanent basis, and must be well maintained and replaced when torn or frayed.

Kiosks signage will be permitted in the building setback areas, as depicted here and in Section III-F.8, Street Furniture.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

F. Design Guidelines

1. Architecture

a. General Provisions

Consistent with the requirements and recommendations of the General Plan and the Downtown Urban Design Guidelines, all development within the Specific Plan area will complement the distinctive, eclectic townscape character that has made Palm Springs nationally and internationally famous. The existing built form and characteristic townscape spatial arrangements, together with the startling local topography, have created a unique environment that provides all users with a well-defined sense of place.

The northwest corner of the area contained within the Specific Plan fronts open space, but other than that, the Specific Plan addresses an area that is bordered on all sides by existing urban development. Achieving sympathetic relationships between new buildings and the existing adjoining developments will therefore be fundamental to the successful integration of forthcoming development into the wider context.

The Specific Plan area will be known as the Museum Market Plaza and its component blocks must be clearly unified by a coherent visual identity. An encompassing visual identity creates an essential sense of place and all design elements must work together to reinforce an underlying perception of continuity. The formulation of a unified, distinctive and adaptable urban design concept, that is based on versatile design principles and can, while retaining integrity, lend itself to interesting variations in application, detail and materials, is therefore an essential element of the Specific Plan.

b. Building Height, Scale and Massing

The Specific Plan allows for an intensive level of development, where careful attention to appropriate building height, scale and massing will be essential. The area is pedestrian oriented and all buildings should be sensitively designed to the human scale with active, pedestrian friendly frontages. Each of the component blocks must be effectively permeated with public and private open spaces, allowing view corridors to and from the public domain and thus avoiding the creation of an overwhelming and impenetrable built form. Within each block, individual buildings must be treated with care and consistency.

With the exception of Block K, all Blocks within Specific Plan are defined as Central Core in terms of the Palm Springs Downtown Urban Design Guidelines. In accordance with the recommendations of the Guidelines, this Specific Plan allows for an average maximum building height of 60 feet. However, with sympathetic massing and effective architectural treatment to visually reduce building bulk, hotels may exceed 60 feet, subject to City Council approval. The

design of the buildings, and the layout of the Specific Plan area, is intended to implement the goals of the General Plan, to create a new mixed use center of Palm Springs.

Building elements throughout the Specific Plan must be varied to include stepping down so that the apparent mass of the building is reduced, austere ‘cliff-face’ frontages avoided, and view corridors created.

In addition to conforming to the requirements concerning building height and stepped frontages, massing of the buildings in Block A must also respect the presence of the existing building to the north, the largely open space of the Plaza to the south and the hierarchy of streetscapes to either side.



Block B provides the public open space for the Plaza and the built form should therefore remain entirely subordinate to that of the blocks abutting, allowing views across the Plaza in all directions.

So that the unimpeded views and predominance of landscaping that typically characterize public open spaces can prevail, buildings shall be visually permeable and not exceed one story in height. They are limited to a maximum total area of 3,000 square feet and should be massed to the east and west of the block, gently framing a central open space.

Buildings included in Block C should conform to the requirements concerning building height and stepped frontages, with massing concentrated towards the centre. Sympathetic massing of the new built form will also respect the spatial characteristics of the Plaza to the north, the surrounding hierarchy of streetscapes and the modest levels of existing development to the southwest of the block.

The blocks defined as D and F may be developed together as one block, or as two blocks divided by a central access route, and with limited exceptions, the standard constraint on building height will apply, together with the requirement for stepped frontages.

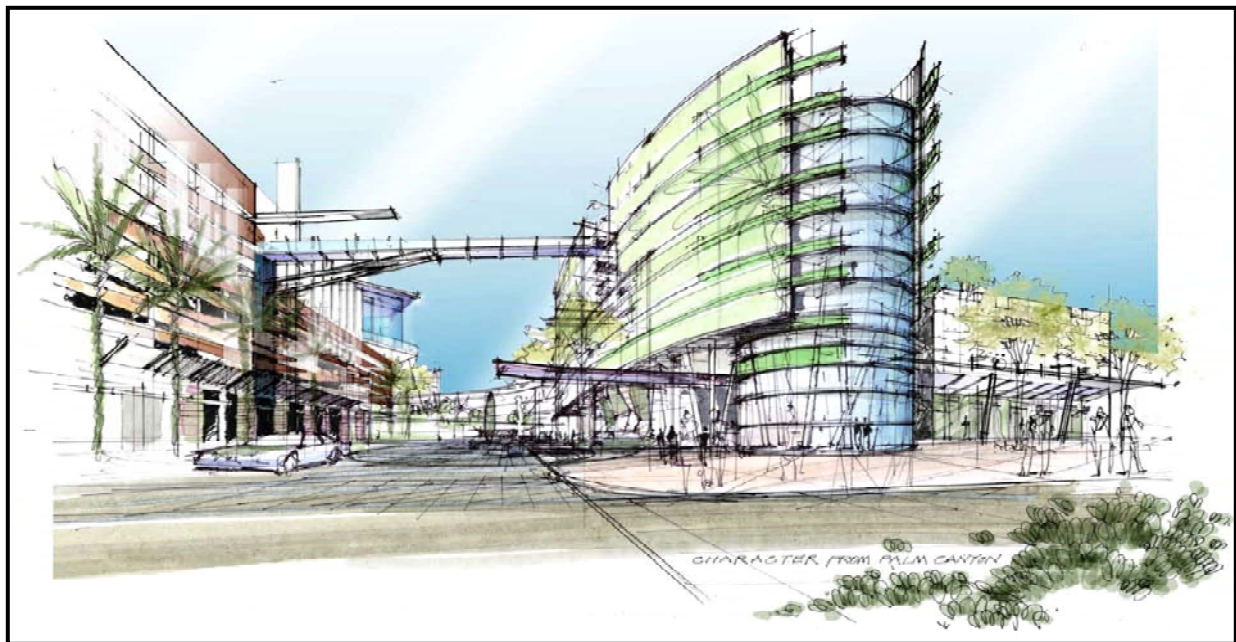


If developed as one block, massing should be concentrated away from Tahquitz Canyon Way, and pedestrian and visual permeability must be included so that the creation of an impenetrable and overtly urban mega-block is avoided. If the two blocks are separated by the introduction of a parking access drive, massing of the component buildings will require careful consideration so that the creation of an uninviting, alley-like access route is avoided. Sympathetic massing of the new built form will respect the spatial characteristics of the Museum and open areas to the west, as well as the surrounding hierarchy of streetscapes.

For the purposes of the Specific Plan, Blocks E, G and H are discussed as a single entity. However, with sympathetic massing and effective architectural treatment to visually reduce building bulk, elements to the north and west of the block may be

developed as a hotel to a height exceeding 60 feet, subject to City Council approval. To the north east of Block E, G and H, built form of approximately 75 feet in height already exists and its well-articulated frontage provides an effective edge to the open space of the golf course. Subject to sensitive architectural treatment, the new built form will continue the adjacent well-defined edge along the northern frontage of Block E, G and H. Massing of the new development towards the north and northwest of the block also results in it having minimal impact on any of the significant streetscenes within the Specific Plan. To avoid the creation of an impenetrable and overtly urban mega-block, effective massing of the new built form will include ample provision for visual and pedestrian permeability.

Another potential exception to the 60-foot height limit may be at Block K, where subject to City Council approval, additional building heights may be developed. Increased building height at



Block K will result in the new built form providing visual continuity between the constrained level of development allowed to the west and the intensive levels of existing and proposed development in Section 14, to the east, including the new proposed Spa Hotel and Hard Rock Hotel, both proposed at 100 feet in height. Block K includes a private street that provides east-west permeability and connects the areas to the east of the Specific Plan with the new Plaza and the existing Museum. The fragmented nature of the block presents challenges in terms of achieving sympathetic massing, as all street frontages should be designed to the human scale and the existing modest levels of development at abutting sites must be respected.

