

General Plan

2017 Update

CITY OF RANCHO MIRAGE



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Acknowledgements



City of Rancho Mirage General Plan Update

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Peninsular Bighorn Sheep are the official City Mammal adopted by the City Council in 1975.



Michael S. Wolfson Park dedicated after a former Mayor who served from 1978-1980.

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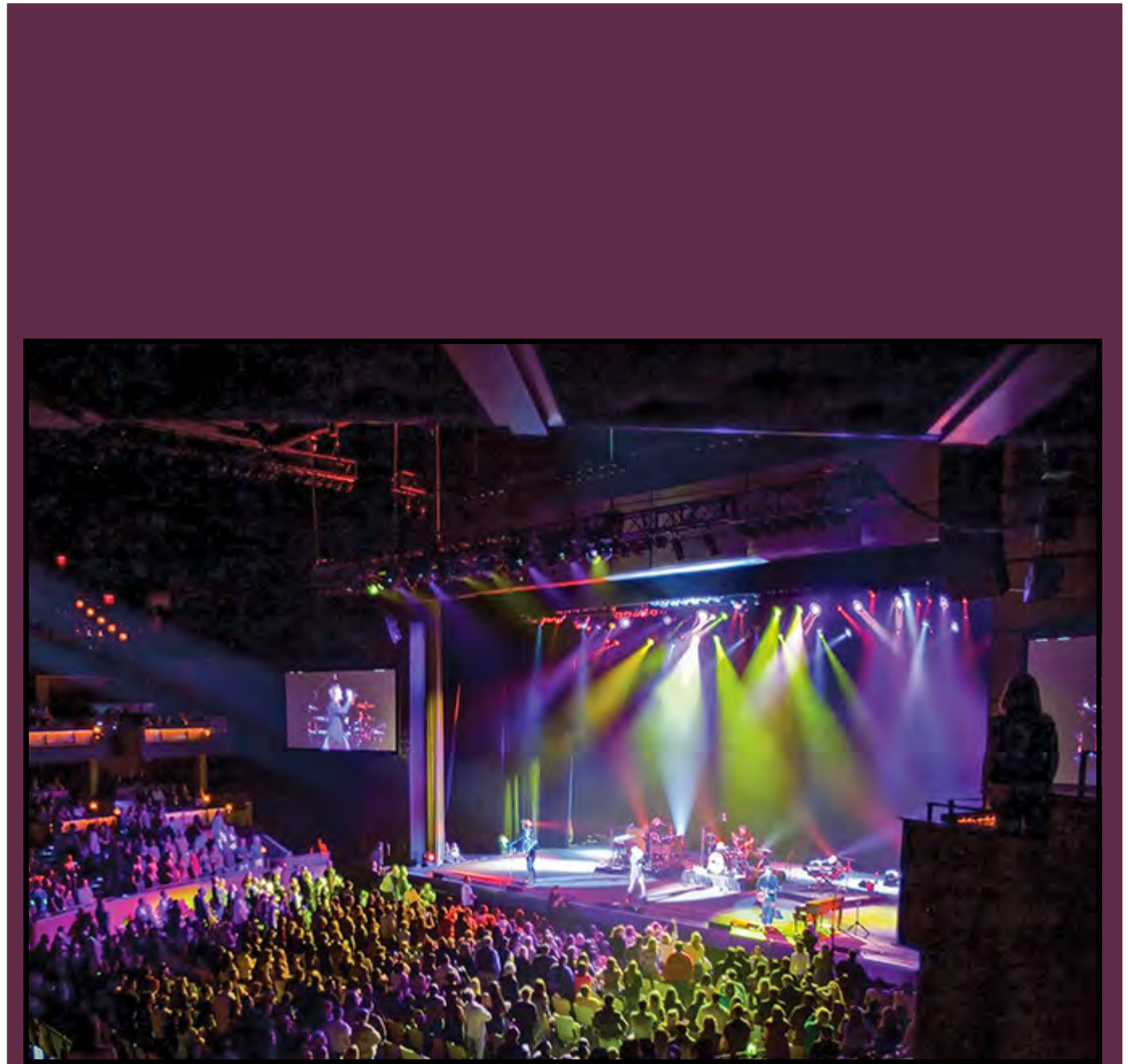
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Children's Museum of the Desert.

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St. Garabed Armenian Apostolic Church of the Desert in Rancho Mirage.



The Ritz Carlton is one of the premier resort destinations in Rancho Mirage.

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Well-designed arterial in Rancho Mirage.

Acronyms and Abbreviations



Westin Mission Hills Golf Resort and Spa.

| | | | |
|----------|---|-------|--|
| AB | Assembly Bill | CVWD | Coachella Valley Water District |
| ADA | American with Disabilities Act | DAP | Desert Aids Project |
| ARB | Architectural Review Board | dB | Decibel |
| CalEPA | California Environmental Protection Agency | dba | A-weighted decibel |
| Cal Fire | California Department of Forestry and Fire Protection | DDS | California Department of Developmental Services |
| Caltrans | California Department of Transportation | DOF | California Department of Finance |
| CARB | California Air Resources Board | DP | Development Plan |
| CCA | Community Choice Aggregation | du/ac | Dwelling units per acre |
| CDFW | California Department of Fish and Wildlife | EIR | Environmental Impact Report |
| CEQA | California Environmental Quality Act | EMC | Eisenhower Medical Center |
| CMP | Congestion Management Program | EPA | US Environmental Protection Agency |
| CNEL | Community Noise Equivalent Level | FEMA | Federal Emergency Management Agency |
| CNG | Compressed natural gas | FIRM | Flood Insurance Rate Map |
| CO | Carbon monoxide | FDP | Final Development Plan |
| Contract | Land Use Contract | gpm | Gallons per minute |
| COPS | Citizens on Patrol | GHG | Greenhouse gas |
| CSUSB | California State University San Bernardino | HCD | California Department of Housing and Community Development |
| CUPA | Certified Unified Program Agency | HCP | Habitat Conservation Plan |
| CV | Coachella Valley | HHW | Hazardous household waste |
| CV Rep | Coachella Valley Repertory Company | HOA | Homeowners' association |
| CVAG | Coachella Valley Association of Governments | HVAC | Heating, ventilation, and air conditioning |
| CVMSHCP | Coachella Valley Multiple Species Habitat Conservation Plan | I-10 | Interstate 10 |

| | | | |
|-----------------|---|----------|---|
| IID | Imperial Irrigation District | RHNA | Regional Housing Needs Allocation |
| IRC | Inland Regional Center | RMHS | Rancho Mirage High School |
| kV | Kilovolts | RTP/SCS | Regional Transportation Plan/ Sustainable Communities Strategy |
| LAFCO | Local Agency Formation Commission | SB | Senate Bill |
| LEED | Leadership in Energy and Environmental Design | SCAG | Southern California Association of Governments |
| LOS | Level-of-Service | SCAQMD | South Coast Air Quality Management District |
| MJHMP | Multi-jurisdictional Hazard Mitigation Plan | SCE | Southern California Edison |
| MMIS | Modified Mercalli Intensity Scale | SoCalGas | Southern California Gas Company |
| MOU | Memorandum of Understanding | SOI | Sphere of Influence |
| MRF | Material Recovery Facility | TIA | Traffic Impact Analysis |
| MSHCP | Multiple Species Habitat Conservation Plan | TDM | Transportation Demand Management |
| NCCP | Natural Community Conservation Plan | TPPS | Transportation Project Priority Study |
| NFIP | National Flood Insurance Plan | Tribe | Agua Caliente Band of Cahuilla Indians |
| NO | Nitric oxide | TUMF | Transportation Uniform Mitigation Fees |
| NO ₂ | Nitrogen dioxide | U.S. | United States |
| NO _x | Nitrogen oxides | USGS | United States Geological Survey |
| NPDES | National Pollution Discharge Elimination System | WM | Waste Management of the Desert |
| O ₃ | Ozone | WQCB | Water Quality Control Board |
| PDP | Preliminary Development Plan | | |
| PM | Particulate Matter | | |
| PRD | Planned Residential Developments | | |
| RCTC | Riverside County Transportation Commission | | |
| RDA | Redevelopment Agency | | |



The beautiful natural environment is a key characteristic of Rancho Mirage.



1 Introduction

Rancho Mirage is a well-known desert resort and residential community in the Coachella Valley. With major regional medical facilities, vibrant and attractive commercial centers, and world-class resort hotels, Rancho Mirage is a desirable destination for residents and visitors alike. Guided by the General Plan, Rancho Mirage is positioned to reach its full potential by developing new commercial centers at strategic locations, providing new housing opportunities, continuing the beautification of its roadways, and providing community design guidance for public and private realms.

This introductory chapter provides a broad overview of the General Plan—its creation, its contents, and its use. To provide a context for better understanding it, this section briefly summarizes the setting and evolution of Rancho Mirage, and the City's [vision](#) for its future, as well as direction on how to interpret, implement, and amend the General Plan. The introduction concludes with a goal, policies, and programs to guide the City in administering and implementing the General Plan.

A Comprehensive General Plan

All cities are required by the California Government Code to prepare a comprehensive, long-term general plan that will direct development in the community. The General Plan provides the goals, policies, programs, and implementation strategies to guide the development of Rancho Mirage and to protect and enhance its valued assets and resources. In addition to goals and policies, the General Plan includes background information and discussion, diagrams, maps, tables, and charts that provide direction for the prudent and conscientious management of future development.

The City's previous General Plan was last comprehensively updated in 2005. To adjust to and plan for the rapidly changing conditions of the Coachella Valley, and to comply with state law, the City Council determined that a technical update to the General Plan was necessary, and in July 2015, approved a process for the review and updating of the General Plan. The City Council appointed the General Plan Update Subcommittee to serve as the primary means of citizen

involvement in the update of the General Plan, and to provide recommendations for General Plan goals and policies. Beginning in October 2015, the General Plan Update Subcommittee met regularly to discuss and review the City's [vision](#) and the General Plan elements.

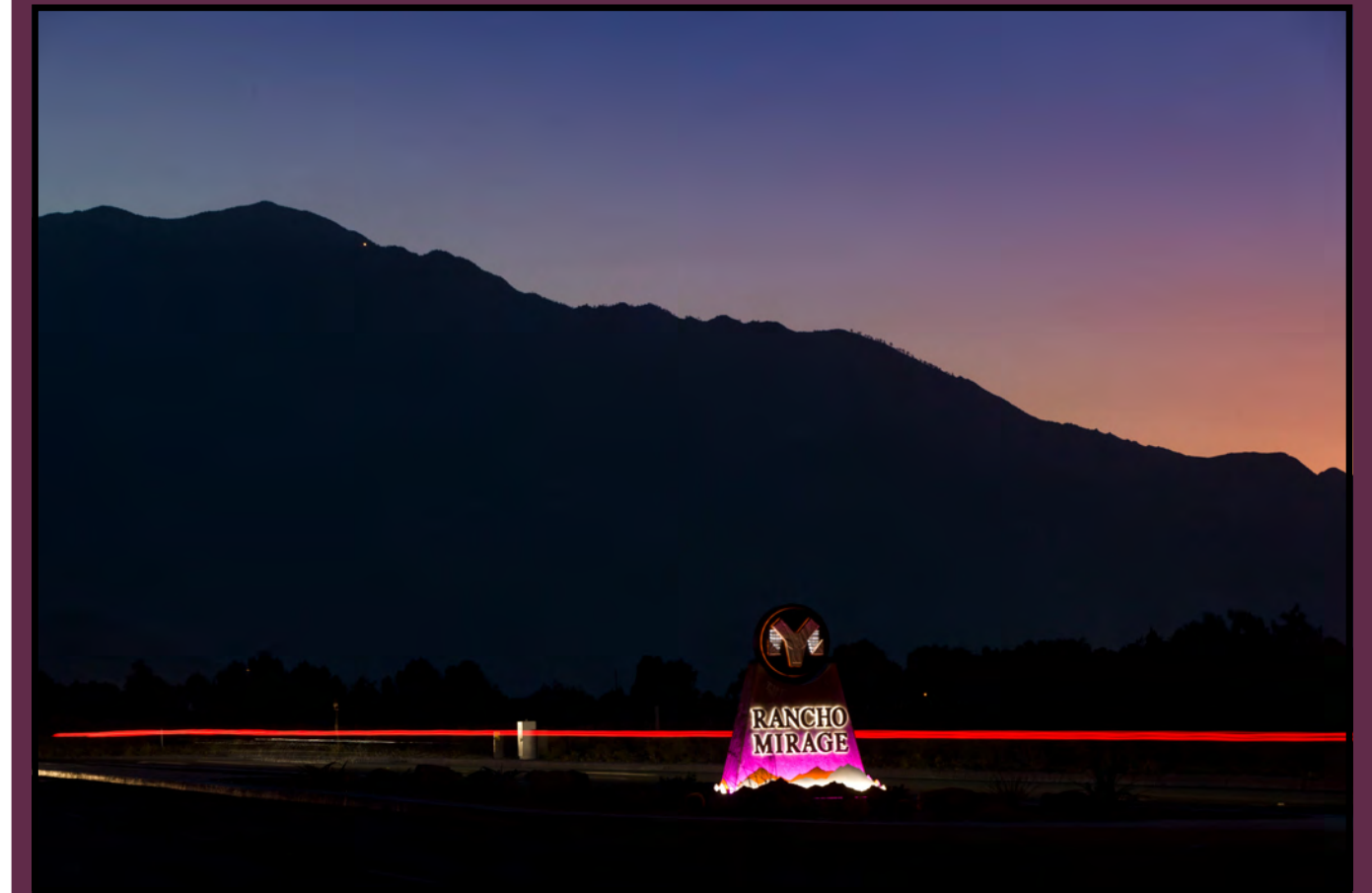
A Beautiful Desert Context

Rancho Mirage has taken shape in a beautiful desert valley setting, surrounded by dramatic views of the Santa Rosa Mountains to the south and west and the Joshua hills to the north. Lushly landscaped golf course communities and broad arterials on the Coachella Valley floor have created a "garden in the desert." The contrast of unbridled, natural geography and manicured environments provides Rancho Mirage with its unique sense of place.

The City of Rancho Mirage incorporated on August 3, 1973, bringing autonomy to residents and businesses over land use and development on approximately 15.6 square miles of land. Expansion has occurred without sacrificing the quality of life that originally attracted residents and Rancho Mirage now comprises approximately 16,400 acres or 25.6 square miles. Its Sphere of Influence (SOI) —County-managed lands over which the City has an advisory role—totals another 958 acres, approximately 1.5 square miles.

Rancho Mirage began with the successful establishment of the Clancy Lane and Magnesia Falls areas, along with the Thunderbird and Tamarisk country clubs in the 1940s and 1950s. From the beginning, Rancho Mirage was primarily a residential community. Succeeding decades brought new assets and resources. In the 1960s, commercial businesses expanded and "Restaurant Row" was developed. The 1970s saw the introduction of the Eisenhower Medical Center and five of Rancho Mirage's country clubs.

Residential construction boomed throughout the 1970s and 1980s. That period also saw the addition of the Coachella Valley's world-class destination resorts—Marriott's Rancho Las Pal-



City entry monument radiates a warm welcome at sunset.

mas, the Westin Mission Hills, and The Lodge. Development in past years has focused along Highway 111, with the majority of future development expected to be near Interstate 10 (I-10).

There have been a number of substantial developments and projects in Rancho Mirage since the General Plan was updated in 2005. The last decade has seen expansions of Eisenhower Medical Center, the Children’s Discovery Museum, and Indigo Auto Group’s Desert European Motorcars. The Sunnylands Visitor Center and Rancho Mirage High School were both approved and constructed during this period, and major remodels occurred at the now-thriving Ritz Carlton Rancho Mirage and Rancho Las Palmas Shopping Center. A total of 546 acres was annexed into Rancho Mirage, the most recent being a 320-acre area in Section 24. In addition, 4,100 acres were removed from the SOI north of I-10. This era also saw the expansion of the Agua Caliente Resort and the Completion of the Bob Hope/I-10 interchange.

A Vision for Rancho Mirage

The vision is intended to reflect a positive idea of Rancho Mirage at a time in the future. It attempts to describe what Rancho Mirage will look like, feel like, and how it will function in the year 2035. Its physical content and image will reflect the values that have prevailed over the years.

Crafting a vision is the first step in the planning process as it provides the foundation for the General Plan. It also should inspire accomplishment and focus energies towards achieving the goals of the City. It will be central to the decision-making processes that will forge Rancho Mirage in years to come.

A Vision for Rancho Mirage

IN THE YEAR 2035, AS IT IS NOW, RANCHO MIRAGE WILL CONTINUE TO BE NOTED FOR THE QUALITY OF ITS RESIDENTIAL NEIGHBORHOODS. IT WILL CONTINUE TO BE A GREAT PLACE TO LIVE OR SPEND LEISURE TIME. IT WILL HAVE AN INTERNATIONAL REPUTATION AS A DESTINATION RESORT, MEDICAL, AND RESEARCH CENTER. IT WILL BE RECOGNIZED FOR ITS AMBIENCE AND THE UNIQUE LIFESTYLE IT PROVIDES. RESIDENTS WILL ENJOY A VARIETY OF CULTURAL AND RECREATIONAL OPPORTUNITIES.

RANCHO MIRAGE WILL BE DISTINCTIVE, WITH A STRONG SENSE OF PLACE REFLECTED THROUGH THE QUALITY OF THE MAN-MADE ENVIRONMENT AND THE NATURAL SETTING. THE CITY WILL MAINTAIN AND PROTECT THE BACKDROP OF THE SANTA ROSA MOUNTAINS, AND PROVIDE PUBLIC AND PRIVATE OPEN SPACE. THE LANDSCAPE OF RANCHO MIRAGE’S STREETS AND PUBLIC AREAS WILL PRESENT A PLEASANT, RECOGNIZABLE, CITYWIDE THEME. IT WILL BE THE PREMIER LOCATION IN THE COACHELLA VALLEY FOR FIRST CLASS SHOPPING, ENTERTAINMENT, CULTURAL AND DINING OPPORTUNITIES. ITS ARCHITECTURE WILL BE OUTSTANDING AND APPROPRIATE FOR RANCHO MIRAGE. RANCHO MIRAGE WILL CONTINUE TO BE A LEADER IN SUSTAINABILITY AND THE CONSERVATION OF NATURAL RESOURCES.

NEW RESIDENTS OF RANCHO MIRAGE WILL FIND A VARIETY OF NEIGHBORHOODS AND HOUSING TYPES FROM WHICH TO CHOOSE.

FUTURE LAND USES WILL BE DESIGNED TO BE COMPATIBLE AND HARMONIOUS WITH ONE ANOTHER. RESIDENTIAL NEIGHBORHOODS, COMMERCIAL AND BUSINESS AREAS, RESORTS AND PUBLIC PLACES WILL BE PLEASING TO THE EYE, WELL MAINTAINED AND SAFE. THE STREET SYSTEM WILL ALSO BE SAFE, EFFICIENT AND ATTRACTIVE, AND SIGNAGE WILL ENHANCE THE CHARACTER OF RANCHO MIRAGE WHILE MEETING THE NEEDS OF LOCAL MERCHANTS.

THE CITY WILL CONTINUE TO BE ECONOMICALLY PRUDENT AND SOUND. RANCHO MIRAGE WILL BE THE PRIME LOCATION IN THE COACHELLA VALLEY TO ESTABLISH NEW BUSINESS ENTERPRISES AND EXPAND EXISTING OPERATIONS. RESIDENTS AND VISITORS WILL ENJOY ATTRACTIVE, COMFORTABLE AND SAFE RETAIL SHOPPING FACILITIES COMPATIBLE WITH THE LOW-DENSITY RESIDENTIAL AND RESORT CHARACTER OF RANCHO MIRAGE. REVENUE GENERATING BUSINESSES WILL BE ENCOURAGED TO LOCATE AND FLOURISH IN RANCHO MIRAGE.

Using the General Plan

The Rancho Mirage General Plan, frequently described as the “Constitution” of the City, is the foundation upon which land use decisions are based. The General Plan forms a comprehensive information source and planning guide, aligned with state law, to provide a framework for making informed decisions about the future of the community. It identifies the community’s land use, circulation, environmental, economic, and social goals and policies as they relate to land use and development. The General Plan identifies concerns and issues important to the community and establishes goals, policies, and program implementation measures that resolve these issues.

General Plan Format

The General Plan consists of 11 elements, this introduction, and appendices. The seven state-mandated elements—Land Use, Circulation, Housing, Conservation, Open Space, Noise, and Safety—are supplemented by four additional elements that the City considers very important to its future: Community Design, Economic and Fiscal, Public Services and Facilities, and Arts and Culture. Each element contains background information, goals, policies, and programs specific to that element.

An Action-Oriented Plan

To guide a community effectively, a General Plan cannot be a static, vague document. It must be a dynamic, policy guide that gives specific direction to future decisions. It represents the collective goals and values of the people living in Rancho Mirage and describes the actions necessary on the part of the City to support

them. For Rancho Mirage, this means preserving its best features and taking advantage of new opportunities for quality growth and change.

Format for Goals, Policies, and Programs Sections

Each element contains goal statements along with related policy statements and implementing programs.

A goal in the General Plan is the broadest statement of community values. It is a generalized ideal that provides a sense of direction for action. For example, a goal might read as follows:

GOAL

A landscape program that promotes aesthetics, conservation and place-making.

The essence of the General Plan is contained in its policy statements. Policies further refine the goals by providing a clear direction for decision making. Policies include “shall” statements to provide unequivocal directives. Decision making criteria, major development standards, and funding priorities are best established by clear General Plan policies. A policy might read as follows:

POLICY

Landscape plans submitted to the City shall be consistent with the Community Design Element.

General Plan programs are included as implementation measures needed to carry out related policy statements. Programs provide the basis for scheduling and assigning staff and other resources to specific actions necessary to implement certain directives of the General Plan. For example, program text might read as follows:

PROGRAM

Develop medians and parkways that achieve an interesting visual rhythm through the consistent placement of trees and plant materials.

Implementation of the General Plan

The Rancho Mirage General Plan relies on element policies and programs, as well as the related mitigation measures set forth in the [General Plan Program Environmental Impact Report \(EIR\)](#) and [related addendum](#), to serve as implementation measures. Special studies are also integral tools that assure effective implementation of the General Plan. The City zoning and subdivision ordinances play a critical role in implementing the General Plan's goals and policies, while specific plans and development agreements provide detailed implementation programs for specific portions of Rancho Mirage and the SOI.

Zoning Ordinance

The Rancho Mirage Zoning Ordinance is the primary tool for implementing the General Plan. While the General Plan is the City's long-term plan for land use development, zoning sets forth the specific development standards, such as lot sizes and permitted land uses, for each parcel in Rancho Mirage. Text, maps, diagrams, and other materials show the distribution and intensity of land uses into such categories as residential, commercial, and institutional uses. Written regulations establish development standards for each of the land use zones. Permitting processes set forth in the Zoning Ordinance, including the Conditional Use Permit, Variance, and Architectural Review, guide development to implement the General Plan.

Subdivision Ordinance

Like Zoning Ordinances, subdivision regulation is another principle instrument for implementing the General Plan. Establishing statewide uniformity in local subdivision procedures, the state [Subdivision Map Act](#) (Government Code Sections 66410 et seq.) provides the City with the authority to regulate and control the design and improvement of subdivisions within its boundaries. The Subdivision Map Act also requires that, among other things, the subdivision be consistent with the General Plan and any applicable specific plan.

Specific Plans

A specific plan plays an important role as a refinement of the General Plan, applicable to a specific portion of the community. Specific plans often provide detailed analysis of complex projects and indicate precise land use locations and design criteria. Specific plans contain descriptive text, exhibits, and diagrams indicating the distribution, location, and intensity of proposed land uses and the necessary public and private support systems, including streets, utilities, and drainage facilities.

Specific plans also define the standards and criteria by which development and, where applicable, conservation will proceed on the property. Additionally, a specific plan provides a program of implementation measures and financing necessary to carry out the project. It must be consistent with all facets of the General Plan and in turn, zoning, subdivision, and public works projects must be consistent with an existing specific plan.

Specific plans are required for lands designated with the specific plan overlay on the [Land Use Map](#). Larger complex development proposals may also be required to process a specific plan. Specific plans may be adopted by resolution or ordinance and may be amended as often as deemed necessary by the City Council. Development proposals for areas designated with a specific plan overlay on the Land Use Map cannot proceed until a specific plan has been prepared and adopted by the City Council.

In areas where a specific plan encompasses more than one property, the plan must be completed and adopted prior to development on any affected property. Specific plans may be prepared either by the applicant or the City. Should the City prepare a specific plan, it is entitled to reimbursement by affected property owners pursuant to Section 65456 of the California Government Code.

Development Agreements

State law provides for the adoption of development agreements between a project proponent and the City, in accordance with Government Code Section 65865. The purpose of development agreements is to provide developers with additional assurances

that development approvals will not be nullified by some future local policy or regulation change. In exchange, the developer may be required to meet certain conditions or performance criteria that become part of the agreement.

Development agreements can be a useful means of meeting General Plan goals and policies, while removing some of the risks faced by developers. Agreements can remain in effect for a few or several years, the term typically being set forth in the agreement. It is important to emphasize that, as set forth in Government Code Section 65866 and unless otherwise provided by the development agreement, the City is not prevented from applying new rules, regulations, and policies to the property.

Commissions and Committees

The City is empowered to establish advisory commissions or committees that may be composed of public officials and private individuals, to review and make recommendations on policies or programs that facilitate implementation of the General Plan. These commissions typically address such issue areas as parks and recreation, trails, libraries, public safety, community and architectural design, affordable housing, and emergency preparedness. The City Council may establish commissions or committees to address specific and focused issues. The Council may perpetuate or dissolve these commissions or committees as it sees fit.

Consistency with the General Plan

Proposals for development, whether initiated by a developer or the City, must be analyzed and tested for consistency with the goals, policies, and programs in every applicable element of the General Plan. This test of compliance is also a required criterion for determining significant impacts under the provisions of the California Environmental Quality Act (CEQA).

Charter City Status

Under the California constitution, cities are either general law cities or charter cities. General law cities must follow procedures set by state law and may only exercise powers granted to them by the state. Charter cities have full authority over their own mu-

nicipal affairs (such as financing public improvements or enacting local ordinances), although they remain subject to state law on matters of statewide importance (such as regulation of traffic and vehicles or exercising powers of eminent domain).

Rancho Mirage became a charter city in 1997. The City is able, therefore, to exercise broader powers to enact land use regulations than can general law cities. For example, as a charter city Rancho Mirage is not required to meet the state law that demands consistency between the General Plan and the Zoning Ordinance. Additionally, Rancho Mirage is not required to submit annual reports to the state on the status and implementation of its general plan. Rancho Mirage's status as a charter city provides it with greater control over its future development and administration.

CEQA Review of Consistency

The state *CEQA Guidelines* require that an initial study include "an examination of whether the project is compatible with existing zoning and plans." The CEQA Guidelines further stipulate that "a project will normally have a significant effect on the environment if it will conflict with adopted environmental plans and goals of the community where it is located." If a determination is made by the Planning Commission or the City Council that proposed future action is inconsistent with the General Plan, no further action shall be taken without the completion and processing of an EIR or other detailed analysis that would support a finding of overriding consideration.

Capital Improvement Programs

Rancho Mirage must also annually review its capital improvement program, as well as local public works projects of other local agencies, for consistency with the City's General Plan. Also, pursuant to Government Code Section 65401, all City departments and all other agencies whose jurisdiction falls under the City's jurisdiction (such as a school district) must submit a list of proposed projects to the City. The City is responsible for reviewing these projects for conformity with the General Plan.



Example of a well-planned commercial development.

Amending the General Plan

The General Plan is not static. Rather, it is a dynamic and multi-faceted document that defines and addresses the changing needs of the city. It is based on an ongoing assessment and understanding of existing and projected community needs. To assure that the General Plan is kept current, short-term programs and policies may be reviewed periodically to reflect compatibility with budgetary priorities and related program status. Long-term programs and implementation measures must also be given consideration to assure timely funding and development of critical infrastructure and public services and facilities.

Timing

Mandatory elements of the General Plan may be amended up to four times in each calendar year. The City Council or any citizen may initiate a General Plan amendment. It is left to the discretion of the local jurisdiction to establish an amendment schedule to be published one year in advance.

State law further requires that the Housing Element be reviewed and updated at least once every five to eight years.

Application Procedures

Applications to amend the General Plan are filed with the City's Planning Division, along with the appropriate fees. An amendment to the General Plan constitutes a project under CEQA and, therefore, must be evaluated for its environmental effects and consistency with other elements of the General Plan. Final approval of General Plan amendments is the responsibility of the City Council subject to satisfying the environmental requirements imposed by CEQA.

Exemptions

The state legislature has recognized that occasions arise that require the local jurisdiction to have some flexibility in amending the General Plan. As set forth in the California Government Code, the following are exempt from the General Plan amendment schedule.

Amendments to Optional Elements

- › Amendments requested and necessary for the development of a residential project, of which at least 25 percent of its units will be available to persons of low or moderate income (Section 65358(c))
- › Any amendment necessary to comply with a court decision in a case involving the legal adequacy of the general plan (Section 65358(d)(1))
- › Amendments to bring the General Plan into compliance with the regional [Airport Land Use Plan](#) (Section 65302.3)

Goals, Policies, and Programs

The effective implementation of the General Plan relies on the development and maintenance of City regulatory documents, including the Zoning Ordinance, specific plan requirements, the Subdivision Ordinance, and City rules for the implementation of CEQA. The General Plan itself is a living document with mandates for frequent review and refinement. Amendments to the Plan should be given careful consideration and not granted casually. The goal, policies, and programs in this introductory chapter will help assure the effective administration and implementation of all elements of the Rancho Mirage General Plan.

GOAL I 1

Comprehensive and integrated administration and implementation of all elements of the General Plan through consistent and effective policies and programs.

POLICY I 1.1

The City shall provide for the periodic revision and update of the General Plan and ensure that associated City ordinances, including the zoning and subdivision ordinances, are maintained in accordance with the General Plan.

POLICY I 1.2

The City shall examine and review, on an on-going basis, the long-term implications of General Plan policies and programs as they relate to the City's ability to provide public services and facilities.

PROGRAM I 1.2A

Conduct a periodic review of the General Plan that includes a report on interrelationships, impacts, or enhancements of the General Plan with regard to the City's ability to fund and provide public services and facilities.

POLICY I 1.3

The City shall ensure that properly filed development applications are processed in an expeditious and timely manner.

PROGRAM I 1.3A

Establish application processing procedures that assure expeditious and timely processing of land development applications, and consider establishing "fast tracking" procedures for priority proposals.

POLICY I 1.4

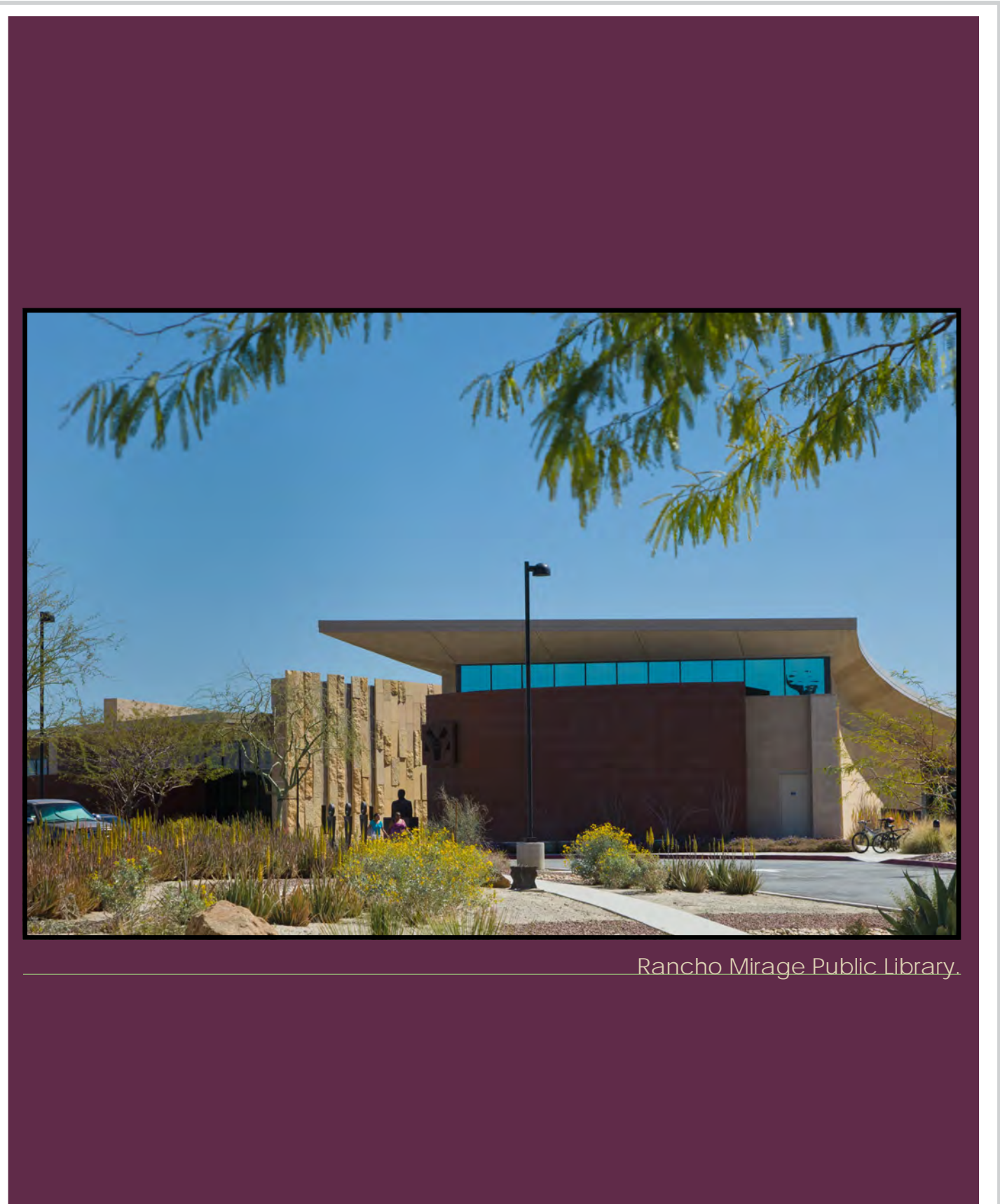
The City shall utilize master facility plans to address the City's recreation, drainage/flood control, infrastructure, utility management, traffic control, and other facility needs. Master facility plans should include plans for funding and schedules for phased implementation, which shall be incorporated into the City's capital improvement programs.

POLICY I 1.5

The City shall provide opportunities for review and comment on development proposals through public hearing notices sent to owners of property located within 500 feet of the development proposal site.

POLICY I 1.6

City projects shall comply with the same policies, procedures, and regulations required of the private sector.



Rancho Mirage Public Library.



2 Land Use

Purpose

The purpose of the Land Use Element is to provide a comprehensive plan of the general allocation and distribution of land uses throughout Rancho Mirage. The element also serves as a statement of the standards and targets for population density and building intensity. The Land Use Element identifies areas planned for residential, commercial, and public uses. It is the broadest of the elements and is the basis for coherent land use policy development.

California's land use planning priorities are defined in California Government Code 65041.1 as follows:

The state planning priorities, which are intended to promote equity, strengthen the economy, protect the environment, and promote public health and safety in the state, including in urban, suburban, and rural communities, shall be as follows:

(a) To promote infill development and equity by rehabilitating, maintaining, and improving existing infrastructure that supports infill development and appropriate reuse and redevelopment of previously developed, underutilized land that is presently served by transit, streets, water, sewer, and other essential services, particularly in underserved areas, and to preserving cultural and historic resources.

(b) To protect environmental and agricultural resources by protecting, preserving, and enhancing the state's most valuable natural resources, including working landscapes such as farm, range, and forest lands, natural lands such as wetlands, watersheds, wildlife habitats, and other wildlands, recreation lands such as parks, trails, greenbelts, and other open space, and landscapes with locally unique features and areas identified by the state as deserving special protection.

(c) To encourage efficient development patterns by ensuring that any infrastructure associated with development, other than infill development, supports new development that does all of the following:

(1) Uses land efficiently

(2) Is built adjacent to existing developed areas to the extent consistent with the priorities specified pursuant to subdivision (b)

(3) Is located in an area appropriately planned for growth

(4) Is served by adequate transportation and other essential utilities and services

(5) Minimizes ongoing costs to taxpayers

The process of developing the land use plan involves the analysis of existing land use patterns, current and future available public services and facilities, an understanding of the physical environmental constraints, opportunities for development, and consideration of the City's [vision](#).

Land Use Distribution

The Land Use Element and accompanying land use plan describe and designate the distribution of land uses by type, location, intensity, and extent of use. Uses to be considered include residential, commercial, open space, recreation, public buildings and facilities, and other categories of public and private land uses. The General Plan does not include provisions for industrial uses in Rancho Mirage. [Table 1](#) provides a description of the City's General Plan land use designations and [Table 2](#) provides the statistical summary of these land uses. [Exhibit 1](#) presents the City's [Land Use Map](#). After the tables and map, overall land use goals, policies and programs are presented. In addition, a discussion of each major land use category is presented, followed by related goals, policies, and programs.

The City of Rancho Mirage employs a "single-map" system of land uses. This means that the City's General Plan land use designations are the same as the City's zoning designations. The density and intensity standards expressed in the General Plan are the same as those expressed in the City's [Zoning Ordinance](#).



The land use plan provides generously for open space and recreation areas.

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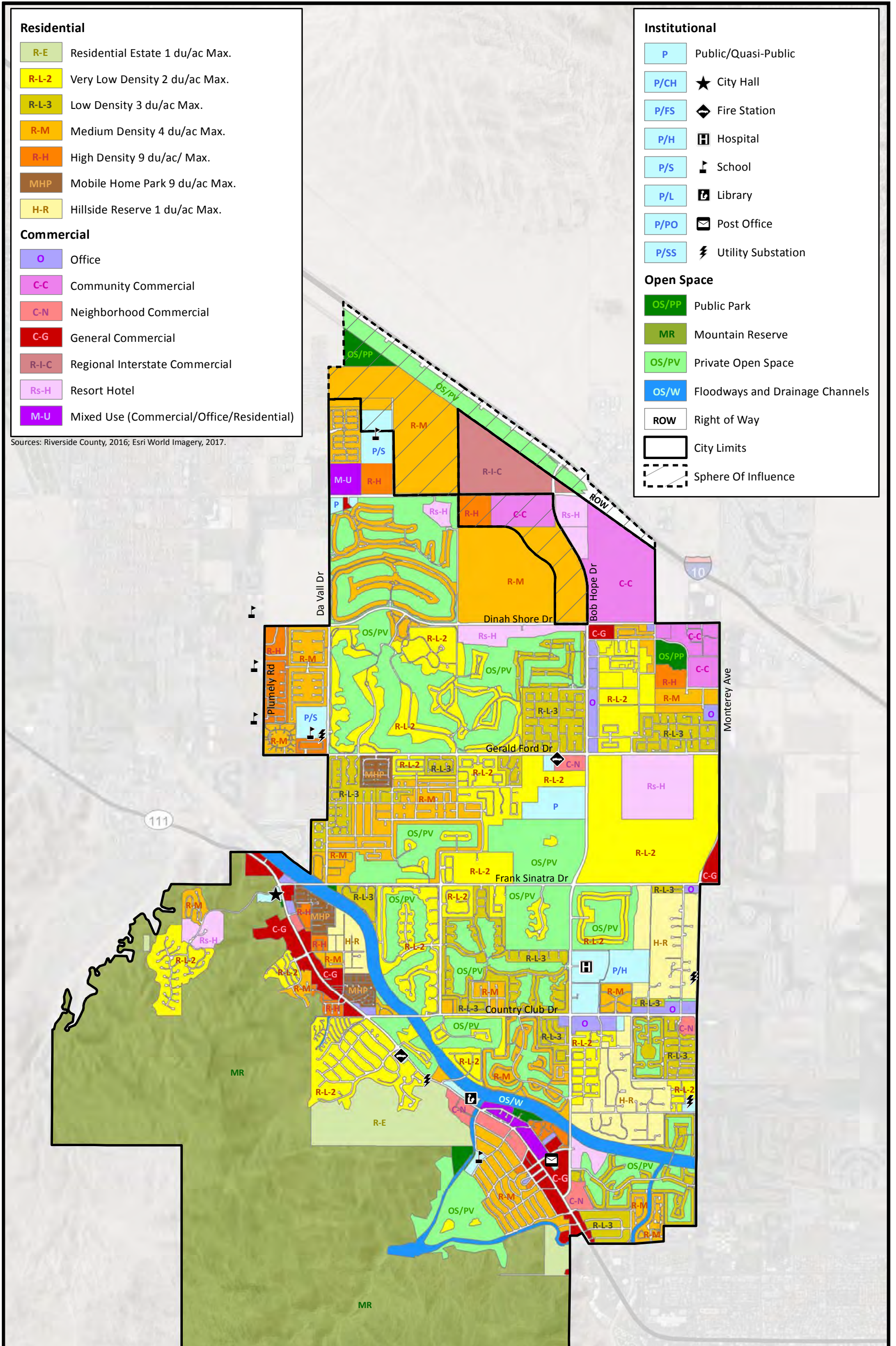


Exhibit 1 Land Use Map

TABLE 1 LAND USE DESIGNATIONS

| LAND USE DESIGNATION (DENSITY) | PURPOSE |
|---|--|
| Residential | |
| H-R Hillside Reserve (0-1 du/640 ac) | This designation provides for limited, single-family residential development on privately-owned property in hillside areas. It serves as an intermediate land use designation between open space lands and more intense residential uses. It precludes premature or inappropriate expansion of urban development. Development in this designation is restricted by topography/slope, drainage, and biological and visual resources. Development is restricted to a specific area on each lot with the balance preserved as open space. |
| R-E Residential Estates (0-1 du/ac) | This designation provides for single-family residential development on lots one acre or larger in size. This land use provides an intermediate density between more typical residential densities and open space lands. It provides lots sufficient in size for rural and estate development. |
| R-L-2 Very Low Density Residential (0-2 du/ac) | This density designation provides for single-family residential development typically on individual lots of about 0.5-acre. Planned residential developments are also an appropriate form under this designation. Lands with this designation may serve to buffer more dense residential development from estate residential uses. |
| R-L-3 Low Density Residential (0-3 du/ac) | This designation provides for moderately low-density development and Planned Residential Communities (PRD). It serves to transition between lower and more moderate (medium) residential densities. |
| R-M Medium Density Residential (0-4 du/ac) | Appropriate residential development under this designation includes single-family and PRDs. The intent of this designation is to encourage development of a wide variety of dwelling unit types in a planned environment. |
| R-H High Density Residential (5-9 du/ac) | This designation allows for smaller, single-family attached products and multi-family dwellings. It is most suitable for planned communities and affordable and senior housing where smaller units and higher densities may be appropriate. Duplex and multi-plex development is the most common and provides for PRDs of varying types, including apartments. Mobile home parks or subdivisions with PRD-type development may be allowed with the approval of a conditional use permit. |
| MHP Mobile Home Park (5-9 du/ac) | This designation is applied to mobile home parks and encourages PRDs. |
| Commercial | |
| C-N Neighborhood Commercial | This designation provides for neighborhood-scale shopping facilities, conveniently located near residential areas. These developments are typically anchored by supermarkets and drug stores. A wide range of other uses include banks, barber/beauty salons, dry cleaners, restaurants, service business, and other related activities. Typical sizes are 8 to 10 acres, providing approximately 80,000 to 100,000 square feet of gross, leasable floor area. |
| C-G General Commercial (0.35 FAR ¹) | This land use includes a wide variety of commercial centers, specialty retail shops, clothing and jewelry stores, and a variety of personal service businesses. Small department stores may also be appropriate under this designation. Development may range from freestanding retail buildings and restaurants to planned commercial centers. Hotels and motels may also be appropriate on these lands. |
| C-C Community Commercial (0.35 FAR ¹) | This designation provides for regional- or community-scale shopping centers and malls that may be anchored by several department stores or other large scale facilities as well as a variety of retail outlets, restaurant, and entertainment uses. Hotels and motels may also be appropriate on these lands. The community commercial center is intended to serve the entire community and the surrounding market area. |
| O Office (0.35 FAR ¹) | This designation permits a variety of professional establishments, including administrative, corporate, institutional, law, medical, financial, insurance, real estate, and government offices. Office uses may be combined with adjacent commercial uses. Less intense office uses may be compatible with medium and higher density residential developments. |

| LAND USE DESIGNATION (DENSITY) | PURPOSE |
|---|---|
| Commercial continued | |
| M-U Mixed Use (0.35 FAR ¹) | This designation recognizes the potential for thoughtfully planned, integrated commercial, office, and residential uses. Projects developed under this designation require a specific plan that typically include compatible design standards, and must demonstrate shared internal circulation and complementary and synergistic relationships amongst uses. |
| Rs-H Resort Hotel (0.25 FAR ¹) | This designation allows for the development of hotels and destination resorts with limited, ancillary commercial uses, such as spas, recreational facilities, restaurants, lounges, and small retail shops that directly support the primary use. |
| R-I-C Regional Interstate Commercial (0.50 FAR ¹) | This designation allows for a broad, flexible range of commercial and mixed uses in a planned, freeway-oriented business environment. Projects developed under this designation require a specific plan (with the exception of the area east of Bob Hope Drive), which typically include compatible design standards and must demonstrate shared internal circulation, and complimentary and synergistic relationships amongst uses. |
| SC-OL Special Corner Overlay | This designation is intended to be used in conjunction with any non-residential base designation at specified intersections. It provides for exceptionally designed commercial or office centers at key intersections where aesthetics and land use compatibility are of primary importance. |
| SP Specific Plan Overlay | This designation is used in conjunction with other underlying land use designations and requires the development of a specific plan. It is also appropriate as a means of processing large-scale community commercial and mixed-use development proposals. Specific plans provide detailed plans, concepts, and designs of large-scale or complex projects indicating the distribution, location, and intensity of proposed land uses. They also identify the required level and availability of public facilities and services as well as the economic viability of proposed developments. |
| Institutional Services + Facilities | |
| P Public/Quasi Public (0.35 FAR ¹) | This designation provides for governmental offices, cultural facilities, libraries, museums, schools, hospitals, floodways, police and fire stations, utility substations, as well as other public or quasi-public administrative offices or meeting spaces. |
| Open Space | This designation is assigned to lands that constitute important or valuable natural resources, such as parks, natural open spaces, and habitat areas. Golf courses, pool areas, and landscaped lands are defined as private open space. Open Space designations may also be used to define special resource areas or those that may pose threats or hazards to development. Lands important for their recreational, biological, or regional economic value may be assigned an open space designation. Examples of resource lands and hazards include liquefaction hazard areas, detention and retention basins, trails, and large habitat areas for biological resources. |
| Open Space | |
| OS/PP Public Parks | This designation is assigned to active recreation open space areas that are accessible by the general public, and that are generally owned and maintained by the City or other public entity. |
| OS/MR Mountain Reserve | This designation is assigned to public lands or property subject to conservation easements in the Santa Rosa Mountains. Uses are limited to recreational activities, such as hiking or equestrian and non-motorized bike trails and facilities consistent with the need to protect sensitive biological resources. Vehicular access is not permitted in this designation. |
| OS/PV Private Open Space | This designation is assigned to golf courses, lakes and water features, tennis courts, and other recreational facilities and landscaping that occur in PRDs. |
| OS/FW Floodways | This designation is assigned to natural or manmade floodways and drainage channels. |

¹FLOOR AREA RATIO (FAR) IS DEFINED AS THE GROSS FLOOR AREA PERMITTED ON A SITE DIVIDED BY THE AREA OF THE SITE, EXPRESSED IN DECIMALS OF ONE OR TWO PLACES. FOR EXAMPLE, AN FAR OF 0.35 INDICATES THAT A PROJECT LOCATED ON A 1-ACRE SITE (43,560 SQUARE FEET) COULD CONSTRUCT A BUILDING OF UP TO 15,246 SQUARE FEET (35% OF 43,560).

TABLE 2 STATISTICAL SUMMARY OF LAND USES AS OF JANUARY 2017

| LAND USE CATEGORY | TOTAL ACRES | | VACANT LANDS | |
|--|---------------|-------------|--------------|------------|
| | CITYWIDE | % OF TOTAL | ACRES | % OF TOTAL |
| H-R Hillside Reserve (1 du/640 ac) | 345 | 2% | 345 | 100% |
| R-E Residential Estates (0-1 du/ac) | 510 | 3% | 178 | 35% |
| R-L-2 Very Low Density Residential (0-2 du/ac) | 2,097 | 13% | 824 | 39% |
| R-L-3 Low Density Residential (0-3 du/ac) | 969 | 6% | 17 | 2% |
| R-M Medium Density Residential (0-4 du/ac) | 1,469 | 9% | 265 | 18% |
| R-H High Density Residential (5-9 du/ac) | 206 | 1% | 205 | 84% |
| MHP Mobile Home Park (5-9 du/ac) | 95 | <1% | 0 | 0% |
| Residential Subtotal | 5,691 | 35% | 1,834 | 32% |
| O Office | 121 | <1% | 75 | 62% |
| C-N Neighborhood Commercial | 103 | <1% | 29 | 28% |
| C-G General Commercial | 233 | 1% | 124 | 53% |
| C-C Community Commercial | 342 | 2% | 308 | 90% |
| Rs-H Resort Hotel | 387 | 2% | 240 | 62% |
| M-U Mixed Use (commercial/office/residential) | 71 | <1% | 52 | 73% |
| R-I-C Regional Interstate Commercial | 186 | 1% | 186 | 100% |
| Commercial and Office Subtotal | 1,443 | 9% | 1,014 | 70% |
| P/H Hospital | 132 | <1% | 37 | 28% |
| P Public/Quasi Public (Institutional) | 83 | <1% | 110 | 55% |
| P/CH City Hall | 9 | <1% | 0 | 0% |
| P/FS Fire Station | 4 | <1% | 0 | 0% |
| P/L Library | 10 | <1% | 0 | 0% |
| P/PO Post Office | 3 | <1% | 0 | 0% |
| P/S School | 83 | <1% | 0 | 0% |
| PU-SS Utility Substation | 9 | <1% | 0 | 0% |
| Institutional Subtotal | 333 | 2% | 146 | 44% |
| OS/PP Public Park | 55 | <1% | 29 | 53% |
| OS/MR Mountain Reserve | 5,175 | 32% | 0 | 0% |
| OS/PV Private Open Space | 2,128 | 13% | 3 | <1% |
| OS/FW Floodways and Drainage Channels | 332 | 2% | 0 | 0% |
| Open Space Subtotal | 7,690 | 47% | 32 | --- |
| Streets/Rights-of-way | 1,243 | 8% | --- | --- |
| Citywide Total | 16,400 | 100% | 3,026 | --- |
| Sphere of Influence Total ¹ | 958 | --- | --- | --- |

¹ SEE DISCUSSION OF SPHERE OF INFLUENCE. NUMBERS SUBJECT TO ROUNDING.

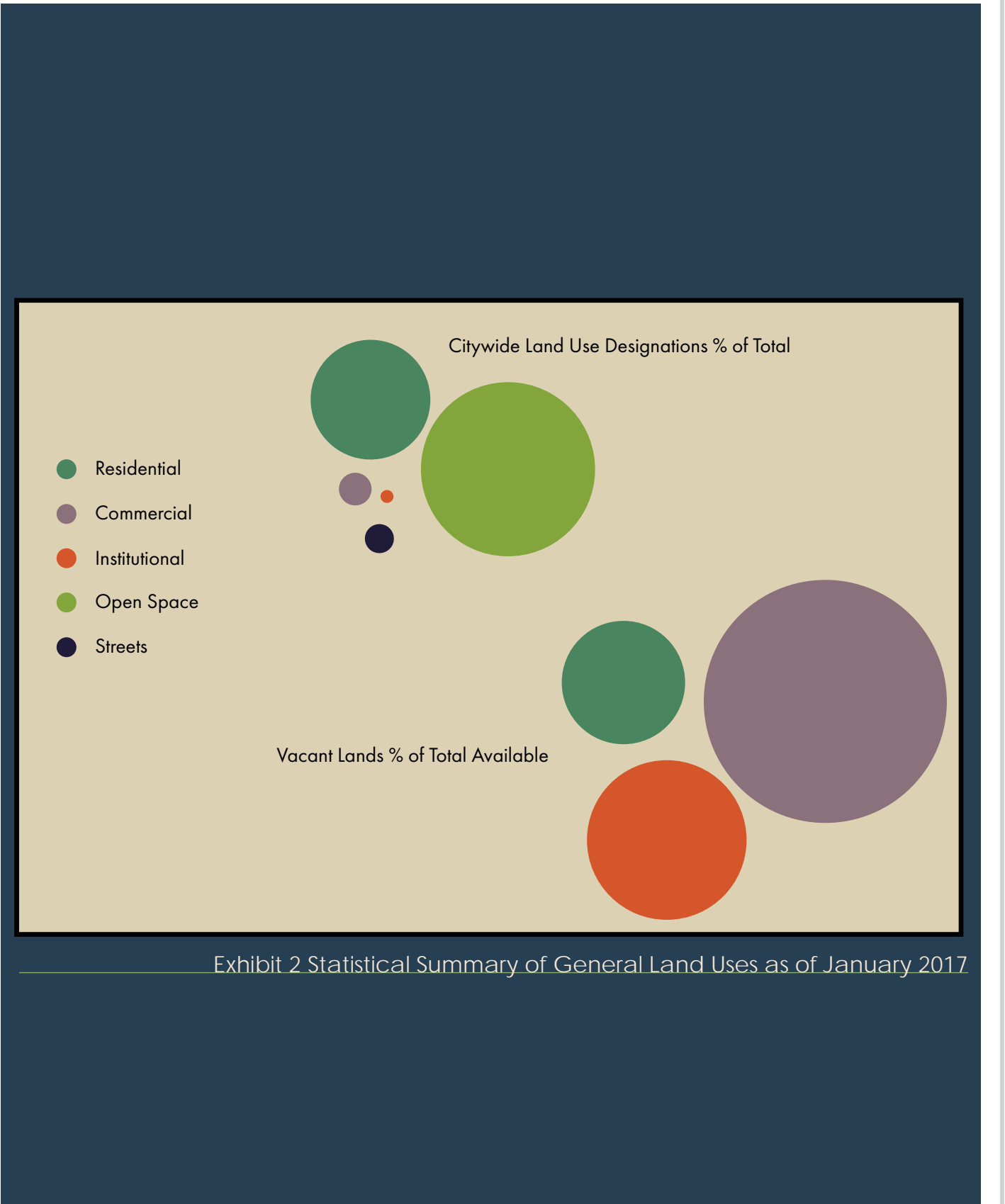


Exhibit 2 Statistical Summary of General Land Uses as of January 2017

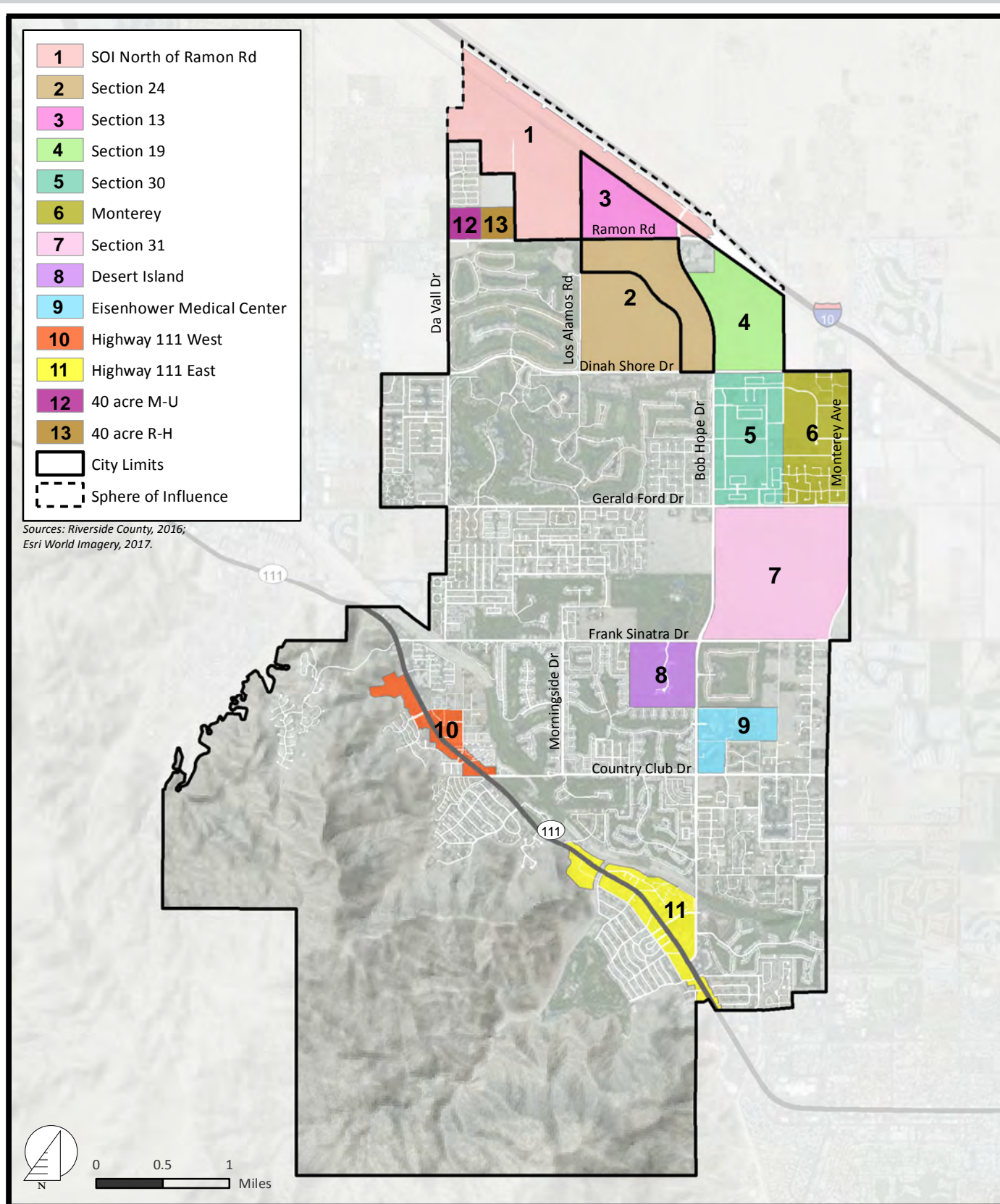


Exhibit 3. Specific Plan Areas in Rancho Mirage

Specific Plans and Planned Residential Developments

An important characteristic of land use in Rancho Mirage is the development of residential communities through Planned Residential Developments (PRD) and specific plans. The purpose of both is to promote development and amenities beyond those expected under conventional development. PRDs encourage well-conceived residential neighborhoods through creative and flexible planning. They allow for a mix of housing types that are unique in their physical characteristics and warrant special methods of residential development. PRDs also consolidate areas for structures and maximize common open space and recreation areas, while integrating access and private internal roadways. The portions of Rancho Mirage and the SOI targeted for specific plans are illustrated in Exhibit 3.

Like PRDs, specific plans seek to generate development of exceptional quality through flexible planning and design. Specific plans differ in that they are intended for larger, more complex projects that integrate a variety of residential and non-residential land uses. Specific plans can also permit uses, development standards, and density/intensity levels beyond those allowed in the City's Zoning Code. In return, specific plans require an applicant to demonstrate exceptional design quality and amenities, as well as a phased, cost-effective extension of infrastructure.

Regional Planning

Rancho Mirage is also represented by the Southern California Association of Governments (SCAG) metropolitan planning organization, which works to reduce regional vehicle miles traveled and greenhouse gas (GHG) emissions generated from passenger vehicles in accordance with Senate Bill (SB) 375.¹ SCAG adopted the 2016-2040 Regional Transportation Plan / Sustainable Communities Strategy (RTP/SCS) in 2016. The RTP/SCS is a long-range plan to balance future mobility and housing needs with economic, environmental, and public health goals. The RTP/SCS outlines growth strategies to integrate land use and transportation planning to reduce GHG emissions. This provides Rancho Mirage with guidance on how to help meet emission targets for the region set by the

¹ SB 375 requires the California Air Resources Board to set regional GHG emission targets for 2020 and 2035 to reduce GHG emissions from passenger vehicles.

California Air Resources Board (CARB), but allows Rancho Mirage to maintain authority over land use decisions.

Land Use Plan Buildout

The Rancho Mirage Land Use Map implements the City's vision to be an international destination resort and medical center in a spectacular natural setting. The Land Use Map also attempts to ensure long-term economic stability for Rancho Mirage, with first-class shopping, entertainment, cultural, and dining opportunities for residents and visitors.

Of Rancho Mirage's 15,172 existing dwelling units (estimated in 2016), approximately 8,583 were occupied by permanent residents. The remaining 6,589 dwelling units (43 percent of the collective sum) serve as second homes, vacation homes for part-time residents, or are vacant. The City's seasonal population increases during the fall/winter/spring months, and decreases during the summer period. The majority of seasonal or second home residences are located in Rancho Mirage's planned residential communities.

Sphere of Influence

Land use planning for Rancho Mirage does not stop at its boundaries. Unincorporated lands adjacent to Rancho Mirage's borders are identified by the Riverside County Local Agency Formation Commission as areas likely to be serviced or annexed by the City in the future. These lands are known as the City's SOI. The City does not have regulatory control over these lands, which generally occur north of Ramon Road, but it does have authority and responsibility to designate its preference for land use planning in this area of the county.

The City's SOI is shown in Exhibit 4. The SOI includes unincorporated lands south of I-10, east of Da Vall Drive, and west of the Los Alamos alignment in Section 13. The 2005 General Plan identified an SOI consisting of approximately 4,100 acres north of I-10, but this area was removed from Rancho Mirage's SOI in 2008 through Resolution No. 2008-24.

Projected City Population

The General Plan provides for a base range of residential densities from one dwelling unit per acre (du/ac) up to nine du/ac in six residential land use designations. This does not include specific plans that may offer additional densities, the Mixed Use designation that also allows integrated residential development, or the Hillside Reserve designation that offers minimal residential development potential. Within the Rancho Mirage boundaries, the majority of the area is developed as single-family residential dwelling units in private, PRDs and standard subdivisions. The 2004 permanent population in Rancho Mirage was about 13,700, and has increased to an estimated 18,295² as of January 1, 2017.

Rancho Mirage’s average household size was about 1.96 in 2004, and data gathered from the state of California Department of Finance (DOF) indicates that this number has decreased slightly as of 2017, with an estimated average household size of 1.94 persons. Based upon the total number of acres in each residential land use zone (Exhibit 4), and their corresponding densities as shown in the Land Use Map, Rancho Mirage has a potential to accommodate a maximum of approximately 4,783 dwelling units on 1,834 acres in current city boundaries. Using an average household size of 1.96 persons, Rancho Mirage’s maximum population could reach approximately 25,573.

The City’s SOI offers the potential for up to an additional 2,307 homes and 4,475 future residents on 527 acres of residential land. For a more detailed discussion of Rancho Mirage’s household and demographic composition, please see the General Plan Program EIR and EIR Addendum.

Projected Employment

The labor market in the greater Coachella Valley has rebounded sharply since 2011, with more than 13,000 jobs created from 2012 to 2016. In 2016, 4,500 new jobs were added to total non-farm employment in the greater Coachella Valley region, a gain of 3.8 percent. The largest gains by sector are in tourism, healthcare, and construction. Tourism, principally served by recreation and hospital-

² Population data obtained from “Population Estimates for Cities, Counties, and State with annual percent change - January 1, 2016 and 2017,” publically available online from the DOF website

| LU DESIGNATION | TOTAL LAND | VACANT LAND | MAX PROBABLE INTENSITY FACTOR | ESTIMATED MAX # OF NEW DU | AVERAGE PERSONS/HOUSEHOLD | ESTIMATED MAX # OF NEW RESIDENTS |
|------------------------------------|--------------|--------------|-------------------------------|---------------------------|---------------------------|----------------------------------|
| H-R Hillside Reserve | 345 | 345 | 1 du/640 ac | 0.5 | 1.94 | 1 |
| R-E Residential Estates | 511 | 178 | 1 du/ac | 178 | 1.94 | 345 |
| R-L-2 Very Low Density Residential | 2,094 | 824 | 2 du/ac | 1,648 | 1.94 | 3,197 |
| R-L-3 Low Density Residential | 969 | 17 | 3 du/ac | 51 | 1.94 | 99 |
| R-M Medium Density Residential | 1,469 | 265 | 4 du/ac | 1,060 | 1.94 | 2,056 |
| R-H High Density Residential | 206 | 205 | 9 du/ac | 1,845 | 1.94 | 3,579 |
| MHP Mobile Home Park | 95 | 0 | 9 du/ac | 0 | 1.94 | 0 |
| Total | 5,690 | 1,834 | | 4,783 | | 9,278 |

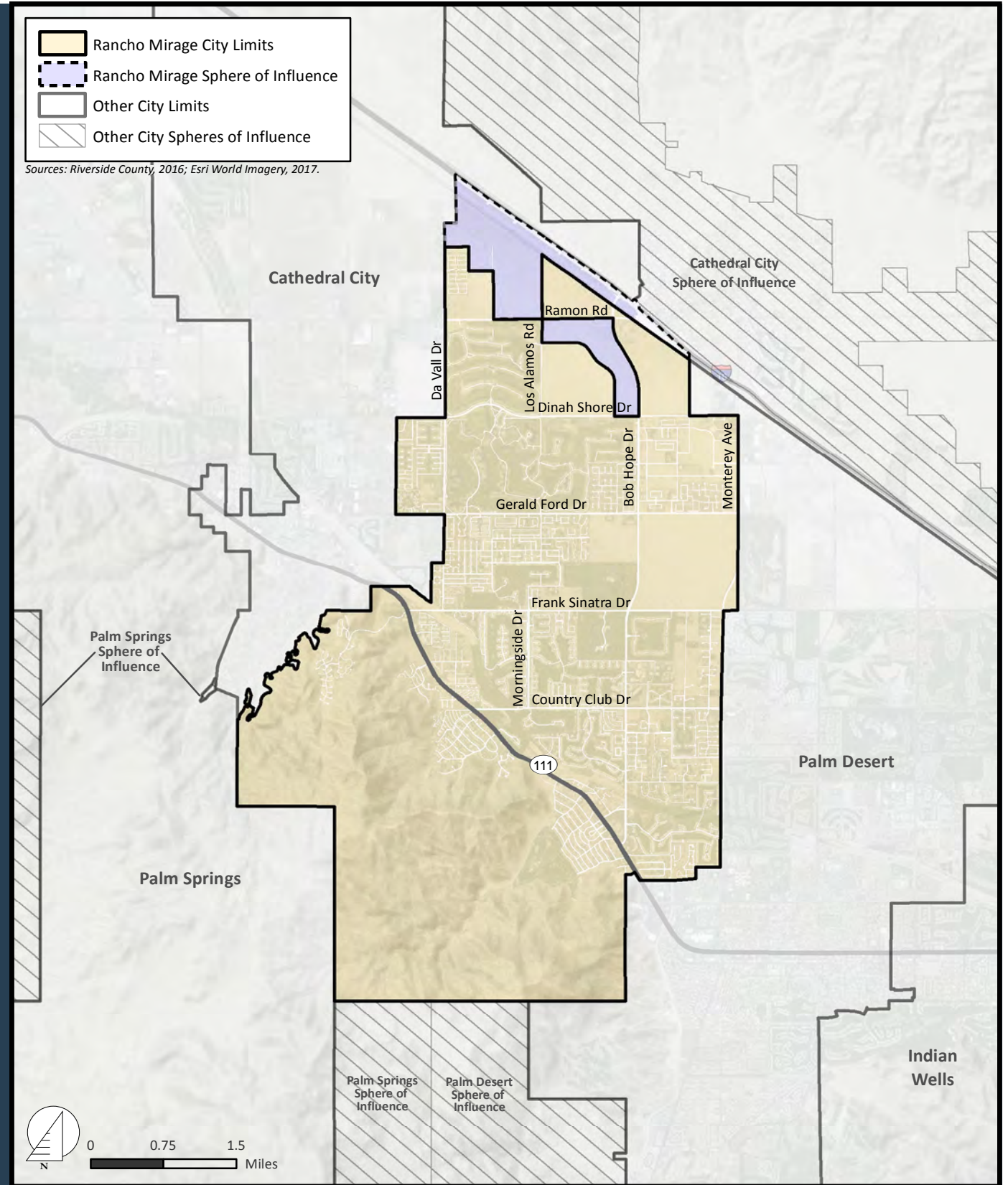


Exhibit 4 Rancho Mirage Sphere of Influence

TABLE 3 POTENTIAL EMPLOYEES BASED ON ESTIMATED FUTURE COMMERCIAL DEVELOPMENT

| LU DESIGNATION | TOTAL LAND (AC) | VACANT LAND (AC) | DEVELOPED LAND (AC) | MAXIMUM LOT COVERAGE | PROBABLE INTENSITY FACTOR (SF/EE)* | ESTIMATED NUMBER OF CURRENT EMPLOYEES* | ESTIMATED NUMBER OF NEW EMPLOYEES* |
|---|-----------------|------------------|---------------------|---|------------------------------------|--|------------------------------------|
| City Boundaries | | | | | | | |
| C-N | 103 | 29 | 74 | | 30% | 500 | 758 |
| C-G | 234 | 124 | 110 | | 35% | 500 | 3,781 |
| C-C | 92 | 58 | 34 | | 35% | 500 | 1,768 |
| O | 121 | 75 | 46 | | 35% | 300 | 2,056 |
| M-U | 71 | 52 | 19 | | 35% | 500 | 1,586 |
| Rs-H | 369 | 222 | 147 | | 25% | 500 | 4,835 |
| R-I-C | 186 | 186 | 0 | | 35% | 500 | 5,672 |
| Total | 1,176 | 747 | 430 | | | 12,444 | 22,027 |
| SECTION 19 SPECIFIC PLAN | | | | | | | |
| Specific Plan Non-Residential | 269 | 269 | 0 | 3,096,500 sf of non-residential land uses | | 500 | 6,193 |
| Total | 269 | 269 | 0 | | | 0 | 6,193 |
| Citywide Total | 1,436 | 1,006 | 430 | | | 12,444 | 27,947 |
| Sphere of Influence (Section 24 Specific Plan) | | | | | | | |
| Specific Plan Non-Residential | 158 | 158 | 0 | 3,138,600 sf of non-residential land uses | | 500 | 6,277 |
| Total | 158 | 158 | 0 | | | 0 | 6,277 |
| City + Sphere | | | | | | | |
| Total | 1,603 | 1,173 | 430 | | | 12,444 | 34,497 |

ity industries and a portion of the retail sector, represents the largest economic sector of the local economy.

As an international destination resort and medical and health center, Rancho Mirage is positioned to support current trends in job growth related to the hospitality and healthcare industries.

Table 3 shows that within city boundaries the Land Use Map provides for a total of 615 acres of commercial uses (Neighborhood Commercial, General Commercial, Community Commercial, and Regional Interstate Commercial), including 71 acres for mixed-use development. Another 121 acres are designated for office uses, and 369 acres are identified for resort hotel uses. The Section 19 Specific Plan proposes an additional 269 acres of land that can support non-residen-

tial uses. Table 3 also shows that based on the amount of vacant and therefore developable land in each land use category, combined with probable intensity factors (floor area ratios), non-residential land use designation (office, retail, and hotel) development estimated by the Land Use Map could generate approximately 34,497 jobs in Rancho Mirage. The SOI (Section 24 Specific Plan) offers the potential for up to an additional 6,277 employees based on 3,138,600 square feet of non-residential land uses.

Agua Caliente Band of Cahuilla Indians

Land Use Contract

The City of Rancho Mirage forged a formal Land Use Contract with the Agua Caliente Band of Cahuilla Indians (Tribe) on June 22, 1998. This Land Use Contract (Contract) identifies the powers and authority of the City and Tribe over allotted trust lands in the Agua Caliente Indian Reservation boundaries. The Contract is in effect for a term of 50 years but may be terminated earlier upon 30 days' notice by either party. This Contract does not cover lands held exclusively in the tribal trust. In the boundaries of the tribal reservation, there are approximately 742 acres of trust lands that intersect with the corporate boundary of Rancho Mirage and approximately 871 acres of trust lands in the City's SOI. Additionally, there are hundreds of acres of tribal fee lands that are owned by non-members and are regulated in exactly the same manner as lands located outside of the Reservation boundaries, even though they are within the historical boundary of the Tribe's reservation. A map of these lands can be seen in Exhibit 5.

Land Use Controls

The Contract states that although the Tribe retains ultimate authority over its Allotted Trust Lands, the Tribe prefers to coordinate its land use actions with those of the City and surrounding communities as a means of promoting the orderly and expeditious development of trust lands. The Contract also acknowledges the City's wish to provide a high level of public services and safety to all residents within its corporate boundaries. To accomplish these goals, the Tribe has enacted its own ordinance that adopts the City's land use controls (including those that regulate general and specific plans, zoning, variances, conditional use permits, subdivisions, building and utility codes, permits and standards, environmental review, and related matters). The Tribal ordinance applies those controls to the Allotted Trust Lands in the City's boundaries. The Tribe has appointed the City as its agent to enforce these land use controls. In essence, the Contract seeks to guarantee that the City will enforce the same development standards and procedures for all lands within the City's boundary, both Allotted Trust Lands and non-reservation lands. (An exception is included on the reg-

ulation of offsite, outdoor advertising displays on allotted trust lands, which are regulated by Tribal Ordinance No. 13).

The Contract states that the Tribe does not recognize the SOI. However, regarding those lands in the SOI, the Contract provides that the Tribe and the City will undertake a joint planning effort to assure the coordinated development of Allotted Trust Lands and non-Reservation lands within the SOI.

Fees and Dedications

The Contract authorizes the City to collect and retain all fees that provide direct compensation to the City for its actual costs in carrying out its duties as the Tribe's agent. The Contract also allows the City to enforce and collect development fees, defined as a monetary exaction, other than a tax or special assessment, charged by the City to an applicant in connection with approval of a development project for the purpose of defraying the costs of public services and community amenities related to the development project. In addition, the Contract allows the City to require land dedications that directly benefit a project or directly mitigates project impacts.

California Environmental Quality Act

In many instances, development on the lands in the reservation will be required to comply with CEQA. Specifically, any future development that requires discretionary City approval will be subject to CEQA. For example, development on the allotted trust lands subject to the City land use controls pursuant to the Contract and that requires the City to issue a development permit (or any entitlements), must comply with CEQA. In the absence of the need for local action (such as development on those lands held in trust for the Tribe and not subject to the City's land use controls), it is likely that CEQA will not be triggered.

Tribal Land Use and Ownership

IN THE LATE 1800's, THE UNITED STATES GOVERNMENT ESTABLISHED THE RESERVATION FOR THE AGUA CALIENTE BAND OF CAHUILLA INDIANS (TRIBE). THE RESERVATION COVERED EVEN-NUMBERED SECTIONS THROUGHOUT THREE TOWNSHIPS WITHIN THE WESTERN COACHELLA VALLEY. THE RESERVATION INITIALLY COVERED OVER 30,000 ACRES AND WAS OWNED EXCLUSIVELY BY THE TRIBE. ALTHOUGH ALL RESERVATION LAND BEGAN AS TRIBAL TRUST LAND, SOME HAS BEEN ALLOTTED TO BECOME ALLOTTED TRUST LAND, AND SOME ALLOTTED TRUST LAND HAS BEEN SOLD TO BECOME FEE LAND.

Tribal Trust Lands

THE UNITED STATES HOLDS TITLE TO THESE LANDS IN TRUST FOR THE TRIBE AS A WHOLE, RATHER THAN FOR ANY INDIVIDUAL. THE TRIBE RETAINS SOVEREIGN AUTHORITY OVER THE USE AND REGULATION OF THESE LANDS.

Allotted Trust Lands

THESE LANDS ARE FORMER TRIBAL TRUST LANDS, THE TITLE OF WHICH IS NOW HELD BY THE UNITED STATES FOR ONE OR MORE INDIVIDUAL MEMBERS OF THE TRIBE (ALLOTTEES), RATHER THAN FOR THE TRIBE AS A WHOLE. THE TRIBE RETAINS SOVEREIGN AUTHORITY OVER THEIR USES AND REGULATION, BUT THE LANDS MAY BE SUBJECT TO THE SAME DEVELOPMENT STANDARDS AND REQUIREMENTS AS LAND OWNED BY NON-INDIANS (PER LAND USE AGREEMENTS BETWEEN THE TRIBE AND LOCAL GOVERNMENTS). WITH THE CONSENT OF THE BUREAU OF INDIAN AFFAIRS, U.S. DEPARTMENT OF THE INTERIOR, AN ALLOTTEE CAN SELL OR LEASE SUCH LANDS. IF SOLD TO A NON-INDIAN, A PARCEL OF ALLOTTED TRUST LAND BECOMES A PARCEL OF FEE LAND.

Fee Lands

THESE LANDS ARE FORMER ALLOTTED TRUST LANDS THAT HAVE BEEN SOLD TO A NON-INDIAN OR INDIAN BUYER, WHO THEN HOLDS FEE TITLE TO THE LAND. ALTHOUGH THE FEE LANDS REMAIN WITHIN THE HISTORICAL BOUNDARIES OF THE RESERVATION, THEY CAN BE OWNED BY ANYONE.

THE TRIBE HAS REVIEWED THIS SECTION AND EXPRESSED NO OBJECTIONS TO ITS CONTENT.

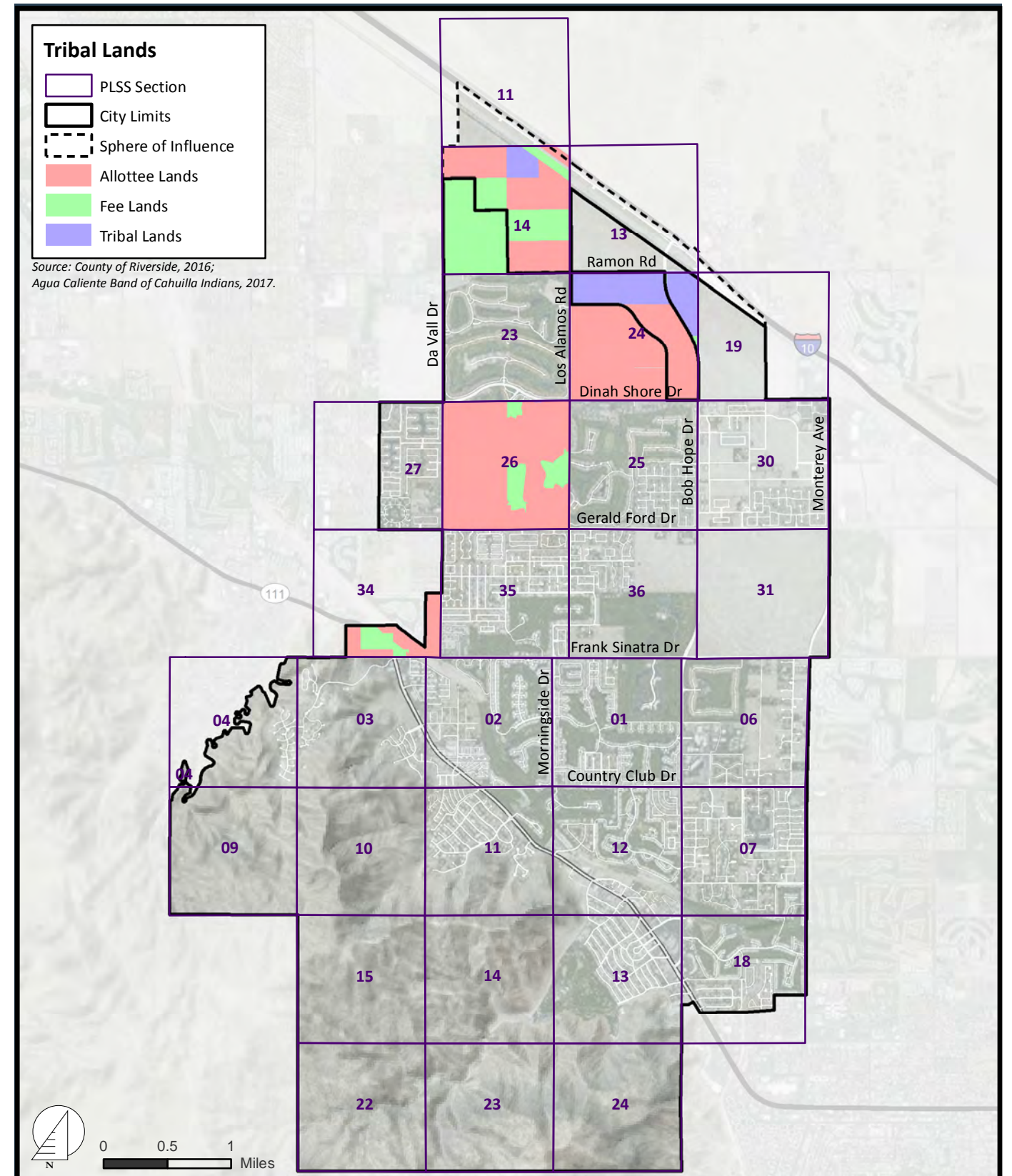


Exhibit 5 Tribal Lands

Land Use Goals, Policies, and Programs

Citywide Land Uses

The overall balance of land uses in Rancho Mirage must work toward meeting the City's desire to be an international destination resort center that offers residents and visitors amenities of a modern community while preserving the unique desert environment. To ensure high-quality development that logically integrates into the existing public infrastructure systems, the City's preferred development pattern has been and will continue to be that of low-density residential and high-quality commercial land uses, implemented through specific plans, PRDs, and site plan reviews. The City also encourages infill development in those areas that have substantially developed prior to encouraging development in outlying areas. Infill along the Highway 111 corridor continues to be a priority. Rancho Mirage is rapidly building out and there remains limited opportunity for development. Therefore, the City should take action to ensure that remaining development is of the highest quality.

GOAL LU 1

A resort residential community of desirable neighborhoods, a variety of community facilities, and high-quality development.

GOAL LU 2

A balanced mix of functionally integrated land uses, meeting the general social and economic needs of the community through simplified, compatible, and consistent land use and zoning designations.

POLICY LU 2.1

Specific plans shall be required, where appropriate, to ensure new development achieves high-quality building, design, and development standards and provides amenities above those expected in conventional development.

POLICY LU 2.2

Specific plans shall be utilized, where appropriate, to assure the phased, logical and cost-effective extension of infrastructure and build-out of new development.

POLICY LU 2.3

Specific plans shall be updated periodically to reflect existing land use conditions, to modernize land use trends, to review boundaries, and to ensure that the long-term goals of the General Plan are being met through implementation of said specific plans.

POLICY LU 2.4

Infill development shall be encouraged by prioritizing capital improvements in the developed areas of Rancho Mirage.

POLICY LU 2.5

The City shall ensure adequate visibility and accessibility for commercial development while preserving the scenic view sheds from adjoining properties and public rights-of-way.

POLICY LU 2.6

The City shall ensure privacy and safety for residential neighborhoods by providing adequate buffering and screening, particularly where neighborhoods adjoin or are integrated with commercial developments.

POLICY LU 2.7

The Economic Development Division shall actively pursue opportunities to attract high-quality retail commercial establishments and resort hotels in Rancho Mirage.



Example of single-family production unit development in Rancho Mirage.

PROGRAM LU 2.7A

Promote the development potential of vacant lands in the City by providing far-reaching marketing materials and promotional programs to the development community.

PROGRAM LU 2.7B

Provide the development community with maps and other information showing the locations of all available and planned infrastructure.

POLICY LU 2.8

The City shall maintain a cooperative planning process with appropriate jurisdictions, including the County of Riverside and the Agua Caliente Band of Cahuilla Indians, assuring an effective advisory role regarding any and all development and land use planning issues proposed in or near Rancho Mirage and the SOI.



Example of single-family residence with low-profile roof.

POLICY LU 2.9

The City shall incorporate land use and transportation concepts described in the SCAG's RTP/SCS into land use and transportation planning design.

Residential Land Uses

Background

Rancho Mirage has evolved primarily as a residential resort community. A struggling economy during the late 2000s and early 2010s resulted in a substantial slowdown in citywide growth. The economy has rebounded somewhat in recent years, which has led to an increasing amount of development. According to the 2010 census, Rancho Mirage had approximately 15,172 dwelling units, of which 12,956 were detached and attached single-family units, and about 1,730 were multi-family units. The city also had 477 mobile homes.

The prevalence of single-family residential development has helped establish the low-density character of the city. This pattern has provided residents with open space and recreation opportunities on their own individual lots or in planned communities. PRDs are the prevailing residential development type in the city, and they also preserve these low densities by transferring development rights to specific areas and dedicating large regions to community open space and recreational uses, critical for the promotion of healthy living throughout the community. The careful planning of residential developments has been important in assuring and maintaining the high-quality character of the city.

Affordable Housing

The City is required by law, as are all other municipalities in the state of California, to assure the provision and availability of decent housing and a suitable living environment for all economic segments of the community, with special attention to very low, low, and moderate income groups. For additional information addressing these and other related issues of the community associated with housing stock, please refer to "4 Housing"

RESIDENTIAL LAND USE GOALS, POLICIES, AND PROGRAMS

GOAL LU 3

The preservation and enhancement of the predominantly low-density, high-quality residential character of Rancho Mirage.

POLICY LU 3.1

Areas of existing residential development and surrounding vacant lands shall be planned in a manner that preserves neighborhood character and assures a consistent and compatible residential land use pattern.

PROGRAM LU 3.1A

Assign and periodically review residential land use designations to assure that related General Plan goals, including preservation of low-density neighborhoods, are met.

PROGRAM LU 3.1B

Consistently apply the City's discretionary powers and development review process to assure that subdivision and development plans are compatible with existing residential areas.

POLICY LU 3.2

Density transfers (the transfer of allowable dwelling units from one area of land to another) may occur in planned residential developments in conjunction with the provision of common area amenities and open space. Golf courses, greenbelts, pool areas, and other open space uses incorporated into these developments shall be designated as Open Space areas to assure their preservation as such.

POLICY LU 3.3

The City shall consider the issues of slope disturbance, development area and lot coverage, view preservation, revegetation, compatibility, public safety, and access when assessing potential residential developments.

POLICY LU 3.4

Lower income housing shall be dispersed where feasible, appropriate, and compatible with surrounding land uses.

Commercial Land Uses

Background

Rancho Mirage has seen the evolution of its commercial land from small-scale retail and service providers located along Highway 111 to community-scale centers serving a broad market area and typified by The River and the Monterey Marketplace. As the community has continued to grow, neighborhood shopping centers have developed to serve the city's residents.

The overwhelming success of The River, a valleywide destination for upscale shopping, entertainment, and dining, enhances opportunities for additional high-quality development along Highway 111. Most commercial development along the Highway 111 corridor has been regulated by the [Highway 111 East Specific Plan](#) and the [Highway 111 West Specific Plan](#). Adopted in the early 1990s, these plans set forth the types and intensities of land uses that are permitted and include design standards and guidelines to regulate development. As with the General Plan, the specific plans should be comprehensively reviewed from time to time to ensure relevance and consistency with the City's overarching goals.

The performance of Monterey Marketplace has also allowed the City to tap the market access provided by I-10. Commercial development is thriving at the Monterey Avenue/I-10 interchange and with the completion of the Bob Hope Drive/I-10 interchange, this area of the city is primed for similar success. The City annexed 193 acres of freeway oriented land south of

I-10 and west of Bob Hope Drive in 2012, land which is zoned R-I-C (Regional Interstate Commercial). It will add significantly to the city's economic base once developed.

Another of the city's important commercial strengths is the destination resort hotel market. As of 2017, Rancho Mirage is home to three major resort hotels: the Westin Mission Hills, the Omni Rancho Las Palmas Resort and Spa, and the Ritz Carlton Rancho Mirage. The city also has three business hotels: the Holiday Inn and Suites, the Hilton Garden Inn, and the Motel 6 Rancho Mirage. Transient occupancy tax (also termed "bed tax") is generated by the city's hotels and is an important component of the City's general fund operating revenues. In early 2015, the City Council approved the development of a new resort spa along Highway 111, just south of City Hall and Cancer Survivor Park. Upon completion, tourists and visitors will have yet another opportunity to experience the tranquil beauty of Rancho Mirage.

One of the top sales tax generators for the City is Indigo Auto Group's Desert European Motorcars. The auto industry prides itself on innovation in technology and design, and that same ideology has been translated to the physical development of Desert European Motorcar's seven-acre campus along Highway 111. The design of the Audi showroom was a clear departure from the traditional architectural style along Highway 111, but has proven to be an asset along the corridor. Not only can each new project enhance the aesthetics of Highway 111, it can also encourage the development of other unique, commercial properties along this corridor.

Office development will continue to be an area of importance for the City, which has gained a reputation as a preferred business address, attracting professionals from all sectors. The City office market also benefits from the location of Eisenhower Medical Center, which supports a wide range of medical professionals with offices elsewhere in the community.

Because full buildout of the City is approaching, the General Plan identifies new areas that hold commercial promise. The General Plan recognizes existing commercial land uses, as well as vacant lands appropriate for commercial development.

