

# Palm Desert City Council Goal Setting Session

---

February 27, 2025





# WHY ARE WE HERE?



Review progress on  
2024 Goals



Receive input & direction  
for 2025 Goals

# RECAP 2024: CSU Palm Desert Campus

Advocate for creating a Cal State University Palm Desert Campus or other education-related uses on the land donated by the City for this purpose.

## ACCOMPLISHMENTS



PICV and City staff maintained communication with CSUSB Leadership to coordinate the timing of improvements and the construction of the new Student Services Building.



Established quarterly meetings with CSUSB leadership for ongoing coordination and campus development on: Student Services Building; development of the City's fire station; partnerships for flood control, dust mitigation, and park development; and rail station study and IID/SCE infrastructure.



Discussions are underway for developing park space and drainage improvements. A letter of intent outlining joint/shared use of these facilities was submitted to CSUSB Leadership. Under this agreement, approximately 20-25 acres of the campus could be improved.

## NEXT STEPS



The Student Service Building is expected to receive State Architect approval in Q1 2025, allowing construction to begin in Q2 2025.



The Student Services Advisory Committee is exploring fundraising for additional site improvements, including a new clock tower.



Continue pursuing a collaboration on future park development and drainage improvements. Quarterly meetings are scheduled for 2025.

# RECAP 2024: Desert Willow Strategy

Develop a strategy for the disposition and development of the remaining undeveloped Desert Willow properties.

## ACCOMPLISHMENTS



Lots A/B: Lot A is under construction for parking lot improvements to support Desert Willow and DSRT Surf. Staff remains engaged with DSRT Surf to monitor and inspect ongoing construction activities.



Lots C/D: Housing and Community Development (HCD) cleared Lots C/D for sale outside the SLA process. A deed restriction has been recorded, mandating that 10% of any housing development be designated for affordable housing.



Lot E: HCD approved the City's plan to sell Lot E to Blieu Development for the construction of a 130-unit affordable housing project.

## NEXT STEPS



Lots C/D: Pending negotiations with Kam Sang Company, a Purchase and Sale Agreement for a new resort style project will be presented to the City Council in Q2 2025.



Lot E: Finalization of the Purchase and Sale Agreement with Blieu Development for the sale of the 8-acre parcel at market rate in Q2 2025. This agreement will facilitate the construction of a 130-unit affordable housing project.

# RECAP 2024: Business Recruitment

Develop a plan to identify and recruit retail, entertainment, and other businesses to contribute to Palm Desert's unique shopping and entertainment offerings.

## ACCOMPLISHMENTS



Collaborating with Fountainhead Development on site acquisition of 18+ acres of undeveloped land along Monterey Ave, north of Lowe's Home Improvement. The proposed development includes a mix of retail, drive-thru establishments, and a large food and beverage entertainment facility.



The City Council approved a new business assistance package for businesses impacted by fire and/or floods, offering relocation assistance, plan check and inspection fee waivers, and impact fee waivers to expedite reopening.



Engaged The Retail Coach for targeted outreach to new sit-down restaurant concepts entering California and to identify compatible retailers for large-format shopping centers and the El Paseo corridor.

## NEXT STEPS



Monitor recent bankruptcy filings for retailers in Palm Desert and remain engaged with property owners, brokers, and leasing agents to identify suitable replacements.



Continue collaborating with property owners to explore new development opportunities throughout the City, focusing on El Paseo, Highway 111, San Pablo, and areas near Interstate 10.



Continue discussion with representatives of Dick's Sporting Goods and IKEA for new concepts stores and collaborate with Top Golf to identify a suitable location in Palm Desert.

# RECAP 2024: North Sphere Planning

Analyze market conditions, address infrastructure deficiencies, and identify a strategy for potential changes in land use patterns in the North Sphere.

## ACCOMPLISHMENTS



Continued work on the development of a comprehensive Unified Development Code (UDC), aimed at streamlining development standards for future projects.



Continued working on amendments to the University Neighborhood Specific Plan (UNSP) to facilitate: 1) development of a 20- to 40-acre park site, 2) mixed-residential housing, 3) neighborhood-serving retail center, 4) updated circulation plan, and 5) enhanced streetscape improvements.



Collaborated with IID and Berger Foundation on the development of a new electrical substation in Thousand Palms.

## NEXT STEPS



Continue refining the preferred land use plan for the UNSP and prepare updates for the City Council, residents, and stakeholders.



Maintain communication with SCE and prospective developers to coordinate new development projects in the northern sphere.