Exhibit III-2: Cross Sections with stepbacks.

c. Architectural Style and Treatment

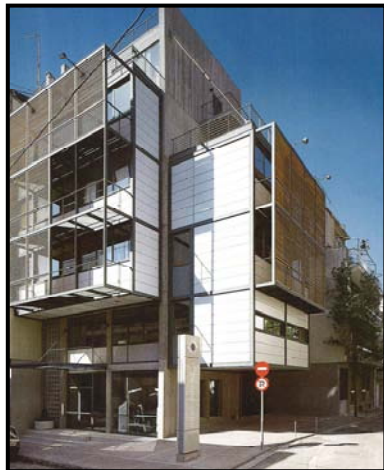
Eclectic Architecture is a defining feature of Downtown Palm Springs and while renown for its uniquely Californian Modernist buildings, the area is also rich in interesting examples of Spanish and Mediterranean styles.

Where the distinctive character of an area derives from its diversity of development over many decades, new built form that merely replicates previous styles is counter to the way in which the area has evolved. New development, while contextual, should therefore be of its time, using contemporary designs of a scale and form reflective of locally distinctive models.

Aside from landmark buildings, most buildings forming part of a streetscape do not need to be idiosyncratic. Too many buildings of individual dominance and distinction compete with each other and create urban chaos. A more harmonious townscape is achieved by using variations on a consistent architectural theme, with variety in the detailing and materials.



With reference to the City’s legacy of Modern, Spanish and Mediterranean styles, a forward-looking architectural theme recognizing a new sustainability paradigm is the primary direction for future development in the Specific Plan area. The theme seeks to encourage architecture that builds on Palm Springs’ tradition of responding to the demands of a desert climate, but with new respect for minimizing energy and materials use in construction and occupancy. New design esthetics will be needed to incorporate solar control, passive energy production (solar and wind), and wireless technologies with time-honored concerns for pedestrian entries, security and orientation, building function, view preservation and visual appeal in the manipulation of form, materials and color. Particular attention to the sensitive treatment of the street front forms a core objective within the unified Urban Design concept. Together, these principles will provide the Museum



Market Plaza area with a cohesive and distinctive character. Within this overall architectural theme, interesting variation in



rooftlines, elevational articulation, detailing and materials will be needed to create a richly textured built environment. Recesses and reveals that provide shade and create shadow lines, such as building projections, covered walkways, colonnades, arcades, and other human scale openings shall be included to reduce the impact of building mass and create visual interest. The means of enclosure

to courtyards and balconies shall be visually permeable where appropriate and the stepping back of upper floors will also be utilized to further reduce the visual impact of building mass and maximize view corridors.

In accordance with the prevailing architectural theme, buildings are to be clearly legible with active main frontages and well-defined entrances. All elevations of a building shall be consistently treated, and rooftop mechanical and electrical equipment must be screened as an integral part of the architectural treatment.

Buildings situated at important intersections should receive special treatments. The inclusion of architecturally definitive features and corner cut-backs assists in the creation of a distinctive sense of place, as well increasing opportunities to create useable outdoor public spaces.



Block K will accommodate an architecturally inspired landmark building that will be the 'Flagship' of the Museum Market Plaza. In its location at the eastern end of the new east-west thoroughfare, it will form a balanced counterpart to the Palm Springs Art Museum building located at the western extreme of the new street. Although standing alone as a landmark building, its architectural treatment will complement the architectural theme prevailing throughout the Museum Market Plaza. In addition to the frontages enclosing the private street that bisects block K, the building will have two major street frontages and distinctive 'gateway' features must form an integral part of the architectural treatment of both the eastern and western facades.

Special architectural treatments will also be required for the western and northern elevations of the buildings included in Block EGH, and the western elevation of Block DF. While consistent with the prevailing architectural theme, western elevational treatments should defer to the presence of the adjacent Art Museum building and relate to the public open space immediately in front of it. Effective articulation of the northwestern and northern frontages of Block EGH will be essential to reduce the visual dominance of the tall building.

Parking structures at street level have a potential to result in austere and impermeable frontages. While consistent with the prevailing architectural theme, they will require special design treatment to minimize the impact of the structure on the pedestrian experience. Parking structures must be visually permeable and include 'designed-in' safety features. Elevations require effective articulation, incorporating projections, recesses and interesting combinations of materials to avoid the creation of continuous, harsh frontages. Parking structures must also have well defined entrances, easy access and legible interior spatial arrangements to invite consistent usage.

**Exhibit III-3
Architectural Treatments**



d. Storefronts

Well-designed storefronts make a significant contribution to streetscape character and assist in the creation of lively frontages. The pedestrian experience is enhanced by visually permeable, largely glazed storefronts that minimize the division between interior and exterior space, and allow interesting views of inviting interiors. Clearly defined and easily accessible entrances create active frontages and draw people into the store, while visually permeable design treatment allows the interior of the store to function as an extensive display area at all hours, thereby maximizing economic opportunities for vendors.

Essential security equipment must be inconspicuously located so that the creation of a hostile atmosphere is avoided. If permitted, security grilles must be internally mounted, fully retractable during trading hours and visually permeable when in use after the store is closed.

While allowing flexibility for individual distinctiveness, shopfront design should be compatible with the Museum Market Plaza architectural theme and reflect the appearance and scale of the building above.

e. Building Materials

Designed as an integral component of the Museum Market Plaza architectural theme, a rich palette of complementary materials and finishes will create subtle continuity throughout the area by visually linking eclectic architectural styles. While consistent with the broader theme, it is essential that materials, colors and finishes are appropriate to the architectural style of individual buildings.

The Specific Plan allows for an intensive level of development and building facades must be softened and articulated by the innovative use of a harmonious range of surface treatments. In addition to visually reducing building mass, interesting variety in color and material assist in the creation of a lively townscape. Intense sunshine is a prevailing feature of the Palm Springs environment and textured surface finishes on which interesting shadow effects can be achieved will contribute much to distinctive local character. Wide expanses of glazing blur the distinction between interior and exterior space, promoting an essential sense of permeability and spaciousness long associated with the Palm Springs townscape.

2. Connectivity, Streetscapes, Open Spaces

a. Connectivity and Streetscenes

Streetscape character has a fundamental impact on the vitality of downtown by either encouraging or deterring pedestrian activities and a legible, well defined hierarchy of streets and pedestrian links, connected by a sequence of versatile public open spaces, effectively permeates the Specific Plan.

East-west connectivity is facilitated for both vehicles and pedestrians. Upgrading the streetscape of Andreas Road and introducing a street that bisects block K and continues through to the Art Museum will enhance connectivity to and from Section 14, as well as providing an opportunity to form several definitive intersections. The existing link between Museum Drive and Belardo Road is not essential to successful circulation, and subject to an appropriate design solution, severance of the two could occur.

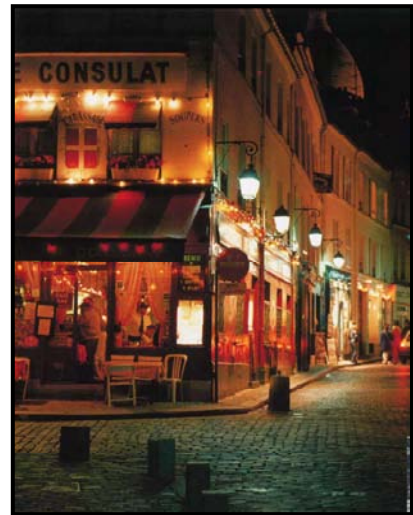
Permeating the blocks included in the Specific Plan with well-designed pedestrian connections avoids the creation of overwhelmingly urban mega-blocks, adds visual interest to the streetscene and encourages pedestrian activity. The design treatment of pedestrian links, both within the Plan



Area and to adjacent development, forms an integral part of the Museum Market Plaza Urban Design concept, creating inviting, multi-purpose spaces of distinctive character that include ‘designed-in’ safety features.

View corridors have contributed much to the unique townscape character of Palm Springs. The mountains form a spectacular backdrop to the City and downtown streetscenes offer distinctive longitudinal views, where the vertical rhythm of the mature palm

trees acts as an effective foil to the general horizontality of the built form. In terms of preserving local distinctiveness, it is important that existing view corridors are protected and new ones created. As building heights within the Specific Plan generally exceed those previously existing, it is essential that architectural elements and building components be varied and reduce the overall perception of mass, resulting in graduated frontages that allow generous view corridors. A particularly definitive local view will be created by the opening of a new east-west street that allows tree-framed views in both directions. Views to the east will extend to the startling focal point of the new building and views to the west will include the iconic Art Museum, with the mountain behind. The new street will also be the starting point of an interconnected town center extending from the Museum, through the new Spa Resort and Casino, and to the Hard Rock Hotel and Convention Center.