The Plan provides seven commercial land use designations, allowing the development of general, neighborhood, and community commercial, as well as professional office, and resort hotels. As previously mentioned, the R-I-C zone was added to the previous list of commercial uses in 2012 as part a 193-acre annexation just south of I-10, and adds to the collective sum of developable commercial lands in the city. The General Plan also establishes a specific plan overlay that can be used to provide control and coordination of commercial development, providing detailed design and analysis of complex projects, indicating the location and intensity of proposed uses.

Rancho Mirage's geographic location in the center of the Coachella Valley provides commercial opportunities in the highly competitive Coachella Valley market. The thoughtful location, distribution, and assigned intensity of commercial development is expected to provide residents with a wide range of choices and services, while greatly enhancing the City's economic base.



Indigo Motor Group, Rancho Mirage.

Commercial Growth Potential

The General Plan provides substantial additional lands for future commercial development. These include lands in existing commercial developments and lands where development has yet to occur. Each of the commercial land use designations and their development potential in approximate gross leasable square feet are provided in [Table 4](#).

Of the 1,435 acres of commercial and office designated lands in the city, as shown on the [Land Use Plan](#) and in [Table 3](#), approximately 1,006 (70 percent) were vacant in 2016. The Community Commercial category makes up the largest block of undeveloped commercial land (308 acres [58 acres outside and 250 in the [Section 19 Specific Plan](#)]), with Resort Hotel (222 acres) and Regional Interstate Commercial (186 acres) composing the next largest blocks of vacant land.

TABLE 4 COMMERCIAL LAND USE DEVELOPMENT POTENTIAL

| COMMERCIAL DESIGNATION | TOTAL ACRES (VACANT LAND) | MAXIMUM LOT COVERAGE | ESTIMATED SQUARE FOOTAGE |
|--------------------------|---------------------------|----------------------|--------------------------|
| City Boundary | | | |
| C-N | 29 | 30% | 378,972 |
| C-G | 124 | 35% | 1,890,504 |
| C-C | 58 | 35% | 884,268 |
| O | 75 | 35% | 1,143,450 |
| M-U | 52 | 35% | 792,792 |
| Rs-H | 222 | 25% | 2,417,580 |
| R-I-C | 186 | 35% | 2,835,756 |
| Section 19 Specific Plan | 269 | | 3,096,500 |
| Total | 1,006 | | 13,439,822 |
| Sphere of Influence | | | |
| Section 24 Specific Plan | 1,015 | | 3,138,600 |
| City + SOI | 1,173 | | 16,578,422 |

COMMERCIAL LAND USE GOALS, POLICIES, AND PROGRAMS

GOAL LU 4

High-quality commercial land uses conveniently and appropriately distributed throughout Rancho Mirage, to meet the community's current and future needs and to take full advantage of emerging development and economic opportunities.

POLICY LU 4.1

The City shall designate sufficient lands to provide revenue to the City and a full range of commercial services to the community and surrounding areas for present and future years.

PROGRAM LU 4.1A

Periodically review the Land Use Plan to assure sufficient lands are designated for commercial uses to support the needs of the community and surrounding areas in a manner consistent with economic opportunities and the resort residential character of the community.

POLICY LU 4.2

The City shall pursue high-quality retail uses along Highway 111, in the [Specific Plan for Section 19](#), and in other areas of Rancho Mirage.

PROGRAM LU 4.2A

Make market information available to developers and realtors that identifies Rancho Mirage's service needs, potential sites suitable for those commercial goods and services, and any advantages and/or incentives for locating in Rancho Mirage.

POLICY LU 4.3

Lot consolidation and integrated development planning along the Highway 111 corridor shall be encouraged to reduce fragmentation and facilitate infill development.

Institutional Land Uses

The provision of adequate levels of public facilities and services is one of the principal concerns or functions of local government. Governmental facilities such as City Hall and fire stations fall under the Institutional land use designation on the Land Use Plan. The Institutional designation also allows for schools, hospitals, and other medical facilities, utility facilities, public parks, museums, libraries, and other cultural facilities.

The Sunnylands Visitor Center, which lies just north of Sunnylands, was approved in 2008, and site improvements were completed in 2010, but tours of the property did not begin until 2012. The visitor center educates the public on a variety of topics, including architecture, desert landscaping, various art forms, and the history of Sunnylands. Both Sunnylands and the visitor center are recognized globally and are important cultural resources to Rancho Mirage.

The Rancho Mirage Public Library continues to be recognized regionally and nationally for its outstanding public relations efforts, and is a true staple of the community, attracting visitors from all over the Coachella Valley and beyond. Construction of an observatory on City-owned land adjacent to the library began in early 2017. The addition of this unique facility will further distinguish Rancho Mirage as a leader in the development of culturally significant resources in the region.

Additional undeveloped land is available adjacent to the library for future institutional uses, one of which may be a gallery to house and showcase the various collections that have been donated over the years.

The extent and intensity of various land uses determines the level of public services and facilities needed to support them. Residential, commercial, and office development each generate specific demands for public services and facilities. The planned, logical extension of urban areas cannot occur without careful planning for the provision of additional institutional uses and facilities.

The City has the essential responsibility to cooperate and coordinate with the appropriate agencies to assure that lands are available for such uses.

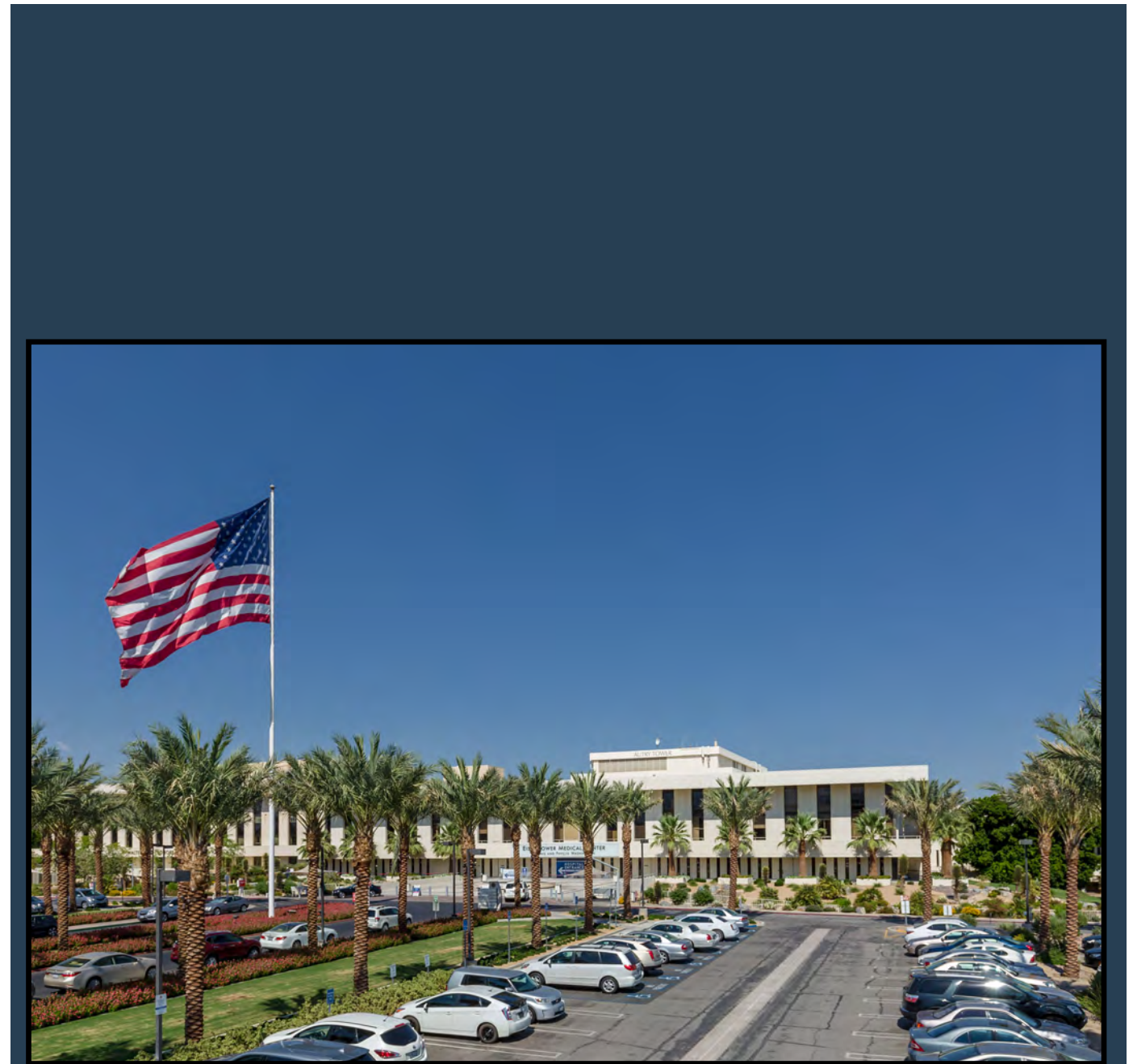
INSTITUTIONAL LAND USE GOALS, POLICIES, AND PROGRAMS

GOAL LU 5

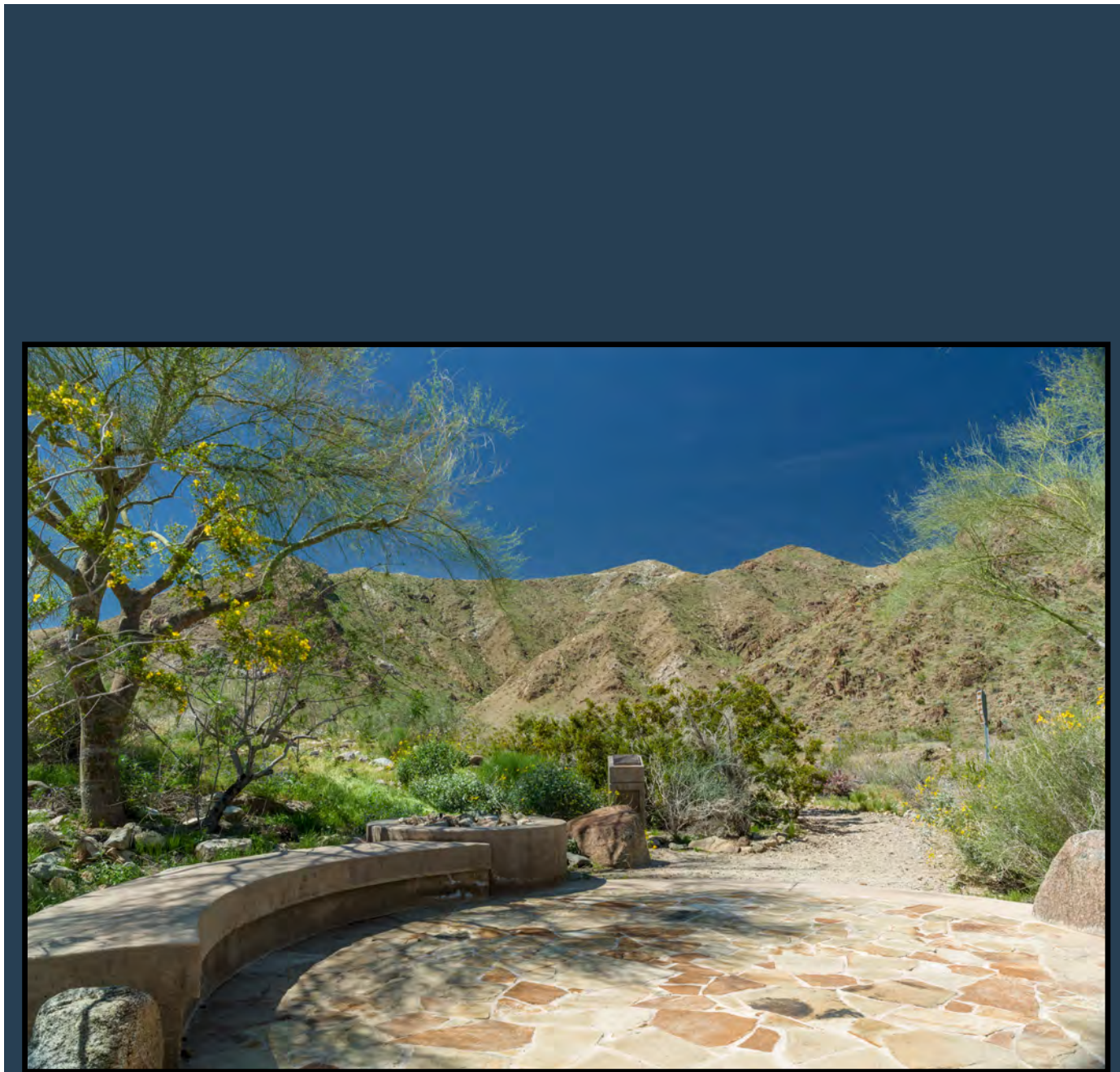
Institutional uses that are efficiently located to serve the community and are compatible with surrounding land uses.

POLICY LU 5.1

Institutional uses and facilities shall be developed in a manner that assures adequate levels of service, while remaining compatible with existing and future land uses.



The nationally recognized Eisenhower Medical Center in Rancho Mirage.



Blixeth Mountain Park.

Open Space Land Uses

Open space provides relief from urban congestion and creates opportunities for recreational activities, settings for public activities, places to gather in natural environments, and protection of natural resources. One way to ensure the development or preservation of open space is through its designation on the [Land Use Map](#).

Open space areas in Rancho Mirage include lands designated for the preservation of natural resources (plant and animal communities), desert washes, mineral deposits, parks and recreational facilities, and areas where the presence or existence of hazardous conditions have prohibited development.

PRDs are the dominant residential land use in Rancho Mirage. Many benefit from the transfer of development rights or permitted densities onto smaller areas, with the remainder dedicated to open space and recreation facilities, including pools, tennis courts, golf courses, and passive landscaped open space areas. These areas are required to remain as open space for the life of the development and are not available for further residential or other non-open space uses.

There are four types of open space categories in the Land Use Plan. These include open space for public parks (OS/PP), private golf courses and common open space areas (OS/PV), publicly owned mountainous reserves (OS/MR) and floodways/washes/channels (OS/FW). Each of these is discussed in more detail in the [Conservation and Open Space Element](#). Below are policies and programs that will assist the City in implementing the Land Use Element and the Conservation and Open Space Element.

OPEN SPACE LAND USE GOALS, POLICIES, AND PROGRAMS

GOAL LU 6

The conservation of open space areas that protect environmental resources, guard against environmental hazards, provide recreational opportunities, and enhance the aesthetic character of Rancho Mirage.

GOAL LU 7

A land use pattern that preserves Rancho Mirage's resort residential atmosphere, including scenic resources such as hillside and mountain vistas, waterways, and native desert communities.

POLICY LU 7.1

The City shall protect and identify lands suitable and appropriate for preservation as open space areas.

PROGRAM LU 7.1A

Review and update the [Land Use Plan](#) and information on the various types of open space and conservation lands in the community on an ongoing basis.

PROGRAM LU 7.1B

Evaluate development proposals in order to identify their potential impacts upon, and compatibility with, designated open space and conservation lands.

PROGRAM LU 7.1C

Encourage the development of a public park in the north-west corner of the City’s SOI. The park will serve as an entry feature to Rancho Mirage.

POLICY LU 7.2

The City shall confer and coordinate with U.S. Bureau of Land Management, California Department of Fish and Wildlife (CDFW), and other local agencies to map and periodically update information on the various open space lands and facilities in the City, its SOI, and the immediate vicinity.

POLICY LU 7.3

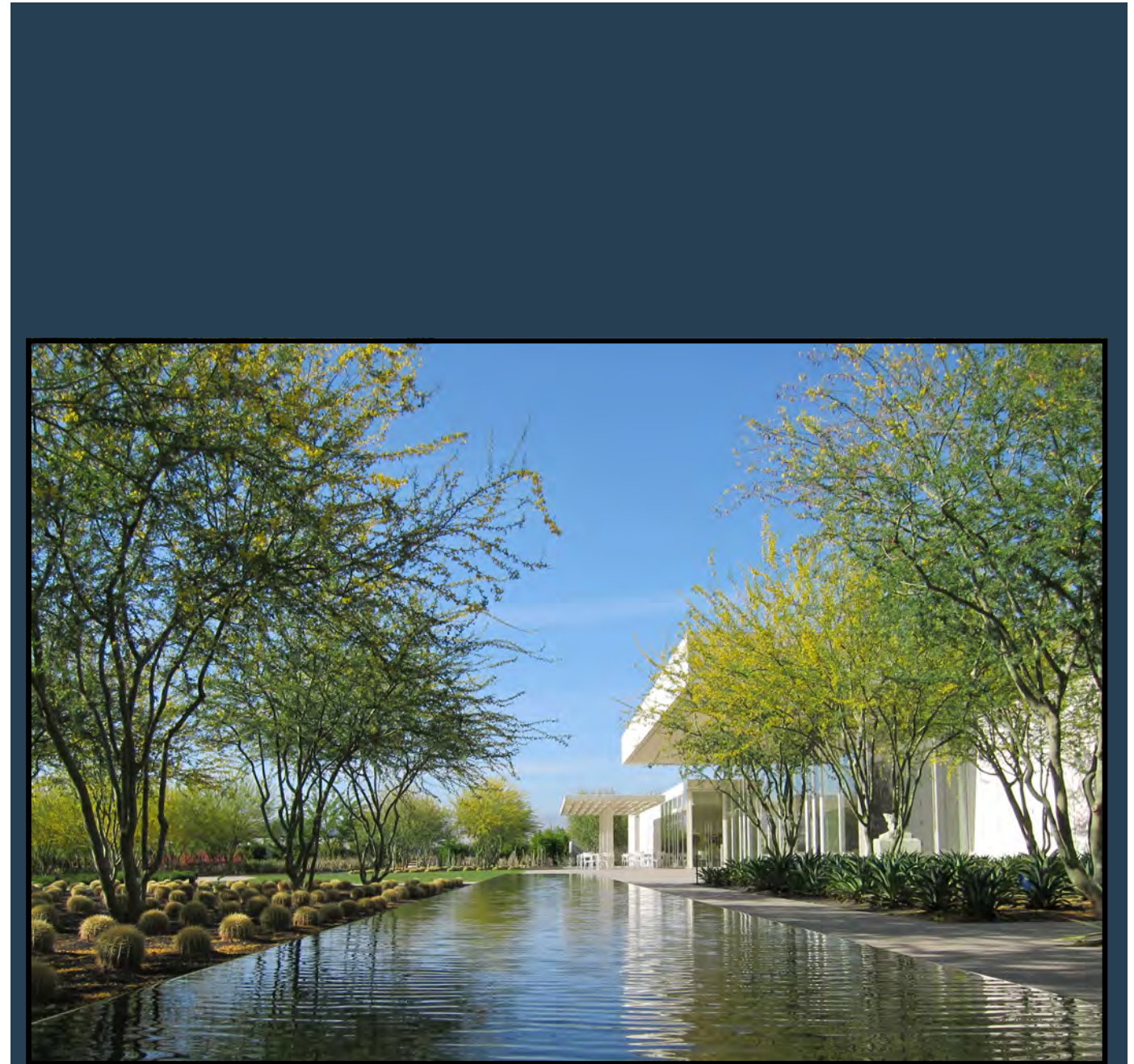
The City shall maintain a Development Code that encourages the provision and preservation of open space areas through flexible development standards.

PROGRAM LU 7.3A

Adopt and implement flexible development policies, standards, and guidelines that encourage quality open space amenities in new residential subdivisions and planned developments. These policies, standards and guidelines shall be incorporated into the [City Development Code](#) and other appropriate regulatory documents.

PROGRAM LU 7.3B

Adopt amendments to the City’s comprehensive grading ordinance that protect hillsides and other open space and natural resource conservation areas and reflect sensitivity to topographic and scenic qualities, wildlife resources, water or mineral resources, and air quality.



Sunnylands Center and Gardens.



3 Circulation

Purpose

To protect Rancho Mirage's character as a premier residential resort community, careful planning of the roadway network is essential. As Rancho Mirage's road system nears its capacity for handling traffic in a safe and efficient manner, the potential for delays and the risk of traffic accidents increases. To preserve Rancho Mirage's unique character while providing the safest and most efficient roadway system possible, the Circulation Element documents the current status of Rancho Mirage's road system, identifies problems, and proposes solutions. The Circulation Element also analyzes future traffic impacts on Rancho Mirage caused by growth in the city and region. The purpose of the Circulation Element is to develop an efficient, cost-effective, and comprehensive transportation management strategy consistent with regional plans and local needs to maintain and improve mobility.

Background

The Circulation Element has been developed as a comprehensive transportation management strategy based upon an analysis of existing conditions in Rancho Mirage and future development set forth by the General Plan Land Use Plan (see "2 Land Use"). The types and intensities of land uses in Rancho Mirage will predictably influence the types and volume of vehicles traveling the city's roads. The Circulation Element provides specific policy guidance and implementation programs that address existing and future traffic conditions and are designed to maintain and improve the performance of the circulation system.

The Circulation Element is also the result of coordination with the Regional Transportation Plan (RTP) and regional agencies, including the California Department of Transportation (Caltrans), the Coachella Valley Association of Governments (CVAG), the Southern California Association of Governments (SCAG), the Riverside County Transportation Commission (RCTC), and the Sunline Transit Authority. Federal and state transportation planning must also be coordinated with local planning.

Other elements of the General Plan affect and are affected by the policies and programs contained in the Circulation Element. For example, the Air Quality Element seeks to minimize pollution generated by vehicle emissions, which increases when roadway congestion increases travel times and decreases vehicle speeds. Maintenance of adequate traffic flows, prevention of traffic congestion caused by inadequate or failing roadways, and enhanced vehicle efficiencies will help preserve air quality in the community and improve circulation. Additionally, Ramon Road and Monterey Avenue are part of the Riverside County Congestion Management Program (CMP) system. The City must therefore maintain a level-of-service (LOS) E on these roadways to preserve gas tax funding (see [Performance Criteria](#) for a discussion on LOS standards)

Circulation Plan

The City's Circulation Roadway Plan is described in what follows in this Circulation Element. The Roadway Plan describes the approach for implementing the Circulation Element's goals and policies, as well as the location and extent of circulation facilities and services.

Roadway Classifications

Based upon existing and projected traffic demands generated by buildout of the General Plan, each major roadway has been assigned a specific design classification. The need for and appropriateness of each classification is based upon future traffic volumes and overall community design goals set forth in the General Plan. Each of the classifications corresponds with the street cross-sections illustrated in [Exhibit 6](#). Refinements may be required when securing rights-of-way and constructing improvements at specific locations, especially intersections.

There are five categories in the Rancho Mirage roadway hierarchy, ranging from higher capacity major arterials to lower ca-

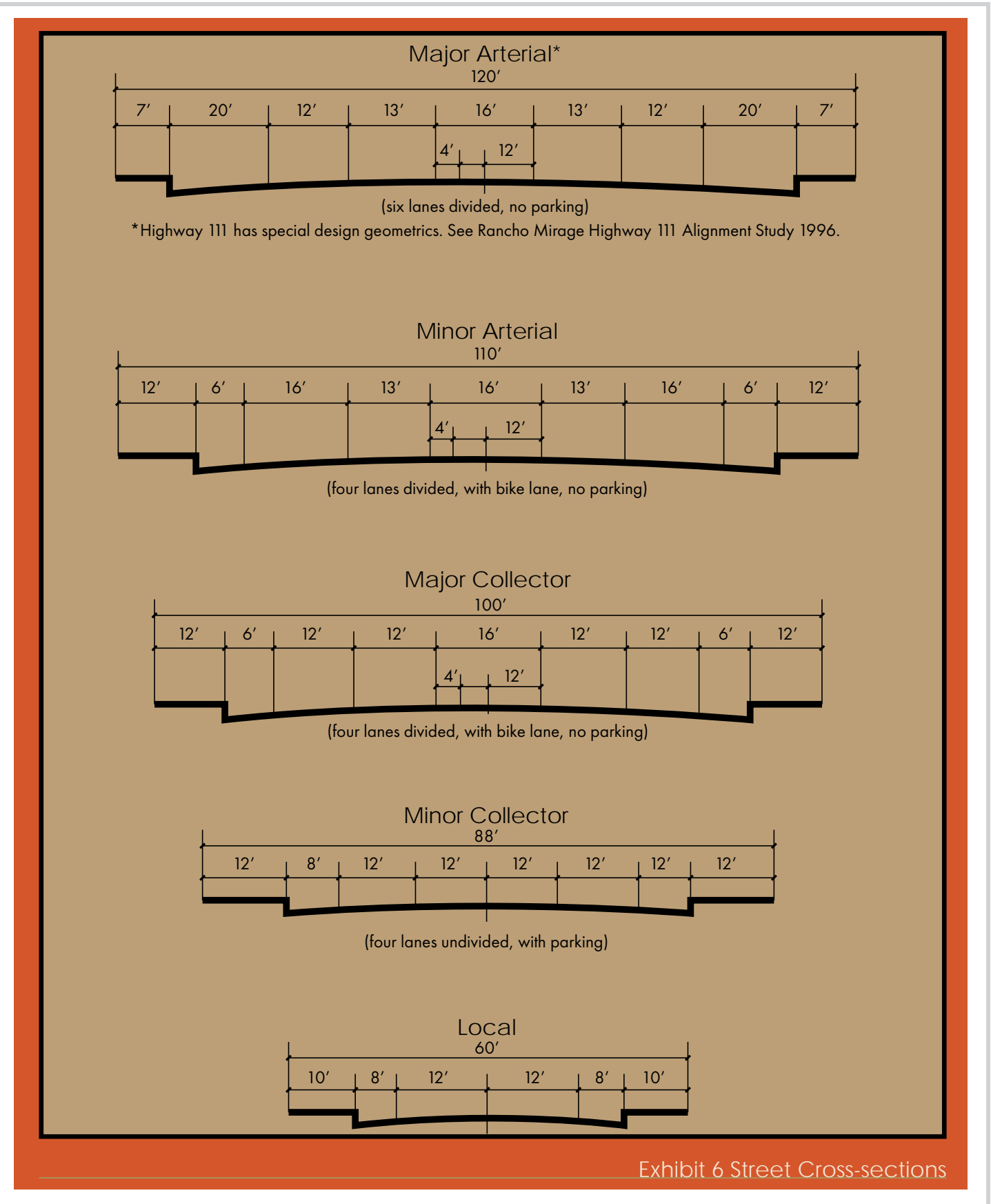
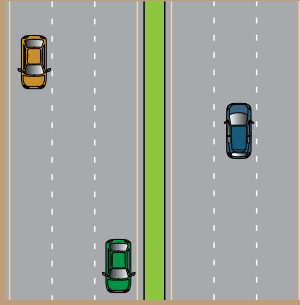


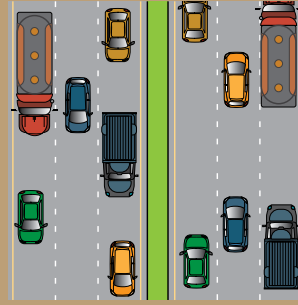
Exhibit 6 Street Cross-sections

Level of Service



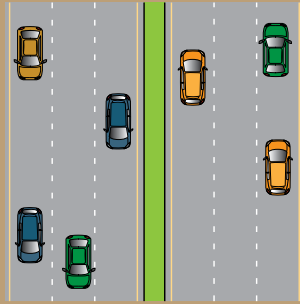
Level of Service A

Free flow, individual vehicles are virtually unaffected by the presence of others in the traffic stream.



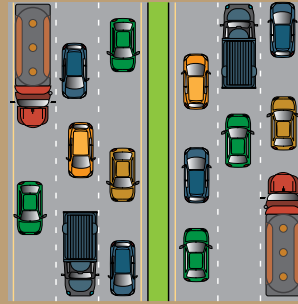
Level of Service D

Below average or fair operating conditions with only minor delays experienced by motorists.



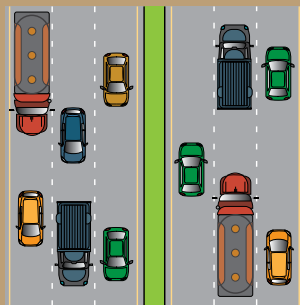
Level of Service B

Stable flow, but the presence of other vehicles in the traffic stream begins to be noticeable. Freedom to select desired speed is relatively unaffected, but there is a slight decline in the freedom to maneuver.



Level of Service E

At or near the level of capacity. Speeds are reduced to a low, but relatively uniform level.



Level of Service C

Stable flow, but operation of individual vehicles becomes significantly affected by other vehicles in the traffic stream.



Level of Service F

Highly congested traffic conditions where traffic volumes exceed the capacities of the streets, sidewalks, etc.

Exhibit 7 Level of Service Categories and Descriptions

capacity collector and local streets. These categories are pictured in Exhibit 6 and described below.

Major Arterial

A six-lane divided roadway with a typical right-of-way width of 120 feet and a curb-to-curb pavement width of approximately 106 feet, major arterials generally carry high traffic volumes and are main thoroughfares through Rancho Mirage. Monterey Avenue north of Country Club Drive is an example of a major arterial.

Minor Arterial

A four-lane divided roadway with a typical right-of-way width of 110 feet and a curb-to-curb pavement width of approximately 86 feet, these arterials typically carry traffic along the perimeters of major developments, but are also used as through streets. Gerald Ford Drive is an example of a minor arterial.

Major Collector

A four-lane divided roadway with a typical right-of-way width of 100 feet and a curb-to-curb pavement width of approximately 76 feet, the major collector's function is to distribute traffic between local streets and arterials. Although some collectors serve as through routes, their primary function is to provide access to surrounding land uses. Morningside Drive is an example of a major collector.

Minor Collector

A four-lane undivided roadway with a typical right-of-way width of 88 feet and a curb-to-curb pavement width of approximately 64 feet, the minor collector's function is to distribute traffic between local streets and arterials. While no roadways are currently classified as a minor collector, this classification may be used for future roadways.

Local

This category of roadway is designed to provide access to individual parcels of land. Local streets consist of two lanes with a typical right-of-way width of 60 feet and a pavement width of 40 feet. Examples of local streets are Sunny Lane and Sahara Road.

The cross-sections for typical roadway classifications are pictured in Exhibit 6, but actual cross-sections may vary somewhat from the indicated measurement standards. In order to provide maximum capacity, as well as right-of-way protection for landscaping, bike lanes, and future roadway improvements, the typical roadway cross-sections are recommended as future minimums.

Regional Roadways

Two regional routes serve Rancho Mirage: State Highway 111 and I-10. Highway 111 extends from its juncture with I-10, several miles west of Palm Springs and southeast to Brawley, in the Imperial Valley. I-10 connects the Los Angeles region with Arizona and other cities and states to the east. These two important roadways provide regional and interstate connections for Rancho Mirage and the Coachella Valley. Finally, the Mid-Valley Parkway provides an additional intra-regional arterial that extends from Highway 111 at Chino Canyon, southeast to Cook Street. Each of these regional facilities is briefly discussed below.

U.S. Interstate 10

In the vicinity of Rancho Mirage, I-10 is built as an eight-lane divided freeway accessed from diamond intersections spaced a minimum of one mile apart. I-10 provides essential inter-city and inter-regional access and is a critical part of the local road network, moving people and goods into and out of the Coachella Valley. Direct city access to I-10 is currently provided through the Monterey Avenue and Bob Hope Drive interchanges.

State Highway 111

While still maintaining its state highway status, this roadway has become more important as an intra-regional connector serving the local cities. In Rancho Mirage, Highway 111 has been improved to its ultimate six-lane divided design standard. The full buildout of Highway 111 throughout the Coachella Valley is expected to be reached in the next few years. Highway 111 was previously under the management jurisdiction of Caltrans, but the City has now assumed this responsibility within Rancho Mirage.

Mid-Valley Parkway

In Rancho Mirage, the Mid-Valley Parkway extends east from Plumley Road along Dinah Shore Drive to Bob Hope Drive. It then pro-

ceeds south to Gerald Ford Drive, where it continues east to Monterey Avenue. The Mid-Valley Parkway was conceived by CVAG to provide an additional intercity, high-capacity connector to better link the cities of the upper Coachella Valley and further unify the market area.

Performance Criteria

Evaluating the ability of the circulation system to serve the desired future land uses requires establishing suitable "performance criteria. These are the means by which future traffic volumes are compared to future capacity to evaluate the adequacy of the circulation system.

Level-of-Service

The available and utilized capacity of a roadway is typically characterized as "level-of-service" (LOS). LOS is a qualitative measurement used to describe the flow of traffic on a given street. A range of designations, "A" through "F," are used to characterize roadway operating conditions and serve as a measure of automobile delay. LOS A represents the best (free flow) conditions and LOS F indicates the worst (system failure). Level-of-service can also be represented as volume to capacity ratios, or vehicle demand divided by roadway capacity. Therefore, as the ratio approaches 1.00 the roadway approaches LOS F. Table 5 describes the quality of traffic flow associated with each level-of-service and Exhibit 7 provides a general illustration of each level-of-service.

To improve roadway capacity, the City can employ a variety of roadway design techniques. Added travel and turning lanes increase capacity, as do the inclusion of raised medians and restricted access on a roadway. Raised medians increase roadway capacity by reducing the number of vehicle conflict points and improving traffic flows. Restricted access avoids loss of capacity caused by interruptions and disruptions to traffic flow from vehicles coming onto or leaving the roadway.

Acceptable Level-of-Service

In recent years, traffic engineers and transportation planners have attempted to bridge the gap between the provision of ideal roadway operating conditions and the cost of infrastructure necessary to assure those conditions. While LOS C has long been considered the

desirable and optimal level of traffic volume on any given roadway, it represents a standard that is progressively more difficult and less cost-effective to achieve in urban areas. For peak operating periods, LOS D or a maximum volume to capacity ratio of 0.90 is now considered the generally acceptable service level.

The County of Riverside maintains a CMP to monitor and improve the County's regional network of roadways. For CMP streets or highways, the County accepts LOS E. If any CMP roadway falls below this standard, the City must go through a procedure to prepare a "deficiency plan" or risk losing a portion of the gasoline taxes it receives for road purposes from the state. Ramon Road and Monterey Avenue are a part of the CMP system. Where a LOS of E or worse exists along roadway segments and intersections along these CMP roadways, the City will attempt to take every reasonable measure to improve operating conditions.



Wide boulevards facilitate traffic flow.

TABLE 5 LEVEL-OF-SERVICE DESCRIPTIONS

| LEVEL OF SERVICE | QUALITY OF TRAFFIC FLOW | SIGNALIZED INTERSECTION DELAY | V/C RATIO |
|------------------|--|-------------------------------|------------|
| A | Low volumes, high speed; speed not restricted by other vehicles | 0-10 seconds | 0.00-0.60 |
| B | Operating speeds beginning to be affected by other traffic. Some drivers may begin to feel restricted by other vehicles. Operating speeds and maneuverability closely controlled by other traffic; recommended ideal design standard. | 10-20 seconds | 0.61-0.70 |
| C | Occasionally drivers may have to wait through more than one red signal. Most drivers feel somewhat restricted but not objectionably so. | 20-35 seconds | 0.71-0.80 |
| D | Tolerable operating speeds; often used as a design standard in urban areas. Increasing restriction at intersection, but no excessive backups. Drivers frequently have to wait through more than one red signal. This level is the lower limit of acceptable operation to most drivers. | 35-55 seconds | 0.81-0.90 |
| E | All drivers wait through more than one red signal. At 100% capacity (V/C=1.0), it theoretically represents the most vehicles that a particular intersection can accommodate. | 55-80 seconds | 0.91-1.00 |
| F | System failure characterized by long queues of traffic, unstable flows, long stops. Traffic volume and speed can drop to zero and will be less than the volume that occurs at LOS E. | 80 seconds and up | Above 1.00 |

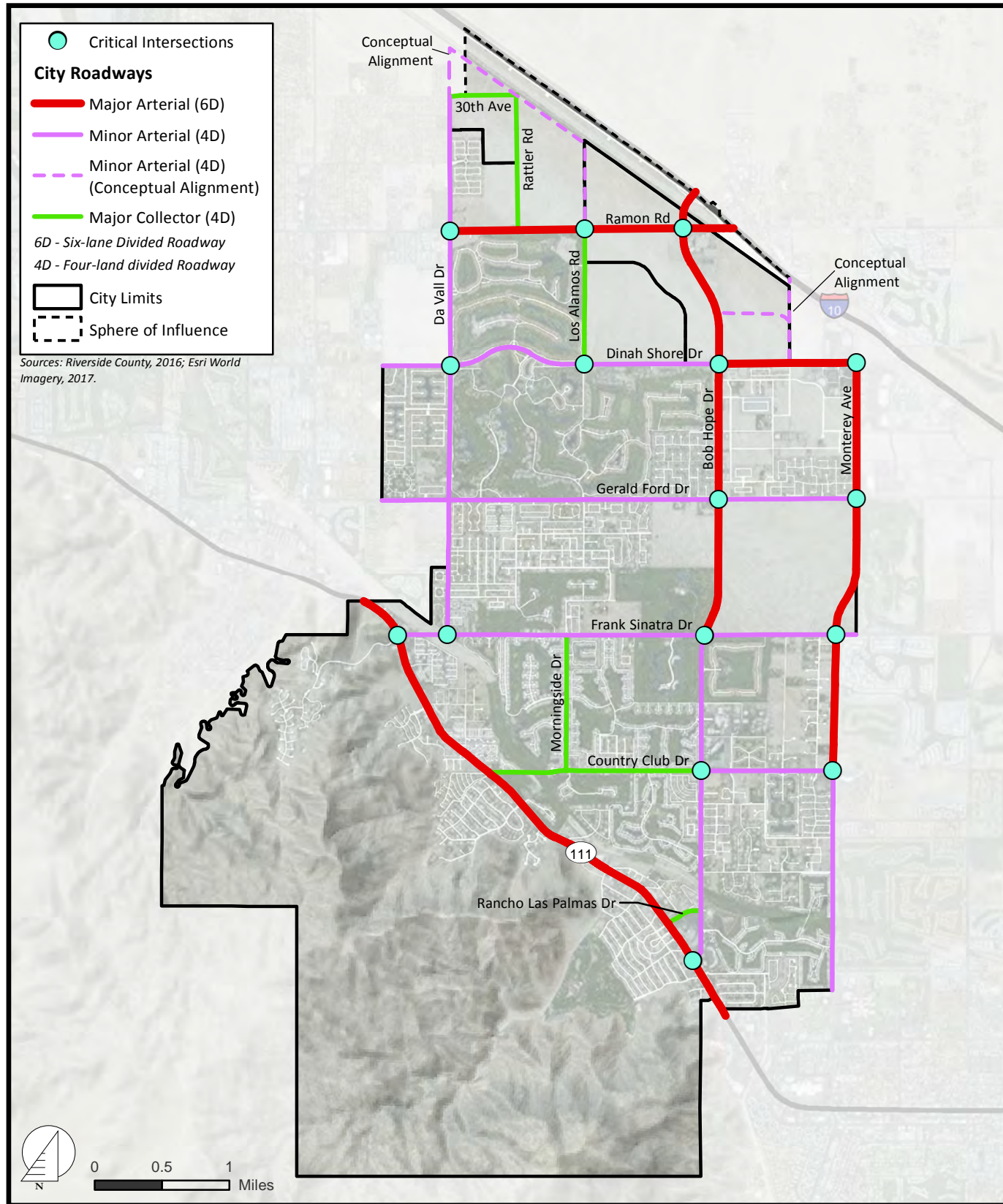


Exhibit 8 Circulation Roadway Plan

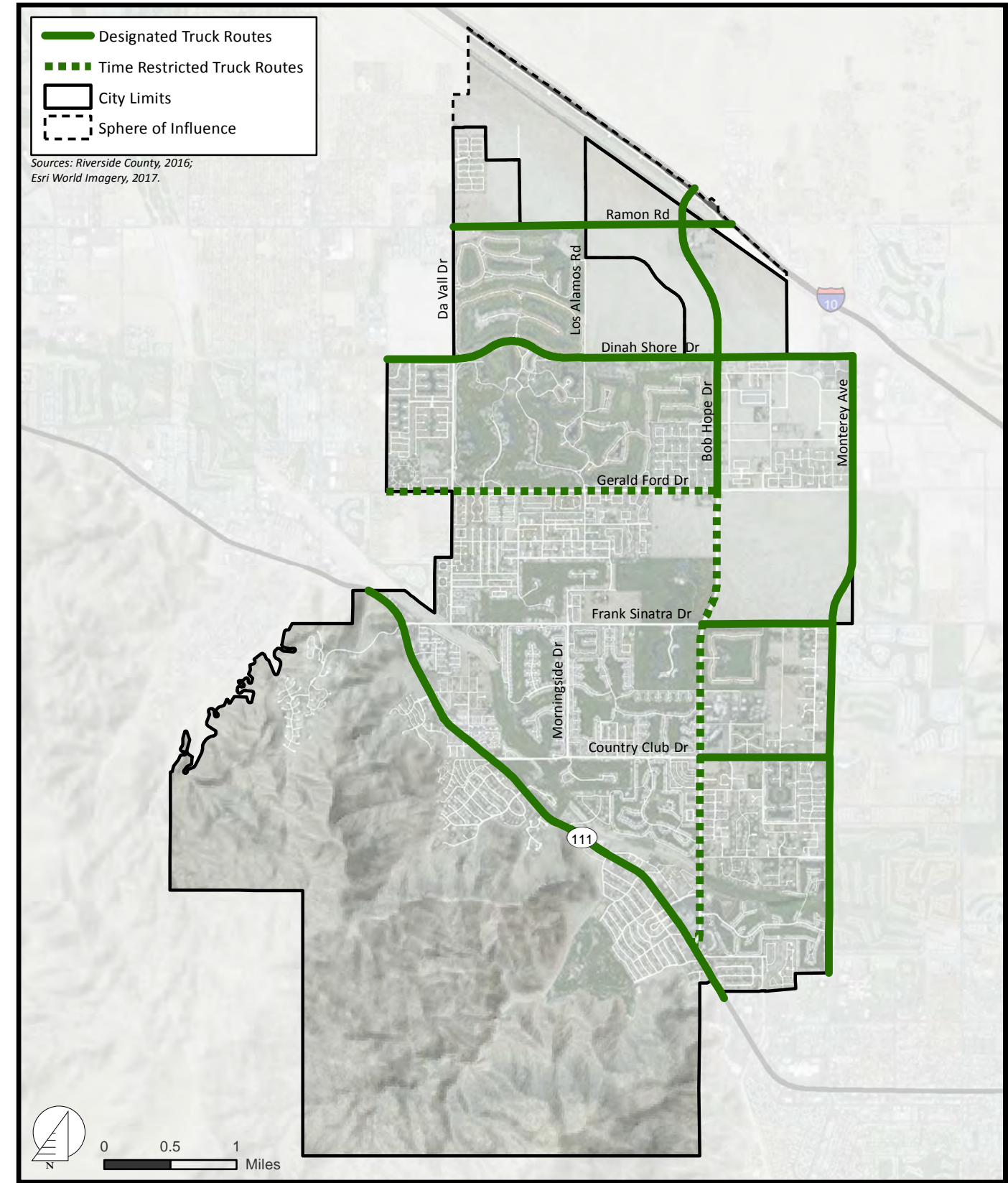


Exhibit 9 Designated Truck Routes

Vehicle Miles Traveled

Senate Bill (SB) 743 established new criteria for determining the significance of transportation impacts under CEQA to replace the current reliance on LOS. SB 743 requires the new criteria to “promote the reduction of greenhouse gas emissions, the development of multimodal transportation networks, and a diversity of land uses.” It also states that alternative measures of transportation impacts may include “vehicle miles traveled, vehicle miles traveled per capita, automobile trip generation rates, or automobile trips generated.”

Circulation Roadway Plan

The goals and policies in this element emphasize the importance of developing a circulation system capable of serving both existing and future residents while preserving community values and character. Rancho Mirage’s arterial and collector streets, shown in [Exhibit 8](#) are identified according to their roadway classifications and are sized to provide sufficient capacity for projected traffic. This was confirmed in a Traffic Impact Analysis (TIA) report prepared for the City as part of this General Plan, which found that any impacts to LOS from buildout of the General Plan could be adequately addressed through intersection improvements listed in Table 5-3 of the TIA. These improvements correspond to the ultimate roadway cross-sections for each street classification shown in [Exhibit 6](#).

The legend for Exhibit 8 indicates the number of lanes for each class of roadway as well as its status as a divided or undivided roadway. For example, 6D represents a six-lane divided roadway. Exhibit 8 also identifies critical intersections that are discussed later under the section on “Securing Rights-of-Way.” [Exhibit 9](#) identifies designated truck routes throughout Rancho Mirage.

Circulation Systems and Access

Public Transportation

The Sunline Transit Authority is the provider of public transit service in Rancho Mirage and the Coachella Valley. The Sunline fleet consists of buses powered by compressed natural gas. Buses are also equipped with wheelchair lifts and bicycle racks.

Aircraft Traffic

Palm Springs International Airport is the primary air transportation facility serving Rancho Mirage and the Coachella Valley. Passenger traffic is seasonal, with the peak occurring from January to March and the slowest period occurring during the summer months.

Railway Facilities

The Southern Pacific Railroad provides rail freight service to the Coachella Valley, with freight transfer facilities in Indio and Coachella. There is also Amtrak service to Palm Springs on the Southern Pacific line that carries between 30 and 40 trains per day, almost all of which are freight.

Non-Motorized Circulation

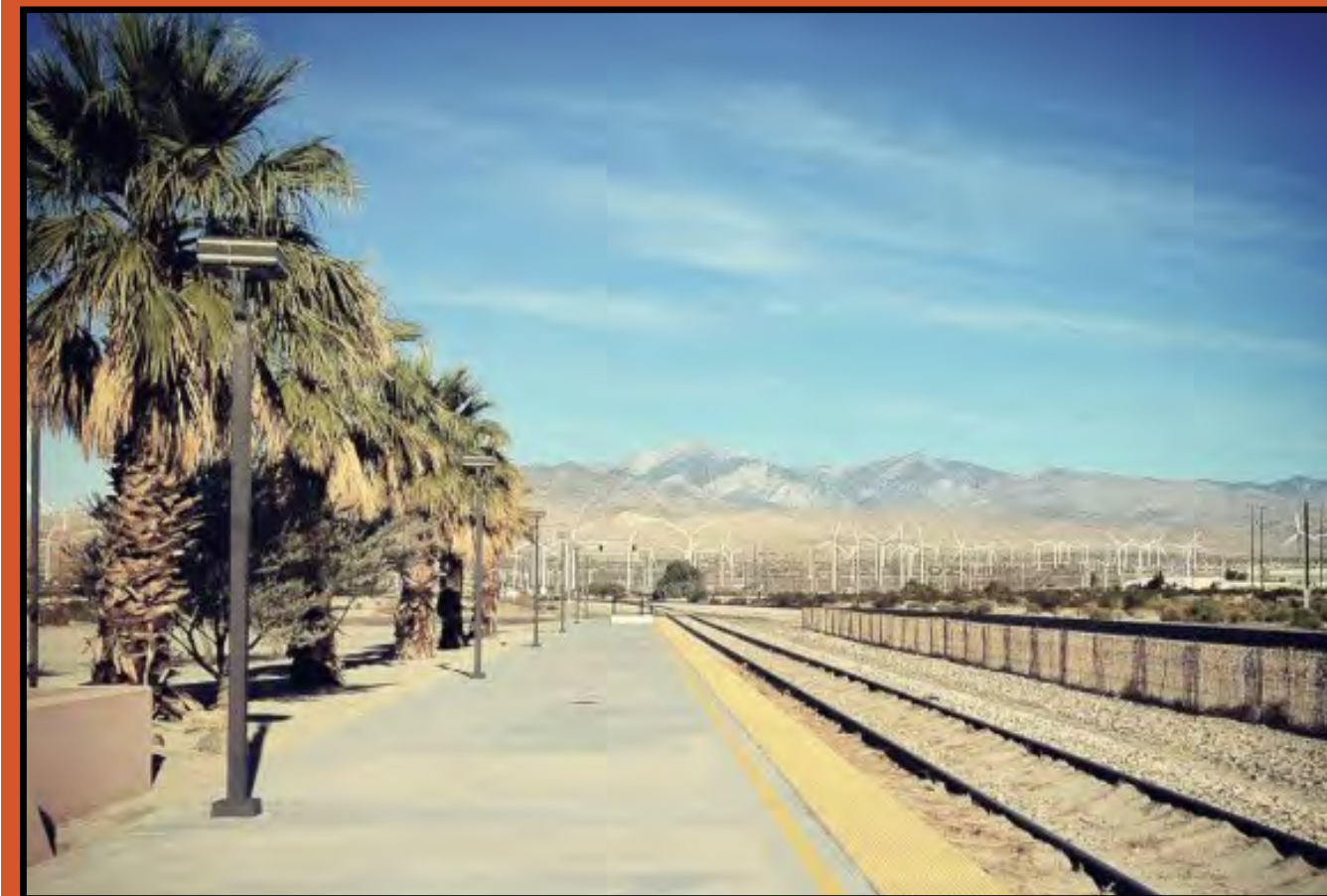
Pedestrian and other non-motor circulation is encouraged in Rancho Mirage wherever possible. The provision of sidewalks, bike lanes, and golf cart paths is especially important along major roadways. Although considered partially integrated, the City maintains more than 50 miles of sidewalks, bicycle lanes, golf cart paths and multi-use trails within existing roadways and rights-of-way. Carefully thought out and planned alternative transportation corridors will enhance and give greater opportunity to the use of alternative modes of transportation. Golf carts are legally restricted to designated pathways and roadways with speed limits less than 35 miles per hour.

With future development, pedestrian safety and accommodation should be given attention and serious consideration. Future bike and golf cart paths will serve as safe routes for intra-city traffic. Routes should be clearly marked and striped and should be designed as one way routes to flow in the same direction as the adjacent automobile traffic. Combination sidewalk/bikeway/golf cart paths require a minimum 8-foot width.

Coachella Valley Link

Coachella Valley (CV) Link is a 50-mile bicycle, pedestrian, and low-speed (up to 25 mph) electric vehicle pathway along the Whitewater River from Palm Springs to Coachella.¹ Planning of

¹ See the [Coachella Valley Link](#) website for more information.



Amtrak line through Coachella Valley

CV Link started in 2007 with a desire for a bicycle path along the Whitewater River channel. In 2011 the project evolved to include low-speed electric vehicles, and was then being referred to as Parkway 1e11. In 2013, the project was rebranded as CV Link, and work on the [CV Link Master Plan](#) began.²

As the master plan developed many important questions regarding long-term operations and maintenance responsibilities, along with the use, or misuse, of regional Measure A revenues as a funding mechanism for the project were raised. Then-mayor of Rancho Mirage, G. Dana Hobart, championed an effort to have these questions addressed, but clear answers were never provided. This prompted the Rancho Mirage City Council to have the residents of Rancho Mirage voice their opinions on the controversial project. As part of the

² CVAG website at www.coachellavalleylink.com/timeline



Bike and golf cart lanes offer a safe venue for multi-modal transport.

April 12, 2016 General Municipal Election, residents were asked to vote on four ballot measures related to CV Link.

Measure 1 proposed to give Rancho Mirage voters the final authority to allow CV Link into Rancho Mirage by way of majority vote. The measure was overwhelmingly approved by the voters, so the future of CV Link in Rancho Mirage now rests with the voters.

Complete Streets

Assembly Bill (AB) 1358 requires cities and counties to include “complete streets” policies in their General Plans. As defined by Caltrans, a complete street is a transportation facility that is planned, designed, operated, and maintained to provide safe mobility for all users, including bicyclists, pedestrians, transit vehicles, truckers, and motorists, appropriate to the function and context of the facility. Complete streets can take many different forms, and are uniquely developed to fit in the context of an individual community. The overarching goal of a complete street is to provide a seamless, interconnected transportation system that considers all users.

The benefits of complete streets are that they perform the following:

- › Support increased physical activity and improve public health and safety
- › Provide mobility options and access for non-drivers
- › Decrease vehicle trips and associated air pollutants and greenhouse gas emissions
- › Improve livability, revitalize communities, and decrease transportation costs³

A schematic example of a complete street is shown in [Exhibit 10a](#).

Parking and Access Facilities

While many of the newer commercial developments in Rancho Mirage have been able to provide adequate parking to serve their customers, some older developments are fre-

³ Caltrans 2014

quently unable to provide sufficient off-street parking. This problem is particularly evident along Highway 111 relative to older and smaller retail outlets. It is essential that new development, as well as projects undergoing redevelopment, be required to provide adequate onsite parking to meet the demand generated.

Parking lot ingress and egress should also be thoughtfully controlled and consolidation should be encouraged to minimize disruption to traffic flow on adjacent streets.

Transportation Demand Management

As the Coachella Valley and Rancho Mirage continue to grow, transportation demand and systems management will become more important in preserving and maintaining acceptable levels of service. Transportation Demand Management (TDM) involves the development and implementation of policies, plans and programs designed to encourage the use of a wider range of transportation alternatives, including public transit and bicycles. In addition to an emphasis on alternative travel modes such as carpools, rideshares, van pools, and mass transit, TDM can include such strategies as employee flex time to reduce peak hour travel and associated traffic congestion. Autonomous vehicles are also an emerging form of transportation that may have significant implications in areas such as the rate of private vehicle ownership and parking demand.

In response to state mandates, the RCTC prepared a regional Congestion Management Program that required Rancho Mirage and other cities to prepare TDM ordinances or risk the loss of federal transportation funds. The City adopted its TDM ordinance in April 1992.

Major Utility Corridors

The General Plan also plays an important role in assuring the planned provision of major corridors and easements for the transport of natural gas, electricity, communications, domestic water, sewerage, and storm drainage. In many instances, the need for utility corridors is met through the provision of easements in or adjacent to city streets and along common lot lines. The planning of future land use, the division of land, and the pro-

cessing of development applications requires communication and coordination with utility companies and other service providers to assure the availability and provision of easements and rights-of-way for the extension of roads and utility lines and services.

All-Weather Access

The Whitewater River and a few channels draining the local mountains require the construction of all-weather crossings to assure accessibility during major flooding. Currently, Bob Hope Drive and Monterey Avenue at the Whitewater River, and a bridge on Highway 111 just west of Mirage Road, provide all-weather crossings for these roadways. Construction of an all-weather crossing on Frank Sinatra Drive at the Whitewater River is scheduled to begin in Spring 2018. As traffic volumes increase elsewhere in Rancho Mirage, it may be necessary to construct all-weather bridges at other locations.

Securing Rights-of-Way

The City has generally been able to secure rights-of-way needed to provide full-width, mid-block roadway improvements and has secured additional rights-of-way along major arterials designated as scenic corridors. However, the need for expanded intersection improvements throughout Rancho Mirage requires the securing of additional rights-of-way to provide for through and turning lanes. The greatest demand for additional rights-of-way will be at critical intersections, where ideal roadway configurations would provide three through lanes, two left turn lanes, and one dedicated right turn lane. [Exhibit 8](#) identifies the location of critical intersections in Rancho Mirage. Please see the [General Plan Program EIR](#) and [EIR Addendum](#) for critical intersection design standards and traffic-related technical information.

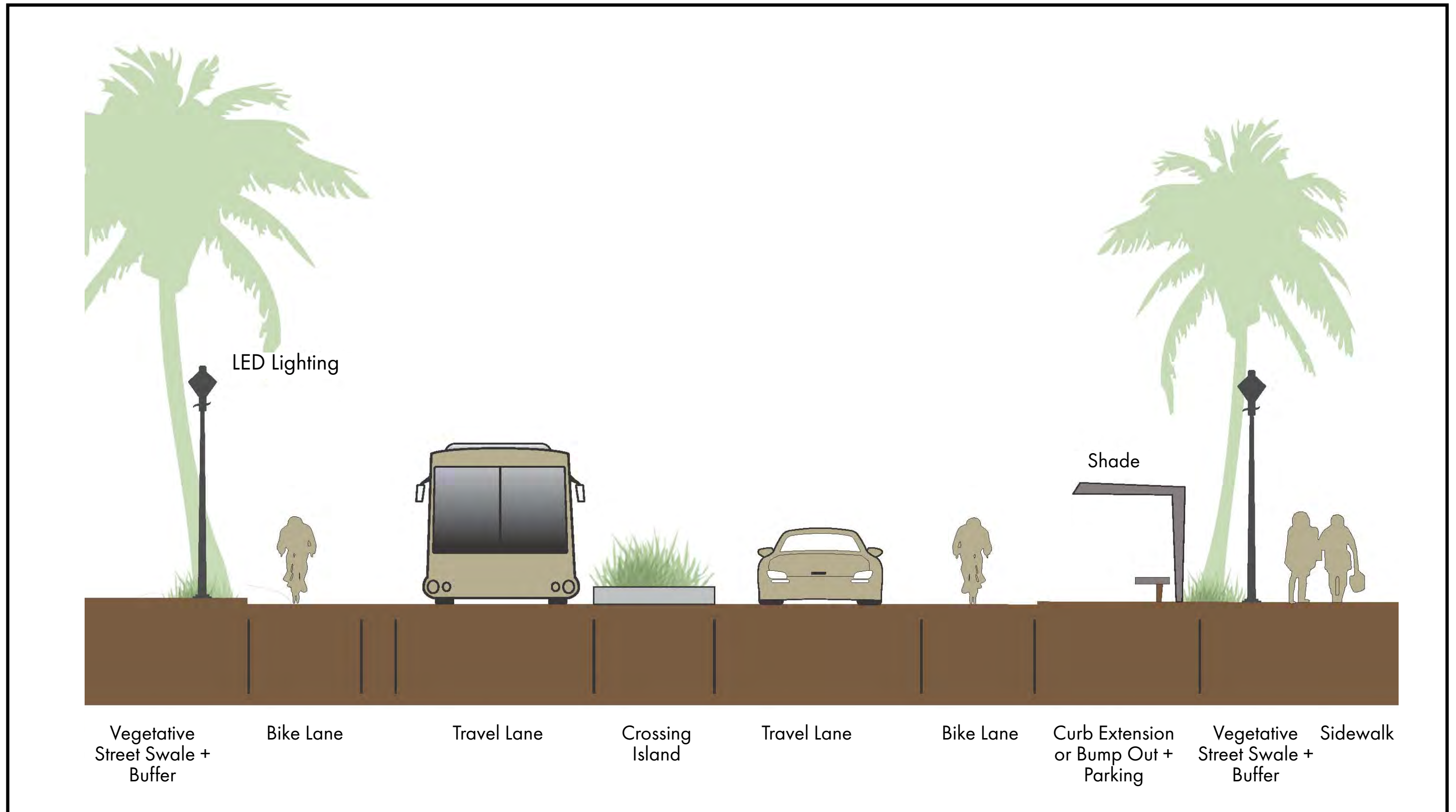


Exhibit 10a Ideal Complete Streets

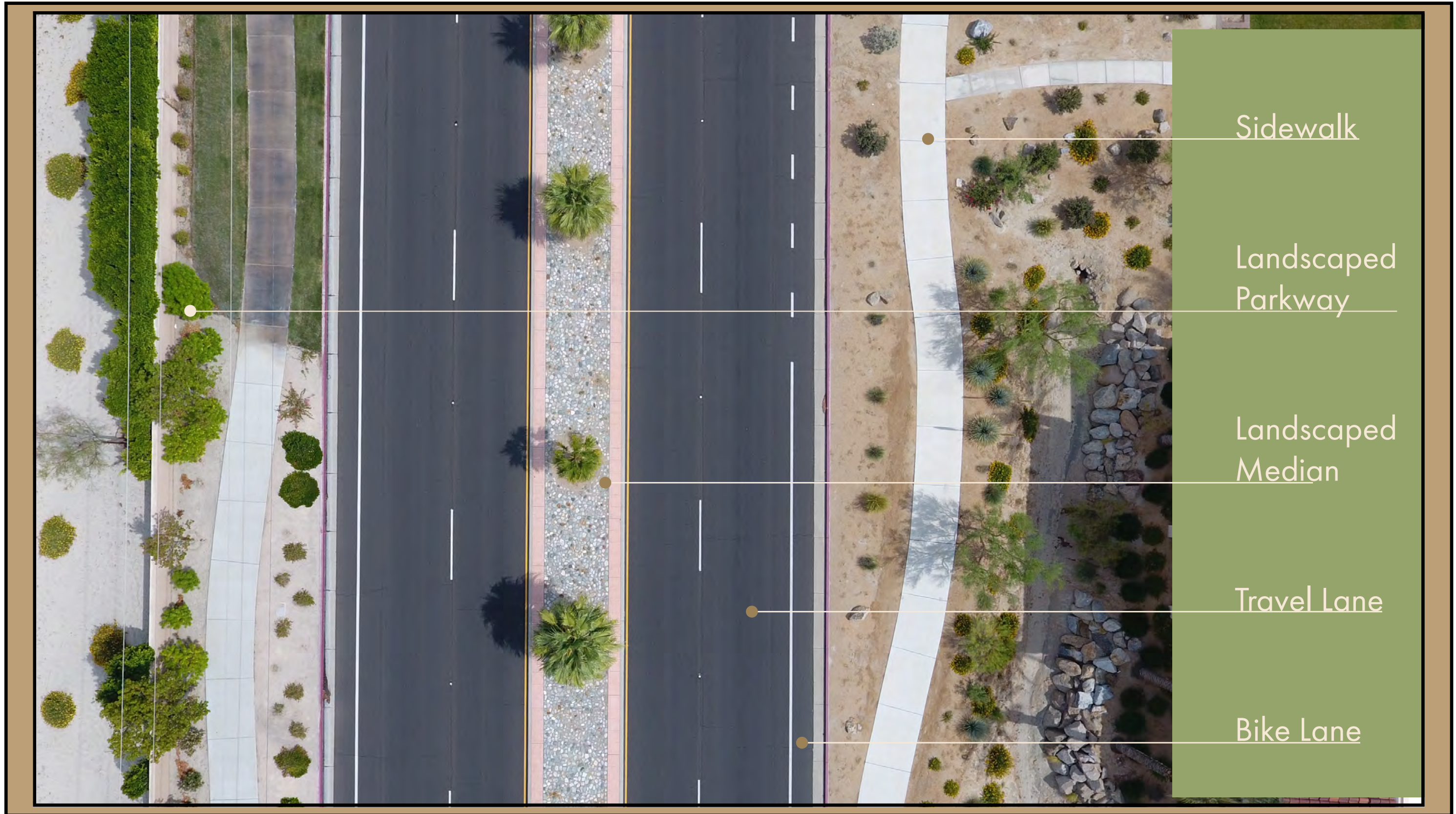


Exhibit 10b Existing Complete Streets Features in Rancho Mirage

Potential Future Projects

Da Vall Interchange

The development of a new freeway interchange on I-10 at the extension of Da Vall Drive has been identified as a regional transportation improvement, and was listed in the two most current iterations of CVAG's Transportation Project Prioritization Study (TPPS) published in 2010 and 2015, but the Da Vall Interchange Project was not listed in the earlier, 2005 study. TPPS projects are scored on a point system and then ranked according to said score. In 2010 the Da Vall Interchange project was given a score of 9.5 points, which translated into a project ranking of 79. In the most recent study the project was given a total score of 8.5, which subsequently dropped its rank from 79 to 120.

The City of Rancho Mirage is opposed to the development of the Da Vall interchange for a number of reasons, the most notable being that Da Vall Drive is substantially built-out with residential land uses along its entire length. The substantial intensification of traffic volumes on Da Vall Drive that would accompany the interchange would increase noise impacts and decrease air quality for residents. Furthermore, there is little opportunity for the acquisition of additional rights-of-way on Da Vall Drive due to existing conditions, so roadways will likely become overburdened with the influx of motorists, inevitably contributing to intersection congestion and possible failure.

Downtown Casino – Cathedral City

As reported in the Desert Sun on April 11, 2017, the Agua Caliente Band of Cahuilla Indians plans to build a mixed-use entertainment and gaming district in downtown Cathedral City at the northwest corner of Highway 111 and Date Palm Drive. Specific project details have not yet been realized, but a development of this nature would certainly contribute to increased traffic volumes on Highway 111. Because of the proximity of the potential project to the City's western boundary (less than 0.5 mile), careful attention will be paid to its progress.

Circulation Goals, Policies, and Programs

The City should continue to review and monitor land use trends and their associated changes in traffic volumes and patterns and make periodic adjustments in planning and program implementation by utilizing roadway improvement and maintenance management programs. This will be accomplished by regularly monitoring traffic on major roadways and by conducting on-going inventories of current traffic and circulation patterns. Through the implementation of this element, TDM techniques, and involvement with regional, state, and federal regulators, the City will progressively alleviate current problems and avoid future system inadequacies.

GOAL CIR 1

A safe, efficient, attractive, and economical circulation network meeting current and future demands in a manner consistent with the resort residential character of the community.

POLICY CIR 1.1

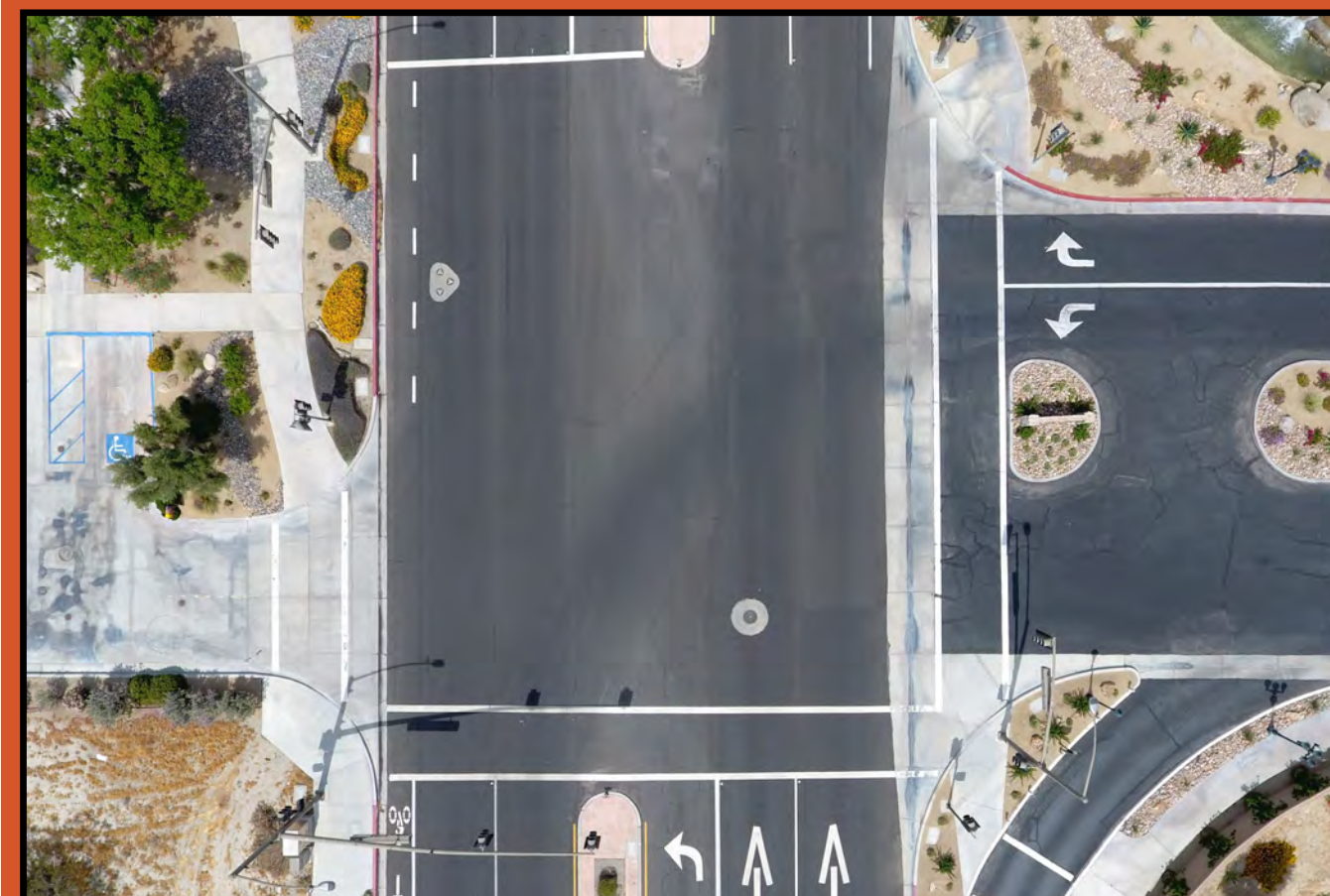
Rancho Mirage's street system shall be designed and constructed to maximize mobility, minimize congestion, and assure that all intersections and street segments operate at LOS "D" or better during the peak hours.

PROGRAM CIR 1.1A

Periodically update the General Plan traffic study to maintain its relevance and correspondence to the General Plan land use designations and the design and construction of city streets.

PROGRAM CIR 1.1B

Periodically review the master plan for road construction, which includes standards for ultimate rights-of-way and pavement width, and provides a schedule for securing right-of-way and constructing improvements needed to maintain the level-of-service standards set forth in the Circulation Element.



Intersections signed and striped consistent with the vehicle code.

PROGRAM CIR 1.1C

Prepare a traffic study to analyze possible improvements needed for Monterey Avenue south of Country Club Drive.

PROGRAM CIR 1.1D

Continue to maintain a roadways pavement management program that sets forth budgeting, timelines, and schedules for maintenance of existing roadways in the community.

POLICY CIR 1.2

A detailed traffic analysis shall be required for development proposals or other activities that might potentially require roadway improvements above and beyond those evaluated in the [Circulation Element](#) and [General Plan EIR](#) and [EIR Addendum](#).

POLICY CIR 1.3

The City shall require improvements at critical intersections beyond those needed to meet standard levels-of-service at the discretion of the City Engineer.

POLICY CIR 1.4

The number of access points and intersections along arterials shall be limited in order to preserve mid-block and intersection capacities and to maintain public safety.

PROGRAM CIR 1.4A

Continue to maintain a design specifications manual that includes, but is not necessarily limited to, standards for major roadway intersection spacing, access restrictions and separations, median-island opening separation, turning movement restrictions, turning

lanes, driveways and gated entries, roadway parking restrictions, and street lighting and signage.

PROGRAM CIR 1.4B

Facilitate the consolidation of access driveways along all arterials in a manner that minimizes conflicting turning movements and maximizes the use of existing and planned signalized intersections.

POLICY CIR 1.5

Access points shall be coordinated between future development in Section 31 and any future development of the properties on the west side of Bob Hope Drive.

POLICY CIR 1.6

The City shall actively participate in a wide range of regional transportation planning programs to improve the capacity, efficiency, and safety of the shared circulation system.

PROGRAM CIR 1.6A

Regularly coordinate with other local agencies regarding their plans, programs, and services that affect the quality and safety of the Rancho Mirage roadway system.

PROGRAM CIR 1.6B

Study the need and feasibility of providing additional all weather crossings along critical roadways and develop an implementation plan and schedule, if appropriate.

POLICY CIR 1.7

The City shall develop a system of continuous and convenient bicycle routes and multi-use trails to

places of employment, shopping centers, schools, and other high activity areas.

PROGRAM CIR 1.7A

Incorporate design standards and guidelines for bicycle routes and associated facilities, such as bike racks and route signs, into development plans.

PROGRAM CIR 1.7B

Maintain and expand a golf cart transportation program that will provide a safe and convenient means of golf cart access to golf courses and neighboring uses in Rancho Mirage.

POLICY CIR 1.8

The local street system in developing neighborhoods shall be established through a cooperative public/private planning process.

POLICY CIR 1.9

Circulation and access for undeveloped parcels shall be coordinated with surrounding properties.

POLICY CIR 1.10

Streets in private planned residential areas shall be installed and maintained as private streets, and shall be developed in accordance with development standards set forth in the [Zoning Ordinance](#) and other applicable standards and guidelines.

POLICY CIR 1.11

City streets should not be converted to private streets when it would diminish circulation alternatives.

POLICY CIR 1.12

City truck routes shall be designated and limited to Ramon Road, Dinah Shore Drive, Gerald Ford Drive, Monterey Avenue, Highway 111, and portions of Bob Hope Drive, Frank Sinatra Drive, and Country Club Drive.

POLICY CIR 1.13

Public streets shall be designed in accordance with complete streets concepts.

PROGRAM CIR 1.13A

Improvements to existing streets shall consider complete street concepts.

POLICY CIR 1.14

Public streets shall be signed and striped consistent with the vehicle code.



Example of a local street.



4 Housing

Introduction

The Rancho Mirage Housing Element is intended to provide both citizens and public officials with a comprehensive understanding of the housing needs in Rancho Mirage. It sets forth policies and programs that will enable the City to reach its defined housing goals and attempt to assure that every Rancho Mirage resident secures a safe and decent place to live in a satisfactory environment. The Housing Element promotes a coordination of housing policies and programs at local, state, and federal levels.

This element first reviews the applicable state law that governs its content. This is followed by an analysis of the effectiveness of the policies and programs implemented through the 2014-2021 Housing Element. Then a review of Rancho Mirage’s demographic information is presented, followed by an analysis of its housing needs. All constraints that might restrict or impede the development of housing are then analyzed. The document concludes with the goals, policies, and programs to be implemented in the 2021-2029 planning period.

Background

Legal Requirements of the Housing Element

California has required that local jurisdictions plan for housing since 1969. AB 2853, passed in 1980, established Government Code Article 10.6, Section 65580 et. seq. to define the need for, and content of Housing Elements. At its core, the law requires that the “housing element shall consist of an identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives, financial resources, and scheduled programs for the preservation, improvement, and development of housing” to meet the State’s housing goals. The basic components

of a Housing Element were established at that time in Section 65583, and required that each Element include:

- › An assessment of housing needs and an inventory of resources and constraints relevant to the meeting of local needs
- › A statement of the community’s goals, quantified objectives, and policies relative to the maintenance, improvement, and development of housing
- › A program that sets forth a schedule of actions to implement the policies and achieve the goals and objectives of the Housing Element to provide housing for all economic segments of the community guided by the following state housing objectives
 - » Provision of decent housing for all persons regardless of age, race, sex, marital status, source of income, or other factors
 - » Provision of adequate housing by location, type, price and tenure
 - » Development of a balanced residential environment including access to jobs, community facilities, and services

Since that time, Housing Element law has been regularly updated, expanded and modified. The most recent update to Housing Element law occurred in 2017, when a series of bills were passed into law to address the State’s determination that California was experiencing a State-wide housing crisis. The laws included:

- › *SB 2* established a recordation fee for real estate documentation which would fund planning grants for affordable housing and affordable housing projects.
- › *SB 3* placed a \$4 billion general obligation bond on the November 2018 ballot to fund affordable housing, farmworker housing, transit-oriented development, infill infrastructure and home ownership.

- › *SB 35* mandated a streamlined approval process for infill affordable housing projects in communities that have not, according to the Department of Housing and Community Development (HCD) met their affordable housing allocation (RHNA).
- › *AB 72* allowed HCD to find a housing element out of compliance with State law, and to refer the non-compliant element to the State Attorney General for action at any time during a Housing Element planning period.
- › *AB 73* provided State-funded financial incentives for local jurisdictions which choose to create a streamlined zoning overlay for certain affordable housing projects.
- › *AB 101* required that Low-Barrier Navigation Centers (LBNC) be a by-right use in areas zoned for mixed-use and nonresidential zoning districts permitting multifamily uses. LBNC provide temporary room and board with limited barriers to entry while case managers work to connect homeless individuals and families to income, public benefits, health services, permanent housing, or other shelter.
- › *SB 166* required that development proposals on local jurisdictions’ sites inventory cannot be reduced in density without findings, and/or the identification of additional sites to result in ‘no net loss’ of affordable housing units in the sites inventory.
- › *SB 540* provided State funding for the planning and implementation of workforce housing opportunity zones for very low, low and moderate income households.
- › *AB 571* modified the farmworker tax credit program to allow HCD to advance funds to migrant housing center operators at the beginning of each planting season, and allowed migrant housing to remain open for up to 275 days annually.

- › *AB 678* amended the Housing Accountability Act to limit a local jurisdiction’s ability to deny low and moderate income housing projects by increasing the required documentation and raising the standard of proof required of a local jurisdiction.
- › *AB 686* (approved in 2018) required a public agency to administer its programs and activities relating to housing and community development in a manner that affirmatively furthers fair housing.
- › *AB 879* amended the annual reporting requirements of local jurisdictions to HCD regarding proposed projects, including processing times, number of project applications and approvals, and required approval processes.
- › *AB 1397* amended the requirements of adequate sites analysis to assure that sites are not only suitable, but also available, by requiring additional information in site inventories.
- › *AB 1505* allowed local jurisdictions to adopt local ordinances that require affordable housing units on- or off-site when approving residential projects.
- › *AB 1515* established a ‘reasonable person’ standard to consistency of affordable housing projects and emergency shelters with local policies and standards.
- › *AB 1521* placed restrictions on the owners of affordable housing projects when terminating or selling their projects.

Relationship to Other Elements

As an element of the General Plan, the Housing Element identifies present and future housing needs, and establishes policies and programs to achieve those needs. In the context of the General Plan, the Housing Element functions as an integral part of a

comprehensive growth plan. For instance, projected housing need relates not only to residential land use acreages, but to the distribution of commercial lands and the jobs created by development on those lands. It also addresses policies to accommodate Rancho Mirage's fair share of households in all income levels.

The Housing Element is closely correlated with the following mandated General Plan Elements:

- › Land Use
- › Circulation
- › Conservation and Open Space
- › Noise
- › Safety

As part of the update of this Housing Element for the 2021-2029 planning period, the City has also reviewed the other elements of the General Plan, and found that this Housing Element is consistent, and that the General Plan is therefore internally consistent, as required by law. The City annually reviews the General Plan for internal consistency, and also conducts a consistency review if a General Plan Amendment is proposed.

Evaluation of Existing Housing Element Policies and Programs

The Housing Element must include an evaluation of the goals, policies, and programs of the previous planning period, in this case the 2014-2021 timeframe. This evaluation helps the City determine which goals, policies and programs were effective; which are still being implemented; and which may either be complete, or were not effective in implementing the provision of housing. This evaluation helps the City determine how policy direction in the current planning period should be updated.

GOAL H 1

A variety of housing types that meet the needs of residents in Rancho Mirage.

GOAL H 2

Housing to meet the needs of Rancho Mirage's lower income households.

GOAL H 3

The preservation and maintenance of Rancho Mirage's affordable housing supply in a safe and sanitary condition.

Policy H 1

The General Plan shall provide for a mixture of residential densities dispersed throughout Rancho Mirage.

Evaluation: The General Plan Land Use Element establishes a variety of residential densities, ranging from one dwelling unit per 640 acres (Hillside Reserve) to nine dwelling units per acre (High Density Residential and Mobile Home Park), that are consistent with the low-density character of the city and surrounding desert communities. Lands designated for various densities are distributed throughout the city, as illustrated on the [Land Use Map](#). In addition, the [Section 19 Specific Plan](#) (Ordinance No. 989, adopted 2010) allows both high-density residential and mixed-use development at densities of at least 20 units per acre and up to 28 units per acre. The Highway 111 Specific Plan, in development in 2020 and planned for adoption in 2021, will allow both high-density residential and mixed-use development at densities of at least 16 units per acre and up to 28 units per acre (the affordable housing overlay conditionally allows up to 34 units per acre). This policy will continue to be implemented.

Program H 1.A

The City shall monitor the remaining supply of vacant land in all residential zoning categories.

Responsible Agency: Development Services Department
Schedule: Annually with General Plan Annual Report.

Evaluation: The Development Services Department routinely updates its vacant land inventories. The Land Use Element of the City's General Plan provides a tally of vacant land acreages in all residential zoning categories and projections of potential dwelling units and populations at buildout. The City also operates on a one-map system, so its Land Use and Zoning Map is always consistent in representing both General Plan and Zoning designations, and identifying the location of vacant residential lands. These tools assist

the City in analyzing its land use balance, developing capital improvement plans, and making other planning and financial decisions. This program has been successful and will continue to be implemented.

Program H 1.B

The City shall review and revise its residential development standards, as needed, to ensure that a variety of housing types are accommodated without sacrificing the City's design standards.

Responsible Agency: Development Services Department
Schedule: Annually with Zoning Ordinance Annual Update.

Evaluation: The Zoning Ordinance was amended several times between 2014 and 2021 to accommodate a variety of housing types. Ordinance No. 1086 was adopted in 2014 to increase minimum parcel size for High Density Residential, Medium Density Residential, Low Density Residential, and Very Low Density Residential. In 2019, the City adopted Ordinance No. 1148 to add provisions for junior accessory dwelling units and new State regulations on accessory dwelling units. Ordinance No. 1159, also adopted in 2019, amended various sections including general residential development standards, accessory uses and structures, and time extensions for development plans to clarify existing standards. This program has been successful and will be ongoing.

Program H 1.C

The City's Density Bonus Ordinance shall be amended to satisfy the requirements of state law.

Responsible Agency: Development Services Department
Schedule: As needed with changes in state law.

Evaluation: The Density Bonus Ordinance is regularly reviewed for compliance with state law. No new projects qualified for or were granted density bonuses during the last planning period. This program will be continued as appropriate.

Policy H 2

The City's residential development standards shall allow for a diversity of housing types while adhering to the General Plan's community design policies.

Evaluation: The [Zoning Ordinance](#) includes seven residential zoning districts, each of which has its own development standards that allow for a diverse range of housing types, including single- and multi-family residences, manufactured housing, guest/employee housing, and transitional/supportive housing, among others. The [Section 19 Specific Plan](#) provides greater flexibility for residential development types, such as live/work and mixed-use residential units, and sets forth specialized design standards and guidelines for the 270-plus-acre specific plan area. The Highway 111 Specific Plan will provide similar flexibility for residential development types, and provides consistent yet flexible design standards and guidelines for the 684-acre specific plan area. All development standards are consistent with the General Plan's community design policies that seek to preserve and enhance the city's distinctive character. This policy has been successfully implemented and will continue.

Policy H 3

Affordable housing developments shall be distributed throughout Rancho Mirage rather than concentrated in one area.

Evaluation: The City strives to distribute affordable housing developments throughout the city to the greatest extent possible. The 83-unit San Jacinto Villas, constructed during the 2006-2013 planning period, is in the southern portion of the city in the vicinity of Parkview Villas, another affordable, 82-unit age-restricted (55+) project. Its location along the Highway 111 corridor was determined to be beneficial for the resident senior population due to proximity to the public library, post office, commercial services, and bus stops. In 2018, the City extended the affordability covenant for 35 units at Rancho Mirage Villa Apartments through July 21, 2060. They include 18 low income units and 17 moderate income units, which will also benefit residents with convenience and quality living environment along the Highway 111 corridor. The Section 19 Specific Plan, adopted in 2010, offers affordable housing opportunities in the northern portion of the city just south of I-10, within walking distance of urban amenities and a future multi-modal transit station. The Highway 111 Specific Plan will provide affordable housing opportunities along the Highway 111 corridor, notably in the Thunder Road area where an affordable housing overlay conditionally allows up to 34 units per acre. The Highway

111 corridor is the City's and the region's primary arterial, and connects all cities in the Coachella Valley. Providing high density residential opportunities adjacent to the corridor will facilitate access to jobs, shopping, services and transit for future residents. This policy will be maintained.

Policy H 4

Rental projects developed with City funds to provide affordable housing shall be owned by the Housing Authority to the greatest extent possible, in order to ensure that the quality of life in these projects is maintained.

Evaluation: The Housing Authority owns and manages 226 affordable rental units in four housing projects, all of which are age-restricted (55+) to serve the largest segment of the city's population. Parkview Villas consists of 82 units, and Whispering Waters contains 29 units. Santa Rosa Villas includes 33 units. The City's newest project, San Jacinto Villas includes 82 affordable units.

With the elimination of Redevelopment in 2012, the Housing Authority has continued to manage and maintain its existing properties, but has not had funds available for the construction of additional units. The City will seek collaboration with private developers and organizations for new housing projects. This policy will be modified for the 2021-2029 planning period.

Program H 4.A

The Housing Authority shall consider all available options when developing rental units, including hiring contractors through requests for proposals, participating in tax credit applications and other strategies as they become available.

Responsible Agency: Housing Authority
 Schedule: As projects are proposed.

Evaluation: The Rancho Palms Mobile Home Park, acquired by the Housing Authority in 2009 with the intent to develop affordable housing, was cleared in 2017. The project site is adjacent to roadways, transit and utility infrastructure. There are currently no plans to develop the property, and no timeline for considering a

project on the site. However, the City maintains this site as an option for an affordable housing project. Options include partnering with an affordable housing developer, offering the site for sale to an affordable housing developer, or selling the site for other purposes. The property was not on the City's Site Inventory during the 2014-2021 planning period, but has been added in the Site Inventory for the 2021-2029 planning period. This program will be modified for the 2021-2029 planning period.

Program H 4.B

The Housing Authority shall maintain a program for substantial rehabilitation of existing rental units in Rancho Mirage.

Responsible Agency: Housing Authority
 Schedule: Annually with adoption of budget.

Evaluation: The Housing Authority did not have any available funding to grant lower income households financial assistance for home improvements from 2017 to 2019. All Housing Authority funding was used for the maintenance and operation of existing dwelling units provided by the City Housing Authority. The Housing Authority continues to maintain and rehabilitate Authority owned and operated housing units as needed. When health and safety concerns arise, the Housing Authority budgets for these corrections and takes actions to remedy the concern. Roofs and cabinetry at Parkview Villas and Whispering Waters were updated to address health and safety concerns in 2014-2015. In 2018, the Housing Authority updated cabinetry in units that became vacant. The Housing Authority will continue to rehabilitate its own units as the need arises. This program will be maintained in the 2021-2029 planning period as it relates to Housing Authority properties.

Program H 4.C

The City shall solicit private parties to purchase and consolidate small vacant lots in the Thunder Road area to allow the development of an economically feasible project for extremely low, very low, low and/or moderate income households. Outreach efforts shall include annual meetings with affordable housing developers such as Coachella Valley Housing Coalition, Habitat for Humanity and Palm Desert Development.

Responsible Agency: Housing Authority
 Schedule: Annually through Desert Valley Builders Association meetings, individual meetings with developers, and other appropriate parties.

Evaluation: During this Housing Element cycle, only two properties were purchased and entitled for duplexes, which may accommodate moderate-income households. The developers have not exercised their entitlement, nor have they requested further meetings with the City to discuss affordability covenants. In 2019, the City began to prepare an update to its Highway 111 Specific Plan. The update of the plan will conditionally allow up to 34 units per acre with an affordable housing overlay in the Thunder Road area in order to attract development. This program will be maintained for the 2021-2029 planning period.

Policy H 5

The City shall strive to meet the state-mandated special shelter needs of, large families, female-headed households, single-parent families, workers employed in Rancho Mirage, senior citizens, the disabled and homeless individuals through the continued efforts of the Housing Authority in developing or assisting private interests in developing housing for all types of households.

Evaluation: As described above, the Housing Authority owns and manages 226 affordable rental units, all of which are restricted for seniors (ages 55+). Ordinance No. 1047 (adopted in 2012) requires 1,120 affordable housing units, and a specified percentage of four-plus bedroom units that can accommodate large families in the Section 19 Specific Plan area. However, no new projects were developed in Section 19 in the last planning period.

The City contributes financially to a wide range of regional organizations that provide housing and other support to homeless and disabled individuals, including Angel View, Hidden Harvest, FIND Food Bank, Martha's Village and Kitchen, and Jewish Family Services of the Desert. This policy shall be continued in the 2021-2029 planning period.

Program H 5.A

Continue to support and assist in enforcing the provisions of the Federal Fair Housing Act. Information on the Fair Housing Act, as well as methods for responding to complaints, shall be available at City Hall. The materials shall also be provided to the City Library and Post Office for distribution. The City's Housing Commission shall continue to hear Fair Housing issues at its regular meetings.

Responsible Agency: Housing Authority
 Schedule: In accordance with the Housing Commission's public meeting schedule.

Evaluation: The City Housing Authority, Housing Commission and Mobile Home Park Fair Practices Commission continue to support and assist in enforcing the provisions of the federal Fair Housing Act. Information on the Fair Housing Act, as well as methods for responding to complaints is available on the City's website. There is also a staff liaison at City Hall that works with any housing related questions or issues that arise. The Housing Commission will continue to hear fair housing issues when brought to the Commission's attention. No such cases were brought before the Commission in the 2014-2021 planning period. The City distributed compliance surveys to affordable housing projects and confirmed they have been in compliance with the covenants as of 2020. The Mobile Home Park Fair Practices Commission hears petitions for determination regarding rent levels at the City's mobile home parks. Cases may also be filed with the Fair Housing Council of Riverside County and may be transferred to the state Department of Fair Employment and Housing.

The City Attorney is in the process of updating the "Guide to Mobile Home Residency Law, Rights and Responsibilities," which explains landlord and tenant regulations pertaining to mobile homes and mobile home parks. The guide will be posted on the City website and updated as needed. This program has been successful and will be maintained.

Program H 5.B

The City shall work with private organizations in assisting whenever possible in the housing of disabled residents, through continued participation by the Housing Authority.

Responsible Agency: Housing Authority, Development Services Department

Schedule: Annually with adoption of budget.

Evaluation: All affordable housing projects owned and managed by the Housing Authority are compliant with the provisions of the Americans with Disabilities Act (ADA). In addition, the City regularly contributes to non-profit and charitable organizations, including those that provide housing and other services for disabled residents, through special assistance funds and other support. The Housing Authority was not presented with any opportunities to work with private organizations wishing to assist residents with special needs, including disabilities, in the 2014-2021 planning period.