Coordinate meetings with the UDC City Council Subcommittee to review and refine the draft UDC.



Provide updates to the City Council on the IID and Berger Foundation proposal for the Thousand Palms substation, which will supply essential electrical infrastructure for northern PD's growth.

# Development Services - Key Projects

Key Project	Status	Completion
<b>University Neighborhood Specific Plan</b>	<ul style="list-style-type: none"> <li>Contract amendment</li> <li>Identify final location of sports fields/CSU</li> </ul>	Q4 2025
<b>Hillside Development Ordinance</b>	<ul style="list-style-type: none"> <li>Subcommittee Meeting January 2025</li> <li>Study Session March 27, 2025</li> </ul>	Q4 2025
<b>Downtown Zoning</b>	<ul style="list-style-type: none"> <li>Subcommittee Meeting March 7, 2025</li> <li>Staff processing general plan and zoning map cleanup for single family</li> <li>Zoning amendment (height, overlays, etc.)</li> </ul>	Q2 2025 Q4 2025
<b>Downtown Objective Design Standards</b>	<ul style="list-style-type: none"> <li>Adjusted completion to focus on hillside</li> <li>Completing Assessment</li> </ul>	Q1 2026
<b>Unified Development Code &amp; Code Update</b>	<ul style="list-style-type: none"> <li>Finalizing Assessment Memo                             <ul style="list-style-type: none"> <li>Staff - 547 issues in Ch. 25 Zoning</li> <li>Complete overhaul of subdivision and grading</li> </ul> </li> <li>Study Session April 10, 2025</li> </ul>	<b>Q3 2026</b>



# RECAP 2024: Mall Redevelopment

Coordinate with the property owner(s) for adaptive reuse of the mall properties to ensure solid tax revenue for the city and build upon Palm Desert's vision.

## ACCOMPLISHMENTS



Met with Pacific Retail Capital Partners (PRCP) at ICSC to discuss their planning efforts for mall redevelopment. PRCP focus has been stabilizing the property, making strategic hiring decisions, and engaging with other property owners to incorporate their needs into the redevelopment plan.



Met with PRCP to discuss their possible acquisition of the mall and to ensure the City's and PRCP vision for use and redevelopment of the site are aligned.



Held a two-day design charrette with PRCP in Palm Desert to review initial concepts for new housing, open space, and pad buildings.

## NEXT STEPS



City staff remains engaged with PRCP to monitor the timeline for planning, entitlements, and site redevelopment. A formal planning application is anticipated to be submitted in Q2 2025.



Continue to identify large-format retailers to commit to the site and work through the Surplus Land Act (SLA) for disposition of the city-owned parcels as needed to facilitate redevelopment.



# RECAP 2024: Sales Tax Initiative/Measure G

Complete public outreach and surveying efforts regarding the City's budget and financial outlook related to a potential sales tax initiative. An update was provided to the City Council on June 13, 2024. Following extensive dialogue on related issues, the City Council unanimously approved placing the measure on the November 5, 2024, ballot.

## ACCOMPLISHMENTS



The City Council unanimously approved placing Measure G on the November 5, 2024, ballot.

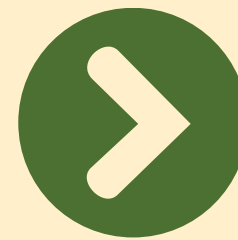


Voters approved Measure G with 65.52% support, with voter turnout reaching 80.96%



Upon passage of Measure G, in December 2024, the City Council adopted the required resolutions and agreements for submission to the CDTFA to facilitate the collection and distribution of the tax.

## NEXT STEPS



The City Council adopted a five-year spending plan for Measure G tax revenues:

- Fire prevention and emergency response operations
- Additional sworn law enforcement officers and technology upgrades
- Flood control measures
- North Sphere Regional Park development
- Palm Desert Library construction
- Replenishment of operational reserves



In alignment with the spending plan, the City Council approved funding for additional sworn officers and construction of Fire Station No. 102.



Staff is developing a quarterly report for the Finance Committee to monitor the collection and use of the one-cent sales tax. Upon review, the report will be forwarded to the City Council.

# RECAP 2024: Environmental Initiatives

Implementation of the Environmental Initiatives Plan includes the following: environmentally friendly landscaping, green building materials, solar, alternative fuel vehicles for the city fleet, water and energy conservation, recycling, and other sustainability-related projects. Work with the Resources Preservation and Enhancement Committee (RPEC) to implement initiatives.