In accordance with the Museum Market Plaza Urban Design concept, streetscapes should be characterized by consistent, but adaptable, design treatments so that a strong sense of continuity and place is achieved. Component spaces of special use or interest can be individually defined by a complementary variety of detailing and material. Major vehicle and pedestrian routes within the Specific Plan shall be enclosed by active frontages, with sidewalks designed to accommodate a variety of compatible outdoor activities and thereby extend the hours of active use. Consistent with the Urban Design concept for the Museum Market Plaza, a full range of features and amenities to

enhance the pedestrian experience and encourage pedestrian activity shall be incorporated into the design of sidewalks and other public open spaces (see Section III.4 Street Furniture). Parking structures at street level have a potential to result in austere and impermeable frontages and the sidewalk fronting a street level parking structure will require sensitive design treatment and landscaping to soften the visual impact of the parking structure.

Within the Specific Plan, a hierarchy of definitive intersections is to be created. Street surfaces at selected intersections will be given visual definition by the introduction of special surface finishes, while landscaped sidewalk projections or ‘bulbs’, together with building corner cutbacks, will create useable public open spaces and contribute to a more pleasing pedestrian experience. All design treatments will be consistent with the unified Urban Design concept, with special interest and variety being achieved in the detailing. Key definitive intersections should

be created at all four corners of the Main Plaza and at the junctions of Tahquitz Canyon Way

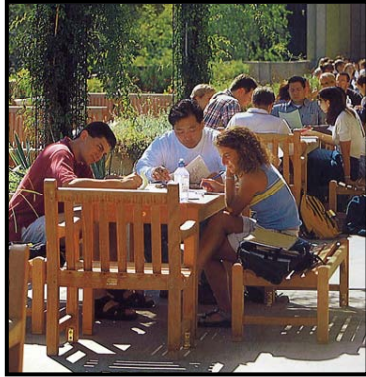


with Belardo Road and North Palm Canyon Drive. Secondary definitive intersections may be created at other minor intersections within the Specific Plan area. A visual link between the Museum Market Plaza and the Section 14 district immediately to the east should be achieved by the introduction of special street surface finishes to Indian Canyon Drive, at the gateway to the new connector through Block K. This will draw the attention of drivers to the gateway as well as encouraging pedestrian circulation between the two areas.

Exhibit III-4: Open Spaces

b. Public Open Spaces

The Main Plaza, occupying Block B fulfills the need for a public gathering place in the Specific Plan area. Successful, pedestrian oriented open spaces have clearly defined edges, are well connected by being situated adjacent to, but not on, main movement spaces and they are well



integrated into the surrounding urban fabric. The Main Plaza is centrally located between North Palm Canyon Drive and Belardo Road, thereby linking two important north-south routes and providing east-west connectivity. The area is effectively enclosed by the surrounding blocks and its spatial characteristics provide opportunity for extended and varied uses. The Main Plaza is fundamental to the creation of a distinctive sense of place and it will be a definitive space, forming the nucleus of the Museum Market Plaza. Design and detailing must be consistent with the wider Urban Design concept and the Main

Plaza will include a distinctive central focal point, such as a commanding piece of art or water feature, creative landscaping and a wide range of amenities to facilitate pedestrian activities. Built form within the Plaza will remain limited and subordinate; wide views should exist in all directions.



Public gathering spaces on a smaller scale will also be created in front of the Art Museum and in the center of Block K. The two secondary open spaces will form an integral part of the significant view corridor that will exist between the Art Museum to the west and the Block K buildings to the east. The design treatment of the two spaces will complement that of the Main Plaza so that a clear hierarchical relationship between the open spaces within the Museum Market Plaza is evident and continuity of theme maintained.

c. Common Open Space in Residential Projects

Common area open space for residential projects is intended to provide opportunities for views within the blocks to the surrounding mountains and streetscene. When designed in conjunction with building articulation, the aesthetic effect will be improved for residents and visitors alike. Permeating the built form with interesting and sensitively designed open spaces prevents the creation of continuous frontages and overwhelming urban ‘mega-blocks’, while facilitating the safety of users by allowing spontaneous observation.

The domestic use of common open spaces in residential projects must be reflected in spatial proportions to the human scale and in gentle means of enclosure that, while providing residents with an essential level of privacy, allow landscape features and a sense of spaciousness to prevail. Design treatments must be consistent with the wider urban design concept and result in lively and inviting common spaces that complement the architectural style of the adjacent buildings and encourage appropriate use.



Exhibit III-5: Conceptual Master Landscape Plan

3. Landscaping

Highly defined landscaping is an essential part of achieving quality design within the Museum Market Plaza Specific Plan, and will have a profound effect on the quality of life enjoyed by residents and visitors. Development of this landscape plan has been guided by a variety of considerations, including the natural and developed setting within which the planning area occurs.

The Specific Plan landscape plan has been designed to be compatible and consistent with the local setting as well as the Downtown Design Guidelines. Landscaped open space areas that are responsive to desert conditions, utilizing thoughtful and creative designs that limit water demand and are in harmony with the natural setting. The master landscape palette includes a variety of drought tolerant and native species.



Use of landscaping throughout the site to provide connectivity linking all residential, commercial and mixed-use areas. Open space areas provide for pedestrian and bicycle access and connect to the hotels and Convention Center to the east.

Landscaping will be utilized as a functional design element within all planning areas. Landscape treatments and enhancements are designed to maximize the use of native desert and compatible drought-tolerant planting materials. Landscape plans will address water erosion issues and must demonstrate the water efficiency gained from plant and irrigation system selection.



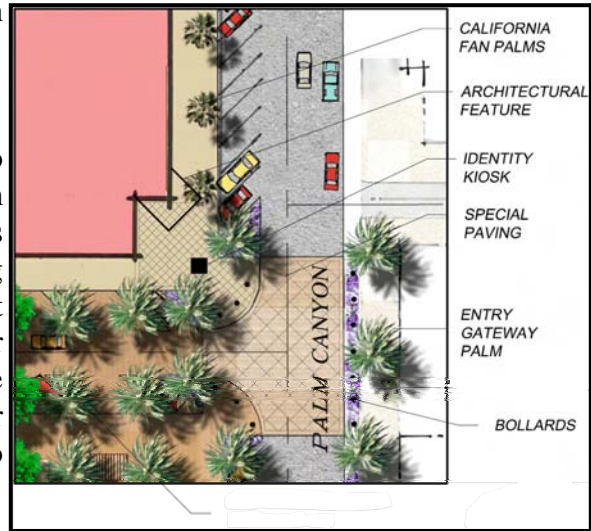
To accomplish the design objectives, landscape elements will incorporate vertical dimension. Fan palms, date palms, acacia and Rhus lancia are appropriate trees within the project. Trees can also be used to provide shading and cooling. Use of trees shall take into careful account the viewsheds, as well as that rightfully enjoyed by adjoining properties.

The conceptual Master Landscaping Plan for the Museum Market Plaza is shown in Exhibit III-5.

The Museum Market Plaza is divided into a series of Major and Minor Entries, and Major and Minor Focal Points.

As the central focal point to the entire project, the Main Plaza is to be given particular attention and care. The Plaza is to transition between the regimented street landscaping on surrounding streets, into a shaded, people friendly place where the atmosphere invites visitors to sit, enjoy the cool air, and the water feature. Shade trees are intended to have larger canopies, including Desert Museum Cercidium, and Tipu Tree. Although by necessity the Plaza will be finished in decorative pavement to a great extent, lawn areas and fountains are encouraged in this area, as are benches, and restaurant terraces associated with the two planned single story buildings.