Program H 5.C

The City shall amend the [Zoning Ordinance](#) to allow transitional and supportive housing as a residential use and only subject to those restrictions that apply to other residential uses of the same type in the same zone.

Responsible Agency: Development Services Department

Schedule: 2013-2014

Evaluation: The current Zoning Ordinance permits transitional and supportive use housing (up to six residents) by right, the same as residential uses in base zoning district and the same as group housing. For more than six occupants, the Zoning Ordinance requires a Conditional Use Permit, which is the same process required for large group homes. The City amended the Municipal Code in 2019 to add transitional and supportive housing, up to a maximum of six beds, to the allowable residential uses matrix. These include State licensed facilities that are exempt from local review and/or permitting. This program has been completed.

Policy H 6

The City shall encourage the protection of existing affordable senior housing units.

Evaluation: The Housing Authority owns and manages four affordable housing projects that are age-restricted and provide a total of 226 units for extremely low, very low, low and moderate income seniors. The number of units is different from the 229 units identified in the previous Housing Element as 3 units are used by on-site property managers or maintenance technicians and thus not available for low income households. The Housing Authority monitors existing age-restricted housing in the city; none was removed during the 2014-2021 period. This program will be continued.

Program H 6.A

The City shall monitor existing mobile home parks, and shall consider the allocation of General Fund and/or Housing Authority funds to correct health and safety concerns as they arise.

Responsible Agency: Code Compliance Division, Housing Authority

Schedule: Annually with adoption of the budget.

Evaluation: The City conducted inspections of mobile home parks and continued to monitor the parks through its Code Compliance Division and Building & Safety Division. However, no City or Housing Authority funding source has been identified to assist with any corrections. The City's Housing Authority is primarily involved in the maintenance of Housing Authority-owned multi-family housing. This program will be carried over to the new planning period.

Program H 6.B

The City shall monitor existing senior apartment buildings, and shall consider the allocation of General Fund and Housing Authority funds to correct health and safety concerns as they arise.

Responsible Agency: Code Compliance Division, Housing Authority

Schedule: Annually with adoption of the budget.

Evaluation: The City Housing Authority continues to monitor all senior apartment complexes owned by the Housing Authority. When health and safety concerns arise, the Housing Authority budgets for these corrections. Roofs and cabinetry at Parkview Villas and Whispering Waters were updated to address health and safety concerns in 2014-2015. In 2018, the Housing Authority updated cabinetry in units that became vacant. This is an ongoing program.

Policy H 7

There shall be equal access to housing regardless of race, color, religion, national origin, sex, age, family status or sexual orientation.

Evaluation: The City has numerous anti-discrimination policies and regulations in place, including fair housing practices, and continues to implement them on an ongoing basis.

Policy H 8

The City's mandated fair share of affordable housing shall be maintained by resale and rental restrictions, applicant screenings, and other appropriate mechanisms established as conditions of approval for new affordable housing projects.

Evaluation: Privately developed affordable housing projects in the city are contractually obligated to maintain affordability restrictions for a specified period of time and in accordance with applicable laws. This policy has been successful and will continue to be implemented as new projects are proposed.

Policy H 9

The Housing Authority shall pursue the development of 56 extremely low, very low, low and moderate income units in this planning period.

Evaluation: During the 2014-2021 planning period, 430 new residential building permits were issued in the city. This includes 2 moderate income and 428 above moderate income units.

In 2019, the City began to prepare an update to its Highway 111 Specific Plan. The update of the plan will establish minimum

densities of 16 units per acre on designated sites and allow up to 34 units per acre with an affordable housing overlay in the Thunder Road area to further accommodate the need for affordable housing.

This policy will be replaced with policies that reflect the 2021-2029 planning period Regional Housing Needs Allocation (RHNA), which has increased substantially from the 2014-2021 allocation.

Program H 9.A

The Housing Authority shall pursue a funding strategy for the development of the Monterey Village project as a family project comprised of approximately 227 ownership and rental units including extremely low, very low and low income family households. The Authority shall consider all available tools to leverage the project, and shall work with private development entities to secure the total funding necessary given the elimination of future housing set-aside funds.

Responsible Agency: Housing Authority, Development Services Department

Schedule: 2016: Apply for funding. 2017: Begin construction. 2018: Occupy.

Evaluation: The Housing Authority was not able to construct the Monterey Village project due to lack of funds. The City has made efforts to secure partnerships with the development community and is getting positive responses given the project location and access to transit and jobs. This program will be modified for the 2021-2029 planning period.

Program H 9.B

The Housing Authority shall consider the construction of units containing 4 or more bedrooms in its future development projects to address the potential for overcrowding, which currently stands at 2.5 percent of the City's total housing units. The Monterey Village project shall include 6 (2.5 percent) units with 4 or more bedrooms.

Responsible Agency: Housing Authority

Schedule: 2016-2018

Evaluation: The City still owns the land upon which the Monterey Village project was to be located. The City remains open to dialogue regarding public/private partnerships that may further this program and has been actively engaging with the development community. The City has received positive responses given the project location and access to transit and jobs. This program will be reevaluated for the 2021-2029 planning period.

Program H 9.C

The Housing Authority shall give family households first priority for extremely low, very low and low income units.

Responsible Agency: Housing Authority
Schedule: 2014-2021

Evaluation: The City Housing Authority continues to give priority to extremely low, very low, and low income households for existing projects. In 2018, the City extended the affordability covenant for 35 units at Rancho Mirage Villa Apartments through July 21, 2060. They include 18 low income units (all Junior 1 bed/1 bath), and 17 moderate income units (8 1 bed/1 bath, 4 2 bed/1 bath, and 5 2 bed/2 bath units). This program will be continued.

Policy H 10

The City may, whenever it deems feasible and necessary, reduce, subsidize or defer development fees to facilitate the development of affordable housing.

Program H 10.A

The City will include an analysis of fee reduction, subsidy or deferral in staff reports for affordable housing projects, to facilitate the Council’s consideration of same on a case by case basis.

Responsible Agency: Development Services Department
Schedule: As projects are proposed.

Evaluation: The City will continue to consider and implement fee reductions or subsidies whenever deemed feasible and necessary. No projects asked for or received subsidies in the 2014-2021 planning period. This program will continue to be implemented.

Policy H 11

The City shall apply its density bonus provisions to all qualifying affordable housing projects.

Evaluation: No projects asked for or received density bonus allowances during the 2014-2021 planning period. The City will continue to consider and apply density bonus provisions whenever appropriate.

Policy H 12

The City shall provide up to 205 units for extremely low, very low, or low income households in Planning Areas 4.01, 4.02, or 4.03 of the Section 19 Specific Plan.

Program H 12.A

The minimum 20 unit per acre requirement (Government Code Section 65583.2 (h) & (i)) shall be maintained in the Section 19 Specific Plan for Planning Areas 4.01, 4.02 and 4.03 consistent with Government Code Section 65583.2(c)(3)(B).

Responsible Agency: Development Services Department
Schedule: 2013-2014

Evaluation: [Ordinance No.1047](#), adopted by the City in 2012, amended the Section 19 Specific Plan to provide 1,120 dwelling units for extremely low, very low, and low income households. No projects have been approved in Section 19 since 2014. However, in 2017 a new water trunk line was installed which improved water pressure in this area, which had previously been a constraint on development. With the constraint eliminated, Section 19 has greater potential for development in the 2021-2029 planning period. This program will be maintained for the 2021-2029 planning period.

Program H 12.B

To facilitate the development of housing for lower-income households in the Section 19 Specific Plan area, the City will encourage further land divisions to result in parcel sizes that facilitate multifamily development affordable to lower income households in light of state, federal and local financing programs

(i.e., 50-100 units). The City will offer incentives for the development of affordable housing including but not limited to: priority to processing subdivision maps that include affordable housing units, expedited review for the subdivision of larger sites into buildable lots, financial assistance (based on availability of federal, state, local foundations, and private housing funds).

Responsible Agency: Housing Authority
Schedule: 2014-2021 - As projects are proposed.

Evaluation: The City continues to encourage development in Section 19, including affordable housing. In 2017, a new water trunk line was installed which improved water pressure in this area, which had previously been a constraint on development. With the constraint eliminated, Section 19 has greater potential for development in the 2021-2029 planning period. This program will continue to be implemented.

Policy H 13

The City may assist existing extremely low, very low and low income households in maintaining their homes in a safe and habitable condition.

Program H 13.A

The Housing Authority shall provide financial assistance, subject to available funding, to lower income households through its Home Improvement Program, as described in [Rehabilitation Needs](#).

Responsible Agency: Housing Authority
Schedule: Annually with adoption of the budget.

Evaluation: The Home Improvement Program ended Fiscal Year 2013-2014 (June 30, 2014). The Housing Authority has not had funds available to reinstate the program. All Housing Authority funding was used for the maintenance and operation of existing dwelling units owned by the Housing Authority. This program will be reinstated if funds are available.

Policy H 14

Relocation assistance shall be provided to lower income households who are displaced by public or private redevelopment activities as mandated by the state.

Evaluation: The City provided relocation assistance for former residents at Rancho Palms Mobile Home Park until its clearance in 2017. This program will continue to be implemented in the future, if residents require relocation.

Policy H 15

The City shall make every effort to preserve units at risk at Rancho Mirage Resort.

Program H 15.A

In order to preserve units at risk, the City shall:

- « Monitor the status of affordable units that may become at-risk of conversion.
- « Provide technical assistance as feasible to facilitate preservation for units considered at risk of conversion. Annually contact property owners, gauge interest and identify non-profit partners and pursue funding and preservation strategy on a project basis.
- « Work with owners and potential buyers to assure that affordability covenants are maintained through the planning period.
- « Use, where feasible, available financial resources to restructure federally assisted preservation projects, in order to preserve affordability. Annually identify funding sources for at-risk preservation and acquisition rehabilitation and pursue or support applications of non-profits for these funding sources at the federal, state or local levels.

Responsible Agency: Housing Authority
Schedule: 2014-2015

Evaluation: The 30-year affordable resale restrictions for 41 units at Rancho Mirage Resort may have lapsed, and the City was not able to identify any viable means to reinstate the resale restrictions. The units at Rancho Mirage Resort are considered to have lost affordability and are no longer included in the City affordable housing inventory. The City had one development, Rancho Mirage Villa Apartments, at risk of converting to market rate in 2018.

Affordability restrictions have been extended to 2060. The City continues to monitor affordable units at-risk of converting to market rate. This program was completed. Please see Units at Risk section of this Housing Element for discussion of potential units at risk during the 2021-2029 planning period.

Summary of Effects on Special Needs Residents

As described in Policy H 5, Program H 5.B and Policy H 6, above, the City's affordable housing units accommodate seniors and disabled persons, and the Section 19 Specific Plan includes requirements for affordable 4-bedroom units.

Housing Needs

The first step in considering the City's housing needs is the evaluation of the community's makeup. This section addresses demographic information collected from a variety of sources to develop a picture of Rancho Mirage's residents. The following data relies on both 2010 Census information, which is largely outdated, and updated data provided by the Census' American Community Survey and other sources where available.

Regional Setting

Rancho Mirage is located in the Coachella Valley of Riverside County. Riverside County, particularly the western half of the County, has experienced significant, steady growth for decades, which has slowed since the beginning of the century. County population grew from 663,923 in 1980 to 1,110,000 in 1990, an increase of 67 percent. By 2000, the County's population had increased to 1,545,387, an increase of 39 percent in ten years. By 2010, it had increased to 2,189,641, which represents a 10-year increase of 41.7 percent. The Department of Finance currently estimates that the County's January 2020 population stood at 2,442,304, a 11.5 percent increase over 2010 Census estimates. This increase was the smallest population increase in the County in recent history.

The City's growth has not been as significant. Rancho Mirage has grown more slowly than the County as a whole, and more slowly than the Coachella Valley generally.

Demographic Characteristics

Age Distribution

The median age in Rancho Mirage in 2010 was 62.3 years of age. Approximately 44 percent of the population was over the age of 65. **TABLE 2** presents the age distribution of the city's population based on the 2010 Census data and American Community Survey 2014-2018 5-Year Estimates.

In 2018, children and youth (ages 0–19) comprised 7.5 percent of the population, young and middle-age adults (20 to 54 years) represented 22.7 percent and all age groups over 55 years made up 69.6 percent of the City's total population. The data show that the population is aging at a pace faster than the region, State or nation. Between 2010 and 2018, other than the 25 to 34 age group, which increased by 1.4%, all age groups under 65 years decreased by a combined total of 10.3%, and all age groups over 65 years increased by a combined total of 8.7%. The increase is also reflected in the median age, which increased from 62.3 years in 2010 to 66.3 years in 2018.

The data suggests that housing demand is currently highest for seniors, and that this demand has increased by over 20% since the last Census. Should the aging trend continue, there will be a growing demand for senior housing and programs that promote "aging in place."

TABLE 2 AGE DISTRIBUTION, 2010-2018

| AGE | 2010 | | 2018 | |
|-------------------|---------------|-------------|---------------|-------------|
| | NUMBER | % OF TOTAL | NUMBER | % OF TOTAL |
| Under 5 years | 423 | 2.5 | 225 | 1.2 |
| 5 to 9 years | 496 | 2.9 | 351 | 1.9 |
| 10 to 14 years | 559 | 3.2 | 379 | 2.1 |
| 15 to 19 years | 513 | 3.0 | 419 | 2.3 |
| 20 to 24 years | 345 | 2.0 | 123 | 0.7 |
| 25 to 34 years | 661 | 3.8 | 947 | 5.2 |
| 35 to 44 years | 1,224 | 7.1 | 1,248 | 6.9 |
| 45 to 54 years | 2,163 | 12.6% | 1,793 | 9.9% |
| 55 to 59 years | 1,453 | 8.4% | 1,451 | 8.0% |
| 60 to 64 years | 1,799 | 10.4% | 1,594 | 8.8% |
| 65 to 74 years | 3,544 | 20.6% | 4,540 | 25.1% |
| 75 to 84 years | 2,751 | 16.0% | 3,601 | 19.9% |
| 85 years and over | 1,287 | 7.5% | 1,404 | 7.8% |
| Total | 17,218 | 100% | 18,075 | 100% |
| Median age | 62.3 | | 66.3 | |

Source: 2010 U.S. Census Tables P12 and P13; American Community Survey 2014-2018 5-Year Estimates, Table DP05

TABLE 1 POPULATION TRENDS – NEIGHBORING JURISDICTIONS

| CITY | CENSUS | | | | ACS | | |
|--------------------|-----------|-----------|------------------|---------|-----------|------------------|---------|
| | 2000 | 2010 | CHANGE 2000-2010 | | 2018 | CHANGE 2010-2018 | |
| | | | % | # | | % | # |
| Cathedral City | 42,647 | 51,200 | 20.1 | 8,553 | 54,037 | 5.5 | 2,837 |
| Coachella | 22,724 | 40,704 | 79.1 | 17,980 | 44,849 | 10.2 | 4,145 |
| Desert Hot Springs | 16,582 | 25,938 | 56.4 | 9,356 | 28,430 | 9.6 | 2,492 |
| Indian Wells | 3,816 | 4,958 | 29.9 | 1,142 | 5,317 | 7.2 | 359 |
| Indio | 49,116 | 76,036 | 54.8 | 26,920 | 91,235 | 20.0 | 15,199 |
| La Quinta | 23,694 | 37,467 | 58.1 | 13,773 | 40,704 | 8.6 | 3,237 |
| Palm Desert | 41,155 | 48,445 | 17.7 | 7,290 | 52,124 | 7.6 | 3,679 |
| Palm Springs | 42,807 | 44,552 | 4.1 | 1,745 | 47,525 | 6.7 | 2,973 |
| Rancho Mirage | 13,249 | 17,218 | 30.0 | 3,969 | 18,075 | 5.0 | 857 |
| Coachella Valley | 255,790 | 346,518 | 35.5 | 90,728 | 382,296 | 10.3 | 35,778 |
| Riverside County | 1,545,387 | 2,189,641 | 41.7 | 644,254 | 2,383,286 | 8.8 | 193,645 |

Source: 2000 and 2010 Census; American Community Survey 2014-2018 5-Year Estimates

Ethnic Characteristics

TABLE 3 shows the racial and ethnic distribution for Rancho Mirage in 2010 and 2018. Although the community remains predominantly white, the data shows an increase in minority population. This is representative of a trend throughout Southern California.

The percentage of Black/African Americans and Asians increased by a combined 2.1 percent. The percentages of American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, and Two or More Races remained largely unchanged. The percentage of residents in the "Some Other Race" category decreased from 3.5% to 2.5%. The percentage of Hispanic or Latino residents decreased slightly from 11.4% to 9.8%.

TABLE 3 RACIAL/ETHNIC DISTRIBUTION, 2010-2018

| RACE/ETHNICITY | 2010 | | 2018 | |
|--|---------------|--------------|---------------|--------------|
| | NUMBER | % OF TOTAL | NUMBER | % OF TOTAL |
| One Race | | | | |
| White | 15,267 | 88.7 | 15,786 | 87.3 |
| Black or African American | 256 | 1.5 | 413 | 2.3 |
| American Indian and Alaska Native | 94 | 0.5 | 71 | 0.4 |
| Asian | 651 | 3.8 | 929 | 5.1 |
| Native Hawaiian and Other Pacific Islander | 14 | 0.1 | 41 | 0.2 |
| Some Other Race | 598 | 3.5 | 450 | 2.5 |
| Two or More Races | 338 | 2.0 | 385 | 2.1 |
| Total | 17,218 | 100.0 | 18,075 | 100.0 |
| Hispanic or Latino (of any race) | 1,964 | 11.4 | 1,776 | 9.8 |

Source: 2010 U.S. Census, Tables P3 and P12H; American Community Survey 2014-2018 5-Year Estimates, Table DP05

Population Growth

Rancho Mirage has the second smallest population in the Coachella Valley. Rancho Mirage has shown slower population growth in the last decade than the early 2000s. The city's growth rate has stabilized since 2015, as demonstrated by the information in **TABLE 8**.

Between 2000 and 2010, the City population increased by 30.0% from 13,249 to 17,218 residents. Between 2010 and 2018, the population increased by 5.0%, from 17,218 to 18,075 residents. As shown in **Table 3**, the percent increase was most close to that of Cathedral City (5.5%) and less than all other Coachella Valley cities and Riverside County, which ranged between 5.5 % and 20.0%.

TABLE 4 POPULATION GROWTH, 2012 TO 2018

| YEAR | SQUARE MILES | POPULATION | PERCENTAGE INCREASE |
|------|--------------|------------|---------------------|
| 2012 | 25.1 | 17,215 | N/A |
| 2013 | 24.5 | 17,456 | 1.4 |
| 2014 | 24.5 | 17,634 | 1.0 |
| 2015 | 24.8 | 17,770 | 0.8 |
| 2016 | 24.8 | 17,876 | 0.6 |
| 2017 | 24.9 | 17,975 | 0.6 |
| 2018 | 25.4 | 18,075 | 0.6 |

Source: US Census TIGERweb Web Map Service (ACS 2012-2020), American Community Survey 2014-2018 and 2009-2013 5-Year Estimates, and California DOF 2012

TABLE 5 EMPLOYMENT BY INDUSTRY

| INDUSTRY TYPE | 2018 | |
|--|--------------|---------------------|
| | NUMBER | PERCENTAGE OF TOTAL |
| Civilian employed population 16 years and over: | | |
| Agriculture, forestry, fishing, hunting, mining | 10 | 0.2 |
| Construction | 337 | 5.7 |
| Manufacturing | 286 | 4.9 |
| Wholesale Trade | 112 | 1.9 |
| Retail Trade | 468 | 8.0 |
| Transportation, warehousing, utilities | 200 | 3.4 |
| Information | 110 | 1.9 |
| Finance, insurance, real estate, rental, leasing | 662 | 11.3 |
| Professional, scientific, management, admin., waste management | 742 | 12.6 |
| Educational services, health care, social assistance | 1,695 | 28.8 |
| Arts, entertainment, recreation, accommodation, food services | 712 | 12.1 |
| Other services, except public administration | 323 | 5.5 |
| Public administration | 222 | 3.8 |
| Total | 5,879 | 100.0 |

Source: American Community Survey 2014-2018 5-Year Estimates, Table S2405

As shown in **TABLE 6**, more than half (51.9%) of the City’s civilian employed labor force is employed in “management, business, science, and arts” occupations, followed by “sales and office” occupations (23.8%).

TABLE 6 EMPLOYMENT BY OCCUPATION

| OCCUPATION | 2018 | |
|--|--------------|--------------|
| | No. | % OF TOTAL |
| Civilian employed population 16 years and over | | |
| Management, business, science, and arts occupations | 3,054 | 51.9 |
| Service occupations | 676 | 11.5 |
| Sales and office occupations | 1,400 | 23.8 |
| Natural resources, construction, and maintenance occupations | 218 | 3.7 |
| Production, transportation, and material moving occupations | 531 | 9.0 |
| Total | 5,879 | 100.0 |

Source: American Community Survey 2014-2018 5-Year Estimates, Table DP03

TABLE 7 shows the largest employers located in Rancho Mirage and the number of workers each employs. The City’s principal employers include health care providers, golf clubs and resorts, and auto dealerships and other retailers. Typical jobs at these facilities would include doctors, nurses and support staff, cooks and food service providers, store clerks and managers, and auto salesmen and mechanics. The Agua Caliente Tribe is the second largest employer as owner of the Agua Caliente Resort & Casino, thereby contributing to the need of workforce housing. The Tribe, however, has not committed to meeting its housing needs on Tribal land in the City. The City’s retail businesses are comprised of a large number of small businesses, rather than a few large businesses. As a result, **TABLE 7** does not reflect accurately the retail trade component of the workers in the city (see **TABLE 5**, Retail Trade accounts for 8% employment in the city).

TABLE 7 MAJOR EMPLOYERS, 2016

| EMPLOYER | NUMBER OF EMPLOYEES | PRIMARY DESCRIPTION |
|--------------------------------------|---------------------|-----------------------|
| Eisenhower Medical Center | 2,480 | Hospital / Clinics |
| Agua Caliente Resort & Casino | 1,300 | Casino |
| Omni Rancho Las Palmas Resort & Spa | 500 | Hotel |
| Westin Mission Hills Resort & Spa | 470 | Hotel |
| The Ritz Carlton Rancho Mirage & Spa | 397 | Hotel |
| Hazelden Betty Ford Center | 269 | Rehabilitation Center |
| indiGO Auto Group | 225 | Auto Sales & Service |
| Mission Hills Country Club | 211 | Country Club |
| Cheesecake Factory | 180 | Restaurant |
| Home Depot | 149 | Home Improvement |

Source: Rancho Mirage Economic Profile, City of Rancho Mirage website, <https://ranchomirageca.gov/residents/living-in-rancho-mirage/community-economic-profile/>.

The Great Recession, which began in late 2007, saw high unemployment and job losses in the Coachella Valley, where every seventh person lost their job.¹ Regional employment started to increase in 2011, but the annual growth was still slower than pre-Recession levels until 2017, with the Coachella Valley suffering greater impacts than western Riverside County, the state, or the nation. The construction sector was hardest hit regionally; approximately 70% of jobs were lost, and only 14% recovered by December 2017.² The Retail Trade and Wholesale Trade sectors lost around 6,700 jobs but have generally returned to pre-Recession levels. Two sectors have fully recovered and even added jobs: Education and Health Services and, to a lesser extent, Leisure and Hospitality.

Between 2010 and 2019, annual unemployment rates in Rancho Mirage decreased steadily from a high of 10.7% in 2010 to a low of 3.2% in 2019.³ Analysis of employment data from 2005 to 2017 shows that, as of December 2017, Rancho Mirage had not only fully recovered the job losses it incurred during the Great Recession, but gained more than 30% relative to previous peak employment.⁴ This scenario is much better than other Coachella Valley cities; Palm Springs is the only other city that had recovered and exceeded its previous peak, though by less than 10%. Future employment opportunities for City residents will include a variety of

Employment

The City’s economy is heavily rooted in the service industry like much of the Coachella Valley, but the largest number of residents are employed in the growing health care industry. **TABLE 5** describes employment by industry in Rancho Mirage in 2018. The data show that 5,879 residents over 16 were in the civilian employed labor force. The largest percentage of the population was employed in “educational services, health care, and social assistance” (28.8%), followed by “professional, scientific, management, admin., waste management” (12.6%) and “arts, entertainment, recreation, accommodation, and food services” (12.1%). The high number of health care workers can be tied to the presence of Eisenhower Medical Center and a number of medical offices associated with the hospital, as well as a number of nursing homes, assisted living facilities and similar age- and health-related businesses in the City.

¹ 2019 Greater Palm Springs Economic Report, Coachella Valley Economic Partnership, Figure 24.

² Ibid, Figures 25 and 26.

³ California Employment Development Department annual unemployment rates (labor force), not seasonally adjusted, not preliminary.

⁴ 2019 Greater Palm Springs Economic Report, Coachella Valley Economic Partnership, Figure 28.

new retail, service, and entertainment jobs offered by future development in the Highway 111 corridor, Porcupine Creek Retreat resort, and Section 31 (Grand Oasis Crystal Lagoon) area.

Many Rancho Mirage residents work in other communities, and many residents from other cities work in Rancho Mirage. **TABLE 8** describes the employment locations of Rancho Mirage residents. As shown, only 28.6% of City residents work in Rancho Mirage, suggesting a jobs-housing imbalance for City residents. Close to half of City residents work in Palm Desert (23.8%) or Palm Springs (21.9%).

TABLE 8 COMMUTING PATTERNS

| WHERE RANCHO MIRAGE RESIDENTS WORK | NO. OF RANCHO MIRAGE RESIDENTS | PERCENTAGE OF TOTAL |
|------------------------------------|--------------------------------|---------------------|
| Indio | 139 | 5.3 |
| Cathedral City | 229 | 8.8 |
| Palm Desert | 619 | 23.8 |
| Palm Springs | 569 | 21.9 |
| Coachella | 49 | 1.9 |
| La Quinta | 137 | 5.3 |
| Desert Hot Springs | 32 | 1.2 |
| Rancho Mirage | 744 | 28.6 |
| Indian Wells | 85 | 3.3 |

Source: 2019 Greater Palm Springs Economic Report, Coachella Valley Economic Partnership, Table 6. Based on 2015 data.

Income

Incomes vary significantly by region, industry, and type of job. **TABLE 9** describes average income per worker, by industry, in the Coachella Valley. As shown, the highest-paying sectors are Finance/Insurance/Real Estate, Government, and Information, with incomes averaging around \$50,000 to \$60,000. The lowest-paying sectors are Retail Trade, Other Services, and Leisure and Hospitality, with incomes averaging around \$31,000.

TABLE 9 AVERAGE INCOME BY INDUSTRY, COACHELLA VALLEY

| INDUSTRY | AVERAGE INCOME PER WORKER, 2017 |
|------------------------------------|---------------------------------|
| Agriculture | \$29,571 |
| Construction | \$45,488 |
| Manufacturing | \$46,340 |
| Retail Trade | \$32,281 |
| Information | \$50,493 |
| Finance, Insurance, Real Estate | \$59,726 |
| Professional and Business Services | \$43,736 |
| Education and Health Services | \$48,322 |
| Leisure and Hospitality | \$31,513 |
| Government | \$58,711 |
| Other Services | \$31,836 |
| Logistics | \$45,114 |

Source: 2019 Greater Palm Springs Economic Report, Coachella Valley Economic Partnership, Figure 29

The following table compares median household income in Rancho Mirage and Riverside County in 2010 and 2018. The City's 2010 median household income was 129% of the County's, and the City's 2018 median household income was 111% of the County's. During this period, the City's median household income decreased by 4.17% while the County saw a 10.7% increase.

TABLE 10 MEDIAN HOUSEHOLD INCOME

| JURISDICTION | MEDIAN HOUSEHOLD INCOME | | | % OF COUNTY MEDIAN HOUSEHOLD INCOME | |
|------------------|-------------------------|----------|----------------------|-------------------------------------|-------|
| | 2010 | 2018 | % INCREASE 2010-2018 | 2010 | 2018 |
| Rancho Mirage | \$74,327 | \$71,227 | -4.2 | 128.7 | 111.4 |
| Riverside County | \$57,768 | \$63,948 | 10.7 | 100.0 | 100.0 |

Source: American Community Survey 2006-2010 and 2014-2018 5-Year Estimates, Table DP03

Households

From 2010 to 2018, the number of Rancho Mirage households grew at a 6.5% rate, from 8,829 to 9,406, as shown in **TABLE 11**. In 2018, the majority of households consisted of non-family households (48.0%) and married couple families (47.4%). The data also show that the City had a total of 436 single householder households, 118 of which were male, and 318 of which were female.

TABLE 11 HOUSEHOLD GROWTH TRENDS

| YEAR | NO. OF HOUSEHOLDS | # INCREASE | % INCREASE |
|------|-------------------|------------|------------|
| 2010 | 8,829 | - | - |
| 2018 | 9,406 | 577 | 6.5 |

Source: 2010 U.S. Census, Table P28; American Community Survey 2014-2018 5-Year Estimates, Table DP02

TABLE 12 HOUSEHOLD TYPES

| HOUSEHOLD TYPE | NO. OF HOUSEHOLDS | PERCENTAGE OF TOTAL |
|--|-------------------|---------------------|
| Family households: | | |
| Married couple family | 4,456 | 47.4 |
| Male householder, no wife present | 118 | 1.3 |
| Female householder, no husband present | 318 | 3.4 |
| Subtotal | 4,892 | 52.0 |
| Non-family households | 4,514 | 48.0 |
| Total Households | 9,406 | 100.0 |

Source: American Community Survey 2014-2018 5-Yr Estimates, Table DP02

Housing Characteristics

The character of the city's housing has not significantly changed over time. The Department of Finance estimates that as of January 2020, there are 14,788 housing units in the city, a 3.4% increase from 14,307 units in 2012, as shown in **TABLE 13**. The predominant type of dwelling unit in the City of Rancho Mirage continues to be single-family detached, which increased by 485 units. All other housing types remain largely constant, where mobile homes increased by 2 units, and multi-family complexes with 5 or more units decreased by 6 units.

TABLE 13 HOUSING STOCK TRENDS – 2012 AND 2020

| UNIT TYPE | 2012 | | 2020 | |
|-------------------------------|---------------|-------------------------------|-----------------|-------------------------------|
| | NO. OF UNITS | % OF TOTAL UNITS ¹ | NUMBER OF UNITS | % OF TOTAL UNITS ¹ |
| Single-Family Detached | 7,659 | 53.5 | 8,144 | 55.1 |
| Single-Family Attached | 4,187 | 29.3 | 4,187 | 28.3 |
| Multi-Family, 2-4 Units | 725 | 5.1 | 725 | 4.9 |
| Multi-Family, 5 or More Units | 841 | 5.9 | 835 | 5.6 |
| Mobile homes | 895 | 6.3 | 897 | 6.1 |
| Total | 14,307 | 100.0 | 14,788 | 100.0 |

Source: Dept. of Finance Table E-5, 2012 and 2020.

¹ differences due to rounding

Vacancy Status

The 2014-2018 American Community Survey showed an overall vacancy rate of 39.5 percent. Correcting for seasonal or recreational units, which are considered vacant by the Census but are not available or used for permanent occupancy, the vacancy rate decreases to 8 percent. **TABLE 14** provides the complete data as of 2018. Of the 9,406 (60.5%) occupied housing units in the City, about 80.7% are owner-occupied, and 19.3% are renter-occupied. The homeowner vacancy rate is 3.9%, while the rental vacancy rate is 12.6%, which can indicate excess supply or decreased property values in the rental market.

TABLE 14 VACANCY STATUS, 2018

| VACANCY STATUS | NUMBER OF UNITS | % OF TOTAL UNITS CITYWIDE |
|---|-----------------|---------------------------|
| Occupied Units: | | |
| Owner-occupied | 7,587 | 48.8 |
| Renter-occupied | 1,819 | 11.7 |
| Subtotal | 9,406 | 60.5 |
| Vacant Units: | | |
| For rent | 268 | 1.7 |
| Rented, not occupied | 39 | 0.3 |
| For sale only | 309 | 2.0 |
| Sold, not occupied | 73 | 0.5 |
| For seasonal, recreational, or occasional use | 4,905 | 31.5 |
| For migrant workers | 0 | 0.0 |
| Other vacant | 555 | 3.6 |
| Subtotal | 6,149 | 39.5 |
| Total Units | 15,555 | 100.0 |
| Vacancy Rate: | | |
| Homeowner vacancy rate | 3.9% | |
| Rental vacancy rate | 12.6% | |

Source: American Community Survey 2014-2018 5-Year Estimates, Tables DP04 and B25004

Overcrowding

Housing need is defined by the state Department of Housing and Community Development in these ways:

- > Overcrowding (more than 1.01 persons per room)
- > Overpaying (paying more than 30 percent of household income for shelter)
- > Residing in substandard units

The 2014-2018 American Community Survey provides current data on overcrowding in Rancho Mirage. For owner-occupied units in the city, 53 housing units are considered to be overcrowded, and for renter-occupied units, 88 housing units are overcrowded. Based on this data, a total of 141 housing units in Rancho Mirage are overcrowded. This represents 1.5 percent of all occupied units in the city. **Table 15** shows the detailed data for overcrowding. Severely overcrowded units have more than 1.5 persons per room and are a subset of overcrowded units. Approximately 14.2% of all overcrowded units in the City are severely overcrowded.

TABLE 15 OVERCROWDING

| PERSONS PER ROOM | OWNER- OCCUPIED UNITS | RENTER- OCCUPIED UNITS | TOTAL | % OF TOTAL |
|----------------------------------|-----------------------|------------------------|------------|------------|
| 0.5 or fewer | 7,080 | 1,472 | 8,552 | 90.9 |
| 0.51 to 1.00 | 454 | 259 | 713 | 7.6 |
| 1.01 to 1.50 | 47 | 74 | 121 | 1.3 |
| 1.51 to 2.00 | 6 | 11 | 17 | 0.2 |
| 2.01 or more | 0 | 3 | 3 | 0.03 |
| Total Overcrowded | 53 | 88 | 141 | 1.5 |
| % Overcrowded by Tenure | 37.6 | 62.4 | --- | --- |
| Total Severely Overcrowded | 6 | 14 | 20 | 0.2 |
| % Severely Overcrowded by Tenure | 30.0 | 70.0 | --- | --- |

Source: American Community Survey 2014-2018 5-Year Estimates, Table B25014

Overpayment

The data presented in **Table 16** show overpayment by income category, the amount overpaid by renters, and the amount overpaid for owners. Both homeowners and renters were overpaying for housing between 2012 and 2016.

The Comprehensive Housing Affordability Strategy (CHAS) database, provided by HUD and based on U.S. Census American Community Survey data, describes the number of households, by income, with housing cost burdens. The latest CHAS data for the

2012-2016 period for Rancho Mirage are shown in the following table. Of all owner households, 37.5% are overpaying for housing, and 21.1% are severely overpaying. The percentages are higher when analyzing lower-income households as a group. Of all lower-income owner households, 76.6% are overpaying, and 56.9% are severely overpaying.

The patterns are similar for renter households. Of all renter households, 56.7% are overpaying, and 36.0% are severely overpaying. Percentages are higher for low-income households as a group. Of all lower-income renter households, 86.8% are overpaying, and 59.5% are severely overpaying.

TABLE 16 OVERPAYMENT BY INCOME CATEGORY AND TENURE

| HOUSEHOLD INCOME ¹ | OWNERS | | RENTERS | | |
|--|---------------------|-------------|--------------|-------------|------|
| | HOUSEHOLDS | % | HOUSEHOLDS | % | |
| less than or = 30% HAMFI (Extremely Low Income) | 490 | | 335 | | |
| | overpaying | 320 | 65.3 | 305 | 91.0 |
| | severely overpaying | 320 | 65.3 | 255 | 76.1 |
| >30% to less than or =50% HAMFI (Very Low Income) | 665 | | 375 | | |
| | overpaying | 540 | 81.2 | 350 | 93.3 |
| | severely overpaying | 405 | 60.9 | 280 | 74.7 |
| >50% to less than or =80% HAMFI (Low Income) | 900 | | 390 | | |
| | overpaying | 715 | 79.4 | 300 | 76.9 |
| | severely overpaying | 445 | 49.4 | 120 | 30.8 |
| Subtotal: All lower-income households | 2,055 | | 1,100 | | |
| Subtotal: All lower-income HH overpaying | 1,575 | 76.6 | 955 | 86.8 | |
| Subtotal: All lower-income HH severely overpaying | 1,170 | 56.9 | 655 | 59.5 | |
| >80% to less than or =100% HAMFI (Moderate Income) | 530 | | 155 | | |
| | overpaying | 235 | 44.3 | 85 | 54.8 |
| | severely overpaying | 100 | 18.9 | 50 | 32.3 |
| >100% HAMFI (Moderate and Above Moderate Income) | 4,945 | | 735 | | |
| | overpaying | 1,015 | 20.5 | 85 | 11.6 |
| | severely overpaying | 315 | 6.4 | 10 | 1.4 |
| Total Households | 7,525 | | 1,985 | | |
| Total Households Overpaying | 2,825 | 37.5 | 1,125 | 56.7 | |
| Total Households Severely Overpaying | 1,585 | 21.1 | 715 | 36.0 | |

¹ HAMFI = HUD Area Median Family Income. HUD and CA HCD use different terminology/methodology to define Household Income, but they are roughly equivalent. The table above matches HCD's terminology ("extremely low, very low, low") commonly used in HE documents to HUD categories, where appropriate. Note that "moderate" refers to 80%-120% of AMI, and thus is noted in two HUD categories accordingly.

"Overpaying" is defined as spending >30% of gross household income on housing costs.

"Severely overpaying" is defined as spending >50% of gross household income on housing costs.

Source: U.S. Dept. of Housing and Urban Development, CHAS data for Rancho Mirage, based on 2012-2016 ACS.

Housing Costs

The city of Rancho Mirage has a relatively high median price for single-family, owner-occupied units and rental units. The median value for 2013 and 2018 are shown in **TABLE 17**. **TABLE 19** calculates the amount a family of four in different income categories can afford to spend on housing, assuming that no more than 30 percent of the household's income is spent on housing.

Home Values

The following table compares median housing values in Coachella Valley cities from 2013 to 2018. Rancho Mirage's median housing value was \$518,000 in 2013, which was the second highest after Indian Wells. The City's median housing value decreased 3.5% over the 5-year period, in contrast to the upward

trend in the region. However, it still ranks second highest in the Coachella Valley. A recent regional economic analysis indicates that, in Rancho Mirage in 2019 (3rd quarter), the median price was \$674,500 for existing homes and \$530,500 for new homes.⁵

TABLE 17 REGIONAL MEDIAN HOUSING VALUE TRENDS, 2013 - 2018

| JURISDICTION | MEDIAN VALUE, OWNER-OCCUPIED UNITS | | |
|----------------------|------------------------------------|------------------|--------------------|
| | 2013 | 2018 | % CHANGE 2013-2018 |
| Desert Hot Springs | \$121,600 | \$174,900 | 43.8% |
| Palm Springs | \$267,800 | \$367,900 | 37.4% |
| Cathedral City | \$179,500 | \$259,900 | 44.8% |
| Rancho Mirage | \$518,000 | \$499,900 | -3.5% |
| Palm Desert | \$308,000 | \$335,400 | 9.0% |
| Indian Wells | \$604,600 | \$706,800 | 16.9% |
| La Quinta | \$348,400 | \$386,200 | 10.8% |
| Indio | \$192,600 | \$267,900 | 39.1% |
| Coachella | \$137,600 | \$207,300 | 50.7% |

Source: American Community Survey 2009-2013 and 2014-2018 5-Year Estimates, Table B25077

Rental Costs

The rental housing market in Rancho Mirage includes apartments, townhomes, and single-family homes. **TABLE 18** shows median gross rent by number of bedrooms, according to the American Community Survey. The median gross rent is \$1,196.

⁵ "Inland Empire Quarterly Economic Report," Year 31, Economics & Politics, Inc. October 2019.

TABLE 18 MEDIAN GROSS RENT BY BEDROOMS

| NO. OF BEDROOMS | MEDIAN GROSS RENT* |
|--------------------|--------------------|
| No Bedroom | Not Provided |
| 1 bedroom | \$802 |
| 2 bedrooms | \$1,207 |
| 3 bedrooms | \$2,405 |
| 4 bedrooms | \$3,500+ |
| 5+ bedrooms | \$2,409 |
| Median Gross Rent: | \$1,196 |

* estimated, renter-occupied housing units paying cash rent

Source: American Community Survey 2014-2018 5-Year Estimates, Table B25031

Online listings show that current market rental rates range from approximately \$1,400 to \$3,200 for a 1-bedroom unit; \$1,495 to \$5,000 for a 2-bedroom unit; \$2,100 to \$15,950 for a 3-bedroom unit; and \$2,850 to \$25,000 for a 4+ bedroom unit (no studio rental available at the time of search).⁶

Affordability

Housing costs can represent a major obstacle to housing availability. **TABLE 19** describes income limits for commonly used household income categories and “affordable” monthly payments for each category, according to definitions set forth in California Health and Safety Code Sections 50052.5 and 50053. The area median income (AMI) for Riverside County for a family of four for Fiscal Year 2020 is \$75,300. This AMI is used to calculate, extremely low (30 percent of median), very low (50 percent of median), low (80 percent of median), and moderate (80 percent to 120 percent of median) incomes for use in state and federal subsidized housing programs.

TABLE 19 INCOME CATEGORIES AND AFFORDABLE HOUSING COSTS

| INCOME CATEGORY ¹ | INCOME LIMIT ² | AFFORDABLE MONTHLY PAYMENT ³ |
|--------------------------------------|---------------------------|---|
| Extremely Low Income (0-30% of AMI) | \$26,200 | \$655 |
| Very Low Income (30%-50% of AMI) | \$37,650 | \$941 |
| Low Income (50%-80% of AMI) | \$60,250 | \$1,506 |
| Moderate Income (80%-120% of AMI) | \$90,350 | \$2,259 |
| Above Moderate Income (120%+ of AMI) | \$90,350+ | \$2,259+ |

¹ AMI = area median income. Riverside County median income = \$75,300.

² Based on 4-person household.

³ “Affordable housing cost” for lower-income households is defined as not more than 30% of gross household income with variations. “Housing cost” includes rent or mortgage payments, utilities, property taxes, and insurance on owner-occupied housing.

Source: HCD 2020 State Income Limits

A comparison of Rancho Mirage’s median mortgage cost (\$2,666) and median gross rent (\$1,196) with the affordable housing guidelines shown in the table above demonstrates that a low income household can find rentals in the City, but cannot afford to purchase in the City. Only above moderate income households can afford to buy a median-priced home. **TABLE 20** shows the current affordability gap in Rancho Mirage, based on existing median housing values which shows a median income household would need an additional \$783.5 per month to afford a median priced home in Rancho Mirage.

TABLE 20 MEDIAN INCOME AFFORDABILITY GAP, 2018

| | AMOUNT |
|--|-----------|
| Median household monthly income* | \$6,275 |
| Housing payment equaling 30% of household income | \$1,882.5 |
| Median mortgage costs** | \$2,666 |
| Affordability gap*** | \$783.5 |

*Based on median income with a four-person household (Table 19).

**American Community Survey 2014-2018 5-Year Estimates, Table S2506

*** Difference between 30% of income and median mortgage cost

2019 Affordable Housing Projects

There are a total of 443 affordable units for lower income families and seniors in the City. The Housing Authority owns 226 of these units, and 217 are privately owned, but have received assistance from the Housing Authority or other programs. Existing projects are described below.

Projects Owned by the Housing Authority

Santa Rosa Villas

This housing project, previously a mobile home park whose units were relocated, was initially occupied in late 2006 and contains 33 single-story rental units that are two-bedroom and two-bath. A 1,620 square foot clubhouse and pool are available to residents. Section 8 housing subsidy vouchers are accepted. Minimum base rent is \$564 and monthly gross income needs to be 3 times of minimum base rent.

Parkview Villas

The housing complex offers 82 affordable rental units to seniors over 55 years of age. It is comprised of 41 one-bedroom two-bath and 41 two-bedroom two-bath units, a 1,500 square foot clubhouse, 2 pools and 4 spas. Section 8 housing subsidy vouchers are accepted. Minimum base rents are \$367 for one-bedroom and \$395 for two-bedroom. Monthly gross income requirement is 3 times of minimum base rent.

Whispering Waters

This housing project provides 29 affordable one-bedroom rental units for seniors over 55 and a 3,080 square foot clubhouse and pool. Section 8 housing subsidy vouchers are accepted. Minimum base rent is \$338 and monthly gross income needs to be 3 times of minimum base rent.

San Jacinto Villas

Construction of this housing complex started in September 2009, and occupancy began in April 2011. The project is LEED Silver certified and age-restricted (55+). It offers 82 affordable units, including 53 one-bedroom one-bath, 20 two-bedroom one-and-a-half bath, and 9 two-bedroom two-bath units. There is a 1,600 square foot clubhouse, a pool and a spa. Section 8 housing subsidy vouchers are accepted. Minimum base rents are \$578 for one-bedroom and \$605 for two-bedroom. Monthly gross income requirement is 3 times of minimum base rent.

Privately Owned Projects

Las Colinas

84 affordable rental units are offered to seniors over 55 at this complex, both one-bedroom and two-bedroom. The project contains 30 very low income units, 39 median income units, and 15 moderate income units. Rent ranges from \$640 to \$1,200 per month.

Villa Mirage

A 98-unit apartment project located at the northwest city boundary. The project consists of project-based Section 8 certificates, and provides very low and low income households with two and three-bedroom units.

Rancho Mirage Villa Apartments

A 35-unit apartment project located in the central Highway 111 corridor. The project contains 18 low income units and 17 moderate income units of Junior 1 bed/1 bath, 1 bed/1 bath, 2 bed/1 bath, and 2 bed/2 bath floor plans.

Rehabilitation Needs

The year in which a residential unit was built is an important characteristic of the housing stock, indicating its relative condition. In general, an average quality structure has a life of 20 to 30 years before the need for maintenance and rehabilitation becomes necessary for the structure to remain safe and sanitary.

According to the 2014-2018 American Community Survey, 9,667 (62.1%) dwelling units were built before 1990 and are now over 30 years old (**Table 21**). Approximately 5,870 (37.7%) of those units are over 40 years old.

TABLE 21 AGE OF HOUSING UNITS

| YEAR BUILT | NUMBER OF UNITS | PERCENTAGE OF TOTAL UNITS |
|--------------------------------|-----------------|---------------------------|
| Built 2014 or later | 79 | 0.5% |
| Built 2010 to 2013 | 134 | 0.9% |
| Built 2000 to 2009 | 3,706 | 23.8% |
| Built 1990 to 1999 | 1,969 | 12.7% |
| Built 1980 to 1989 | 3,797 | 24.4% |
| Built 1970 to 1979 | 3,707 | 23.8% |
| Built 1960 to 1969 | 1,147 | 7.4% |
| Built 1950 to 1959 | 817 | 5.3% |
| Built 1940 to 1949 | 86 | 0.6% |
| Built 1939 or earlier | 113 | 0.7% |
| Total units | 15,555 | 100% |
| Total Built before 1990 | 9,667 | 62.1% |

Source: American Community Survey 2014-2018 5-Year Estimates, Table DP04

Another measure of potentially substandard housing is the number of housing units lacking adequate kitchen and plumbing facilities. In Rancho Mirage, there are 160 units (1.7% of all units) lacking complete kitchens and 8 units (0.1% of all units) lacking plumbing facilities. More rental units have deficiencies than homeowner units. These homes could potentially benefit from rehabilitation programs.

⁶ Zillow.com, accessed August 5, 2020.

TABLE 22 HOUSING UNITS LACKING FACILITIES

| TYPE OF DEFICIENCY | OWNER-OCCUPIED UNITS | | | RENTER-OCCUPIED UNITS | | | TOTAL | |
|-------------------------------------|----------------------|---------------------|------------------|-----------------------|---------------------|------------------|-------|------------------|
| | No. | TOTAL UNITS IN CITY | % OF TOTAL UNITS | No. | TOTAL UNITS IN CITY | % OF TOTAL UNITS | No. | % OF TOTAL UNITS |
| Lacking complete kitchen facilities | 25 | 7,587 | 0.3 | 135 | 1,819 | 7.4 | 160 | 1.7 |
| Lacking plumbing facilities | 8 | 7,587 | 0.1 | 0 | 1,819 | 0.0 | 8 | 0.1 |

Source: 2014-2018 American Community Survey 5-Year Estimates, Tables B25053 and B25049

The Code Compliance division monitors the condition of housing stock through its site inspection and citation process. The division has cited eight single-family homes for substantive rehabilitation or structural issues during the 2014-2021 period. All but one of these citations are corrected, and there is still one pending open case. This would indicate that there are few substandard homes at any given time in the city.

The City’s Housing Authority previously funded a Home Improvement Program, which was designed to allow restricted income households to make needed repairs to their homes, including roofing, air conditioning and heating, and similar projects. The Home Improvement Program ended in June 2014. The Housing Authority did not have any available funding to grant lower income households financial assistance for home improvements from 2014 to 2019.

The Housing Authority continues to maintain and rehabilitate Housing Authority-owned and operated housing units. The City conducted inspections of mobile home parks and continued to monitor the parks through its Code Compliance Division in 2017 and Building & Safety Division in 2018 to 2019. However, no City or Housing Authority funding source has been identified to assist with any corrections. All Housing Authority funding was used for the maintenance and operation of existing units provided by the City Housing Authority. The City Housing Authority continues to monitor all senior apartment complexes owned by the Housing Authority. When health and safety concerns arise, the Authority budgets for these corrections and takes actions to remedy the concern.

Between 2014 and 2017, roofs and cabinetry had been updated to address health and safety concerns at Parkview Villas. In 2018, the Housing Authority updated cabinetry in units that became vacant.

Affordable Units at Risk

The continued availability of existing affordable housing units is important to city residents. When a project funded through local, state or federal programs becomes eligible for conversions to market rates, those units are considered “at risk” units.

Affordability restrictions for 98 multi-family rental units at the Villa Mirage project, located at 34160 Rebecca Way, were scheduled to expire in 2015. The City worked closely with The Hampstead Group, Inc., which in 2012 agreed to purchase and upgrade the project and maintain its affordability for low income housing (allowing Section 8 rentals) for an additional 55 years, with a new expiration date of 2067. The City assisted the purchaser in acquiring multi-family housing revenue bonds to finance the project through the California statewide Community Development Authority by becoming a Program Participant.

In addition, 41 resale restrictions at the Rancho Mirage Resort, located at the southeast corner of Dinah Shore Drive and Plumley Road, have lapsed, and the City did not find any viable means to reinstate them. Analysis of current resales at Rancho Mirage Resort indicate that the market rate units in this project sell in the range of \$160,000 to \$255,000. The replacement of these units would therefore total between \$6.6 and \$10.5 million. The units are priced in a range that is affordable for a low- or moderate-income household, insofar as the mortgage cost (including insurance and taxes) would be between \$880 and \$1234 per month. Therefore, although the resale restrictions may have lapsed, these units will remain affordable to low or moderate income households (see **TABLE 19**).

There are no units at risk of losing their affordability covenants in the City during the current planning period.

Special Housing Needs

There are households with identifiable special needs, as defined by California law for which the City must plan. These households typically experience difficulty in securing decent, affordable housing under market conditions. Specific groups with special housing needs include elderly residents, the homeless, single-parent households, farmworkers, persons with disabilities, persons with HIV/AIDS, and the disabled. In terms of how these disabilities affect housing needs, many simply require modifications of existing structures such as replacing steps with ramps and improving wheelchair accessibility. Other disabled people such as those with extreme mental disabilities, require long-term residential care. These special housing needs are provided through a variety of groups in the City and in the surrounding region.

Farmworkers

There are no farmlands in Rancho Mirage, or in the cities of Cathedral City and Palm Desert, to the west and east of Rancho Mirage, respectively. Farming occurs in the eastern Coachella Valley, at least 20 miles to the east. Between 2014 and 2018, the American Community Survey indicated there were ten residents employed in “agriculture, forestry, fishing, hunting, and mining” in Rancho Mirage, which is more likely to include residents employed at local sand and gravel operations. Farmworker housing does not constitute a significant need in Rancho Mirage. In the Coachella Valley, there are a total of approximately 8,000 farmworkers, 2,400 of which live in the City of Coachella. The balance live in the communities of Mecca and Thermal, close to the agricultural operations at which they work. The principal housing options for migrant and local seasonal farm workers are family-owned homes, private rental houses, second units, apartments, and mobile homes. Rancho Mirage is 20 miles from the Valley’s farming industry, which would translate to a 30 to 45 minute commute for a farmworker. There is no demand for farmworker housing in the City, but the City will continue to support housing for all people of the Coachella Valley, as shown in Policy H.6 and Program H.6.C.

Homeless

The homeless are generally mobile, often crossing from one city or county into another, and determining their location, and place of residence is difficult. The Riverside County Department of Public Social Services conducted a homeless count for all cities and some

unincorporated areas in the County in 2019. The Homeless Point-In-Time (PIT) Count is a federally mandated annual count of homeless individuals used by government agencies to evaluate the extent of homelessness. The data provide a snapshot of homelessness on a particular date and time.

The 2019 PIT Count for Riverside County determined there were 6 unsheltered homeless persons in Rancho Mirage, including individuals living on the streets, in vehicles, encampments, storage structures, or other places unfit for human habitation. It represents a 25% decrease over the 2018 PIT Count for Rancho Mirage (8 individuals). As described in **TABLE 23**, major characteristics of homeless people in the city are American Indian (33%), non-Hispanic (50%), male (83%), and adults over 24 years (100%). Among all homeless individuals identified in Rancho Mirage in the survey, 67 percent had developmental disability, 50 percent had a physical disability, 33 percent were chronically homeless, and 33 percent had brain injury. Conditions of the one individual not interviewed are unknown.

TABLE 23 RANCHO MIRAGE HOMELESS CHARACTERISTICS

| | PERCENT OF | |
|---------------------------------------|------------|-------|
| | NUMBER | TOTAL |
| Race | | |
| American Indian | 2 | 33% |
| Asian | 0 | 0% |
| Black | 1 | 17% |
| Native Hawaiian | 0 | 0% |
| White | 1 | 17% |
| Multiple Races | 1 | 17% |
| Unknown Race | 1 | 17% |
| Ethnicity | | |
| Hispanic | 1 | 17% |
| Non-Hispanic | 3 | 50% |
| Unknown Ethnicity | 2 | 33% |
| Gender | | |
| Male | 5 | 83% |
| Female | 1 | 17% |
| Age | | |
| Adults (>24 yrs.) | 6 | 100% |
| TOTAL HOMELESS INDIVIDUALS = 6 | | |

Source: 2019 Riverside County Homeless Point-In-Time Count and Survey Report, County of Riverside Department of Public Social Services, page 63.

TABLE 24 HOMELESS SUBPOPULATIONS

| SUBPOPULATION | NUMBER ¹ | PERCENT OF TOTAL HOMELESS INDIVIDUALS |
|-----------------------------|---------------------|---------------------------------------|
| Veterans | 1 | 17% |
| Chronically Homeless | 2 | 33% |
| Substance Abuse | 0 | 0% |
| PTSD | 1 | 17% |
| Mental Health Conditions | 0 | 0% |
| Physical Disability | 3 | 50% |
| Developmental Disability | 4 | 67% |
| Brain Injury | 2 | 33% |
| Victim of Domestic Violence | 1 | 17% |
| AIDS or HIV | 0 | 0% |
| Jail | 0 | 0% |

¹ Results of interviews with 5 homeless individuals and observation of 1 individual. The individual not interviewed is not included in any of the subpopulation (no subpopulation assumed).

Source: 2019 Riverside County Homeless Point-In-Time Count and Survey Report, County of Riverside Department of Public Social Services, page 63.

single women. The Residential Facility offers 120 beds: 95 beds for homeless families with children, and 25 beds for homeless single adult men and women.

The Coachella Valley Rescue Mission in Indio provides shelter and hot meals, as well as support for homeless individuals and families. It currently shelters 150+ men, women, and children and offers emergency shelter to an additional 150+ individuals each night. Additional services include job training, counseling and educational services, housing assistance, and case management.

A recent analysis of Coachella Valley homelessness found that emergency shelter and transitional housing are not operating at full capacity; the occupancy rate was 79% in 2018 despite high rates of unsheltered single adults.⁷ Lower occupancy may be partially because some beds are reserved for domestic violence victims and youth rather than the general population.

The City is also participating in the Coachella Valley Association of Governments' (CVAG) Homeless Committee.

Prior to its closure, the City annually contributed funding to Roy's Desert Resource Center in the western Coachella Valley, which was established by CVAG in December 2009 and provided emergency and transitional shelter to 90 homeless individuals at a time, including families and single adults, for a maximum of 90 days. After the closure of Roy's Desert Resource Center emergency homeless shelter in 2017, there was a need for a homeless shelter or navigation center in the western Coachella Valley. CVAG contracted with Path of Life Ministries to operate its Coachella Valley Housing First program that placed people in permanent housing before addressing issues such as joblessness or behavioral health. Program results were positive, with 81% of the 242 people who exited the program in the first year able to find permanent housing, and all participants who exited the program more than doubling their monthly incomes.⁸ In late 2019, CVAG initiated an effort to advance the goals of CV Housing First through a

collaborative approach called the Coachella Valley Homelessness Engagement & Action Response Team (CVHEART).⁹ The program is expected to establish a formal structure for regional homelessness policies and programs, identify funding opportunities for future projects, and expand multi-agency cooperation and participation. In addition to its own efforts to end homelessness, the city's membership in CVAG will assure its continued participation in regional efforts.

The City contributes annually to existing homeless facilities and charitable organizations in the Valley (see complete list in **TABLE 25**). In Fiscal Year 2019/20 and 2020/21, the homeless funding budgeted for shelter/services are \$160,000 and \$100,000, respectively. These funds included a broad range of contributions,

including funds to Coachella Valley Rescue Missions and Path of Life Ministries for programs and activities which help alleviate homelessness problems in the Coachella Valley. The funds the City allocates vary, depending on requests made and budgetary limitations.

Homeless shelters are permitted in the Public (institutional) zone. Supportive and transitional housing with more than six occupants are allowed in the Residential High Density (R-H) zone with conditional use permits, consistent with similar uses in that zone, such as assisted living and residential care facilities. Single-room occupancy units can be approved in different forms and in numerous zones, including those that permit accessory and junior accessory dwelling units, guest/employee quarters, assisted living facilities, hotels, and senior and congregate facilities.

TABLE 25 COACHELLA VALLEY HOMELESS SHELTER RESOURCES

| SHELTER NAME | TYPE OF SHELTER | CITY | CLIENTELE OR NEEDS SERVED | NUMBER OF BEDS ¹ |
|---|----------------------------|--|--|-----------------------------|
| Martha's Village and Kitchen | Emergency | Indio | General | 120 |
| Shelter From The Storm | Emergency | Palm Desert | Domestic Violence | 20 |
| County of Riverside, Desert Healthcare District and Foundation ¹ | Emergency (seasonal) | Cathedral City, Palm Springs, Desert Hot Springs | General | 90 (30 in each city) |
| Operation Safe House | Emergency /Transitional | Thousand Palms | Transitional: youth, young adults | 20/15 |
| Path of Life Ministries Inc. | Emergency/ Rapid Rehousing | Undisclosed – Coachella Valley | General | 12/2 |
| Coachella Valley Rescue Mission | Emergency/ Rapid Rehousing | Indio | families with children, individuals | 300/18 |
| Desert AIDS Project | Permanent | Palm Springs | HIV/AIDS | 80 |
| Desert Horizon | Permanent | Desert Hot Springs | Jewish Family Services | 18 |
| Desert Vista | Permanent | Palm Springs | Jewish Family Services | 40 |
| Desert Vista Permanent Supportive Housing Expansion (new in 2018) | Permanent | Palm Springs | Disabled Men and Women | 35 |
| Riverside University Health System – Behavioral Health | Permanent | Cathedral City | Behavioral Health | 25 |
| Episcopal Community Services | Permanent | Scattered Site – Coachella Valley | Persons with Disabilities and Chronically Homeless | 40 |
| Shelter Plus Care TBRA | Permanent | Indio | Persons with Disabilities/ Mentally Ill | 23 |

Source: "The Path Forward: Recommendations to Advance an End to Homelessness in the Coachella Valley," Barbara Poppe and Associates, November 27, 2018, Appendix 3.
¹ dhcd.org.

A number of organizations provide services to the homeless throughout the Coachella Valley. Desert Horizon and Desert Vista permanent supportive housing is a program managed by Jewish Family Service of San Diego with 18 and 40 beds, respectively. Supportive services, including living skills, budgeting instruction, case management, employment assistance, food distributions, advocacy, and community referrals and access to benefits, are provided.

Martha's Village and Kitchen in Indio offers emergency shelter/housing, food services, a career and education center, children's services, health care, case management, and recovery services to residents and emergency assistance to non-residents. Programs include daily meals based on FDA-published guidelines, clothing distribution, food boxes, public showers, rental/utility assistance, general computer classes, and English Language instruction. The holiday program provides Christmas dinner, baskets, and toys to low income families/individuals. Martha's Village and Kitchen is a two-story 42,000-sq. ft. structure containing dining facilities, classrooms, a medical clinic, and early childhood center. The upstairs family section consists of 32 rooms with 23 for families, five rooms for single men, and four rooms for

⁷ "The Path Forward: Recommendations to Advance an End to Homelessness in the Coachella Valley," Barbara Poppe and Associates, November 27, 2018, page 21.

⁸ "CV Housing First Program Evaluation: Examining the Clients Served in the First Year: July 2017 to June 2018," Health Assessment and Research for Communities, September 2018, page 55.

⁹ "CV Heart: A Collaborative and Regional Approach to Homelessness in Coachella Valley," Greg Rodriguez, January 2020.

AB 101 requires that Low-Barrier Navigation Centers (LBNC) be a by-right use in areas zoned for mixed-use and nonresidential zoning districts permitting multifamily uses. LBNC provide temporary room and board with limited barriers to entry while case managers work to connect homeless individuals and families to income, public benefits, health services, permanent housing, or other shelter. to include Low-Barrier Navigation Center as defined by state law. Program H 2.B has been provided to require that the Zoning Ordinance be amended to meet this requirement.

Seniors

There were 9,545 persons over the age of 65 in Rancho Mirage in 2018 (ACS). Of the total of 5,979 senior occupied housing units in Rancho Mirage, 5,037 are owner occupied, while 942 are renter occupied. With more than half (52.8%) of Rancho Mirage’s population over 65 according to the 2014-2018 American Community Survey, the special housing needs of seniors are an important concern in Rancho Mirage. This is especially so since many retired persons are likely to be on fixed incomes, at greater risk of housing overpayment. In addition, seniors typically have special needs related to housing construction and location. They often require ramps, handrails, and lower cupboards and counters to allow greater access and mobility. Because of limited mobility, the elderly also typically need access to public facilities, such as medical and shopping, and to public transit facilities.

TABLE 26 SENIOR HOUSEHOLDS BY TENURE

| HOUSEHOLDER AGE | OWNER-OCCUPIED | | RENTER-OCCUPIED | |
|------------------------------|----------------|-------------|-----------------|-------------|
| | HOUSE-HOLDS | % | HOUSE-HOLDS | % |
| Non-Senior Households | | | | |
| Under 65 years | 2,550 | 33.6% | 877 | 48.2% |
| Senior Households | | | | |
| 65 to 74 years | 2,315 | 30.5% | 191 | 10.5% |
| 75 to 84 years | 1,931 | 25.5% | 408 | 22.4% |
| 85 years and over | 791 | 10.4% | 343 | 18.9% |
| Subtotal, Senior Households | 5,037 | 66.4% | 942 | 51.8% |
| Total Households | 7,587 | 100% | 1,819 | 100% |

Source: American Community Survey 2014-2018 5-Year Estimates, Table B25007

Mature citizens also may need special security devices for their homes to allow greater self-protection. In many situations, seniors prefer to stay in their own dwellings rather than relocate to a retirement community, and may require extra assistance with home repairs and manual house/yard work. Every reasonable effort should be made to allow them to maintain their dignity, self-respect, and quality of life.

The 2014-2018 American Community Survey indicates 5,985 households in Rancho Mirage receive Social Security. The mean Social Security income for these households is \$23,047, which is below the definition of very low income. The 2014-2018 ACS data also show 2,936 households receive retirement income. The mean retirement income of these households is \$39,571.

There are 310 age-restricted affordable housing units in Rancho Mirage, located in the San Jacinto Villas, Parkview Villas, Santa Rosa Villas, Las Colinas, and Whispering Waters projects. These units are available to extremely low, very low, low, and moderate-income seniors.

The elderly also may require assisted living or nursing care facilities, as they age and are no longer able to care for themselves independently. Numerous senior support services are provided by various organizations, including those listed in **TABLE 27**. There are a number of privately operated facilities in Rancho Mirage available for seniors, including the following:

- › Missions Hills Senior Living (formerly Monarch at Rancho Mirage), 142 beds, including an Alzheimer’s patient capability
- › Brookdale Mirage Inn, 22 memory care apartment units and 107 assisted living apartment units
- › Brookdale Rancho Mirage (formerly Emeritus at Rancho Mirage), 26 dementia care beds, 109 assisted living units, and 45 skilled nursing beds
- › Country Villa Rancho Mirage Health Care, 99 nursing home beds

- › Vista Cove at Rancho Mirage, 56 beds, including dementia and Alzheimer’s patient capabilities; long-term care, respite care and Day Break program (full- and half-days available)
- › Brentwood of Rancho Mirage II, an assisted living facility serving up to 6 residents. It is a Residential Care Facility for the Elderly (RCFE)
- › Rancho Mirage Terrace, 100 assisted and independent living beds, 24 memory care (dementia/Alzheimer) beds
- › Morning Star II, 6 assisted living beds
- › Absolute Desert Care, 6 assisted living beds
- › Casa Royale Manor, 6 assisted living beds

TABLE 27 SENIOR RESOURCES

| ORGANIZATION | SERVICES PROVIDED |
|--|---|
| Braille Institute Coachella Valley Neighborhood Center | Rehabilitation, enrichment classes, in-home support for the visually impaired |
| Cathedral City Senior Center | Health/fitness programs, social events, classes, homebound outreach, food distribution |
| Eisenhower Memory Care Center | Adult day center for neuro-cognitive impairments |
| FINN Food Bank | Food distribution |
| Hidden Harvest | Food distribution |
| Jewish Family Services of the Desert | Advocacy, case management services |
| Riverside County Office on Aging | Medical case management, counseling, transportation assistance, meals |
| Salvation Army | Food distribution, social events, community programs |
| Senior Advocates of the Desert | Public benefits and social services assistance, emergency financial assistance |
| SunLine Transit Agency | For seniors and disabled residents: Half-Fare Program, Taxi Voucher Program, SunDial paratransit service, bus travel training |

Persons with Disabilities

The 2014-2018 American Community Survey identified 3,346 persons in Rancho Mirage with disabilities, of which 2,655 were 65 years of age or older. The high percentage of seniors living in Rancho Mirage results in a higher percentage of disabled persons,

and a need to focus on accessible housing to accommodate their needs.

The ADA requires that all new, multi-family and age-restricted construction include a percentage of units accessible to the disabled. Enforcing compliance with ADA standards is the responsibility of the City’s Building Division. The City has no requirements that would constrain the development of housing for disabled persons, whether in a group setting, apartment or condominium project, or a single-family home. This type of housing is not considered differently than housing for any other member of the community.

TABLE 28 DISABILITIES BY AGE AND TYPE

| DISABILITIES BY AGE AND TYPE | NUMBER OF PERSONS | PERCENT OF TOTAL DISABILITIES ¹ |
|---------------------------------------|-------------------|--|
| Under Age 18 years | | |
| With a hearing difficulty | 25 | 0.4 |
| With a vision difficulty | 11 | 0.2 |
| With a cognitive difficulty | 38 | 0.6 |
| With an ambulatory difficulty | 11 | 0.2 |
| With a self-care difficulty | 20 | 0.3 |
| With an independent living difficulty | * | * |
| Subtotal | 105 | 1.7 |
| Age 18 to 64 years | | |
| With a hearing difficulty | 51 | 0.8 |
| With a vision difficulty | 63 | 1.0 |
| With a cognitive difficulty | 266 | 4.2 |
| With an ambulatory difficulty | 315 | 5.0 |
| With a self-care difficulty | 113 | 1.8 |
| With an independent living difficulty | 219 | 3.5 |
| Subtotal | 1,027 | 16.3 |
| Age 65 years and over | | |
| With a hearing difficulty | 1,341 | 21.2 |
| With a vision difficulty | 481 | 7.6 |
| With a cognitive difficulty | 595 | 9.4 |
| With an ambulatory difficulty | 1,458 | 23.1 |
| With a self-care difficulty | 515 | 8.2 |
| With an independent living difficulty | 793 | 12.6 |
| Subtotal | 5,183 | 82.1 |
| Total | 6,315 | 100.0 |

¹ differences due to rounding
* data not provided

Source: American Community Survey 2014-2018 5-Year Estimates, Table S1810

The Zoning Ordinance defines family consistently with the federal definition, as one or more individuals in a household. This means there are no special requirements for concentration of residential care facilities or constraints on housing for persons with disabilities. There are also no parking requirements other than those required for any project for any and all housing types that serve persons with disabilities.

Ramps, stairs, and similar structures necessary for accessibility are allowed by right in the [Zoning Ordinance](#). No variance or conditional use permit is required, and is not expected to be in the future.

Persons with Developmental Disabilities

Section 4512 of the Welfare and Institutions Code defines a developmental disability as “a disability that originates before an individual becomes 18 years old, continues or can be expected to continue indefinitely, and constitutes a substantial disability for that individual.” The definition includes severe and chronic disabilities, including mental retardation, cerebral palsy, epilepsy, autism, and other disabling conditions that are closely related to mental retardation or require treatment similar to that required for individuals with mental retardation. It does not include other handicapping conditions that are solely physical in nature.

The California Department of Developmental Services (DDS) provides services for developmentally disabled individuals through state-operated developmental centers and community facilities. It contracts with the Inland Regional Center (IRC) to provide and coordinate local services for eligible residents in Riverside County, including those in Rancho Mirage. IRC’s services also include assessment, referrals, counseling, outreach, advocacy, and training. IRC currently (2021) serves 29 clients who are Rancho Mirage residents.

IRC uses person-centered planning when developing a client’s Individual Program Plan (IPP). The IPP outlines the goals developed by the client and their support team, as well as the services and support they will receive to help meet those goals. Many of the services/supports listed in the IPP are funded by Inland Regional Center. However, services and supports may also be provided by

other agencies such as the Social Security Administration, school districts, county agencies, etc.

Individuals with developmental disabilities may require housing that is close to public transportation, medical care, and public services. Housing affordability and accessibility of the home and surroundings also require consideration. Housing options can range from traditional housing and independent living, to supervised group living quarters, to institutional facilities that provide onsite medical care and other services.

The following local and regional housing facilities are provided for the developmentally disabled population in the Coachella Valley.

Canyon Springs in Cathedral City is a State developmental center operated by DDS for individuals with intellectual and developmental disabilities. Referrals for admission are made by IRC. Services include residential care, treatment, and job training for up to 55 adults. The treatment program at Canyon Springs is designed to provide its residents with work/job training including formal educational opportunities and new home life and living skills. Each person is assessed and participates in developing and carrying out an IPP. Residents have opportunities to participate in a variety of integrated activities in natural environments at home, at work, and in the community.

Casa San Miguel de Allende in Cathedral City includes 48 apartments for developmentally and physically disabled individuals.

Mountain View Apartments in Cathedral City are restricted to seniors age 62+ or disabled individuals (all ground level units).

The Braille Institute Coachella Valley Neighborhood Center, formerly in Rancho Mirage, opened in 2020 in Palm Desert and provides low vision rehabilitation, daily living skills, enrichment classes, and in-home support for the visually impaired.

Angel View, a non-profit organization based in Desert Hot Springs, operates 19 six-bed group homes for children and young adults with developmental and physical disabilities. The homes provide

24-hour nursing and/or attendant care and can accommodate 100+ individuals at a time. There are 16 homes in the Coachella Valley, including 12 in Desert Hot Springs, three in Palm Springs, and one in Thousand Palms.

Additional support is provided by Desert Arc, based in Palm Desert, which provides vocational training, employment, adult day care, independence training, and case management services for adults with developmental disabilities in the Coachella Valley and Morongo Basin. Most clients are referred by the Inland Regional Center. Desert Arc operates on-site businesses at its Palm Desert campus, a smaller workshop facility in Yucca Valley, and a recycling center in Indio. In 2019, 695 clients were enrolled in at least one program; nine were Rancho Mirage residents.

The City complies with all requirements of the Americans with Disabilities Act and California Building Code to provide accessible and “barrier free” units for disabled residents, as necessary. Residential care homes for up to six clients with state licensing are permitted in all residential zones: HR, R-E, R-L-2, R-L3, R-M, R-H, and MHP.

The City’s Zoning standards do not currently provide for reasonable accommodation. Program H1.C includes a requirement to update the Code.

HIV/AIDS Patients

A Riverside University Health System Public Health study (2018) indicates Rancho Mirage’s HIV/AIDS population (2017) was approximately 2,147. The Desert AIDS Project (DAP), located in Palm Springs, is the Coachella Valley’s only facility dedicated to the treatment of HIV-positive and AIDS patients. Many of these patients live on fixed incomes, and particular issues of concern include finding affordable housing and transportation to medical services. The study also showed that from 2009 through 2018, a total of 34.9% of all HIV cases diagnosed in eastern Riverside County are 50 years or older. While 42.5% of all people living with HIV in east Riverside County are 60 or older, there are a number of patients under the age 50 who, because of their age, are not eligible for senior housing.

Vista Sunrise in Palm Springs is an apartment building with eighty affordable units dedicated to persons living with HIV/AIDS, which also provides housing for persons living with HIV/AIDS who are also homeless or at-risk of homelessness. It offers affordable studio and 1-bedroom apartments to qualified applicants and is the only development of its kind in the Coachella Valley. DAP and the Coachella Valley Housing Coalition are planning Vista Sunrise II, also on the DAP campus, which will provide 61 very low and low income supportive housing units for at risk individuals. The project is expected to be constructed in 2022-2023.

Large Families

There were 153 households in Rancho Mirage with five or more members in 2018, according to the American Community Survey. Of these larger households, 106 were in owner-occupied housing, and 47 were in renter-occupied housing. According to ACS, 38 of the large households in Rancho Mirage had incomes below the poverty level in 2018.

Compared to 2010 Census data figures, there was a 48 percent decrease in the number of large family households (293 households in 2010 versus 153 households in 2018).

TABLE 29 shows that there are 1,653 housing units in Rancho Mirage with four or more bedrooms, 326 of which have five or more bedrooms. Despite the number of dwelling units with four or more bedrooms in the current housing stock, 141 units (1.5% of all units citywide) are overcrowded, and 88 (62.4%) of them are rental units. There are 326 units with 5 or more bedrooms (3.5% of total units citywide), and only 54 of them are rental units, so there may be a need for additional units with 5 or more bedrooms affordable to large families, particularly rental units. To further accommodate large families, in 2012 the City adopted amendments to the Section 19 Specific Plan that require projects in Section 19 to include at least one percent of the units with four or more bedrooms.

TABLE 29 TOTAL NUMBER OF HOUSING UNITS BY BEDROOM SIZE AND BY TENURE

| NO. OF BEDROOMS | OWNER-OCCUPIED UNITS | | RENTER-OCCUPIED UNITS | | TOTAL-OCCUPIED UNITS | |
|-----------------|----------------------|---------------|-----------------------|---------------|----------------------|---------------|
| | No. | % | No. | % | No. | % |
| 0 bedrooms | 25 | 0.3 | 88 | 4.8 | 113 | 1.2 |
| 1 bedroom | 249 | 3.3 | 430 | 23.6 | 679 | 7.2 |
| 2 bedrooms | 1,917 | 25.3 | 840 | 46.2 | 2,757 | 29.3 |
| 3 bedrooms | 3,908 | 51.5 | 296 | 16.3 | 4,204 | 44.7 |
| 4 bedrooms | 1,216 | 16.0 | 111 | 6.1 | 1,327 | 14.1 |
| 5+ bedrooms | 272 | 3.6 | 54 | 3.0 | 326 | 3.5 |
| Total | 7,587 | 100.0% | 1,819 | 100.0% | 9,406 | 100.0% |

Source: 2014-2018 American Community Survey 5-Year Estimates, Table B25042

Table 30 Household Size by Tenure

| NUMBER OF PERSONS IN HOUSEHOLD | OWNER-OCCUPIED | | RENTER-OCCUPIED | |
|---------------------------------------|----------------|-------------------------------|-----------------|-------------------------|
| | HOUSE-HOLDS | PERCENT OF TOTAL ¹ | HOUSE-HOLDS | % OF TOTAL ² |
| One to Four | 7,481 | 98.6 | 1,772 | 97.4 |
| Five | 66 | 0.9 | 37 | 2.0 |
| Six | 13 | 0.2 | 0 | 0.0 |
| Seven or More | 27 | 0.4 | 10 | 0.5 |
| Total Households with 5+ Pers. | 106 | 1.4 | 47 | 2.6 |
| Total Households | 7,587 | 100.0 | 1,819 | 100.0 |

^{1,2} differences due to rounding

Source: American Community Survey 2014-2018 5-Year Estimates, Table B25009

Large families, therefore, have housing opportunities to meet their needs in Rancho Mirage, and overcrowding does not appear to be problematic. As previously shown in TABLE 15, less than one percent of all occupied units in Rancho Mirage are considered overcrowded.

Single-Parent Families and Female-Headed Households

According to the 2014-2018 American Community Survey, there are 102 single-parent households with children in Rancho Mirage, of which 32 consist of a male head of household and 70 of a female head of household. The ACS further estimated that 35 of these female-headed households with children have incomes below poverty level. Male-headed families with children having incomes below poverty level numbered 10.

Compared to 2010 Census data, there has been a 62.4 percent decrease in the number of single-parent households with children (271 households in 2010 versus 102 households in 2018). The number of female- and male-headed households both decreased significantly by more than 60% (87 male-headed and 184 female-headed households in 2010 versus 32 male-headed and 70 female-headed households in 2018).

The 2014-2018 ACS indicates there are 260 children less than 18 years of age in Rancho Mirage living in families whose incomes are below the poverty level. Of these, 98 live in single female-headed households, and 11 live in single male-headed households.

Single-parent families, particularly those with a female head of household, can experience lower incomes, higher living expenses, higher poverty rates, and lower rates of homeownership. Primary housing needs include affordability and units of sufficient size, and the availability of and proximity to childcare and employment. The City's continuing efforts to maintain affordability restrictions on affordable housing units and its provision of a land use plan that facilitates multi-family housing in close proximity to childcare facilities and employment, will benefit this population. Programs that assist with homeownership will also be advantageous.

TABLE 31 SINGLE-PARENT HOUSEHOLD CHARACTERISTICS

| HOUSEHOLD TYPE | NO. OF HOUSEHOLDS | % OF TOTAL |
|---|-------------------|------------|
| Total households | 9,406 | 100 |
| Male-headed households | 118 | 1.3 |
| With own children under 18 | 32 | 0.3 |
| Female-headed households | 318 | 3.4 |
| With own children under 18 | 70 | 0.7 |
| Total Families, Income in the Past 12 Months Below Poverty Level | 294 | 100 |
| Male Householders, Income in the Past 12 Months Below Poverty Level | 40 | 13.6 |
| Female Householders, Income in the Past 12 Months Below Poverty Level | 37 | 12.6 |

Source: American Community Survey 2014-2018 5-Year Estimates, Table DPO2; American Community Survey 2014-2018 5-Year Estimates, Table B17010

Extremely Low-Income Households

Extremely low-income (ELI) households are a subset of the very low-income household category and defined by HCD as those with incomes less than 30% of the area median income (AMI). The AMI for a 4-person household in Riverside County is \$75,300. ELI household incomes are defined by HCD and HUD as those earning less than \$26,200.¹⁰ Many ELI households receive public assistance, such as Social Security, and have a variety of housing needs.

Existing Needs

According to the latest CHAS data, 825 households (8.7% of total households) in Rancho Mirage are considered extremely low-income. Most (59%) ELI households are owners and approximately 77% experience housing problems, including incomplete kitchen and plumbing facilities, overcrowding, and a cost burden greater than 30% of income (overpayment). Nearly 76% are in overpayment situations, and 69.7% are in severe overpayment situations in which housing costs are greater than 50% of household income.

Projected Needs

To calculate projected housing needs, the City assumed 50% of its very low-income regional housing need assessment (RHNA) are extremely low-income households. From its very low income need of 429 units, the City has a projected need for 215 units for extremely low-income households.

Housing types that are available and suitable for ELI households include: rent-restricted affordable units, housing with supportive services, single-room occupancy units, shared housing, housing with rent subsidies (vouchers), etc. See discussion under [Homeless](#) for Zoning Ordinance amendments that support these housing types.

Many of the City's existing and proposed very low-income rental projects provide housing affordable to extremely low-income individuals, and couples. Extremely low-income households are also eligible to receive rental assistance through the County of Riverside Housing Authority's Section 8 voucher program. Small ELI households may also find an affordable housing option in Single Room Occupancy (SRO) hotels, second units, accessory dwelling units and junior accessory dwelling units and guest houses. Second units and guest houses/employee quarters may be important resources for seniors on a fixed-income, single-parents, disabled persons, college students, and low-wage earning workers.

TABLE 32 HOUSING PROBLEMS FOR EXTREMELY LOW-INCOME HOUSEHOLDS

| | OWNERS | RENTERS | TOTAL |
|---|--------------|--------------|--------------|
| Total Number of ELI Households | 490 | 335 | 825 |
| Percent with any housing problems* | 65.3% | 94.0% | 77.0% |
| Percent with Cost Burden >30% of income | 65.3% | 91.0% | 75.8% |
| Percent with Cost Burden >50% of income | 65.3% | 76.1% | 69.7% |
| Total Number of Households | 7,525 | 1,985 | 9,510 |

* housing problems include incomplete kitchen facilities, incomplete plumbing facilities, more than 1 person per room (overcrowding), and cost burden greater than 30% of income.

Source: U.S. Department of Housing and Urban Development, CHAS, based on the 2012-2016 ACS.

¹⁰ Per HUD, the Extremely Low Income (ELI) income limit is the greater of either: 1) 60% of Very Low Income limit (\$37,650), which equals

\$22,590, or 2) poverty guideline established by Dept. of Health and Human Services (HHS), which equals \$26,200.

Current Housing Statistics

Energy Conservation

The desert environment of the Coachella Valley results in warm winters, and very hot summers. Although residents in Rancho Mirage may have lower than average heating costs in the winter, they can expect higher than average cooling costs in the summer. The costs of air conditioning can have a significant impact on a household's summer budget, particularly those with limited or fixed incomes.

The Building Division enforces the requirements of Title 24 of the Uniform Building Code, which sets standards for energy efficiency in all types of development. In addition, the City's Housing Authority has installed solar hot water systems at the Parkview Villas complex as a cost saving and energy efficiency measure.

The City participated in the regional Green for Life program implemented by CVAG, and has promoted energy efficient and net zero building techniques through that program for individuals undertaking major remodels and new home construction. The Housing Authority also considers the implementation of green building techniques for its affordable housing projects, and development by private parties. San Jacinto Villas is LEED Silver certified. The [Section 19 Specific Plan](#), which includes up to 1,899 dwelling units, includes incentives for energy efficient development, and green building guidelines. In all projects, passive solar design and water efficiency are considered in the planning stages, to assure that projects are developed as efficiently as possible. The City implements the following programs.

General Conservation

Rancho Mirage has approved at least six LEED certified buildings, including office buildings, apartment buildings, and the first LEED certified retail commercial center to be built in the Coachella Valley. Rancho Mirage's "[5 Conservation + Open Space](#)" Element promotes the conservation, efficient use and thoughtful management of energy sources and mineral deposits as well as the long-term viability of limited and non-renewable resources.

Rancho Mirage's [Section 19 Specific Plan](#) includes Green Builder guidelines and development incentives.

The City started the Rancho Mirage Energy Authority (RMEA), a community choice aggregation program, to provide cost-competitive electricity and cleaner energy choices. RMEA started providing power in 2018 to City residents and businesses. Customers are automatically enrolled into RMEA's 5% discount on electricity and have the options to upgrade to Premium Renewable Choice, or Solar Choice, or opt out of RMEA. RMEA also offers additional benefits to customers with solar systems compared to Southern California Edison.

The City features environmental information and recycling opportunities in its quarterly newsletter, Rancho Mirage INSIDER.

Approximately 57 restaurants participate in the City's food waste program, which diverts tonnage from landfills and is recycled into agricultural products. Due to the pandemic in 2020, only 16 restaurants remain in the program. The City has maintained contact with restaurants to encourage re-commitment to the program.

The City operates a comprehensive recycling program that encourages and supports the recycling of household, business, construction, hazardous, and green waste. [Ordinance No.918](#) requires all construction and demolition sites to recycle all recyclable materials onsite. The City provides a free residential Hazardous Household Waste (HHW) service to all residents. Residents can call and make an appointment to dispose of any HHW. The HHW is properly collected and disposed of by a licensed service company.

The City also contributes to, and participates in, the Coachella Valley Association of Government's (CVAG) used motor oil and filter collection and recycling program.

Energy Conservation at City Facilities

Rancho Mirage budgets funding annually for energy conservation consultants in order to better conserve electricity. Consultants constantly monitor and adjust, via the internet, both City Hall and Library HVAC (heating/ventilating/air conditioning) systems in order to save energy and operate efficiently. All City facilities have been upgraded with energy efficient lighting and upgrades to building HVAC equipment and software.

Rancho Mirage promotes energy efficiency and conservation in all areas of community development, including transportation, development planning, and public and private sector construction and operation, as well as in the full range of residential and non-residential projects.

Rancho Mirage's use of 26-watt fluorescent lighting fixtures as opposed to 150-watt incandescent bulbs in citywide landscaping lighting has reduced energy consumption. The City currently uses fluorescent lighting in all of its facilities, and has begun updating lighting at City Hall and the Public Works Department yard to LEDs to further reduce energy consumption.

The City supports public and private efforts to develop and operate alternative systems of solar and electric production that take advantage of local renewable resources. Rancho Mirage evaluates all new proposed projects for solar protection in order to reduce heat gain and promote energy conservation (overhangs on window and doors).

Rancho Mirage was the first city in the Coachella Valley to be a Community Energy Efficiency Program jurisdiction.

Rancho Mirage has adopted the voluntary [Green Building Program](#), which allows home and commercial building owners to build or remodel their properties 15 percent above Title 24 requirements. The Program, adopted in 2012, is being implemented as part of the [CVAG Green For Life](#) project.

Water Conservation

The City encourages residents and businesses to participate in water saving programs offered by CVWD at low or no cost. For example, residents are eligible to get free smart weather-based irrigation controllers offered by the CVWD.

The City waives fees for turf conversion to desert-friendly landscaping and continues to support rebate programs implemented by CVWD to implement a turf replacement program that offers rebates to residential, and commercial property owners, and Home Owners Associations (HOA) for converting turf to

TABLE 33 RACIAL/ETHNIC DISTRIBUTION OF POPULATION BELOW POVERTY LEVEL IN THE PAST 12 MONTHS

| CENSUS TRACT ¹ | LOCATION/ JURISDICTION | PERCENT BELOW POVERTY LEVEL ² | POPULATION BELOW POVERTY LEVEL ³ | | | | | | | |
|------------------------------|---|--|---|---------------------------------|---|--------------|-----------------------|-------------------|---------------------------|-------------------------------------|
| | | | WHITE ALONE | BLACK OR AFRICAN AMERICAN ALONE | AMERICAN INDIAN AND ALASKA NATIVE ALONE | ASIANS ALONE | SOME OTHER RACE ALONE | TWO OR MORE RACES | HISPANIC OR LATINO ORIGIN | WHITE ALONE, NOT HISPANIC OR LATINO |
| 451.03 | Hwy 111 corridor and south | 11.8 | 318 | 15 | 20 | 36 | 30 | 0 | 43 | 305 |
| 449.18 | North of Hwy 111, on the east | 11.4 | 277 | 14 | 0 | 0 | 13 | 24 | 13 | 277 |
| 449.17 | North of Hwy 111, central | 13.2 | 633 | 0 | 30 | 0 | 0 | 0 | 194 | 439 |
| 9406 | Northern portion of Rancho Mirage, Tribal land and Cathedral City | 6 | 167 | 5 | 6 | 6 | 7 | 0 | 31 | 143 |
| 449.21 | Northeast, and commercial land in Palm Desert | 6.1 | 136 | 0 | 0 | 9 | 0 | 3 | 16 | 120 |
| City of Rancho Mirage | | 11.6 | 1841 | 49 | 50 | 48 | 74 | 31 | 501 | 1414 |

¹Note that census tracts do not correspond to City limits. Census tracts covering the bulk of City area are listed to provide representative data.

^{2,3}Data based on estimate of population for whom poverty status is determined in the past 12 months. Population below poverty level for Native Hawaiian and Other Pacific Islander Alone was zero in each census tract shown above and the entire City.

Source: American Community Survey 2015-2019 5-Year Estimates.

water-efficient desert landscaping. The Residential Landscape Rebate incentive pays \$2 per square foot of turf removed up to a maximum of 10,000 square feet, which equates to a maximum of \$20,000 for new landscape conversion projects. The HOA and Commercial Landscape Rebate Program pays an incentive of \$2 per square foot of turf removed up to a maximum of 25,000 square feet, which equates to a maximum of \$50,000 for new landscape conversion projects. All proposed projects submitted to the City are reviewed for potential adverse effects on water quality. (Title 17 of the Municipal Code).