## ACCOMPLISHMENTS



Throughout 2024, staff continued progress on key projects, including:

- Photovoltaic system installations
- Traffic calming measures
- Fleet vehicle and EV charging assessments
- Green pavement maintenance
- Edible food recovery education and compliance



Established a work plan for the Resource Preservation and Enhancement Committee.



Collaborated with CVAG on Palm Desert's portion of the regional Comprehensive Climate Action Plan.

## NEXT STEPS



Completion of the Comprehensive Climate Action Plan and the updated Greenhouse Gas Inventory.



Explore reallocation of \$118,000 in Energy Efficiency and Conservation Block Grant funding to support energy efficiency upgrades at City facilities.



Quarterly project updates to the City Council to track progress on environmental initiatives.

# RECAP 2024: North Palm Desert Parks

Gather community input, design, and build community and regional parks in north Palm Desert.

## ACCOMPLISHMENTS



Community Park: Following initial approval, staff engaged a construction management team to assist with plan review and cost validation. Capital Projects staff input led to improvements in park accessibility and traffic flow. Additionally, construction of Section 29 retention basin was completed, and survey data was collected to serve as a basis for future construction plans.



Regional Park: A 35-acre regional sports park concept was incorporated into the University Neighborhood Specific Plan initial designs. Discussions with CSUSB staff led to considerations of an alternative site on CSUSB Palm Desert campus. City staff is now developing a conceptual plan for the site to ensure it meets the needs of both the City and CSUSB.

## NEXT STEPS



Community Park: The updated community park conceptual plans will be presented to the Parks and Recreation Committee and a community engagement meeting is planned for February or March 2025. Following outreach, the updated conceptual plans will be presented to the City Council for finalization to move into construction documents phase.



Regional Park: An updated conceptual plan for the regional sports park at the CSUSB Palm Desert campus will be presented to the college staff. City and college staff will continue collaborating on a Letter of Intent outlining the arrangement for the mutually beneficial park.



# RECAP 2024: Public Safety Improvements

Explore new technology, review budgets, and gain efficiency for improved public safety services.

## ACCOMPLISHMENTS



Amended the Law Enforcement Services Agreement to add six sworn officers, implemented in two phases.

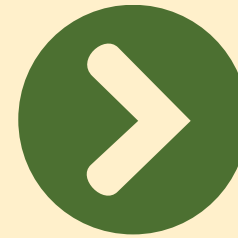


Award a contract for Phase 3 of the Automated License Plate Recognition (ALPR) system, increasing the total number of cameras to 115.

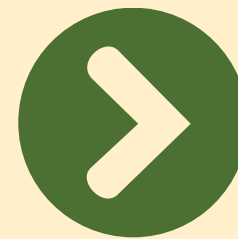


Awarded a design contract for the fourth fire station. Bidding for Fire Station 102 was completed in December 2024, and construction remains on track.

## NEXT STEPS



Outreach initiatives will expand to include an increased focus on crime prevention, community safety, and emergency preparedness, emphasizing disaster readiness and awareness of available local resources to empower residents.



City staff will provide updates to the City Council on performance metrics and overall effectiveness of the ALPR system and will evaluate opportunities to expand the ALPR system to further support law enforcement efforts.



Enhance street outreach by incorporating case management, connections to permanent supportive housing, and addressing community hot spots.

# RECAP 2024: Active Transportation Projects

Analyze relevant studies to develop a 5-year Active Transportation Project plan that includes opportunities to enhance CV Link, PD Link/bike lanes, and incorporate these projects into the 5-year CIP budget.

## ACCOMPLISHMENTS



Substantial completion of construction on the Haystack Road Traffic Calming Improvements (Phase II) and PD Link (Phase II) projects.



Conceptual designs for Walk and Roll PD Phase II (Bike Lane Improvements) and Phase III (Pedestrian Improvements) were finalized and progressed to schematic design.



Completed construction of the Monterey & Fred Waring and Haystack & Hwy 74 Intersection Improvements project.



Expanded community outreach efforts and incorporated community feedback to redesign multiple ATP projects.

## NEXT STEPS



Continue public engagement through community meetings, providing updates, addressing concerns, and gathering feedback to refine project details.



Complete design and construction of Walk and Roll PD Phase II (Bike Lane Improvements).



Complete design and construction of Walk and Roll PD Phase III (Pedestrian Improvements)



Complete the design and construction of Eldorado Drive bike lanes.