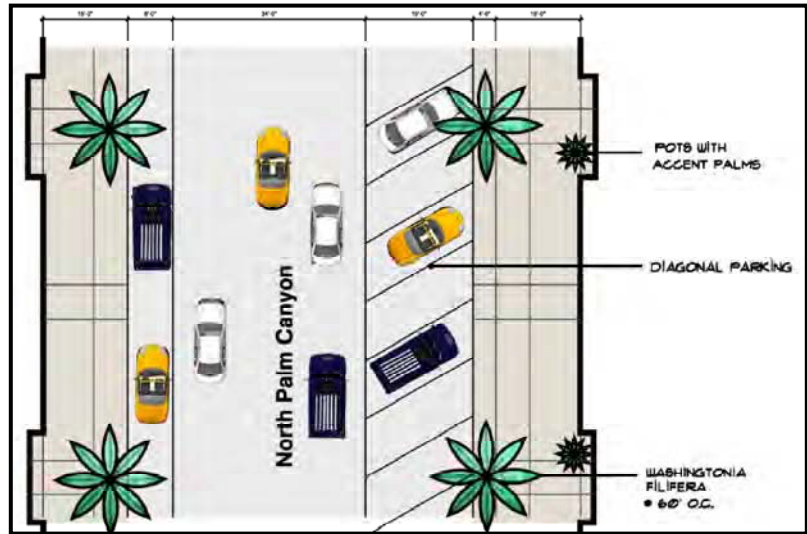
From the Plaza, the landscaping plan returns to the theme of California fan palm and date palm trees lining interior streets, with shade trees provided at intersections. Additional planting along the streets should focus on potted accent palms, typical of an urban environment, rather than planting strips and beds. Planting beds are appropriate when surrounding shade trees near parking areas, particularly on secondary streets, to soften the asphalt and hardscape.



Landscaping Zones

The landscaping concept divides landscaping into three “zones”: the Streetscape Zone, the Transition Zone and the Open Space Zone.

The Streetscape Zone is designed to integrate into the landscaping patterns already occurring in Downtown Palm Springs. Street trees and plantings will emulate the rows of palm trees which now flank Palm Canyon Drive, and will extend throughout the primary streets in all planning areas. Shade trees are provided at intersections to break up the linear nature of the palms, and cool the environment for both pedestrians and vehicles. Plantings are focused on potted palms and annual color, which does not block pedestrian activity.



The Transition Zone has a less intense focus on palm trees, and introduces a greater variety of shade trees and shrubs. The Transition Zone plants should apply to the secondary streets and the

residential areas, to soften the built environment, and provide greater shade and cooling. Planting areas should include a mix of potted palms and plants, as well as planting beds surrounding street trees, to reflect a less intense urban environment.

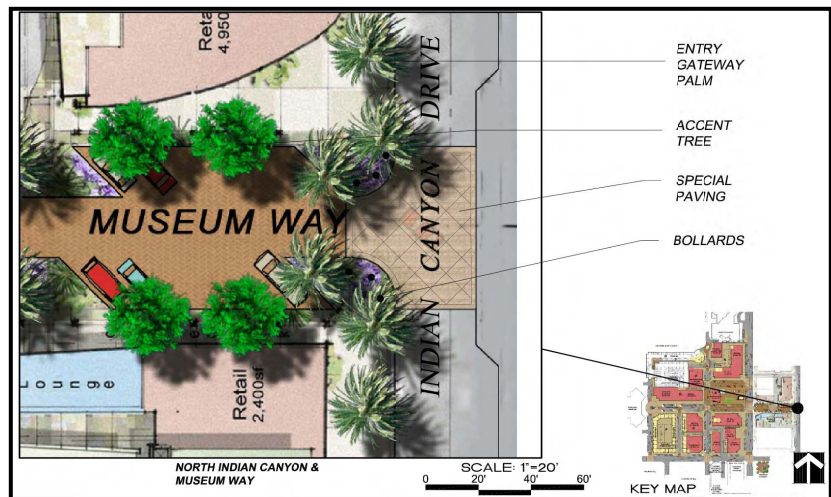
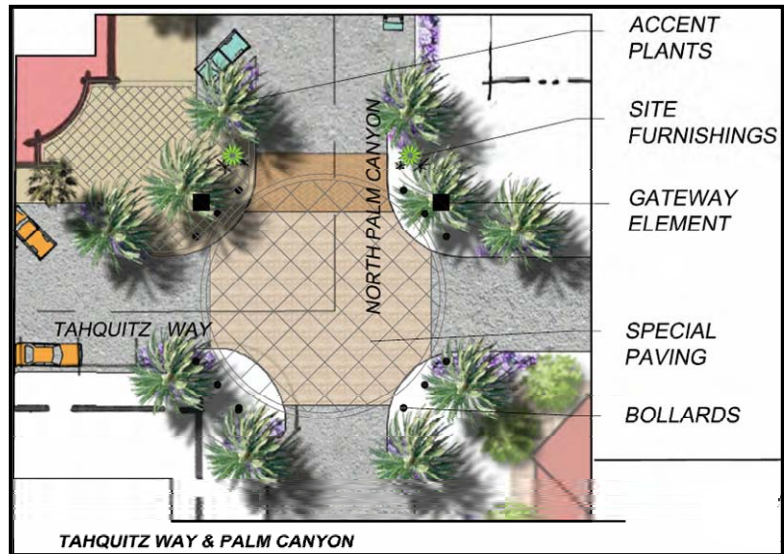
The Open Space Zone applies not only to the Main Plaza, but also to the common area open spaces that will be created within each Block. This Zone includes the widest variety of plant materials, and is intended to connect the Streetscape and Transition Zones. In areas away from the Main Plaza, the focus should be on canopy and accent trees, and a higher intensity of groundcovers, particularly in areas where the primary uses are residential.

Entries and Focal Points

In addition to the Main Plaza, particular care must be taken in the landscape design of Major and Minor Entries, and Major and Minor Focal Points, as depicted in Exhibit III-7. The Entries to the Specific Plan must be designed to include the signature palms, accent trees and special paving, to draw the visitor in, and define the space.

The Major Focal Point in the project will be the intersection of Museum Way and Museum Drive. This area, in front of the Museum, must be designed to draw the eye from as far away as Indian Canyon, and should include not only significant vertical elements, but also extensive special paving and public art. Landscaping in this area should act as a frame to the Museum building, and not obliterate the structure.

At Minor Focal Points, the emphasis must be on landscaping and hardscape which is at a pedestrian scale, and provides opportunities for street furniture, directional signage and shade. Again, accent paving which defines the area is critical to providing a sense of place within the project.



Continuity of Theme

The overall theme of the landscaping plan must be maintained throughout the Specific Plan. Since it is expected that the project will develop in phases, and that individual buildings and blocks will have differing architectural character, the connecting thread between the buildings and blocks will be the landscaping. As projects are reviewed and approved, the least amount of variation should be allowed in landscaping patterns, unlike the architectural variety which is expected in architecture. Since the Main Plaza and major roadway streetscapes are expected to be the in the first phase of development, these areas will set the tone for the balance of the landscaping plans throughout Museum Market Plaza. Once established, their design theme should be adhered to for all subsequent phases of the project.

**Table III-5
Landscape Palette**

Plant Zone			Scientific Name	Common Name	Size
			Palms		
S		O	<i>Butia capitata</i>	Pindo Palm	36''-Box
S			<i>Phoenix dactylifera</i>	Date Palm	20' B.T.H.
S	T	O	<i>Washingtonia filifera</i>	California fan palm	8' – 20' ht.
S	T	O	<i>Washingtonia robusta</i>	Mexican fan palm	8' – 16' ht.
S	T	O	<i>Chamaerops humillis</i>	Mediterranean fan palm	24'' – 36''Box
			Trees		
S			<i>Acacia salicina</i>	Willow Acacia	24'' – Box
		O	<i>Citrus sp.</i>	Citrus sp.	24'' – Box
	T	O	<i>Fraxinus udei</i> 'Majestic Beauty'	Evergreen ash	36'' – Box
S	T		<i>Cercidium</i> 'Desert Museum'	Desert Museum	36'' – Box
S	T		<i>Prosopis h.</i> 'Phoenix'	Phoenix	24'' – 36''Box
	T	O	<i>Rhus lancea</i>	African sumac	24'' – 48''Box
	T	O	<i>Schinus molle</i>	California pepper tree	24'' – 48''Box
		O	<i>Schinus terebinthifolius</i>	Brazilian pepper tree	24'' – 36''Box
	T	O	<i>Ulmus parvifolia</i>	Evergreen Elm	24'' – 36''Box
	T	O	<i>Tipuana Tipu</i>	Tipu tree	24'' – 36''Box
			Accents		
		O	<i>Beaucarnea recurvata</i>	Ponytail palm	15 – Gal.
		O	<i>Cycas revoluta</i>	Sago palm	24'' – Box
S	T		<i>Dasyilirion longissima</i>	Mexican grass tree	15 – Gal.
S	T		<i>Daslirion wheeleri</i>	Desert spoon	15 – Gal.
	T	O	<i>Muhlenbergia rigens</i>	Dear grass	5 – Gal.
			Shrubs		
S	T	O	<i>Bougainvillea</i> 'Oo La La'	Bougainvillea	5 – Gal.
S	T		<i>Caesalpinia pulcherrima</i>	Red Bird of Paradise	5 – Gal.
S	T	O	<i>Carissa grandiflora</i> spp.	Natal plum	5 – Gal.
S		O	<i>Cassia artemesoides</i>	Desert cassis	5 – Gal.