Fair Housing Assessment

The City has completed an assessment of how it has and will continue to affirmatively Promote fair housing, consistent with the requirements of AB 686. It is provided in the Appendix of this Element, and has been used throughout this document to assess constraints, determine actions necessary, and provide policies and programs to support fair housing in the City.

The City is committed to continued implementation of fair housing practices. The inventory of land suitable and available for future housing development includes parcels that are distributed throughout the City to help foster integrated living patterns (see **TABLE 44**). A schedule of policies and programs for continuing these efforts through the 2021-2029 planning period is provided in the Housing Goals, Policies and Programs section below.

Future Housing Needs

The RHNA generated by the Southern California Association of Governments (SCAG), which is responsible for developing Housing Need Allocations for all counties and cities in its area, is presented in **TABLE 34** for the 2022 to 2029 planning period.

TABLE 34 REGIONAL HOUSING NEEDS ALLOCATION, 2022 TO 2029

| INCOME CATEGORY | NUMBER OF UNITS |
|-----------------------|-----------------|
| Extremely low income | 215 |
| Very low income | 215 |
| Low income | 318 |
| Moderate income | 328 |
| Above moderate income | 670 |
| TOTAL | 1,746 |

Note that the extremely low and very low income categories are 50% each of the 429 units assigned for the very low category
Source: SCAG

For the 2022 to 2029 planning period, the City has been assigned 1,746 new housing units. Of these, 670 are to be affordable to households with incomes in excess of 120 percent of the median. It is assumed that the private market will provide these higher priced units without assistance from the public sector. However, 1,076 units are required for moderate and lower income households, which typically require financial assistance from the public sector for construction and maintenance, since units must be available at below market rates. There are several programs in place to help fund such projects. The lands on which affordable housing can be located in Rancho Mirage, and the programs in place to fund projects in the current planning period, are detailed below, under "Strategy for Meeting Affordable Housing Need." Approximately 540 single-family homes were constructed in Rancho Mirage from January 2014 to December 2019, an average of 90 units per year. Ultimately, market conditions will determine the pace of residential construction in Rancho Mirage. The 2020 pandemic will undoubtedly impact housing starts and the development of housing in the City. Conversely, should financial assistance programs from State and Federal sources expand, affordable housing projects could see construction starts in the City. The status of the economy will play an important role in the City's ability to generate new housing units in all income categories.

Quantified Objectives

On average, the City has had fewer than 5 demolitions annually. The city's population is expected to slowly grow during the planning period, resulting in an expected need primarily in new housing, rather than in preservation or rehabilitation. Existing

projects, particularly those with affordability restrictions, will need maintenance and improvement to remain in good condition. Since the ending of the Home Improvement Program in 2014, the Housing Authority has assigned funds to help with rehabilitation of older units in the Authority-owned projects and will reinstate the program when funding becomes available.

The expected needs, by income category, for the period from 2021-2029 are provided in **TABLE 35**.

TABLE 35 QUANTIFIED OBJECTIVES MATRIX, 2021 TO 2029

| | INCOME CATEGORY | | | | | TOTAL |
|------------------|-----------------|----------|-----|------|------|-------|
| | EXTR. LOW | VERY LOW | LOW | MOD. | HIGH | |
| New Construction | 215 | 215 | 318 | 328 | 670 | 1,746 |
| Rehabilitation | 5 | 5 | 10 | | | 20 |
| Conservation | | | | 41 | | 41 |

Constraints to the Development of Housing

Governmental and non-governmental constraints can affect the supply of housing for all income levels. Such constraints may affect the number of units built, the size and suitability of the unit, and the price of the unit. Although some constraints are beyond the control of local governments, others may be reduced or eliminated at the discretion of the local government. A number of potential constraints are discussed below.

Governmental Constraints

All cities impose requirements on development. These standards can become costly and can extend the amount of time required to plan and complete a project. This section examines whether Rancho Mirage's governmental requirements are a constraint on the provision of affordable housing.

Land Use Controls

The Land Use Element of the General Plan designates specific areas for different types of development and establishes density ranges for residential development. Zoning, which must be consistent with the General Plan, establishes more specific development standards, allowable uses, and limitations. **TABLE 36** describes the City's General Plan land use designations, including density ranges. In addition to General Plan designations, the City is implementing the [Section 19 Specific Plan](#) that establishes development standards and guidelines for 270 acres located north

of Dinah Shore Drive. The Specific Plan, which acts as both the General Plan and Zoning Ordinance for the area, establishes land use designations for residential land uses which are more intense than currently in other areas of Rancho Mirage. These land use designations are also included in

TABLE 36. In 2019, the City began to prepare an update to its Highway 111 Specific Plan. The update of the plan will conditionally allow up to 34 units per acre with affordable housing overlay in the Thunder Road area.

TABLE 36 RESIDENTIAL LAND USE CATEGORIES

| DESIGNATION | | MAX DENSITY | PURPOSE |
|-----------------------|--------------------------|-------------|---|
| R-L-2 | Very low-density | 2 du/ac* | Single-family development typically on about 0.5-acre individual lots, planned residential developments (PRD) |
| R-L-3 | Low density | 3 du/ac | Moderately low-density single-family development and PRDs |
| R-M | Medium density | 4 du/ac | Single-family subdivisions and PRDs, encourage development of a wide variety of dwelling unit types in a planned environment. |
| R-H | High density | 9 du/ac | Single- and multi-family planned developments, apartments, mobile home parks with PRD-type development conditionally allowed, affordable and senior housing |
| MHP | Mobile home park | 9 du/ac | Mobile home parks, PRDs encouraged |
| MU | Mixed-use | Varies | Integrated residential, office and commercial development, specific plan required |
| RE | Residential estate | 1 du/ac | Single-family homes, rural and estate development |
| HR | Hillside reserve | 1 du/ac | limited, single-family residential development on privately-owned property in hillside areas with restrictions for land and living resources |
| Mixed Use Core | Section 19 Specific Plan | Varies | Allow living units and shopping/work places to be built close to one another |
| Residential | Section 19 Specific Plan | 20-28 du/ac | Attached single-family condominiums, apartments, heights to four stories allowed |

* du / ac = dwelling unit per acre Source: City of Rancho Mirage 2017

Zoning Constraints

Minimum standards for the residential portion of the Zoning Ordinance could impact housing affordability by establishing the specific uses allowed or prohibited for each land use designation, and specific development standards such as required parking and setbacks. These are detailed in **TABLE 37** and **Table 39**. Zoning standards currently limit residential buildings to two stories. In the City's High Density Residential zone, this standard is not a restriction to achieving maximum density, and has been implemented by the City at multiple sites, including the San Jacinto Village apartments. In the Section 19 and Highway 111 Specific Plans, height limits are increased to 36 feet and 40 feet, respectively. This height increase allows 3-story structures that can accommodate the densities proposed, ranging from 25 to 28 units per acre, assuming surface parking and required common areas.

In addition, the Zoning Ordinance sets forth minimum room sizes for all residential zones, shown in **TABLE 38**. The City has developed less restrictive standards for affordable housing projects, as shown in **Table 37**. In both the Highway 111 and Section 19 Specific Plans, reduced unit sizes are allowed for affordable housing units. In the Highway 111 Specific Plan, unit sizes for affordable housing units are reduced to 500 square feet for a studio, and are consistent with the City's apartment standards for larger units (900 square feet for a 1 or 2 bedroom unit, 1,000 square feet for a 3 bedroom unit, and 1,200 square feet for a 4 bedroom unit). In the Section 19 Specific Plan, studio units can be reduced to 450 square feet for affordable units. These standards, which apply to all but two of the City's identified sites C, and E through I, remove constraints associated with unit size.

Lot coverage for residential projects not covered by the Highway 111 or Section 19 Specific Plans is set at a maximum of 35%. On an acre of land, this represents up to 15,250 square feet of building footprint, or 30,500 square feet for a two-story structure. This will allow for all required setbacks and parking requirements in surface parking lots. Assuming an average unit size of 1,000 square feet, this would allow a density of 30 units per acre. In the Highway 111 Specific Plan area, there is no maximum building coverage. In the Section 19 Specific Plan areas 4.01, 4.02 and 4.03, maximum building coverage is 50%, which would allow over

20,000 square feet of building footprint, or 60,000 square feet for a 3-story building on one acre of land. The City's building coverage requirements, therefore, do not pose a constraint to the development of affordable housing.

For housing for above moderate income households, development standards for single family market rate housing have not posed a constraint. As demonstrated by the issuance of building permits, for the 5 year period from 2014 through 2019, the City issued permits for 2,862 single family homes, or an average of 572 homes per year. These permits were issued for homes in existing or new subdivisions throughout the City, conforming to City standards for single family homes. Given the City's RHNA requirement of 670 above moderate income units for the 8 year planning period, and the City's current annual average of 572 units per year, development standards are not an impediment to the construction of above moderate income or market housing.

For housing for lower and moderate income households, the City's development standards, although they allow for the construction of units with a density of up to 30 units per acre, could result in an impediment to the development of housing. Program H.1.F has been added which requires the comprehensive review of development standards, and the amendment of the Zoning Ordinance to assure that units can be effectively constructed under the Affordable Housing Overlay.

With the adoption of Ordinance No. 1086, No. 1148, and No. 1159, Chapter 17.08 (Residential Districts) of the **Zoning Code** was amended to include zoning changes for special types of housing. The Single Room Occupancy housing type was removed and now regulated through different housing types including accessory dwelling units (ADU). The City has adopted new ADU state regulations, which are permitted in all residential zones, as described in **TABLE 40**. The City has not experienced much demand for these units, but will track their development during the planning period as a tool to help with the provision of affordable housing, as provided in Program H 2.A.

Consistent with Government Code 65583, the Zoning Ordinance was amended to allow transitional and supportive housing as a residential use and only subject to those restrictions that apply to

other residential uses of the same type in the same zone. Program H 1.C. has been completed to address this requirement. For more than six occupants, the Zoning Ordinance requires a Conditional Use Permit, which is the same process required for large group homes. The City amended the Municipal Code in 2019 to add transitional and supportive housing up to a maximum of six beds to the allowable residential use matrix. **TABLE 40** identifies zoning designations that accommodate special types of housing. Table 2 in the Land Use Element of the General Plan identified available sites for each zone. Due to periodic changes in State law, the City's Zoning Ordinance must be reviewed annually to assure compliance regarding transitional and supportive housing, permanent supportive housing, employee housing, single room occupancy units and manufactured housing on foundations. Program H 1.C provides for the annual updating of the Zoning Ordinance for that purpose.

Emergency shelters are permitted with the approval of a development permit (non-discretionary) in the Public/Quasi-Public land use designation. As shown in Table 2 of the Land Use Element, there are 110 acres of vacant Public/Quasi-Public lands available for this use, which are distributed on the City's major arterials. Since the City is served by transit, and has a broad distribution of land uses, emergency shelters would be located in areas where services are available. The development of emergency shelters would be subject to the development standards contained in Section 17.12.030, which requires front yard setbacks of 25 feet, side yard setbacks of 10 feet, rear yard setbacks of 20 feet, 35% building coverage and single story construction. These standards are typical of all institutional and public buildings in the City, and would allow 15,250 square feet of space per acre, sufficient to provide housing and services to a large number of people. The City's Zoning Ordinance does not include standards for parking at emergency shelters. Recent amendments to State law limit parking requirements for emergency shelters to only those spaces required for employees. Program H1-C has been provided to require the amendment of the Zoning Ordinance to make this addition.

TABLE 37 RESIDENTIAL DEVELOPMENT STANDARDS, MINIMUM AREA REQUIREMENTS FOR RESIDENTIAL ZONES

| ZONES/USES | LIVABLE AREA (SQ. FT.) | | BEDROOM, MAX. NO. | BATHS, MIN. NO. | PARKING REQUIRED |
|---|------------------------|-------|-------------------|-----------------|---|
| Single-family detached | 1,400 | | 2 | 1.5 | 2 spaces in an enclosed garage + 1 off-street guest space for every 2 units, without access to a public street |
| | 1,700 | | 3 or 2 + den | 1.75 | |
| | 1,900 | | 4 | 2 | |
| Single-family attached | 1,000 | | 1 | 1 | 1 covered + 1 off-street guest space for every 2 units |
| | 1,250 | | 2 | 1.5 | 2 covered + 1 off-street guest space for every 2 units |
| | 1,650 | | 3 | 2 | |
| Attached units in a planned unit development (affordable housing) | 850 | | 1 | 1 | 1 covered + 1 off-street guest space for every 2 units |
| | 1,100 | | 2 | 1.75 | 2 covered + 1 off-street guest space for every 2 units |
| | 1,400 | | 3 | 2 | |
| Single-family detached (affordable housing) | Senior Housing 950 | | 1 | 1 | 2 spaces in an enclosed garage + 1 off-street guest space for every 2 units, without access to a public street |
| | 1,200 | 1,050 | 2 | 1.5 | |
| | 1,500 | 1,200 | 3 or 2 + den | 1.75 | |
| | 1,700 | N/A | 4 | 2 | |
| Apartments (R-M, R-H and M-U) | 850 | | 1 | 1 | 1 covered + 1 off-street guest space for every 2 units |
| | 900 | | 2 | 1.5 | 2 covered + 1 off-street guest space for every 2 units |
| | 1,000 | | 3 | 1.75 | |
| | 1,200 | | 4 | 2 | |
| Senior group housing | 410 | | Studio | 1 | 1 covered + 1 uncovered employee and guest space for every 2 units in congregate housing facility projects /1.5 uncovered spaces for every 2 units in independent living projects |
| | 510-570 | | 1 | 1 | |
| | 610-670 | | 2 | 1.5 | |

Source: City of Rancho Mirage zoning ordinance, Sections 17.30.100, 17.30.210, and 17.26.040

In the **Section 19 Specific Plan**, development standards vary from the Zoning Ordinance to allow the special uses and densities permitted in the Plan. The development standards allow greater flexibility in the Specific Plan area than in other areas of Rancho Mirage. These standards are illustrated in **Table 41**. The Highway 111 Specific Plan update currently in progress will also set more flexible development standards to allow the uses and densities permitted in the Plan, including an affordable housing overlay that will permit up to 34 units per acre.

Certain design standards such as architectural enhancements, roofing materials, and landscaping can increase the costs of housing. In Rancho Mirage, minimum unit areas and reduced parking for senior housing and affordable housing projects meet the same design standards as other residential developments, unless density bonus provisions are utilized.

The City has not received any request to develop housing below identified densities in the sites inventory and analysis (TABLE 44).

The Zoning Ordinance and the City’s fee schedule are posted on the City’s website.

TABLE 38 MINIMUM ROOM SIZE

| USE | MINIMUM AREA (SQ FT) |
|--------------------|----------------------|
| Garage | 400 |
| Bedroom | * 140 |
| Full bath | 50 |
| Three-quarter bath | 40 |
| Half bath | 30 |

* FOR AFFORDABLE HOUSING, THE MASTER BEDROOM SHALL BE A MINIMUM OF 140 SQUARE FEET AND REMAINDER BEDROOM(S) SHALL BE A MINIMUM OF ONE HUNDRED TEN SQUARE FT
 SOURCE: CITY OF RANCHO MIRAGE ZONING ORDINANCE, SECTION 17.30.110

Infrastructure Requirements

All projects, including residential developments, are generally required to install all necessary onsite and offsite improvements, including streets, curbs, sidewalks, and water and sewer connections. Adequate infrastructure may already exist on some infill lots.

Typical infrastructure requirements in Rancho Mirage include:

- » Local streets: 60-foot right-of-way, 40-foot-wide street
- » Restricted local street: 50-foot right-of-way, 36-foot-wide street
- » Secondary street: 88-foot right-of-way, 64-foot-wide street
- » Concrete 6-inch curbing
- » Connection to the nearest water and sewer mains

The City’s Public Works Department establishes actual requirements for proposed projects, which may vary depending on the specifics of the site. Requirements for each project are intended to connect the project site with Rancho Mirage’s existing infrastructure and provide for the needs of the project’s residents without compromising service to existing residents.

TABLE 39 RESIDENTIAL DEVELOPMENT STANDARDS, MINIMUM DEVELOPMENT STANDARDS FOR RESIDENTIAL ZONES

| | HR | R-E | R-L-2 | R-L-3 | R-M | R-H | MHP |
|------------------------------------|---------|--------|-----------|-----------|-----------|-----------|--------------------|
| Maximum units/acre | 1/640* | 1 | 2 | 3 | 5 | 9 | 9 |
| Lot area | 640 ac | 1 ac | 18,000 sf | 12,000 sf | 10,000 sf | 8,000 sf | see note (a) below |
| Lot width | 100 ft | 100 ft | 90 ft | 80 ft | 70 ft | 60 ft | see note (a) below |
| Lot depth | 100 ft | 100 ft | 100 ft | 90 ft | 90 ft | 90 ft | see note (a) below |
| Front setback | 25 ft | 25 ft | 25 ft (a) | 25 ft (a) | 20 ft (a) | 20 ft (a) | 10 ft |
| Rear setback | 25 ft | 25 ft | 25 ft (a) | 25 ft (a) | 25 ft (a) | 20 ft (a) | 10 ft |
| Side setback | 10 ft | 10 ft | 10 ft | 10 ft | 10 ft | 10 ft | 5 ft |
| Maximum building lot coverage | 30% (a) | 30% | 30% (a) | 30% (a) | 30% (a) | 35% | 30% (a) |
| Minimum distance between buildings | N/A | 20 ft | 20 ft | 20 ft | 20 ft | 20 ft | 20 ft |

* FOR EXISTING PARCELS OF LESS THAN SIX HUNDRED FORTY ACRES, ONE DWELLING UNIT IS ALLOWED.
 (A) THESE DIMENSIONS VARY ONLY IN PLANNED RESIDENTIAL DEVELOPMENT, MIXED USE, AND MOBILE HOME PARKS, AND WILL BE DETERMINED DURING DEVELOPMENT PLAN PERMIT REVIEW.
 (B) THIS TABLE IS ONLY A SUBSET OF THE RESIDENTIAL DEVELOPMENT STANDARDS. REFER TO TABLE 2-3 IN MUNICIPAL CODE SECTION 17.08.020 FOR MORE INFORMATION.
 SOURCE: CITY OF RANCHO MIRAGE ZONING ORDINANCE, SECTIONS 17.08.020

Although these requirements are consistent for all cities in the Coachella Valley, the requirements to install infrastructure can adversely impact the cost of housing projects. In those instances where the infrastructure costs, in combination with other costs of construction, create economic infeasibility, the City may choose to subsidize the infrastructure improvements through its General Fund or Housing Authority.

Building Code Requirements

The City has adopted and enforces the 2019 California Building Code with amendments, to ensure all housing units are constructed to minimum safety standards. The City is not permitted to adopt standards that are less stringent than the California Building Code. The City has not modified its Building Code beyond seismic requirements, and imposes Building Code standards for existing buildings only when more than 50% of a structure’s value is being modified, consistent with all cities in California. Imposition of the California Building Code does not unduly impact the cost of housing in Rancho Mirage in comparison to any other community in the state.

| HOUSING TYPE | | ZONE WHERE PERMITTED | |
|---|--|----------------------|--|
| Multi-family rental housing | | R-L-3 (D) | |
| | | R-M (D) | |
| | | R-H (D) | |
| | | M-U (D) | |
| | | R-I-C (C) | |
| Community Apartments and Condominiums | | R-L-2 (D) | |
| | | R-L-3 (D) | |
| | | R-M (D) | |
| | | R-H (D) | |
| Manufactured housing | | R-E (D) | |
| | | R-L-2 (D) | |
| | | R-L-3 (D) | |
| | | R-M (D) | |
| | | R-H (D) | |
| | | MHP (D) | |
| Mobile homes | | MHP (D) | |
| Housing for agricultural employees | | N/A* | |
| Emergency shelters | | P (D) | |
| Supportive/transitioning housing – 6 beds or less | | HR (P) | |
| | | R-E (P) | |
| | | R-L-2 (P) | |
| | | R-L-3 (P) | |
| | | R-M (P) | |
| | | R-H (P) | |
| | | MHP (P) | |

| HOUSING TYPE | | ZONE WHERE PERMITTED | |
|--|--|----------------------|--|
| Supportive/transitioning housing – more than 6 occupants | | R-H (C) | |
| Group homes – 6 beds or less | | HR (P) | |
| | | R-E (P) | |
| | | R-L-2 (P) | |
| | | R-L-3 (P) | |
| | | R-M (P) | |
| | | R-H (P) | |
| | | MHP (P) | |
| Group homes – more than 6 beds | | R-H (C) | |
| Accessory dwelling units | | HR (P) | |
| | | R-E (P) | |
| | | R-L-2 (P) | |
| | | R-L-3 (P) | |
| | | R-M (P) | |
| | | R-H (P) | |
| | | MHP (P) | |
| Guest/employee housing | | R-E (P) | |
| | | R-L-2 (P) | |
| | | R-L-3 (P) | |
| | | R-M (P) | |
| Caretaker/Employee Housing | | Rs-H (D) | |
| | | I-L (D) | |
| Live/Work Facilities | | O (C) | |
| | | M-U (D) | |
| | | I-L (D) | |

| HOUSING TYPE | | ZONE WHERE PERMITTED | |
|---|--|----------------------|--|
| Assisted living facilities | | R-M (C) | |
| | | R-H (D) | |
| | | M-U (C) | |
| | | R-I-C (C) | |
| | | O (D) | |
| State Licensed Residential Care Homes—6 clients or less | | M-U (P) | |
| | | HR (P) | |
| | | R-E (P) | |
| | | R-L-2 (P) | |
| | | R-L-3 (P) | |
| | | R-M (P) | |
| | | R-H (P) | |
| | | MHP (P) | |
| Large Residential Care Facilities (7+) and Nonlicensed Residential Care Homes | | M-U (D) | |
| | | R-I-C (D) | |
| | | R-H (C) | |
| Senior citizen congregate care housing | | R-L-3 (D) | |
| | | MHP (D) | |
| | | R-H (D) | |
| | | M-U (C) | |

* There is little to no demand for this housing type, and no dedicated zoning district has been established
 (P) = Permitted Use
 (D) = Development Plan Permit Required
 (C) = Conditional Use Permit Required
 Source: City of Rancho Mirage Zoning Ordinance, Section 17.08.012 and 17.10.012.

Fees

Rancho Mirage has established development fees for typical single and multi-family residential development in Rancho Mirage. **TABLE 42** outlines such current fees. Planning fees associated with residential development are shown in **TABLE 43**. Additional fees may be charged for review of other types of planning applications such as tract maps, planned development permits, architectural review, and environmental review.

Although development, planning, and related fees ultimately raise the cost of housing, cities and counties can offer reduced or subsidized fees for certain types of projects including affordable housing projects. TUMF for new construction provide exemptions for affordable housing projects. Similarly, license tax fees may offer exceptions for affordable projects through their conditions of approval.

Permit Processing Procedures

Affordable and market rate residential housing projects are subject to the Development Plan (DP) process, which requires review by City staff, and review and approval from the Architectural Review Board (ARB), Planning Commission, and City Council. The DP process is a site plan review process which assures that zoning requirements are met, and is similar to typical processes throughout California. The ARB is advisory to the Planning Commission. The permitting process includes only two hearings, one for the Planning Commission and one for the City Council. The permit process described below assumes that no streamlining requests are made by the applicant, including SB 35 streamlining, for an affordable housing project.

In that case, the provisions of State law apply, and projects would be processed in approximately 60 days.

TABLE 41 SECTION 19 SPECIFIC PLAN DEVELOPMENT STANDARDS

| STANDARDS | REQUIREMENT |
|--------------------------------|--|
| Density | 20 to 28 du/ac min. 20 du/ac on designated sites* |
| Setbacks | 10 to 28 feet |
| Parking, single-family | 2.00/unit + 0.25 guest/unit |
| Parking, multi-family | 1.75/unit + 0.15 guest/unit |
| Minimum common area open space | 100 square feet/unit |

*MINIMUM DENSITIES OF 20 DU/AC ON SITES DESIGNATED FOR EXCLUSIVELY RESIDENTIAL USE
SOURCE: CITY OF RANCHO MIRAGE ZONING ORDINANCE, SECTION 19 SPECIFIC PLAN, AS AMENDED BY ORDINANCE 1047

TABLE 42 CITY OF RANCHO MIRAGE PLANNING FEE SCHEDULE

| ITEM | FEE |
|---|--|
| General plan/zoning map amendment | \$4,555 |
| Specific plan | \$21,187 |
| Conditional use permit | \$2,648 (minor); \$6,780 (major) |
| Variance | \$530 (minor); \$5,826 (major) |
| Development agreement | \$5,297 |
| Preliminary development plan | < 5 ac \$7,415 5 – 20 ac \$10,064 > 20 ac \$15,890 |
| Final development plan | \$4,026 |
| Single-family site development permit (one-story) | \$2,648 |
| Environmental assessment / Initial study | \$1,958 |
| Environmental impact report | \$16,965 |
| Zoning interpretation | \$265 |
| Appeals to the Director of Development Services | \$530 |
| Planning Commission | \$2,648 |
| City Council | \$3,390 |
| Tentative parcel map (4 or less parcels) | \$3,390 |
| Revisions after approval | \$2,648 |
| Tentative tract map | < 5 ac \$5,826 5 – 20 ac \$7,415 |
| Revisions after approval | \$3,390 |

* AC = ACRES
SOURCE: CITY OF RANCHO MIRAGE 2020

The ARB ensures that the development standards required in the Zoning Ordinance, such as unit size, density, height limits, setbacks, and parking, are met in each development proposal. The DP consists of two applications: the Preliminary Development Plan (PDP) and the Final Development Plan (FDP).

TABLE 43 CITY OF RANCHO MIRAGE DEVELOPMENT FEES

| | SINGLE-FAMILY | | MULTI-FAMILY, 20 UNITS |
|----------------------------------|-----------------|-----------------|------------------------|
| | 1,800 SQ FT | 2,500 SQ FT | 800 SQ FT/2 BEDROOMS |
| Estimated Construction Valuation | \$236,412 | \$328,350 | \$1,897,120 |
| Fees | | | |
| General Government | 992 | 992 | 792 |
| Fire Protection | 449 | 449 | 358 |
| Transportation | 4,119 | 4,119 | 2,538 |
| Park and Recreation | 1,726 | 1,726 | 1,378 |
| Library | 1,145 | 1,145 | 914 |
| Infrastructure Undergrounding | 272 | 272 | 272 |
| Subtotal | \$7,711 | \$7,711 | \$5,460 |
| Non-City fees | | | |
| SMI | 66.20 | 91.94 | 26.56 |
| TUMF | 2,310 | 2,310 | 1,330 |
| School fee | 7,344 | 10,200 | 3,264 |
| Subtotal | \$9,720 | \$12,602 | \$4,621 |
| Total | \$17,431 | \$20,313 | \$10,081 |

All values are per residential unit except the Estimated Construction Valuation.
SMI = Strong Motion Instrumentation and Seismic Hazard Mapping Fee
TUMF = Transportation Uniform Mitigation Fee
Source: City of Rancho Mirage 2019, CVAG 2018

Preliminary Development Plan

Preliminary Development Plan: The review and approval process begins when the applicant submits the PDP application to the Planning Division. The PDP application includes site plans, elevations and similar public hearing materials.

Within 30 days of submittal, staff reviews the application and notes any corrections in a letter to the applicant. Project plans and materials are routed to various public agencies (e.g., Fire Marshal, CVWD) and City departments, including Public Works, for comments when the project application is determined complete.

Once the application is deemed complete, the proposal is scheduled for review by the ARB. The proposal is scheduled for a public hearing before the Planning Commission once the ARB review has been completed. Finally, City Council considers the results of the ARB review and the Planning Commission hearing, and makes a determination on the project.

The findings associated with a Development Plan are:

1. Allowed within the respective zoning district;

2. Generally in compliance with all of the applicable provisions of this title that are necessary to carry out the purpose and requirements of the respective zoning district, including prescribed development standards and applicable design guidelines; and
3. Consistent with the general plan and specific plan, if applicable.

None of these findings are a constraint to the approval of a project.

Processing time for most PDPs takes an average of three to four months from the time a PDP is submitted until the time City Council makes a determination. The actual amount of time varies greatly depending on the completeness of the initial application, the time required to resubmit once comments have been made, and the determination or requirements set forth by project reviewers.

Final Development Plan

The FDP application, submitted to the Planning Division, consists of the project’s construction plans prepared in accordance with the approved PDP application and any conditions of approval set forth



during the review process. Planning Division staff approve the FDP as long as the project substantially conforms to the approval given by City Council.

The FDP, which can be filed and approved at any time after the PDP approval, may be approved in 30 days or less. Construction of the project must begin within one year of the FDP approval, or within two years if a tract map accompanied the FDP, or the approval expires.

Extensions of one year to both the PDP and FDP are allowed under the Zoning Ordinance.

Parcel and Tract Maps

Depending on the project, parcel maps (four or fewer lots) or tract maps (five or more lots) may be required. The project and environmental review and approval process and time involved for such maps are similar to the PDP application, except that ARB review is not required. The subdivision map is most often processed concurrently with the PDP, and does not extend the processing time for the project.

Tentative parcel maps are approved by the Planning Commission. Tentative tract maps receive final approval from the City Council. A final map must be submitted and approved by the City Council as a non-public hearing item. Should the applicant not be able to receive an approved Final Map within the two-year period, one year extensions, as provided by State law, are possible. The timelines described above are typical of the cities of the Coachella Valley, and less time consuming than County processes. The times required to process applications in the City are not considered constraints to housing.

Code Enforcement

The City's Building & Safety Division enforces the California Building Code to ensure that new construction is safe for the occupants, and is properly maintained. The Code Compliance Division is responsible for the on-going maintenance of housing units in a safe and habitable condition.

Code compliance for structural deficiencies or maintenance problems is processed as follows: A phone call and/or a site visit is made to the property owner. In most instances, this is sufficient to cause the violation to be corrected by the property owner. Typically, the property owner is given 10 to 20 days to correct the violation. If personal contact is not possible, the Code Compliance Division will send a letter to the owner of record. The City has the ability to directly abate a violation, if the owner is unwilling or cannot be located. All costs associated with abatement are billed to the property owner. If the owner is unwilling to pay, a tax lien is placed on the property. These procedures are typical of those employed by most cities in California, and do not place an un-due constraint on the development or maintenance of housing.

Article XXXIV

The California Constitution, Article XXXIV requires voter approval of affordable housing developments when they are developed, constructed, or acquired in any manner by a public agency. Rancho Mirage voters considered and passed an Article XXXIV referendum in 1981. The authorization was not for any specific site or project.

Article XXXIV requirements do not apply to projects that are owned by a private developer, owned by a private non-profit organization, or contain less than 50 percent affordable units.

Short-Term Rental Ordinance

The City's Short-Term Rental Ordinance (Municipal Code Chapter 3.25) defines short-term rental (STR) as a property, rented for a period of 27 consecutive calendar days or less, for dwelling, lodging, or sleeping or special event purposes, regardless of home-sharing and/or subletting arrangements. STRs are allowed in any residentially zoned single-family residential dwelling or condominium within communities with Homeowners Association (HOA) that do not prohibit STRs in its CC&R's. Homeowners are required to obtain a STR certificate and collect transient occupancy taxes (TOT) at a rate of 10% of the rent charged. STRs provide homeowners with opportunities to increase their incomes, which can offset their housing costs. STRs are often rented by vacationers

rather than permanent residents, and the added TOT costs revenues are not considered a constraint to housing. Furthermore, because only units within planned communities excluding those subject to affordable housing covenants are allowed to have STRs, and these communities contain only market rate units, the presence of STRs in Rancho Mirage does not constrain the development of affordable housing.

Economic Constraints

Land Costs

According to the Federal Housing Finance Agency (FHFA), land price/cost in Rancho Mirage fluctuated in the last decade, and saw an overall increase from 2012 to 2019. Land costs dipped to a low point in 2018, but rose above the 2012 level by 2019. Land share of property value fluctuated around 30%, with a low of 24% and a high of 36%. As the planning period extends for eight years, land costs will fluctuate, and will continue to be an issue directly tied to the provision of affordable housing. In 2019, FHFA data revealed land value in the northeast portion of Rancho Mirage at \$15.78 per square foot for existing residential properties (as is), or \$17.38 per square foot (standardized by age of structure, interior area, and lot size). Land values in Rancho Mirage are among the highest in the Coachella Valley, and although the City does not determine the price of land, land use policies regulate the number of units built per acre, which directly impact the cost of development.

Construction Costs

Single-family and multi-family construction costs are estimated to range between \$114 and \$131 per square foot in the current economic environment, depending on home design and materials selected according to International Code Council. These costs are less than what was estimated during the previous planning period, and reflective of 2020 construction costs. Although the City cannot directly control construction costs, it does offer subsidies to achieve affordability in residential units.

Financing Costs

The purchase price of a dwelling unit is impacted by financing costs, which can affect affordability and the home buyer's ability to purchase. Interest rates directly impact financing costs, and vary in response to national factors. Current interest rates are low -- from

under two to just above three percent depending on the length of the mortgage. The City could develop and implement programs to write down interest rates in order to increase affordability, but current interest rates do not warrant such programs. Financing for both construction and long-term mortgages is generally available subject to normal underwriting standards.

Homeowners Associations

In Rancho Mirage, many country clubs, gated communities, and residential neighborhoods have homeowners' associations that charge mandatory monthly fees. Although the initial purchase price of homes in many country clubs and gated communities exceeds the definition of affordable to moderate income households, some purchase prices may appear affordable. However, the total housing payment including principal, interest, taxes, and insurance is combined with a monthly Homeowners Association fee, which may cause the total payment to exceed 30 percent of the household's income and become unaffordable.

Non-Governmental Constraints

In general, building permit applications for residential projects (other than single family homes) are received by the City within approximately 3 months of entitlement approvals.

The City is committed to meeting its fair share of housing for the current planning period, and has identified sufficient lands to address the RHNA. Developers do not request reductions in density from those allowed under the Zoning Ordinance, and the City will continue to promote the higher densities allowed under the AHO overlay, the Highway 111 Specific Plan and the Section 19 Specific Plan for those sites listed in Table 44. In addition, given the requirements of AB 330, the City cannot deny a housing project proposed within the density range allowed on inventory sites unless than project does not meet the City's numerical development standards. Therefore, the City's efforts to increase density and the requirements of State law prevent affordable housing from being developed at lower densities, and there is no constraint.

Physical Constraints

Environmental

There are no environmental constraints to the construction of housing in the City. There are no earthquake faults, areas susceptible to liquefaction or other seismic hazard, or flood zones within the developable areas of the City, and especially lands shown in the City's vacant land inventory for affordable housing units. The City implements the most current building code, which includes seismic requirements consistent with the requirements implemented everywhere in California.

Maintenance of Housing Stock

Although the majority of housing in Rancho Mirage is relatively new, as of 2020, 62.1 percent of the units in Rancho Mirage were over 30 years of age. Structures over 30 years of age require maintenance to remain in habitable condition. Lower income renters and owners may be unable to afford repairs. The City's Home Improvement Program was designed to aid those households in maintaining and improving their properties; however, it ended Fiscal Year 2013-2014 (June 30, 2014). The program may be reinstated when funds are available.

Infrastructure

Pursuant to SB 1087, Coachella Valley Water District (CVWD), as the water purveyor for the City, will be provided the adopted Housing Element and shall be required to establish specific procedures to grant priority service to affordable projects. Although most of Rancho Mirage's infill development sites are not constrained by the lack of infrastructure, there are a few areas with inadequate services, as discussed below.

CVWD has approved Urban Water Management Plans, which was last updated in 2015 based on the City's General Plan build out. The 2015 Plan states that CVWD has sufficient supplies available to meet the City's RHNA. In addition, CVWD's wastewater treatment plants have adequate capacity to meet long term development needs, since their planning is directly tied to the build out potential of the General Plans of the cities they serve, including Rancho Mirage.

The neighborhood near Thunder Road, south and west of Highway 111 and Country Club Drive, consists of three cul-de-sac streets (Bird Lane, View Road and Estates Road), where existing dwelling units lack sewer. Single-lot development is infeasible due to the high cost of installing sewer lines and establishing connections to the main system. This area is included in both the Highway 111 Specific Plan, currently under way, and in the site inventory to meet the City's RHNA allocation. Actions to promote and encourage lot assembly will be required to assure that this area will redevelop to provide affordable housing. The Specific Plan's affordable housing overlay, which will allow up to 34 units per acre, is one such action which would make the area feasible for development. This potential constraint is addressed in the policies and programs below.

Peterson Road and Mirage Cove Drive is an area of one acre and larger equestrian lots without sewer service. Existing homes currently operate on septic systems, and some still have individual wells for domestic water supply. Development of new homes has not occurred due to the high cost of installing sewer lines. Article XXXIV requirements do not apply to projects that are owned by a private developer or a private non-profit organization, or contain less than 50 percent affordable units. None of the sites identified to meet the City's RHNA allocation occur in this area.

Vista del Sol is an area of one-acre lots lacking adequate infrastructure. The area is located in the Section 31 Specific Plan area, where the City envisioned a community of resort hotel, residential, commercial, and open space/recreation uses oriented around a Grand Oasis lagoon. In the Section 31 Specific Plan completed in November 2019, a 15" PVC sewer main is proposed within Vista Del Sol to connect the existing sewer system at Frank Sinatra Drive to the existing 24" VCP sewer main in Country Club Drive. The infrastructure expansion will remove this impediment to development in this area. None of the sites identified to meet the City's RHNA allocation occur in Section 31.

Strategy for Meeting Affordable Housing Need

The City's Housing Authority consists of the five City Council Members and establishes a voting authority for affordable housing projects. The Housing Authority, among other tasks, pursues mobile home park acquisition, joint venture projects with private developers, and development and management of Housing Authority-owned affordable housing projects.

In the 2014-2021 planning period, the Housing Authority made efforts to preserve and rehabilitate existing affordable housing projects and plan new projects, each of which is described below.

Rancho Palms Mobile Home Park

In 2009, the Housing Authority acquired the Rancho Palms Mobile Home Park at 39-360 Peterson Road. The park was cleared in 2017. The project site is adjacent to roadways, transit and utility infrastructure. The property has been added to the City's Site Inventory for the 2021-2029 planning period. It is anticipated that the property will be redeveloped into an affordable residential use. While there are currently no plans to develop the property, the City is open to options including partnering with an affordable housing developer, offering the site for sale to an affordable housing developer, or selling the site for other purposes.

Highway 111 Specific Plan

In 2019, the City began to prepare an update to its Highway 111 Specific Plan. The update of the plan will establish minimum densities of 16 units per acre on designated sites and allow up to 34 units per acre with an affordable housing overlay in the Thunder Road area. The Specific Plan is currently planned for adoption in 2021.

Section 19 Specific Plan

With the adoption of Ordinance No. 1047 in 2012, the City requires the provision of 1,120 affordable housing units in the [Section 19 Specific Plan](#) area just south of I-10. Units will be

reserved for extremely low, very low, and low income households. In 2017, a new water trunk line was installed which improved water pressure in the area, which had been a constraint on development. Extension of water and sewer lines to serve the first phase (mixed use development) of the Specific Plan is expected to continue as necessary during the 2021-2029 housing cycle, but no development plans for affordable housing have been proposed to date.

The Section 19 Specific Plan includes multiple planning areas, The Planning Areas listed in Table 44 are each just over 7 acres, and total 22.1 acres. These Planning Areas are required by Ordinance 1047 to be developed for affordable housing, including employee housing. These three planning areas are adjacent to the water and sewer extensions completed by CVWD, making their development feasible during the current planning period. These planning areas are part of a 112 acre parcel under single ownership. In order to encourage the development of these parcels, program H 6.A has been added.

Monterey & Dinah Shore Land Holding

The City-owned 50-acre property is in close proximity to the Monterey Marketplace shopping center (see Map Key B, [TABLE 44](#)). A total of approximately 227 units of single and multiple family housing for very low and low income households had been planned for 25 acres of this property. The Housing Authority was not able to construct the Monterey Village project due to lack of funds. The City is actively engaging with the development community and has received positive responses given the project location and access to transit and jobs. The City will continue to pursue partnerships and projects on this property during the 2021-2029 period.

Parkview Villas and Whispering Waters

The Housing Authority updated roofs and cabinetry at Parkview Villas and Whispering Waters to address health and safety concerns in 2014-2015. In 2018, the Housing Authority updated cabinetry in units that became vacant. The Housing Authority will continue to rehabilitate its own units as the need arises.

Rancho Mirage Villa Apartments

In 2018, the City extended the affordability covenant for 35 units at Rancho Mirage Villa Apartments through July 21, 2060. They include 18 low income units (all Junior 1 bed/1 bath), and 17 moderate income units (8 1 bed/1 bath, 4 2 bed/1 bath, and 5 2 bed/2 bath units).

Land Availability

In order to determine if sufficient lands are available for the construction of the 1,073 extremely low, very low, low, and moderate income units required to meet the City's RHNA allocation, an analysis of available lands was conducted. **TABLE 44** lists the available parcels, and the potential units to be generated on these parcels for affordable housing. The map provides locations for each site listed in **TABLE 44**.

As described in **TABLE 44**, the City proposes to accommodate all extremely low, very low, low, and moderate income housing on lands distributed throughout the City. Parcels in the [Section 19 Specific Plan](#) are included in the inventory, which allow densities of 20 to 28 units per acre. As previously discussed, the Specific Plan includes a mandate for 1,120 affordable housing units. Any one of the planning areas could develop for affordable housing during the planning period, particularly since the constraint regarding domestic water pressure has been removed. Parcels in the proposed Highway 111 Specific Plan are also included, which allow 16 units per acre and conditionally allow up to 34 units per acre with affordable housing overlay in the Thunder Road area.

The lots in the Thunder Road area (4.86 acres) are each 0.2 to 0.4 acres in size. Their size, in the High Density Residential zone has resulted in extremely limited development in this area. The neighborhood is located, however, immediately south of Highway 111, immediately adjacent to a SunLine Transit bus stop, and close to shopping and employment centers. Included in the Highway 111 Specific Plan update currently in development, this area sees great potential for redevelopment, and a program has been included below to encourage the Housing Authority to work with

private parties towards purchase and consolidation of these lots for effective use as an affordable housing project in the future.

The City has traditionally and successfully developed affordable housing at a density of nine or 10 units per acre, due largely to the City's commitment of financial resources, and securing of funds through other programs. As shown in **Table 45**, three of the City's affordable housing projects currently have a density of 10 units per acre or less. With the elimination of set-aside funds, the City now has the ability to leverage land for affordable housing projects, but does not have additional funds available toward the cost of construction. In order to encourage the development of sites B (Monterey Village) and D (Rancho Mirage MHP), Program H 9.A has been added which requires the implementation of an Affordable Housing Overlay for these sites. Under the Overlay, which will be modeled after the Highway 111 Specific Plan overlay for the same purpose, affordable housing development would be considered at densities of up to 28 units per acre, not including density bonus provisions. For purposes of analyzing capacity of inventory sites, the City looked at development trends for affordable housing projects regionally, and determined that Site B and D can realistically be expected to develop at a density of 25 units per acre, with the application of an affordable housing overlay. This is consistent with the development of affordable housing proposed and/or constructed in the region in recent years in the Coachella Valley, including:

Palm Springs:

- Monarch Apartments, will provide 60 units affordable to very low and low income households on 3.6 acres, at a density of 17 units per acre. The project is fully funded and will break ground in October of 2021.

Palm Desert:

- Carlos Ortega Villas, consists of 72 units on 3.48 acres affordable to very low and low income households, at a density of 21 units per acre.
- Vitalia, 270 units affordable to very low and low income households on 12 acres approved in 2021, at a density of 23 units per acre.

- Millennium SARDA site, 240 units affordable to very low and low income households on 10 acres, under contract in 2021, at a density of 24 units per acre.

La Quinta:

- Coral Mountain Apartments, constructed in 2018, provides 176 units on 11 acres for very low and low income households, at a density of 16 units per acre.

- Arroyo Crossing 2, will provide 216 units affordable to very low and low income households on 7.3 acres, at a density of 30 units per acre. The project was approved in 2021.

TABLE 44 VACANT LAND INVENTORY, POTENTIAL AFFORDABLE UNITS FOR VERY LOW, LOW AND MODERATE INCOME HOUSEHOLDS

| MAP KEY | ASSESSOR'S PARCEL NO. | GENERAL PLAN | ZONING | TOTAL ACRES | POTENTIAL DENSITY | REALISTIC DENSITY | POTENTIAL UNITS |
|---|---|---|----------------------------------|--|-------------------|-------------------|---------------------------------------|
| A | 670-230-021 (formerly 670-230-014) | High-Density Residential | RH | 36.68 | 9 | 9 | Lower: 300 Mod: 100 |
| B | 685-090-011 (formerly 618-500-019) | High-Density Residential w/affordable housing overlay | RH | 25± of 52.48 | 9 28 | 9 25 | 225 Lower: 370 Mod: 255 |
| C | Section 19 Specific Plan 685-010-013 | Residential PA's 4.01, 4.02, 4.03 | Residential | 4.01=7.3 4.02= 7.4 4.03=7.4 | 25 | 25 | Lower: 183 Lower: 185 Lower:185 |
| D | 689-180-012 | Mobile Home Park | MHP w/affordable housing overlay | 12.34 | 9 28 | 9 25 | 108 Lower: 234 Mod: 75 |
| HIGHWAY 111 SPECIFIC PLAN LANDS* | | (PROPOSED) | (EXISTING) | TOTAL ACRES (BY RESIDENTIAL LAND USE) | | | |
| E | Planning Area 1 | Mixed Use | CG | 24.9 | 28 | 28 | |
| F | Planning Area 2 | Mixed Use | CG | 54.88 | 28 | 28 | |
| G | Planning Area 4 | Mixed Use RH-SP | O RH | 7.59 12.79 | 28 34** | 28 34** | Lower: 200 Mod: 235 |
| H | Planning Area 7 | Mixed Use | CN | 28.43 | 28 | 28 | |
| I | Planning Area 9 | Mixed Use | CG | 7.27 | 28 | 28 | |
| | | | | HWY 111 SP MU SUBTOTAL | 36* | | 435 |
| | | | | TOTAL UNITS | | | 2,322 |

* APNs and acreage provided in Appendix.

*40% of total vacant MU Acreage
**Affordable Housing Overlay

Note: Distribution of units by income level is to be determined as projects are brought forward. This table provides estimates only.

Indio:

- Arroyo Crossing 1 is currently under construction, and provides 184 units on 6.4 acres affordable to very low and low income households, at a density of 29 units per acre.

Cities in the Coachella Valley, including Rancho Mirage, can expect, in the current market, that projects ranging in density from 17 to 29 units per acre are being funded and can be built to accommodate lower income households. Therefore, the City's reliance on a density of 25 units per acre for sites B, C and D is realistic, and can be achieved in the planning period. These three sites would generate a total of 1,522 units of housing affordable to extremely low, very low, low and moderate income households. It is the City's intent that these sites be developed with a mix of income levels, as provided in Program H1.E. The City's RHNA allocation for the 2022-2029 planning period for these income groups is 1,076 units. Therefore, the City's RHNA can be accommodated on these three sites. Their development potential is particularly high, because sites B and D are both City-owned, and the City is currently marketing them for affordable housing. Sites A, E, F, G, H and I are also included in Table 44, but are not needed to meet the City's RHNA. Sites E through I are all located in the Highway 111 Specific Plan area, which will be approved in 2021, and is seen as having a high potential for future development opportunities. That development potential, however, has yet to be tested, and in order to assure that the City can meet its RHNA allocation, these parcels are secondary to meeting the City's RHNA.

The City has in the past, when the Redevelopment Agency (RDA) existed, maintained a policy of developing and owning affordable housing projects in Rancho Mirage; however, due to lack of funding, the policy will shift towards partnering with the development community for future projects. For the Monterey Village project, which will yield about 625 units, the cost per unit is estimated to be \$388,300 per unit, or a total of \$87,367,500. This estimate is based on discussions with Pacific West and Coachella Valley Housing Coalition, whose three approved projects in the Coachella Valley are ranging from \$300,850 to \$454,000 per unit. An average of \$388,300 was used for this estimate. Depending on the availability of funding, the Housing Authority may leverage cash and land to help fund the project and seek partnership with a private developer. As shown in **TABLE 44**, more than sufficient lands are available to meet the RHNA extremely low, very low, low, and moderate income allocation for the 2021-2029 planning period. Finally, sites 1, 2 and 3, as

shown on the aerial, have a capacity for over 2,500 above moderate income, market rate units. These sites, along with infill lots in existing City neighborhoods, provide sufficient sites to meet the above moderate income RHNA allocation for the City.

As shown in Table 45, affordable housing projects in the City have traditionally been built at densities of about 10 units per acre. This was achievable because of City subsidy through set-aside funds. Because these funds have been eliminated, the City expects that affordable housing units will be built at higher densities in the future. As a result, the densities planned for the Housing Overlay, which have a base of 28 units and can be increased to 34 units per acre, have been used in the calculation of density for sites shown in Table 44. The RHNA requires that the City have capacity for 1,076 affordable units. As shown in Table 44, Sites A, B and D would result in 733 units at the City's base density of 9 units per acre. With application of the High-Density Residential Overlay, and using the low end of the density range at 28 units per acre, these same sites would result in 1,446 residential units. This exceeds the City's RHNA for very low, low and moderate income households by 370 units. In order to further the development of housing, Table 45 also includes units within the Section 19 and Highway 111 Specific Plans, which have the potential of generating an additional 1,023 units.

The parcels within each of the Highway 111 Specific Plan Planning areas shown in Table 45 range in size from 1 to 10 acres, because these areas are infill lands within the City's core. The unit count assumed in Table 44 is based on 40% of these lands being developed for affordable housing.

Table 45 DENSITY OF EXISTING AFFORDABLE HOUSING PROJECTS

| PROJECT NAME | ACREAGE | NO. OF UNITS ¹ | DENSITY |
|--------------------------------|---------|---------------------------|------------|
| Santa Rosa Villas* | 4.85 | 34 | 7.2 du/ac |
| Parkview Villas* | 9.87 | 82 | 8.3 du/ac |
| Whispering Waters* | 1.84 | 30 | 16.0 du/ac |
| San Jacinto Villas* | 8.70 | 83 | 9.5 du/ac |
| Las Colinas | 8.20 | 84 | 10.0 du/ac |
| Villa Mirage | 6.22 | 98 | 15.7 du/ac |
| Rancho Mirage Villa Apartments | 1.52 | 35 | 23.0 du/ac |

¹ Includes manager's unit

Funding of Future Housing Projects

Funding for previously planned RDA projects has been eliminated, and the Housing Authority does not have funds for new projects. The City will leverage lands it owns, and partner with affordable housing developers to implement projects. These developers will have access to Tax Credit and other programs through State and federal agencies, and will compete for these funds. This is the method of funding currently being used throughout the Coachella Valley to fund affordable housing projects.

Public Participation

The Housing Element Update process included public participation in the form of a public workshop, a Housing Commission workshop, City Council study sessions, and public hearings. The first workshop was conducted on January 13, 2021 and included a short presentation on the basic requirements of Housing Elements and the update process, followed by a conversation with the participants. The primary goal of the workshop was to collect information from the public on the housing needs of Rancho Mirage. A second workshop was conducted with the Housing Commission on February 10, 2021.

The City received eight RSVPs representing seven developers. Representatives of affordable housing developers active in the Valley attended. The primary concern of participants was the difficulty in funding projects because of the competitiveness and limited funding available from State and federal agencies, coupled with the inability of local jurisdictions to assist due to the elimination of set-aside funds. Other comments received at the workshops indicated interest in building more affordable housing in the City and general concerns on the length of the project approval process to fit in with tax credit and other funding time limits as well as possible NIMBY objection from the community. As a result of the workshops, and consistent with the City's limited funding, programs have been adjusted from City-funded efforts to public-private partnerships for this planning period.

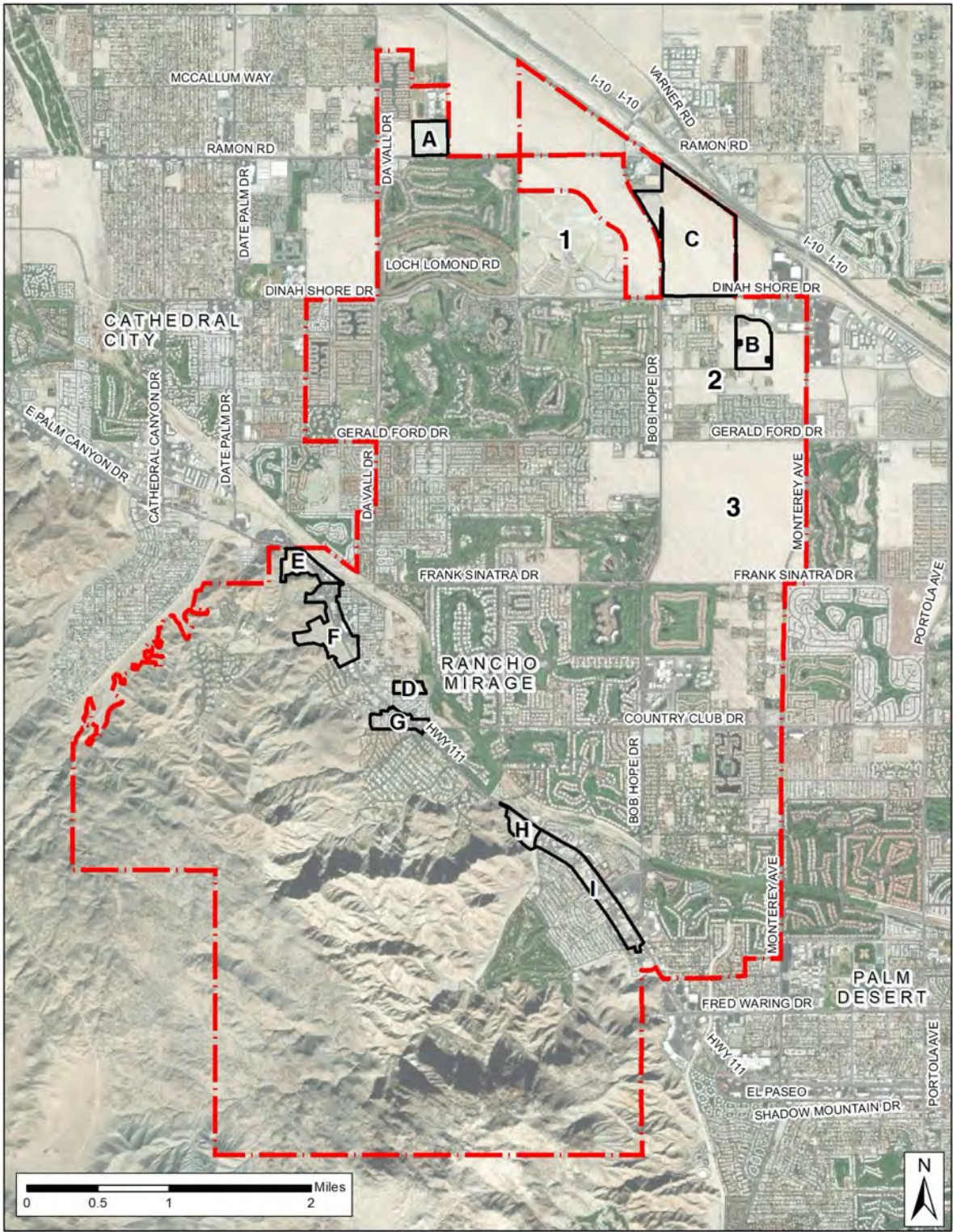
The City advertised the Housing Element workshops in the display advertising section of the Desert Sun newspaper, emailed notices to affordable housing development entities, including the Coachella Valley Housing Coalition, Habitat for Humanity, and Lift to Rise, and posted the notice on its website.

The City posted its Housing Element on the City website from September 7 to September 21, 2021, and concurrently sent an email blast to all workshop invitees asking for review and comment, as well as posting notice of the review on its website and social media sites. No comments were received.

The Housing Element was also presented to the Planning Commission and City Council in a Study Session held on December 15, 2021. Notice of the Study Session was sent to all those who participated in community workshops, including numerous affordable housing developers. Representatives of Lift to Rise, CHOC and other affordable housing developers attended the Study Session. Lift to Rise representatives spoke to the need for affordable housing units for employees who work in the City, and to the shortage of affordable housing units across the Coachella Valley.

The City also again posted the Housing Element draft 10 days prior to the Planning Commission hearing on January 13, 2022, and it remained posted until the City Council hearing on February 3, 2022. The Element was then sent to HCD for final review.

The City will continue to promote participation in the Housing Element process annually through its annual review of prior to submittal of progress reports to HCD.



Housing Goals, Policies, and Programs, 2021-2029

GOAL H 1

A variety of housing types that meet the needs of residents in Rancho Mirage.

GOAL H 2

Housing to meet the needs of Rancho Mirage's lower income households and other special need groups, including seniors and persons with disabilities.

GOAL H 3

The preservation and maintenance of Rancho Mirage's affordable housing supply in a safe and sanitary condition.

GOAL H 4

Affirmatively furthering fair housing to eliminate and prevent potential discrimination and ensure fair housing choice.

POLICY H 1

The General Plan shall provide for a mixture of residential densities dispersed throughout Rancho Mirage.

PROGRAM H 1.A

The City shall monitor the remaining supply of vacant land in all residential zoning categories.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

Annually with General Plan Annual Report.

PROGRAM H 1.B

The City shall amend its Zoning Ordinance residential development standards, as needed, to ensure that a variety of housing types are accommodated without sacrificing the City's design standards.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

Annually with Zoning Ordinance Annual Update.

PROGRAM H 1.C

The City's Density Bonus Ordinance (Municipal Code Chapter 17.22) shall be amended consistent with State law (Government Code Section 65915); and its Zoning Ordinance for parking for emergency shelters, reasonable accommodation, transitional and supportive housing, permanent supportive housing, employee housing, single room occupancy units and manufactured housing on foundations.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

2022; annually thereafter with Zoning Ordinance Annual Update.

PROGRAM H 1.D

To facilitate affordable housing development in high resource areas, the City to consider up to 28 units by right as a base, not including density bonus provisions, per acre. The Overlay will be applied to both the Monterey Village and the Rancho Palms MHP site (sites B and D of Table 44). The projects proposed for these sites shall be subject to all of the "by right" provisions of Government Code sections 65583, subdivision (c)(1), and 65583.2, subdivisions (h) and (i).

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

Adopt the overlay in 2022.

PROGRAM H 1.E

Projects proposed on sites B, C and D shall include a balanced mix of extremely low, very low, low and moderate income units in order to meet the City's RHNA allocation. This requirement shall be added to the affordable housing overlay when codified.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

2022 for zoning text amendment. Implementation as projects are proposed for sites B, C and D.

PROGRAM H 1.F

The City shall adopt an SB 35 application procedure for qualifying affordable housing projects.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

2022 with Zoning Ordinance Annual Update.

PROGRAM H 1.G

The City shall undertake a comprehensive review of its development standards to assure that the densities required in the Affordable Housing Overlay can be achieved, and make any changes to the Zoning Ordinance necessary to achieve those densities.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

Report to Council/Zoning Changes Complete by June of 2023

POLICY H 2

The City's residential development standards shall allow for a diversity of housing types to provide new housing choices and enhance housing mobility while adhering to the General Plan's community design policies.

PROGRAM H 2.A

The City shall establish a pilot program to encourage development of two ADUs or JADUs annually that are dedicated as affordable units and made available for rent to low-income households for at least 30 years. The City may consider an incentive such as a floor area bonus for the property owner.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

2023 with Zoning Ordinance Annual Update.

PROGRAM H 2.B

Review the Zoning Ordinance and make changes to ensure compliance with AB 101 (Low-Barrier Navigation Centers). Modify the definition of "homeless shelter" to include this use.

RESPONSIBLE AGENCY

Development Services Department

SCHEDULE

At 2022 Zoning Ordinance Annual Update.

POLICY H 3

Affordable housing developments shall be distributed throughout Rancho Mirage rather than concentrated in one area.

POLICY H 4

Rental projects shall be developed through partnerships with the Housing Authority, sale of City property to qualified affordable housing developers, and private projects as they are proposed. The Housing Authority shall maintain its existing projects, and oversee new projects to assure that affordability and the quality of life in these projects is maintained.

PROGRAM H 4.A

The Housing Authority shall consider all available options when developing rental units, including hiring contractors through requests for proposals, participating in tax credit applications and other strategies as they become available.

RESPONSIBLE AGENCY

Housing Authority

SCHEDULE

For City-owned properties:

Site B: Establish development strategy 2022-2023. Secure entitlements.2024-2025. Construction & Occupancy 2026-2027
Site D: Establish development strategy 2024-2025. Secure entitlements.2026-2027. Construction & Occupancy 2028-2029.

PROGRAM H 4.B

To preserve the existing affordable housing supply, the Housing Authority shall maintain a program for substantial rehabilitation of at least 20 existing rental units owned by the Housing Authority, and shall pursue additional funding when available for other rental units.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
Annually with adoption of budget, subject to available funding.

PROGRAM H 4.C

To promote community revitalization and housing affordability in the Thunder Road area, which is in the high resource area of Highway 111 corridor, the City shall solicit private parties to purchase and consolidate small vacant lots there to allow the development of an economically feasible project to provide up to 50 units for extremely low, very low, low and/or moderate income households. Outreach efforts shall include annual meetings with affordable housing developers such as Coachella Valley Housing Coalition, Community Housing Opportunity Corporation, Habitat for Humanity and others as they are identified.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
Annually through Desert Valley Builders Association meetings, individual meetings with developers, and other appropriate parties.

PROGRAM H 4.D

The City shall include a minimum of 15% of units developed on sites B and D (as shown on Table 44) for extremely low income households.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
To be included in all RFPs, ENAs and purchase agreements for projects on these sites.

POLICY H 5

There shall be equal access to housing regardless of race, color, religion, national origin, sex, age, family status or sexual orientation. The City shall promote and affirmatively further fair housing opportunities throughout the community for all persons regardless of race, religion, sex, marital status, ancestry, national origin, color, familial status, or disability, and other characteristics protected by the California Fair Employment and Housing Act (FEHA), Government Code Section 65008, and any other applicable state and federal fair housing and planning law.

PROGRAM H 5.A

The City shall continue to support and assist an average of 15 households a year, as indicated in FHCRC data, in enforcing the provisions of FEHA, Government Code Section 65008, and any other applicable state and federal fair housing and planning law. Information on the FEHA, as well as methods for responding to complaints, shall be available at City Hall. The materials shall be bilingual (English/Spanish) and also provided to the City Library and Post Office for distribution. The City’s Housing Commission shall continue to hear Fair Housing issues at its regular meetings.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
In accordance with the Housing Commission’s public meeting schedule.

PROGRAM H 5.B

The City shall work with private organizations in assisting whenever possible in the housing of all at-risk residents, through continued participation by the Housing Authority. To assist persons with disabilities, the City shall publish its reasonable accommodation procedures (as updated) on the Housing and How Do I? pages of its website and distribute the information to local groups and organizations such as Habitat for Humanity to expand outreach to homeless residents in need (6 per current point in time census).

RESPONSIBLE AGENCY
Housing Authority, Development Services Department

SCHEDULE
Annually with adoption of budget, subject to available funding.

PROGRAM H 5.C

Collaborate and coordinate with government agencies such as Fair Housing Council of Riverside County and nonprofit groups such as Habitat for Humanity to support outreach on fair housing issues and solutions, including education on laws regarding reasonable accommodation and expansion of lending programs for homeownership among minority populations. Advertise workshops and webinars held by these organizations on the Housing page and under News Room page of the City website and offer support for participation to up to 10 households a year.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
Annually with adoption of budget, subject to available funding.

PROGRAM H 5.D

Collaborate with the SunLine Transit Agency to expand services that provide reliable public transportation options to the Housing Authority’s approximately 300 low income, disabled, senior, and other residents with limited access.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
Annually through participation in SunLine Transit Agency Board of Directors.

PROGRAM H 5.E

Conduct a City-side Fair Housing Assessment (FHA) to include an assessment of fair housing issues, enforcement, outreach, and future goals and opportunities. The FHA shall be prepared consistent with HUD’s Affirmatively Furthering Fair Housing (AFFH) Final Rule Guidebook (December 2015) and/or other guidance recommended by HCD.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
Every two years with adoption of budget, subject to available funding.

PROGRAM H 5.F

To expand outreach and public input on fair housing issues, the City shall hold an annual workshop on affirmatively furthering fair housing (AFFH). The City should continue outreach to and invite at least 10 disadvantaged groups, local activist groups and affordable housing developers, and advertise the AFFH workshop bilingually through various channels such as City website, social media sites, and at City Hall/Library/Post Office.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
Annually with Housing Element status report.

POLICY H 6

The City shall strive to meet the state-mandated special shelter needs of senior citizens, large families, female-headed households, single-parent families, workers employed in Rancho Mirage, farmworkers, the disabled and homeless individuals through the continued efforts of the Housing Authority in assisting private interests in developing housing for all types of households.

PROGRAM H 6.A

Encourage the development of up to 200 low and moderate income workforce units in the required affordable housing units within the Section 19 Specific Plan, to provide housing opportunities in close proximity to the Agua Caliente hotel and casino, and other hotels in the vicinity.

RESPONSIBLE AGENCY
Planning Division, Housing Authority

SCHEDULE
Establish development strategy 2024-2025. Secure entitlements.2026-2027. Construction & Occupancy 2028-2029

PROGRAM H 6.B

To provide new housing choices in high resources areas near employment opportunities, the City shall develop an incentive program, which could include fee waivers, expedited processing and density bonus provisions for Planning Areas 4.01, 4.02 and 4.03 of the Section 19 Specific Plan. The Housing Authority will meet with the landowner of these planning areas, and coordinate with affordable housing developers, including CHOC, CVHC and others, to develop projects for these Planning Areas.

RESPONSIBLE AGENCY
Development Services Department, Housing Authority

SCHEDULE
2022-2023 with Zoning Ordinance Annual Update; through Desert Valley Builders Association meetings, individual meetings with developers, and other appropriate parties.

PROGRAM H 6.C

The City will develop a package of incentives, including fee waivers and application streamlining, for projects which include housing for special needs, including the physically and developmentally disabled, the elderly and farmworkers. The incentives will be marketed to the affordable housing development community at annual outreach meetings, when projects are proposed, and through the City’s Economic Development website.

RESPONSIBLE AGENCY
Planning Division, Housing Authority

SCHEDULE
Establish incentive programs 2023. Post to website 2023. Annual developer meetings thereafter, and when development projects are proposed for affordable units.

PROGRAM H 6.D

The City will annually allocate funds to support regional efforts to eliminate homelessness, including contributions to existing shelters, CVAG’s homelessness programs, and additional opportunities as they develop.

RESPONSIBLE AGENCY
City Manager’s Office

SCHEDULE
Annually with adoption of budget.

POLICY H 7

The City shall encourage the protection of existing affordable senior housing units.

PROGRAM H 7.A

The City shall monitor existing mobile home parks, and shall consider the allocation of General Fund and/or Housing Authority funds to correct health and safety concerns as they arise.

RESPONSIBLE AGENCY
Code Compliance Division, Housing Authority

SCHEDULE
Annually with adoption of the budget, subject to available funding.

PROGRAM H 7.B

The City shall monitor existing senior apartment buildings, and shall consider the allocation of General Fund and Housing Authority funds to correct health and safety concerns as they arise.

RESPONSIBLE AGENCY
Code Compliance Division, Housing Authority

SCHEDULE
Annually with adoption of the budget, subject to available funding.

POLICY H 8

The City’s mandated fair share of affordable housing shall be maintained by resale and rental restrictions, applicant screenings, and other appropriate mechanisms established as conditions of approval for new affordable housing projects.

POLICY H 9

The Housing Authority shall pursue the development of 1,073 extremely low, very low, low and moderate income units in this planning period.

PROGRAM H 9.A

The City shall apply the High Density Residential (R-H) zoning to the Rancho Palms MHP site. In addition, once adopted, the Affordable Housing Overlay shall be applied to both Rancho

Palms and Monterey Village. The Housing Authority shall consider all available tools to leverage future development of the sites to provide diverse housing products in these high resource areas including live/work units and units affordable to very low and low income families, and shall work with private development entities to secure the total funding necessary.

RESPONSIBLE AGENCY
Planning Department, Housing Authority, Development Services Department

SCHEDULE
2022 with Zoning Ordinance Annual Update.

PROGRAM H 9.B

The Housing Authority shall give family households first priority for extremely low, very low and low-income units, aiming for up to 50% of units rented to eligible households with children.

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
2021-2029

POLICY H 10

The City may, whenever it deems feasible and necessary, reduce, subsidize or defer development fees to facilitate the development of affordable housing.

PROGRAM H 10.A

The City will include an analysis of fee reduction, subsidy or deferral in staff reports for affordable housing projects, to facilitate the Council’s consideration of same on a case-by-case basis.

RESPONSIBLE AGENCY
Development Services Department

SCHEDULE
As projects are proposed.

POLICY H 11

The City shall apply its density bonus provisions to all qualifying affordable housing projects.

POLICY H 12

The City shall provide up to 1,120 units for extremely low, very low, or low income households in Planning Areas 4.01, 4.02, or 4.03 of the Section 19 Specific Plan.

PROGRAM H 12.A

The minimum 20 unit per acre requirement (Government Code Section 65583.2 (h) & (i)) shall be maintained in the Section 19 Specific Plan for Planning Areas 4.01,4.02 and 4.03 consistent with Government Code Section 65583.2(c)(3)(B).

RESPONSIBLE AGENCY
Development Services Department

SCHEDULE
2021-2029

PROGRAM H 12.B

To facilitate the development of housing for lower-income households in the Section 19 Specific Plan area, the City will encourage further land divisions to result in parcel sizes that facilitate multifamily development affordable to lower income households in light of state, federal and local financing programs (i.e., 50-100 units). The City will offer incentives for the development of affordable housing including but not limited to: priority to processing subdivision maps that include affordable housing units, expedited review for the subdivision of larger sites into buildable lots, financial assistance (based on availability of federal, state, local foundations, and private housing funds).

RESPONSIBLE AGENCY
Housing Authority

SCHEDULE
2021-2029 - As projects are proposed.

POLICY H 13

To prevent disinvestment-based displacement, the City will seek funding to assist existing extremely low, very low and low-income households in maintaining their homes in a safe and habitable condition.

PROGRAM H 13.A

The Housing Authority shall consider reinstating the Home Improvement Program, subject to available funding, to provide financial assistance to 20 lower income households, as shown in Table 35, Quantified Objectives. Funding sources could include CDBG, HUD Home funds, and other grant and loan programs.

RESPONSIBLE AGENCY

Housing Authority

SCHEDULE

Annually with adoption of the budget, subject to available funding.

POLICY H 14

Relocation assistance shall be provided to lower income households who are displaced by public or private redevelopment activities as mandated by the state.

City of Rancho Mirage Housing Element Update

Appendix A

AFFH

Fair Housing Assessment

The California Fair Employment and Housing Act generally prohibits housing discrimination with respect to race, color, religion, sex, gender, gender identity, gender expression, marital status, national origin, ancestry, familial status, source of income, disability, genetic information, or veteran or military status. AB 686 requires the City to include an Assessment of Fair Housing (AFH) consistent with the core elements of the analysis required by the federal Affirmatively Furthering Fair Housing (AFFH) Final Rule of July 16, 2015. Under state law, AFFH means “taking meaningful actions, in addition to combatting discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics.”.

The City has completed the following:

1. Include a Program that Affirmatively Furthers Fair Housing and Promotes Housing Opportunities throughout the Community for Protected Classes (applies to housing elements beginning January 1, 2019).
2. Conduct an Assessment of Fair Housing, which includes a summary of fair housing issues, an analysis of available federal, state, and local data and local knowledge to identify fair housing issues, and an assessment of the contributing factors for the fair housing issues.
3. Prepare the Housing Element Land Inventory and Identification of Sites through the Lens of Affirmatively Furthering Fair Housing.

To comply with AB 686, the City has completed the following outreach and analysis.

Outreach

As discussed in the Public Participation section of this Housing Element, the City conducted a public workshop, a Housing Commission workshop, City Council study sessions, and public hearings. Although some of these were conducted before HCD’s

AFFH memo was published in April 2021, the City endeavored to reach out to all segments of the community and focused on discussion of housing needs of special need groups and typically hard to reach groups, consistent with the guidelines on AFFH outreach. The first workshop was conducted on January 13, 2021 and included a short presentation on the basic requirements of Housing Elements and the update process, followed by a conversation with the participants. The workshop focused on collecting information from the public on the housing needs of Rancho Mirage, including those of special needs groups and typically hard to reach groups. Representatives of seven developers registered, and there was active participation by representatives of affordable housing developers active in the valley. A second workshop conducted with the Housing Commission on February 10, 2021 received similar comments: the developers indicated interest in building more affordable housing in the City and general concerns on the length of the project approval process to fit in with tax credit and other funding time limits as well as possible NIMBY objection from the community. Solutions to these concerns include case-by-case accommodation of project approval timeframes, and better public inclusion and outreach in affordable housing development processes to provide quality and compatible design and ease public concerns.

The City advertised the Housing Element workshops in the display advertising section of the Desert Sun newspaper, emailed notices to affordable housing development entities and local activist groups, including the Coachella Valley Housing Coalition, Habitat for Humanity, Community Housing Opportunities Corporation and Lift to Rise, and posted the notice on its website.

Upon incorporating public comments from the workshops and conducting an assessment of fair housing in accordance with state law and HCD guidance, the City posted its Housing Element on the City website from September 7 to September 21, 2021, and concurrently sent an email blast to all workshop invitees asking for review and comment, as well as posting notice of the review on its website and social media sites. Despite the extensive outreach

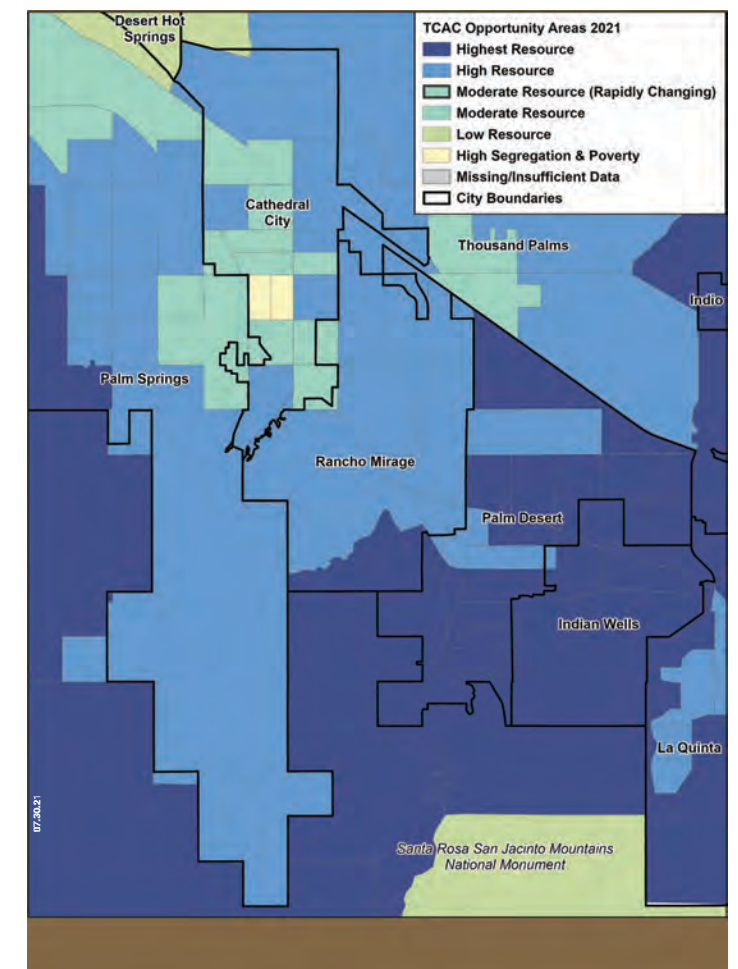
efforts, the City did not receive any comments specifically on the assessment of fair housing or the Housing Element in general.

A study session with the Planning Commission and City Council was conducted on December 15, 2021. The study session was advertised on the City website, an e-mail blast was sent out to anyone signed up to receive Planning Commission or City Council notices, and a notice was sent to all workshop invitees. The session included consultant and staff presentations on the Housing Element, particularly the assessment of fair housing, and meaningful discussion between Council members, the public, and staff/consultant. The local activist group, Lift to Rise, expressed that the City should take seriously the need and more actions to increase housing for working people in the community because people should be able to live where they work, and raised concerns on overpayment and shortage of 17,000 low income units in the valley. Members of the Planning Commission expressed concern over homelessness and City efforts on addressing the issue, and City Council members stressed the housing needs of seniors and the disabled based on local demographics. These comments are addressed in policies and programs of the Housing Element, which range from zoning updates to support emergency shelters, transitional and supportive housing and other housing options (Program H1.C) to facilitating affordable housing development through incentives and rezoning (Programs H1.D, H6.B, and H9.A). One Planning Commission member asked if the City can be more proactive about funding, but given the status quo on funding availability, future development of affordable housing will most likely be joint ventures of City, developer and/or community groups/organizations. This comment resonated with concerns raised by affordable housing developers in previous workshops, and has been duly addressed in the Housing Element draft revisions, especially in policies and programs (Policy H6, Programs H4.C, H6.A, H6.B, H6.C H9.A, H10.A, and H12.B).

Assessment of Fair Housing

California Government Code Section 65583 (10)(A)(ii) requires the City of Rancho Mirage to analyze areas of segregation, racially or ethnically concentrated areas of poverty, disparities in

access to opportunity, and disproportionate housing needs, including displacement risk. The 2021 California Department of Housing and Community Development (HCD) and the California Tax Credit Allocation Committee (TCAC) Opportunity Areas are rated by a composite score of resource levels in the following aspects: access to effective educational opportunities for both children and adults, low concentration of poverty, low levels of environmental pollutants, and high levels of employment and close proximity to jobs, among others. High and highest resource areas are those with high index scores for a variety of educational, environmental, and economic indicators. Moderate resource areas have access to many of the same resources as high and highest resource areas but may have fewer educational opportunities, lower median home values, longer commutes to places of employment, or other factors that lower their indices for educational, environmental, and economic indicators.



As shown in Exhibit 11 TCAC Opportunity Areas, the majority of the City is considered “High Resource” and the southern end of the City is considered “Highest Resource.” There are two small areas of “Moderate Resource” located along the western border of the City. TCAC and HCD did not designate any portion of Rancho Mirage or its neighbor cities as “Low Resource,” which have the most limited access to all resources.

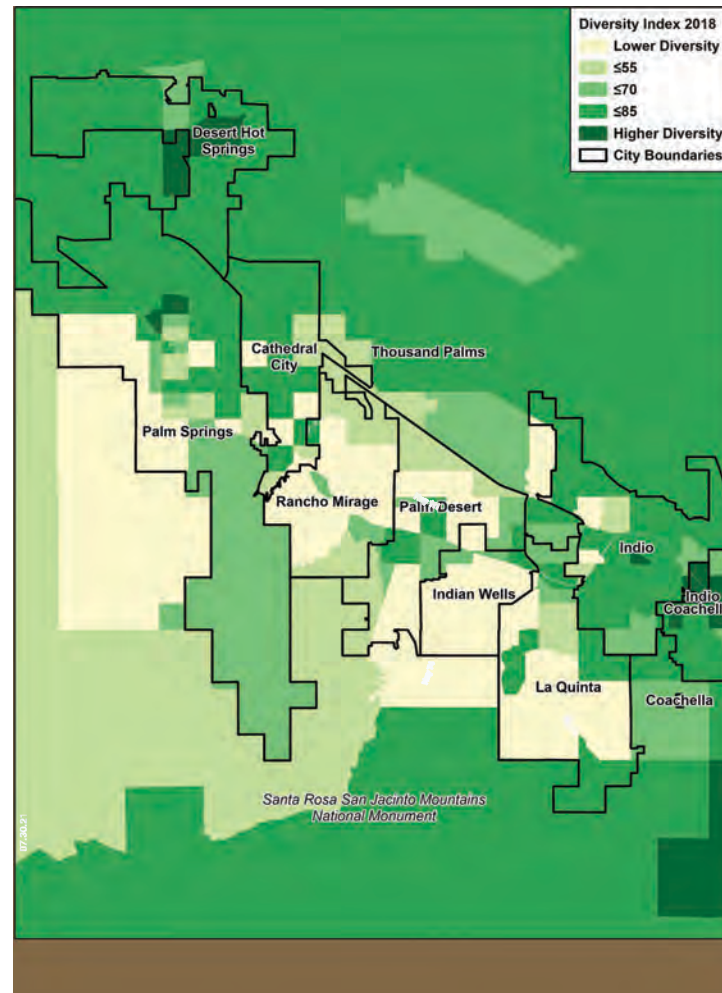
Areas of high segregation and poverty are those that have an overrepresentation of people of color compared to the County, and at least 30% of the population in these areas is below the federal poverty line (\$26,500 annually for a family of four in 2021). The City does not have an area of “High Segregation and Poverty”.

Integration and Segregation Patterns

To assess patterns of segregation and integration, the City analyzed four characteristics: race and ethnicity, disability, income, and familial status.

Race and Ethnicity

The diversity index was used to compare the racial and ethnic diversity within the City and surrounding communities. Diversity Index ratings range from 0 to 100, where higher numbers indicate higher diversity among the measured groups. As shown in Exhibit 12, Diversity Index, the majority of the City has Lower Diversity. The southern and northern ends of the City have a diversity rating of 40-55 on TCAC’s diversity index. Several areas along Highway 111 have a diversity rating of 55-70, and two small areas in the southeastern corner and along the western border of the City have higher diversity ratings of 70-85. Several areas immediately to the west of the City have higher diversity ratings than anywhere within City limits. According to the 2015–2019 American Community Survey, the majority (81.2%) of Rancho Mirage residents identify as White, non-Hispanic, whereas over half of the residents to the west in Cathedral City (58.6%) and to the north in Thousand Palms (51.3%) identify as Hispanic. While there are not any racially or ethnically concentrated areas of poverty (HUD, 2009-2013) in or near Rancho Mirage, the surrounding communities appear to have



higher diversity ratings than the City. The City of Cathedral City to the west, City of Palm Desert to the east, and Thousand Palms, a census designated place to the north all have more areas with a high Diversity Index rating (70-85). However, other tracts in these jurisdictions tend to have primarily White populations and therefore have relatively lower ratings on TCAC’s diversity index. There are several Hispanic Majority tracts in and around Rancho Mirage with higher diversity ratings between 40 and 85. The City is actively pursuing affordable housing development opportunities throughout the City, as identified in Programs H1.E, H4.A, H4.C, and H6.A. The City will also expand housing options and availability in high resource areas through a pilot program for ADUs and JADUs (Program H2.A) and rezoning to allow higher densities (Programs H1.D and H9.A). These programs may help promote a racially and ethnically integrated community.

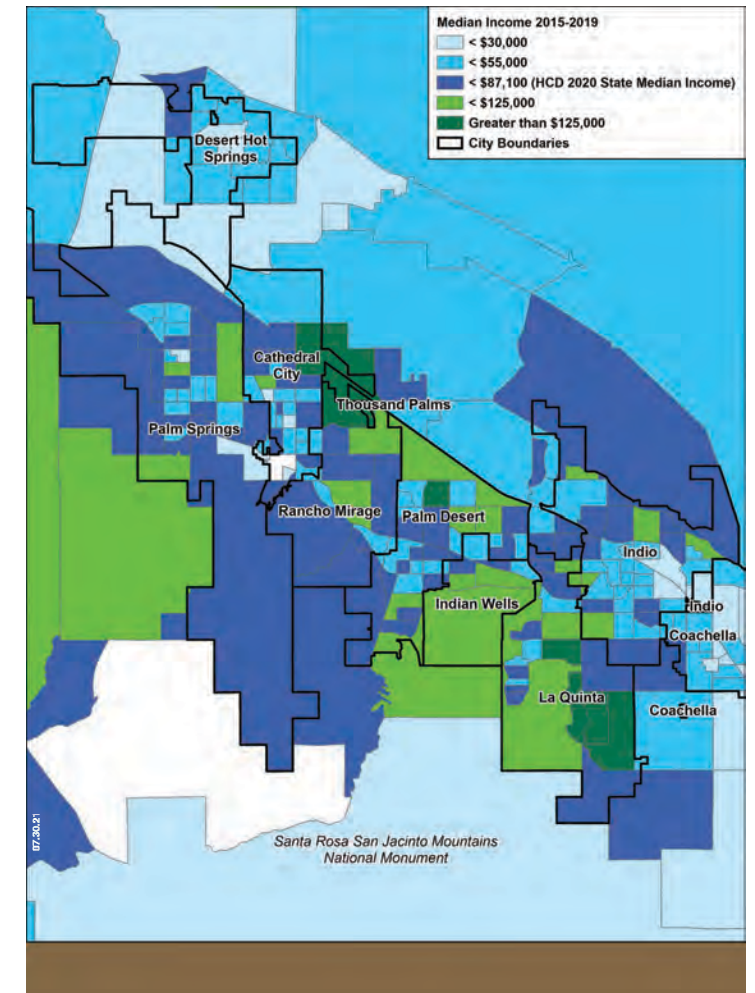
HCD has not published the adjusted Racially Concentrated Areas of Affluence (RCAA) methodology for California as of August 2021. While no data has been released on RCAA, the national metric may be referenced for general considerations here: RCAA is defined as census tracts where 1) 80% or more of the population is white, and 2) the median household income is \$125,000 or greater (slightly more than double the national the median household income in 2016). As shown in Exhibit 13, Median Income, the northern portion of the City is part of a tract with median income greater than \$125,000. Census data reveals that this tract has 76.9% white population that is not Hispanic. The area may have the potential to be a RCAA. Immediately to the east of this tract, the City is actively seeking development in Section 19 to offer affordable housing opportunities in the northern portion of the city under the Section 19 Specific Plan, which includes requirements for affordable 4-bedroom units to support large families (Programs H6.A and H12.B).

Disability

In 2014, only a small area in the western part of the City near Highway 111 and Frank Sinatra Drive had a population with disability percentage higher than 20%. According to the 2015–2019 ACS, the entire central City (roughly between Highway 111 and Gerald Ford Drive) had a population with disability percentage higher than 20%. This may be associated with an aging population and the City being a destination for retirement and quality healthcare. Between 2010 and 2018, the City population increased by 5.0%, and population over age 65 years increased by 8.7%. The aging trend is also reflected in the median age increase from 62.3 years in 2010 to 66.3 years in 2018. The City complies with all requirements of the Americans with Disabilities Act and California Building Code to provide accessible and “barrier free” units for disabled residents. Ramps, stairs, and similar structures necessary for accessibility are allowed by right in the Zoning Ordinance, and the City does not impose any additional requirements on accessible units and housing for the disabled. Therefore, despite an overall increase in the population with a disability, and a continuing increase in the ageing of the City’s residents, they appear to be well integrated in the community and have equal access to all housing and economic opportunities.

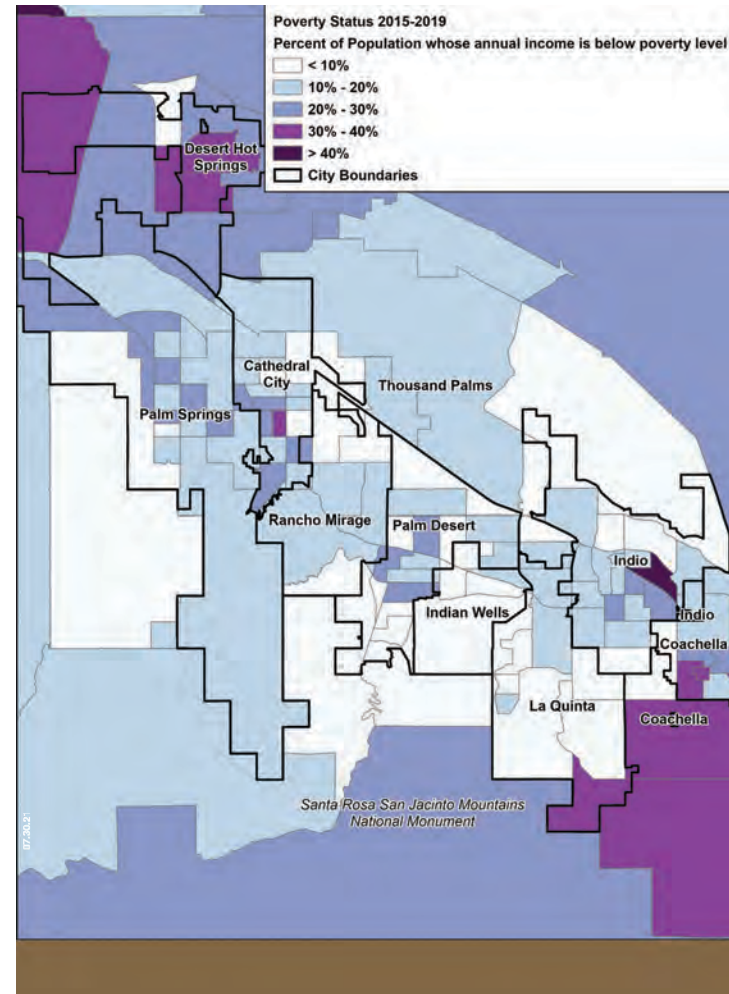
Income

The City also assessed the concentrations of households below the poverty line across the City to analyze access to adequate housing and jobs. As shown in Exhibits 13 and 14, there is a low percentage of residents (10%-20%) who fall below the poverty line (\$26,500 for a family of four in 2021) in the central and western portions of the City, and a slightly higher percentage (20%-30%) in two small areas along the western City boundary and near the southeast corner.