# 2025 Candidate Goals Summary

Member	Priority 1	Priority 2	Priority 3
Nestande	North Sphere Development & Infrastructure Planning	AI, Business Innovation, and Entrepreneurship Hub	Mall Redevelopment
Pradetto	Update Development Code to Streamline Processes	Energy for North Palm Desert/IID Territory	
Quintanilla	Increase Experienced Based/Family Friendly Activities	CSU Palm Desert Campus	Grant Funding to Increase Local Electrical Storage
Trubee	Monthly Reporting of Contract Procurement	Alternatives to City Foundation	
Harnik	Crime Prevention Technology (ALPR, Speed Detection, etc.)	Assessment of City Medians	Building and Landscape Fire Prevention by Design



# 2025 Candidate Goals - Councilmember Nestande

Priority	Title	Description
01	North Sphere Development & Infrastructure Planning	Focus on building Fire Station 102, a Regional Park, Downtown Commercial Center, and beautifying the public spaces with art sculptures and landscaping.
Justification:	The population in the North Sphere is growing quickly with more than 6,000 housing units over the coming years. Infrastructure is needed. This infrastructure is foundational to high quality of life and character of our community.	
02	Regional Hub for AI, Business Innovation, and Entrepreneurship	Collaborate and support efforts with CSUSB Palm Desert Campus and the Entrepreneur Resource Center to foster entrepreneurial and AI technology business development.
Justification:	Cities that embrace Entrepreneurship and AI technology will position themselves as leaders in emerging industries, attracting investment and talent, which will stimulate & diversify our economic growth which results in improved quality of life for our residents.	
03	Mall Redevelopment	Continue to evaluate options for adaptive reuse of the Mall.
Justification:	It is the center of our region and key to economic stability and growth.	

# CSU Announces Landmark Initiative to Become Nation's First and Largest AI-Empowered University System

2/4/2025

AI tools and training will be available to all 460,000 students and 63,000 faculty and staff.



**Sales Tax Generated By  
Palm Desert Mall**

<b>Fiscal Year</b>	<b>1% Tax to PD (\$)</b>	<b>Taxable Sales (\$)</b>
<b>FY 18-19</b>	<b>1,720,369</b>	<b>172,036,900</b>
<b>FY 19-20</b>	<b>1,000,028</b>	<b>100,002,800</b>
<b>FY 20-21</b>	<b>1,710,409</b>	<b>171,040,900</b>
<b>FY 21-22</b>	<b>1,760,844</b>	<b>176,084,400</b>
<b>FY 22-23</b>	<b>1,673,156</b>	<b>167,315,600</b>
<b>FY 23-24</b>	<b>1,635,002</b>	<b>163,500,200</b>
<b>FY 24-25 est.</b>	<b>1,607,570</b>	<b>160,757,000</b>



# 2025 Candidate Goals - Councilmember Pradetto

Priority	Title	Description
01	Expedite Update Development Code	We are in the process of updating our development code. I would like to complete this project this year and include changes that streamline the development process to be more business friendly. Ideas include not requiring planning commission hearings for plot plans and expanding retail uses (such as allowing golf cart sales and service in retail zones).
Justification:	We are already doing this work and expediting it to streamline development will make Palm Desert more competitive in attracting business investment.	
02	Energy for North Palm Desert/IID Territory	A lack of energy transmission in IID territory, which includes North Palm Desert, has created an effective building moratorium of a long and unknown duration. As California experiences a housing crisis, building more housing is an important part of the fix, and we need to find a proactive solution to provide power to facilitate development
Justification:	CA is in a housing crisis, and building more homes will increase supply to stabilize costs. This is a critical problem that has stalled development, and, without proactive solutions, it could take more than a decade to resolve, based on the present time frame to buy and receive parts and build substations.	

# 2025 Candidate Goals - Councilmember Quintanilla

Priority	Title	Description
01	Increase Experience Based/ Family Friendly Activities	Second request to include space at the PD Mall for family friendly activities such as bowling and karaoke booths.
Justification:	<p>1. Economic growth opportunity for merchants in the area as demonstrated. (See 2024 submission)</p> <p>2. Increase family friendly activities that do not have competitors in the area, or would enhance quality of the activities. Nearest karaoke booths are outside of a 60-mile radius. Bowling at Fantasy Springs Casino in Indio frequently has long wait times and families do not want to be waiting in a casino to pass time. Palm Springs Lanes is in need of many upgrades and retrofitting that has reduced visits.</p>	
02	CSU Palm Desert Campus	Expand lobbyists efforts to approve and fund CSU Palm Desert through student focused campaign.
Justification:	<p>This reinforces part of the ongoing goals and Master Plan. By increasing student voices, legislators will understand the essential need. We need to establish a group of students from CSUSB-PDC, College of the Desert, and high school students. Few legislators have direct experience with admissions, articulations and transfer, concurrent enrollment, and disproportionate costs of tuition and housing. The symbiotic relationship will also give students relevant experience for internships, scholarships and admission opportunities for secondary and post-secondary degree programs.</p>	