**Table III-5
Landscape Palette**

Plant Zone			Scientific Name	Common Name	Size
S	T	O	Cassia nemophila	Bushy senna	5 – Gal.
S	T	O	Dodonaea viscosa	Hopseed bush	5 – Gal.
S		O	Euryops pectnatis	Green leaf euryops	5 – Gal.
S	T	O	Hesperaloe parvifolia	Red yucca	5 – Gal.
		O	O Hibiscus Rosa-Sinensis	Chinese hibiscus	5 – Gal.
S	T		Leucophyllum spp.	Texas ranger	5 – Gal.
	T	O	Nandina domestica	Heavenly bamboo	5 – Gal.
	T	O	Nerium oleander ‘Petite’	Dwarf oleander	5 – Gal.
		O	Pittosporum t. ‘Variegata’	Variegated Pittosporum	5 – Gal.
		O	Pittosporum t. ‘Wheelers dwarf’	Wheelers dwarf tobira	5 – Gal.
		O	O Rhamphiolepis indica	India hawthorn	5 – Gal.
S	T		Salvia greggii	Red salvia	5 – Gal.
S	T	O	Thevetia peruviana	Yellow oleander	15 – Gal.
S	T	O	Xylosma congestum ‘Compacta’	Xylosma	5 – Gal.
S		O	Prunus caroliniana	Carolina laurel cherry	15 – Gal.
		O	Ligustrum j. ‘Texanum’	Japanese privet	5 – Gal.
			Vines & Groundcovers		
S	T	O	Bougainvillea ‘B. Karst’	Bougainvillea Barbara Karst	15 – Gal.
S	T	O	Calliandra inaequilatera	Pink powder puff	15 – Gal.
S	T	O	Tecoma spp.		15 – Gal.
S		O	Carrisa g. ‘Green Carpet’	Green carpet	1 – Gal.
		O	Annual Color	Seasonal	Flats
S			Baccharis h. ‘Thompson’	Desert Bloom	1 – Gal @ 5’ o.c.
S	T	O	Lantana montevidensis	Trailing lantana	1 – Gal @ 4’ o.c.
S	T	O	Lantana ‘New Gold’	New Gold Lantana	1 – Gal @ 4’ o.c.
		O	Trachelospermum jasminoides	Star jasmine	1 – Gal.
			Cobble ‘Sunburst Pebbles’		2” – 4” dia.
			DG	3/8” Minus Desert Gold	Compacted 2” depth
			2’ – 5’ dia. Desert Chocolate Boulders		
Sod			Hybrid Bermuda		
Legend: S= Streetscape Zone; T= Transition Zone; O= Open Space Zone					

Exhibits III-6: Landscaping Hierarchy

4. Street Furniture, Lighting and Art

Well-designed street furniture, lighting and public art enliven townscape character and contribute to a strong sense of local identity. The Museum Market Plaza is a pedestrian oriented area and street furniture should be designed to the human scale and placed to enhance the pedestrian experience. While consistent with the general design principles included in the Palm Springs Downtown Urban Design Plan, a variation on the recommended theme that complements the Urban Design concept for the Museum Market Plaza should be implemented within the confines of the Specific Plan. Special detailing will define the Museum Market Plaza as an area of distinctive identity, while maintaining continuity of theme ensures that the downtown area as a whole engenders a clearly perceptible sense of place. While allowing for interesting variations in complementary design, all elements must work together to create a distinctive, unified identity.

The Plan's downtown location offers many opportunities for public art and items of cultural or educational interest to be incorporated into the design of public open spaces, with the Main Plaza presenting an opportunity to display an exceptionally commanding piece. Lighting, while facilitating public safety, should provide illumination levels appropriate to the uses of the area and contribute to the general ambience.

**Exhibit III-7
Street Furniture**



G. Green Building and Energy Efficiency

Museum Market Plaza provides an opportunity to demonstrate the benefits of energy efficiency and green construction in Palm Springs. The basic tenet of the project – to provide a place where people can live, work and shop without the use of an automobile – is in and of itself an energy efficient concept. In addition to facilitating this concept in its mix of land uses, Museum Market Plaza can provide energy efficient construction through the use of passive and active solar energy; construction techniques using Green Building or Leadership in Energy and Environmental Design (LEED) principles; installation of water conserving landscaping materials; selection of reused and repurposed materials for buildings and public areas; and installation of recycling facilities throughout the project.

Passive solar design has been implemented in Palm Springs and the Coachella Valley for a number of years, through the use of shade structures and building orientation. Although Museum Market Plaza's orientation is primarily east-west, passive solar design should still be part of building design through deep recesses for balconies which shield building interiors; window placement on exposed wall faces; and use of buildings to shade public or private open spaces, and limit heat sink effects.

Active solar design should be considered throughout the project, as flat rooftops will occur throughout the site, and will be available for use for solar panels. As technology continues to expand and improve, solar energy can be harnessed throughout the project to lower the energy demand of both the residential and commercial components of the project.

Green building techniques and LEED design principles should be implemented throughout Museum Market Plaza. The designers of the project should strive to assure that 50% of the buildings be designed to meet at least the minimum LEED requirements for certification in place at the time they are designed. LEED requirements range from access to public transit and alternative transportation to the use of recycled building materials and low-emitting paints and coatings. The LEED model is readily accessible, beneficial to the community, both with Museum Market Plaza and throughout Palm Springs, and is more commonly implemented every year.

The landscaping palette for Museum Market Plaza is designed to minimize the use of water for irrigation. Landscape irrigation can represent the majority of a project's water use. Museum Market Plaza should be designed to lower its water use in landscaping, through the installation of highly efficient irrigation systems, rain censing equipment, and plant-specific emitters.

Recycling of materials within Museum Market Plaza should be made as simple and accessible as possible. Although centralized solid waste disposal is likely throughout the project, each building should be designed to make the recycling of materials easy and convenient. If trash chutes or centralized sorting areas are designed in buildings, they must include a recycling component. Because of the non-traditional design of housing units in the project, consultation with Palm Springs Disposal Service may need to be augmented with research and design more typical of

urban environments, since the practices associated with multi-story design for recycling in the Coachella Valley are limited.

Finally, the public and private open spaces within the project will require furnishings and finishes which should to the greatest extent possible be made of sustainable and/or recycled materials. A broad range of products are now available, with more being introduced every year, which reuse materials in their construction.

IV. INFRASTRUCTURE

A. Introduction

Museum Market Plaza occurs in an area of Palm Springs which is fully developed. As such, most infrastructure, including roadways, water, sewer, and utilities, are in place in the area. It is expected that with implementation of the Specific Plan, existing trunk lines will remain, and on-site extensions will occur to service individual blocks throughout the site. A detailed description of all existing and proposed infrastructure for the project is provided below.

B. Roadways

The public roadways surrounding the project will be constructed to City General Plan standards, with limited exceptions. Cross sections of all roadway standards are provided in Exhibit IV-1, and roadway classifications are provided in Exhibit IV-2.

1. Palm Canyon Drive

North Palm Canyon is constructed at its ultimate right of way. Palm Canyon consists of an 80 foot right of way. The Specific Plan proposes to maintain the current layout of the roadway to provide parking on both its west and east side, on the Specific Plan frontage. This will provide for three lanes of traffic, and parallel parking on the east and west sides. The roadway will also include 15 feet of sidewalk on each side. Specific improvements to the sidewalk connecting the Hyatt Suites hotel frontage to Block A frontage are needed to improve pedestrian circulation and access.