This trend has remained steady over time, although the percentage of residents below the poverty line slightly increased from below 10% to 10%-20% in the central City area. As shown in Table 14 of this Housing Element, the City of Rancho Mirage has a vacancy rate of 12.6% for rental units and just 3.9% for ownership units. Correcting for seasonal or recreational units, which are considered vacant by the Census but are not available or used for permanent

occupancy, the overall vacancy rate is 8%. These vacancy rates are relatively low and may indicate limited room for mobility and high demand for affordable units.



Familial Status

There is a one tract that spans the cities of Rancho Mirage and Palm Desert in the southeast corner of Rancho Mirage with 40% to 60% of children living in female headed single-parent households. The City of Rancho Mirage has a higher percentage of children in married-couple households than neighboring jurisdictions. Two-person/couple households are concentrated in a tract (66.6%) in the northeast corner, a small part of which falls in Palm Desert. These population groups likely need smaller to mid-size units (up to 3 bedrooms); while such units are abundant in the City (over 90% of both owner- and renter-occupied units), affordability may be an

issue as suggested by overcrowding, overpayment and rates of poverty described below. There is likely a need for smaller, more affordable housing units to meet population needs.

Additional Local Knowledge and Data

As is the case for the entire Coachella Valley, there has not been policy-based segregation such as redlining in Rancho Mirage. The region is not metropolitan, has a relatively short urban development history (mostly post World War II), and does not have a large African American population (e.g. 2.3% of total City population in 2018) or cultural presence. This coincides with the lack of any apparent segregation patterns. According to the Neighborhood Segregation Map by UC Berkeley (2019), much of the northern and southern City are Latinx-White neighborhoods, the central City is mostly White, and the northeastern City are Asian-White neighborhoods. This is consistent with the racial makeup of the City, with White being the majority group (87.3%), the largest minority group being Asian (5.1%), and Hispanic/Latino of any race taking up 9.8%. The neighborhood distribution is generally shaped throughout the City history and economic development, and has not been affected by public policy in contrast to metropolitan areas. For example, the Asian community in the northeastern City is most likely associated with employment offered by the adjacent Agua Caliente Casino Spa.

Native Americans, mainly the Agua Caliente Tribe of Cahuilla Indians, have dwelled in the area for millennia. After the arrival of Europeans in the 19th century, Rancho Mirage remained mostly an undeveloped desert area dotted with date and grape ranches in the 1920s. Land acquisition and development slowly picked up with the onset of WWII, and rapidly attracted developers and celebrities as a retreat location for its mild winters and more wind-free areas compared to the rest of the valley. The boom of resort and hospitality continued throughout the last century, turning the young City (incorporated in 1973) into a renowned resort/retirement town with country clubs, golf resorts and supporting services such as specialty retail and high-quality medical facilities. Therefore, as noted throughout this assessment of fair housing and Housing Element, the City's current development

pattern consists of primarily private country clubs, planned residential communities, resort, and retirement neighborhoods. Given the development history, land availability is a potential constraint to distribution and development of more varied housing choices, including affordable housing. However, the City has managed to locate/acquire existing affordable housing projects including senior housing in high opportunity areas such as the Highway 111 corridor. With the advantage that the majority of the City is rated High Resource, the City endeavors to distribute new affordable housing sites throughout the City given the land availability constraint, as discussed in the Sites Inventory section below.

Assessment and Actions

Given the factors discussed above, there is no evidence of segregation based on disability in the City, but there is potential for segregation based on income and opportunity to improve racial integration within Rancho Mirage. As shown in Exhibits 13 and 14 the concentrations of lower income households are not unique to Rancho Mirage. The City of Palm Desert to the east has more areas with 20-30% population living below the poverty line compared to surrounding areas. In the western Coachella Valley, the cities of Cathedral City, Palm Springs and Desert Hot Springs all have areas with 30%-40% of the population living below the poverty line. With a median income higher than the state level in 2019 (\$78,682 in Rancho Mirage; \$75,235 in California, 2015-2019 ACS), the City is not considered disadvantaged economically (median income is 80% or less than the statewide average), although certain tracts along/north of the Highway 111 are below the threshold). Concentrations of households with similar incomes may suggest a uniform development pattern and need for more varied housing stock. If availability and distribution of affordable housing are improved, it will encourage a more economically diverse community. To that end, the Sites Inventory includes lands in the northwest, northeast and southern portions of the City, to encourage diversity throughout the City's residential neighborhoods.

As shown in Exhibit 15, Job Proximity Index, the majority of the City is in close proximity to employment opportunities (Jobs Proximity Index > 80). One area along the western City boundary has a Jobs Proximity Index of 60-80, and the northwest corner of the City has a lower Jobs Proximity Index of 56. In contrast to the TCAC Opportunity Areas (Exhibit 11), this suggests that access to jobs does not seem to be the dominant factor behind the concentration of lower income households, but rather the type of jobs and housing available and other socioeconomic factors.

The City has been actively planning for future development and redevelopment to increase local employment opportunities and housing stock. A variety of new retail, service, and entertainment jobs will be offered across the City, through the following projects:

- The City is updating its Highway 111 Specific Plan, which envisions new development and redevelopment in the Highway 111 corridor. The Specific Plan update outlines a potential of 1,250,172 square feet of general and neighborhood commercial, office and mixed use commercial development on the region's primary commercial corridor, with easy access to transit. The Specific Plan will also facilitate 1,176 potential new housing units.
- The Section 31 Specific Plan (2019) provides for a mix of resort hotel, residential, commercial, and open space/recreation uses oriented around a Grand Oasis Crystal Lagoon. The Project would allow development of up to 1,932 residential units, 400 hotel/resort units, and 175,000 square feet of nonresidential development, including combined restaurant and entertainment destinations, retail, and service space.

These future developments will diversify and increase local job opportunities especially for the Highway 111 vicinity and northern City area, and improve job proximity for lower income populations along the western City boundary and Highway 111.

Most recently, the City assisted potentially disadvantaged persons and households by implementing several programs and distributing

grants during the COVID-19 pandemic. The City operated a Food Access Program from March 28 through May 29, 2020 to encourage restaurants to stay open and provide food and non-essentials to residents that had difficulty finding them in local grocery stores. The program distributed \$286,000 and helped 42 Rancho Mirage restaurants. The program enabled participating restaurants to serve 168,418 meals, sell 13,768 food items and 5,899 non-essentials. The program also provided 58,776 staff hours and saved jobs that would otherwise be lost due to the shutdowns.

The City ran the Great Plates Delivered program through partnership with local restaurants to provide meals to elderly Rancho Mirage residents, who were considered at-risk for COVID-19 and unable to obtain or prepare meals. During its one year of operation, over 385,700 meals were delivered, featuring nutritious and diverse plates from 21 Rancho Mirage restaurants. Over 8.48 million dollars was directly expended into the local economy due to this program, providing many jobs that likely would have otherwise been lost.

In January 2021, the City opened the Small Business Grants program to Rancho Mirage based businesses to open back up or fund expenses incurred during the pandemic. Available grant funding up to \$10,000 based on employees was given priority to retail, restaurants and personal service. This program helped 53 local business with business expenses and provided \$393,000 in relief grants.

In the longer term, the City contributes financially to a wide range of regional organizations that provide housing and other support to homeless and disabled individuals, including Angel View, Hidden Harvest, FIND Food Bank, Martha's Village and Kitchen, and Jewish Family Services of the Desert. Aside from residential care, Angel View runs an outreach program to provide free services and support to children with disabilities (age 21 and under) in the Coachella Valley and High Desert. FIND Food Bank distributed over 24 million pounds of food in 2020 to over 150 distribution sites, including community agency partners such as soup kitchens, food pantries, religious organizations. Martha's

Village and Kitchen continues to provide meals, showers, emergency housing and employment training while responding to the pandemic through active infection prevention and control. Through the Emergency Assistance program, they provide over 35,000 crucial units of emergency services to impoverished members of the community annually, and under the Food Services program they also serve nutritional meals to over 6,000 impoverished children and adults each year.

The City actively promotes multi-modal transportation through planning and infrastructure projects. The Highway 111 Specific Plan and Section 31 Specific Plan both delineate future pedestrian and bikeway alignments and improvements within their planning areas. In the Highway 111 corridor, the City received a grant to construct pedestrian/bicycle improvements along San Jacinto Drive, Button Drive, and Indian Trail, as well as install lighted bollards in the roadway pavement surface on San Jacinto Drive to provide a safe walking and biking path. While there are currently no other plans for similar multimodal transportation elsewhere, the City was recently approved for a grant to upgrade 48 pedestrian access ramps along both sides of Bob Hope Drive, from Highway 111 to Ramon Road, to comply with ADA standards. The City also hired a consultant to work on a citywide Local Road Safety Plan to determine other areas where safety improvements are needed.

Access to Opportunity

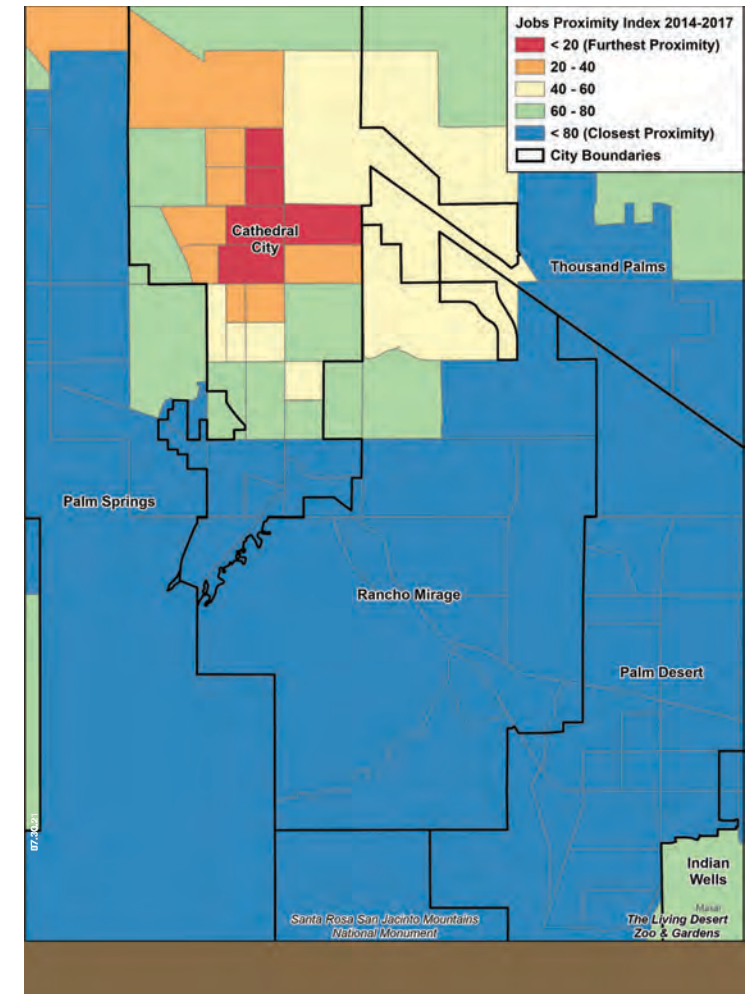
The TCAC Opportunity Areas identified in Exhibit 11 were reviewed by the City, and one potentially inaccurate designation was identified. The southern end of the City is categorized as "Highest Resource" by TCAC/HCD, which includes primarily mountainous area designated as Mountain Reserve in the General Plan, the Porcupine Creek private estate, and a small area with residential development and vacant land designated for commercial development. None of these lands have potential for any type of development, including affordable housing development. Also, the areas identified as "Moderate Resource" are in two tracts (449.16, 409) that partially fall within the boundaries of Cathedral City, and data for these tracts may not accurately describe the portions in the City of Rancho Mirage. Tract 449.16 is fully built out with residential, commercial, and

institutional uses in Rancho Mirage and Cathedral City, and has no potential for affordable housing development. The Rancho Mirage portion in Tract 409 consists of vacant land west of Highway 111, commercial development on the east, and residential developments north of the Coachella Valley Storm Channel. The vacant land is currently designated for commercial development in the General Plan, and proposed for mixed-use designation in the Highway 111 Specific Plan.

In addition to the Composite Score of TCAC Opportunity Areas shown in Exhibit 11, the City also analyzed individual scores for economic, education and environmental domains. Generally the northern half of the City has the highest score, which indicates more positive economic outcomes. The "Moderate Resource" areas identified in Exhibit 11 score lower in the economic domain, as does the southeastern corner of the City. Areas identified with less positive economic outcomes are found in Cathedral City, Palm Springs, Desert Hot Springs and the eastern Coachella Valley. The northwestern portion of the City has a lower education score, which is also seen in Cathedral City, Palm Springs, Desert Hot Springs and the eastern Coachella Valley. The entire City falls in the highest score range (0.75-1) for more positive environmental outcomes. Areas with less positive environmental outcomes are found in Thousand Palms, Indio, La Quinta and communities further east.

Much of the area that scored the lowest in the Jobs Proximity Index (56) in the northern City is vacant, and is designated for residential, commercial and mixed use development. The City's perceived areas of opportunity align with HUD's 2017 jobs proximity data that confirms the majority of Rancho Mirage residents are in close proximity to jobs. However the northwestern reaches of the City seem to have longer commute times and thus a lower Jobs Proximity score (Exhibit 15). The area north of Gerald Ford Drive and west of Da Vall Drive is identified to have slightly suboptimal access to jobs and resources and is inhabited by a concentration of lower income households. This area is fully built out and will have access to increasing job opportunities offered by the Highway 111 corridor and Section 31 area as future development occurs under the Specific Plans. The segregation and integration assessment

also finds that certain areas in the Highway 111 corridor are populated by lower income households. As noted, these areas will benefit from new development and redevelopment facilitated by the Highway 111 Specific Plan. The Specific Plan will facilitate higher densities than currently allowed in the corridor, and help provide a varied housing stock affordable to lower income households.



These findings may suggest the following trends:

1. Jobs that are near housing may not meet the needs of the residents located there, creating a jobs/housing imbalance and lower job proximity.
2. Someone may be able to both work and live in an area with a high concentration of jobs; however, they may still only be able to access positions with low wages and find it hard to afford housing costs.

Existing affordable housing projects are distributed throughout the city. A total of 443 units are available, of which 226 units are owned by the Housing Authority, and 217 units are privately owned with assistance from the Housing Authority or other programs. Four Housing Authority owned projects are located in the Highway 111 corridor: Santa Rosa Villas, San Jacinto Villas and Parkview Villas are located north of Highway 111, and Whispering Waters is located south of Highway 111. Of the three privately owned projects, Rancho Mirage Villa Apartments and Las Colinas are also in the Highway 111 corridor. With abundant retail, transit and services offered within the corridor, these housing facilities enjoy close access to local parks, shopping, restaurants, and the Rancho Mirage Library. Villa Mirage is located at the northwest City boundary, with close proximity to transit, shopping, restaurants, parks and schools to the west in Cathedral City. The City has worked with the owner of Villa Mirage to extend affordability (Section 8 rentals) through 2067.

There are no units at risk of losing affordability covenants in the City. Policy 15 commits the City to preserving any units that might become high-risk in the future.

With the elimination of funding for previously planned RDA projects and absence of funding for new projects in the Housing Authority, the City is taking a new approach on future affordable housing projects. Similar to other projects in the Coachella Valley, the City will leverage City-owned lands and seek partnership with affordable housing developers. The developers will have access to Tax Credit and other programs through State and federal agencies and compete for these funds.

As described in the Strategy for Meeting Affordable Housing Need section of the Housing Element, the City is seeking development opportunities for the former Rancho Palms Mobile Home Park to provide affordable housing. The City is also updating its Highway 111 Specific Plan to encourage more affordable housing in this high resource area. The Section 19 Specific Plan will reserve 1,120 affordable housing units, and a specified percentage of four-plus bedroom units that can accommodate

large families under Ordinance No. 1047 (adopted in 2012). While no development plans have been proposed, extension of water and sewer lines will continue in the Section 19 area and remove the constraint for development. In the northeast corner of the City, the Monterey Village project was conceived to provide 227 affordable housing units on 25 acres, but has not moved forward due to lack of funding. The City is actively engaging with developers for this site and is seeing positive prospects for affordable housing projects on the site given its location near transit and jobs. In addition, Program H1-D provides for an increase in density on this property, to facilitate affordable housing.

Housing projects in the Highway 111 corridor are well served by SunLine Bus Route 1. While there is limited bus service in the north portion of the City, Program H 5.D calls for City collaboration with the SunLine Transit Agency to expand services to serve low income, disabled, senior, and other residents with limited access.

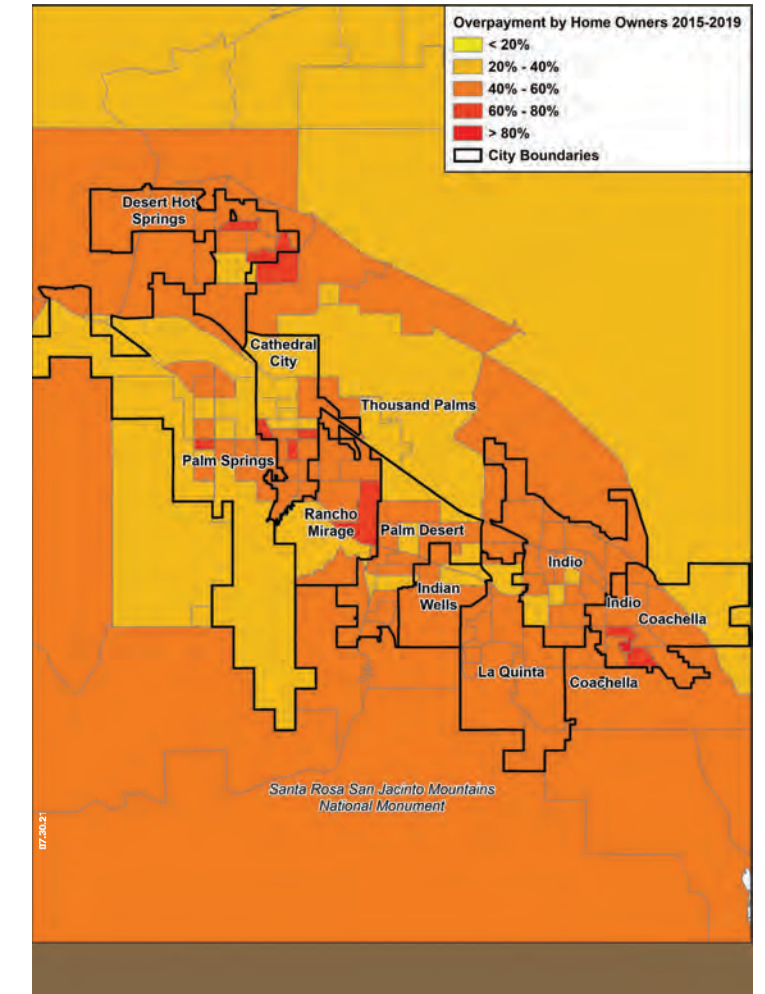
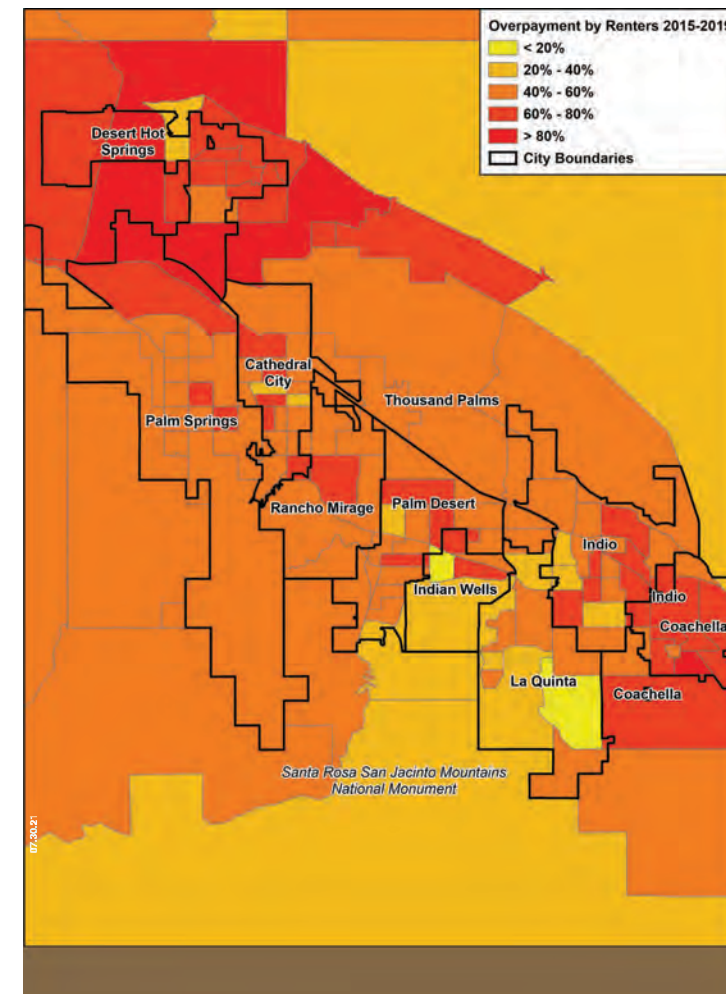
The City has included actions in Program H2.A to encourage diversity in housing choices in high opportunity areas such as Accessory Dwelling Units (ADUs) and Junior ADUs (JADUs). The City is also removing barriers to a variety of housing choices through rezoning and creating an affordable housing overlay in high opportunity areas to allow higher densities (Programs H1.D, H9.A).

The City analyzed the sites identified for residential development in this Housing Element through the lens of the opportunity areas based on local experience and data from TCAC and HCD. All sites in Rancho Mirage’s sixth cycle inventory (Land Availability, Table 44) are in areas identified by TCAC/HUD as either “High Resource” or “Moderate Resource” areas. Only one site (E) of those identified as appropriate for the lower-income category is in a “Moderate Resource” area.

Disproportionate Housing Need and Displacement Risk

As discussed earlier in the Demographic Characteristics section of this Housing Element (Table 15), overcrowding is not a significant issue in the City of Rancho Mirage. As of the 2014-2018 ACS, only 1.5% of all occupied units in the City are considered overcrowded, which includes a higher percentage of renter units (62.4%, 88 units) than owner units (37.6%, 53 units). While only 4.8% of all renter households experience overcrowding, over half (56.7%) of renters are overpaying for housing. In 2019, there were 6 unsheltered homeless persons in Rancho Mirage according to the PIT Count for Riverside County. The City allows homeless shelters in the Public (institutional) zone and supportive and transitional housing with fewer than six occupants in residential zones by right. Single-room occupancy units can also be approved in different forms and in numerous zones in the City.

The median rent in Rancho Mirage is out of reach for extremely and very low income renters; however, as shown in Exhibit 16, overpayment by renters in 2019 was not unique to the City of Rancho Mirage and is a chronic issue to be addressed both locally and regionally. As is shown in Table 16 (Overpayment by Income Category and Tenure), as of the 2012-2016 CHAS, between both renters and owners, 80.2% of lower income households in Rancho Mirage pay at least 30% of their income toward housing costs. Regionally, overpayment among renters is especially prevalent (>80%) in the north side of the City of Palm Springs, south side of the City of Desert Hot Springs, and adjacent unincorporated areas of Riverside County, as well as the south side of the City of Coachella. While the rate of homeowners overpaying for housing is lower at 37.5% of all owner households, the overpaying rate doubles for lower-income owners (76.6 percent). Overpayment increases the risk of displacement for



residents who are no longer able to afford their housing costs. Regionally, overpayment among homeowners is generally lower than renters and below 80% except a small area in the City of Coachella. As shown in Exhibit 17, regional patterns of overpayment among homeowners in the 2015-2019 ACS somewhat differ from those among renters. The City of Rancho Mirage has a larger area with an overpayment rate between 60%-80%, compared to such areas in the cities of Palm Springs, Cathedral City, Desert Hot Springs and Coachella and the unincorporate Riverside County area adjacent to Desert Hot Springs. The City has included all the programs under Policy H6 to incentivize development of affordable rental housing and has included an action in Program H5.C: Fair Housing Program to connect minority populations to lending programs for homeownership.

Age of Housing Stock

In addition to extensive overpayment, almost two-thirds (62.1%) of the housing stock in Rancho Mirage is older than 30 years, with approximately 37.7% over 40 years old. The age of housing often indicates the need for some type of repair or rehabilitation. The Code Compliance division monitors the condition of housing stock through its site inspection and citation process. During 2014 to 2021, eight single-family homes were cited for substantive rehabilitation or structural issues; all but one of these citations have been corrected with one open case pending. Although this indicates that there are few substandard homes at any given time in the city, the repair costs can be prohibitive such that the owner or renter live in unhealthy, substandard housing conditions or the renter is displaced if the house is designated as uninhabitable and the owner does not complete repairs. To prevent these situations, the City will continue to monitor mobile home parks and senior apartments and consider using available funding to correct any concerns. The Housing Authority will also consider reinstating the Home Improvement Program when funding is available to assist lower income households. The City will continue to collaborate with the County and local nonprofit organizations to target efforts in the rehabilitation, adaptive reuse, acquisition and COVID related assistance programs throughout the City and ensure equal access to the programs across all socioeconomic groups through

providing information in more than one language, as needed. (see Programs H7.A, H7.B, H13.A).

Mortgage Loan Indicators

Data related to home loan applications is made available annually through the Consumer Financial Protection Bureau, through the Home Mortgage Disclosure Act (HMDA). The data is organized by census tracts rather than local jurisdictions, and thus the following analysis is based on census tracts located entirely within the City of Rancho Mirage (451.03, 449.17, 449.18, 449.21). Among first mortgage loan applications originated in Rancho Mirage in 2020, 75.3% were made to white applicants. For 17.8% of loans issued, race data was not available. Among first mortgage loan applications originated in Rancho Mirage in 2020, a small number were made to Asian (32, 2.9%), Black or African American (15, 1.3%) and American Indian or Alaska Native (6, 0.5%) homebuyers. These percentages are lower than the corresponding race distribution of Rancho Mirage, with the exception of the American Indian or Alaska Native group. Considering the 17.8% of loans with unavailable data on race and geographical area covered in the analysis, the pattern is consistent with the City-wide race distribution. HMDA data combines data on Hispanic or Latino identity within other race categories; approximately 3.5% (39) of 1,123 loan applications that were originated went to borrowers identifying as Hispanic or Latino. The majority (165, 69%) of the 238 loan applications that were denied were denied to white applicants (including 11 borrowers that also identified as Hispanic or Latino). Nine applications were denied to Asian borrowers, and two each were denied to borrowers identified as Black or African American, or American Indian or Alaska Native.

In 2019, rates of origination to white applicants were slightly higher than in 2020, with 79.3% of the 668 loans originated for home purchases going to white residents. Black residents (1.4 percent, or 9 loans) had about the same share of loans originated in 2019 as compared to 2020, whereas slightly lower percentages of loans went to Asian (17, 2.5%) and American Indian or Alaska Native groups (1, 0.2%). Race data was not available for 15.3% of first mortgage loans originated. Of the 160

first mortgage loans that were denied in 2019, 66.3% were denied to white applicants (106 loans, including 9 borrowers that also identified as Hispanic or Latino). Six applications were denied to Asian borrowers, nine were denied to borrowers identified as Black or African American, and two were denied to American Indian or Alaska Native borrowers. Approximately 3.6% of loans originated and 8.1% of loans denied were for applicants who identify as Hispanic or Latino, though these loans are also counted within other race categories. Through Program H5.A and H5.C, the City will support agencies and nonprofit groups to ensure equal access to lending programs for people in protected classes including race, color, national origin, religion, sex, age, or disability.

Displacement Risk

The Urban Displacement Project (UDP) conducted by the University of California Berkeley and the University of Toronto gears community-centered, data-driven, applied research toward more equitable and inclusive futures for cities, and contributed the Sensitive Communities map to HCD's AFFH Data Viewer. Communities are designated sensitive if "they currently have populations vulnerable to displacement in the event of increased redevelopment and drastic shifts in housing cost." The following characteristics define vulnerability:

- Share of very low-income residents is above 20%; and
- The tract meets two of the following criteria:
 - o Share of renters is above 40%,
 - o Share of people of color is above 50%,
 - o Share of very low-income households (50% AMI or below) that are severely rent burdened households is above the county median,
 - o They or areas in close proximity have been experiencing displacement pressures (percent change in rent above County median for rent increases), or
 - o Difference between tract median rent and median rent for surrounding tracts above median for all tracts in county (rent gap).

According to the Sensitive Communities map on the AFFH Data Viewer, two small areas in the City are designated as vulnerable, which 100% coincide with the areas with 20%-30% of population below poverty level (see Exhibit 14): part of Tract 449.16 on the western City boundary and part of Tract 451.18 in the southeastern City. Note that Tract 449.16 is split between Cathedral City and Rancho Mirage, and Tract 451.18 is split between Palm Desert and Rancho Mirage. The portions of Tract 449.16 and Tract 451.18 in Rancho Mirage are fully built out with residential, commercial, and institutional uses, and has no potential for affordable housing development. Tract 449.16 is also classified as a moderate resource area with median income below \$55,000 in 2019; however, it does not experience more severe overpayment for either renters or owners compared to most of the City. Tract 451.18 is classified as a high resource area with better job proximity than Tract 449.16 likely due to its proximity to the Highway 111 corridor. Although Tract 451.18 also has a median income below \$55,000 in 2019, similar to Tract 449.16, it does not experience higher overpayment for either renters or owners compared to much of Rancho Mirage.

Enforcement and Outreach Capacity

The City reviews periodically its policies and Municipal Code for compliance with State law on fair housing, and enforces fair housing through investigation of fair housing complaints.

While the City of Rancho Mirage regularly updates its policies and codes to reflect changes in State law, it has not completed a City-wide Fair Housing Assessment or comprehensive review of zoning laws and policies to ensure compliance with fair housing law. The City is set to meet housing element deadlines and will prioritize programs with action items on update of the zoning ordinance to facilitate housing. The City has included an action in Program H 1.C to update its Density Bonus Ordinance according to Government Code Section 65915. Program H1.D requires the City to create an Affordable Housing Overlay and apply it to two sites in the Vacant Land Inventory. Other programs include encouragement of accessory dwelling units (H2.A) and update of homeless shelter provisions to comply with AB 101 (Low-Barrier Navigation Centers) (H2.B). Programs H1.B and H1.C call for an

assessment of needed changes and completion within a year of adoption of the Housing Element. During this review, the City will ensure that the Zoning Code and land use policies comply with state laws and policies to encourage patterns of integration, allow a variety of housing types to meet all needs, and provide accommodations for protected classes.

Apart from zoning and development standards, fair housing issues can also arise from rental, lending and purchase of housing, including discriminatory behaviors by landlords, lenders, and real estate agents. Typical cases range from refusal to grant reasonable accommodation requests or allow service animals to selective showing of property listings based on familial status, sex, religion, or other protected class. The City complies with fair housing law on investigating such complaints by referring discrimination cases to the Fair Housing Council of Riverside County (FHCRC). The FHCRC is a non-profit organization approved by HUD that fights to protect the housing rights of all individuals and works with government offices to ensure fair housing laws are upheld. FHCRC services include anti-discrimination outreach and investigation, mediation of landlord-tenant disputes, first-time homebuyer workshops, credit counseling and pre-purchase consulting, and foreclosure prevention/loan modification services. In Rancho Mirage during the 2014-2021 planning period, of the 100 complaint records, national origin (35, 35%) and physical disability (31, 31%) were the two main bases, followed by race (18, 18%) and sex (7, 7%). Five (5%) records were based on familial status, with two each on mental disability or arbitrary reasons. The race/ethnicity distribution data shows 47% of the records were filed by persons identified as "Other Multiple Race/Hispanic", 21% from "Black Non Hispanic", 17% from "White & Hispanic", and 12% from "White Non Hispanic". Only 2% of complaints were filed by persons identified as "Asian", and 1% from "Other Multiple Race/Non Hispanic". Additional details including case status/outcome were not provided on these records, and thus they are inconclusive to identify any patterns. HUD's Region IX Office of Fair Housing and Equal Opportunity (FHEO) provided case records for Rancho Mirage in July 2021. Four fair housing cases were filed with their office during the

previous planning period, two based on familial status, one based on race and the other based on disability. Three of these cases were closed due to no cause determination, and the other was closed because complainant failed to cooperate. All four cases were handled through the Fair Housing Assistance Program (FHAP), in which HUD funds state and local agencies that administer fair housing laws that HUD has determined to be substantially equivalent to the Fair Housing Act. California Department of Fair Employment and Housing (DFEH) is the only certified agency for FHAP in California. Because state law has additional protected classes than federal law, DFEH may have additional case records. A request was made in July to DFEH, and they provided data on closed cases in Rancho Mirage on September 10, 2021.

During 2014 to 2021, DFEH recorded seven closed cases that involved three different respondents. Three cases regarding the same respondent were closed due to no cause determination. One case regarding an individual respondent filed on a race basis for denied rental/lease/sale was investigated and dismissed due to insufficient evidence. Of the remaining three cases regarding a common respondent agency, one case filed on the basis of engagement in protected activity for harms of being harassed and subjected to discriminatory statements/advertisements was investigated and dismissed due to insufficient evidence. The other two cases were both filed on bases of national origin, race and religion for denied equal terms and conditions, and were closed due to pre-civil settlement with the respondent.

Riverside County conducted an Analysis of Impediments to Fair Housing Choice 2019-2024 (AI) in June 2019. The 2019 AI assessed prior impediments, including lack of available housing and affordable housing, which are found to be market conditions rather than a discriminatory practice or impediment to fair housing. This finding concurs with the City's development history and land use pattern, which were shaped by the market rather than policies. Other prior impediments, such as rental advertising and viewing the unit, credit check/leasing, predatory lending/steering and other lending/sales concerns have been addressed through extensive

education, training and other resources offered by the FHCRC and County for various stakeholders in these processes. Habitability/construction evictions was removed from impediments to fair housing choice due to insufficient public data. The 2019 AI identified a new impediment in County land use policies on transitional and supportive housing, which is irrelevant to the City of Rancho Mirage with its own zoning code. The AI determined that discrimination against persons with disabilities is a standing impediment to fair housing choice. Although the County addressed the issue through education and outreach to housing providers through workshops, audits, information and referrals, nearly 63 percent of all fair housing complaints received by FHCRC during 2013-2018 were on the basis of disability. This finding complements the FHCRC records for Rancho Mirage during 2014-2021, where physical disability (31 out of 100 complaint records, or 31%) was the second most common basis of filing. The 2019 AI recommended that the County and its fair housing service provider should continue and expand education and resources for property owners, managers and residents on laws pertaining to reasonable accommodations and reasonable modifications, which are among leading reasons for discrimination on persons with disabilities. Workshops on housing rights of persons with disabilities, as well as free landlord-tenant services offered by fair housing service providers are also recommended to reduce and eliminate discrimination. These recommendations also shed light on how the City can address potential discrimination on persons with disabilities, which are reflected in Programs H5.C & H5.F.

Overall, given the number of case records and their outcome, the City of Rancho Mirage would have a low potential for any patterns or concentrations of fair housing issues in the City. As suggested by County data, the City ensures fair housing for persons with disabilities through updating and implementing Municipal Code provisions on reasonable accommodation (Program H1.C), encouraging housing development for persons with disabilities through incentives (Program H6.C), and providing information and resources to residents, property owners/managers and local groups (Program H5.B and H5.C). The City continues to work with agencies and local organizations to affirmatively further fair

housing through active outreach and hearing fair housing issues at Housing Commission meetings (Programs H5.A-C).

Sites Inventory

The City reviewed the opportunity area map prepared by HCD and TCAC (Exhibit 11) when selecting sites for affordable housing. The opportunity area map delineates areas across the state where research has shown there is support for positive economic, educational, and health outcomes for low-income families—particularly long-term outcomes for children. As discussed above, the City also incorporated local knowledge to reconsider the designations and descriptions of areas in the City. Using the statewide opportunity area map with local knowledge input, indicators of segregation, displacement risk, and access to opportunity as overlays to the City's vacant land inventory, the City was able to identify sufficient sites for Rancho Mirage's sixth cycle inventory in areas identified by TCAC/HUD as either "High Resource" or "Moderate Resource" areas, with close proximity to jobs (See subsection Land Availability and Table 44). While two sites in the northern City currently have lower scores on the Job Proximity Index, as noted above, they will benefit from future development in those areas including Sections 19 and 31. Of the sites identified as appropriate for the lower-income category, only one is in a "Moderate Resource" area. There are no identified segregation areas in the City.

Many sites are located in the Highway 111 corridor, which shows lower median income and a higher percentage of overpayment for housing by renters in certain areas. However, as noted above, the corridor is well served by the SunLine Bus Route 1 and residents will enjoy close proximity and easy access to schools, public services, healthcare facilities and shopping and other amenities. Most of the sites are located in the Highway 111 Specific Plan planning area, and the Specific Plan update provides guidelines on multi-modal transportation to enhance local connectivity for all segments of the population. These sites are also near multiple parks and trails, such as the Rancho Mirage Community Park, Blixseth Mountain Park and Roadrunner Trail, to name a few. Therefore, the location of housing sites in the Highway 111 corridor affirmatively

further fair housing through close proximity to job opportunities, transit access and other neighborhood serving amenities, which can reduce the overall cost of living for lower-income households. The Rancho Mirage Elementary School and City library and observatory are also located in the corridor, which provide excellent educational opportunities to families and individuals in the area.

As seen in the vacant land inventory map (see map next to Table 44 in the Housing Element), the sites identified for the inventory are distributed across the City and within different zoning districts, encouraging a mix of housing types across the City. Most of the sites identified for this Housing Element will result in small to large scaled planned development with a mix of densities for moderate and above moderate income levels, as well as housing affordable to lower-income households, located throughout the City. While smaller scale development may be affordable housing only, the larger sites will contain a variety of products for each income category, which combats patterns of segregation and concentrations of poverty by encouraging mixed income neighborhoods with a variety of housing types to meet the needs of all residents.

The City also assessed environmental constraints for the sites identified for housing. None of the sites fall within or near fire hazard zones. Most housing sites in the City are located outside the 100-year special flood hazard areas. Site I in the vacant land inventory contains several residential streets that fall in the 100-year flood zone. Future development proposals located in areas that are subject to flooding will need to be evaluated per the General Plan Safety Element policies and programs to minimize potential impacts.

Contributing Factors

Based on discussions with affordable housing developers, community organizations, and the assessment of fair housing issues, the City identified several factors that contribute to fair housing issues in Rancho Mirage, including:

- Low vacancy rates in rental and owner housing units and limited availability of affordable housing options for non-senior, median and moderate income households;
- Potential discrimination faced by persons with disabilities when they seek housing or attempt to maintain their housing, particularly regarding reasonable accommodations;
- Displacement due to various conditions, for example, COVID-19 resulted in an economic depression and the income reduction/loss for many households. Other causes of displacement include increases in rental costs and lack of varied housing stock; and
- Age of housing and the cost of repairs where needed.

This assessment identified the primary barrier to fair housing and equal access to opportunity is the supply of a variety of housing types at affordable prices. The contributing factors identified above are mostly related to the limited supply issue and limited options due to cost, as well as fair housing awareness and discrimination prevention through education and training. In response, the City has prioritized addressing availability of affordable housing and preventing discriminatory practices through education to further fair housing. Policy H5 and associated programs are included to affirmatively further fair housing and take meaningful actions that, taken together, address various housing needs and access to opportunity for all groups protected by state and federal law. Additionally, the City has incorporated actions to address factors that contribute to fair housing issues through several other programs, as stated in this assessment. (See Programs H1.B-D, H2.A, H4.A, H4.C, H5.A, H5.D, H6.A, H9.A, H9.B, H12.B, H.13A)

City of Rancho Mirage Housing Element Update

Appendix B

Public Participation Materials



CITY OF RANCHO MIRAGE

COMMUNITY WORKSHOP NOTICE

CITY OF RANCHO MIRAGE HOUSING ELEMENT COMMUNITY WORKSHOP

WEDNESDAY, JANUARY 13, 2021

1:00 p.m.

Remote Access Information

Zoom Link:

<https://us02web.zoom.us/j/88415352196?pwd=OHVtb2poeWNQWFFFSW1acjRUaFJOZz09>

Passcode: 225211

Webinar ID: 884 1535 2196

Call-In No.: US: 1 (877) 853 5257 or 888 475 4499

A community workshop for the City's Housing Element Update (2021-2029 planning period) will be held **Wednesday, January 13, 2021, at 1:00 p.m. via Zoom**. At this workshop, the City will discuss background information regarding its upcoming Housing Element Update including new State Housing Element law, the 2021-2029 Regional Housing Needs Assessment (RHNA) allocation for the City and take public comments on the Update from those attending. All members of the public are encouraged to attend.

The Housing Element is a series of goals, policies, and implementation measures for the preservation, improvement, and development of housing, which would apply throughout the City.

To participate in the workshop via Zoom, please use the link and meeting information above.

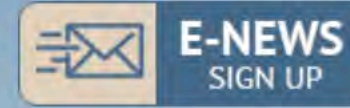
Please RSVP by email to KristieR@RanchoMirageCA.gov, by 10:00 a.m. on the day of the meeting (requests received after 10:00 a.m. on meeting day may not be processed). Written comments may be submitted to the City Clerk via email to KristieR@RanchoMirageCA.gov, or mailed to 69-825 Highway 111, Rancho Mirage, CA 92270.

Specific questions regarding the workshop or Housing Element may be directed to Marcus Aleman, Housing Manager, at (760) 324-4511 or marcusa@ranchomirageca.gov.

The City of Rancho Mirage promotes fair housing and makes all programs available to low-income families and individuals, regardless of race, religion, color, national origin, ancestry physical disability, mental disability, medical condition, marital status, political affiliation, sex, age, sexual orientation or other arbitrary factor.



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- How Do I?
- Contact Us

Rancho Mirage Housing Element Community Workshop

[Home](#) / [City Government](#) / Rancho Mirage Housing Element Community Workshop

THIS EVENT HAS PASSED.

Rancho Mirage Housing Element Community Workshop
January 13 @ 1:00 pm - 5:00 pm PST

A community workshop for the City's Housing Element Update (2021-2029 planning period) will be held **Wednesday, January 13, 2021, at 1:00 p.m. via Zoom**. At this workshop, the City will discuss background information regarding its upcoming Housing Element Update including new State Housing Element law, the 2021-2029 Regional Housing Needs Assessment (RHNA) allocation for the City, and take public comments on the Update from those attending. All members of the public are encouraged to attend.

[Click here for details and Remote Access Information.](#)



+ Google Calendar

+ iCal Export

Share This Story, Choose Your Platform!



Details

Date:

January 13

Time:

1:00 pm - 5:00 pm PST

Event Category:

City Government

Organizer

City of Rancho Mirage

Phone:

760-324-4511 Ext. 273

Website:

www.RanchoMirageCA.gov

Venue

City Hall

AB 1486 - List of Developers that have notified the Department of Housing and Community Development of Interest in Surplus Land, Table Range A2:J486 Revised: 12/1/2020

| County | Organization | CalHFA Cd | Address | City | State | Zip | Contact | Phone | Email Address |
|------------------|------------------------------------|-----------|---------------------------------|-------------|-------|-------|-------------------|----------------|---------------------------------|
| RIVERSIDE COUNTY | Green Development Company | X | 251 S Lake Ave #320 | Pasadena | CA | 91105 | Andrew Slocum | (310) 467-9329 | Andrew@greendev.co |
| RIVERSIDE COUNTY | A Community of Friends | | 3701 Wilshire Blvd, Ste 700 | Los Angeles | CA | 90010 | Mee Heh Risdon | (213) 480-0809 | mrisdon@acof.org |
| RIVERSIDE COUNTY | Affordable Homestead LLC | | 915 W Foothill Blvd Ste 488C | Claremont | CA | 91711 | William Leong | (213) 375-8248 | affordablehomestead@gmail.com |
| RIVERSIDE COUNTY | Bibi Foundation | | 1514 N. Raymond Ave | Fullerton | CA | 92831 | Riaz Chaudhary | (714) 213-8650 | Riaz@marrscorp.com |
| RIVERSIDE COUNTY | City Ventures, LLC | | 3121 Michelson Drive, Suite 150 | Irvine | CA | 92612 | Anastasia Preedje | | apreedje@cityventures.com |
| RIVERSIDE COUNTY | Coachella Valley Housing Coalition | | 45-701 Monroe Street, Suite G | Indio | CA | 92201 | Julie Bornstein | (760) 347-3157 | julie.bornstein@cvhc.org |
| RIVERSIDE COUNTY | Cypress Equity Investments | | 12131 Wilshire Blvd., Suite 801 | Los Angeles | CA | 90025 | Mike Diacos | (310) 405-0314 | mdiacos@cypresssequity.com |
| RIVERSIDE COUNTY | Decro Corporation | | 3431 Wesley Street, Suite F | Culver City | CA | 90232 | Laura Vandeweghe | (310) 595-4421 | lvandeweghe@decro.org |
| RIVERSIDE COUNTY | Families Forward | | 8 Thomas | Irvine | CA | 92618 | Steven Moreno | (949) 552-2729 | smoreno@families-forward.org |
| RIVERSIDE COUNTY | Housing Innovation Partners | | 5151 Murphy Canyon Rd. #120 | San Diego | CA | 92123 | Jon Walters | (619) 417-5361 | jon@hipsandiego.org |
| RIVERSIDE COUNTY | Integrity Housing | | 4 Venture, Suite 295 | Irvine | CA | 92618 | Paul Carroll | (949) 727-3656 | paul@integrityhousing.org |
| RIVERSIDE COUNTY | Olivecs Foundation | | 328 E. Commonwealth Ave | Fullerton | CA | 92832 | Rubina Chaudhary | (562) 972-2786 | rubina@olivecs.org |
| RIVERSIDE COUNTY | The Kennedy Commission | | 17701 Cowan Ave. #200 | Irvine | CA | 92614 | Cesar Covarrubias | (949) 250-0909 | cesarc@kennedycommission.org |
| RIVERSIDE COUNTY | Universal Standard Housing | | 350 S Grand Avenue, Suite 3050 | Los Angeles | CA | 90071 | Eduardo Santana | (213) 320-3554 | esantana@ush.us |
| RIVERSIDE COUNTY | USA Properties Fund, Inc | | 3200 Douglas Blvd Ste 200 | Roseville | CA | 95661 | Gabriel Gardner | (916) 239-8458 | ggardner@usapropfund.com |
| RIVERSIDE COUNTY | Workforce Homebuilders LLC | | 547 Via Zapata | Riverside | CA | 92507 | Tony Mize | (951) 530-8172 | tmize@workforcehomebuilders.com |

AFFORDABLE HOUSING DEVELOPERS
National Community Renaissance

| | | | | | | | | | |
|------------------|---|--|--|------------------|----|-------|---|----------------|---|
| All Lists | | | 9421 Haven Aven., Rancho Cucamonga, CA 91730 | | CA | | Tony Mize, VP-Acquisitions Vince Nicholas Joy Silver Charles Liuzzo Yegor Lyashenko | 909-727-2783 | tmize@nationalcore.org , info@lifttorise.org |
| All Lists | Community Housing Opportunities Corporation | | 5030 Business Center Drive #260, Fairfield, CA 94534 | | CA | | Minami Hachiya | 707-759-6043 | vmicholas@chochohousing.org |
| All Lists | Coachella Valley Housing Coalition | | 45701 Monroe St, Indio CA 92201 | | CA | | Maryann Ybarra | 760-347-3157 | jsilver@chochohousing.org |
| All Lists | Pacific West | | 430 E. Slate Street, Ste 100, Eagle, ID 83616 | | CA | | Darren Berberian | 949-599-6069 | cliuzzo@chochohousing.org |
| RIVERSIDE COUNTY | Neighborhood Partnership Housing Services | | 9551 Pittsburgh Avenue | Rancho Cucamonga | CA | 91730 | Jenny Ortiz | (909) 588-5979 | vlashenko@chochohousing.org |
| RIVERSIDE COUNTY | Habitat for Humanity for the Coachella Valley | | 72680 Dinah Shore Dr. #6 | Palm Desert | CA | 92211 | | (760) 969-6917 | mlhachiya@chochohousing.org |
| RIVERSIDE COUNTY | Coachella Valley Association of Governments | | 73-710 Fred Waring Drive, Ste 200 | Palm Desert | CA | 92260 | Cheryll Dahlin | (760) 346-1127 | maryann.ybarra@cvhc.org |
| RIVERSIDE COUNTY | Lift to Rise | | 73-710 Fred Waring Drive, Suite 100 | Palm Desert | CA | 92260 | Araceli Palafox | | darren@chochohousing.com |

www.chochohousing.org
www.cvhc.org
www.torhousing.com

Marcus Aleman <marcus@RanchoMirageCA.gov>
Kristie Ramos, CMC <kristier@RanchoMirageCA.gov>

Subject: Rancho Mirage Housing Element Update - Virtual Community Workshop Notice - Join us!
Date: Wednesday, January 6, 2021 at 9:40:43 AM Pacific Standard Time
From: Kimberly Cuza <kcuza@terranovalplanning.com>
BCC: Andrew@greendev.co <Andrew@greendev.co>, mrisdon@acof.org <mrisdon@acof.org>, affordablehomestead@gmail.com <affordablehomestead@gmail.com>, Riaz@marrscorp.com <Riaz@marrscorp.com>, apreedge@cityventures.com <apreedge@cityventures.com>, julie.bornstein@cvhc.org <julie.bornstein@cvhc.org>, mdiacos@cypressequity.com <mdiacos@cypressequity.com>, lvandeweghe@decro.org <lvandeweghe@decro.org>, smoreno@families-forward.org <smoreno@families-forward.org>, jon@hipsandiego.org <jon@hipsandiego.org>, paul@integrityhousing.org <paul@integrityhousing.org>, rubina@olivecs.org <rubina@olivecs.org>, cesarc@kennedycommission.org <cesarc@kennedycommission.org>, esantana@ush.us <esantana@ush.us>, ggardner@usapropfund.com <ggardner@usapropfund.com>, tmize@workforcehomebuilders.com <tmize@workforcehomebuilders.com>, JSilver@chochousing.org <JSilver@chochousing.org>, CLiuzzo@chochousing.org <CLiuzzo@chochousing.org>, YLyashenko@chochousing.org <YLyashenko@chochousing.org>, MHachiya@chochousing.org <MHachiya@chochousing.org>, Maryann.Ybarra@cvhc.org <Maryann.Ybarra@cvhc.org>, DarrenB@tpchousing.com <DarrenB@tpchousing.com>, jortiz@nphsinc.org <jortiz@nphsinc.org>, executivedirector@hfhcv.org <executivedirector@hfhcv.org>, info@hfhcv.org <info@hfhcv.org>, cdahlin@cvag.org <cdahlin@cvag.org>, info@lifttorise.org <info@lifttorise.org>, tmize@nationalcore.org <tmize@nationalcore.org>, VNicholas@chochousing.org <VNicholas@chochousing.org>, info@lifttorise.org <info@lifttorise.org>, Kelly Clark <kclark@terranovalplanning.com>, Nicole Criste <ncriste@terranovalplanning.com>, Marcus Aleman <marcusa@RanchoMirageCA.gov>, Kristie Ramos, CMC <kristier@RanchoMirageCA.gov>

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COMMUNITY WORKSHOP NOTICE

CITY OF RANCHO MIRAGE HOUSING ELEMENT COMMUNITY WORKSHOP

Wednesday, January 13, 2021 - 1:00 p.m.

A community workshop for the City's Housing Element Update (2021-2029 planning period) will be held **Wednesday, January 13, 2021, at 1:00 p.m. via Zoom**. At this workshop, the City will

discuss background information regarding its upcoming Housing Element Update including new State Housing Element law, the 2021-2029 Regional Housing Needs Assessment (RHNA) allocation for the City and take public comments on the Update from those attending. All members of the public are encouraged to attend.

The Housing Element is a series of goals, policies, and implementation measures for the preservation, improvement, and development of housing, which would apply throughout the City.

To participate in the workshop via Zoom, please use the link and meeting information below.

<https://us02web.zoom.us/j/88415352196?pwd=OHVtb2poeWNQWFFFSW1acjRUaFJOZz09>

Passcode: 225211

Webinar ID: 884 1535 2196

Please RSVP by email to KristieR@RanchoMirageCA.gov, by 10:00 a.m. on the day of the meeting (requests received after 10:00 a.m. on meeting day may not be processed). Written comments may be submitted to the City Clerk via email to KristieR@RanchoMirageCA.gov, or mailed to 69-825 Highway 111, Rancho Mirage, CA 92270.

Specific questions regarding the workshop or Housing Element may be directed to Marcus Aleman, Housing Manager, at (760) 324-4511 or marcusa@ranchomirageca.gov.

The City of Rancho Mirage promotes fair housing and makes all programs available to low-income families and individuals, regardless of race, religion, color, national origin, ancestry physical disability, mental disability, medical condition, marital status, political affiliation, sex, age, sexual orientation or other arbitrary factor.

Housing Element Community Workshop RSVP

| Name | Email | Contact Information | RSVP |
|--|--|--|------|
| Jennifer Loretta | development@hfhcv.org | Development Coordinator 72680 Dinah Shore Dr., Suite 6 Palm Desert, CA 92211 760.969.6917 Ext 202 | Yes |
| Joy Silver Reg Director | JSilver@chochousing.org | SoCal CHOC | Yes |
| William L | affordablehomestead@gmail.com | | Yes |
| Mary Ann Ybarra Director of Multifamily | maryann.ybarra@cvhc.org | Coachella Valley Housing Coalition Office: (760) 347-3157 x 502 Cell phone: (760) 393-6968 | Yes |
| Tony Mize | tmize@nationalcore.org | National Core | Yes |
| William E. (Bill) Cutler | bcutler@statewideinc.net | Statewide Services Inc. 424-541-6086 | Yes |
| TAYLOR LIBOLT VARNER | taylor@lifttorise.org | Lift to Rise o 760-636-0420 c 909-336-8790 73-710 Fred Waring Drive, Suite 100 Palm Desert, CA 92260 | Yes |
| Alma Perez | Alma@cvhc.org | Coachella Valley Housing Coalition | Yes |

January 13, 2021 Housing Element Update Attendee List

| First Name | Last Name | Email |
|------------|------------|---------------------------------|
| Bitian | Chen | bchen@terranovaplanning.com |
| Nicole | Criste | ncriste@terranovaplanning.com |
| Marcus | Aleman | marcusa@ranchomirageca.gov |
| Majna | Dukic | majnad@ranchomirageca.gov |
| Jennifer | Loretta | development@hfhcv.org |
| Jason | Jaurigue | jasonj@ranchomirageca.gov |
| Tony | Mize | tmize@workforcehomebuilders.com |
| William | Cutler | cutlerwe@hotmail.com |
| Alma | Figueroa | almacamilla12@gmail.com |
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| Jessica | Leal | jessica.leal@cvhc.org |
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| Ian | Gabriel | ian@lifttorise.org |
| Ted | Weill | tedw@ranchomirageca.gov |
| James | Brownyard | James@TheDVBA.org |
| Alma | Perez | alma@cvhc.org |
| Deanna | Mendoza | deannam@ranchomirageca.gov |
| Mary | Ann Ybarra | maryann.ybarra@cvhc.org |



CITY OF RANCHO MIRAGE

Housing Element Update Community Workshop

January 13, 2021

Background



- The City's vision and guiding principles are contained in its General Plan.
- The Housing Element is one part of the General Plan that the City must update every 8 years.
- The purpose of the Housing Element is to assure that the City facilitates the development of housing for all its residents.

About the City



- Population → 18,075 residents
 - 6,315 with a disability
 - Age → Median – 66.3 years
 - 7.5% aged 0-19
 - 22.7% aged 20-54
 - 69.6% aged 55+
 - Income → Median – \$71,227
 - 294 households below the poverty line
-

About the City



- Households → 9,406 total
 - 3,155 lower income households (80% or less of County median income)
- Overpaying → 2,530 households
 - 1,575 owner-occupied
 - 955 renter-occupied
- Overcrowded → 141 Units
 - 53 owner-occupied
 - 88 renter-occupied

Housing Needs



Regional Housing Needs Allocation 2022 to 2029

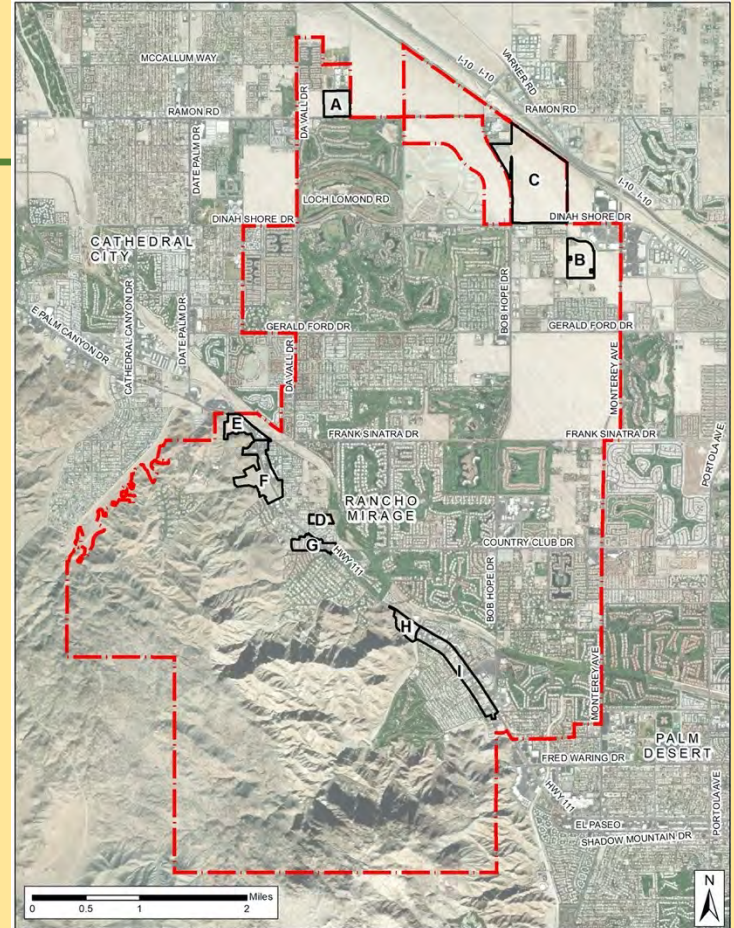
| INCOME CATEGORY | NUMBER OF UNITS |
|-----------------------|-----------------|
| Extremely low income | 214 |
| Very low income | 215 |
| Low income | 317 |
| Moderate income | 327 |
| Above moderate income | 668 |
| TOTAL | 1,741 |

Note that the extremely low and very low income categories are
50% each of the 429 units assigned for the very low category

Source: SCAG

Housing Sites

- Distributed throughout the City
- Section 19 Specific Plan
- Monterey Marketplace
- Highway 111
- Potential for 2,764 Very Low, Low and Moderate income units



Next Steps



- Complete document for review by the State's Department of Housing & Community Development
- Planning Commission and City Council hearings late summer 2021

Subject: Rancho Mirage Housing Element Update - Public Review
Date: Tuesday, September 7, 2021 at 4:48:57 PM Pacific Daylight Time
From: Kimberly Cuza <kcuza@terranoaplanning.com>
BCC: Andrew@greendev.co <Andrew@greendev.co>, mrisdon@acof.org <mrisdon@acof.org>, affordablehomestead@gmail.com <affordablehomestead@gmail.com>, Riaz@marrscorp.com <Riaz@marrscorp.com>, apreedge@cityventures.com <apreedge@cityventures.com>, julie.bornstein@cvhc.org <julie.bornstein@cvhc.org>, mdiacos@cypressequity.com <mdiacos@cypressequity.com>, lvandeweghe@decro.org <lvandeweghe@decro.org>, smoreno@families-forward.org <smoreno@families-forward.org>, jon@hipsandiego.org <jon@hipsandiego.org>, paul@integrityhousing.org <paul@integrityhousing.org>, rubina@olivecs.org <rubina@olivecs.org>, cesarc@kennedycommission.org <cesarc@kennedycommission.org>, esantana@ush.us <esantana@ush.us>, ggardner@usapropfund.com <ggardner@usapropfund.com>, tmize@workforcehomebuilders.com <tmize@workforcehomebuilders.com>, tmize@nationalcore.org <tmize@nationalcore.org>, info@lifttorise.org <info@lifttorise.org>, vnicholas@chochousing.org <vnicholas@chochousing.org>, JSilver@chochousing.org <JSilver@chochousing.org>, CLiuzzo@chochousing.org <CLiuzzo@chochousing.org>, YLyashenko@chochousing.org <YLyashenko@chochousing.org>, MHachiya@chochousing.org <MHachiya@chochousing.org>, Maryann.Ybarra@cvhc.org <Maryann.Ybarra@cvhc.org>, DarrenB@tpchousing.com <DarrenB@tpchousing.com>, jortiz@nphsinc.org <jortiz@nphsinc.org>, executivedirector@hfhcv.org <executivedirector@hfhcv.org>, info@hfhcv.org <info@hfhcv.org>, cdahlin@cvag.org <cdahlin@cvag.org>, info@lifttorise.org <info@lifttorise.org>, Marcus Aleman <marcusa@RanchoMirageCA.gov>, Kristie Ramos, CMC <kristier@RanchoMirageCA.gov>, Nicole Criste <ncriste@terranoaplanning.com>

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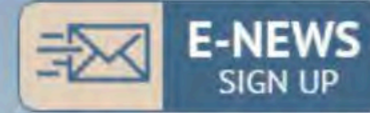
As a participant in our community workshop for the City of Rancho Mirage's Housing Element Update, we wanted to let you know the draft Housing Element document is available on the city's website for public review, from September 7 – 21, 2021.

We invite you to provide comments on the Element through this portal: <https://cityofrmdev.wpengine.com/our-city/city-departments/planning/housing-element->

[update/](#)



Search ...



Housing Element Update

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The Rancho Mirage Housing Element is intended to provide both citizens and public officials with a comprehensive understanding of the housing needs in Rancho Mirage. It sets forth policies and programs that will enable the City to reach its defined housing goals and attempt to assure that every Rancho Mirage resident secures a safe and decent place to live in a satisfactory environment. The Housing Element promotes a coordination of housing policies and programs at local, state, and federal levels.

The 2021 – 2029 Housing Element Update pdf is available for review at the link below.

[Housing Element Update PDF](#)

If you would like to provide comments or feedback, please fill out the boxes below and submit or feel free to email Marcus Aleman, Housing Manager at marcusa@ranchomirageca.gov.

Name*

Email*

Comments/Feedback



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- Planning
- Police
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City of Rancho Mirage Housing Element Update

Appendix C

Highway 111 Inventory Sites

Highway 111 Specific Plan
Land Inventory Sites

Site E, Planning Area 1

| APN | Acreage |
|------------|----------------|
| 674490032 | 1.216066103 |
| 674490031 | 1.320636207 |
| 674490027 | 1.093948035 |
| 674490028 | 1.148224339 |
| 674490034 | 3.254306679 |
| 674490039 | 1.198238667 |
| 674490037 | 1.332841544 |
| 674490033 | 1.185431353 |
| 674490038 | 1.92941182 |
| 674490026 | 1.035096601 |
| 674490036 | 0.93804492 |

Site F, Planning Area 2

| APN | Acreage |
|------------|----------------|
| 689070001 | 0.212166165 |
| 689030002 | 0.171514986 |
| 689070002 | 0.15068799 |
| 689030006 | 23.8106543 |
| 689030004 | 2.57862011 |
| 689030003 | 0.608322859 |
| 689030005 | 8.330890927 |
| 689030017 | 3.251653705 |

Site G, Planning Area 4 MU

| APN | Acreage |
|------------|----------------|
| 689210004 | 0.553553622 |
| 689210005 | 0.546684698 |
| 689210027 | 0.890079802 |
| 689210028 | 1.179555571 |
| 689210029 | 1.997725701 |

Site G, Planning Area 4 RH SP

| APN | Acreage |
|------------|----------------|
| 689202016 | 0.162406284 |
| 689202006 | 0.280908284 |
| 689202029 | 0.354541071 |
| 689202008 | 0.199419488 |
| 689202015 | 0.198847158 |
| 689202012 | 0.217312252 |
| 689201008 | 0.294874844 |
| 689202011 | 0.217046881 |
| 689201004 | 0.340574689 |
| 689202002 | 0.200365114 |
| 689202034 | 0.363462412 |
| 689202013 | 0.201846559 |
| 689202030 | 0.27495129 |
| 689202027 | 0.179517961 |
| 689202017 | 0.283142216 |
| 689202022 | 0.201606781 |
| 689202036 | 0.579308494 |
| 689202014 | 0.202152554 |
| 689202018 | 0.28893136 |
| 689202028 | 0.288370656 |
| 689202031 | 0.298093652 |
| 689202023 | 0.191843285 |
| 689202010 | 0.201610704 |
| 689202032 | 0.303395364 |
| 689202024 | 0.39390886 |
| 689202033 | 0.303805502 |
| 689202001 | 0.207740795 |
| 689202005 | 0.32328559 |
| 689202007 | 0.163064299 |
| 689202025 | 0.20198471 |
| 689202003 | 0.199488194 |
| 689202009 | 0.202715335 |
| 689202004 | 0.197701954 |
| 689202026 | 0.200472316 |

Highway 111 Specific Plan
Land Inventory Sites

Site H Planning Area 7

| APN | Acreage |
|------------|----------------|
| 684130027 | 575081.6606 |
| 684130015 | 41118.40204 |
| 684130017 | 20346.59781 |
| 684190004 | 215596.6103 |

Site I Planning Area 9

| APN | Acreage |
|------------|----------------|
| 684255006 | 0.135806733 |
| 684255003 | 0.154080154 |
| 684255009 | 0.1417576 |
| 684255005 | 0.130158009 |
| 684255007 | 0.131911561 |
| 684255008 | 0.290137824 |
| 684254003 | 0.264699217 |
| 684254006 | 0.133856848 |
| 684255004 | 0.132509015 |
| 684254007 | 0.066372362 |
| 684254005 | 0.266759893 |
| 684254008 | 0.070201402 |
| 684254004 | 0.259153576 |
| 684255011 | 0.167969241 |
| 684255017 | 1.009053777 |
| 684254013 | 1.389382004 |
| 684255002 | 0.122299122 |
| 684255010 | 0.144788999 |

5 Conservation + Open Space

Introduction

The Conservation and Open Space Element defines and establishes goals, policies, and programs toward preserving and effectively managing the valuable natural resources in Rancho Mirage. The element covers issues relating to Rancho Mirage’s parks and recreation, biological, energy and mineral, water, and archaeological, and historic resources. These resources contribute to the quality of life for city residents and attract significant tourism.

Goals, policies, and programs contained in this element will serve as the tools to insure the preservation and management of these resources, thereby assuring their long-term viability and integration with regional open space resources.

Parks and Recreation Resources

Purpose

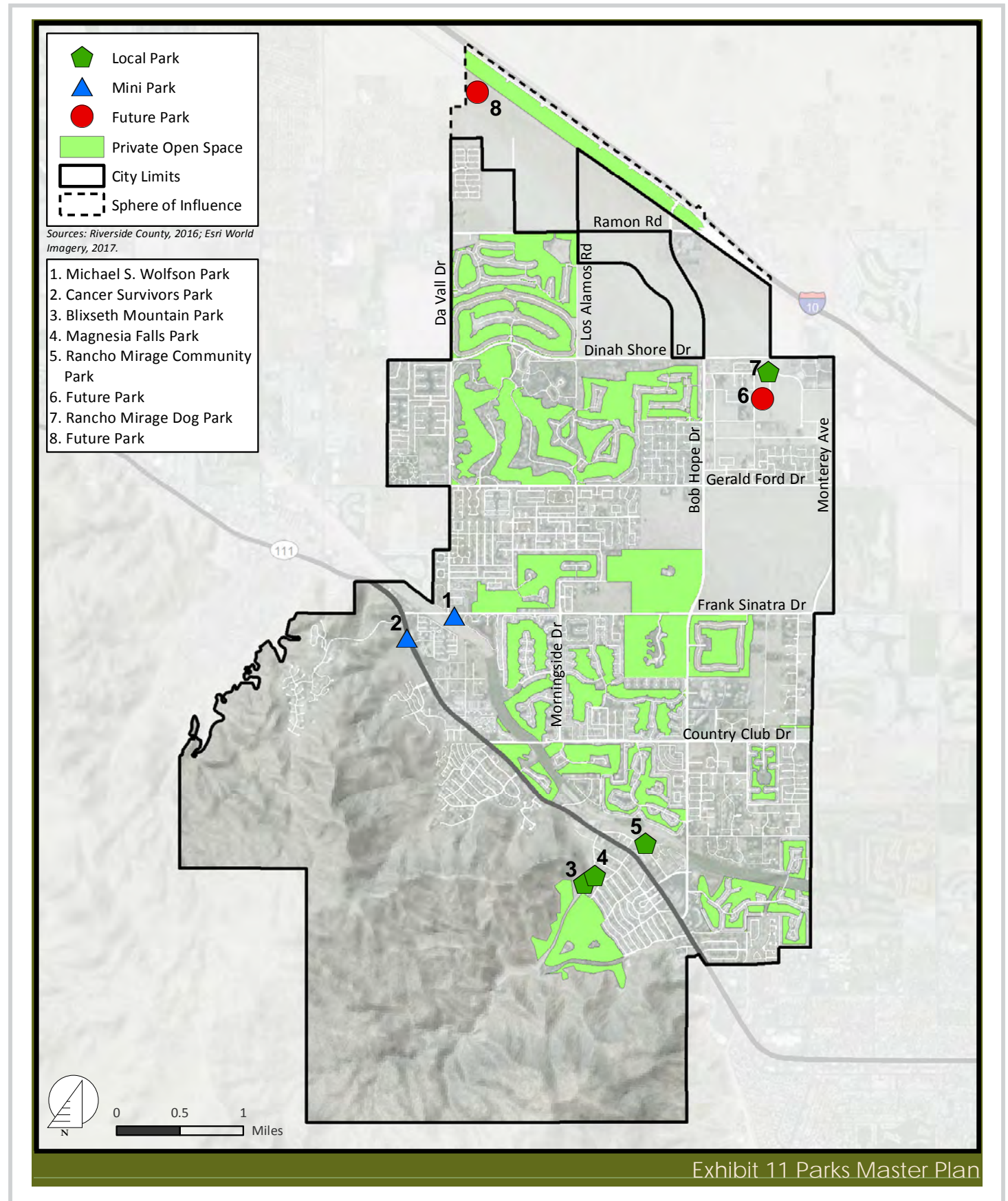
This section discusses the existing and future system of public parks, trails, and bikeways in Rancho Mirage. Goals, policies, and programs for parks and recreation are an expression of the community’s need and desire for active and passive recreation opportunities. Recreation is a major feature of Rancho Mirage culture as evidenced by the numerous golf courses, tennis courts, and swimming pools throughout Rancho Mirage. Many residents and visitors choose to spend their leisure time outdoors in some form of recreation or exercise activity. Private facilities, however, only partially fulfill the recreational needs of Rancho Mirage residents. Additional public park facilities, multi-use trails, and trailheads that accommodate pedestrian, biking, and equestrian uses are necessary to complete the recreation system in Rancho Mirage.

This section of the Conservation and Open Space Element has a direct relationship with the [Land Use Map](#), which shows existing and future park sites. These sites have a bearing on the suitability of adjacent land use designations. This section also has connections to the other sections in this element, including the preservation and conservation of natural resources, with regard to trail usage in open space corridors and mountain environments.

Background

In 1989, the City prepared a Parks Master Plan that included an assessment of local park needs. A supply and demand analysis formed the basis for proposed additional park facilities to serve residents of Rancho Mirage. An important ingredient in the park needs analysis that supported the Master Plan was the inclusion of park facilities in Palm Desert, Cathedral City, and Indian Wells in recognition of the cross utilization of park and recreation facilities between cities.

Guided by the Parks Master Plan, Rancho Mirage has expanded its parks and trail system throughout Rancho Mirage to adapt to the growing population. Currently, there are six parks, including a mix of mini and local parks. Three trails have been developed to connect the parks with other open spaces in Rancho Mirage. These parks and trails are described below and illustrated in [Exhibits 11, 12, and 13](#).





Richard and Annette Bloch Cancer Survivors Park.

Park and Trails Land Use

Park and Trail Categories

Mini Parks

Mini parks are generally less than one acre in size and are intended to complement adjacent uses. Mini parks can often substitute for private open space in employment centers or high-density residential areas. Mini parks may take the form of children’s play lots, passive seating areas, city entry features or special purpose open space areas.

Wolfson Park and Cancer Survivors Park are City-owned mini-parks. Mini parks add to the community’s design and local quality of life and their inclusion in future development should be encouraged as opportunities arise.

Michaels S. Wolfson Park is located at Da Vall and Frank Sinatra Drive. This one-acre park has a Victorian theme that features a fountain, decorative lighting fixtures, and benches, with a Braille-marked trail and fragrance garden. A “Welcome” greeting from Dinah Shore and Frank Sinatra may be heard at the park’s entrance. Michael S. Wolfson Park is considered a place for quiet enjoyment.

The Richard and Annette Bloch Cancer Survivors Park lies adjacent to City Hall along Highway 111. Featuring a pyramid kiosk, tiled benches, inspirational plaques, sculptures, ponds, and a hillside waterfall, this park is designed to give hope to those with cancer. Cancer Survivors Park is one of 22 such parks across the country. The Bloch Foundation constructed this park as a gift to the community.

Local Parks

Local parks are intended to provide for the active and passive recreation needs of nearby residents in the vicinity of the park. Local park facilities typically include such features as picnic areas, playground equipment, hard court areas, multi-purpose playfields, and limited parking. Special landscaping and public art may also be features of local parks. The design of local parks must carefully consider their physical proximity and relationship to adjacent homes to avoid any adverse impacts from noise, traffic, or lights.

The usual size of local parks is 5 to 10 acres, although the ultimate size will depend on available land and its relationship to neighborhood residences. While local parks should usually be situated within walking distance of primary park users, the low residential densities, population characteristics, and number of gated communities in Rancho Mirage justify a theoretical service radius of approximately 1.5 miles. The actual service area for a local park is often a function of the ease with which residents can access it.

Local parks typically serve a population of approximately 5,000 residents. Based upon the average age of the population, the future development of community parks, and the fact that many residents live in gated communities containing private recreation amenities, a Rancho Mirage buildout population of approximately 31,000 residents would ultimately be well-served by four local parks.

For Rancho Mirage residents who do not live in gated communities, local parks are an important asset. Local parks should be situated on public streets to facilitate safe and convenient access. One of the concerns often raised, however, is the fear that parks will attract outside influences and crime to the neighborhood. The design of local parks must consider safety and security issues to assure that they become and remain assets to the neighborhood.

Blixeth Mountain Park is located east of the Magnesia Storm Channel and Rancho Mirage Elementary School, off Mirage Road. This seven-acre park was completed in 2000 and features native desert landscaping, walking paths, and benches for observing desert and mountain vistas. Considered a place to experience the natural beauty of the desert, the park offers visitors an opportunity for quiet solitude.

Magnesia Falls Park is located north of the Rancho Mirage Elementary School. In 1996, the City and Palm Springs Unified School District entered into a cooperative agreement for the joint use of part of the school campus. Completed in fall of 1999, this 1.3-acre park gives the neighborhood access to playground equipment, shaded areas, picnic tables, and an informal ball field.

Rancho Mirage Community Park, formerly known as Whitewater Park, is located on San Jacinto Drive along the Whitewater River channel. Originally developed in 1982, this park was expanded in

1994, and again in 2015, to include a host of new amenities. The most recent update included the addition of a grand arrival, drop-off, and vehicular turn-around feature, formal pedestrian promenades, and additional parking. The children’s play area received new equipment and shade structures. Exercise stations were installed throughout. The true gem of the 2015 update was the addition of an amphitheater, which will play host to concerts and performances for years to come.

The approximately 8.8-acre park features tennis, basketball, and racquetball/handball courts, an informal playfield, and picnic facilities. Many individuals and groups hold private parties (e.g., birthday parties, reunions, and group picnics) at the park. The Community Parks and Trails Commission hosts the annual Rancho Mirage Art Affaire at the park every November. The Art Affaire is a free community event that features 100 juried artists and afternoon jazz performances. Casa Chiquita, the oldest house in Rancho Mirage, was relocated to Rancho Mirage Community Park, and adds an historic element to the otherwise contemporary facility.

Rancho Mirage Dog Park opened in 2016 and is located at the corner of Via Vail and Key Largo Avenue. The dog park is slightly more than four acres in size, and was carved out of a +25-acre City-owned site that is envisioned for eventual development into a large community park. This future park is further discussed in the next section. The dog park provides accommodations for both large and small dogs, has been outfitted with shade structures and benches, and has a six-foot wide, meandering path that encircles the park for those simply looking for a nice place to walk.

Community Parks

Community parks provide active and passive recreation opportunities on a larger scale than local parks. The desirable size for community parks ranges from 20 to 40 acres. Given the low population density of Rancho Mirage and adjacent cities, the appropriate service radius for a community park is about five miles. Community parks typically include fields for organized baseball, softball, soccer, and football. Tennis complexes and a large swimming pool are often included in community parks. A community recreation building may be provided for indoor sports and as educational and cultural activities. Passive recreational activities may include picnic areas,

formal gardens, and open space areas. Rancho Mirage residents are currently served by community parks located outside of the city and funded through a multi-city agreement as discussed below.

As previously mentioned, the City has designated approximately 25 acres for a community park near the intersection of Via Vail and Key Largo Avenue, shown in Exhibit 11 as park #6. To accommodate the expected growth in the area, the City’s Land Use Plan designates approximately 50 acres of land for a potential community park in its SOI, near I-10 and Da Vall Drive, shown in Exhibit 11 as park #8. Since both parks would serve residents and visitors outside of Rancho Mirage if they are built, the City would explore cost-sharing opportunities related to these parks with surrounding cities and the Tribe.

Bicycle and Non-Motorized Paths

Bikeways

Bicycle facilities are categorized as Class I, II, or III. The various bikeways in Rancho Mirage are illustrated in Exhibit 12. The Class I bikeway is a bicycle path completely separated from any street or highway. Except for the bike path along the Whitewater Channel, Class I bikeways in Rancho Mirage take the form of a combined meandering sidewalk and bike path in the landscaped parkways along arterial streets. The sidewalk system is shown in Exhibit 13. The system of bikeways and sidewalks will be expanded along arterials as roadway widening and development projects occur.

Class II bikeways are signed and striped bicycle lanes within the paved section of the street. Bicycle lanes are for one-way travel by cyclists, generally for longer recreational or commute purposes. Most of Rancho Mirage’s arterial streets are sufficiently wide to allow for a four-foot wide, Class II bike lane along the curb.

Class III bikeways are designated but unmarked bike routes on the street situated in vehicular travel lanes. Due to the inherent potential conflict with vehicular traffic, Class III bike routes are not recommended for Rancho Mirage except where Class I and II facilities are not feasible and where an essential regional bicycle route connection is desired, or where Class I and II facilities are not warranted due to lesser roadway classifications. All paths are

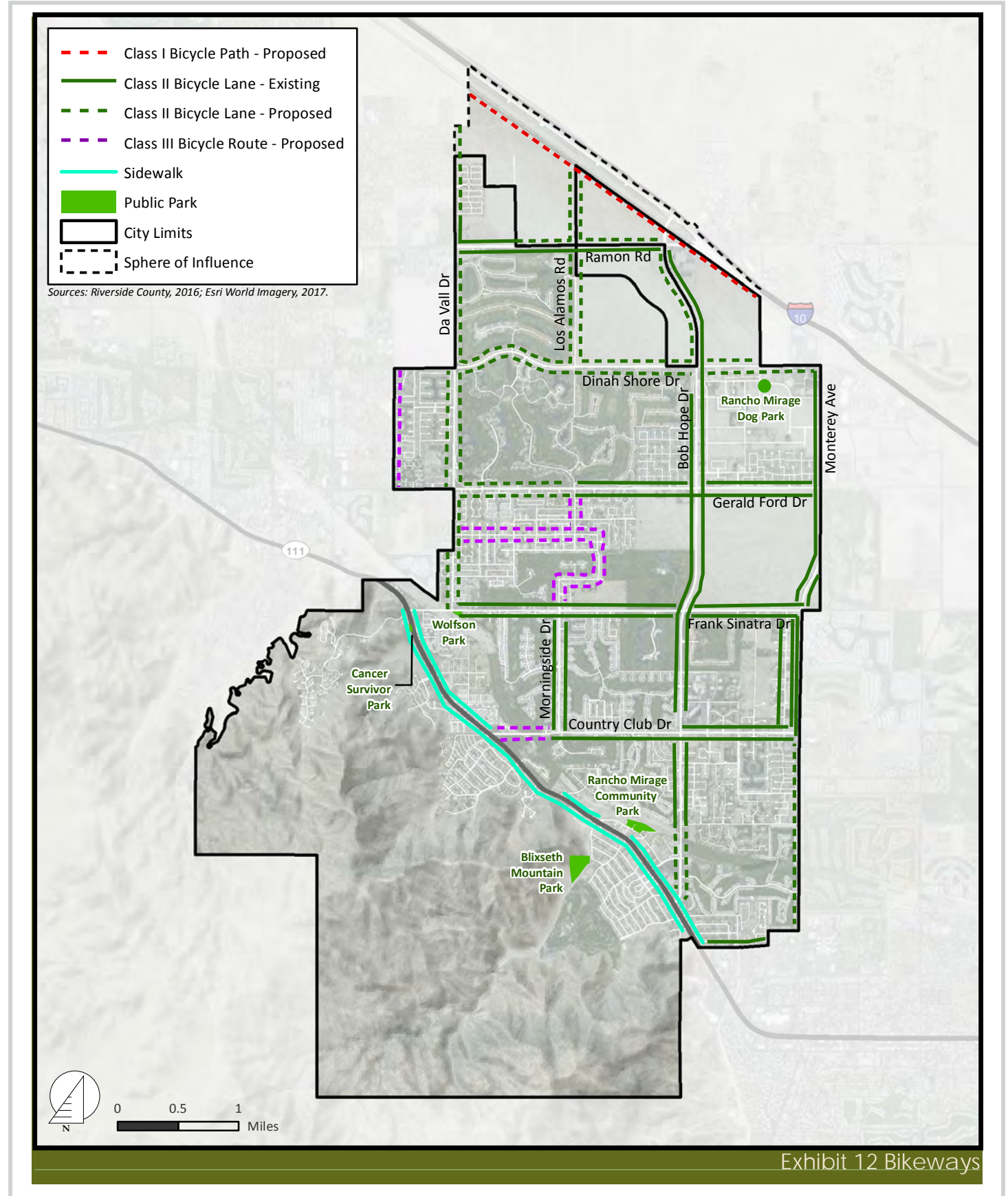


Exhibit 12 Bikeways

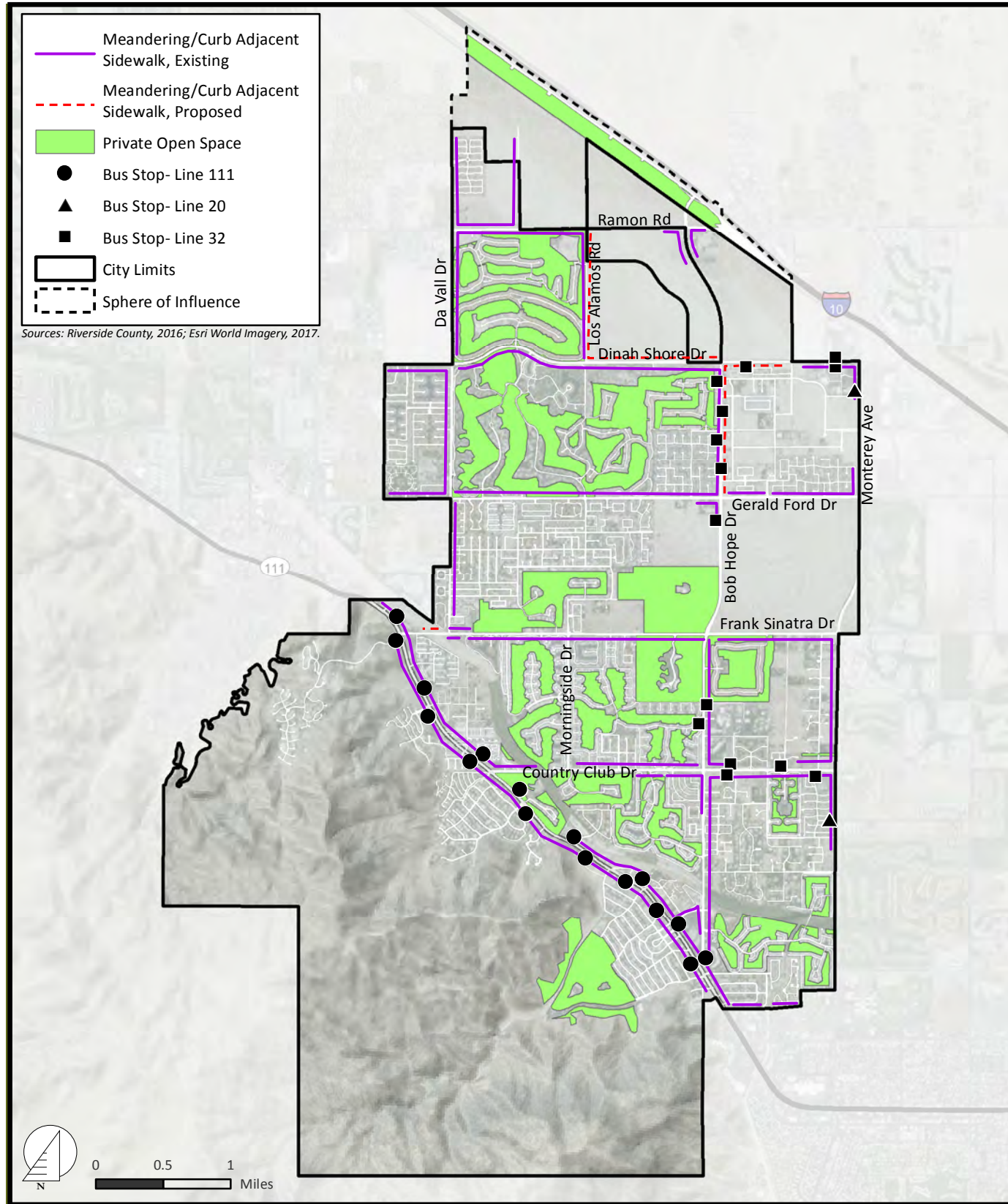


Exhibit 13 Meandering Sidewalks

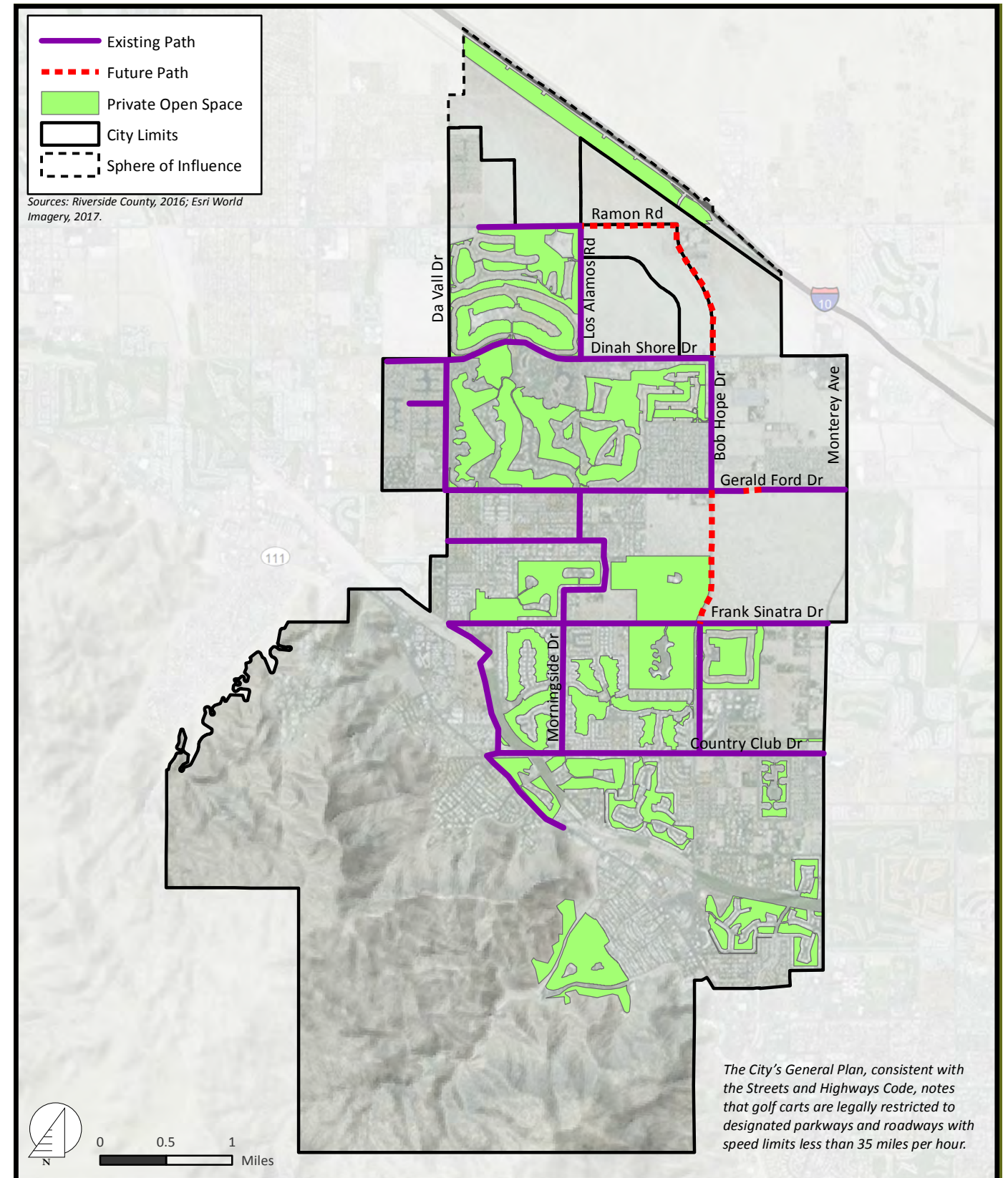


Exhibit 14 Golf Cart Paths

consistent with the [Bicycle and Non-Motorized Transportation Plan](#) that was adopted by the City Council in 2011.

