

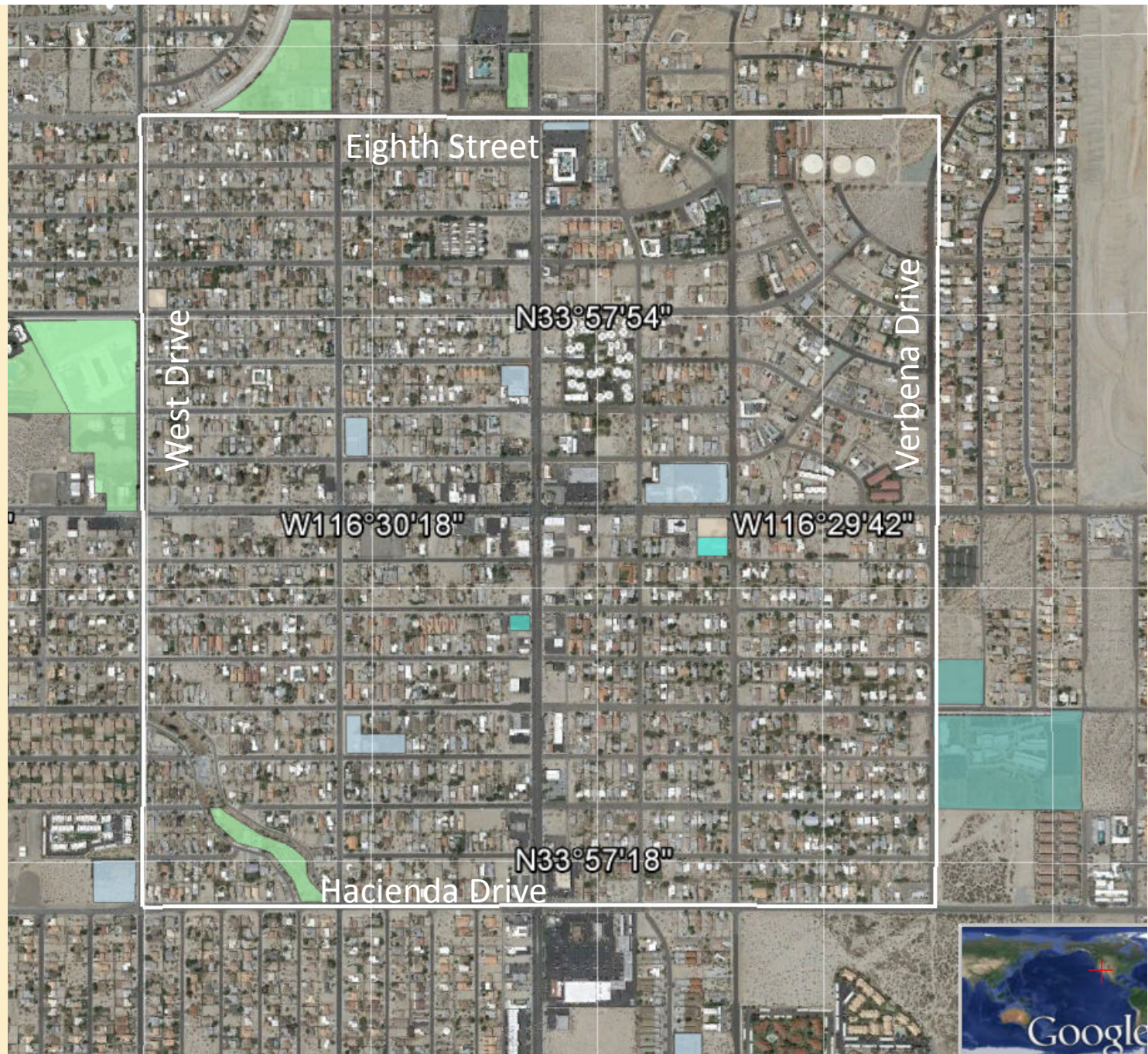


Desert Hot Springs Planning Commission Workshop

Arts District
June 9, 2015

Objectives

- Stimulate investment
- Job creation
- Business development
- Mixed use development
- Home/studio ownership
- Reduce “red tape”
- Streamline planning approvals



Challenges within the area

- Crime
- Unemployment and underemployment
- Vacant and/or underutilized properties
- Deferred maintenance
- Lack of recent investment
- Absentee landlords
- Bank owned properties
- Not the highest and best uses

Arts District

- Definition: Arts broadly defined

Community Benefits

- Blight elimination
- Stimulate investment
- New building permit revenue
- Wealth creation
- Community empowerment
- Return RDA owned property to tax roll
- Preserves staffing resources

Finance

- Finance
- Land acquisition
- Parcel consolidation

Entitlements

- Existing documents
 - General Plan, Zoning Ordinance, Vortex SP
- Planned development district – PD
 - Relaxed development standards
 - High quality design guidelines to add value
 - Architecture, urban design, landscape, streetscape
- Streamlined entitlement process
 - Reduce number of Conditional Use
 - Provide lowest level staff planning approval
 - Streamline building permit process
- CEQA Exemption (Class 32 Infill development)

Catalyst projects create critical mass

- Mixed Use
- Live/Work
- Commercial
- Hospitality, hotels and spas
- Restaurants
- Galleries and art studios
- Retail such as art supply

Public resources

- Multiple RDA Owner Properties
- LRPMP for Multiple RDA Owned Properties
- Tedesco Park/ Lozano Center
- Adjacent:
 - Parks: Wardman Park, Hodge Skatepark
 - Facilities: Library, Senior Center, Carl May Center
 - Schools: Adult Education, Cabot Pueblo Museum, DHSHS

Resources

- Chamber of Commerce
- Smooth Transitions
- Desert Valley Disposal
- Borrego Health Care Foundation

Public Agencies

- City of Desert Hot Springs
- Desert Hot Springs Police Department
- Riverside County Fire Department
- Sunline Transit
- Palm Springs Unified School District
- County of Riverside Social Services
- Adult Education Center
- College of the Desert
- County Mental Health Department
- Workforce Development Center
- Other

Summary

- Create critical mass for arts and economic development
- Create vibrant neighborhood with eclectic perception
- Encourage a live-work opportunity for artists to integrate into the existing neighborhood fabric
- Create an opportunity for revitalization
- Create organically grown neighborhoods to be themselves with little or no government interference
- Enhance quality of life
- Provide an opportunity to brand themselves as creative and cultured in order to promote tourism, attract new residents and encourage new businesses