2. Indian Canyon Drive

As with Palm Canyon Drive, Indian Canyon is developed at its ultimate right of way. The Specific Plan will implement parallel parking along its frontage on the west side of Indian Canyon, allowing for three lanes of traffic, and parallel parking on the east side.

3. Tahquitz Canyon Way

Tahquitz Canyon Way is constructed to a paved width of 50 feet, within an 88 foot right of way. The recently adopted General Plan downgraded Tahquitz Canyon to a Collector, with a 60 to 66 foot right of way. In the Specific Plan area, the north side of Tahquitz Canyon will be designed to allow one lane of westbound traffic, a center turn lane, and parallel parking within a 26 foot half width. A 14 foot sidewalk will be provided on the north side of Tahquitz Canyon.

4. Belardo Road

Belardo Road will be extended through the Specific Plan area with a 62 foot right of way, to allow one lane of travel in each direction, and angled parking on each side. A 12 foot sidewalk will also be provided.

5. Museum Drive

Museum Drive will be 48 feet of right of way, with a single lane of traffic in each direction, and parallel parking adjacent to the Specific Plan frontage. A 12 foot sidewalk will be provided adjacent to the Specific Plan.

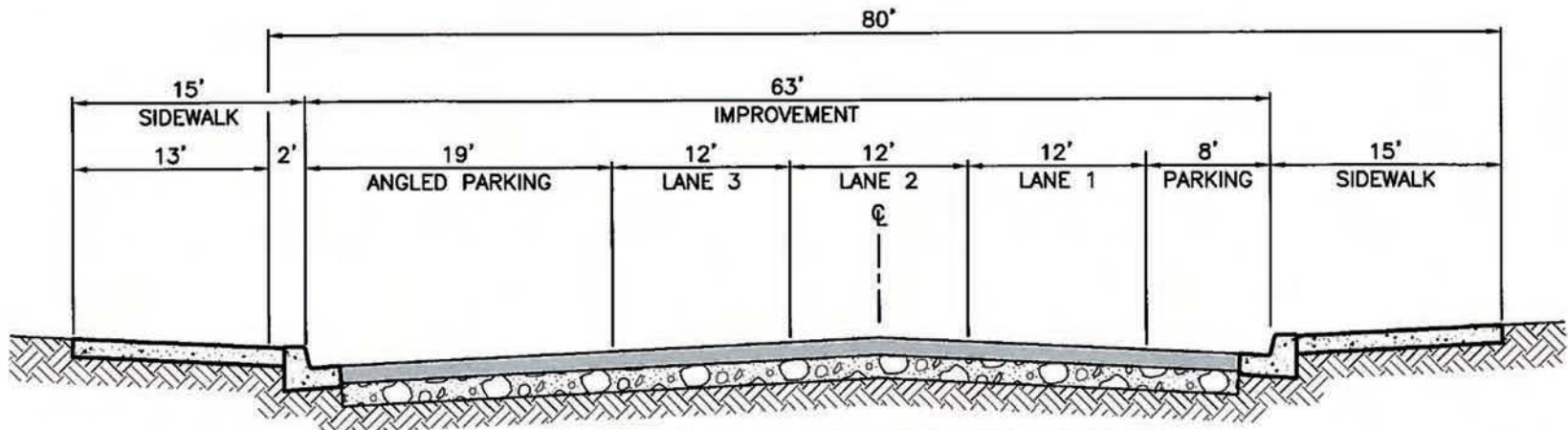
6. Museum Way

Museum Drive will be 48 feet of right of way, with a single lane of traffic in each direction, and parallel parking adjacent to the Specific Plan frontage. A 12 foot sidewalk will be provided adjacent to the Specific Plan. The alignment of Museum Way will begin in front of the Palm Springs Art Museum and run due east, through Block K, and terminating at Indian Canyon Drive across from the Spa Hotel.

7. Private Drives/Internal Access

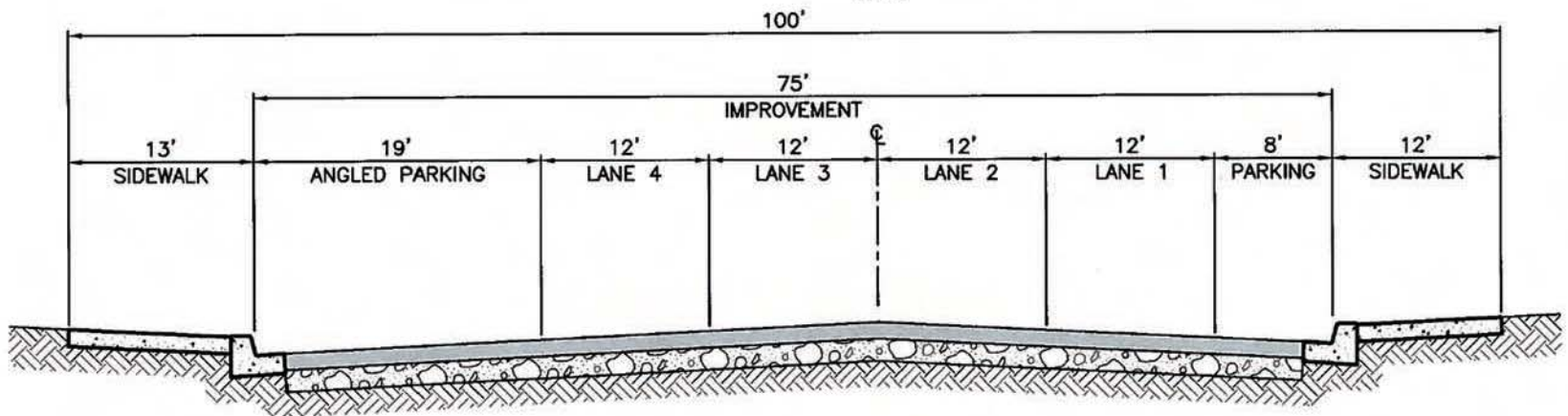
Additional drives and access roads may be designed as part of the development of each block. All such roads and drives are proposed to be private, and to be designed within a 36 foot right of way, to include one lane of traffic in each direction, no parking, and 6 foot sidewalks on each side.

IV-3



NORTH PALM CANYON DRIVE

N.T.S.

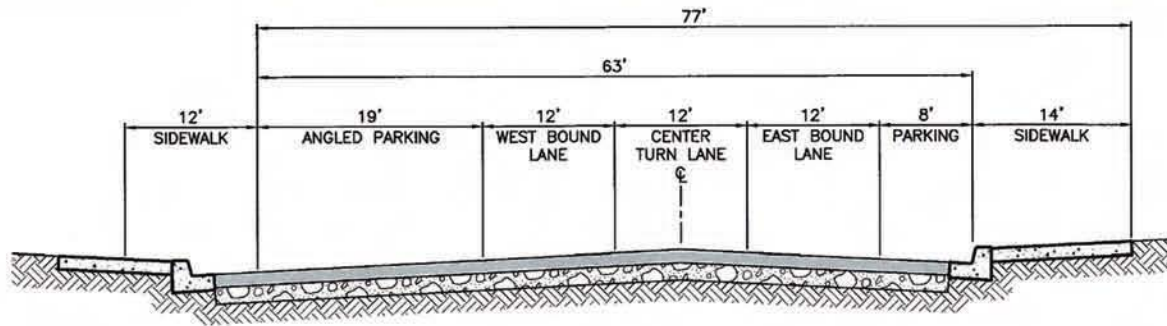


NORTH INDIAN CANYON DRIVE

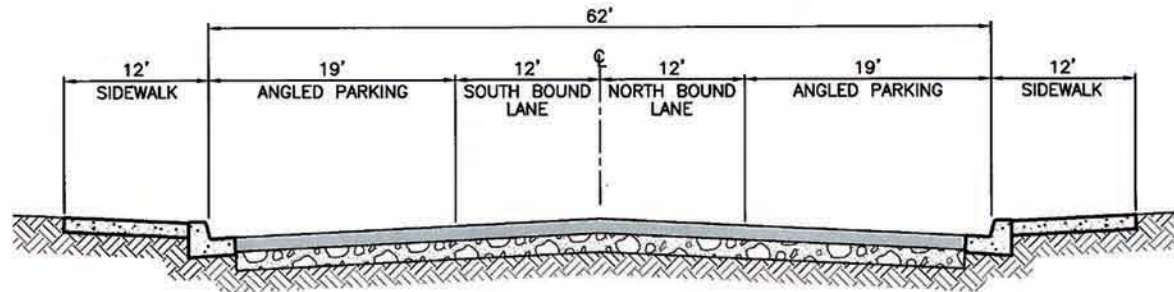
N.T.S.