Golf Cart Travel

Recreation is a major feature of Rancho Mirage culture attested to, in part, by the numerous golf courses throughout Rancho Mirage’s neighborhoods. However, residents’ use of golf carts extends beyond transportation on the courses, as they are also used for access between residences and golf courses in adjacent neighborhoods, the local commercial and medical facilities, City Hall, and golf cart paths in adjoining cities.

Golf Cart facilities can be Class I, II, or III. The Class I golf cart facility is a path completely separated from the roadway used by automobile traffic for shared one-way or two-way use by golf carts, bicycles, and pedestrians. Class I golf cart paths are incorporated into Class I bikeways. Class II facilities provide a striped lane for one-way golf cart and bicycle travel on a street or highway. Class III facilities provide for shared use with automobile and bicycle traffic. Class III facilities are established by placing Golf Cart Route signs along roadways with speed limits of 35 mph or less in order to link them to Class I or Class II facilities.

Additional detail on the existing and future system of golf cart facilities can be found in the City’s golf cart circulation system ([Exhibit 14](#)).

Hiking Trails

In addition to the recreational use of sidewalks and bike paths by pedestrians, existing and planned hiking facilities in Rancho Mirage utilize non paved trails in wash areas and the mountains. Rancho Mirage’s hiking trails are primarily located along the foothills providing access to trails in the Magnesia Falls area. Some of these trails follow paths, dirt roads, or utility access routes (although some are not dedicated for public use). The beauty of the mountainous backdrop invites residents and visitors to experience the scenery on foot. The public’s use of mountain trails must be balanced with the need to protect wildlife habitat, especially that of the lambing areas of bighorn sheep in the Santa Rosa Mountains. A system of restricted and unrestricted trails is recommended in the [Coachella Valley Multiple Species Habitat Conservation Plan \(CVMSHCP\)](#) to pro-

vide recreational opportunities in the Rancho Mirage area while protecting bighorn sheep habitat.

Existing and planned trails are shown in [Exhibit 15](#). Future trails are proposed to provide access from Rancho Mirage trails to the Art Smith Trail in the mountains and other paths that make up the extensive trails system in the Santa Rosa Mountains. Existing trails can be made more accessible by the provision of modest trailheads with limited parking. Prominent examples of existing trails are described below.

The Butler-Abrams Trail is an asphalt trail that begins at Michael Wolfson Park and parallels the Whitewater Wash dipping down into and out of the wash and becomes divided on the south side into separate asphalt and dirt (for equestrians) trails. The trail ends at Country Club Drive, one block north of Highway 111. Fabulous views of the mountains and golf courses are available on this quiet travel route. The Clancy Lane Trail begins on Clancy Lane between Rancho Mañana and the Monterey Gate as a developed trail and continues under the Bob Hope Drive bridge down into the Whitewater Wash, and eventually connects to Rancho Mirage Community Park via a trail along the edge of the wash. The Bighorn Overlook Trail, Chuckwalla Trail, Jack Rabbit Trail, and Road Runner Trail all begin behind City Hall and are considered part of the Mirada Trail System. These trails range in length and difficulty, but intermingle with one another to create a variety of options for hikers.

Equestrian Trails

The City’s equestrian trail planning must balance the desires of a few dedicated riders with the fact that safe and pleasant opportunities for horse riding are limited, due to the urbanization in the Coachella Valley. Horse trails are confined to those neighborhoods where the keeping of horses is permitted and where opportunities exist to connect equestrian areas with the Whitewater Channel and mountain trails. The Butler-Abrams Trail, whose trailhead is located in Michael S. Wolfson Park, and Clancy Lane Trail, are among the best equestrian options. Equestrian access to trails can be improved by providing equestrian oriented trailhead facilities where appropriate and warranted. Equestrian trails are depicted in [Exhibit 15](#).

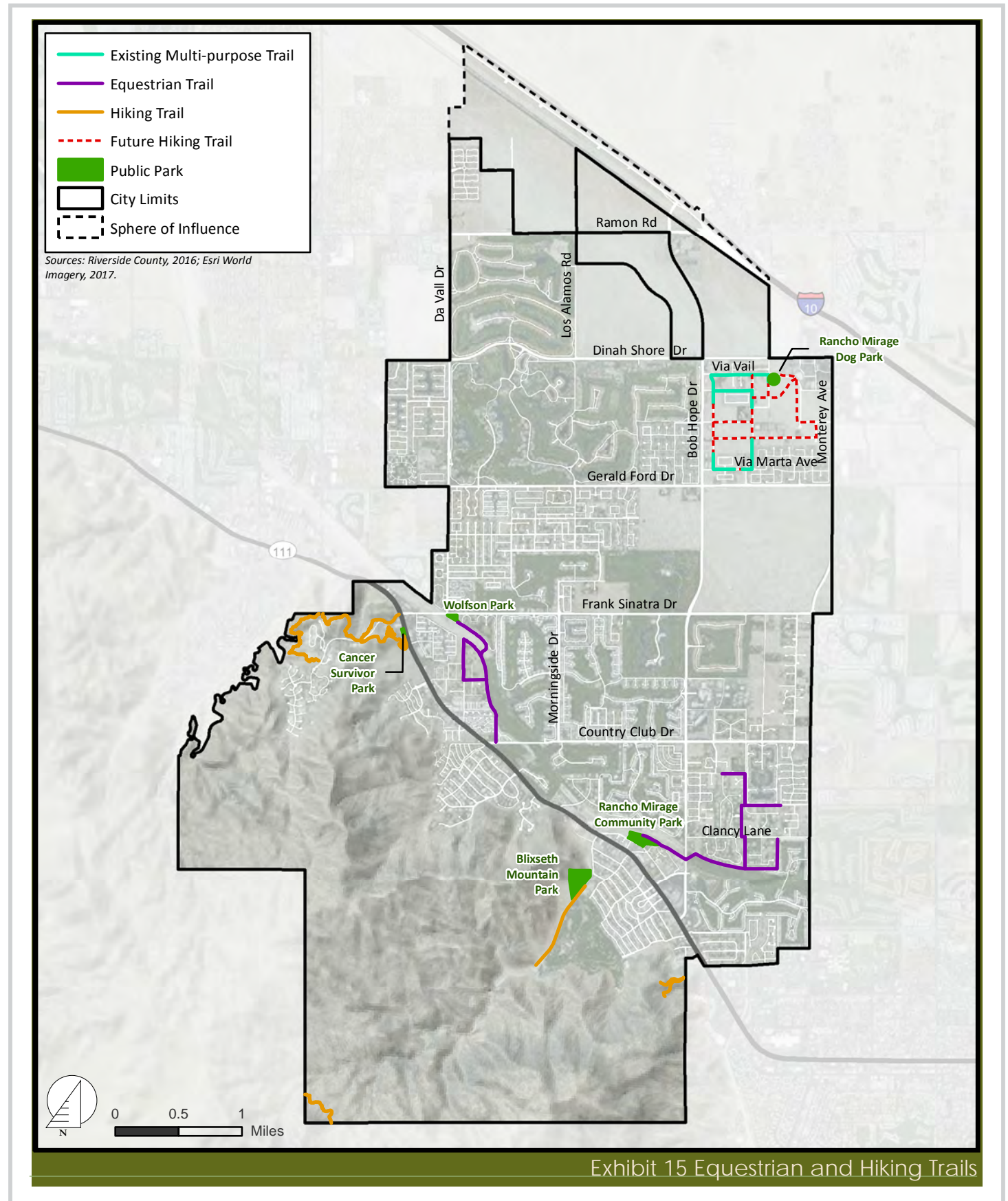


Exhibit 15 Equestrian and Hiking Trails



Rancho Mirage Community Park.

Parks and Trails Planning

As Rancho Mirage continues to evolve, a parks and trails analysis should be integrated into new development project approval. The parks and trails planning process includes a local needs analysis, taking into account the particular demographic characteristics of Rancho Mirage residents and visitors, as well as the initial and ongoing cost associated with operation and maintenance. The needs analysis is adjusted for any unique opportunities and constraints that exist or may occur in the future.

Parks and Trails Funding

The extent to which the City can plan and implement parks and trails facilities is related to the availability of funding. The Quimby Act was established as state law in 1965 to provide a funding source for parkland acquisition. Residential subdivisions must dedicate parkland or pay an in lieu fee to enable the City to acquire parkland on a ratio of three acres per 1,000 residents. Based on Rancho Mirage's anticipated growth and population characteristics, it is expected that a total of 93 acres would be needed to satisfy projected buildout park needs. Buildout of lands in the SOI, if annexed, would bring the total to 115 acres. The General Plan Land Use Element provides (excluding mini-parks) 55 acres of parkland in Rancho Mirage and allows for expansion of up to 96 total acres, including planned park facilities in the SOI. The Quimby Act does not provide dedication or fees for the City's trail system.

The construction of parks and bicycle paths in Rancho Mirage is primarily funded by part of the City's development impact fee. The fee has been established to mitigate impacts from new developments that create a need for public facilities such as parks. On occasion the City has received state grant funds for the construction of bicycle paths. Currently, the primary source of parks and trails maintenance funding is the citywide annual tax assessment, although Rancho Mirage is eligible, and has received state grants that can be used for acquisition of park property and park construction projects.



Entrance to Blixseth Park

PARKS AND TRAILS GOALS, POLICIES, AND PROGRAMS

The City's parks and trails plans should be reviewed regularly to ensure that the needs of residents are being met. The demand for traditional park space in Rancho Mirage is affected by the recreational preferences of today's residents. Part-time residents in gated communities where golf and tennis are the primary recreational activities, have a lesser need for public parks. It is anticipated, however, that with new growth, Rancho Mirage may experience a shift towards a larger number of permanent households in developments without onsite recreation facilities. The City's recreational facilities planning should keep in step with these projected population trends.

GOAL COS 1

A balanced system of parks, trails, and recreation facilities that meets active and passive recreation needs of all residents and visitors.

GOAL COS 2

Trails for recreational use in the Santa Rosa Mountains that allow city residents and visitors to experience the desert environment and that preserve the mountains and associated sensitive plants and animals in their natural state.

POLICY COS 2.1

The City’s park system shall consist of mini-parks, local parks, and community parks.

POLICY COS 2.2

To the extent feasible, the City shall provide at least three acres of local and community parkland per 1,000 in population, including park facilities for all age segments of the population.

PROGRAM COS 2.2A

Seek additional revenue sources for the development and maintenance of additional parks to meet the needs of existing and future residents.

PROGRAM COS 2.2B

Require all new development to pay Development Impact Fees in order to provide a funding mechanism for parkland.

PROGRAM COS 2.2.C

Revise and update the Development Impact Fees periodically to reflect current land prices and standards.

PROGRAM COS 2.2D

Monitor and update the Parks Master Plan periodically to reflect changes in supply and demand for parks and recreation facilities.

POLICY COS 2.3

To the extent feasible, the design of city parks and trails shall accommodate the special needs of the disabled and senior population in Rancho Mirage.

POLICY COS 2.4

The design of local parks shall consider neighborhood suggestions for facility needs.

PROGRAM COS 2.4A

Plan for and facilitate the development of citywide bike-way and golf cart systems to provide visitors and residents with non-vehicular alternatives for travel to work, convenience shopping, and recreation.

PROGRAM COS 2.4B

Inventory existing major arterial streets for potential opportunities for Class I bikeways on both sides of the street.

PROGRAM COS 2.4C

Designate Class II bikeways on all existing arterial streets, which have sufficient width to safely accommodate bicycle travel lanes. Include Class II bikeways on all new and improved arterial streets in Rancho Mirage. Place Class II bike lane markings and appropriate signage on arterials of sufficient width.

POLICY COS 2.5

Class III bikeways shall only be permitted in Rancho Mirage where Class I or II bikeways are not feasible and where an essential regional bicycle route connection is missing.

PROGRAM COS 2.5A

Inventory existing major arterial streets for missing regional bicycle route links and designate Class III bike-ways only where Class I or II facilities are not feasible.

POLICY COS 2.6

The City shall participate in regional trail planning programs.

PROGRAM COS 2.6A

Where feasible, dedicate and formalize trails in Rancho Mirage and pursue opportunities to obtain additional trail corridors.

PROGRAM COS 2.6B

Develop trailheads where appropriate and when warranted to facilitate trail access.

POLICY COS 2.7

Lands designated for Mountain Reserve (MR) shall be accessible for hiking, equestrian, and non-motorized biking trails, if sensitive biological resources are protected.

POLICY COS 2.8

Trails shall not encroach upon bighorn sheep lambing areas and shall be designed to minimize impacts to sensitive biological resources.

POLICY COS 2.9

Through coordination with the local utilities, service providers, and the CVWD, the City shall maximize the use of flood control and utility easement areas for inclusion in a multi-use trail system providing alternative transportation links to parks and open space areas.

PROGRAM COS 2.9A

Confer and coordinate with the CVWD and utility purveyors to integrate, as practical, a multiple use trail system that links city parks with Conservation and Open Space areas.

POLICY COS 2.10

The City shall evaluate the feasibility of developing interpretive displays in significant locations throughout Rancho Mirage.



View of the mountains from Rancho Mirage.

Biological Resources

Purpose

The Biological Resources section identifies the valuable biological resources in Rancho Mirage and the surrounding area. This section also establishes goals, policies, and programs to utilize and conserve these resources for the benefit of the entire community. The section is intended to provide a basis for understanding biological resource issues and guide decision makers in regulating land use and development, while protecting these critical community resources. More detailed information on biological resources in Rancho Mirage is contained in the 2005 General Plan Environmental Impact Report.

The issues discussed in the Biological Resources section have a direct and vital relationship with the Land Use and Community Design Elements, as well as other sections of the Conservation and Open Space Element, to ensure a balance of land development with conservation of biological resources.

Local biological resources have also proven important market assets for Rancho Mirage, which has adopted a wildlife icon, the Peninsular Bighorn, as its community icon. In this regard, the Biological Resources section also has an influence on the effective implementation of economic development goals, policies, and programs.

Background

Rancho Mirage is located in one of the hottest and driest parts of the country. The City is distinguished by its low elevation, mild winters, and extreme aridity, only Death Valley is subject to more extreme conditions. The combination of a valley basin with expansive and varying geography and habitats, and the complexity of various habitat transition zones makes the region a rich resource area.

Although the desert floor supports sparse vegetation limited by heat and aridity, the climate of the region becomes milder and supports more vegetation with increasing elevation. Canyons and springs support native fan palm communities and a variety of plants and animals. Mountain and hill areas contain

natural preserves, such as the Magnesia Springs Ecological Reserve in the Santa Rosa Mountains and the Edom Hill Area.

Habitats in Rancho Mirage

Biological resources are found in and are integral parts of a habitat, an ecological system or network of interrelationships between living things. Habitat values are controlled by tolerable climate, a varied terrain, adequate space, a dependable food and water supply, soils for healthy plant growth, and shelter and nesting sites. An animal may live across habitat lines to meet all of its needs. Rancho Mirage contains five basic habitat types, each of which is explained below.

Valley Floor/Blowsand Habitats

The valley floor generally extends from the foot of Edom Hill, which lies north of I-10 and well beyond the City's SOI, to the Santa Rosa Mountains in the southern portion of Rancho Mirage. The valley floor is characterized by aeolian or blowsand habitats comprised of shifting, windblown sand supporting sparse vegetation. The blowsand habitats of the valley floor are critical to a number of special status animal and plant species, such as the Coachella Valley fringe-toed lizard, flat-tailed horned lizard, flat-seeded spurge, and Coachella Valley milk vetch. The common plant community occurring in the desert dunes and sand fields of the valley floor is the Sonoran Desert creosote bush scrub. The blowsand habitats of Rancho Mirage have felt considerable impacts from urbanization.

Alluvial Plains Habitat

Sonoran mixed woody and succulent scrub is the dominant plant community on flood-formed fans and shallow slopes at the base of rocky hills (bajadas) that extend from canyon mouths to the desert floor. These alluvial habitats are formed by a variety of mountain drainages, including Magnesia Springs Canyon, Bradley Canyon, and smaller canyons forming alluvial fans, terraces, and washes. The surface and habitat conditions change on these sloping plains with increasing distance from canyon mouths.

Other plants of alluvial plain habitats are typical of the Colorado Desert and include creosote bush joined by nine species of cacti and a variety of woody and herbaceous plants. The roughly 93 species of annuals occurring here can make up more than half of the alluvial slopes flora. Cacti are one of the most striking of the alluvial slopes' plants, ranging from flat-stemmed species such as the beavertail cactus to the thin and intricately branched pencil cholla. Larger woody shrubs also occurring here include the palo verde.

Desert Dry Wash Habitat

As with the alluvial plains habitat, Rancho Mirage has limited desert wash areas remaining to support the wildlife associated with this type of habitat. As washes emerge from canyon mouths, they cut a channel into the alluvial slope, which broadens and branches out into intertwined or braided washes. The Whitewater River, the largest desert wash in Rancho Mirage, drains large areas of the San Jacinto, Santa Rosa, and San Bernardino Mountains. This "managed" drainage still harbors a variety of plants and wildlife, although habitat areas are regularly disturbed and/or eliminated in the course of periodic channel maintenance.

A wide variety of species occupy the desert dry washes, but only a limited number are consistently associated with this habitat, with trees and large shrubs accounting for most of the characteristic species. Palo verde, with its green trunk and branches, typically dominates desert wash habitat, but is limited in Rancho Mirage.

Smoketree, a member of the pea family, is more common and has been encouraged in areas scoured by storm runoff. The absence of certain shallow rooted species, particularly cacti, is due to their easy removal by stormwaters and their slow growth rate and reestablishment.

Desert Fan Palm Oasis Woodland

The desert fan palm oasis woodland is a plant community that has been given special status by the State as one with the highest inventory priority. It is mainly characterized by groves of native desert fan palms that can grow to more than 90 feet. Rancho Mirage has one example of this plant community in Magnesia Springs Canyon.

A variety of animal species are associated with the desert fan palm community, such as the southern yellow bat, common kingsnake, desert slender salamander, California treefrog, hooded oriole, Cooper's hawk, golden eagle, and prairie falcon. One of the most important animals supported by this habitat is the Peninsular Bighorn sheep, which visit, especially during the summer months, to take advantage of the water source supporting the woodland.

Rocky Slopes Habitat

Rocky slope habitats occurring in and near Rancho Mirage are associated with the foothills of the Santa Rosa Mountains and extend from the edge of alluvial plains to an elevation of about 2,500 feet. The habitat is typified by unrelieved rock, weathered and fractured as exposed bedrock and as loose debris of stone, pebbles, and sand. While vegetation appears deceptively sparse, this habitat supports hundreds of perennial and annual species. Plant size and densities increase with higher elevation and greater annual rainfall.

Common perennials include creosote bush, brittlebush, burro-bush, and agave. Agave is a particularly striking plant with a compact basal rosette of large succulent leaves that send up a single central flower bearing stalk that bears yellow flowers and can reach a height of more than 20 feet. Ocotillo are also common in this habitat.

Sensitive, Rare, and Endangered Species

Rancho Mirage and its SOI are host to a wide variety of sensitive and special status plant and animal species, some of which have been listed as threatened or endangered by the federal and/or state governments. "Threatened" refers to species whose numbers have dropped to such low levels and/or whose populations are so isolated that the continuation of the species is jeopardized. "Endangered" species are those with such limited numbers or subject to extreme circumstances that their extinction is a real possibility. Some examples of threatened and endangered species in Rancho Mirage and its SOI include the Coachella Valley fringe-toed lizard, desert slender salamander, desert tortoise, peregrine falcon, southwestern willow flycatcher, least Bell's vireo, and peninsular bighorn

sheep. “Rare” and “sensitive” species are those determined to be less sensitive to impacts and where their continuation does not appear significantly threatened. For a complete list of these species and their habitat, see the 2005 General Plan Environmental Impact Report and the Coachella Valley Multiple Species Habitat Conservation Plan.

Habitat Management

A significant amount of open space exists inside city boundaries and the City’s SOI. Protecting biological resources in these areas is important to defining the character of Rancho Mirage and the surrounding area. Several agencies, organizations, and methods are involved in the preservation of biological resources in Rancho Mirage.

Magnesia Springs Ecological Reserve

The CDFW manages the Magnesia Springs Ecological Reserve, located in Magnesia Springs Canyon in the Santa Rosa Mountains, to assure the protection of a vital water source critical to survival of the Peninsular Bighorn sheep in the hot summer months. During the summer months, the CDFW restricts entry into the Magnesia Springs area to prevent disturbance of sheep accessing this water source. The water source is also used by other wildlife in the surrounding area as well as a variety of other sensitive species during the summer months, including the least Bell’s vireo, southwestern willow flycatcher, and prairie falcon.

Santa Rosa and San Jacinto Mountains National Monument

The Santa Rosa Mountains are part of the Santa Rosa and San Jacinto Mountains National Monument, which have been recognized by the U.S. Congress as a place containing “... nationally significant biological, cultural, recreational, geological, educational, and scientific values. Congress also recognizes that “the magnificent vistas, wildlife, land forms, and natural and cultural resources of these mountains occupy a unique and challenging position given their proximity to highly urbanized areas of the Coachella Valley.” These mountains, managed by the Bureau of Land Management and U.S. Forest Service, provide a natural scenic backdrop to the desert communities of the Coachella Valley. As a nationally recognized resource in Rancho Mirage, the

Santa Rosa Mountains deserve long-term planning and protection including its valuable wildlife and scenic resources and for the enjoyment of all Americans. The National Monument Visitor Center, located on Highway 74 near the mountain foothills, provides exhibits and information on the mountain’s resources, as well as gardens of indigenous and ethnographically important plants. [Exhibit 16](#) shows the location of the Santa Rosa and San Jacinto Mountains National Monument Area in Rancho Mirage.

Rancho Mirage Mountain Reserve

Rancho Mirage was the first city in the Coachella Valley to establish a mountain reserve inside city limits. This was accomplished through a series of land transfers and the granting of conservation easements. Originally established to address the habitat preservation needs of the Peninsular Bighorn sheep, the conservation issues have been broadened to include other biological resources. Rancho Mirage’s Mountain Reserve area is part of the Santa Rosa Mountains and encompasses approximately 5,182 acres including small canyons and washes and extensive rocky and rough terrain supporting the bighorn and a wide variety of plant and animal life. See the [Land Use Map](#) for the location of Mountain Reserve area in Rancho Mirage.

Coachella Valley Multiple Species Habitat Conservation Plan and Natural Community Conservation Plan

The Habitat Conservation Plan (HCP) and Natural Community Conservation Plan (NCCP) are principle management strategies for biological resources. According to the NCCP Act of 2002, natural community conservation planning is used as a tool to reduce conflicts between the protection of the state’s wildlife heritage and the reasonable use of natural resources for economic development. HCPs are intended to reduce conflicts between listed species and development activities while offsetting any harmful effects to these species by setting aside land for conservation and identifying suitable land for development.

The Coachella Valley Fringe-toed lizard HCP, approved in 1986 by the U.S. Fish and Wildlife Service, was the second and one of the most successful HCPs in the United States. This plan created three reserves to protect the Coachella Valley fringe-toed lizard, which is a state-endangered and federally threatened species.

However, other species continued to be impacted by the growth of the Coachella Valley. In late 1995 and early 1996, the City agreed, along with other members of the CVAG and the U.S. Fish and Wildlife Service, CDFW, Bureau of Land Management, U.S. Forest Service, and the National Park Service, to a planning effort to prepare a Multiple Species HCP. The agreement was amended in late 1996 and early 1997 to include a plan to prepare a Natural Community Conservation Plan.

In December 2003, CVAG approved an administrative draft of the [CVMSHCP/NCCP](#) (the Plan). The Plan received its California state permit in September 2008 and its federal permit in October 2008. It covers approximately 1.1 million acres in the Coachella Valley and surrounding mountains. In Rancho Mirage, the Plan covers the Santa Rosa Mountains and corresponds essentially to the mountain and hillside reserve designations. The Plan excludes Indian reservation lands and of the seven Indian reservations in the Plan’s area, only the Agua Caliente Indian Reservation is subject to a tribal Multiple Species HCP. The CVMSHCP/NCCP addresses a wide range of species and habitat protection issues for the region with approximately 27 sensitive and listed species proposed for coverage. Rancho Mirage represents approximately one percent, or 15,760 acres of the area covered by the plan. [Exhibit 16](#) shows the location of the conservation areas in Rancho Mirage.

Regional Wildlife Corridors

Rancho Mirage offers limited opportunities for the preservation of wildlife migration corridors due to the pattern of transportation and urban development that has evolved over the past few decades. East-west wildlife corridors include the relatively pristine

Santa Rosa Mountains, and to a lesser extent, the Whitewater River. Cooperative efforts should be made with the CVWD, the agency responsible for managing the Whitewater River, to maximize the habitat and migration corridor value of this area.

BIOLOGICAL RESOURCES GOALS, POLICIES, AND PROGRAMS

The City is responsible for preserving much of its remaining unique and valuable biological resources, especially those in the Santa Rosa Mountains. The City should also coordinate with and encourage Riverside County and CVAG to preserve the remaining resources in Edom Hill.

The City and its residents have demonstrated strong support for these integral parts of the Coachella Valley environment. In every facet of community planning and development regulation, the City will have the responsibility to manage growth and limit impacts. This will be accomplished through the thoughtful implementation of the General Plan and the zoning and subdivision ordinances. It can also be accomplished through the integration

of the biological resource and open space/conservation principles in public works projects, including road and highway development and the design and construction of stormwater detention basins and drainage basins. Development on every level will provide an opportunity to protect and enhance Rancho Mirage’s biological resources.

For remaining developable areas a major potential impact of urbanization has been the clearing of the land along with its natural habitat communities. Whether development involves one house on a large lot, a large subdivision, or a



Rocky Slopes Habitat in Blixseth Park.

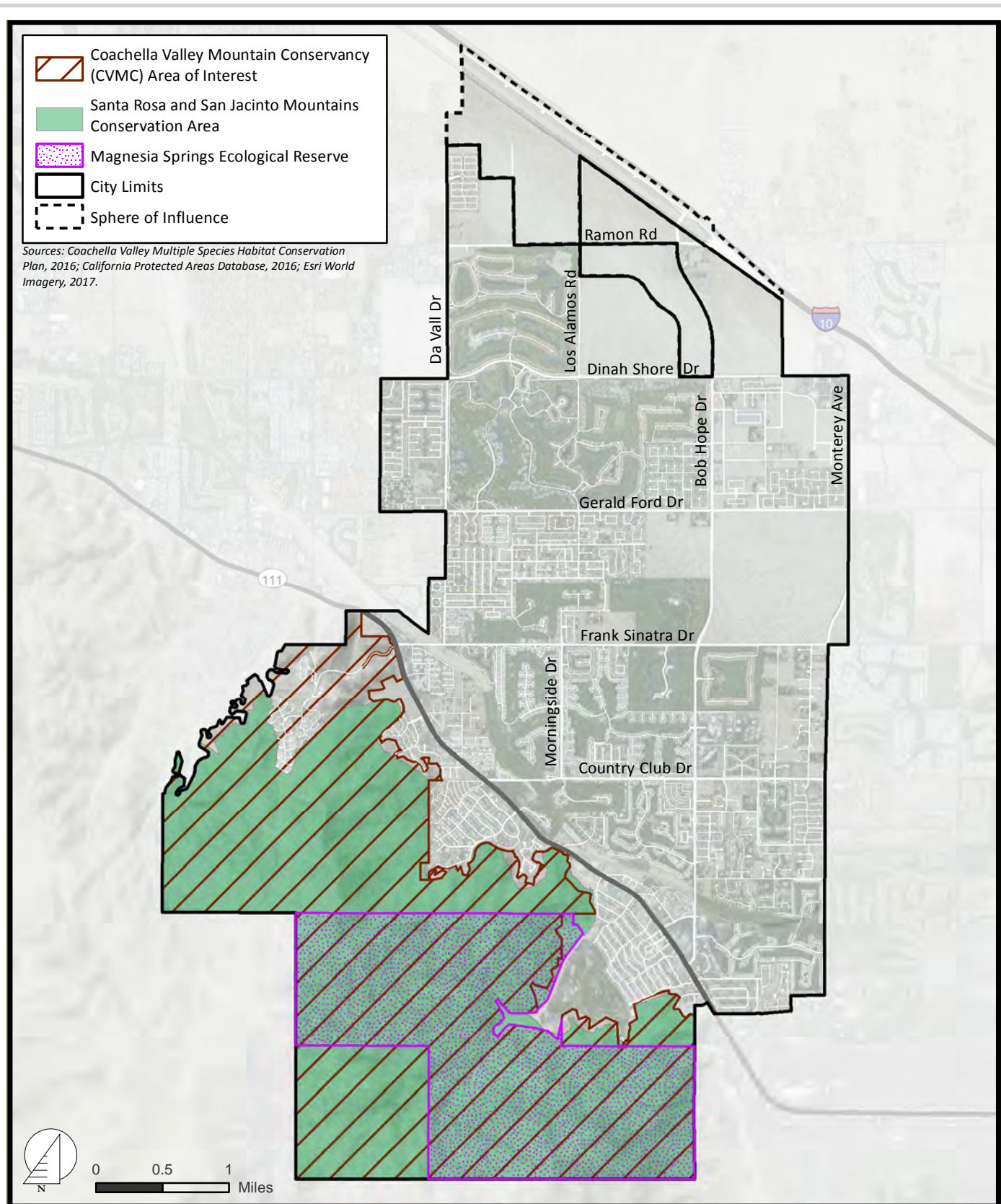


Exhibit 16 Conservation Management Areas

master planned residential community, native vegetation and its inherent wildlife habitat value are often completely removed. Where landscaping has been introduced, exotic and other non-native plants often prevail. These not only have little or no habitat value for native animals and birds, but they can “escape” and compete with native plants for nutrients and water in the wild. The City should control the use of certain non-native and invasive plant species that compete with native vegetation and require that new development, whether public or private, utilize native trees and shrubs in landscape plans to the greatest extent possible, including plants salvaged onsite. This may include encouraging the use of link course designs in new golf courses with non-play areas landscaped with native vegetation.

GOAL COS 3

The protection and preservation of biological resources in Rancho Mirage, especially sensitive and special status wildlife species and their natural habitats.

POLICY COS 3.1

The City shall support and participate in local and regional efforts to evaluate and protect natural habitats, including suitable habitats for rare and endangered species occurring in Rancho Mirage and vicinity.

PROGRAM COS 3.1A

Review and evaluate all development proposals on vacant lands for their impacts on existing habitats and wildlife.

PROGRAM COS 3.1B

Maintain an accurate and regularly updated map and information base on sensitive species and habitats in Rancho Mirage and vicinity.

PROGRAM COS 3.1C

Continue to participate in the implementation of the CVMSH-CP/NCPP with special emphasis on habitats located in the Santa Rosa Mountain areas.

PROGRAM COS 3.1D

Continue to require new developments to prepare wildlife and plant surveys and implement the requirements of the CVMSHCP/NCPP.

POLICY COS 3.2

The City shall encourage and promote an understanding and appreciation of sensitive biological resources in Rancho Mirage and the vicinity.

PROGRAM COS 3.2A

Provide developers direction and information on preservation and reuse of valuable topsoil and use of locally appropriate xeriscape design concepts.

PROGRAM COS 3.2B

Discourage unnecessary clearing of native desert landscape.

PROGRAM COS 3.2C

Explore the feasibility and appropriateness of establishing an interpretive trail system in the City’s mountain preserve or other similar area to enhance the public appreciation for the natural resources in Rancho Mirage.

POLICY COS 3.3

The City shall encourage the use of naturally occurring desert plant materials in landscaping for development projects, to the greatest extent possible, and discourage the use of non-native plant materials that are harmful to native plant and animal species.

PROGRAM COS 3.3A

Request that developers salvage naturally occurring desert plant materials, to the greatest extent possible, for integration into project landscaping as a way to provide or enhance wildlife habitat and to extend the local desert environment into the urban design of Rancho Mirage. Incorporation of these indigenous materials shall be integrated into project landscape plans, and shall be submitted to the City for approval.

PROGRAM COS 3.3B

Prepare a comprehensive planting materials list, which shall include native and non-native, drought tolerant trees, shrubs, and groundcovers that complement the local environment, provide habitat for local wildlife, and extend the desert into the built environment. A list of prohibited plant materials shall also be prepared.

Energy and Mineral Resources

Purpose

This section of the Conservation and Open Space Element addresses the need for conservation, diverse development, and thoughtful use and management of energy and mineral resources. All minerals and most energy resources are finite and limited. The household demand for energy resources in Rancho Mirage and the Coachella Valley is relatively high, and escalating energy prices have placed serious burdens on residents and businesses alike. The purpose of this section is to set forth goals, policies, and programs that are responsive to the community’s dependency on these limited natural resources. Issues of resource production, transmission, and use are also discussed, as are the major opportunities faced by the City and regional governments for more local control of these resources.

Background

Rancho Mirage residents and businesses draw upon a variety of natural resources for energy needs. Although electrical energy is increasingly being generated from renewable resources, such

as solar and wind power, city residents and businesses continue to depend upon nonrenewable fossil fuels for the generation of electricity, the heating of homes, and the operation of vehicles.

Energy Services

Electric Power

Cost competitive electrical power is essential to the community if it is to attract new residents and businesses. The cost of electricity can represent a substantial portion of business operations. The preservation of affordable electricity through reasonable rates and energy conservation incentives is essential to the continued growth and success of Rancho Mirage businesses. The impact of the high cost of electrical energy is further compounded in the desert by air conditioning needs during summer months.

In Rancho Mirage, electric power service is provided primarily by the Southern California Edison Company (SCE), with a limited portion of the northeast quadrant of Rancho Mirage in the Imperial Irrigation District. Electricity is transmitted to Rancho Mirage primarily through high-voltage lines and step-down transformers at the Devers substation near Desert Hot Springs and substations located throughout Rancho Mirage. Currently, there is no power generation in the city itself.

Natural Gas

Although it is a non-renewable resource and generates a range of air pollutants, natural gas is generally considered a clean and efficient fuel and is preferable to many other non-renewable resources such as oil. Natural gas has been adopted as the fuel of choice by the Sunline Transit Authority, which now operates its entire fleet on CNG. The College of the Desert has an educational certificate program in the repair and maintenance of CNG vehicles, providing the first such college-level certification in California. Additionally, the Eisenhower Medical Center operates a natural-gas cogeneration plant, which provides heating, cooling, and power for the campus.

Rancho Mirage is located in the Southern California Gas Company (SoCal Gas) service district. SoCal Gas has developed a wide range of energy management, conservation, and equip-

ment retrofit programs for its customer base. Assistance in facilities planning and analysis is also provided by SocCal Gas to maximize energy efficiency and cost-effective equipment purchases and operations.

Local Renewable Energy Resources

The two major and potentially significant alternative energy resources within the Rancho Mirage area are solar and wind energy. The region has one of the highest insolation (sunshine) values in the United States and is the site of major energy installations. Solar energy, primarily in the form of thermal systems, is now widely used in the Coachella Valley.

The cost of producing and installing solar photovoltaic systems that involve the direct conversion of sunshine to electricity has dramatically decreased in recent years. The application of these systems has been seen in some small commercial sites that have made these sites self-sufficient; in addition, the popularity of residential solar systems has increased dramatically over the last few years. A total of 78 solar permits were issued in 2010, and that figure increased to 300 in 2015. In an effort to further promote sustainability, the City adopted Ordinance 1070 in 2013, which required all new residential projects to be solar ready. Solar thermal systems have meanwhile been in use all over the world for many years and are widely applied in the Coachella Valley to provide domestic hot water and to heat swimming pools. Passive solar designs are also being used to provide natural lighting and space heating. Rancho Mirage is well situated to take advantage of the continued emergence and refinement of solar technologies, with intense insolation levels for both solar thermal and photovoltaic systems.

Wind energy is another locally abundant renewable energy resource. The San Geronio Pass, including the Edom Hill resource area, is one of the world’s most successful wind energy production sites, with the potential to provide over 3,000 megawatts of clean and renewable electrical generating capacity. The cost of wind generated electricity is now competitive with electricity generated by coal or natural gas. Moreover, it is generally conceded that the true costs of energy from fossil or nuclear fuels are not yet fully factored into their market price. The performance

of commercial scale turbines on the western slope of Edom Hill would appear to indicate that the use of wind will continue to expand. As the many costs associated with the use of fossil fuels continue to rise, renewable alternatives such as wind will become progressively more desirable and cost effective to develop. All wind-generated electricity in the Coachella Valley is currently sold to SCE and other distributing companies.

Mineral Resources

The nonrenewable character of mineral deposits requires their careful and efficient development to prevent unnecessary waste or exploitation. The excavation of mineral resources can also have significant environmental impacts that may only be marginally mitigated by surface mining reclamation plans. Earth damage from mining, particularly surface mining in desert areas, can remain for centuries if not properly reclaimed through extensive importing of fill, grading, and replanting.

In the Coachella Valley, the deep fault controlled valley has filled in with eroded materials from the surrounding hills and mountains to a depth in excess of 12,000 feet in Rancho Mirage and the SOI. As a consequence, the mineral resources of the desert floor are limited to sands and gravel, important deposits of which occur in the City’s SOI. There are currently no mines or extraction sites in Rancho Mirage.

Waste Management and Recycling

On average, Americans produce over four pounds of trash every day. As available space in and for landfills is becoming scarce and more distant, cities have been mandated to manage waste and reduce their solid waste volume. The City has, therefore, teamed up with Waste Management of the Desert (WM) to implement a citywide recycling program. Currently, the program includes both commercial and residential recycling through a separate bin, co-mingled collection. To assist residents and business owners, WM produces a recycling guide that explains what type of waste should be recycled, what should be taken to a household hazardous waste site, and what should be discarded.

With the closure of the Edom Hill Sanitary Landfill in 2004, WM now operates the Edom Hill Recycling and Transfer Station,

which will accept and recycle or transfer waste from Rancho Mirage to other landfills, such as the Lamb Canyon and Badlands landfills.

ENERGY AND MINERAL RESOURCES GOALS, POLICIES, AND PROGRAMS

The City has an important and meaningful role in encouraging the wise use of energy resources. Encouraging the development and use of alternative and renewable energy can also expand economic opportunity and provide environmental enhancement. Additionally, the Green Building policies and programs contained in the Community Design Element encourage the construction of buildings that minimize energy use and maximize energy conservation.

GOAL COS 4

The conservation, efficient use, and thoughtful management of energy sources and mineral deposits.

GOAL COS 5

The long-term viability of limited and non-renewable resources.

POLICY COS 5.1

The City shall promote energy efficiency and conservation in all areas of community development, including transportation, development planning, and public and private sector construction and operation, as well as in the full range of residential and non-residential projects.

PROGRAM COS 5.1A

Participate in the energy management and conservation efforts of Sunline Transit Authority and encourage the expanded use of compressed natural gas, buses with bike racks, and other system improvements that

enhance overall energy efficiency and conservation.

PROGRAM COS 1B

To the extent practical, monitor and influence development in the vicinity of significant mineral resources occurring in the City's SOI.

POLICY COS 5.2

The General Plan and other community plans shall assure an efficient circulation system and land use pattern in Rancho Mirage.

PROGRAM COS 5.2A

Require development to design and locate convenient neighborhood shopping and medical and other professional services to minimize travel and facilitate the use of alternative means of transportation.

POLICY COS 5.3

Major developments that provide significant employment centers shall be required to provide convenient and safe access to the public transit system.

POLICY COS 5.4

The City shall proactively support the affordable and reliable production and delivery of electrical power to the community.

POLICY COS 5.5

The City shall support public and private efforts to develop and operate alternative systems of solar and electrical production that take advantage of local renewable resources.

PROGRAM COS 5.5A

Support and facilitate the integration of cogeneration and other energy management systems into commercial operations in the City to enhance operational efficiencies and provide additional opportunities for local power production.

POLICY COS 5.6

The City shall encourage the reduction and recycling of household and business waste.

PROGRAM COS 5.6A

Educate city residents and business operators on the benefits of reducing, reusing, and recycling household and business waste.

PROGRAM COS 5.6B

Coordinate with the city's solid waste disposal contractor and other contractors to continue and enhance the City's recycling program.

PROGRAM COS 5.6C

Encourage all restaurants, hotels, and businesses to participate in the collection of commercial recyclables. Commercial recyclables include, but are not limited to food waste, cardboard, metals, plastics, paper products, glass, or any other recyclable product for which a viable market can be found.

PROGRAM COS 5.6D

Ensure that any planned construction, demolition, addition, alteration, repair, remodel, landscaping, or grading projects divert all reusable, salvageable, and recyclable debris from landfill disposal.

Water Quality and Water Resources

Purpose

This section of the Conservation and Open Space Element addresses issues of water quality and availability for current and future needs. An important aspect of this section is the coordination and cooperation between the City, the CVWD, and other agencies responsible for supplying water to the area. Wastewater management has also become an increasingly important part of water management that is essential to the protection of groundwater resources. The goals, policies, and programs set forth in this section point staff and City officials toward effective management of this essential resource.

The Water Quality and Resources section has a direct relationship to the Land Use Element, which has evolved to a major degree in response to the availability of water resources.

Background

Domestic Water Resources

Water Supply and Demand

Domestic water service is provided by the CVWD, which utilizes wells to extract groundwater from the Whitewater River subbasin. Water quality in the Coachella Valley, according to the CVWD's 2015 Annual Review, is of extremely high-quality, healthful, and meets all



Example of local, renewable energy resource.

government standards. This subbasin groundwater resource has a limited supply of natural recharge that includes infiltration of runoff from the San Jacinto, Santa Rosa, and San Bernardino Mountains. Recharge is also supplemented in part via imported water carried by the Metropolitan Water District aqueduct.

Supplemental water for the Coachella Valley is assured through the year 2035 through various agreements and pacts that have been entered into between different agencies and CVWD. As Rancho Mirage continues to develop, it could increase citywide total domestic water demand to approximately 27 million gallons a day (mgd) in Rancho Mirage. Impacts that are project specific may be more or less on a per meter basis, depending on the type of development, the density in residential developments, and the level and type of landscaping and water dependent amenities related to each project.

As demand generated by residential and golf course development continues to increase, the ongoing overdraft will generate progressively greater significant long term cumulative impacts on the groundwater supply. While the provision of recharge water has greatly reduced the rate of overdraft, development in the Coachella Valley is expected to continue to reduce the amount of potable groundwater in storage.

To further reduce the impacts of development on groundwater supplies, the CVWD has implemented wastewater reclamation strategies to utilize tertiary treated wastewater for golf course, landscape, and other irrigation purposes within the Coachella Valley. The Palm Desert treatment plant has installed additional wastewater treatment facilities providing the district with 10 mgd capacity for tertiary treatment. Currently, CVWD tertiary treatment from the Cook Street plant averages about eight mgd and on site storage has been developed to assure availability. Unfortunately, due to the high cost associated with expanding the system, reclaimed water is currently not available to Rancho Mirage. Still, with the need to preserve groundwater levels and the increasing demand for water, the future use of reclaimed water in Rancho Mirage should not be overlooked.

Water Management

2015 Urban Water Management Plan

As the primary water purveyor for the Coachella Valley, CVWD’s goal is to provide adequate quantities of safe, high-quality water at the lowest cost to district water users. The district adopted the **2015 Urban Water Management Plan** in July of 2016. This plan provides specifics on the current water conditions within the Coachella Valley as well as a detailed management plan that includes water production and supplies, groundwater recharge, cooperative agreements, conservation, and water quality.

California Regional Water Quality Control Board Water Quality Control Plan

The California Regional Water Quality Control Board (WQCB) implements federal and state laws established to assure planning, implementation, management, and enforcement activities take place to maintain and improve water quality. The Colorado River Basin Region (Region 7) of the WQCB adopted a regional **Water Quality Control Plan** to provide definitive guidelines and give direction to WQCB activities to optimize the beneficial use of state waters by preserving and protecting the quality of these waters.

Water Conservation

Water conservation is essential as both a short term and long term resource management strategy. With increasing demands on a water supply in overdraft, continuing efforts to reduce per capita consumption are a priority. One of the best opportunities for water conservation has been in the area of landscape design and maintenance. Fortunately, City residents have shown an appreciation for the native desert environment and the excellent opportunity it provides to reduce the use of turf grasses and other types of heavily water dependent landscaping. The City has adopted a water-conserving landscape ordinance as required by State law, which requires that new landscape plans be designed to incorporate more native and locally compatible drought tolerant planting materials and efficient irrigation systems.

Water Quality Protection

One area of recent concern in the Coachella Valley and, to a lesser extent in Rancho Mirage, has been the impact of long term septic tank use on groundwater resources. Contamination problems have been particularly evident at the lower portion of alluvial cones with extensive upslope residential development. The use of septic tanks in these generally porous soils and on sloping gradients has resulted in concentrated flows of effluent to the lower portions of these areas and has resulted in contamination of the water table. Septic tanks are still in use in Rancho Mirage and their use will continue to pose varying threats to groundwater. To assure the continued protection of the high-quality of water resources, the City requires all properties within 200 feet of a sewer line to abandon all septic tanks, seepage pits, or cess-pools and connect to the public sanitary sewer.

WATER QUALITY GOALS, POLICIES, AND PROGRAMS

The wise use and conservation of water resources will be a continuing central theme of community development planning in southern California. Rancho Mirage and other local communities have developed programs to extend the use of efficient landscape and irrigation design and to encourage the use of water efficient appliances and fixtures in homes and businesses.

The City also has an important role to play in the long term protection of this finite and ever more valuable resource. Groundwater subbasins do not respect jurisdictional lines, and the threat of pollution or contamination of groundwater must be viewed on a regional as well as a local level. Effective future stormwater management will also help protect groundwater and preserve capacity in stormwater facilities. Protection of our major mountain watersheds will assure preservation of a viable long term source of natural groundwater recharge to the city and the larger subbasin.

GOAL COS 6

A dependable, long-term supply of clean and healthful domestic water to meet the needs of all segments of the community.

GOAL COS 7

An informed public that respects Rancho Mirage’s finite water resource and maximizes protection and conservation efforts for the benefit of the entire community.

POLICY COS 7.1

The City shall encourage the use of drought tolerant landscaping as a means of reducing water demand.

PROGRAM COS 7.1A

Strengthen education and public relations programs related to water protection and conservation. Coordinate and cooperate with CVWD in the continued development of educational materials and programs that encourage and facilitate water conservation throughout the community.

PROGRAM COS 7.1B

Continue implementation of the water conservation landscape ordinance by requiring the use of natural and drought resistant planting materials and efficient irrigation systems.

POLICY COS 7.2

Evaluate all proposed land use and development plans for their potential to create groundwater contamination hazards from point and non point sources and confer with other appropriate agencies to assure adequate review.

POLICY COS 7.3

Require sewer connections at the point of sale of property whenever a sewer line is constructed within 200 feet of the property.

POLICY COS 7.4

Require the use of alternative water supplies, such as recycled or canal water, for urban irrigation, where available.

PROGRAM COS 7.4A

Encourage the expansion of CVWD's recycled water infrastructure to allow for the use of recycled water in Rancho Mirage.

POLICY COS 7.5

Require new developments to establish and confirm the ability to meet current and future water resource demands.

PROGRAM COS 7.5A

Require a water supply assessment and verification for applicable new developments per State law.

PROGRAM COS 7.5B

Facilitate and require the use of water conserving appliances, fixtures, and plumbing in all new development.

PROGRAM COS 7.5C

Provide information on the use of low flush toilets and low flow showerheads and faucets. Require the application of water conserving technologies in conformance with state law.

Archaeological and Historic Resources

Purpose

The Archaeological and Historic Resources section provides a summary of the cultural and historical traditions of Rancho Mirage and vicinity. This section briefly describes the documented prehistory and history of Rancho Mirage and sets forth goals, policies, and programs that preserve this heritage and help perpetuate it for future generations.

This section discusses important historical resources and sites that should be preserved through the plans and policies contained in the Land Use and Community Design elements. Cultural traditions and artifacts are the most important links between the past, present, and future. They are the elements that bind communities together and are the common ground that provide community cohesiveness and historic and cultural perspective. A record of Rancho Mirage's history helps to preserve cultural heritage and provides a basis for planning present day cultural activities and traditions.

Background

Prehistory of Rancho Mirage

The oldest cultural remains in the Rancho Mirage area date back about 1,500 years and are located in the Anza Borrego Indian Hill Rock Shelter. The oldest radiocarbon dated occupation in the Coachella Valley comes from the intersection of Washington Street and Highway 111, a site known as Point Happy. The artifact was a Patayan style broken pot dated to about 900 years ago. Numerous types of habitation and village sites developed throughout the area. These included villages occupied for extended periods of time, milling sites used seasonally as particular foods became available, lithic workshops and quarries for making stone tools and weapons and rock art sites used for artistic and religious expression.

Cahuilla

The Desert Cahuilla Indians had many villages throughout the Coachella Valley, including those associated with Ancient Lake Cahuilla until its disappearance 500 years ago. With the loss of the lake, the mountains and canyons became more important sources of water, food, and fiber. For more information on Cahuilla lifeways, culture, and history, see "The Cahuilla" by Lowell J. Bean and Lisa Bourgeault and the other recommended readings on the [Agua Caliente Cultural Museum website](#).

Today, a portion of the Cahuilla Indian population lives on parts of the Agua Caliente Reservation located in the Coachella Valley. A total of six Cahuilla cultural heritage sites have been identified in Rancho Mirage and one in the SOI. Several other sites are adjacent to or nearby. The Bradley Canyon Trail, Magnesia Spring, Edom Hill/Indio Hills, and Bradley Canyon are examples of these sites.

Modern History of Rancho Mirage

The earliest European history of Rancho Mirage dates back to the first Spaniard making forays northward from Mexico along the coast and the Colorado River. Legend has it that Captain Juan Iturbe sailed a vessel into the Salton Sea and explored westerly as far as the Santa Rosa and Little San Bernardino Mountains area. The development of land routes to supply inland missions brought the Spanish into the region in the 1770's. In the 1800's, the Rancho Mirage area transitioned from Mexico to the California jurisdiction, with the first U.S. government survey made in the Coachella Valley occurring between 1855-56. From that time until the early 1920's, American activity was limited to the use of the Bradshaw Trail and travelers passing through the area.

The promotion of Rancho Mirage as a destination desert community began as early as 1924 with efforts of R.P. "Bert" Davie and E.E. McIntyre, who purchased hundreds of acres from Southern Pacific Railroad. Shortly thereafter, Davie established a ranch house at Clancy Lane and built a north south thoroughfare to connect his new desert paradise to the Bradshaw Highway (present-day Highway 111). He named this road Rio del Sol (River of the Sun), and it was later renamed Bob Hope Drive. Promoted as Rio del Sol Estates, the development became known as Little

Santa Monica for the many new residents. Clancy Lane was named after Les M. and Helen Clancy, the first "gentleman farmers" to build their home in the development in 1932.

The name "Rancho Mirage" was probably coined in 1934, when Louis Blankenhorn and Laurence Macomber launched a new real estate promotion on parcels in the area of Highway 111, Bob Hope Drive, and Indian Trail Drive. While this subdivision was quite successful, the demographic and activity center of the community continued to be Davie's Rio del Sol Estates through World War II. After the war, Ronald Button and Dave Culver created small subdivisions around the "original" Rancho Mirage along Highway 111, the first to be filed in 1946.

Post World War II also saw a new era in development that eventually gave Rancho Mirage its predominant image as a world class resort residential community, characterized by its high-quality planned residential golf course developments. Thunderbird Country Club opened in 1951 and the Tamarisk Country Club opened in 1952, making them the first planned developments in the community. In 1971, the Desert Island Country Club opened and completed the first of its residential units in 1972. Desert Island was also the location of the City's first City Council hearings after its incorporation in 1973.

Rancho Mirage Built Environment

The relatively recent development of Rancho Mirage has resulted in architectural resources that predominantly reflect the achievements of mid-century Modern architecture. While no properties in Rancho Mirage are identified as historic resources listed in the California Register of Historical Resources, the City's [2003 Historic Resources Survey](#) identified over 100 properties that are considered to be local architectural and historic resources. One property of particular note is Casa Chiquita, originally constructed circa 1934 adjacent to Clancy Lane. The oldest documented residence in Rancho Mirage, Casa Chiquita was disassembled in 2004 and reassembled adjacent to Whitewater Park, but is now part of the expanded Rancho Mirage Community Park. It will be maintained by the City and may be viewed by residents and visitors alike.

Fourteen of the local architectural and historic resources are considered to be eligible for listing in the National Register of Historic Places, with an additional three to become eligible when they become old-

er than 50 years of age. Additionally, the Tamarisk Fairway on 10th is considered to be a potential historic district eligible for listing on the National Register of Historic Places and includes eight individual properties, including one property eligible for listing.

A list of the eligible properties can be found in the 2006 General Plan Environmental Impact Report. A complete list of Rancho Mirage’s architectural and historic resources is provided in the [City’s 2003 Historic Resources Survey](#).

Tribal Consultation

State law changed in 2004 (SB 18) and again in 2014 (AB 52) to provide California Native American tribes an opportunity to influence local land use decisions at an early planning stage, for the purpose of protecting tribal cultural places. Enacted through SB 18, state law requires local governments to consult with tribes prior to making certain planning decisions and provide notice to tribes at certain key points in the planning process. These consultation and notice requirements apply to adoption and amendment of both general plans and specific plans, as well as when designating open space in the general plan in order to establish meaningful consultation with Native Americans and local governments at the earliest possible point in the land use planning process. The law applies to federally and non-federally recognized state tribes and cultural places on both public and private lands.

SB 18 also adds California Native American tribes to the list of organizations that can acquire and hold conservation easements, on terms mutually satisfactory to the tribe and the landowner, for the purpose of protecting their cultural places. AB 52 established a new class of resources (tribal cultural resources) under CEQA. Lead agencies undertaking CEQA review must, upon request of a California Native American tribe, begin consultation prior to the release of a negative declaration, mitigated negative declaration or environmental impact report for a project. The purpose of involving tribes at these early planning stages is to allow consideration of potential impacts to tribal cultural resources at the project level, and to facilitate discussion of potential avoidance or mitigation measures.

ARCHAEOLOGICAL AND HISTORIC RESOURCES GOALS, POLICIES, AND PROGRAMS

The City is obligated to assure that every reasonable effort is made to locate, identify, and evaluate archaeological, historical, and cultural sites within its jurisdiction. As time passes and the community continues to develop, opportunities for documenting and preserving archaeological and historic sites and artifacts will decrease. The City must determine what actions or development activities have the potential to adversely affect known or suspected sites of historic or cultural significance. The City should encourage research, documentation, and recordation to register appropriate sites and structures in the community and vicinity.

GOAL COS 8

The preservation, maintenance, continuity, and enhancement of cultural heritage and resources in Rancho Mirage, including historic and prehistoric sites, objects, landscapes, and structures.

POLICY COS 8.1

The City shall exercise its responsibility to preserve archaeological, historical, and cultural sites.

PROGRAM COS 8.1A

Establish and maintain an archaeological and historical resources database.

PROGRAM COS 8.1B

Maintain a preservation ordinance to provide for the designation and protection of historic resources.

PROGRAM COS 8.1C

Continue to promote historic preservation incentives, such as enabling the use of Mills Act contracts to lower property taxes on designated resources.

PROGRAM COS 8.1D

Develop an education program to familiarize residents and visitors alike with the city’s architectural and historical heritage.

POLICY COS 8.2

Development or land use proposals that have the potential to disturb or destroy sensitive cultural resources shall be evaluated by a qualified professional and appropriate mitigation measures shall be incorporated into project approvals, if necessary.

PROGRAM COS 8.2A

Encourage in-place preservation or the recovery and preservation of materials for later study and display when reviewing development proposals and cultural surveys that identify sensitive resources.

PROGRAM COS 8.2B

Perform an annual records search in the Native American Heritage Commission and California Historic Resources Information System databases to determine the presence of potential cultural resources in the boundaries of the city and the SOI.

PROGRAM COS 8.2C

Continue to adhere to the requirements of SB 18 of 2004 and AB 52 of 2014, as applicable, by consulting with local Native American tribes on potential disturbance, recovery, and preservation of tribal cultural resources.

POLICY COS 8.3

The City shall ensure the protection of sensitive archaeological and historic resources from vandalism and illegal collection.

PROGRAM COS 8.3A

Maintain mapping information and similar location oriented resources in a confidential manner and assure that only those with appropriate professional and organizational ties are provided access to these sensitive records.

POLICY COS 8.4

The City shall support the listing of eligible properties, structures, or sites as potential historic landmarks and their inclusion in the National Register of Historic Places.

PROGRAM COS 8.4A

Periodically review the historical and archaeological resources of the area in cooperation with local historical associations for possible application for status as a historical landmark or inclusion in the National Register of Historic Places.

PROGRAM COS 8.4B

Conduct meetings with City staff and elected officials to prioritize and propose action on the preservation and registration of important archaeological and historical resources in the community and vicinity.



6 Air Quality

Purpose

The Air Quality Element coordinates the planning of land use, circulation, housing, and other City policies with their potential effects on air quality. The intent of this section is to assist the City and the region to meet ambient air standards set by the U.S. Environmental Protection Agency and the California Air Resources Board.

Community air quality is one of the most essential issues associated with public health and safety. The Air Quality Element is directly related to the type and intensity of land uses established in the Land Use Element, and the number, length, and timing of traffic trips identified in the Circulation Element.

Background

The Coachella Valley is a geographically and meteorologically unique area situated entirely in the Salton Sea Air Basin. The region is currently impacted by significant air pollution levels caused by the transport of pollutants from coastal air basins to the west, primarily ozone, and locally generated PM_{10} . The mountains surrounding the region isolate the Valley from coastal influences and create a hot and dry low lying desert. As the desert heats up it draws cooler coastal air through the narrow San Geronio Pass, generating strong and sustained winds that cross the fluvial (water caused) and aeolian (wind) erosion zones in the Valley. These strong winds suspend and transport large quantities of sand and dust, reducing visibility, damaging property, and constituting a significant health threat.

In relation to other areas in Southern California, Rancho Mirage has good air quality. In the past few decades, however, noticeable deterioration of air quality has occurred due to increased development and population growth, traffic, construction activity, and various site disturbances. It is apparent that although air pollution is emitted from various sources in the Coachella Valley, substantial degradation of air quality may be attributed primarily to sources outside of the valley.

Pollutants

Pollutants are generally classified in two categories, primary and secondary. Primary sources and their pollutants are a direct consequence of the combustion of petroleum and other fuels resulting in the production of oxides of carbon, sulfur, nitrogen, and a number of reactive hydrocarbons and suspended particulates. Secondary pollutants are those that undergo chemical changes after emission and include ozone (O_3), peroxy nitrates, nitrogen dioxide (NO_2), and chemical aerosols. Primary pollutants typically affect only local areas, while secondary pollutants disperse and travel throughout regions.

Ozone is a pungent, colorless, highly reactive gas that is the main component of photochemical smog. This is a daily occurrence that commonly originates from the pollution emitted primarily by mobile sources. The potential impact ozone can have on human health is significant. The majority of smog experienced in the Rancho Mirage area results from the transport of pollutants from Los Angeles, and San Bernardino counties, as well as from other jurisdictions in Riverside County.

Nitric oxide (NO) and NO_2 , commonly referred to as NO_x , are the two most significant oxides of nitrogen for air pollution. NO_x is formed as a byproduct of combustion and may be imported from air basins to the west, or may increase locally with inversion layers. Carbon monoxide (CO) is a colorless, odorless, toxic gas that is generally produced by the incomplete combustion of carbon-containing fuels. Elevated CO concentrations are generally found along heavily traveled roadways during periods of limited air movement.

Particulate matter refers to small particles, both solid and liquid, such as dust, sand, metallic and mineral particles, road surfacing materials, pollen, smoke, fumes, and aerosols. These various particles are categorized by "settling" characteristics, and those that are 10 microns in diameter or smaller are referred to as PM_{10} . Similarly, particles that are 2.5 microns in diameter or smaller are



Common pollutants in Rancho Mirage and the Coachella Valley.



Common sources of air pollution in the Rancho Mirage area.

referred to as $PM_{2.5}$. Both PM_{10} and $PM_{2.5}$ particles can cause serious health problems, as they can pass through the lung's filtering system, lodge deep in the lung's tissues, and directly irritate these tissues. PM_{10} is considered one of the most prevalent forms of pollution and health impacts in the Rancho Mirage area.

Blowsand Effects

PM_{10} in the Rancho Mirage area comes mostly from locally generated fugitive dust. Each year, winter rains cause erosion of adjacent mountains, and water run-off produces substantial deposits of gravel and sand throughout the major drainage areas in the valley. During the spring months and at other times of the year, persistent and strong winds carry the sand methodically southeast through the center of the valley. This process effectively combines water and wind erosion to generate a wide range of sand and very fine dust.

Sometimes referred to as "blowsand", this natural sand migration produces PM_{10} in two ways: (1) by direct particle erosion and fragmentation (natural PM_{10}), and (2) by secondary effects, such as sand deposits on road surfaces that can be ground into PM_{10} by moving vehicles, and re-suspended in the air by those vehicles (manmade PM_{10}).

Blowing particulate matter is deposited on fabrics, buildings, automobiles, and into respiratory systems. Extensive wind-borne soil can obliterate landscaping and dirty streets. Losses and damage occur to materials and finishes, as blowing sand can pit windshields, destroy finishes, and require additional cleaning and sweeping of exposed areas. Dust on vegetation can suppress plant growth and interfere with respiration through leaves.

Sensitive Receptors

Even the most common pollutants can cause serious detrimental effects. Ozone, particulates, carbon monoxide, and other pollutants pose a very real threat to health and property in the desert. Because of the high median age of residents in Rancho Mirage, many residents are particularly susceptible to respiratory distress from the principal pollutants of concern, ozone, PM_{10} and $PM_{2.5}$. Sensitive receptors include hospitals and nursing homes, schools, residences, and parks.

As stated in the Air Quality and Land Use Handbook published by the California Air Resources Board in 2005, sensitive land uses should not be sited within 500 feet of a freeway due to the potential exposure of large concentrations of traffic related air pollutants, especially diesel particulate matter.

South Coast Air Quality District

Rancho Mirage is located in the portion of the Salton Sea Air Basin that is regulated by the [South Coast Air Quality Management District](#) (SCAQMD). The SCAQMD is responsible for regional planning affecting a variety of issues, including air quality. The SCAQMD is also responsible for development of the regional Air Quality Management Plan, a multi-pronged, multi-tier effort to regulate pollutant emissions from a wide range of sources. The Plan's implementation affects the City and the CVAG regulatory roles, and is also meant to lower the production of ozone/photochemical smog that is transported into the valley.

As of 2016, the Coachella Valley is designated as a serious non-attainment area for PM_{10} . In order to bring the area into compliance, the SCAQMD joined jurisdictions throughout the valley, including Rancho Mirage, and created the [Coachella Valley \$PM_{10}\$ State Implementation Plan](#), which mandates stringent regulation and inspection of PM_{10} generating activities. This plan has been approved by the U.S. Environmental Protection Agency, and CVAG cities are nationally recognized as leaders in the management of PM_{10} . To further facilitate the management programs established in the Plan, the SCAQMD and CVAG have expanded monitoring of weather conditions and pollutant levels. Expansion of the program is expected to help local jurisdictions implement control measures and to substantiate city claims for reimbursement for major wind events.

The City and CVAG have also participated in the development and implementation of the Regional Mobility Element of the Regional Comprehensive Plan developed by the Southern California Association of Governments. Addressing federal and state laws requiring a regional transportation plan, the plan focuses on issues of roadway congestion and air quality management.

Air Quality Goals, Policies, and Programs

It is the responsibility of the SCAQMD, CVAG, and the City of Rancho Mirage to monitor pollutant levels and regulate air pollution sources. With the installation of additional monitoring devices in the Whitewater River, the SCAQMD is collecting data to establish a "naturally occurring" or "background" level for PM₁₀ in the Coachella Valley. This data will allow a more meaningful estimate of manmade PM₁₀ emissions.

GOAL AQ 1

Preservation and enhancement of regional air quality for the protection of the health and welfare of the community as a whole.

POLICY AQ 1.1

The City shall coordinate and cooperate with CVAG and SCAQMD in the ongoing monitoring and management of major pollutants affecting Rancho Mirage and the region, with particular focus on PM₁₀.

PROGRAM AQ 1.1A

Participate, through CVAG and SCAQMD, in the monitoring of all air pollutants of regional concern on a continuous basis, and maintain records of trends in regional air quality. Provide all required reporting for inclusion in SCAQMD's annual report.

PROGRAM AQ 1.1B

Make SCAQMD's Air Quality Management manual available to encourage and facilitate self-regulation to the greatest extent practical.

PROGRAM AQ 1.1C

Coordinate with developers and encourage the phasing and staging of development to assure the lowest

construction related pollutant emission levels practical. Impose mitigation measures, including the use of water trucks and temporary irrigation systems, as well as other measures that will effectively limit fugitive dust emissions resulting from construction or other site disturbance.

PROGRAM AQ 1.1D

Maintain and operate a street sweeping program for public roadways to minimize litter and PM₁₀ emissions.

PROGRAM AQ 1.1E

Encourage private development to utilize street sweeping services for private roadways.

POLICY AQ 1.2

The City shall promote the development of pedestrian-oriented retail centers, as well as community wide multi use trails and bike paths, dedicated bike lanes, and other desirable alternatives to motor vehicle traffic.

POLICY AQ 1.3

The City shall promote the appropriate and cost-effective development and coordination of mass transit/shuttle service linking residential, shopping, resort, and commercial centers of Rancho Mirage, and participate with CVAG, the Southern California Association of Governments, and public and private service providers to improve and optimize regional transportation services.

POLICY AQ 1.4

The City shall encourage the use of clean alternative energy sources for transportation, heating, and cooling whenever practical.

PROGRAM AQ 1.4A

Consider the use of compressed natural gas and electric powered vehicles, as well as other alternative and/or renewable energy sources to the extent cost-effective.

PROGRAM AQ 1.4B

Require the installation of electric vehicle charging stations, as a ratio of total required parking, for new commercial projects.

POLICY AQ 1.5

The City shall review all development proposals for potential adverse effects on air quality and require mitigation of any significant impacts.

PROGRAM AQ 1.5A

Conduct an initial study and, as appropriate, require detailed air quality analyses for all applications that have the potential to adversely affect air quality.

PROGRAM AQ 1.5B

Require projects with the potential to generate significant levels of air pollutants to incorporate air pollution mitigation in their design and operation, and to utilize the most advanced technological methods feasible.

PROGRAM AQ 1.5C

To the extent feasible, monitor the effectiveness of transportation management programs of employers, which may include coordinated carpooling, off-peak shift times, employee flex time, and other components. As future demand warrants, promote and support the development of a "Park and Ride" program to decrease existing and future traffic levels in the community.

PROGRAM AQ 1.5D

Require all building, both residential and commercial, to be electric vehicle charging station ready.

PROGRAM AQ 1.6D

The City shall require air quality studies for projects that are proposed within 500 feet of I-10, and which include sensitive receptors.

POLICY AQ 1.6

The City shall strive towards achieving a level-of-service C (see [Circulation Element](#)) on all roadways to improve traffic flow, minimize idling time, and reduce air emissions.



7 Noise

Purpose

Rancho Mirage generally enjoys a quiet noise environment, with existing community noise being dominated by highway and local traffic, intermittent aircraft flyovers, and commercial operations. The Noise Element is intended to help align the community's various land uses with the existing and future noise environment and thus ensure that any negative effects of noise are minimized or completely avoided.

Low noise levels are considered to be a major economic asset of Rancho Mirage's resort and residential atmosphere. As development continues, the City shall carefully review proposals to ensure that land uses incompatible with the noise environment are avoided. It is the purpose of this element to identify noise problems in Rancho Mirage and the SOI and to minimize future noise impacts resulting from continued growth.

Background

Excessive noise levels are not only an annoyance, but can potentially create a significant health threat resulting in temporary or permanent hearing loss and mental distress. The noise environment can also have a profound influence on the quality of life enjoyed by residents and visitors.

Understanding Noise

The principal characteristics of sound are its loudness (amplitude) and frequency (pitch). The frequency of a sound is significant because the human ear is not equally sensitive to all frequencies. At low frequencies, characterized as a rumble or roar, the ear is not particularly sensitive. At higher frequencies, as with a screech or a whine, the ear is much more sensitive. Sound is measured in units of the decibel (dB). To reflect the sensitivity of the human ear to varying frequencies, an A-weighted decibel scale (dBA) is typically used to measure the perceived loudness of a sound.

Noise refers to sound pressure variations audible to the ear. The audibility of a sound depends on the amplitude and frequency of the sound and the individual's capability to hear the sound. Whether the sound is judged as noise depends largely on the listener's current activity and attitude toward the sound source, as well as the amplitude and frequency of the sound. Noise increases of less than 3 dBA are not noticeable to most people, and an increase in sound levels of 10 dBA is generally perceived as a doubling of sound. Examples of the decibel level of various noise sources are shown in [Exhibit 17](#).

Ranges and Effects of Noise

The most common sounds vary between 40 dBA (very quiet) and 100 dBA (very loud). Normal conversation at three feet away is roughly at 60 dBA, and loud engine noises can be as loud as 110 dBA. The higher level can cause serious discomfort. Physical health, psychological well-being, social cohesion, property values, and economic productivity can all be affected by excessive amounts of noise.

The effects of noise on people can be grouped into three general categories: subjective effects, such as annoyance and nuisance; interference with activities such as conversation and sleep; and physiological effects, for example, a startle or hearing loss. Adverse reactions to noise generally increase with an increase in the difference between background or ambient noise and the noise generated from a particularly intrusive source such as a barking dog, traffic, aircraft or industrial operations. In most situations, noise control measures must reduce noise by 5 to 10 dBA in order to effectively lower the perceived sound.

Community noise is generally measured using the Community Noise Equivalent Level (CNEL), which is a 24-hour weighted average noise level. Noise that is loud or has a short duration (e.g.,

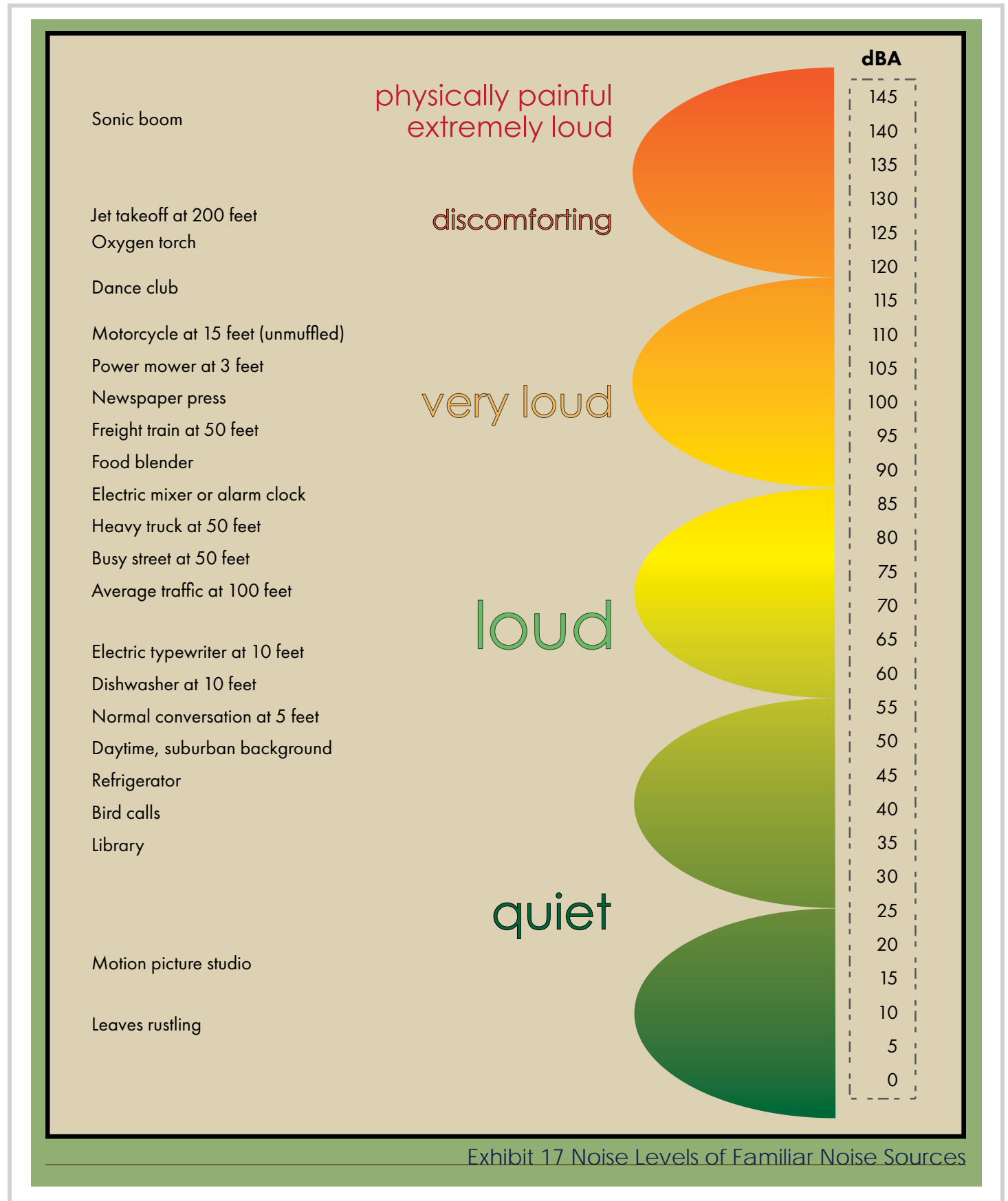


Exhibit 17 Noise Levels of Familiar Noise Sources

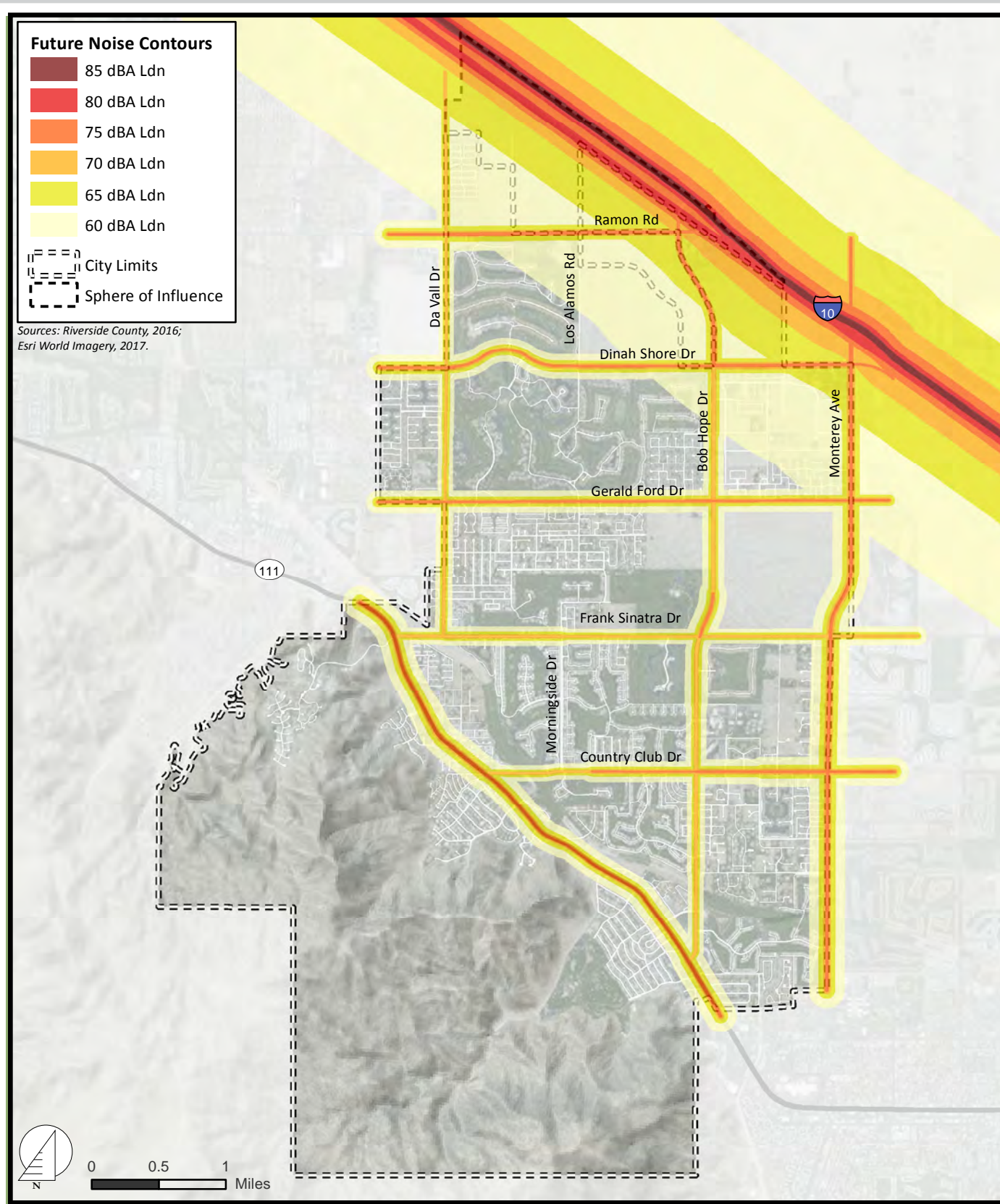


Exhibit 18 Future Noise Contours

barking dogs and low flying aircraft) may be disruptive, but generally has little impact upon the CNEL because it does not last long.

Existing Community Noise Environment

In Rancho Mirage as in most Coachella Valley communities, the primary source of noise arises as a consequence of motor vehicle traffic. To a lesser but occasionally substantial degree, aircraft traffic is intrusive and contributes to the noise environment. The I-10/Southern Pacific Railroad corridor has a substantial impact on the northern portion of Rancho Mirage and the SOI. Other sources of community noise include mechanical equipment serving commercial land uses, resorts, and major institutions.

Motor Vehicle Noise

The principle noise source measured in the community is vehicular traffic, including automobiles, trucks, buses, and motorcycles. The level of noise generated by vehicular traffic generally varies according to the volume of traffic, the percentage of trucks, average traffic speed, and condition and composition of the roadway surface.

I-10 and Southern Pacific Railroad Lines

In addition to traffic along Highway 111 and the other major arterial roadways, both the incorporated areas of Rancho Mirage and the SOI are impacted by rail and vehicular traffic associated with the Southern Pacific Railroad line and I-10. While trains passing provide intrusive noise events, this only occurs periodically and has a limited duration. The influence of traffic noise from I-10 is more significant and increases at night with the persistent volume of truck travel.

Aircraft Noise

Aircraft noise impacting the community emanates from commercial and general aviation operations at the Palm Springs International Airport, located northwest and frequently directly upwind of Rancho Mirage. The Palm Springs Airport Master Plan and Part 150 Noise Compatibility Study evaluated airport operations, monitored portions of the noise environment, and projected future noise im-

pacts from planned expansions and increased operations. Flight tracks or patterns aircraft are assumed to follow in the noise study indicate limited overflights in Rancho Mirage.

Stationary Noise Sources

In addition to noise generated by vehicular traffic and aircraft, stationary noise generators in Rancho Mirage could create significant noise related conflicts. Acoustically unscreened operations such as loading and materials transfer for stores and businesses can raise issues of impact and compatibility. Another important source of potentially significant noise is from the operation of mechanical equipment, including chillers, refrigerator units and heating/air conditioner equipment associated with commercial centers. The constant hum associated with fans and compressors can impact the enjoyment of the outdoors and adversely affect the quality of life. Substantial progress has been made in noise analysis and mitigation through careful equipment design and ever improving baffling and noise cancellation technologies. Certain outdoor uses, such as concerts at the Rancho Mirage Amphitheater in Rancho Mirage Community Park and outdoor athletic events at Rancho Mirage High School, can also generate significant stationary noise.

Noise Assessment and Modeling

To understand and evaluate the impacts of land use patterns, traffic, and individual developments on the noise environment, a variety of data has been collected and existing and future impacts have been modeled. Projected noise contours for Rancho Mirage's roadways and freeways at buildout are presented in Exhibit 18.

Future noise impacts to the community are expected to be primarily generated by increasing traffic volumes. The Circulation Element provides information from which future traffic volumes on major roadways can be extracted. The average posted speed limits and a percentage mix of light and heavy truck traffic along the roadways are included in the modeling data. This information was collected through City and Coachella Valley Association of Governments-conducted traffic counts and those specifically conducted for General Plan traffic modeling. Noise impacts were estimated using computer modeling and the noise contour map was updated to reflect the increased traffic volumes.

It is important to note that the placement of noise barriers and special attention to project-specific site design may substantially reduce noise to levels below what is shown on the contour maps. These maps are considered, therefore, to be conservative and should be used for screening purposes only. Design criteria potentially affecting roadway engineering and traffic noise include differences in final grade between the roadbed and the top of walls, spacing of intersections, setbacks and parkway widths, roadway composition, and other considerations.

Managing the Noise Environment

A variety of strategies are available for managing Rancho Mirage’s noise environment and preserving those qualities of peace and quiet that are essential and highly valued community assets. Land use planning, transportation planning, project design mitigation, and acoustic barriers can all be applied to address noise compatibility issues.

In areas subject to significant or potentially significant noise impacts, site planning and design standards provide direct and integrated noise impact mitigation. Applied mitigation measures may include, but are not limited to, the use of buffer zones consisting of earthen berms, walls, and landscaping between sensitive land uses and roadways and other noise sources. In addition, site planning and building orientation can shield outdoor living spaces and orient operable windows away from roadways. Effective acoustic materials can also be incorporated into building windows and walls that adequately reduce outdoor noise.

Noise Ordinance

The City’s Municipal Health and Safety Code set forth standards, guidelines, and procedures concerning the regulation of noise in Rancho Mirage. Section 8.45 of the Municipal Code cites the value and importance given by residents, visitors, and businesses to the exceptional quality of life and peace and quiet of the community. The Rancho Mirage Noise Ordinance provides definitions of key terms and defines exterior noise level standards on a time-of-day basis along with adjustments for intensity and duration. The noise standards in the General Plan are intended to guide the location of future noise generators and sensitive land

uses. The appropriate exterior noise standards are identified in Table 35. Interior noise standards are provided by State Noise Insulation Standards (California Administrative Code, Title 24), which require residential structures to limit noise from exterior sources to 45 dBA in any habitable room.

TABLE 35 EXTERIOR NOISE LIMITS

| TYPE OF LAND USE | TIME INTERVAL | CNEL (dBA) |
|--|---------------|------------|
| Residential, low-density | 7 am to 6 pm | 55 |
| | 6 pm to 10 pm | 50 |
| | 10 pm to 7 am | 45 |
| Residential, medium and high-density Hospital Open space | 7 am to 6 pm | 60 |
| | 6 pm to 10 pm | 55 |
| | 10 pm to 7 am | 50 |
| Commercial office Resort commercial, mixed use Institutional | 7 am to 6 pm | 65 |
| | 6 pm to 10 pm | 60 |
| | 10 pm to 7 am | 55 |
| Commercial neighborhood General commercial Commercial recreation | 7 am to 6 pm | 70 |
| | 6 pm to 10 pm | 65 |
| | 10 pm to 7 am | 60 |

SOURCE: RANCHO MIRAGE NOISE ORDINANCE



Exhibit 19 Noise Terminology

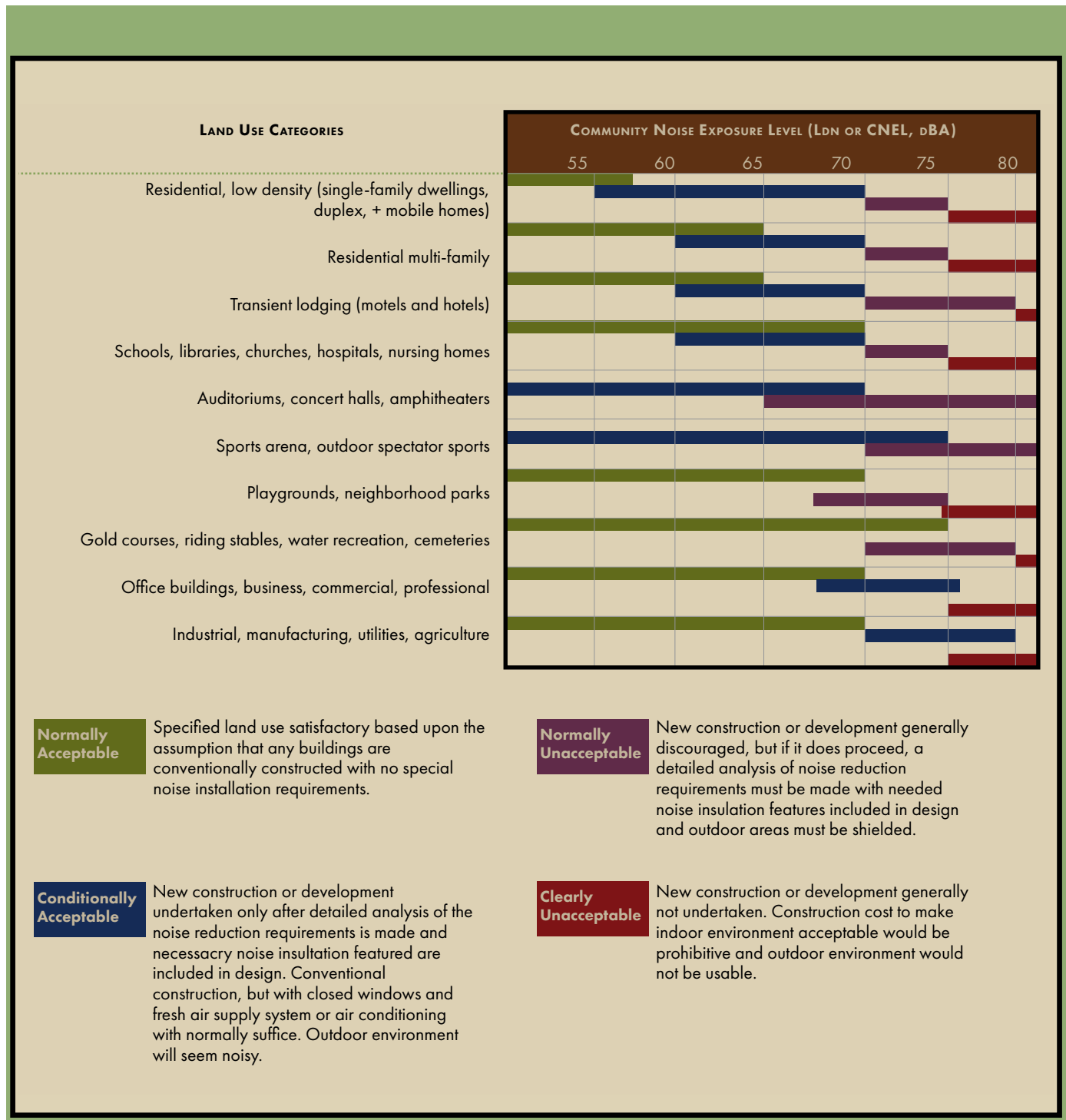


Exhibit 20 Noise Level and Land Use Compatibility

Noise and Land Use Compatibility

In California, a CNEL of 65 dBA is used as a standard for maximum outdoor noise levels in residential areas. To assist the City in the planning compatible uses, a range of exterior noise thresholds for various land uses have been developed and are provided in Exhibit 20. Particularly sensitive land uses include residences, schools, libraries, churches, hospitals and nursing homes, and destination resort areas. In addition, parks, golf courses, and other outdoor activity areas can be sensitive to noise disturbances. Less sensitive land uses include commercial uses, conventional hotels and motels, and playgrounds. Least sensitive to noise are heavy commercial uses, transportation, communication, and utility land uses.