# 2025 Candidate Goals - Councilmember Quintanilla

Priority	Title	Description
03	Seek Grant Funding to Increase Local Electrical Storage	Explore opportunities for electrical battery storage, in place of community aggregate system.
Justification:	<p>SoCal Edison and Imperial Irrigation District are years away from building substations to meet our growing needs. The Los Angeles wildfires have only expanded the timeline of 6-8 years prior to the natural disaster. The Coachella Valley generates a substantial source of power for SCE, and during the Summer, we are not immune from brown-outs.</p> <p>With the growing use of AI, there is an increased demand for power and we must be prepared in the event of a natural disaster of our own.</p>	



# 2025 Candidate Goals - Mayor Pro Tem Trubee

Priority	Title	Description
01	Monthly Reporting of Contract Procurement from Outside Agencies	Monthly Reporting of Contract Procurement from Outside Agencies
Justification:	Transparency and accountability to taxpayers.	
02	Alternatives to City Foundation	Look into an alternative method for fundraising for City projects.
Justification:	Less demand on staff time and overall cost. Desert Community Foundation comes to mind as an alternative.	

# 2025 Candidate Goals - Mayor Harnik

Priority	Title	Description
01	Crime Prevention Technology	Continue efforts to create a Citywide security, safety, and crime prevention system through implementation of ALPRs, speed detecting cameras, and state-of-the-art technology.
Justification:	The camera systems have shown to be effective in our community and further use will not only buoy the security, protect community members and guests, and prevent and deter crime, all while using the most cost effective methods.	
02	Assessment of City Medians	Factoring in extreme weather events, emergency conditions, line-of-sight, and aesthetics, review needs, landscaping, possible assets or deficits in the PD inventory.
Justification:	The beauty of Palm Desert is critical to its success. Vehicles, pedestrians, and alternative mobilities, all must be safe on Palm Desert's road system and the medians are important in achieving that. Additionally given the extreme heat, winds, storms, and wildfires we have witnessed, Palm Desert is best served by addressing issues proactively.	
03	Building and Landscape Fire Prevention by Design	Develop a program similar to RivCo Sheriff's Crime Prevention through Environmental Design (CPTED) program but addressing fire issues.
Justification:	What SoCal has experienced recently is an illustration of the disastrous possibilities wildfires present. If all buildings - including homes, businesses, schools, have the knowledge provided by fire professionals, and take a proactive approach, disaster may be avoided.	

# 2025 City Council Candidate Goals

01	North Sphere Development & Infrastructure Planning
02	AI, Business Innovation, and Entrepreneurship Hub
03	Mall Redevelopment
04	Expedite Update to the Development Code
05	Energy for North Palm Desert/IID Territory
06	Increase Experienced Based/Family Friendly Activities
07	CSU Palm Desert Campus

08	Seek Grants to Increase Local Electrical Storage
09	Monthly Reporting of Contract Procurement
10	Alternatives to City Foundation
11	Crime Prevention Technology (ALPR, Speed Detection)
12	Assessment of City Medians
13	Building and Landscaping Fire Prevention by Design

### Staff Recommendations

- If supported by the City Council, a Monthly Report of Contract Procurement can be addressed administratively with follow-up to the City Council.
- If supported by the City Council, alternatives to a City Foundation can be addressed administratively with follow-up to the City Council.

# 2025 City Council Goals - Proposed

01	CSU Palm Desert Campus/AI, Business Innovation, and Entrepreneurship Hub
02	North Sphere Development, Infrastructure Planning, and Electrification (including grants for Battery Storage)
03	Mall Redevelopment/Increase Experienced Based & Family Friendly Activities
04	Expedite Update to Development Codes/Fire Prevention by Design
05	Crime Prevention Technology (ALPR, Speed Detection)
06	Assessment of City Medians

- To be addressed administratively:
- Monthly Report of Contract Procurement.
  - Alternatives to a City Foundation.



# Reference - 2024 City Council Goals

1. CSU Palm Desert Campus	6. Sales Tax Initiative/Measure G
2. Desert Willow Strategy	7. Environmental Initiatives
3. Business Recruitment	8. North Palm Desert Parks
4. North Sphere Planning	9. Public Safety Improvements
5. Mall Redevelopment	10. Active Transportation Projects