Source: MSA Consulting, Inc.

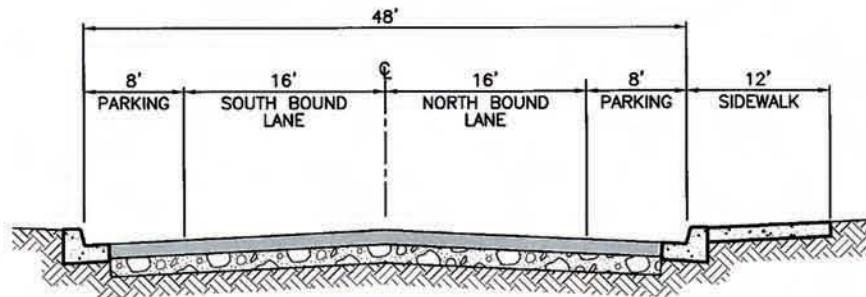
Date: 04.28.08



TAHQUITZ CANYON WAY
N.T.S.



BELARDO DRIVE
N.T.S.



MUSEUM DRIVE
N.T.S.

Source: MSA Consulting, Inc.

Date: 04.28.08

C. Public Facilities and Utilities

Each of the public facilities providers' facilities are described individually below. In addition, the existing and proposed facilities for each provider is depicted in Exhibits IV-3 through IV-9.

1. Domestic Water

Domestic water is provided to the Specific Plan area by the Desert Water Agency (DWA). DWA has existing 12 inch water mains on the west and east sides of Palm Canyon Drive; a 10 inch main on the west side, and a 6 inch line on the east side of Indian Canyon Drive; a 12 inch main in Tahquitz Canyon, west of Belardo; a 12 inch main in Museum Drive, north of Tahquitz Canyon; and a 12 inch main in Belardo, south of Tahquitz Canyon, and north of the north boundary of the Specific Plan.

As part of the development of the Specific Plan, a 12 inch main will be installed in the extension of Belardo Road to connect the existing northern and southern portions of this line, and the existing 12 inch line in the north portion of Museum Drive, and its connection to Belardo Road to the north, will be abandoned, as development will occur in that area of the Specific Plan. In addition, an 8 inch line will be extended in the new east-west street, between Palm Canyon and Indian Canyon.

Smaller service lines would connect to the main line system described above to provide water service to individual buildings in individual blocks.

2. Sanitary Sewer

The City of Palm Springs provides sanitary sewer facilities to the Specific Plan area. Existing facilities in the area include a 10 inch line in Indian Canyon north of Andreas; 8 inch lines in Indian Canyon south of Andreas; Belardo south of Tahquitz Canyon; Tahquitz Canyon west of Belardo; and west of Palm Canyon, within the existing Desert Fashion Plaza.

With the implementation of the Specific Plan, the 8 inch line in Belardo will be extended northerly, in the extension of Belardo through the project. Six inch lateral lines will be provided to connect individual blocks and buildings to the main lines. Finally, the western half of the existing 8 inch sanitary sewer line through the Desert Fashion Plaza will be abandoned.

Exhibit IV-2 Domestic Water

3. Storm Drains

An existing storm drain system occurs surrounding the Specific Plan area. This system includes 57 inch storm drains in Palm Canyon, north of Andreas; in Indian Canyon; and in Tahquitz Canyon between Indian Canyon and Palm Canyon. In addition, a 54 inch storm drain occurs in Tahquitz Canyon west of Palm Canyon Drive, and a 36 inch storm drain occurs in Museum Drive, north of Tahquitz Canyon.

The Specific Plan's development will result in the construction of a 36 inch storm drain in the extension of Belardo Road, from Tahquitz Canyon to the new east-west private street. This facility will collect storm flows from throughout the project in catch basins, and direct them to the existing facilities in surrounding streets.

4. Natural Gas

Natural gas service is provided to the Specific Plan area by The Gas Company. An extensive system of lines occurs in the area, including 3 inch lines in Palm Canyon south of Andreas, and Tahquitz Canyon; 2 inch lines in Andreas, Palm Canyon north of Andreas, Belardo south of Tahquitz Canyon, Cahuilla south of Tahquitz Canyon, and Belardo Road/Museum Drive along the northern boundary of the Specific Plan. These lines will be extended through the project site to serve development as it occurs in the Specific Plan area.

5. Electric Service

Electric service is supplied by Southern California Edison, which has existing underground facilities in Indian Canyon, Palm Canyon, Museum Drive, Belardo and Tahquitz Canyon. Future development within the Specific Plan area will extend service from these existing facilities throughout the Specific Plan area.

6. Telephone Service

Telephone service is provided to the Specific Plan area by Verizon, which has existing underground service in Indian Canyon, Belardo, and Museum Drive. Future development in the Specific Plan area will connect to these existing lines as development occurs.

7. Cable Television

Cable television service is the responsibility of Time Warner Cable. Time Warner has underground facilities in Indian Canyon, Belardo, and Museum Drive. The implementation of the Specific Plan will result in the extension of these services throughout the area as development occurs.

Exhibit IV-4 Storm Drain

V. ADMINISTRATION AND IMPLEMENTATION

B. Application Review Process

The implementation tools for the Specific Plan will be Major Architectural Reviews, Conditional Use Permits and subdivision maps. Under certain conditions, Planned Development Permits may be required, if the condition meets the standards of section V-B, below.

The successful implementation of the Museum Market Plaza Specific Plan is critical to the long-term health of downtown Palm Springs. In order to assure an efficient and streamlined entitlement process, applications for areas within the Specific Plan will require special handling. This Specific Plan establishes a permit streamlining process which will assure the thorough review of Major Architectural Review, Conditional Use Permit and subdivision applications.

1. Application Requirements and Process

Major Architectural Review applications will include the following in addition to the materials required as part of a standard Major Architectural Review application:

- a. A progressive calculation of building square footage and mass, provided on the site plan. The analysis shall include square footage and mass permitted for the applicable Block under the Specific Plan (Table III-3); square footage and mass approved to date; and square footage and mass proposed with the application.
- b. If the project is for hotel or residential use, a progressive calculation of the number of hotel rooms or residential units provided on the site. The analysis shall include rooms or units permitted for the Specific Plan area approved to date and roomr or units proposed with the application.
- c. If the project is for retail or office use, a progressive calculation of the square footage provided on the site. The analysis shall include square footage permitted for the Specific Plan area approved to date and square footage proposed with the application.
- d. A calculation of parking required, parking provided within the applicable Block, and parking provided elsewhere in the Specific Plan area.
- e. If parking is proposed to be located outside the boundaries of the Block where the use is to occur, the application shall include a demonstration that sufficient parking occurs elsewhere in the Specific Plan area, and shall be constructed prior to occupancy of the use, to accommodate the use.
- f. If parking is proposed to be reduced for shared uses, a parking study, completed by a qualified traffic engineer or parking professional, utilizing recognized sources of data.

When found complete by the Planning Department, a meeting for the Major Architectural Application shall be held within 30 days by the Architectural Advisory Committee, and a public

meeting shall be scheduled, within 45 days, before the Planning Commission. Such review shall include any evaluation required under the California Environmental Quality Act (CEQA). The Commission, upon closing the public hearing, shall:

1. Request changes to the application and continue the matter; or
2. Approve the project, including the addition or modification of project conditions; or
3. Deny the project.

Actions of the Commission can be appealed to the City Council. The decision of the City Council shall be final.

Applications for Conditional Use Permits and subdivisions, not involving construction of new structures and only the use in question, shall be processed consistent with the provisions of Section 94.020.00 et. seq. of the Palm Springs Zoning Ordinance.