Noise Goals, Policies, and Programs

Generally, Rancho Mirage enjoys a quiet noise environment consistent with the city's character as a resort residential community. The city is impacted, however, by highway and major roadway noise sources. By following the policies and programs listed below, Rancho Mirage will ensure compatible development, protect noise sensitive land uses, and minimize the effects of excessive and nuisance noise. Future efforts should focus on the preservation of the peaceful and quiet atmosphere.

Existing and future noise abatement and mitigation will have varying levels of effectiveness, depending upon the noise type and source, site conditions, geography, and land uses. Noise issues have been carefully considered in the development of the Land Use Element and Land Use Plan. Zoning designations provide another level of land use control. Designations assure appropriate uses near significant noise sources and development standards and guidelines that will reduce impacts and enhance compatibility. The Circulation Element has also been designed, where possible, to protect the city's residential areas from excessive traffic noise and to assure compatible noise levels.

GOAL N 1

A noise environment providing peace and quiet that complements and is consistent with Rancho Mirage's resort residential character.

POLICY N 1.1

Land use patterns, associated traffic and its distribution, and individual developments shall be assessed for their potential to generate adverse and incompatible noise impacts. Noise exceeding normally acceptable levels shall be appropriately mitigated.

PROGRAM N 1.1A

Expand the City's Noise Ordinance to include noise exposure thresholds triggering project-specific noise impact studies. Provide development standards and project design guidelines that include a variety of mitigation measures that can be applied to meet City standards.

PROGRAM N 1.1B

Develop and utilize an outline of minimal requirements for noise studies for future development projects. Studies shall analyze project impacts and the effectiveness of proposed mitigation measures.

POLICY N 1.2

Noise sensitive land uses, including residences, resorts, community open space, schools, libraries, churches, hospitals, and convalescent homes, shall be protected from high noise levels emitted by both existing and future noise sources.

PROGRAM N 1.2A

On a project-specific basis, apply noise mitigating site planning and require the installation of sound walls, earthen berms, wall and window noise insulation, and/or other mitigation measures in areas exceeding the City's normally acceptable noise limits.

POLICY N 1.3

Project designs shall be required to include measures that assure that interior noise levels for residential development do not exceed 45 dBA CNEL.

PROGRAM N 1.3.A

In areas subject to exterior noise levels exceeding 65 dBA CNEL, the City shall require new residential development, upon construction, to demonstrate compliance with all applicable noise level limits at project completion.

POLICY N 1.4

Land uses allowed adjacent to Rancho Mirage's major arterial roads and highways, or the Southern Pacific Railroad/I-10 corridor, should generally be limited to those that are compatible with higher noise levels to maximize noise-related land use compatibility.

POLICY N 1.5

Develop and maintain a circulation plan that is consistent with the resort residential character of Rancho Mirage, avoids impacts to existing and planned sensitive receptors/uses, and provides fixed routes for existing and future truck traffic.

PROGRAM N 1.5.A

Employ noise mitigation practices, as necessary, when designing future streets and highways, and when improvements occur along existing road segments. Mitigation measures should emphasize the establishment of natural buffers or setbacks between the arterial roadways and adjoining noise-sensitive areas.



A quiet setting in a planned residential community.



8 Safety

Introduction

The Safety Element addresses natural and manmade environmental hazards that might occur in Rancho Mirage and surrounding areas. It provides information, goals, policies, and programs to protect the general health, safety, and welfare of the community from seismic, geological, flood, hydrology, and hazardous and toxic materials events. The assessment of and planning for these hazards and the constraints that manage them is the primary purpose of the Safety Element. The policies and programs of this element should also be coordinated with the Public Services and Facilities Element, which includes a discussion of emergency services and facilities and the City's Emergency Preparedness Plan.

Geotechnical Hazards

Purpose

Rancho Mirage and the SOI are located in an area subject to substantial seismic and geological hazards such as strong ground shaking, seismic-induced settlement, seismic-induced landslides, collapsible and expansive soils, ground subsidence, and wind-blown sand hazards. These seismic and geological hazards can affect the structural integrity of buildings and utilities and, in turn, cause severe property damage and potential loss of life.

The purpose of the Geotechnical Hazards section, in the following pages, is to provide information, goals, policies, and programs to protect the general health, safety, and welfare of the residents of Rancho Mirage relative to seismic and other geotechnical hazards. It also serves to educate the community about seismic and related geologic hazards.

Background

Major Fault Hazards in the Rancho Mirage Area

Rancho Mirage is located in an area with numerous active faults. At least two active faults lie close to Rancho Mirage's northern edge

and SOI, but are north of I-10 and outside of the City's jurisdictional boundaries. These are the Banning fault and the Garnet Hill fault. Both fault zones are capable of causing damage to Rancho Mirage. Other faults in the region, such as the San Andreas, San Jacinto, and San Geronio Pass faults, also have the potential to produce strong seismic shaking in Rancho Mirage. Ground shaking during an earthquake is the most significant seismic hazard that will impact Rancho Mirage. Exhibit 21 shows the faults surrounding the city.

The most important piece of legislation related to seismic hazards is the Alquist-Priolo Earthquake Fault Zoning Act, which prohibits locating structures for human occupancy across active fault lines until geotechnical investigations determine that a prospective site is safe for habitation. The Act also requires cities to disclose to the general public areas that are subject to seismic hazards, by means of maps and other appropriate materials.

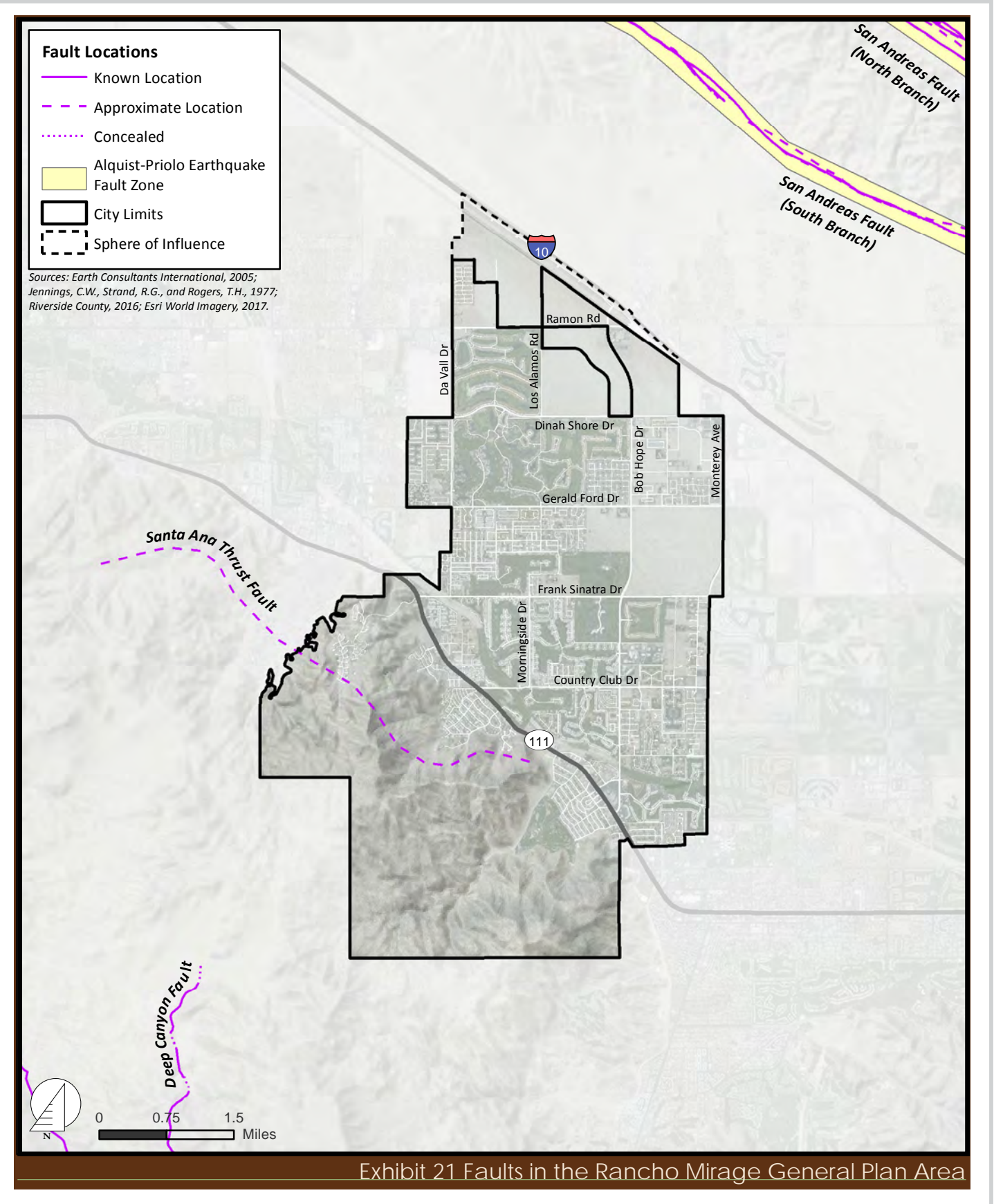
An effective seismic hazard reduction program should include the identification and mapping of geologic and seismic hazards, the enforcement of building and fire codes, and the expedient retrofitting and rehabilitation of weak structures. Programs should also be developed to help residents provide for themselves and their families in the aftermath of an earthquake.

Other Seismically Induced Hazards

In addition to direct effects such as ground rupture and ground acceleration, other seismically induced and geological hazards can injure people and damage structures. These hazards include liquefaction, dynamic settlement, landslides, and inundation.

Liquefaction

Liquefaction may occur when loose, unconsolidated, saturated, sandy soils are subjected to ground vibrations during a seismic event. This occurs in areas where the groundwater table is within 50 feet of the ground surface and when seismic events occur that generate a Modified Mercalli Intensity value of seven or greater.



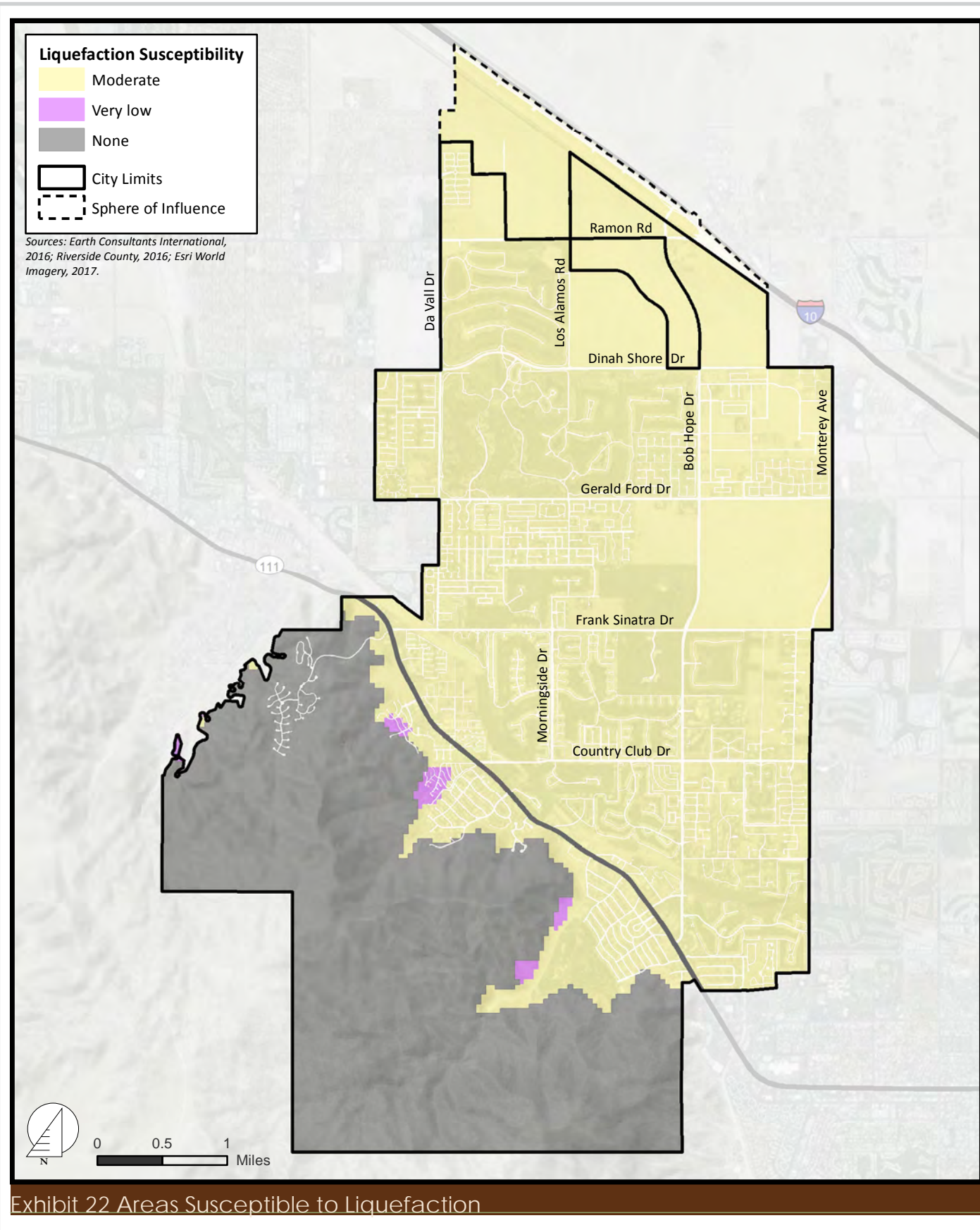


Exhibit 22 Areas Susceptible to Liquefaction

Significant ground shaking can suddenly increase water pressure in the pores between soil particles and cause soils to lose cohesion and to “liquefy.” Effects include a loss of bearing strength, ground oscillations, and lateral spreading and slumping. This hazard is considered low in the Rancho Mirage area, principally because the approximate depth to groundwater is greater than 50 feet.

Liquefaction may occur in or adjacent to the Whitewater River if the near-surface alluvial sediments become saturated as a result of precipitation or the recent input of surface water from the adjacent mountains. However, water percolates rapidly through alluvial materials, so the likelihood of an earthquake occurring while these sediments are saturated in the upper 50 feet is very low. Areas of liquefaction susceptibility are shown in Exhibit 22.

Dynamic Settlement

Under some circumstances, strong ground shaking can cause densification or compaction of soils resulting in local or regional settlement of the ground surface. This can result in local differential settlement and damage to foundations and structures, as well as damage to water and sewer lines. This potential is affected by the intensity and duration of ground shaking and the relative density of the subsurface soils.

Windblown sands and other recently deposited sediments are typically loose and, therefore, potentially subject to seismically induced settlement. In the planning area, development on the valley floor or on wind or stream deposited sediment should include site-specific subsurface geotechnical investigations that address this potential seismic hazard. Proper excavation, compaction, and foundation design can address some of the seismic settlement potential. Seismically induced settlement susceptibility is shown in Exhibit 23.

Landslides

Exhibit 24 shows how seismically induced landslides and rock falls can be expected to occur in the southern portion of Rancho Mirage in and adjacent to the slopes of the Santa Rosa Mountains. With several faults in the area, there is a high potential for seismically induced rock falls and landslides to occur in Rancho Mirage. Fractures and landslides are likely to occur in the Indio Hills area, in the ocotillo conglomerate. Intense ground shaking can be expected at

the top of Edom Hill as a result of the local topographical features, thereby intensifying the seismic shaking.

Scattered rock falls could occur in the Santa Rosa Mountains, in areas where the bedrock is intensely fractured or jointed. Sections of Highway 111 adjacent to the Santa Rosa Mountains could be blocked by fallen rock debris immediately following an earthquake, which would hinder rescue and evacuation operations. Rock falls could also impact developments adjacent to mountain slopes, especially those at the mouth of Magnesia Springs and Bradley Canyons. Throughout Rancho Mirage, manufactured slopes of significant height could also be susceptible to failure if not engineered to resist seismically induced failure.

Inundation

Seismic events can cause failure of water tanks, reservoirs, retention basins, recharge basins, and other water storage structures, especially in areas susceptible to ground failure. There are several storage tanks in Rancho Mirage that could be subject to damage in an earthquake. Damage to these tanks could hinder efforts to suppress fires and could greatly limit supply and availability of potable water after a major earthquake. Only limited opportunities for seismically induced inundation downgrade of stormwater retention basins currently exist in Rancho Mirage. As there are few stormwater retention basins in Rancho Mirage and its vicinity, this hazard is substantially reduced, if not eliminated. The design engineering of future major detention/retention facilities will need to focus on the seismic hazards of the area when planning for and constructing these facilities.

Geologic Hazards

The physiographic and geologic histories of the Rancho Mirage area are important in that to a great extent they control the geologic hazards, as well as the natural resources, in Rancho Mirage. These hazards include collapsible soils, ground subsidence, wind erosion, and wind-blown sand. For example, wind-blown sand erosion poses a significant hazard across the Coachella Valley due to funneling of fierce winds by the steep mountain barriers. Locations at the base of the mountains are more sheltered from this hazard, but areas in and adjacent to the mountains are more likely to be impacted by rock falls and unstable slopes. Regional tectonic subsidence along the valley floor, concurrent with uplift of the adjacent mountains, is re-

sponsible to a great extent for the rapid deposition of poorly consolidated alluvium that is susceptible to consolidation and/or collapse. On the other hand, the deep alluvium-filled basin, which is bounded by relatively impermeable rock and faults, provides a natural underground reservoir (aquifer) for groundwater, one of Rancho Mirage’s primary sources of domestic water. The extraction of water from these aquifers may cause the ground to settle or sink.

Collapsible Soils

The composition of soils in the area is an important factor of the geological conditions in Rancho Mirage. The potential for soils to collapse or expand can cause damage to structures. Soil collapse typically occurs in recently (Holocene) deposited sediments laid down by wind or water. When saturated, collapsible soils undergo a rearrangement of their grains and a loss of cohesion or cementation, resulting in a substantial and rapid settlement even under relatively low loads. The alluvial and aeolian sediments in the planning area are prone to collapse, and this propensity should be evaluated on a site-specific basis as part of geotechnical studies for development. Mitigation can be accomplished through a variety of design and construction methods.

Ground Subsidence

Ground subsidence is the gradual settling or sinking of the ground surface with little or no horizontal movement. Several regions of subsidence have been documented in Riverside County – all of them in deep, alluvium-filled valleys. In most cases, subsidence was attributed to declining groundwater levels. Regional subsidence from groundwater withdrawal is a potential hazard that the City can proactively mitigate by supporting the proper management of the groundwater supplies, creating water conservation programs, encouraging water recycling, and educating the public. With the expected increases in population, overdraft of the aquifers underlying the Coachella Valley will be one of the most serious challenges in maintaining the region’s environmental quality.

Wind Erosion and Wind-Blown Sand

Most of Rancho Mirage is highly susceptible to wind erosion. The geomorphology of the Coachella Valley, its extreme aridity, and the marine air masses funneled from the west through the San Geronio Pass conspire to create strong and persistent winds in the valley. These strong winds have been blowing and redistributing sand deposits in the area for thousands of years. Lands disturbed by flooding, grading, or agricultural activities, therefore, are subject to significant erosive forces that suspend fine dust and transport sand over great distances.

In addition to damaging vehicles, structures, and other improvements, blowing sand collects on streets, in driveways, and in other areas where it must be removed at considerable expense. The presence of dust particles in the air is also a source of major health problems, as atmospheric dust causes respiratory discomfort and may carry pathogens that cause eye infections and skin disorders. Dust storms reduce highway and air traffic visibility. Exhibit 25 shows the wind erosion hazard zones occurring in Rancho Mirage and the SOI.

Mitigation measures currently used in Rancho Mirage focus on the application of the [Coachella Valley PM₁₀ State Implementation Plan](#). Some other physical measures used in the area include hedges, walls, and other barriers to wind. Water is typically sprayed at construction sites to reduce dust in the air by weighing down the soil.

Development projects and individual structures can be designed to protect occupants and property from the damage of blowing sand. Vegetation covers, such as a desert hydroseed mix, can reduce wind erosion of the topsoil, but these efforts are only partially effective in mitigating the wind erosion hazard. Furthermore, grass requires intense watering to thrive, and in an area where water is such a vital commodity, the need for water preservation needs to be weighed against the need to control airborne dust.

Richter Scale

EARTHQUAKES ARE TYPICALLY DEFINED BY THEIR MAGNITUDE AS MEASURED ON THE RICHTER SCALE. EACH WHOLE NUMBER STEP IN MAGNITUDE ON THE SCALE REPRESENTS A TENFOLD INCREASE IN THE AMPLITUDE OF THE WAVES ON A SEISMOGRAM AND ABOUT A 31-FOLD INCREASE IN ENERGY RELEASED. AS AN EXAMPLE, A 7.5 MAGNITUDE EARTHQUAKE IS 31 TIMES MORE POWERFUL THAN A 6.5 MAGNITUDE QUAKE.

Mercalli Scale

THE MODIFIED MERCALLI INTENSITY SCALE IS A MORE USEFUL MEASURE OF THE DAMAGE POTENTIAL OF EARTHQUAKES, AND IS BASED UPON PEOPLE’S REACTIONS TO A QUAKE, OBSERVED DAMAGE TO STRUCTURES, AND OTHER PHYSICAL EFFECTS.

THERE ARE TWELVE LEVELS OF INTENSITY IN THIS SCALE, RANGING FROM I (TREMOR NOT FELT) TO VII (HEAVY DAMAGE TO POORLY BUILT STRUCTURES) TO XII (DAMAGE IS NEAR TOTAL).

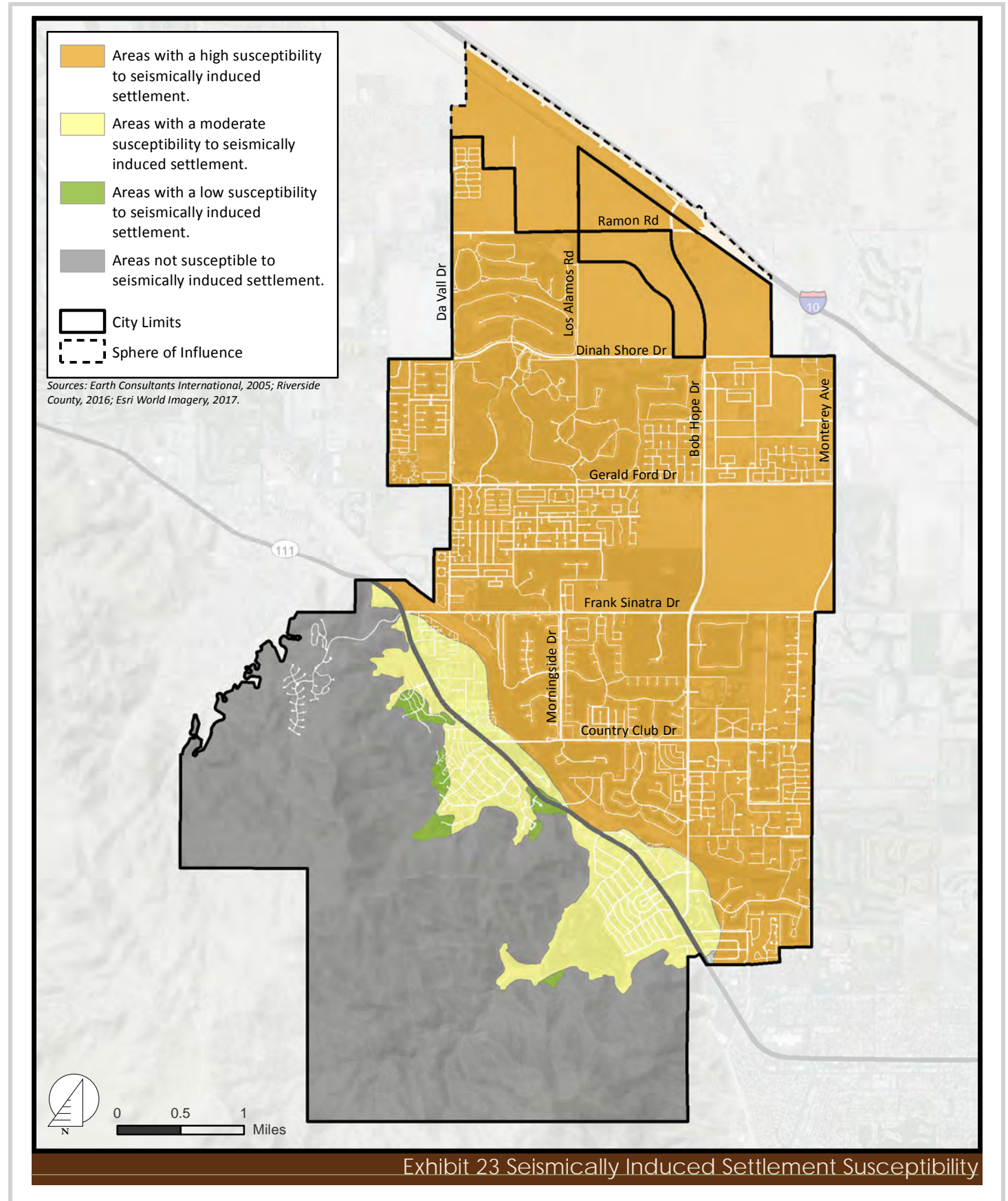


Exhibit 23 Seismically Induced Settlement Susceptibility

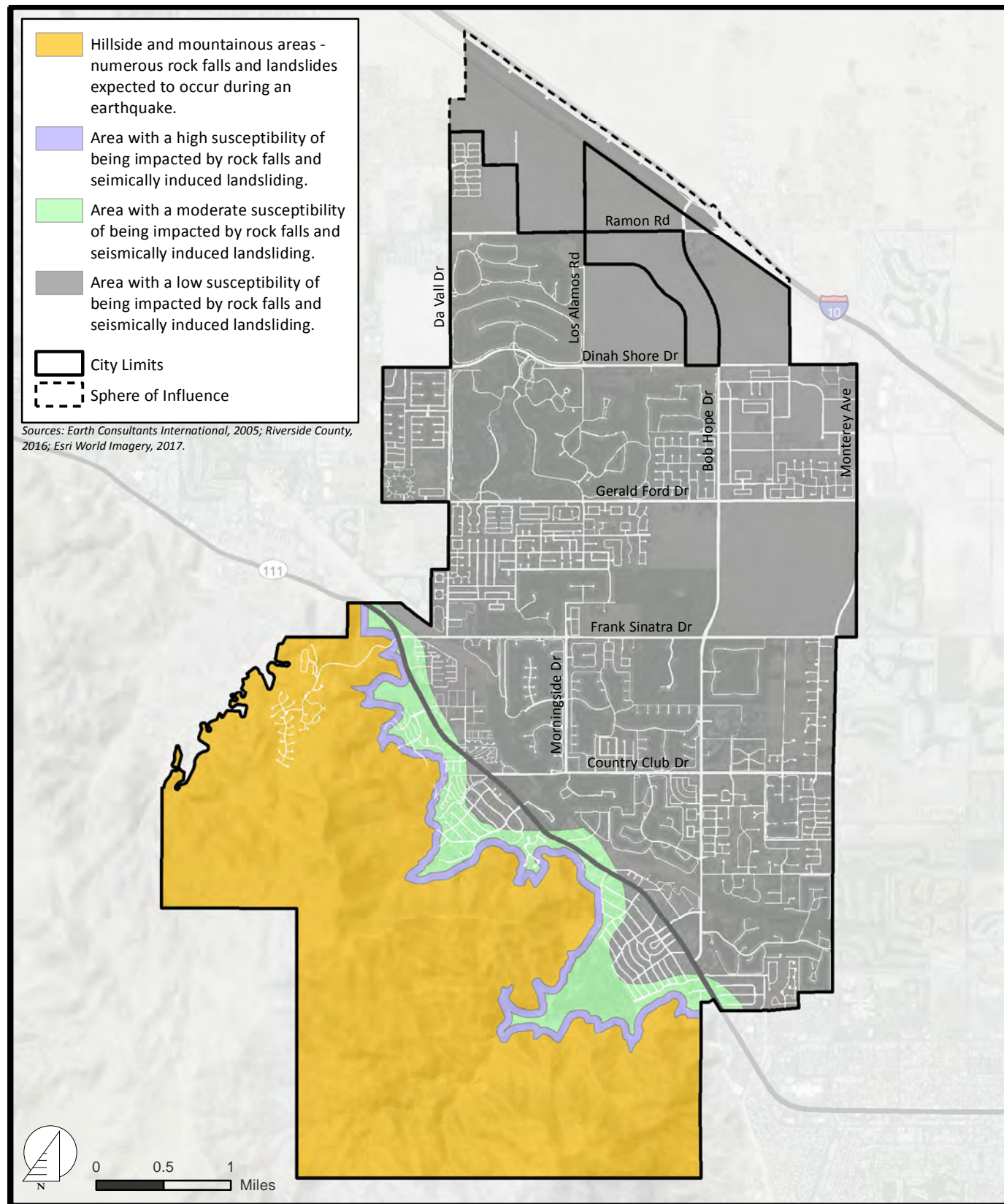


Exhibit 24 Seismically Induced Rock Falls and Landslide Susceptibility

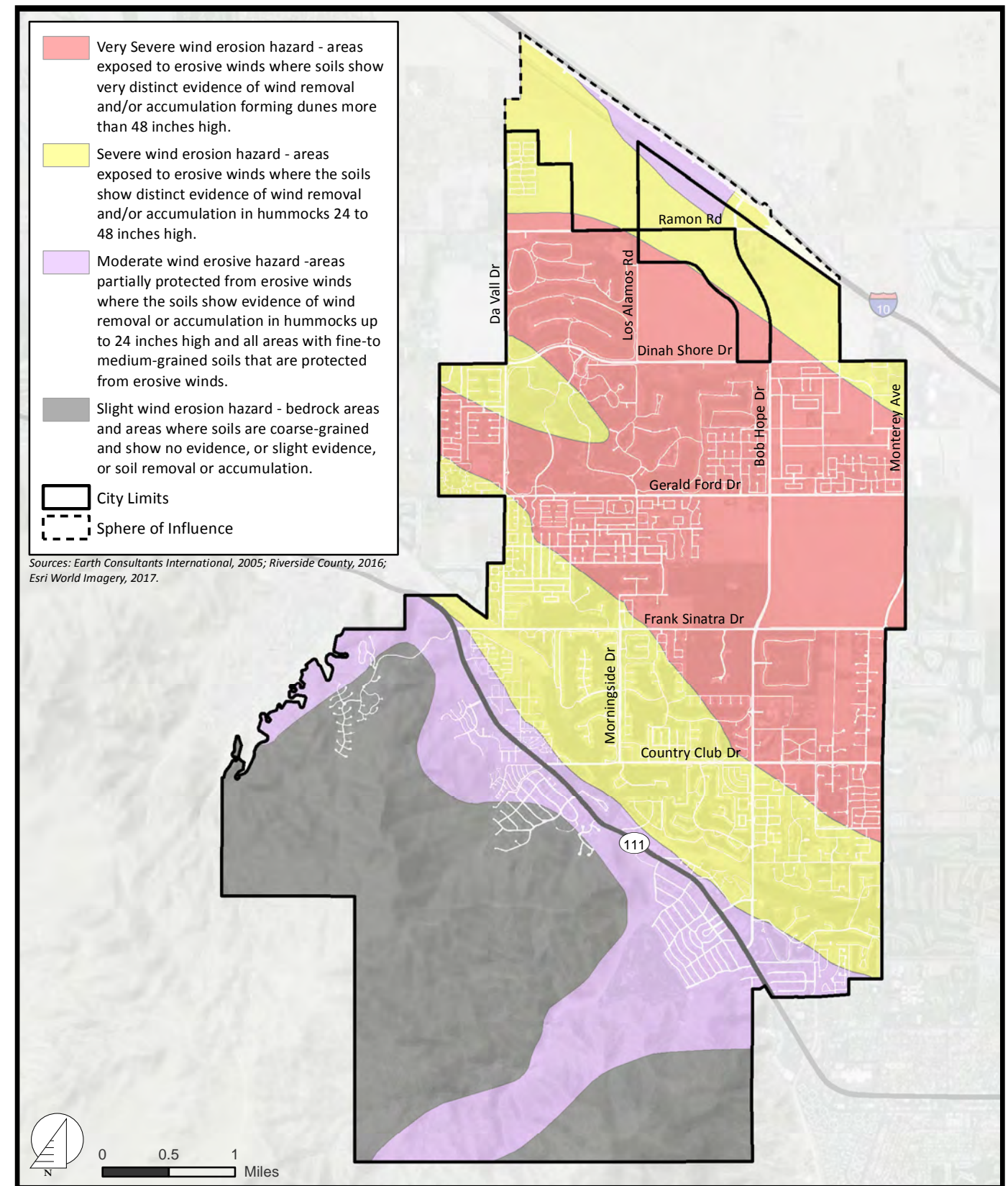


Exhibit 25 Wind Erosion Hazard

Open Space for Public Health and Safety

An important function of open space is its use as a buffer to separate people and buildings from hazards that could cause injury, damage, or death. Open space for public health and safety includes areas requiring special management or regulation because of hazardous or special conditions such as earthquake fault zones, unstable soil or slope areas, flood plains, watersheds, areas presenting high fire risks, areas required for the protection of water quality and water reservoirs, and areas required for the protection and enhancement of air quality. Although these lands remain open to mitigate potential hazardous situations, they have potential for other uses. Land along fault lines can be retained in its natural condition as a wildlife corridor, and flood control facilities may be usable for natural open space, wildlife habitat, and recreation.

OPEN SPACE FOR PUBLIC HEALTH AND SAFETY GOALS, POLICIES, AND PROGRAMS

The development review process performed by the City must assure that proposals are thoroughly evaluated with regard to seismic and geological safety, that all necessary special studies are conducted and reviewed, and that comprehensive mitigation measures are developed and implemented. Developing a groundwater management and water conservation program and encouraging the use of recycled water will be important in mitigating ground subsidence. The City should also work with state, regional, and county agencies to establish and maintain an up to date database on seismic geological conditions in the region, legislation affecting the City's regulatory responsibilities, and changing technical assessments that refine or re-characterize the seismic hazards affecting the region.

GOAL SAFE 1

A community that plans for and is protected from the effects of seismic and geological hazards.

POLICY SAFE 1.1

The City shall consult and cooperate with surrounding communities and applicable state and federal agencies to improve and update information on regional seismic and geological conditions.

PROGRAM SAFE 1.1A

Coordinate with the California Division of Mines and Geology and the United States Geological Survey to establish and maintain maps illustrating the location of seismic and geological hazard zones occurring in Rancho Mirage's boundaries and the SOI.

PROGRAM SAFE 1.1B

Coordinate with the National Earthquake Hazard Reduction Program of the Federal Emergency Management Agency to identify earthquake risks and available mitigation techniques.

POLICY SAFE 1.2

The City shall establish ordinances and guidelines to reduce the hazards from wind-blown sand and dust.

PROGRAM SAFE 1.2A

Coordinate with the SCQAMD and other local agencies to develop and maintain appropriate large particulate (PM₁₀) mitigation practices.

POLICY SAFE 1.3

The City shall require the removal or rehabilitation of hazardous or substandard structures that may collapse in the event of an earthquake.

POLICY SAFE 1.4

The City shall cooperate and coordinate with public and quasi-public agencies to assure seismically strengthened or relocated facilities and other appropriate measures to safeguard water, electricity, natural gas, and other transmission and distribution systems.

PROGRAM SAFE 1.4A

Encourage and cooperate with Caltrans to stabilize susceptible slopes and strengthen bridges, elevated roadways and other structures along state highways, which may be subject to failure during major seismic events, thereby isolating portions of the community from emergency aid and assistance.

POLICY SAFE 1.5

The City shall play an active role in the development or distribution of earthquake preparedness information and materials to residents and local businesses.

PROGRAM SAFE 1.5A

Confer and cooperate with local utility companies, the CVWD, the Palm Springs Unified School District, police and fire departments, and others to coordinate public education regarding appropriate action before, during, and after earthquakes and other disasters.

PROGRAM SAFE 1.5B

Keep the City's public awareness programs on natural disaster management and emergency preparedness up-to-date on current hazards and issues.

POLICY SAFE 1.6

New septic tank leach fields, seepage pits, drainage facilities and heavily irrigated areas shall be located away from foundations and other structural supports

to minimize the creation of a localized collapse of soils and associated hazards.

POLICY SAFE 1.7

Developers of projects in areas identified as being subject to a rockfall or landslide hazard shall prepare detailed geotechnical analysis, including site response to seismic events, and require mitigation measures that reduce associated hazards to insignificant levels.

PROGRAM SAFE 1.7A

Require design of engineered slopes to resist earthquake-induced failure.

PROGRAM SAFE 1.7B

Require design of lifelines (e.g., roadways, utilities, railroads) that cross a fault to resist the occurrence of a fault rupture.

POLICY SAFE 1.8

The City shall encourage the incorporation of wind barriers, architectural design or features, and drought resistant ground coverage in new development site designs to mitigate the impacts from erosion and wind-blown sand.

POLICY SAFE 1.9

Where appropriate, hazard zones (earthquake fault lines, floodways and floodplains, steep or unstable slopes, etc.) shall be designated as open space, and incorporated into the General Plan land use map.

Flooding and Hydrology Hazards

Purpose

Rancho Mirage and surrounding areas, like most of southern California, are subject to unpredictable seasonal rainfall. Most years, the scant winter rains are barely sufficient to turn the hills green for a few weeks, but every few years the region is subjected to periods of intense and sustained precipitation that result in flooding. The potential for flooding is a safety concern that the City continues to address. It is the intention of the City to plan and implement the phased development of flood control facilities, both project-specific and citywide. Provisions for open space and multiple uses, wildlife, and pedestrian and equestrian corridors in major drainages are also planned.

Background

Desert Conditions and Flood Hazards

Rancho Mirage and the Coachella Valley enjoy a subtropical desert climate. Mean annual rainfall is very low on the desert floor, ranging from four to six inches per year. On average, nearby Mount San Jacinto experiences of 25.3 inches of rainfall annually. High intensity thunderstorms and tropical storms can occur suddenly, however, creating flood hazards. Although the ground may be generally dry at the beginning of a storm, sufficient amounts and intensities of rainfall can saturate the desert surface and substantially reduce percolation, pushing the water farther downstream. Development also increases runoff by creating large areas of impervious surface. Furthermore, increased runoff upstream can be a significant contributor to downstream damage.

Areas of potential flooding are generally associated with the Whitewater River and its tributaries, mountain canyons, and their alluvial fans, as well as runoff associated with the Indio Hills drainage (including Edom Hill). [Exhibit 26](#) identifies areas subject to flooding both along the Whitewater River drainage and along the fan area between I-10 and the Indio Hills (identified as the I-10 Wash). The 100-year flood zone for the Whitewater River is generally confined to the channel of the river and its tributaries, although at the bottom of Magnesia

Spring Canyon, the 100-year flood limits extend to several of the residential streets in the area. The 500-year flood limits cover a large residential and commercial section of Rancho Mirage and extend across Highway 111.

100-year Floodplain

LAND SUBJECT TO FLOODING IN A 100-YEAR FLOOD OR A FLOOD ELEVATION THAT HAS A 1% CHANCE OF BEING EQUALED OR EXCEEDED EACH YEAR

500-year Floodplain

LAND THAT HAS THE POTENTIAL TO BE FLOODED IN A STORM WITH A 0.2% CHANCE OF OCCURRING EVERY YEAR

Although the City's SOI does not extend north of I-10, there is a potential for substantial flooding in the wash north of I-10. Flooding in this area is generally shallow, between one and three feet deep, but the floodwaters move at relatively high velocities with the potential to do considerable damage. According to maps issued by the Federal Emergency Management Agency (FEMA) maps, the velocity of the floodwaters in this area varies between five and seven feet per second.

FEMA also reports that most of the streams in the Rancho Mirage area have the potential to carry large amounts of debris. This increases the volume of peak discharges, and when flows reach the valley, the debris is deposited, compounding the flooding problem. Debris has the potential to fill or plug structures designed to collect and convey runoff, forcing floodwaters into the adjacent areas. Rapidly moving flows heavily laden with debris are also extremely dangerous.

Increased urbanization of the northern portions of the Coachella Valley can and will result in increased amounts of runoff during large storms. Local agencies have realized that unless adequate flood control measures are implemented, this increased runoff can damage improvements and endanger life.

The CVWD is the primary agency responsible for the management of regional drainage in the vicinity of Rancho Mirage, including rivers, major streams and their tributaries, and areas of significant sheet flooding. CVWD is empowered with broad management functions, including flood control planning and construction of drainage improvements for regional flood control facilities, as well as watershed and watercourse protection related to those facilities. A small portion of Rancho Mirage lies within the Riverside County Flood Control District boundary, which encompasses Sections 4 and 9 along the border between Rancho Mirage and Cathedral City.

Land Use Planning as a Flood Control Strategy

Proper land use planning is one of the most effective and direct methods of controlling flooding and limiting threats to lives and property. Consistent with other primary goals of the community, land use planning can call for the preservation of natural vegetation in the foothills and mountains that function as natural watersheds for local drainage and groundwater recharge and can affect the volume of stormwater and debris that reaches downstream facilities.

Benchmark Storms

BENCHMARK STORMS ARE USED BY THE ARMY CORPS OF ENGINEERS TO CALCULATE FLOOD POTENTIAL. THEY INCLUDE THE STORM OF SEPTEMBER 24, 1939 IN THE COACHELLA VALLEY DESERT REGION. THIS INTENSE STORM GENERATED 6.45 INCHES OF RAIN IN 6 HOURS.

TROPICAL STORM KATHLEEN GENERATED VERY HEAVY GENERAL RAINFALL FROM SEPTEMBER 9 TO 11, 1976, GENERATED A HIGH LEVEL OF STORM RUNOFF, WITH RANCHO MIRAGE RECEIVING 3 INCHES AND THE SURROUNDING HILLS AND MOUNTAINS RECEIVING AS MUCH AS 14 INCHES.

Land use planning can also limit the exposure of people and improvements to storm hazards and damage. Restrictions on the type and location of structures in the vicinity of major drainages in the community can greatly reduce potential damage. Within the limits of improved and unimproved 100-year floodplains, development should be severely limited and regulated, with the prohibition of the construction of structures for human habitation. To promote sound land use and floodplain development, FEMA

provides Flood Insurance Rate Maps for local and regional planners and civil engineers. These maps provide more detailed flood hazard map information, including the boundaries of the 100-year and 500-year flood zones.

In flood zones subject to sheet flooding, development approvals should be conditioned to assure protection of improvements from flood damage. Protection measures may include raising the finished floor level above the flood depth projected for the surrounding area and providing protection against scouring. Until such time as flood protection that removes areas from severe threats of flooding is provided, development in these areas should be carefully regulated.

National Pollutant Discharge Elimination System

The National Pollutant Discharge Elimination System (NPDES) implements the federal Clean Water Act and was adopted in 1990. It requires the development, adoption, and implementation of plans and programs for stormwater management, which among other things must effectively prohibit non stormwater discharge into the storm drain and require controls to reduce the discharge of pollutants from stormwater systems to designated Waters of the United States.

Riverside County municipalities and agencies, including the City of Rancho Mirage, Riverside Flood Control and Water Conservation District, and CVWD, have joined to develop and implement the 2001-2006 Stormwater Management Plan as part of NPDES permitting requirements. This plan was designed to manage and control stormwater runoff to the maximum extent practical.

One of the primary strategies to comply with the provisions of NPDES is the use of onsite stormwater retention or detention basins in any new developments of one acre or larger. These facilities have long been required by the City and may in some instances include artificial wetlands that use a biologically active zone to break down potential pollutants before they can contaminate surface runoff or reach the water table through percolation. These intercept structures will also be important in capturing sand and sediment before it is discharged into drainage facilities.

FLOODING AND HYDROLOGY HAZARDS SAFETY GOALS, POLICIES, AND PROGRAMS

The principal and direct implementation of the goals, policies, and programs in this section will occur through the use and enforcement of FEMA’s National Flood Insurance Plan (NFIP) guidelines and mitigation measures, NPDES requirements, and the application of CVWD’s regional plans and policies. These measures and their improvements help control and confine the areawide drainage pattern to more discreet and focused routes where it can be better managed. Proper implementation may also reveal locations of new facilities that could complement land use patterns, provide cost effective flood control alternatives, and maximize opportunities for multiple uses, including enhanced groundwater recharge.

The NFIP flood plain maps and guidelines will also set critical parameters for future development along areas subject to areawide flooding. This section will also be implemented through the development guidelines and regulations of the Rancho Mirage zoning, grading, and subdivision ordinances.

GOAL SAFE 2

Protection of lives, property, and essential facilities from flooding and other hydrologic hazards in Rancho Mirage.

POLICY SAFE 2.1

The City shall ensure that updated and effective master drainage plans are implemented in a timely fashion for the near and long-term protection of the community and its residents.

PROGRAM SAFE 2.1A

Proactively participate with the CVWD and the Riverside County Flood Control District in the development and updating of Rancho Mirage Regional master drainage plans, providing land use and other relevant data and information.

POLICY SAFE 2.2

The City shall provide drainage controls and improvements that enhance local conditions and are consistent with and complement the Master Drainage Plans.

PROGRAM SAFE 2.2A

Establish and/or update local regulations and guidelines to direct the management of runoff and provide for local drainage facilities that tie into and maximize the effective use of regional drainage facilities.

PROGRAM SAFE 2.2B

Adopt or update local drainage policies and development standards that reduce the rate of runoff from developed lands, consistent with capacities of public facilities and local and regional management plans, while providing opportunities for open space enhancement and multiple uses.

PROGRAM SAFE 2.2C

Confer and consult with the CVWD and Caltrans to assure adequate all weather crossings/facilities at appropriate locations along Highway 111 and I-10, especially those serving as emergency evacuation/access routes.

PROGRAM SAFE 2.2D

Ensure that emergency evacuation routes are constructed to appropriate all-weather standards.

POLICY SAFE 2.3

The City shall provide direction and guidelines for the development of onsite stormwater retention/detention facilities consistent with local and regional drainage plans and community design standards.

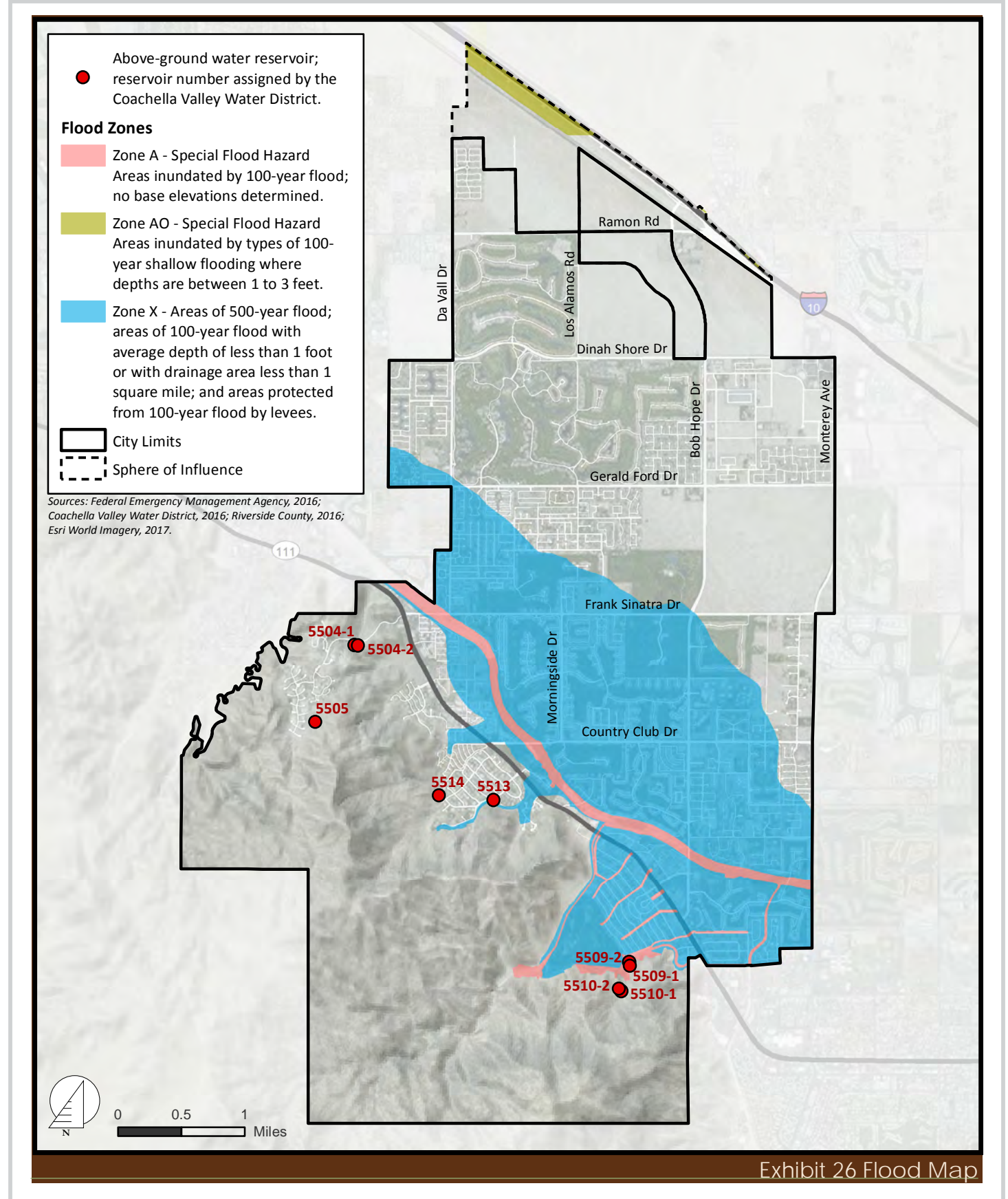


Exhibit 26 Flood Map

PROGRAM SAFE 2.3A

Establish and enforce regulations and guidelines for the development and maintenance of project-specific onsite retention/detention basins that implement the NPDES program, enhance groundwater recharge, complement regional flood control facilities, and address applicable community design policies.

POLICY SAFE 2.4

The City shall cooperate with FEMA, when necessary, to amend Flood Insurance Rate Maps for areas in the city boundaries and SOI.

POLICY SAFE 2.5

Design major drainage facilities, including debris basins and flood control washes and channels, to balance their enhancement as wildlife habitat and community open space amenities with the functional requirements of these facilities.

PROGRAM SAFE 2.5A

Work closely with the CVWD to assure that design opportunities for enhanced open space and recreation amenities, including habitat enhancement and hiking and equestrian trails, are fully explored and incorporated when designing and constructing channels, debris and detention basins, and other major drainage facilities, to the greatest extent practical.

POLICY SAFE 2.6

The City shall establish Area Drainage Plans or Benefit Assessment Districts for purposes of funding needed drainage improvements, especially where defined tributary areas of the community are concerned.

POLICY SAFE 2.7

Development proposals located in areas that are subject to flooding shall be evaluated to minimize the exposure of life and property to potential flood risks. All development proposed on lands of one acre or larger shall be designed such that all stormwater to the level of a 100-year frequency storm, worst case of the 3, 6, 12, or 24-hour duration, shall be retained onsite.

Fire Hazards

Purpose

The Fire Hazards section identifies existing fire hazards in or near Rancho Mirage and describes the regulatory environment established to safely manage these hazards. The intention of the Fire Hazard section is to reinforce the City's concern and planning for the protection of all Rancho Mirage residents. The section sets forth goals, policies, and programs that will help assure an effective management of fire hazards in Rancho Mirage, and guard the general health, safety, and welfare of the community from possible impacts associated with fire hazards.

Background

Fires can occur in urban environments as well as unpopulated areas that may contain brush or grassland. The central and northern portions of Rancho Mirage are urbanized with few remaining vacant lands. The remaining southern area of Rancho Mirage is in an undeveloped mountain and hillside reserve. These two area types include two fire hazard categories that are of interest to Rancho Mirage and its SOI: vegetation fires and urban or structural fires. With large portions of Rancho Mirage's boundaries adjoining uninhabited mountain and hillside reserve areas that are rated as high fire threats, the potential for wildfires is high. The urban areas in Rancho Mirage also face common fire hazards.

Wildland Fire Hazards

Large areas of southern California are particularly susceptible to wildfire due to the region's weather, topography, and native vegetation. The typically mild, wet winters characteristic of the region's Mediterranean climate result in an annual growth of grasses and plants that dry out during the hot summer months. This dry vegetation provides fuel for wildfires in the autumn, when the area is intermittently impacted by Santa Ana conditions, including the hot, dry winds that blow across the region in the late fall. These winds often fan and help spread the fires.

The undeveloped areas in Rancho Mirage are characterized by steep topographic gradients that are generally conducive to spreading wildfires. Furthermore, the area's hot, dry summer and autumn weather is ideal for generating the dry vegetation that fuels most wildfires. Fortunately, the only recorded historical wildfire near the planning area is the Dry Falls fire that occurred in August 1980 to the southeast of Rancho Mirage. The reason that most of the undeveloped areas of Rancho Mirage have not been impacted by wildland fire is that most of the rugged terrain is so steep, rocky, and dry that few plants thrive in the area. As a result, the amount of fuel available for wildland fires is very limited, and the distance between stands of vegetation is too great for fires to spread easily. In the developed areas of Rancho Mirage, the landscape vegetation is carefully maintained and watered regularly, creating conditions that limit the possibility for vegetation fires to ignite and spread.

The California Department of Forestry and Fire Protection (CalFire) ranks fire hazard of wildland areas of the state using four main criteria: fuels, weather, assets at risk, and level of service. Although Very High Fire Hazard Severity Zones are mapped in the Rancho Mirage area, the historical record indicates that the wildland fire hazard in Rancho Mirage is relatively low. CalFire has mapped several Fire Threat Zones in Rancho Mirage and the SOI, shown in Exhibit 27.

Urban and Structural Fires

To quantify the structural fire risk in a community it is necessary for the local fire departments to evaluate all occupancies based

upon their product type, size, construction type, built-in protection (such as internal fire sprinkler systems), and risk (high-occupancy versus low-occupancy) to determine if they can control a fire if it occurs in the types of structures identified. In newer residential areas where construction includes fire-resistant materials and internal fire sprinklers, most structural fires can be confined to the building or property of origin. In older residential areas where the building materials may not be fire-rated and the structures are not fitted with fire sprinklers, there is a higher probability of a structural fire impacting adjacent structures. With the varied type and age of structures in Rancho Mirage, structural fire risk is divided into four categories:

- › High Probability/High Consequences (e.g., multi-family dwellings, high-occupancy hotels and resorts, single-family residential homes in the older sections of Rancho Mirage, hazardous materials occupancies, and large shopping centers)
- › Low Probability/High Consequences (e.g., hospitals and other medical facilities, mid-size shopping malls, industrial occupancies, office complexes, and upscale homes in the hills or mountains, in or adjacent to high to very high fire threat areas)
- › High Probability/Low Consequences (e.g., older detached single-family dwellings with properly maintained landscaping)
- › Low Probability/Low Consequences (e.g., newer detached single-family dwellings and small office buildings with properly maintained landscaping).

Peak Water Demand and Supply

The availability of water is critical to effective fire suppression. The CVWD provides water services to Rancho Mirage and has a total groundwater storage capacity of 30 million acre-feet (one acre-foot equals 325,850 gallons) in the Indio Subbasin. The City and its SOI maintains a peak summer daily water demand of 41 mgd (approximately 126 acre-feet). CalFire has general water flow requirements of 1,500 gallons per minute (gpm) for new development and 3,000

TABLE 36 WATER FLOW REQUIREMENTS FOR FIRE PROTECTION

| LAND USE | WATER FLOW |
|---------------------------------------|-----------------------|
| Agriculture/Open Space | 1,000 gpm for 2 hours |
| Single-family Residential | 1,500 gmp for 2 hours |
| Multi-family Residential/High Density | 2,500 gpm for 2 hours |
| Commercial/Industrial | 3,000 gpm for 3 hours |

SOURCE: CALIFORNIA DEPARTMENT OF FORESTRY AND FIRE PROTECTION 2004

gpm for new commercial development. [Table 36](#) lists fire suppression water flow requirements by land use.

According to Insurance Services Office, Inc., the fire suppression system rating for Rancho Mirage is Class 3. This includes fire dispatch (operators, alarm dispatch circuits, telephone lines available), fire department (equipment available, personnel, training, distribution of companies), and water supply (adequacy, condition, number and installation of fire hydrants). The rating scale is from 1 to 10 with the worst rating being a Class 10 and the best rating a Class 1. CalFire has a five-year plan that outlines fire hazards and risks, cost effectiveness, and present and future fire protection needs.

Emergency Preparedness

The purpose of emergency preparedness is to protect the health, safety, and welfare of the general public before, during, and after natural and human emergencies. These emergencies include flooding, high winds, earthquakes, hazardous material accidents, wild-fire, and other natural and man-made events. The City maintains a Multi-Hazard Functional Plan, that addresses the planned response to extraordinary emergency situations associated with natural or human caused disasters, technological incidents, and nuclear defense operations. Additionally, the City and Eisenhower Medical Center have partnered to establish an Emergency Operations Center at Sunnylands.

County of Riverside Multi-Jurisdictional Hazard Mitigation Plan

The City participates in the [Riverside County Multi-Jurisdictional Hazard Mitigation Plan](#) (MJHMP). The MJHMP was most recently updated and adopted by the County of Riverside in 2012, and approved by FEMA that same year. The 2012 plan updated the 2005 plan, and according to the text in the document itself, carries the very same purpose, which is to create a safer community. The goals and objectives, along with any mitigation strategies that are listed in the MJHMP and which may be relevant in Rancho Mirage, shall be considered appurtenant to the Goals, Policies, and Programs in this General Plan.

In addition to emergency services provided by the Riverside County Fire Department, the California Department of Forestry, and the

Sheriff’s Department, the American Red Cross provides a wide range of emergency response support services in Rancho Mirage, ranging from a single residential fire to community-wide disasters.

Evacuation Routes

The availability of evacuation routes is critical in times of emergencies. Rancho Mirage’s location in the Coachella Valley allows for two main evacuation routes (I-10 and Highway 111) along with primary and minor arterial streets serving as secondary routes. Since earthquakes, floods, fires, or other disasters may render certain routes impassible, specific evacuation routes may need to be designated during an emergency.

FIRE HAZARDS GOALS, POLICIES, AND PROGRAMS

GOAL SAFE 3

Protection of the lives and property of residents, business owners, and visitors from structural and wildland fires.

GOAL SAFE 4

Emergency preparedness and response programs that provide for fast and effective response to daily emergencies and major catastrophes.

POLICY SAFE 4.1

The City shall minimize the exposure of residents, business owners, and visitors to the impacts of structural and wildland fires.

PROGRAM SAFE 4.1A

Maintain a weed abatement program to ensure clearing of dry brush areas.

POLICY SAFE 4.2

The City shall conduct long-range fire safety planning, including enforcement of stringent building, fire, subdivision and other Municipal Code standards, improved

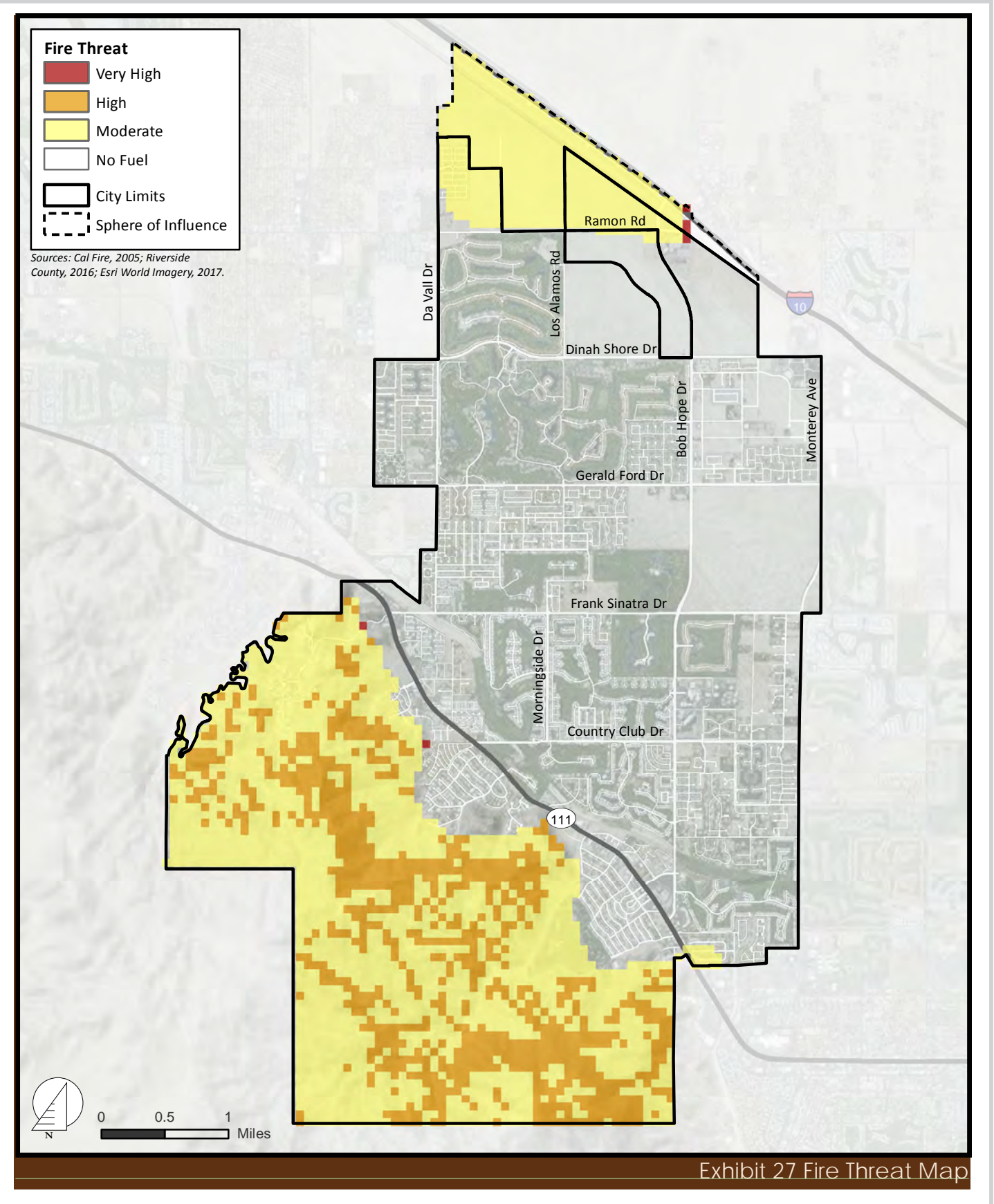


Exhibit 27 Fire Threat Map

infrastructure, and mutual aid agreements with other public agencies and the private sector.

PROGRAM SAFE 4.2A

Require property adjacent to Very High Threat Zones to comply with Riverside County Fire Department Wildfire Safety Recommendations for fuel modification plans and defensible space.

PROGRAM SAFE 4.2B

Evaluate the adequacy of access routes to and from hazard areas relative to the degree of development or use (e.g., road width, road type, length of dead-end roads, etc.).

PROGRAM SAFE 4.2C

Maintain the City's emergency plan, including an inventory and evaluation of all local and regional emergency resources.

PROGRAM SAFE 4.2D

The City shall consider the development and identification of citywide evacuation routes.

POLICY SAFE 4.3

The City shall support area-wide mutual aid agreements and communication links with Riverside County authorities and other participating jurisdictions.

PROGRAM SAFE 4.3A

The City shall adhere to the guidelines set forth in the County of Riverside Multi-Jurisdictional Hazard Mitigation Plan.

POLICY SAFE 4.4

The City shall ensure adequate provision of public information to residents and businesses on actions to minimize damage and facilitate recovery from a natural disaster.

Hazardous and Toxic Materials

Purpose

The Hazardous and Toxic Materials section identifies existing hazardous and toxic material locations in the community and describes the regulatory environment established to safely manage these materials. The intent of the section is to reinforce the City's concern and planning for the protection of all Rancho Mirage residents and visitors from adverse impacts due to the presence of hazardous and toxic materials. The section sets forth goals, policies, and programs that will help assure an effective response to and protection from the use, storage, or transport of hazardous and toxic materials in Rancho Mirage.

Background

A wide variety of products, chemical and purified chemical compounds, and elements that are considered hazardous or toxic are used in households, commercial businesses, and industrial operations and processes. They range through home and pool related chlorine products, chemical fertilizers, herbicides and pesticides, stored fuels and waste oil, chemical solvents and lubricants, and a variety of medical materials. The improper use and management of hazardous materials can pose a significant potential threat to the community and its environment.

Community Hazardous Wastes Risks

There are only a few identified hazardous/toxic material generators in Rancho Mirage. These are associated with commercial, quasi industrial, and medical operations, which have the potential to be connected to accidental spills, purposeful illegal dumping, air emission, and other

uncontrolled discharges into the environment. All are considered "small quantity generators," and some of those identified in Rancho Mirage include the Eisenhower Medical Center and Desert Orthopedic Center.

Eisenhower Medical Center (EMC) is a "small quantity generator" of hazardous medical wastes associated with various procedures and treatments provided at the facility. Management and disposal of these materials is primarily the responsibility of the U.S. Environmental Protection Agency, with additional regulatory responsibility given to the California Office of Health Planning and Development and the Riverside County Department of Health. EMC has developed and implemented both a Medical Waste Management Plan and a Hazardous Materials Management Program, which set forth policies, programs, and procedures for handling, storage, use, and disposal of these materials. Wastes are stored in controlled conditions onsite and removed every 90 days, with storage typically limited to less than 100 gallons each 90 days.

Additionally, there are other sites that have been or should be monitored. These include other waste generating medical clinics and facilities, gasoline service stations, equipment and fuel storage yards, and waste haulers.

The U.S. EPA requires all service stations to retrofit or replace underground storage tanks with double walled construction. All sites in Rancho Mirage have achieved compliance with this rule.

A sanitary landfill was operated on a 57-acre site located in the southwest quarter of Section 11 in the City's SOI, south of the Southern Pacific Railroad lines. This landfill was operated by the Cathedral City Sanitary District between 1955 and 1967 using the then standard "burn and bury" technique. From 1983 to the end of 1988, the easterly 40 acres of the site were used as a domestic sewage disposal field.

Hazardous Waste Management Plans

Per the Environmental Protection Agency of the state of California (CalEPA), Californians are protected from hazardous waste and materials by a Unified Program that ensures consistency throughout the state in regard to administrative requirements, permits, in-

spections and enforcement. CalEPA oversees the program as a whole, and certifies 83 local government agencies known as Certified Unified Program Agencies (CUPA) to implement the hazardous waste and materials standards set by five different state agencies.¹

The Riverside County Environmental Health Hazardous Materials Branch is the sole overseeing agency for hazardous waste generation throughout the county. The purpose of the hazardous waste program is to ensure that hazardous wastes will be properly managed and disposed of in order to protect both people and environment.²

The City has the opportunity to coordinate with appropriate county, state, and federal agencies in the identification of hazardous material sites and the active regulation of their timely cleanup. Management strategies may include establishing and maintaining information on these sites, periodic monitoring facilities, and operations that produce, utilize, or store hazardous materials in Rancho Mirage. Involvement in multi-agency monitoring of illegal dumping in Rancho Mirage, conferring in the regulation of underground storage tanks and septic systems, and regulating the transport of hazardous materials through the community is also appropriate. The City hazardous waste management policies for the General Plan are essentially an extension of the County's policies and procedures.

Several sources provide information concerning hazardous waste sites in Rancho Mirage. The California Regional Water Quality Control Board and the CVWD maintain information concerning contaminated wells and groundwater. The state and federal environmental protection agencies and the state Department of Health also supply information concerning specific hazardous waste sites and their locations.

¹ Certified Unified Program Agencies

² Riverside County Environmental Health Hazardous Materials

Hazardous Materials Response

Hazardous and toxic materials pose a threat to public safety if not properly regulated. CalEPA designated the Riverside County Department of Environmental Health Hazardous Materials Branch as the CUPA for Riverside County. The role of the CUPA is to assure consolidation, consistency and coordination of the hazardous materials programs in the county. The CUPA also oversees the two participating agencies (the City of Corona Fire Department and the Riverside County Fire Department) that implement hazardous materials programs in the county.

The Riverside County Department of Environmental Health, Hazardous Materials Branch is responsible for overseeing the six hazardous materials programs in the county. This agency is responsible for inspecting facilities that handle hazardous materials, generate hazardous waste, treat hazardous waste, own/operate underground storage tanks, own/operate aboveground petroleum storage tanks, or handle other materials subject to the California Accidental Release Program. In addition, the branch maintains an emergency response team that handles hazardous materials and other environmental health emergencies 24 hours a day, 7 days a week.³

HAZARDOUS AND TOXIC MATERIALS GOALS, POLICIES, AND PROGRAMS

The City has the responsibility to coordinate with the appropriate agencies in the identification of hazardous material sites and the active regulation of their timely cleanup. This section's programs of oversight and management between responsible agencies can most efficiently be implemented through regular consultation with the RWQCB and the County Health Department and by updating information on hazardous material sites and monitoring facilities that utilize or produce hazardous materials in Rancho Mirage. The City should also remain current regarding the monitoring and regulating of underground storage tanks and septic systems and regulating the transport of hazardous materials through Rancho Mirage.

³ All information regarding hazardous materials was obtained from the Riverside Department of Environmental Health at www.rivcoeh.org/hazmat

GOAL SAFE 5

The continued safety of Rancho Mirage residents and visitors through the regulation of the manufacture, transport, use, and disposal of toxic and hazardous materials.

POLICY SAFE 5.1

The City shall regulate, to the extent empowered, the delivery, use, and storage of hazardous materials in city limits and the SOI.

PROGRAM SAFE 5.1A

The City shall compile and maintain an inventory of all hazardous waste sites in Rancho Mirage and surrounding jurisdictions.

PROGRAM SAFE 5.1B

The City shall develop a permitting process for the establishment of facilities that manufacture, store, use, or dispose of hazardous and toxic materials in the community or adjacent areas, should it be determined that the need for such a use be realized.

POLICY SAFE 5.2

The City shall require and facilitate the safe and responsible disposal and cleanup of all hazardous/toxic waste and waste sites in Rancho Mirage and the SOI.

PROGRAM SAFE 5.2A

The City shall coordinate with the appropriate state and federal agencies to activate procedures for the cleanup of existing and future hazardous and toxic waste sites.

PROGRAM SAFE 5.2B

The City shall prepare and/or disseminate information and instructive education program materials for resi-

dents, including direction on the identification and proper management and disposal of household hazardous waste.

PROGRAM SAFE 5.2C

To the extent empowered, the City shall prohibit the disposal of automotive and household hazardous and toxic materials in landfills.

PROGRAM SAFE 5.2D

The City shall coordinate with Burrtec and other appropriate public and quasi-public agencies to sponsor and develop drop off locations for hazardous or toxic household products for all Rancho Mirage residents.

PROGRAM SAFE 5.2E

The City shall coordinate with appropriate agencies to identify the locations and monitor the use of all underground fuel storage tanks located in city limits with the potential to release hazardous or toxic materials into the environment.

POLICY SAFE 5.3

The City shall coordinate with the Fire and Sheriff's Department to develop a system for roadway management and for alerting emergency and medical facilities to the impending transport of hazardous and toxic materials.

PROGRAM SAFE 5.3A

The City shall coordinate with appropriate departments and agencies to establish transportation management and contingency emergency procedures and training programs for police, fire, medical, and other organizations that would be involved in an airborne release or ground spill of hazardous and toxic materials or waste.

PROGRAM SAFE 5.3B

Follow the response procedures as outlined by the Riverside County Department of Environmental Health in the event of hazardous materials emergency.

POLICY SAFE 5.4

The City shall coordinate with the Regional Water Quality Control Board and the CVWD to monitor and regulate the use and phased removal of subsurface sewage disposal systems.

PROGRAM SAFE 5.4A

Through the subdivision and development review process, the City shall require, to the greatest extent practical, the connection of new development to the sewage collection system of the CVWD.

PROGRAM SAFE 5.4B

The City shall cooperate with the appropriate agencies to help assure that all subsurface sewage disposal systems, upon completion of their use, are properly removed from service.

POLICY SAFE 5.5

The City shall actively oppose any plan or attempt to establish hazardous and toxic waste dumps/landfills or hazardous industrial processes with the potential to adversely affect Rancho Mirage or the SOI.

PROGRAM SAFE 5.5A

The City shall coordinate with CVAG and its member cities to actively organize against and oppose any County, state, federal, or private effort to build or operate hazardous or toxic waste dumps/landfills or to operate hazardous industrial processes, which cannot be mitigated and have the potential to adversely affect Rancho Mirage or the SOI.

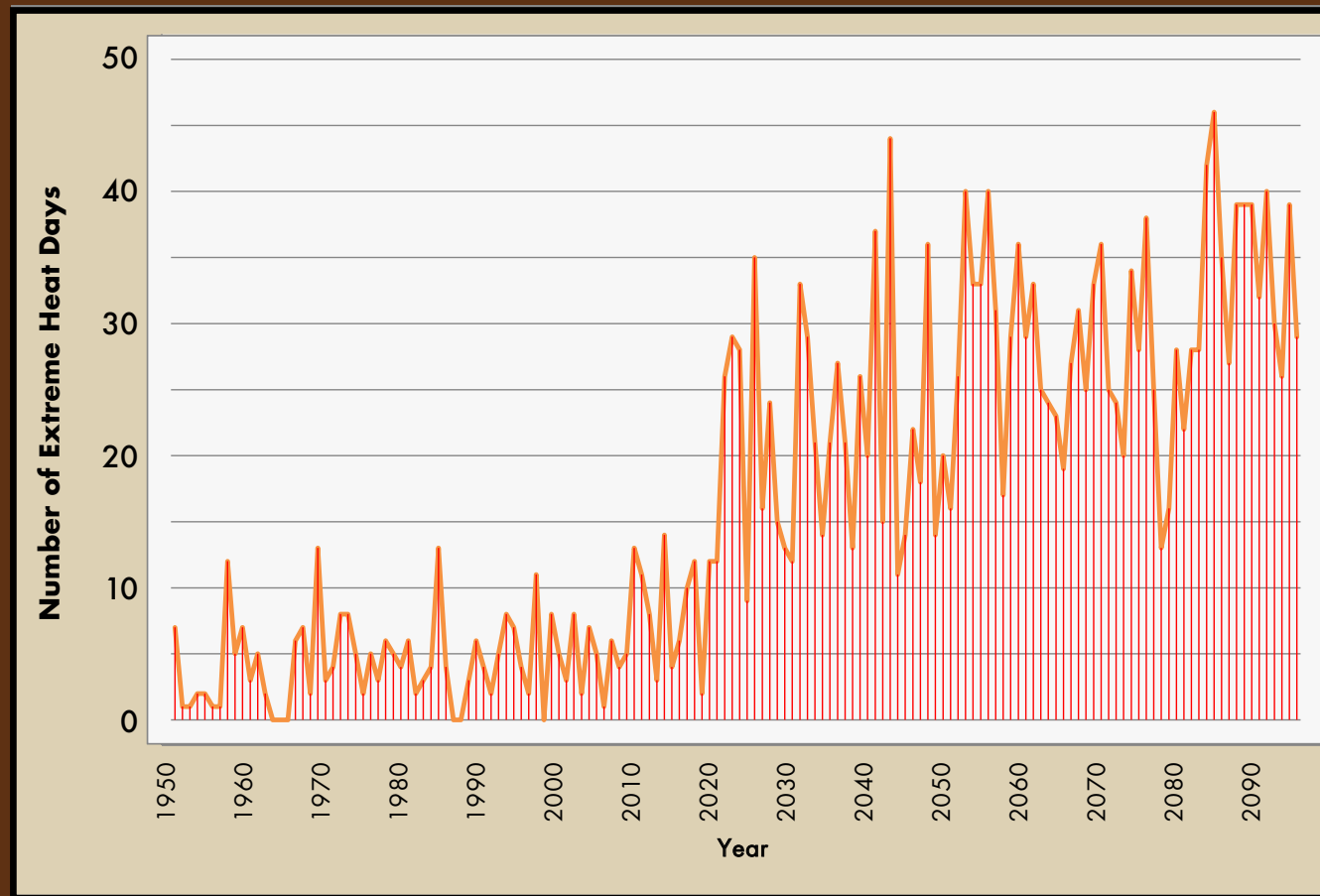


Exhibit 28 Projected Number of Extreme Heat Days per Year to 2099

Climate Change

Purpose

Climate change is already affecting California cities, as seen by the rise in sea levels, average temperatures, and extreme hot days. These climate driven changes have many consequences that affect California’s health and prosperity such as the increased frequency of wildfires, pressure on water supplies, shifts in growing seasons, and the increase in populations that will be exposure to intense heat waves.

Rancho Mirage recognizes that understanding its vulnerability and planning for the increased effects of climate change is crucial to the livelihood and safety of its residents. This Climate Change section provides a brief overlook of the leading climate factors that affect Rancho Mirage and its vulnerability to each. The intent of this section is to reinforce the City’s concern for the protection of all Rancho Mirage residents and visitors from the adverse impacts of climate change and to set forth goals, policies, and programs that will help the City to adapt to these changes.

Background

As discussed in the Conservation and Open Space Element, Rancho Mirage is already subject to extreme temperatures and aridity, and the intensity of these conditions will only increase with climate change. The three major climate factors that will impact Rancho Mirage in the future are temperature, precipitation, and wildfire risk.

Temperature

Average Temperature

Overall temperatures are expected to rise throughout this century. During the next few decades, scenarios project average temperature to rise between 1 and 2.3°F. Rancho Mirage has already experienced a 2.0°F increase compared to the end of the last century (i.e., 1961-1990). This change in temperature is projected to increase to 3.0°F by 2040. Currently, the average annual temperature for Rancho Mirage is approximately 74°F. The temperature can drop into the low 30’s in the winter and can exceed 120°F in the summer.

Extreme Heat Days

The most serious threats to the public health of Californians will stem primarily from the increased frequency of extreme conditions, principally more frequent extreme heat days, and more frequent, intense, and longer heat waves. An extreme heat day is typically defined as a day in April through October where the maximum temperature exceeds the 98th historical percentile of maximum temperatures, based on daily temperature data between 1961 and 1990. A heat wave is defined as five or more consecutive extreme heat days. An increase in heat waves may increase the risk of directly related conditions such as heat stroke and dehydration.

An extreme heat day for Rancho Mirage is when the temperature exceeds 114°F.⁴ Even though the number of heat days varies from year-to-year, the average is projected to increase in the future (Exhibit 28). As the number of heat days per year steadily increases over time, Rancho Mirage must be prepared to protect its resident’s health and safety.

Precipitation

Changes in precipitation patterns will affect public health primarily through extreme events such as floods, droughts and wildfires. In addition, higher temperatures combined with changes in precipitation patterns create conditions that are more conducive to the occurrence and spread of infectious diseases. On average, the projections show little change in total annual precipitation in California. Furthermore, precipitation projections do not show a consistent trend during the next century. However, even modest changes would have a significant impact because California ecosystems are conditioned to historical precipitation levels and water resources are nearly fully utilized.

⁴ Cal-Adapt

Rancho Mirage has had an average rainfall of 5.74 inches over the last 30 years, which is 85 percent less than the average nationwide, and 77 percent less than the average in California. Average rainfall in Rancho Mirage is predicted to decline to approximately four inches per year by 2040. This decrease in annual precipitation is not expected to have a significant impact on Rancho Mirage, due to the limited amount of water they already receive.

Wildfire Risk

Decreased precipitation and drought also result in increased frequency and duration of wildfires, another significant risk to public health. Wildfire frequency and intensity is expected to grow as temperatures increase and vegetation dries due to longer dry seasons, especially in mountainous areas. In addition to the associated direct risk of fatalities, wildfires can lead to immediate and long-term adverse public health problems due to exposure to smoke. Smoke from wildfires is a mixture of carbon dioxide, water vapor, carbon monoxide, hydrocarbons and other organic chemicals, nitrogen oxides, trace metals, and fine particulate matter from burning trees, plants, and built structures. During wildfires, large populations can be exposed to a complex mixture of pollutant gases and particles, which can have both acute and chronic health impacts. Smoke can irritate the eyes, harm the respiratory system, and worsen chronic heart and lung disease, including asthma. People with existing cardiopulmonary diseases are generally at the greatest risk from smoke inhalation, with age being a complicating risk factor for the exposed population.

Further details regarding wildfire in Rancho Mirage are described in Fire Hazards above.

CLIMATE CHANGE GOALS, POLICIES, AND PROGRAMS

The City has the responsibility to coordinate with state, regional, and County agencies to establish and maintain an up to date database on climate change conditions in the region, legislation affecting the City’s regulatory responsibilities, and changing technical assessments that refine or re-characterize the climate change impacts affecting the region. The City should also moni-

tor the effectiveness of its adaptation strategies. The City’s development review process must assure that development proposals are thoroughly evaluated with regard to climate change and that comprehensive mitigation measures are developed and implemented. The City will need to take a proactive role to assure the public is safe by informing them about severity of climate change impacts and what resources are available to them to mitigate these impacts.

GOAL SAFE 6

Maintenance of Rancho Mirage as a safe place with a high-quality of life for its residents, businesses, and visitors in the face of climate change.

POLICY SAFE 6.1

The City shall identify and periodically reassess local climate change vulnerabilities.

PROGRAM SAFE 6.1A

Conduct a climate change vulnerability assessment of vulnerable populations, structures, and functions.

PROGRAM SAFE 6.1B

Review the findings of the climate change vulnerability assessment with relevant City departments to ensure that vulnerable community populations, structures, and functions are understood and that appropriate actions are taken to protect these vulnerabilities.

POLICY SAFE 6.2

The City shall develop adaptation measures that address the climate change impacts on Rancho Mirage’s residents, businesses, and visitors.

PROGRAM SAFE 6.2A

Develop a heat response plan that includes identification of cooling centers and promotion of urban heat mitigation strategies.

PROGRAM SAFE 6.2B

Improve wildfire prevention through regulations of new development, establish and/or maintain cooperative fire agreements, and increase vegetation management efforts to reduce wildfire potential.

PROGRAM SAFE 6.2C

Incorporate newly identified adaptation measures into planning documents, including the Hazard Inventory and Hazard Mitigation Plan, as appropriate.

POLICY SAFE 6.3

The City shall support initiatives, legislation, and actions to respond to climate change and consider potential climate change impacts in planning and decision making processes.

PROGRAM SAFE 6.3A

Coordinate adaptation planning with other planning, including future General Plan/ land use code updates.

POLICY SAFE 6.4

The City shall work with local organizations to raise awareness about climate change impacts.

PROGRAM SAFE 6.4A

Collaborate with community-based organizations (e.g., health care providers, public health advocates, fire prevention organizations) to disseminate public preparedness and emergency response information related to climate change.



CalFIRE personnel fight a blaze in nearby Palm Desert.



9 Public Services + Facilities

Introduction

This chapter of the General Plan addresses the public services and facilities needed to support development in Rancho Mirage. Sub-categories found in this element discuss services and facilities such as water, sewer, and utilities, fire and police protection, schools and libraries, health services, emergency preparedness, and public buildings and facilities. The levels of service needed for residential, commercial, and industrial development are directly related to the intensity of development in the community. The economic life of Rancho Mirage is tied to the level of service, the types and intensities of land use, the level of demand for services, and the revenue generating potential of urbanizing areas.

Public Services

Water, Sewer, and Utilities

Purpose

The provision of domestic water, sewage treatment, and utility services is essential for orderly growth and development of the community. Infrastructure types and utility services discussed here include potable and irrigation water, sanitary sewage, natural gas, electricity, and telephone. The purpose of the element is to establish City policy that provides for a coordinated system of these services to adequately serve Rancho Mirage at full build out, identifies standards for infrastructure relative to population or land use intensity, and identifies courses of action and programs that provide the means to implement the goals and policies of the element.

Background

The portion of this element that addresses water, sewer, and utilities is directly related to the Land Use Element as new development

must be planned in conjunction with the extension and availability of essential infrastructure. Other related topics include Water and Energy Resources, and Flooding and Hydrology. California Government Code Section 65302(d) provides for the General Plan to address the conservation, development, and utilization of natural resources, which includes waste water (sewer) treatment, and natural gas and electricity availability. This Element partially satisfies the requirement for a Conservation Element, while also addressing other utilities as allowed by Section 65303.

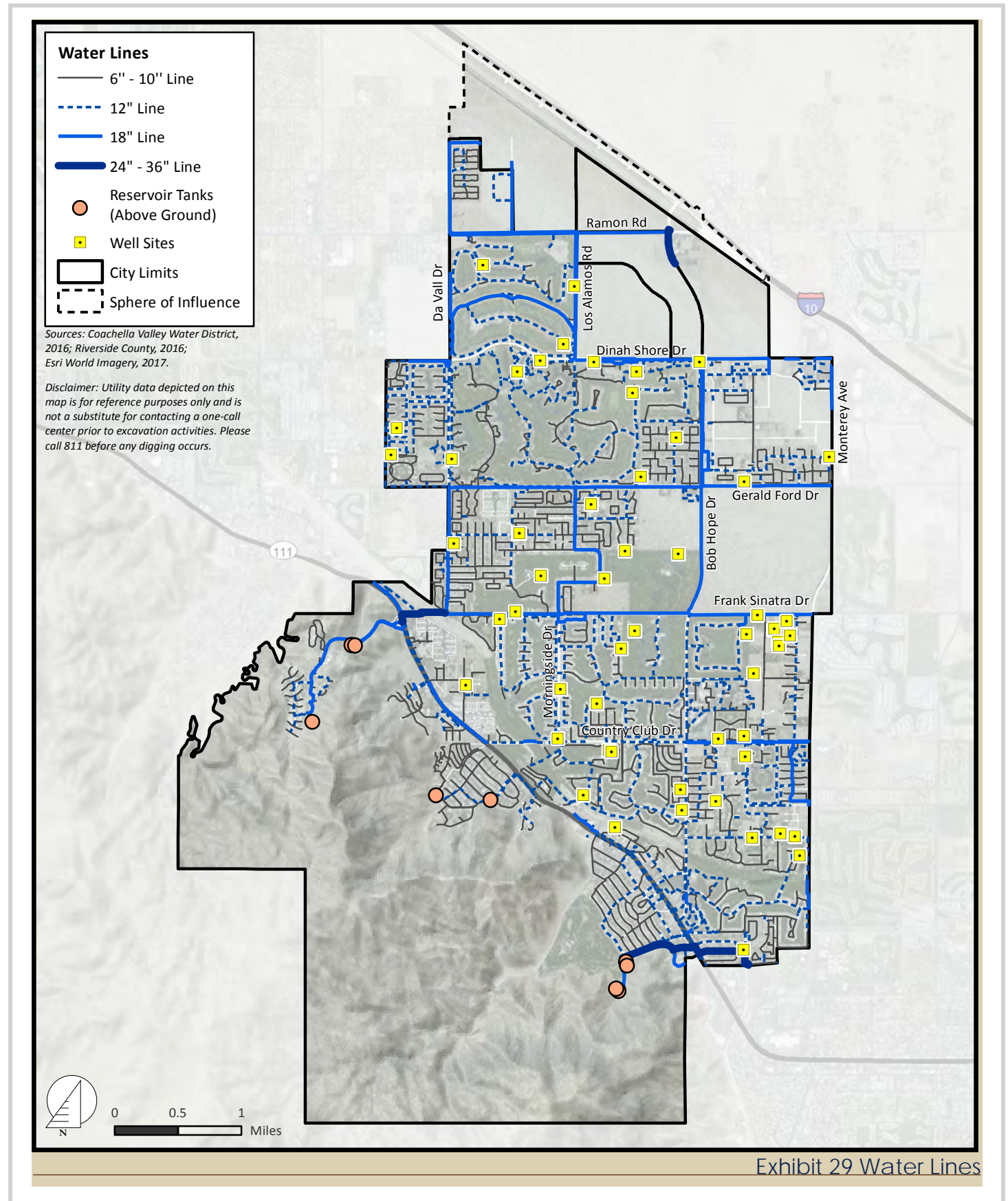
Domestic Water Services

Domestic water services are provided by the CVWD.¹ All drinking or domestic water comes from the groundwater basin, a source usually referred to as the aquifer. The Whitewater River Subbasin underlies the major portion of the Coachella Valley floor and encompasses approximately 400 square miles. Wells approximately 1,200 feet deep reach the highest quality water in the aquifer. Pumps push the water up to one of 58 distribution reservoirs. Water is then delivered to customers via 1,978 miles of distribution piping. Regulation of drinking water quality is provided by the federal Safe Drinking Water Act of 1974, amended in 1986.

CVWD's domestic water system serving Rancho Mirage includes 57 wells, nine aboveground storage reservoirs (water tanks) and an extensive system of distribution lines ranging in size from 2 to 36 inches in diameter (Exhibit 29). The nine reservoir tanks are located in the foothills of the Santa Rosa Mountains in Rancho Mirage. Additional improvements are currently under construction which will improve service in the Mission Hills Pressure Zone.