Planned Development Permits, if required, will be processed consistent with the requirements of Section 94.30.00 et. seq. of the Palm Springs Zoning Ordinance.

2. Conformity Review Procedure.

In accordance with the provisions of Subsection C (Phasing) of this Section V, Phase One of the Specific Plan's implementation includes the opportunity for any property owner within the specific plan boundary area to request a "Conformity Review". Conformity Review is a determination that a proposed project consisting of the rehabilitation, renovation, and/or remodel of existing buildings and facilities (a "Renovation Project") within the Specific Plan is generally consistent with the Specific Plan.

- a. The property owner shall fully complete and file a request for Conformity Review describing the proposed project and identifying the rehabilitation, renovation, and remodel components and file such other information as the Planning Director may require. The filing may be schematic and conceptual; precise plans or drawings shall not be required unless the submission is processed concurrently with an entitlement provided under the City's Zoning Ordinance. The filing and processing fees, if any, shall be assessed according to the City's resolution of fees and charges.
- b. The Planning Director shall consider the request for Conformity Review and shall prepare written findings and recommendations to the City Council. The request for Conformity Review shall be considered by the City Council at a noticed public hearing pursuant Government Code section 6061. The City Council shall approve, conditionally approve, or deny the request. The decision of the Council is final.
- c. In the review and consideration of the Conformity Request, the City Council shall consider whether the proposal reasonably furthers the goals or objectives of the Specific Plan, including without limitation Subsection C of this Section V.

B. Specific Plan Amendments

Interpretations of this Specific Plan which may be needed to clarify standards, guidelines, or the definitions of permitted uses, or may be otherwise required, and which do not change development standards, guidelines or permitted uses in this Specific Plan may be made by the Director of Planning Services.

All other changes shall be considered amendments to this Specific Plan, and shall be subject to public hearing and review by the Planning Commission and City Council.

C. Phasing

In response to market conditions, implementation of the Museum Market Plaza is expected to begin with the renovation of the existing Desert Fashion Plaza Shopping Center (Phase One). The current placement of buildings, parking, and pathways at the Center may be the basis for renovation in this first phase. This phase is not required to implement certain elements of the Plan intended for subsequent phases, including the full street grid system, the removal of the existing underground parking garage, and the provision of open space within Block B. Renovation of all or a significant portion of the existing Desert Fashion Plaza Shopping Center which preserves opportunities for enhancing the connection between the Museum and the Casino/Convention Center area shall be deemed consistent with the Specific Plan. Nothing herein shall be construed as allowing or permitting any deviation from the maximum height or density requirements of the Specific Plan.

A renovation plan that is consistent with the Specific Plan's Phase One policy is the Wessman Company's proposal submitted to the City on January 13, 2009 ("Wessman Renovation Plan"), including any changes or revisions identified in the written comments of the Director of Planning Services, dated February 17, 2009.

The City specifically finds that the Wessman Renovation Plan is consistent with the Specific Plan and furthers the objectives of the Specific Plan in that the Wessman Renovation Plan will:

- a. Renovate a significant portion of the existing Desert Fashion Plaza Shopping Center for retail, office and resort uses, as provided in the Specific Plan,
- b. Facilitate the development of an east/west connection through the site to the Museum which does not currently exist, thereby contributing to the Specific Plan's goal of restoring the visual presence for the Museum that has been lacking since the construction of the Desert Fashion Plaza and creating the opportunity for direct access between the Museum and the Casino/Convention Center area,
- c. Create, within the new east/west connection, areas for outdoor dining and other pedestrian oriented activities to draw customers to the Center and give energy to the downtown area,
- d. Create, with the addition of the east/west connection, additional retail spaces with lively street frontages on the ground floor that do not exist within the current Desert Fashion Plaza,
- e. Provide new opportunities for high quality retail development which will contribute to realizing the Specific Plan's goal of helping to create a stable and

- varied economy, increase the City's tax base and act as a catalyst for further redevelopment in downtown, and
- f. Achieve the Specific Plan goal of expanding recreational uses in the downtown which extend the hours of active use in the area, by adding a theater and additional restaurants.

Subsequent phasing of the Museum Market Plaza will be determined by the market. Exhibit V-1 illustrates how phasing may occur at the site, subsequent to any renovation project as allowed above (Conformity Review). Phasing may be modified by market pressures, including changes in both the commercial and residential environments:

- Phase Two: Construction of the Main Plaza, the installation of the new east-west roadway from the Museum to Palm Canyon Drive, the extension of Belardo through the site, and improvements to Palm Canyon Drive.
- Phase Three: Blocks A and C, focusing on the Main Plaza and Palm Canyon frontage. This phase may also include the southern portion of Block E, G & H.
- Phase Four: D & F, and the northern portion of Block E, G & H.
- Phase Five: Block K, including the new east-west street between Palm Canyon and Indian Canyon Drives; however, this block and / or the new east-west street may be developed in an earlier phase, if the market allows.

Exhibit V-1 Phasing

(INSERT PHASING PLAN)

D. Financing

Although the Specific Plan occurs in an area in which infrastructure is generally complete, improvements and alterations will be required throughout the development of Museum Market Plaza, to allow for the intensity of use proposed and to adjust public improvements along the boundaries and edges of the Specific Plan area. Financing for these improvements is likely to come from a number of sources, both public and private. In addition, the costs for the preparation of the Specific Plan can also be recovered. Some of the potential funding mechanisms are described briefly below. This list is not intended to be exhaustive or exclusive. The allocation of costs and the apportionment of fees pursuant to the provisions of this Subsection, including without limitation a credit on fees, may be provided in an owner's participation agreement or disposition and development agreement (DDA) between a developer and the City of Palm Springs Redevelopment Agency or a development agreement (DA) between a developer and the City.

Specific Plan Fee

To defray the cost of preparation, adoption, and administration of the specific plan, including all related studies and environmental documentation, the City Council should consider the adoption of a fee to be imposed upon all persons seeking approvals of the City or the Redevelopment Agency of the City of Palm Springs which are required to be consistent with the specific plan in the manner provided under Government Code Section 65456. A portion of any amounts collected pursuant to such fee shall be used to reimburse any person who advanced or incurred costs for the preparation of the specific plan in excess of such person's fair share of such costs as determined under the provisions of Government Code Section 65456.

Special Improvement Districts

Special Improvement or Assessment Districts may be initiated subject to the approval of property owners or voters. They allow the municipality to issue tax-exempt bonds for public infrastructure improvements. Assessments are generally accompanied by a formal lien against each property which receives the improvements. Those properties benefiting from the improvement are assessed an annual cost on their tax bill. Assessments are proportional to the amount of benefit being received by the property owner. The assessments are generally paid over up to 30 years, but may be prepaid.

Redevelopment Agency Participation

The Museum Market Plaza is the catalyst to the long term economic health of Downtown Palm Springs. The area is also within the boundaries of the City's Redevelopment Plan. As such, developers and builders may negotiate with the Redevelopment Agency for direct contributions, tax rebates or other participation from the Agency's tax increment funds.

Developer Impact Fees

Developer impact fees can be used for a variety of improvements, and require the preparation of cost estimates and fair share distribution based on a "rational nexus" that the fee being paid is equivalent to the cost which would otherwise be incurred by the developer to provide his fair share of an improvement. Existing Impact Fees may be applicable to roadway improvements on

Palm Canyon or Indian Canyon, or could be created to address the project's improvements. Conversely, most of the development within the Specific Plan area has in the past contributed to Development Impact Fee and TUMF fees, which may be credited to the Museum Market Plaza construction.

Landscaping and Lighting Districts

Landscaping and Lighting Districts may be created to provide a range of infrastructure improvements. Annual assessment would be raised from properties in the district. Funds may be used for construction and maintenance of curbs, gutters, sidewalks, paving, parkway landscaping and other facilities. The long-term maintenance of the Specific Plan area's street system could be financed through this vehicle.

Mello-Roos Districts

Mello-Roos districts can be used to finance a wide range of improvements, including land purchases and maintenance. The creation of the district results in a special tax levied on the affected property owners. Mello-Roos district taxes are not tied to property value, but rather to a special tax formula based on the level of benefit received by each property.