CVWD was formed in 1918 for the purpose of protecting the water supplies of the Coachella Valley. At that time, the prima-

¹ CVWD



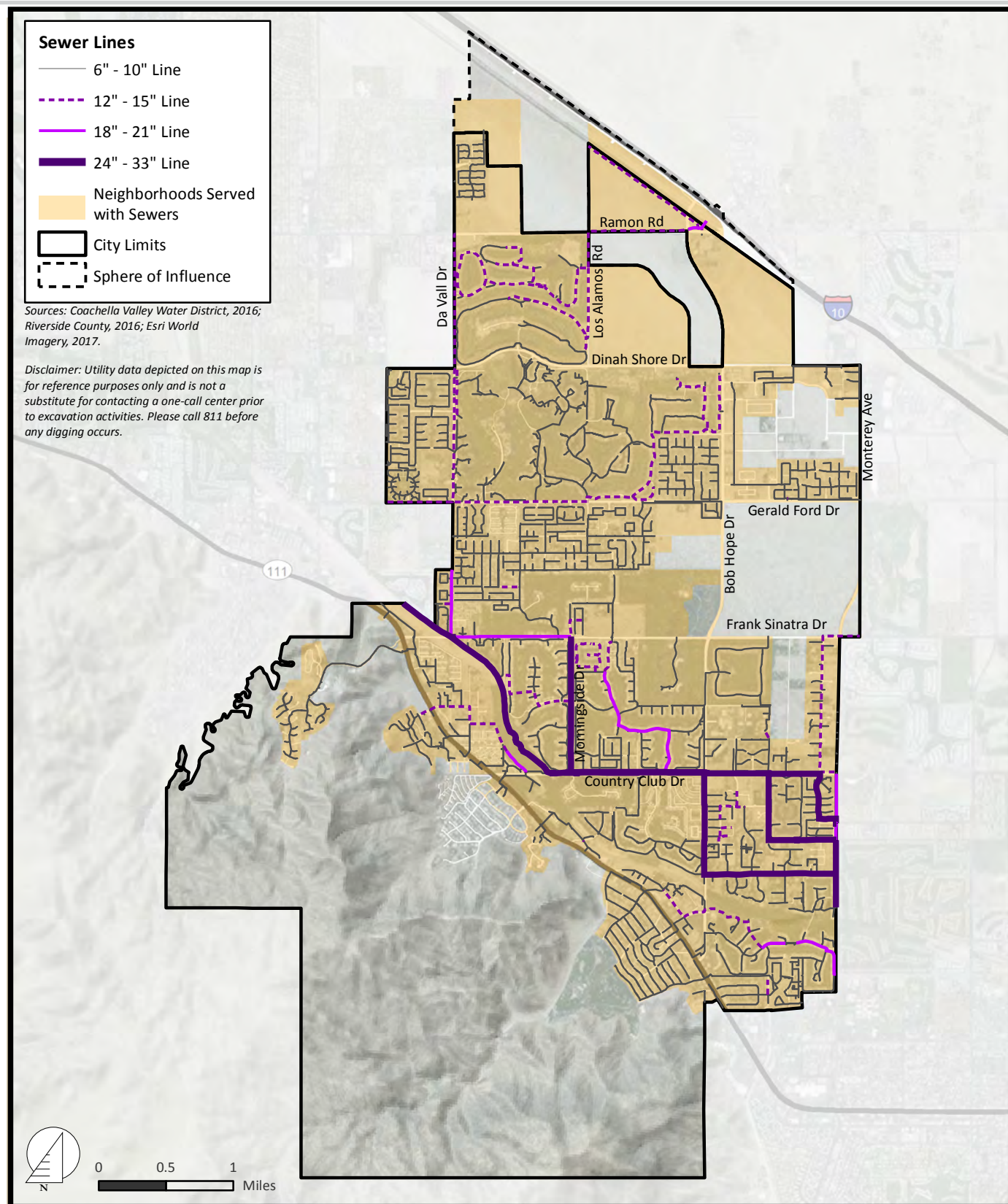


Exhibit 30 Sewer Service

ry source of water was groundwater. In the early 1930s, CVWD recognized the onset of declining groundwater levels as a result of farming activities. This prompted CVWD to acquire imported water supplies. The delivery of Colorado River through Coachella Canal commenced in 1949. In the early 1960s, CVWD and DWA contracted with the State of California for SWP water. This water has been exchanged with Metropolitan for a like amount of Colorado River Aqueduct water since 1973.²

The demand for groundwater has annually exceeded the limited natural recharge of the groundwater basin. The condition of a groundwater basin in which the outflows (demands) exceed the inflows (supplies) to the groundwater basin is called "overdraft." The historical overdraft in the Coachella Valley had caused groundwater levels to decline in many portions of the East Valley from La Quinta to the Salton Sea, and raised concerns about water quality degradation and land subsidence. Groundwater levels in the West Valley from Palm Springs to La Quinta had also decreased substantially, except in areas adjacent to and down-gradient of the Whitewater River Recharge Facility, where artificial recharge has successfully raised water levels. The Coachella Valley Groundwater Basin is presently not in overdraft due to active management of the Basin through Coachella Valley Water Management Plan programs like the GRP and non-potable supply to golf courses on private groundwater wells.

In 1973, CVWD and DWA began replenishing groundwater in the West Whitewater River Subbasin of the Coachella Valley Groundwater Basin by importing Colorado River water exchanged for SWP water allocations. Since 1997, CVWD has been replenishing groundwater with Colorado River water in the East Whitewater River Subbasin, commencing with a pilot program at the Thomas E. Levy Groundwater Replenishment Facility. CVWD also operated the Martinez Canyon pilot project in the East Whitewater River Subbasin from 2005 to 2013. In 2002, CVWD and DWA expanded the GRP into the Mission Creek Subbasin.

Groundwater replenishment is essential in the Coachella Valley Groundwater Basin. If groundwater replenishment with imported water is eliminated, groundwater overdraft will result. Increased overdraft results in declining water levels, increased pump lifts, and

² CVWD

increased energy consumption to pump groundwater for irrigation and domestic use. For more information regarding CVWD please visit their website at www.cvwd.org.

According to CVWD the majority of water used in the Coachella Valley continues to be for outdoor irrigation. The City has long been a champion of water conservation when it comes to landscaping, and has adopted ordinances that require compliance with the [CVWD Model Water Efficient Landscape Ordinance](#). Additionally, the City proactively began to remove all grass from street medians and City-maintained parkways many years ago in favor of drought tolerant landscaping.

CVWD is involved in a variety of efforts to conserve finite groundwater resources. In addition to the provision of domestic water, CVWD provides landscape plan checking services and publications on the design and installation of drought tolerant landscaping. In addition to efforts to target the domestic user, CVWD has also developed tertiary waste water treatment capability and is providing treated waste water to various golf courses and to public landscaped areas in the vicinity of the Cook Street treatment plant in Palm Desert.

Waste Water Treatment

Most CVWD domestic water customers also receive sewer services from CVWD.³ Nearly 6.3 billion gallons of wastewater are treated yearly. The district also has the capacity to increase its wastewater treatment as the Coachella Valley's population grows.

CVWD began wastewater collection and treatment services in 1968, when it acquired the Palm Desert Country Club's water and sewer systems. Today CVWD provides wastewater service to more than 91,000 home and business accounts. It operates 6 water reclamation plants from Palm Desert to Thermal, and maintains more than 1,000 miles of sewer pipelines and more than 30 lift stations that collect and transport wastewater to the nearest water reclamation facility.

Current expansions and improvement to the wastewater collection system and reclamation plants are taking place throughout the Coachella Valley. Of CVWD's six water reclamation plants, three are equipped to treat wastewater to meet state standards for non-pota-

³ CVWD

ble water for irrigation. Every gallon of recycled water used for outdoor irrigation saves precious groundwater for potable use by domestic customers.

The vast majority of Rancho Mirage now utilizes the District’s sewer, but there are still a few areas in the community that rely on septic tanks for waste water disposal. These areas include Thunderbird Cove, portions of the Peterson Road neighborhood, Thunderbird Country Club, the Vista Del Sol corridor, and lands in the northeast quadrant of Rancho Mirage. Exhibit 30 shows sewer service areas in Rancho Mirage.

Electric Service

Electric power services are provided by the Southern California Edison Company (SCE), and to a limited extent, the Imperial Irrigation District (IID). SCE has transmission substations in several locations in Rancho Mirage. Electric power is primarily generated outside the Coachella Valley, but SCE purchases wind-generated power from local producers. SCE facilities include 12 kV transmission lines for local distribution. Higher voltage lines for more distant transmission range up to 115 kV and 230 kV. Substations step down voltage for local distribution and use. Three substations serve Rancho Mirage: one on Highway 111 just east of Thunderbird Cove, one on Clancy Lane at Monterey Avenue, and one on Plumley Road south of 35th Avenue.

IID serves most of the lower Valley from Palm Desert to and including Imperial County. IID electrical rates are lower than rates charged by SCE. One explanation is that IID is a not-for-profit utility district. Businesses and industrial uses within the boundaries of IID have an economic advantage in that a smaller proportion of their budgets are spent on electrical service.

SCE currently offers various rebates for installation of energy efficient equipment, including incentives for the installation of smart thermostats, variable speed pool pumps, evaporative coolers, and high efficiency air conditioners to name a few. Another program called the Summer Discount Plan provides an opportunity to save money by allowing SCE to remotely “cycle-off” selected air conditioning units during periods of heavy use and potential power outages.

Electrical rates in the Coachella Valley continue to be among the highest in the nation. Regional electric utilities monopolies have traditionally been sole purveyors in distinct geographical areas and as such, have the ability to set prices without concern for competition. SCE changed its standard rate structure to a three-tiered plan in June of 2016.⁴ The cost of electricity in Tier 1, which is considered the baseline allocation, is charged at a lower rate than Tiers 2 and 3. This baseline allocation is established by the California Public Utilities Commission (CPUC) and is based on where you live, the season (winter or summer), and whether your home is “all electric” or uses both electricity and gas. Rancho Mirage lies in Baseline Region 1.⁵ In this region allocations go up considerably during the summer months when energy use is at its peak, and are then reduced significantly during the winter months when consumption is at its lowest.

Community Choice Aggregation

In March of 2016, the City’s Budget Subcommittee authorized staff to proceed with a feasibility study on a Community Choice Aggregation (commonly known as a CCA). Forming a CCA under AB 117 allows a local government to manage the electric supply on a community level, instead of through the local purveyor, in this case SCE. The CCA, which would be controlled by the City Council, would purchase the power necessary for the community and that power would be delivered through SCE infrastructure. SCE would still maintain control of the poles, wires and necessary infrastructure to deliver the power purchased by the CCA. Customers’ electric bills would be based on the rate schedules set by the CCA. CCAs provide a community and individual customers with a choice where one did not exist before. This choice often leads to lower monthly electricity bills, cleaner energy, and economic development advantages.⁵

Renewable Energy (Solar)

According to the U.S. Department of Energy, “the tremendous growth in the U.S. solar industry is helping to pave the way to a cleaner, more sustainable energy future. Over the past few years, the cost of a solar energy system has dropped significant-

⁴ Southern California Edison
⁵ All of the information regarding CCAs was obtained from a staff report by Isaiah Hagerman, Director of Administrative Services for the City of Rancho Mirage, dated September 15, 2016.

ly -- helping to give more American families and business access to affordable, clean energy.” As shown in Table 37, building permits for solar energy projects has increased dramatically in recent years. As noted on the City’s website, Rancho Mirage enjoys approximately 350 days of sunshine each year, and so is a perfect location for solar energy installations.

Natural Gas

TABLE 37 SOLAR-RELATED BUILDING PERMITS, BY YEAR

| YEAR | NUMBER OF PERMITS ISSUED |
|---------------|--------------------------|
| 2005-2010 | 227 |
| 2011 | 115 |
| 2012 | 123 |
| 2013 | 248 |
| 2015 | 325 |
| 2015 | 309 |
| 2016 | 332 |
| Totals | 1,679 |

Natural gas provides more electricity generation than any energy source in California. According to the California Energy Commission, data gathered as of September 10, 2015 indicates that 60 percent of all electric generation in California comes from natural gas.⁶ Natural gas service is provided in Rancho Mirage by Southern California Gas, which has regional and local distribution lines in Rancho Mirage and the SOI. Natural gas is used for space heating, domestic and commercial hot water, cooking and air conditioning applications.

Services are available to all prospective users and nearby major transmission facilities assure availability for most anticipated needs, be they residential, commercial or industrial. Cost of services varies seasonally and with amount of use.

⁶ Southern California Gas Company

Telephone Service

Multiple companies offer telephone service in Rancho Mirage, but phone service is oftentimes bundled with other services such as internet and television. For instance, AT&T offers telephone service as a standalone product, whereas Spectrum (formerly Time Warner Cable) only offers telephone service in conjunction with internet or television.

Home telephone service will most likely be offered as an ancillary service to internet and television services given the shift from traditional landlines to wireless phones. According to surveys conducted by the Centers for Disease Control and Prevention (US Department of Health and Human Services), the prevalence of wireless only households continues to rise. Nearly one-half of American homes (48.3 percent) had only wireless telephones (also known as cellular telephones, cell phones, or mobile phones) during the second half of 2015 – an increase of 2.9 percent since the second half of 2014.⁷ Between January and June of 2006, approximately 10 percent of households were wirelesses only. Over the last decade that number has increased to nearly 50 percent.

Wireless Communication Facilities

As previously discussed, wireless telephone use has increased exponentially over the last decade. A survey conducted by Pew Research Center in 2015 indicates that 92 percent of U.S. adults own cell phones.⁸ The infrastructure that is commonly needed to support these vast wireless networks comes in the form of large antennas; unfortunately, these structures tend to be very unsightly. The City encourages the development of stealth facilities in order to protect citywide aesthetics, and has found that integrating the antennas into the architectural features of buildings (towers, cupolas, etc.) proves to be quite successful. As a secondary means of development, when buildings are not available, monopalms, streetlamps, and/or flagpoles have been used.

The most significant cost associated with the expansion of fiber networks for high speed broadband is that of trenching and conduit installation. In order to plan for the orderly expansion

⁷ CDC
⁸ Pew Research Center



Water conservation is a high priority for the City.

of these networks, and also to help offset the cost of extraction, the City encourages a “dig once” philosophy for construction activities. While a trench is open for any reason, one or more conduits are placed in the trench, either with or without fiber, for the future expansion of wireless facilities, communications, video surveillance, etc. This seemingly insignificant task will pay huge dividends for future development.

Cable Television

Cable television service is provided to Rancho Mirage by Spectrum (formerly Time Warner Cable), but there are other options for television service through satellite providers. In addition to cable and satellite options, internet television services are also very popular.

Solid Waste Disposal Services

The City contracts with Burrtec for provision of solid waste management and disposal services. A variety of residential services are available from the service provider in addition to the basic twice-weekly pick up, some of those services include: bulky item pick up, electronic waste, Christmas tree recycling, household hazardous waste and used motor oil. Burrtec also offers services for commercial businesses, construction-related activities and special events.

Most trash destined for disposal at land-fills is taken to the Edom Hill Transfer Station, which is located in Cathedral City approximately three miles north of Rancho Mirage’s boundary. A transfer station is an approved facility for accepting commercial, residential, and industrial waste from internal and external clients. Transfer stations serve as a local collection point to the final disposal site.⁹ The Edom Hill transfer station has a maximum permitted throughput of 3,500 tons per day and a permitted capacity of 3,500 tons per day for general waste (e.g, agricultural, construction/demolition, food wastes, green materials, industrial, metals, tires).

In addition, the transfer facility has a separate area for composting (construction/demolition and green materials) that has a maximum permitted throughput of 500 tons per day, and a permitted capacity of 10,221 cubic yards.¹⁰

⁹ Burrtec

¹⁰ CalRecycle

Burrtec’s website states that “recycling plays an important role in managing the waste generated in homes and businesses, and it reduces the need for landfills.” The residential recycle bins used in Rancho Mirage are considered “comingle” bins, which means that all types of recyclables can be collected in the same receptacle.

Recyclables go to a Material Recovery Facility (MRF) for sorting and processing, and are then shipped to destinations for reuse and repurposing. The MRF closest Rancho Mirage is the West Valley Transfer Station/MRF in Fontana.

Future Direction

Water, sewer and public utilities are essential parts of community development of all types. The orderly and contiguous extension of services and facilities is integral to the logical and cost-effective extension of the urban land use pattern. The provision of water, energy and other public services is coordinated by the City and must be planned to adequately accommodate future growth anticipated in the General Plan.

The General Plan provides service with important information of future service demands to allow the providers to determine how they can best be met.

WATER, SEWER, AND UTILITIES GOALS, POLICIES, AND PROGRAMS

GOAL PS&F 1

Water, sewer and utility facilities that safely and adequately meet the needs of Rancho Mirage at build out.

GOAL PS&F 2

Conservation of the quality and quantity of the water basin.

POLICY PS&F 2.1

The City shall work with CVWD and the Regional Water Quality Control Board, to the greatest extent possible, to preserve and protect water resources.

POLICY PS&F 2.2

The City shall encourage the expanded use of tertiary treated water by supporting the efforts of CVWD to expand the capacity and distribution of such treatment facilities.

GOAL PS&F 3

A city-wide sewer system that serves all residences and businesses.

POLICY PS&F 3.1

Support the formation of neighborhood-wide Assessment Districts for the purpose of sewer installation.

PROGRAM PS&F 3.1A

The City shall prepare the preliminary engineering estimates for assessment districts for sewer installation.

POLICY PS&F 3.2

All subdivisions shall be connected to sewer lines.

POLICY PS&F 3.3

When a property that is served by a septic system transfers ownership, the septic system shall be properly abandoned, and the property shall be required to connect to CVWD sewer, provided sewer lines are already installed in the right-of-way to serve said property.

PROGRAM PS&F 3.3A

The City shall maintain a list of residences and businesses not connected to the sewer system.

POLICY PS&F 3.4

If soil conditions do not permit proper percolation, prohibit septic systems.

GOAL PS&F 4

Lower electricity rates.

POLICY PS&F 4.1

Take a leading role in forming a cooperative program with adjacent cities to acquire ownership of the electrical distribution system.

PROGRAM PS&F 4.1A

The City shall investigate the feasibility of establishing a municipal electricity district, which may include acquiring ownership of electrical transmission or distribution lines and purchasing power directly from producers.

GOAL PS&F 5

Placement of all utility lines underground.

POLICY PS&F 5.1

Give utility lines on major streets primary consideration for under-grounding.

POLICY PS&F 5.2

Site major utility facilities to assure minimal impacts to the environment and the community, and minimize potential environmental hazards

PROGRAM PS&F 5.2A

Wireless facilities shall be stealth in their design in order to preserve citywide aesthetics.

POLICY PS&F 5.3

Encourage the coordinated and shared use of underground transmission corridors as a means of minimizing repeated exactions into the streets.

POLICY PS&F 5.4

Promote a "dig once" approach for construction activities in order to plan for the orderly and efficient expansion of fiber networks.



Palm tree cell tower concealment.

Fire and Police Protection

Purpose

The Police and Fire Protection portion of this element addresses two of the essential functions of governments. The element reflects the City's commitment, which places high priority on the best protection services possible. The City also recognizes the benefits of the high number of gated/walled communities, the larger of which typically have private security that enhances overall safety for these households. Consolidated contractual arrangements are also in place for police services to enhance service in the most cost effective manner possible.

Fire services in the community are state-of-the-art, with two stations in Rancho Mirage and cooperative, joint power agreements with other communities for fire services.

Background

Government Code Section 65302(g) requires that a General Plan include a Safety Element, or its equivalent, for the protection of the community from any unreasonable risk associated with the effects of fire, crime, or other threats. Public Resources Code Section 4125(a) also references the state Board of Forestry, which classifies lands for the purpose of establishing hazards and responsibility. Unclassified lands will fall under the jurisdiction of the City or appropriate federal agency, such as the U.S. Bureau of Land Management or Forest Service.

Fire Protection Services

The threat of fire poses hazards to life and property. Given the Rancho Mirage's sparsely vegetated open desert lands and hillsides, developed areas are the source of most service calls. The Riverside County Fire Department provides fire protection in Rancho Mirage under contract to the California Department of Forestry. A typical response to a fire will place eight personnel, including a battalion chief, on the scene within five minutes. This includes fire fighters and certified paramedics.

The City entered into a cooperative agreement for fire-related services with the County of Riverside, through its Cooperative

Fire Programs Fire Protection Reimbursement Agreement, in June of 2016. This two-year agreement ensures that Rancho Mirage will be provided with fire protection, disaster preparedness and response, fire prevention, rescue, hazardous materials mitigation, technical rescue response, medical emergency services, and public service assistance for the life of the agreement. Funds for these services come from a citywide "fire tax" levied on raw acreage, residential dwelling units, and commercial developments. The taxes collected to pay for these services do not cover the actual costs, so the City uses money from the General Fund to make up the difference. The Riverside County Fire Department maintains thirteen fire stations in the upper Coachella Valley. The following fire stations are located in city limits:

Rancho Mirage Station No. 50 is located on Highway 111 between Thunderbird Cove and Thunderbird Heights. This station is responsible for covering the southern portion of Rancho Mirage and is equipped with one medic engine (fire truck). The station is staffed with two firefighters and one firefighter/paramedic at all times. Station 50 added a medic unit (ambulance) in early 2017.

Rancho Mirage Station No. 69 is located on Gerald Ford Drive, less than 0.25 mile west of Bob Hope Drive. This station is responsible for covering the northern portion of Rancho Mirage. Equipment at this station consists of one medic engine and one medic unit. A total of three firefighters and two firefighter/paramedics are on duty at this station at all times.

In addition to the two fire stations located in Rancho Mirage, five other County operated fire stations are located close to Rancho Mirage: Station 71 (Palm Desert), Roy Wilson Fire Station (Thousand Palms), Station 33 (Palm Desert), Fire Station 81 (North Bermuda Dunes), Fire Station 55 (Indian Wells), and Riverside County Fire Department in La Quinta. In the event of a major incident, resources from these stations can be used to assist fire personnel in Rancho Mirage.

National Fire Insurance Organizations and the National Fire Protection Association formally recommend, respectively, a maximum three-mile and five-minute response parameter for siting fire stations. While existing levels of service appear adequate to protect existing improvements in Rancho Mirage, continued growth may stimulate the need for additional fire stations. Further consultation and coordination with local fire officials will be required to determine the optimum location for additional future facilities.

Police Protection Services

Police protection in Rancho Mirage is provided on a service contract basis by the Riverside County Sheriff's Department that operates out of the Palm Desert Station. The current agreement went into effect on July 1, 2016, and is a five-year contract that will expire on June 30, 2021. In 2016, eight dedicated police personnel served Rancho Mirage, and another 15 non-dedicated deputies aided in patrol. Staffing on a daily basis breaks down as follows: two deputies work the day shift, three deputies work the swing shift, and two deputies work the graveyard shift. One additional one non-sworn Community Service Officer works during the day. In 2016, the City provided a ratio of one officer per 786 residents, well above the commonly accepted ratio of one officer per 1,000 residents.

Police response times can vary significantly, depending on the location of patrol cars at the time of a call. In 2015, the average emergency response time in Rancho Mirage for Priority 1 calls was 5.9 minutes.

Methods to reduce or prevent crime include adequate street and security lighting, and development of "defensible space." Defensible space permits surveillance and provides the highest possible level of security, use of appropriate security hardware, and building siting and visibility. The City also promotes the Neighborhood Watch Program. This program exists in both public neighborhoods and private communities. The Sheriff's department has indicated that the relatively high number of walled and gated communities in Rancho Mirage does not necessarily result in a measurable reduction in crime.

To understand the issue of crime it is imperative to consider geographic, demographic, economic and other factors specific to a jurisdiction. The transient population, its composition by age and gender, education levels, and prevalent family conditions with respect to the family unit is correlated to crime statistics. Considering a jurisdiction's industrial/economic base, economic conditions relating to median income, poverty level, job availability, dependence on neighboring jurisdictions, and transportation systems are all key factors in assessing and understanding the crime issue.

The strength and effectiveness of law enforcement in a city should also be considered when comparing crime statistics. One city may report more crime than another, not because there is more crime, but rather because its law enforcement, through proactive efforts, identifies more offenses. A high ratio of officers to population allows identification and reporting of crimes more effectively. Attitudes of the citizens toward crime influence their crime reporting practices, especially concerning more minor offenses. This will have an impact on the volume of crimes reported to police.

The timing of specific law enforcement needs that correlate with continued development cannot be estimated with confidence and will vary from community to community. Nonetheless, it can be expected that as development continues so will the need for expanded police protection services and personnel.

Citizens on Patrol

The Rancho Mirage citywide Citizens on Patrol (COPS) program was formed in 1994, by resolution of the City Council, to serve as the "eyes and ears" for the Sheriff's department. RMCOPS is made up of volunteers, ages 21 and older, who reside in the Coachella Valley. They assist in the reduction of crime by providing high visibility, direct communication and random daily patrols. As ambassadors of the City, they are trained by the Riverside County Sheriff's department and Palm Springs Police Citizens' Academy in non-confrontational matters, various aspects of police surveillance, reporting procedures, traffic control, CPR, first aid and emergency preparedness. There are currently approximately 30 members who provide about 1,000 hours monthly in volunteer service.¹¹

¹¹ Citizens on Patrol

Future Directions

The distribution of land uses and anticipated development pattern will continue to directly impact the City's ability to provide adequate fire and police protection. The availability of staff and equipment and the need to provide protection services within a minimum time frame affects the responsiveness of the City's police and fire departments. Development in Rancho Mirage that is distant from services may risk longer response times, which must be considered in land use planning, circulation/traffic planning, the provision of fire flows, and in emergency preparedness planning.

It can be expected that as development continues so will the need for expanded police and fire protection services and personnel. The timing of specific law enforcement needs, which will result from continued development, cannot be estimated with confidence and will vary from community to community. Fire protection needs are more easily established, but are highly dependant upon the location, type, and intensity of future development.

FIRE AND POLICE PROTECTION GOALS, POLICIES, AND PROGRAMS

GOAL PS&F 6

A high level of police and fire protection and paramedic service.

POLICY PS&F 6.1

Review all new and improved developments for their impact on safety and the provision of police and fire protection services.

POLICY PS&F 6.2

Enforce fire standards and regulations in the course of reviewing building plans and conducting building inspections.

POLICY PS&F 6.3

Regulate potentially hazardous material use and storage.

POLICY PS&F 6.4

Due to the fire hazard potential of hilly areas with slopes of ten percent or greater, access problems, lack of water or sufficient pressure, and excessively dry brush, specify special onsite fire protection measures during project review.

POLICY PS&F 6.5

Provide emergency police, fire and paramedic vehicle access with all new development to the satisfaction of the City.



Rancho Mirage police and fire personnel.



Rancho Mirage High School has a 2300-student capacity.

POLICY PS&F 6.6

Assist the Sheriff's Department in promoting the Neighborhood Watch Program.

POLICY PS&F 6.7

Promote concepts of defensible space for walled and gated communities, recognizing the potential effect those concepts can have on reducing crime in Rancho Mirage.

POLICY PS&F 6.8

Support the Citizens on Patrol program.

Schools and Libraries

Purpose

The purpose of this portion of the element is to describe school and library facilities in Rancho Mirage and surrounding serving area, and provide guidance and direction for decision makers to ensure support of and convenient access to these essential services. City residents of all ages deserve the opportunity to gain a basic education and continue to expand their personal and professional horizons through these important educational and cultural resources. The convenience and safe accessibility of school and library facilities depend upon the community's land use pattern, the efficiency and safety of its streets, and the availability of bicycle lanes/paths and public transit.

Background

Continued residential development activity, a larger permanent population, and the increased percentage of families with school-aged children can be expected to increase pressure on the local school districts that are required by law to provide school facilities to accommodate students. Rancho Mirage is served by two public school districts: the Palm Springs Unified School District, which serves the majority of Rancho Mirage, and the Desert Sands Unified School District, which serves the portion of Rancho Mirage that lies south of Frank Sinatra Drive and east of Bob Hope Drive.

California Government Code Section 65302(a) requires that, among other things, the General Plan assess the general distribution and location of educational facilities, and determine the adequacy of these facilities.

Public Schools

As of 2016, the Palm Springs Unified School District operates one elementary school and one high school in the city. Rancho Mirage Elementary School is located on Indian Trail Road in the Magnesia Falls Cove area. It provides class levels K through 6, and has approximately 420 students.¹² Rancho Mirage High School (RMHS) was built in 2013 and is located east of Da Vall Drive and north of Ramon Road in the northern portion of Rancho Mirage. The high school was constructed across the city's boundary line, so a portion of the school (some of the sports fields and a portion of the parking lot) actually lies in the City's SOI in Riverside County. RMHS has a capacity for 2,300 students.¹³ Students living in Rancho Mirage must currently attend middle school education in surrounding communities. There are no Desert Sands Unified schools in Rancho Mirage.

According to a school facility needs analysis published in March of 2014, the Palm Springs Unified School District has a district-wide capacity of 25,654 seats, which are divided as follows: 13,923 at the elementary school level, 3,127 at the middle school level and 8,604 at the high school level. Enrollment data for school year 2013/2014 identified 23,360 students. Student enrollment exceeds facilities capacity at the middle school level. At the elementary and high school levels a surplus seating capacity exists.¹⁴ The school district uses these assessments to help plan for the future. When the state reduced funding for public schools, it passed legislation effective January 1, 1987 to permit school districts to levy a per-square-foot fee for residential, commercial, and industrial development. These fees must be paid by developers directly to the school district prior to the issuance of building permits. The fees are used to assist in the construction or reconstruction of school facilities. In 2016 the residential school fee was \$3.48 per square foot and the commercial per-square-foot fee was \$0.56.

¹² Rancho Mirage Elementary

¹³ Rancho Mirage High School

¹⁴ PSUSD

Private Schools

One private school also serves Rancho Mirage. As of October 2016, the Palm Valley School is located on Da Vall Drive, north of Dinah Shore Drive, and provides classroom instruction for preschool aged children through high school. Its current enrollment is 340 students, 71 of which are in grades 9-12. This relatively new facility is a master planned campus with substantial space for future expansion.

Libraries

In 1991, the City withdrew from the Riverside County Library system and made plans to provide its own library. The City purchased a vacant 10,887 square foot bank building at Bob Hope Drive and Highway 111 and opened its library there in January, 1996 with 15,000 volumes and projections up to 35,000 volumes in five years. The current Rancho Mirage Public Library opened in 2006, and now has more than 70,000 volumes. In addition to the large collection of books, the library also has approximately 14,000 DVDs and more than 6,000 audiobooks. Over the years the library has earned many awards and accolades, and continues to be a cultural asset to Rancho Mirage, the Coachella Valley, Riverside County, and beyond.

Construction of the current Rancho Mirage Public Library began in 2004, and it officially opened in 2006. The stunning facility was designed by the architecture firm Meyer, Scherer & Rockcastle, Ltd. The building itself is just over 45,000 square feet and includes outdoor program areas, an audiovisual services area, and a 350-seat auditorium for programs and events.¹⁵ In addition to the large collection of books, the library also has space for revolving exhibits and hosts many events.

Eisenhower Medical Center has a medical library, but lending to non-hospital staff is not permitted. College of the Desert also has an impressive on-campus library that is open to the public and affiliated with the Riverside County library system.

Future Direction

Rancho Mirage's schools and library are important community assets that support city children and adults and are an important barometer of the social health of Rancho Mirage and its quality of life. These assets are also an important consideration for many consid-

ering residing in Rancho Mirage. As the city continues to urbanize towards I-10, demographics can be anticipated to shift from higher end second homes to more moderately priced, year-round occupied single-family homes. Schools will become increasingly important to Rancho Mirage's population. The location of schools and libraries require consideration of many factors, including student safety, accessibility, impacts from noise and other factors.

Public school districts are "responsible agencies" and have "lead agency" status for the siting, planning and processing of development approvals. While consultation with local jurisdictions is required, most decisions rest with the school district, with building, planning, and design processed and approved by the State Architect's Office. Nonetheless, the City can assist and coordinate with the local school districts and state agencies in the planning and provision of educational facilities to provide a maximum opportunity for the education of residents of Rancho Mirage.

The General Plan provides the City with the opportunity to establish policies and programs to preserve and protect existing and future school and library sites from excessive noise and traffic conditions and ensure accessibility and compatibility with surrounding land uses.

SCHOOLS AND LIBRARIES GOALS, POLICIES, AND PROGRAMS

GOAL PS&F 7

Education and library facilities that provide Rancho Mirage with adequate services and convenient access.

POLICY PS&F 7.1

Assist and coordinate with the local school districts and state agencies in the planning, site acquisition, development and provision of educational facilities for the residents of Rancho Mirage.



Rancho Mirage Public Library is over 45,000 square feet and has many amenities for public events.

¹⁵ MSR Architecture



Eisenhower Medical Center has been providing Valley-wide health care since 1971.

POLICY PS&F 7.2

Cooperate in the process to secure school impact fees from developers in accordance with state law, and strive to reduce overcrowding and improve the educational quality of the public school system.

POLICY PS&F 7.3

Preserve and protect existing and future school sites, to the greatest extent practical, from excessive noise and traffic conditions and ensure compatible surrounding land uses.

POLICY PS&F 7.4

As appropriate, pursue agreements with the school district(s) to assist in the purchase, lease or joint use of land for school and recreation purposes and the provision of recreation facilities to increase the supply of local park acreage and facilities for school students and to provide accessible recreation facilities and open space for the neighboring community during non-school hours.

POLICY PS&F 7.5

Ensure that adequate library services, space and volumes are available to satisfy the literary and educational needs of its residents.

Health Services

Purpose

The purpose of this portion of the element is to provide information on the various health care facilities and services available in Rancho Mirage and vicinity. Health care services range from the family practitioner to surgical and other specialists working in a hospital environment. Accessible health care facilities and services are an essential part of the community's professional services.

With an older average population in Rancho Mirage, health care facilities and services are important determinants for many would

be residents considering relocation to Rancho Mirage. As with most other areas of community planning, the availability of health care is an essential component of community planning. Issues of medical services/facilities availability are also associated with other areas of community planning, including land use distribution, traffic and circulation, emergency preparedness, and fire and police protection.

Background

The Health Facilities portion of this element is related to the Emergency Preparedness, Public Buildings and Facilities, and Hazardous and Toxic Materials Elements. It also addresses locational criteria and is therefore related to the Land Use and Circulation elements as well. This portion of the Public Services and Facilities Element is included in the General Plan as an optional element pursuant to Government Code Section 65303 because of the prominence of health related facilities in Rancho Mirage.

Rancho Mirage and the Coachella Valley provide a broad range of medical services and research facilities, as well as convalescent hospitals and similar facilities. The City has a particular interest in assuring the provision of health care facilities, including hospitals, clinics, medical specialists, and convalescent care.

Eisenhower Medical Center

As published on its website, Eisenhower Medical Center (EMC) is the valley's only not-for-profit hospital, and has provided the Valley with compassionate care for nearly 40 years through a full range of state-of-the-art diagnostic, treatment and emergency facilities. EMC is an ACGME accredited teaching hospital, welcoming residents in Family Medicine and Internal Medicine since 2013.

Situated on a 130-acre campus in the heart of the Coachella Valley, EMC is a dynamic, progressive health care complex comprised of a 542-bed hospital, the Annenberg Center for Health Sciences at Eisenhower, the Barbara Sinatra Children's Center at Eisenhower and the Betty Ford Center on the Eisenhower campus. The non-profit Betty Ford Center is a world renowned alcohol and drug addiction treatment hospital, located on an expansive, 20-acre campus adjacent to the EMC. The Betty Ford Center offers help and hope to

individuals and their family members affected by alcoholism and/or addiction to other drugs.¹⁶

Future development and expansion of EMC is expected. Master planning of the Eisenhower campus has been accomplished through the adoption of the EMC Specific Plan that sets forth the ultimate buildout of facilities on campus.

Other Health Care Providers

In Rancho Mirage, medically related uses have clustered along Bob Hope Drive and Country Club Drive. One of the primary reasons for this development pattern is the availability of Office (O) zoned land along these corridors, but the accessibility and convenience of Eisenhower Medical Center also contributes to the development of these land uses. The City would like to encourage the focus on existing and future medically related uses in this geographic area, while providing sensitive edge treatments and thoughtful buffers to the surrounding residential neighborhoods.

Other Coachella Valley hospitals capable of providing health care services include Desert Regional Hospital in Palm Springs and John F. Kennedy Memorial Hospital in Indio. Desert Regional Hospital is licensed for 385 beds, and is home to the valley's only designated trauma center and only neonatal intensive care unit.¹⁷ The campus in Palm Springs includes tertiary acute care services and a skilled nursing unit. The John F. Kennedy Memorial Hospital is licensed for 145 beds, provides 24-hour emergency care facilities, and is a base for paramedic service.

Future Directions

Hospitals and convalescent facilities are regarded as sensitive land uses and should be located in areas not subject to excessive noise levels or high levels of air pollution. The General Plan plays an important role in assuring the long-term viability of Rancho Mirage's health care facilities by regulating surrounding land uses and minimizing adverse impacts from traffic, noise and other conditions. The Eisenhower Medical Center Specific Plan is incorporated into the General Plan by reference to assure consistency between these two regulatory documents. The General Plan also provides opportunities

to establish goals and policies that encourage the development of additional medical and health care and possibly research facilities, particularly in the vicinity of EMC, that address the changing demographics of the community and capitalize on Rancho Mirage's economic dominance in the health care field.

HEALTH SERVICES GOALS, POLICIES, AND PROGRAMS

GOAL PS&F 8

High quality of health care facilities and services to promote the good health and well-being of Rancho Mirage's residents.

POLICY PS&F 8.1

Coordinate with all medical service providers to assure adequate health care facilities and services to meet the needs of Rancho Mirage's residents.

POLICY PS&F 8.2

Encourage the development of medical and health care facilities that address the changing demographics and the City's desire to expand the economic base of the community.

POLICY PS&F 8.3

The EMC Specific Plan shall serve as the development guide for the campus.

POLICY PS&F 8.4

Locate hospitals, convalescent, assisted care, and similar type facilities in areas not subject to excessive noise levels.



Emergency preparedness kit in case of natural or manmade disaster.

¹⁶ Eisenhower Medical Center

¹⁷ Desert Regional Medical Center

Emergency Preparedness

Purpose

The purpose of this portion of the element is to provide information on the critical facilities necessary to effectively respond in the event of an emergency. It also identifies the various potential impacts of significant man made and natural hazards in or affecting the community and how they direct emergency preparedness. The City's capabilities in responding to natural and manmade disasters are also identified. Rancho Mirage's substantial potential exposure to major seismic events and flooding threats cannot be prevented, but preparation can be made for an effective response. Manmade threats include wildland and urban fires, hazardous materials spills and leaks, and major transportation accidents, including automobiles, trucks, trains, and aircraft. The element sets forth goals, policies, and programs designed to allow the City to be prepared for emergency threats.

Background

Concern regarding emergency preparedness is directly related to the Geotechnical (where seismic hazards are discussed), Flooding and Hydrology, Hazardous and Toxic Materials, and Police and Fire Protection portions of both this element and the Safety Element. Other related elements include Land Use, which affects essential relationships of use to location specific threats, and Circulation, which defines the availability of, and need for securing evacuation routes in the event of an emergency in the community. Applicable law includes Government Code section 65302(g), which states that the General Plan shall address "the protection of the community from any unreasonable risks associated with the effects of seismically induced surface rupture, ground shaking, ground failure...; slope instability leading to mudslides or landslides."

The Coachella Valley is subject to significant hazards, which constitute serious threats to life and property. The Valley's substantial potential for earthquakes and flooding are natural occurrences that can be anticipated, but cannot be prevented. However, the magnitude of the effect of natural disasters on life

and property can be addressed, and a coherent response to such disasters can be prepared. The goal is to have a realistic assessment of the potential for disaster and response plans for recovery after a disaster has occurred. Due to the large number of public, quasi-public, and private agencies involved in emergency preparedness planning, and their differing areas of responsibility, cooperation and coordination between agencies are essential.

Communication is the critical element in any emergency response capability and must be maintained even in the event of wide ranging disastrous events. Cities, emergency and safety agencies, water districts, utilities, and other involved private agencies must be able to remain in contact in order to coordinate the provision of supplies and personnel. To this end, it is imperative that regular and effective on-going organizational meetings be held in order to assure the efficient and responsive provision of emergency services and supplies.

The development of a carefully conceived emergency preparedness plan includes a disaster operations plan, which sets forth the organization and administration of disaster response efforts such as debris removal, evacuation and emergency communications, law enforcement, fire protection and rescue, the provision of health care and emergency shelter, allocation of emergency food and medical supplies, and the maintenance and restoration of critical services, including transportation, water and sewage, electricity, natural gas, and telephone service.

Critical Facilities

Certain critical facilities will become essential in the event of a major emergency and are an essential part of the emergency response plan. These include facilities that provide or house emergency services, including hospitals, fire stations, police and emergency services facilities, governmental operations, and utility facilities, especially telecommunications. Commercial radio stations can also play an essential role in apprising the community of appropriate actions to take.

Other critical facilities include evacuation routes and peak load water supply and delivery systems. Evacuation routes may play an especially critical role by allowing the evacuation and/or the delivery of ground based assistance access to affected parts of Rancho Mirage.

Emergency Transportation and Circulation

One of the single most important activities after a major disaster is the delivery of emergency personnel and relief supplies. Access to the community can be affected by major damage from natural forces, including earthquakes and flooding. Therefore, all weather and earthquake resistant bridges, culverts, and roads adjoining cut slopes must be given careful attention. Programs can be developed in close coordination with Caltrans, Riverside County and adjoining cities to assure maximum functional integrity of major roads serving Rancho Mirage.

Financial Assistance

Financial assistance to the City and victims of a disaster can come from several sources, with the state and federal governments being the most important. In order to qualify for state or federal assistance, the City must declare a local emergency within 10 days of the actual occurrence of the disaster, have damages assessed, and must apply for aid within 60 days of declaring the local emergency (Government Code Section 8680 8692).

Emergency Preparedness Coordination

The Riverside County Office of Disaster Preparedness is the responsible lead agency for the coordination of the various agencies in the event of an emergency. In Rancho Mirage, Fire Station 50, on Highway 111 east of Country Club Drive, serves as the base of operations for emergency response. In addition to City staff assigned to specific tasks, ranging from management and coordination to field operations, the City has agreements with local contractors to augment public agency resources and capabilities.

Emergency Preparedness Commission

The City's Emergency Preparedness Commission was established in 1998 and consists of 10 members who are appointed by the

City Council. The Commission's main purpose is to prepare and train citizens and businesses for any possible emergency. It has progressed from an advisory body to an operational task force. The Commission's Mission Statement reads as follows: The Mission of the Emergency Preparedness Commission is to motivate every person, business, and organization in Rancho Mirage to take actions that reduce future disaster damages and enhance disaster preparedness, response, and recovery.¹⁸

Local Hazard Mitigation Plan

In September of 2014, the City Council approved and adopted Resolution 2014-42 which amended the previous General Plan to incorporate, as an appendix, the Rancho Mirage Local Hazard Mitigation Plan. The purpose of the local hazard mitigation plan is to identify the County's hazards, review and assess past disaster occurrences, estimate the probability of future occurrences and set goals to mitigate potential risks to reduce or eliminate long-term risk to people and property from natural and man-made hazards. The plan identifies vulnerabilities, provides recommendations for prioritized mitigation actions, evaluates resources, identifies mitigation shortcomings, and provides future mitigation planning and maintenance of existing plan.

Future Directions

In addition to the detailed organizational directives, scopes of responsibility, operational priorities, authority and powers established in the City's emergency response plan, emergency communication protocols and other components of the response plan require close multi agency coordination. The ability of the community to respond to emergencies is also affected by the distribution of land uses and the location of future fire stations and other public safety facilities. Development standards set forth in the City's Zoning Ordinance will also determine how effectively emergency personnel can respond to events affecting occupied structures.

¹⁸ Emergency Preparedness Commission

EMERGENCY PREPAREDNESS GOALS, POLICIES, AND PROGRAMS

GOAL PS&F 9

A coordinated, responsive, and effective emergency preparedness disaster implementation plan and a high degree of readiness to respond to disastrous events.

POLICY PS&F 9.1

Develop and site public facilities to assure maximum protection from environmental hazards such as earthquakes and flood waters.

POLICY PS&F 9.2

Coordinate emergency preparedness activities with the state Office of Emergency Services.

POLICY PS&F 9.3

Continue to coordinate with Riverside County in the development and dissemination of information to the public advising the community on how to prepare for and cope with an emergency.

POLICY PS&F 9.4

Work with Riverside County to update the Local Hazard Mitigation Plan as necessary.

POLICY PS&F 9.5

Encourage and assist private communities in the preparation of emergency preparedness plans.

Public Buildings and Facilities

Purpose

This portion of this element provides background information on various structures and facilities in Rancho Mirage that are operated by public and quasi-public agencies, and describes some of the long-term planning issues associated with them. It is also meant to provide sufficient information to identify important and critical facilities and to assure coordinated planning and development that keeps pace with growth in the community. This portion of the Public Services and Facilities Element also sets forth the goal, policies and programs, which address the long-term planning needs of the community.

Public facilities are built to accommodate present and anticipated needs, some of which (most notably utilities) play a major role in determining the location, intensity, and appropriate timing of future development. Each year, local governmental agencies planning the construction of capital facilities (including cities, counties, school districts, and special districts) must submit a list to the planning agency (Government Code Section 65401) of proposed projects they would like to implement in Rancho Mirage. In the case of Rancho Mirage, the City would then review the projects for conformity with the General Plan.

Background

Rancho Mirage is host to a variety of public buildings and facilities, and associated issues have long been of concern in Rancho Mirage. They range from City Hall and the two community fire stations to water wells and electric power substations. They also include electric, telephone, and cable television transmission lines, schools, the Rancho Mirage Public Library, and the Children's Discovery Museum of the Desert. Roads and bridges, traffic signals and support facilities, and bus shelters also fall under this category. The Public Buildings and Facilities portion of this element is directly related to the Land Use, Circulation, and Community Design Elements. Most public buildings and utility sites are shown on the General Plan map.

Government Code Section 65103(c) states that the planning agency is to "annually review the Capital Improvement Program



Children's Discovery Museum of the Desert is one of the many public facilities in Rancho Mirage



Rancho Mirage City Hall was remodeled in 1996.

of the City or County and the local public works projects of other local agencies for their consistency with the General Plan....” However, the local jurisdiction may emphasize the importance of this issue by requiring an optional Public Facilities Element in the General Plan (Government Code Section 65303).

Rancho Mirage is a unique resort residential community with a wide range of public buildings and facilities utilized for the benefit of community residents and visitors. While much of the discussion focuses on buildings, lands and facilities operated by the City, utility buildings and substations are also given special attention with regard to their compatibility with surrounding land uses.

The location of public buildings and facilities is largely dependent upon their function in the community. This functional criterion does not preclude the need for these facilities to be logically integrated into the existing and planned land use patterns in Rancho Mirage. Those public buildings, which serve as offices where residents and business people come to conduct business, should be conveniently located and provided with safe access and adequate parking.

Utility Infrastructure

In contrast, utility infrastructure, including electrical substations, and pumping and switching facilities, can generate noise and detract from the scenic values of an area. Methods typically used to integrate utility infrastructure with the surrounding area can include decorative block walls and landscape buffers around major facilities, or the construction of telephone and other equipment buildings in an architectural style compatible with the surrounding built environment. The Verizon switching station on Da Vall Drive, north of Gerald Ford Drive, is a good example of how utility buildings can be designed to complement rather than detract from surrounding development. The City has also been a leader in the undergrounding of utility transmission lines and collects fees at the building permit stage to help fund this effort.

Rancho Mirage City Hall

The Rancho Mirage City Hall is an unusual and uniquely situated complex of buildings that includes the Council chambers, administrative offices and support facilities. The 17,605 square foot facility

was expanded to provide a total of 27,677 square feet in a basement and two above-ground floors. The remodel and expansion of City Hall was completed in June 1996.

Corporate Yard/Maintenance Facility

In 1995, the City moved its maintenance yard and facilities from the City Hall site to a new location outside city limits, on Varner Road in Thousand Palms. These facilities include a garage of about 4,500 square feet for equipment maintenance and storage, and an office/locker room/lounge building of about 800 square feet. The corporate yard site encompasses about three quarters of an acre. There is room for future expansion to provide showers and locker room facilities as well as space for equipment and vehicles, as the need arises.

Bus Shelters

The City has taken the lead in raising the design standard for these facilities. Rather than the typical steel, concrete, and Plexiglass shelters that present an industrial look, the City has adopted and implemented design standards based upon the surrounding built environment. Examples of these facilities include shelters at the Michael Wolfson Park and at the Eisenhower Medical Center. Placement of future bus shelters, coordinated with the Sunline Transit Authority, should consider convenience to major employment and shopping centers and other destinations that bus service could best serve.

Fire Stations

The placement of fire stations is based on a geographic analysis of service area response time and is location sensitive. The City has made a concerted effort to assure the highest level of community protection, while providing facilities that are well designed and integrated into the surrounding built environment. Stations on Highway 111 and Gerald Ford Drive illustrate how highly functional design needs can be met with pleasing and sensitive building design and site planning. Fire and Paramedic services are paid for via a fire tax on parcels in Rancho Mirage.

U.S. Post Office

The U.S. Post Office, located on Rancho Las Palmas Drive just north of Highway 111, provides a full-service facility utilizing contemporary architectural design standards. This facility encompasses approximately 13,000 square feet and provides all the basic postal services offered in most other facilities, including post office boxes, voter registration, mail boxes, shipping services, and postage stamp sales. The site accommodates outdoor postal vehicle storage and parking areas for customers and employees.

Streetscape and Traffic Control Facilities

While the City has made significant progress in the undergrounding of utility transmission lines, efforts have also focused on enhancing the appearance of other facilities located in the street rights of way. Specifically, the City has adopted design and paint standards for street lighting fixtures, traffic signals and support standards, and street signs. Efforts continue to better integrate signal control boxes, telephone switching boxes, and other utility service facilities located in parkways.

The City also has established a city-wide assessment district for the installation and maintenance of landscaped median islands on major arterials. The General Fund and License Tax on new construction pays for their installation. This on-going program, in addition to preserving roadway capacity and enhancing traffic safety and operations, is a significant enhancement of the roadway viewshed. These improvements are further discussed in the Community Design Element.

Future Directions

The City annually prepares a Public Facility Needs Study to serve as the basis for collecting the License Tax on new construction. The license tax is an integrated impact fee (or tax) that partially funds street widening, traffic signals, utility undergrounding, median islands, bikeways, bridges, parks, fire stations, and public art. The tax is imposed at the time of building permit issuance to meet the needs and mitigate the impacts of new development.

The City annually reviews and updates the Public Facilities Needs Study and if necessary adjusts the license tax to maintain consistency with the General Plan and respond to changing development characteristics. Exhibit 31 shows public facilities throughout Rancho Mirage.

Public Buildings and Facilities Goals, Policies, and Programs

GOAL PS&F 10

A coherent, compatible, and aesthetically satisfying integration of public buildings and facilities into the overall planning for Rancho Mirage.

POLICY PS&F 10.1

Site public buildings and facilities that house City government to provide functional, aesthetically pleasing, and convenient places for residents and city officials to conduct business.

POLICY PS&F 10.2

Coordinate with public utilities and special districts to assure the least intrusive and most compatible integration of related buildings and facilities into the land use pattern in Rancho Mirage.

POLICY PS&F 10.3

Conduct the siting of equipment storage and maintenance yards and facilities in a manner that is sensitive to and has a minimum impact on surrounding existing and future land uses.

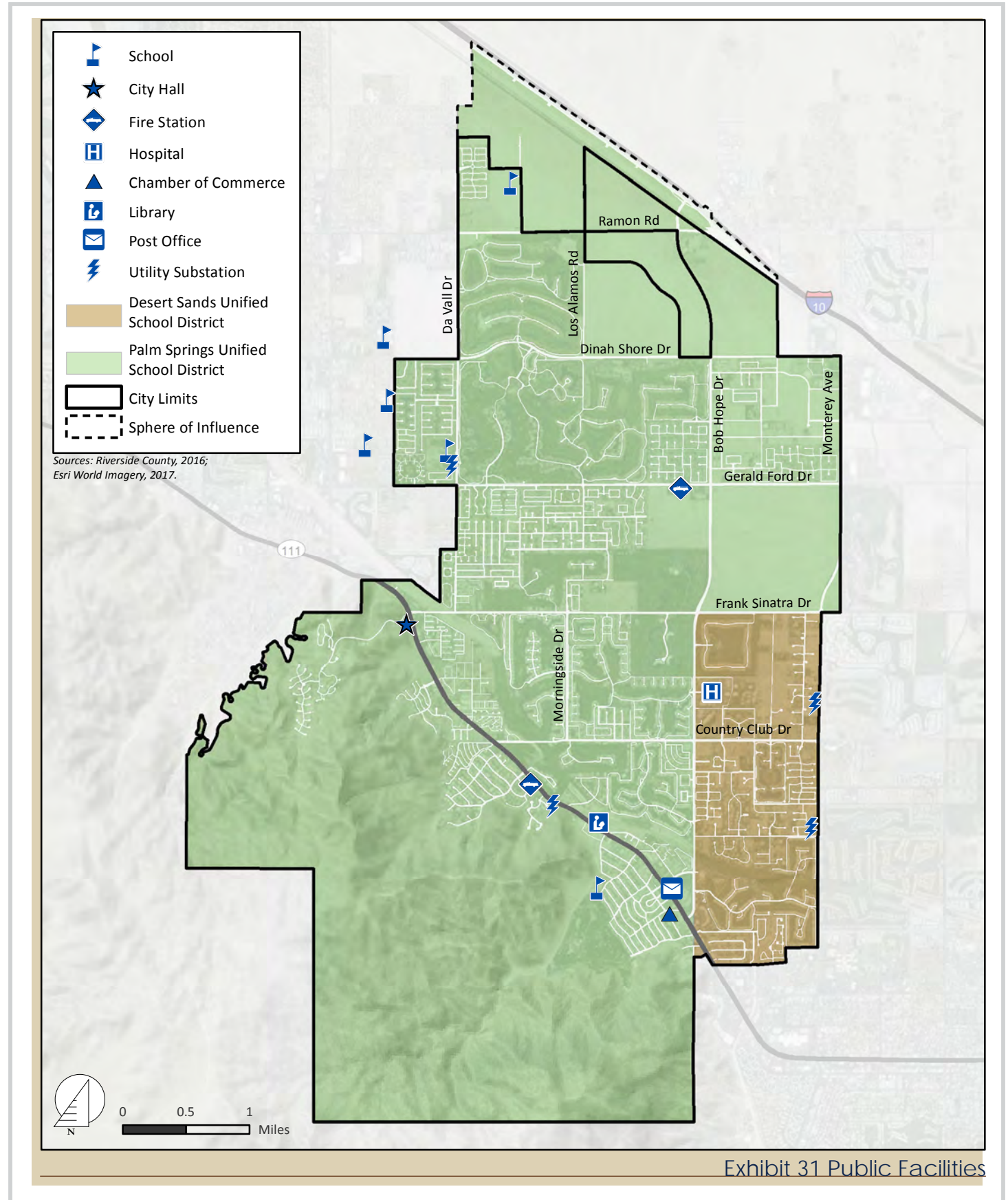


Exhibit 31 Public Facilities

PROGRAM PS&F 10.3A

In updating the Zoning Ordinance, the City shall develop specific design standards and guidelines regulating the siting, location, and screening of utility boxes and facilities.

POLICY PS&F 10.4

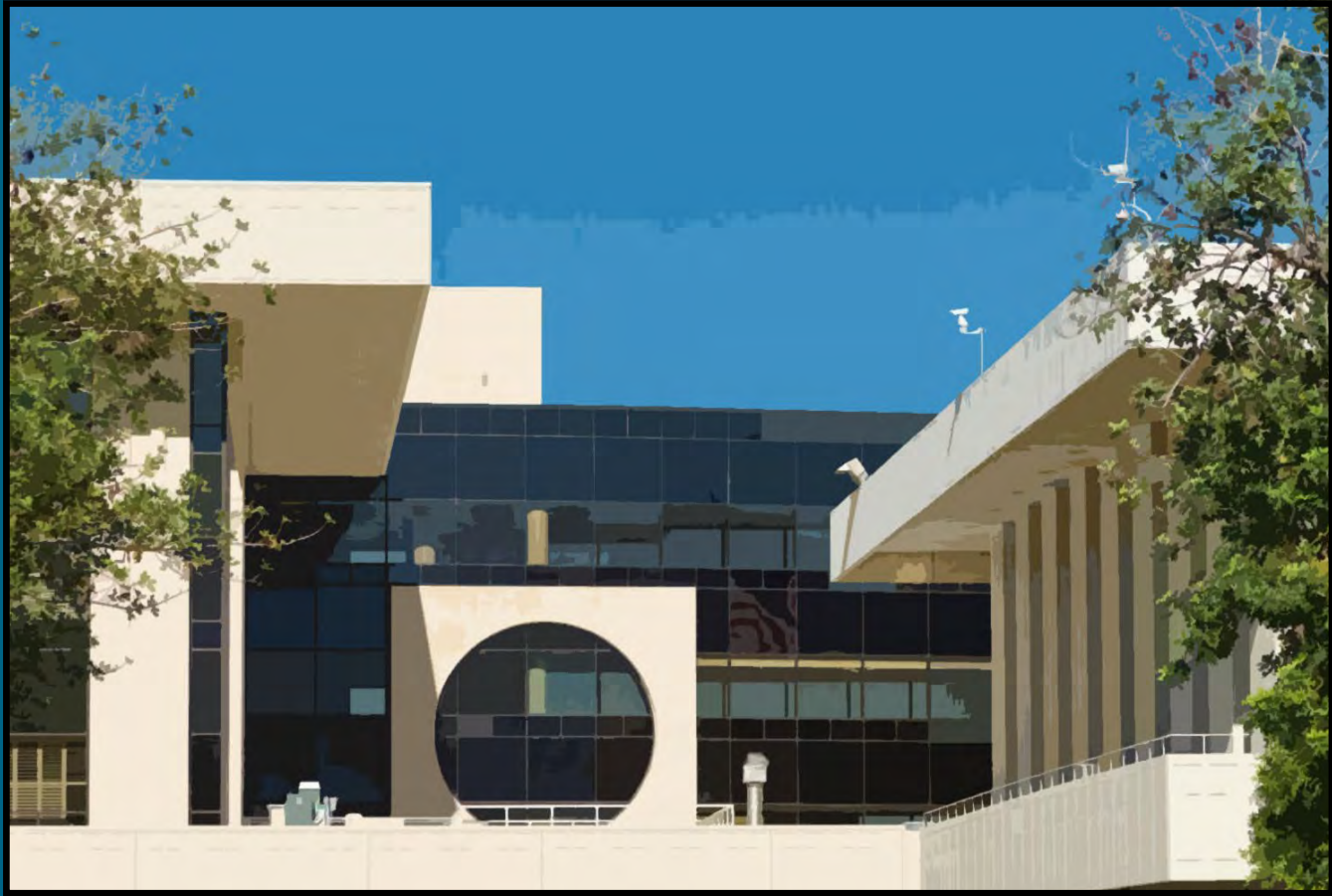
The City shall ensure that all public buildings and facilities comply with the same development standards as private development.



Rancho Mirage Fire Station 69.



Rancho Mirage Public Library.



10 Community Design

Purpose

Rancho Mirage is one of several well-known resort communities in the Coachella Valley. Its identity is formed by its beautiful desert context, expansive views, and high-quality of development, which is reflected in architecture and landscaping alike. From a community design perspective, Rancho Mirage is most often experienced as one travels on its arterials, and therefore its image is strongly determined by its treatment of roadway edges—parkways, medians, intersections and views.

The purpose of the Community Design Element is to define the City's most important design goals and guide new development that enhances Rancho Mirage's identity and distinguishes Rancho Mirage from its neighbors. It sets out the goals, policies, and actions designed to improve the image, character, and quality of life. By providing clear policy direction, it is intended to serve as a practical reference for property owners, designers, decision-makers, and developers as they develop plans and review design proposals.

It is important to view this General Plan element as the first step of many in improving community design in Rancho Mirage. General Plan goals, policies, and programs are the foundation for all related design decisions, but their scope is not to provide exhaustive design criteria. They must be implemented through more detailed guidelines and development plans. Therefore, throughout this element, goals, and policies are followed by recommended programs on the part of the City and the design community.

Although this element is not required by state law, the City believes that a solid Community Design Element sets the foundation for better decision-making on issues related to community aesthetics. Because the different elements of a General Plan are interrelated and consistent, the Community Design Element is influenced by the distribution of land uses in the [Land Use Element](#), the network of roadways generated through the [Circulation Element](#), and the preservation of views and open spaces in the [Conservation and Open Space Element](#).

The Design Context

Community design is the collective experience of the shapes, forms, and spaces that make up Rancho Mirage's built environment and form its identity. It is created by many factors, including the physical setting, views, arterial roadways, existing neighborhoods, public spaces, and commercial development. The scale of community design, therefore, encompasses groups of related elements rather than individual buildings. Planning for community design, it then follows, must build on existing characteristics in both the natural and built environment. For the City of Rancho Mirage, the following five elements comprise the context upon which to build community design policies:

- › Physical setting
 - « A beautiful desert context and dramatic topography
- › Expansive views
 - « Rich contrasts of lush, climate sensitive landscaping and rugged mountains
- › Scenic arterials
 - « Major corridors provide views, access, and community identity
- › Existing Gated Communities
 - « Constitute over 90 percent of Rancho Mirage's residential base
- › Unique Retail and Commercial Developments
 - « Quality retail environments can complement Rancho Mirage's beautiful physical setting



Rancho Mirage at sunset from the Ritz Carlton Rancho Mirage.



Creative architecture and native landscaping contribute to a sense of place.

Design Principles

The foundations of the Community Design Element are those ideas that drive the plan. That is, they are the key principles that help preserve and enhance the image of Rancho Mirage as a special and distinct city. Those principles are:

Sense of Place

In its regional setting in the Coachella Valley, Rancho Mirage is a high-quality, low-density resort community. It is special in terms of its beautiful setting, expansive views, and climate-sensitive landscaping. A coordinated city graphics, gateway, and streetscape program can strengthen this powerful community image.

Incorporating Nature

Rancho Mirage's desert setting offers unique opportunities. The stark beauty of the desert is reflected in its mountain and valley views, native landscaping, and natural building materials. Care should be taken to encourage sustainable design that conserves resources and respects topography and climate.

Sense of Arrival

Carefully sited and designed gateways are visual reminders that one has entered a detail oriented community. This arrival experience is further enhanced by roadway landscaping which transitions to more intense and formal planting as one approaches important intersections.

People-Friendly Public Places

Quality design means provision of pedestrian amenities in commercial areas. Shaded sitting areas, mini-plazas, enhanced landscape features, and courtyards add an important element of comfort and interest in retail developments.

Architectural Quality

Creative architecture respects its context, satisfies its function, and delights the eye. Rather than follow an artificial, stylistic formula, architecture in Rancho Mirage should reflect the desert environment with rich, natural materials and strong indoor/outdoor relationships.

Edges

Much of Rancho Mirage is viewed from the edges of gated, walled communities, and neighborhoods. It is here that visual continuity and design transitions can be emphasized through attractive landscaping and architecturally designed walls.

Community Design Goals, Policies, and Programs

Introduction

The identity of Rancho Mirage is informed by the roadway system, the stark desert environment, and the backdrop of the mountains. From a community design perspective, the best way to strengthen Rancho Mirage's image is to enhance the beauty of the arterial roads, preserve views, and encourage quality retail development. These efforts will primarily address Bob Hope Drive and Monterey Avenue, focusing on enhancements to intersection treatment and landscaping. Policies that encourage and improve city gateways and architecture, signage, and public spaces in commercial development are also key.

The Community Design maps ([Exhibits 32](#) and [33](#)) show view corridors, city gateways, enhanced intersections, and enhanced arterials. The maps illustrate the City's desire to reinforce the image of an "Oasis in the Desert" through resilient landscaping and enhanced design along arterials, at key intersections, and around significant entry points. The map also identifies special view corridors that must be preserved and enhanced. The Community Design Maps should be used as a guide when formulating the various landscape and roadway improvement plans referenced in the policies and programs of this element.

Community Identity

Rancho Mirage is truly an oasis in the desert. Its views of surrounding mountains from attractively landscaped arterials make it a special place. It has always been known as a low-density, high-quality resort town, and the implementation of the following policies and programs will enhance that image through more focused and coordinated design guidance for commercial centers, architecture, arterials, and landscaping. As Rancho Mirage looks to the future and achieves its build-out potential, it is reaching for an even higher level of design quality. Through visually distinct gateways, public and private signage, and architectural guidelines, the City can establish an even stronger sense of identity. By combining the best of its desert context—dramatic views, natural colors and materials, and focused landscaping—with high-quality commercial development and distinctive people-gathering places, Rancho Mirage will achieve a timeless sense of place.

GOAL CD 1

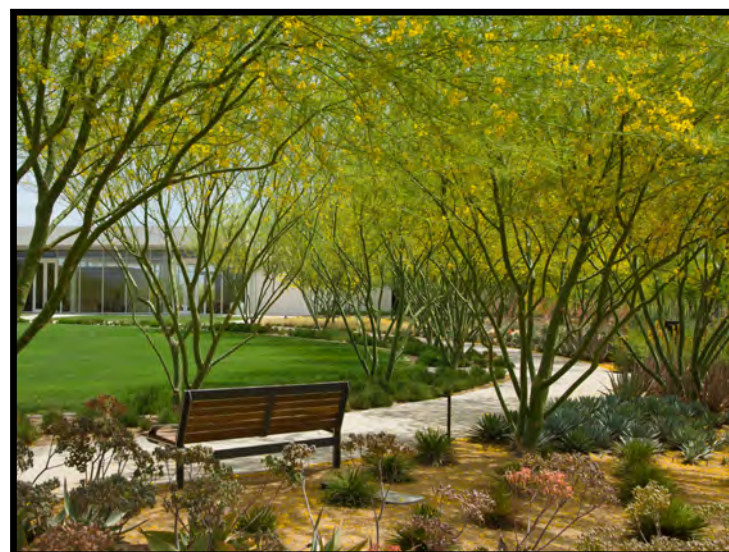
Preservation and promotion of the special identity of Rancho Mirage as an “Oasis in the Desert,” combining quality development with scenic, natural, and open space amenities.

POLICY CD 1.1

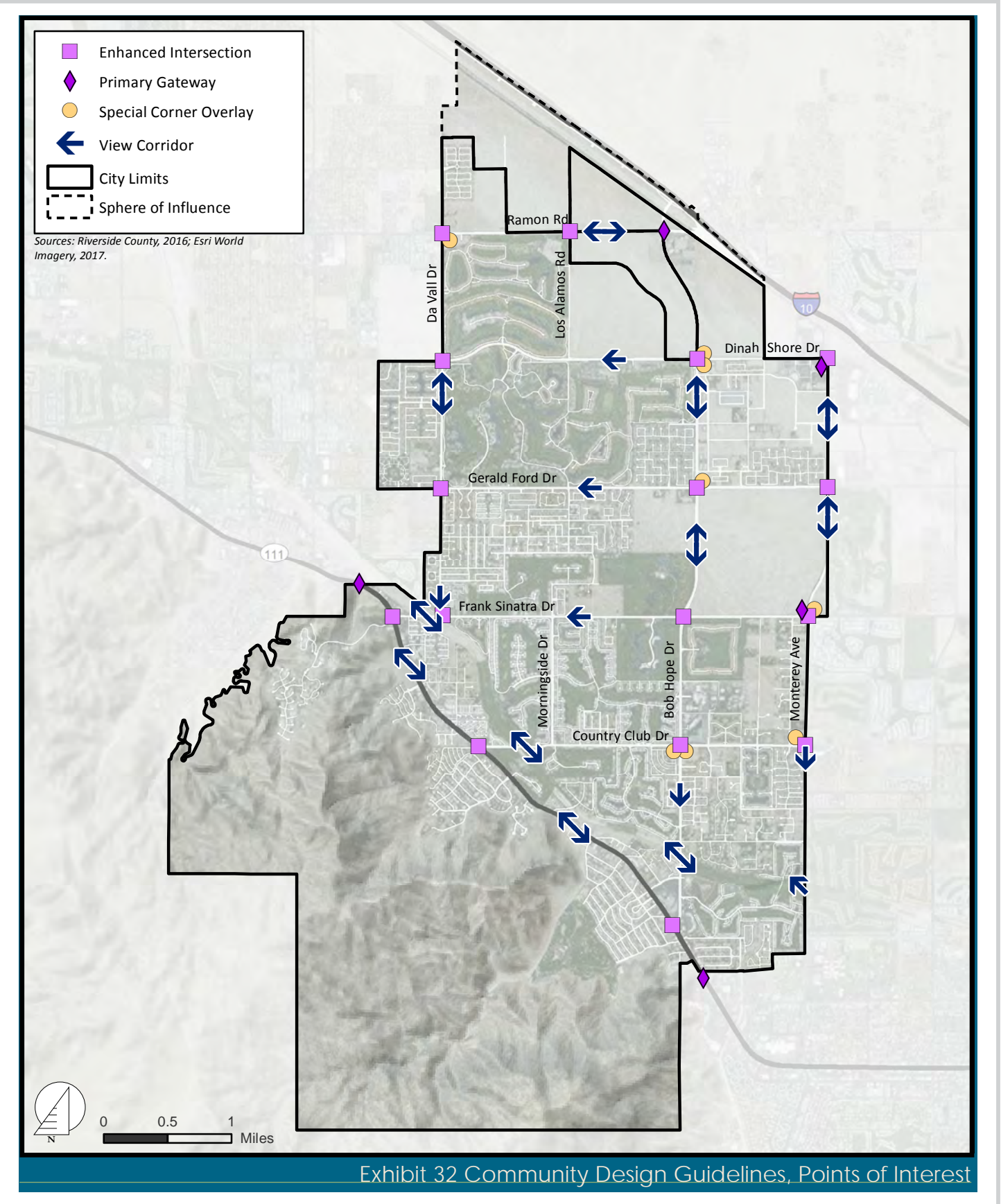
Rancho Mirage’s symbolic identity shall be enhanced through distinct signage, gateways, architecture, and resilient landscaping.

PROGRAM CD 1.1A

Continue the distinctive City graphics program of entry monuments, street signs, and the inclusion of the City logo on public facilities. Incorporate City graphics and relevant landscape themes on and around bus shelters, and other public areas.



Distinct signage and resilient landscaping define the city.



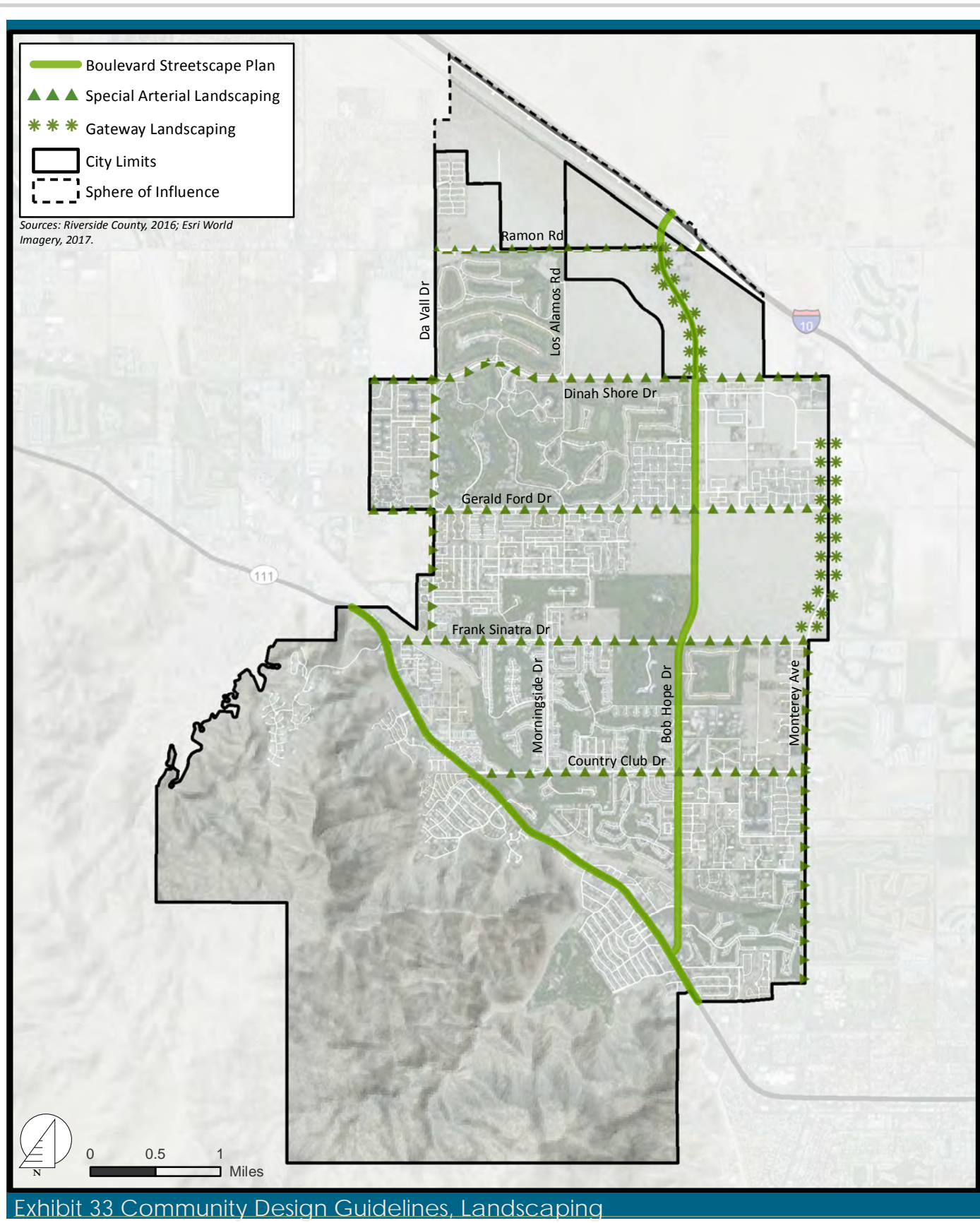


Exhibit 33 Community Design Guidelines, Landscaping

PROGRAM CD 1.1B

Strengthen city identity by providing specially designed gateways and entryways at city borders.

PROGRAM CD 1.1C

Incorporate desert colors and natural materials in public buildings and facilities.

POLICY CD 1.2

Unique views of mountains and other natural open spaces from Rancho Mirage's streets shall be preserved and enhanced.

PROGRAM CD 1.2A

Preserve view corridors through building height restrictions, low profile median landscaping and wide landscaped parkways.

PROGRAM CD 1.2B

Complete streetscape improvement plans for all major arterials.

POLICY CD 1.3

The City shall ensure the development of high-quality, visually distinctive commercial uses.

PROGRAM CD 1.3A

Adopt and implement design guidelines for commercial development, architectural quality, people-gathering places, pedestrian amenities, landscaping, screened parking, quality signage, and building materials.

POLICY CD 1.4

The planning and design of residential neighborhoods shall provide distinctive and characteristic design elements along public rights-of-way and in the project, creating a recognizable sense of place.

POLICY CD 1.5

Multi-family residential projects shall provide well-designed and neighborhood enhancing living space, usable and safe private and common open space areas, adequate parking and appropriate automobile storage, screened trash enclosures, a comprehensive landscape program, and perimeter walls and fencing.





Monument signage, architectural style, and desert landscaping add to the sense of place.



Unique vistas frame the developed areas that carefully reflect the sense of place as an oasis in the desert.

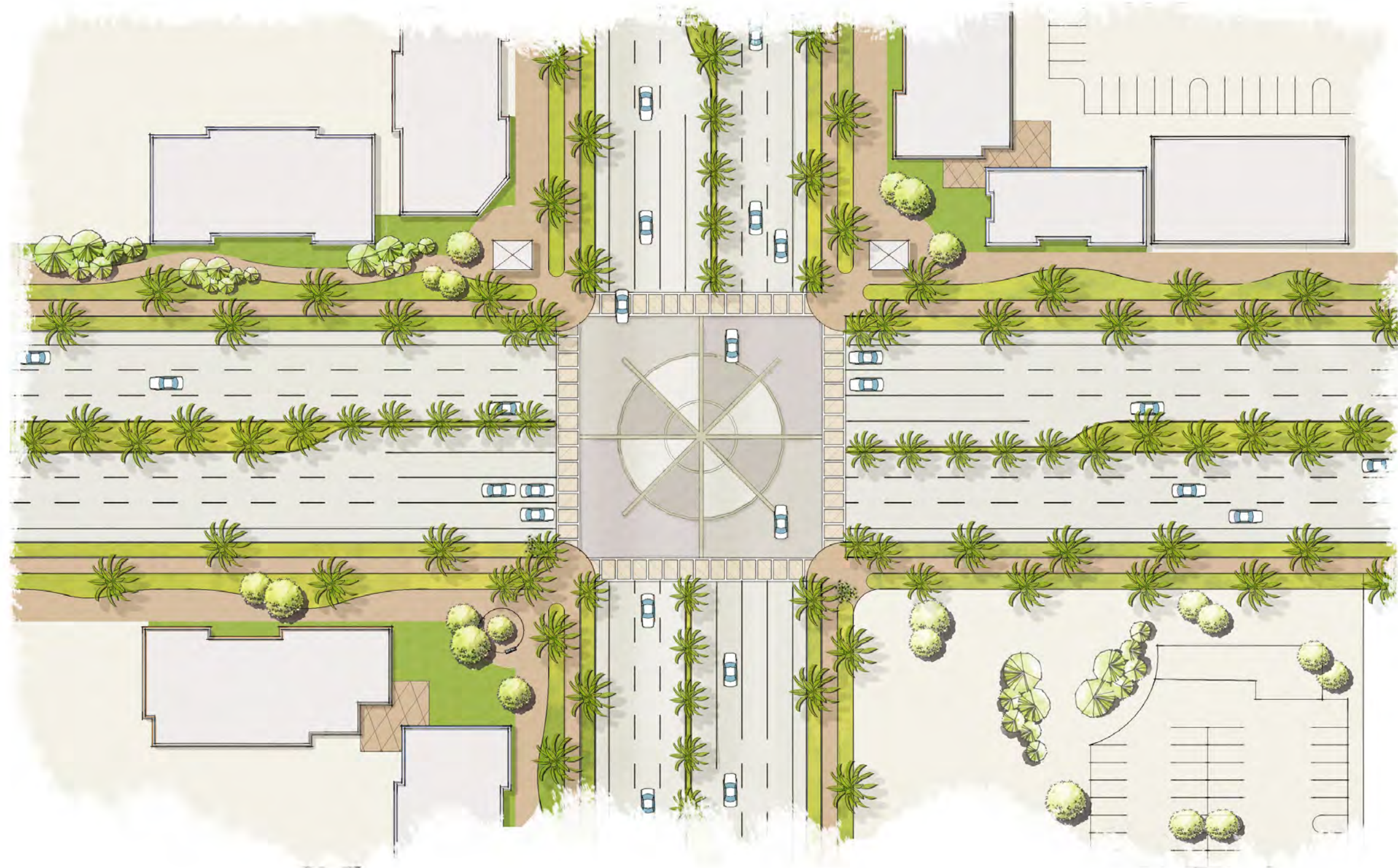


Exhibit 34 Conceptual Gateway Intersection Plan

Gateways

An important aspect of community design is to clearly mark the transition from one area, use, or city to another. Using gateways to create a sense of arrival can be dramatic in desert environments where visitors often travel through wide expanses of open space before arriving at their destinations. Despite its beauty, many people don't realize when they have arrived in Rancho Mirage.

To enhance the sense of arrival, Rancho Mirage should make strong entry statements that reinforce the city's identity. The most important entry to Rancho Mirage is the intersection of Bob Hope Drive and Ramon Road, as it is the primary entry from I-10, and is the longest, most centrally located corridor in Rancho Mirage.

The primary gateways should be situated at the locations identified on the Community Design Maps (Exhibits 32 and 33). The design of these gateways should incorporate monument signage in the context of enhanced intersections, including special paving, widened setbacks, and coordinated, accent landscaped treatment at all four corners. Exhibit 34 provides a plan view of the ideal gateway intersection and Exhibit 35 shows a rendering of the ideal multi-use gateway intersection.

GOAL CD 2

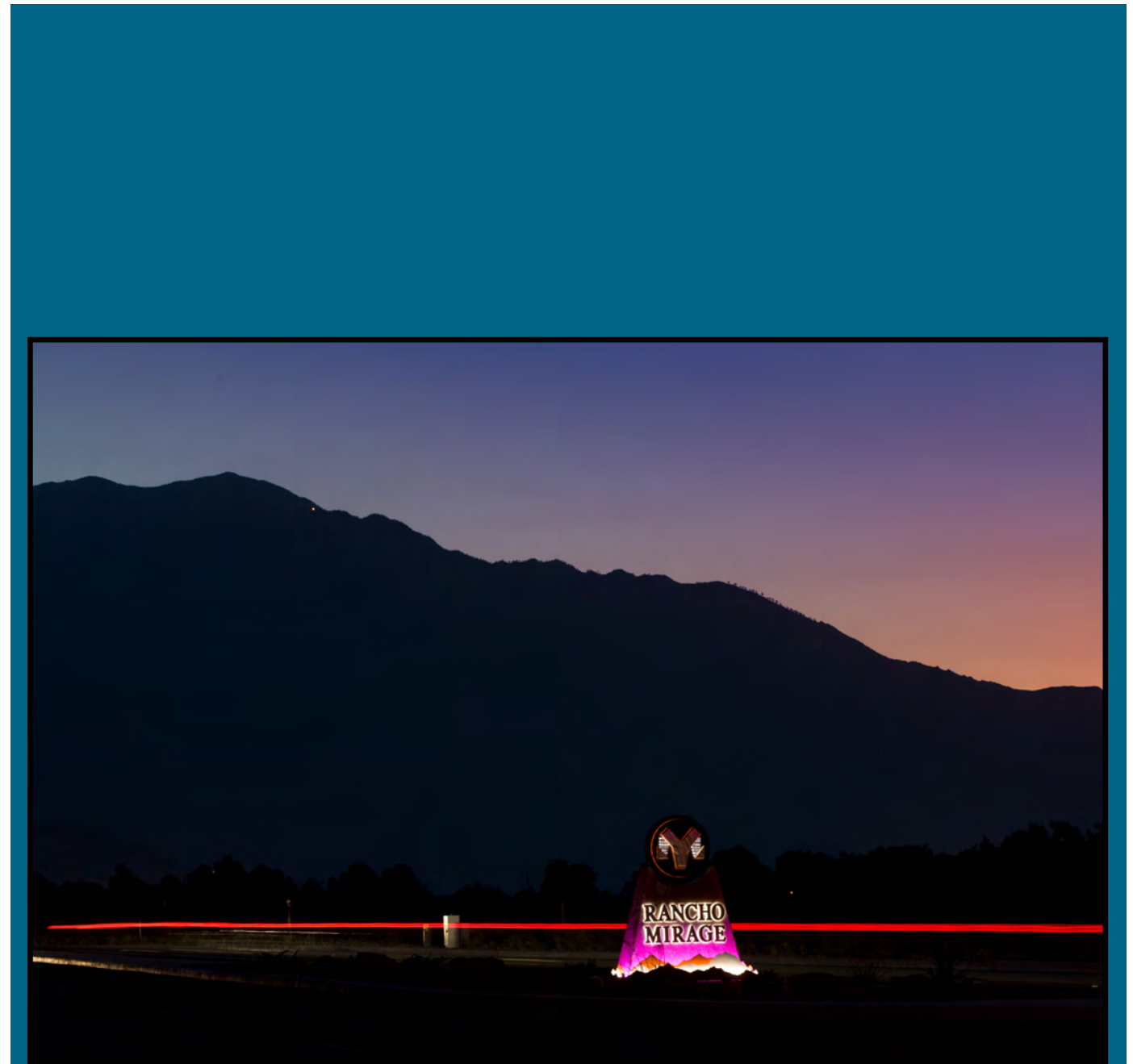
Clearly marked major entry points into Rancho Mirage that incorporate distinctive landscaping, signage, and wall treatments achieving a sense of arrival and symbolizing Rancho Mirage's identity.

POLICY CD 2.1

The City shall distinguish important primary gateways into Rancho Mirage.

PROGRAM CD 2.1A

Design a primary entry point theme and designate the I-10/Bob Hope Drive freeway interchange as the primary entry point.



Examples of signage, landscaping, and gateway transitions.



Exhibit 35 Conceptual Gateway Rendering

Scenic Roadways

Because much of Rancho Mirage consists of gated communities, the public realm consists primarily of broad arterials and their parkways. It is from these roads that the image of Rancho Mirage is experienced and it is where the City can have the most influence on community design. This element calls for more coordinated landscape treatment of these arterials, and an intensification of planting at major intersections, creating an “oasis” effect as one travels from less dense, lower scale landscaping at the mid-blocks to enhanced, more intense landscaping at the intersections.

The design plan for Rancho Mirage’s arterials exists at three levels: boulevard, gateway, and special arterial streetscape plans. The boulevard streetscape plan involves the two most important arterials from the perspective of overall city identity: Bob Hope Drive—the primary entry and longest, most centrally located corridor and Highway 111—the most important commercial corridor and link to neighboring Cove communities. This designation envisions a formal landscape plan incorporating community-wide design themes.

Gateway landscaping is reserved for major entry points into Rancho Mirage from Monterey Avenue and the northern stretch of Bob Hope Drive between Dinah Shore and Ramon Road. Monterey Avenue, the western half of which lies in Rancho Mirage, plays an important role in distinguishing Rancho Mirage from its neighbors. Bob Hope Drive curves and rises from Ramon Road to gradually reveal more and more dramatic views of Rancho Mirage and its surrounding mountains. This gateway landscape plan envisions a formal, skyway design with decorative palms interspersed with smaller specimens creating a dramatic and rhythmic entry into Rancho Mirage.

The third design designation is special arterial landscaping. This is reserved for the east/west arterials, and parts of Monterey Avenue and Da Vall Drive. This concept allows for more design flexibility where each roadway takes on a unique landscape theme reflecting surrounding land uses, such as the adjacent gated communities. Depending on surrounding uses, these streetscape plans can feature both formal and informal landscape treatment, drawing on the design character of adjoining development.

It is important to realize that the implementation of these streetscape improvements is both a public and private responsibility. Whereas the City is responsible for overall design determination and capital improvements along public rights-of-way, the development community will both influence and help implement these improvements along selected stretches of the roadways. The benefits for Rancho Mirage and its residents will be strong and lasting. Many of the arterials are already well landscaped, but enhancing these efforts along key stretches and creating distinct streetscape plans for different corridors will strengthen their identity.



Landscaping and roadway design enhance the identity of the city.



Desert landscaping and artistic, permeable surfaces contribute to the scenic quality of city roadways.



Example of graceful, desert-style landscaping that delineates spaces.

GOAL CD 3

Scenic roadways that impart a sense of place and are attractively landscaped, provide visual continuity along adjacent uses, preserve views, and create focused intersection landscaping.

POLICY CD 3.1

The City shall develop and maintain high-quality roadways that frame views, buffer surrounding residential development, and enhance commercial uses.

PROGRAM CD 3.1A

Establish and maintain a hierarchical streetscape improvement plan—boulevard, gateway, and special arterial landscaping—for all major arterials in Rancho Mirage.

PROGRAM CD 3.1B

Design medians that complement each arterial, reflecting the desert setting, and resource conservation.

POLICY CD 3.2

The City shall ensure the development of well-designed, richly landscaped intersections that are attractive to drivers and pedestrians alike.

PROGRAM CD 3.2A

Develop streetscape plans where major intersections serve as visual “oases” in contrast to the lower scale landscaping of mid-block parkways and medians. This visual transition to a more formal, more intense, and taller landscaping will heighten a sense of arrival and provide accented focal points along arterials.

PROGRAM CD 3.2B

Design enhanced intersections at key points in the city that include coordinated planning for all four corners through widened setbacks, special crosswalk paving, accent lighting, trees, and other landscaping.

POLICY CD 3.3

View corridors shall be preserved through streetscape improvements and specialized design standards.

PROGRAM CD 3.3A

Where practical, widen parkways for view preservation, enhanced landscaping, and to minimize the visual impact of perimeter walls.

PROGRAM CD 3.3B

Expand the design review process to require an analysis of the visual impacts of rooflines of the homes abutting the perimeter walls along arterial roadways and reduce their visual impacts through:

- › Increased backyard setbacks for homes that abut major roadways
- › Requiring that roofs of adjacent homes be of a different style
- › Encouraging low-profile roof designs such as shallow-pitched hipped roofs
- › Requiring architectural elevations of all sides of proposed structures
- › Requiring upgraded elevations for houses that flank the entries of gated communities, and which are visible from public streets

PROGRAM CD 3.3C

Underground utilities whenever possible and adopt lighting standards that create the minimum visual impact without compromising safety.

Landscaping

As one of Rancho Mirage’s most salient features, landscape design is critical to place making and reinforces the important delineation between the various elements that comprise the built environment. One example is the use of diversely planted medians to break up the expanse of asphalt on the arterial roadways. Another solution involves the formal design of rows of palm trees with low-scale, meandering parkways.

It is important to remember that a desert climate does not preclude attractive landscaping. Many drought-tolerant plant specimens bloom for months at a time. Combining trees with low-lying bushes and ground cover provides variety and can create a dramatic sense of rhythm along roadways. Carefully planned landscaping provides Rancho Mirage with its best opportunity to beautify its public spaces.

GOAL CD 4

A landscape program that promotes aesthetics, climate change resistance, and place-making.

POLICY CD 4.1

Landscape plans submitted to the City shall be consistent with this element.

PROGRAM CD 4.1A

Require the use of a wide variety of regionally appropriate plant materials.

PROGRAM CD 4.1B

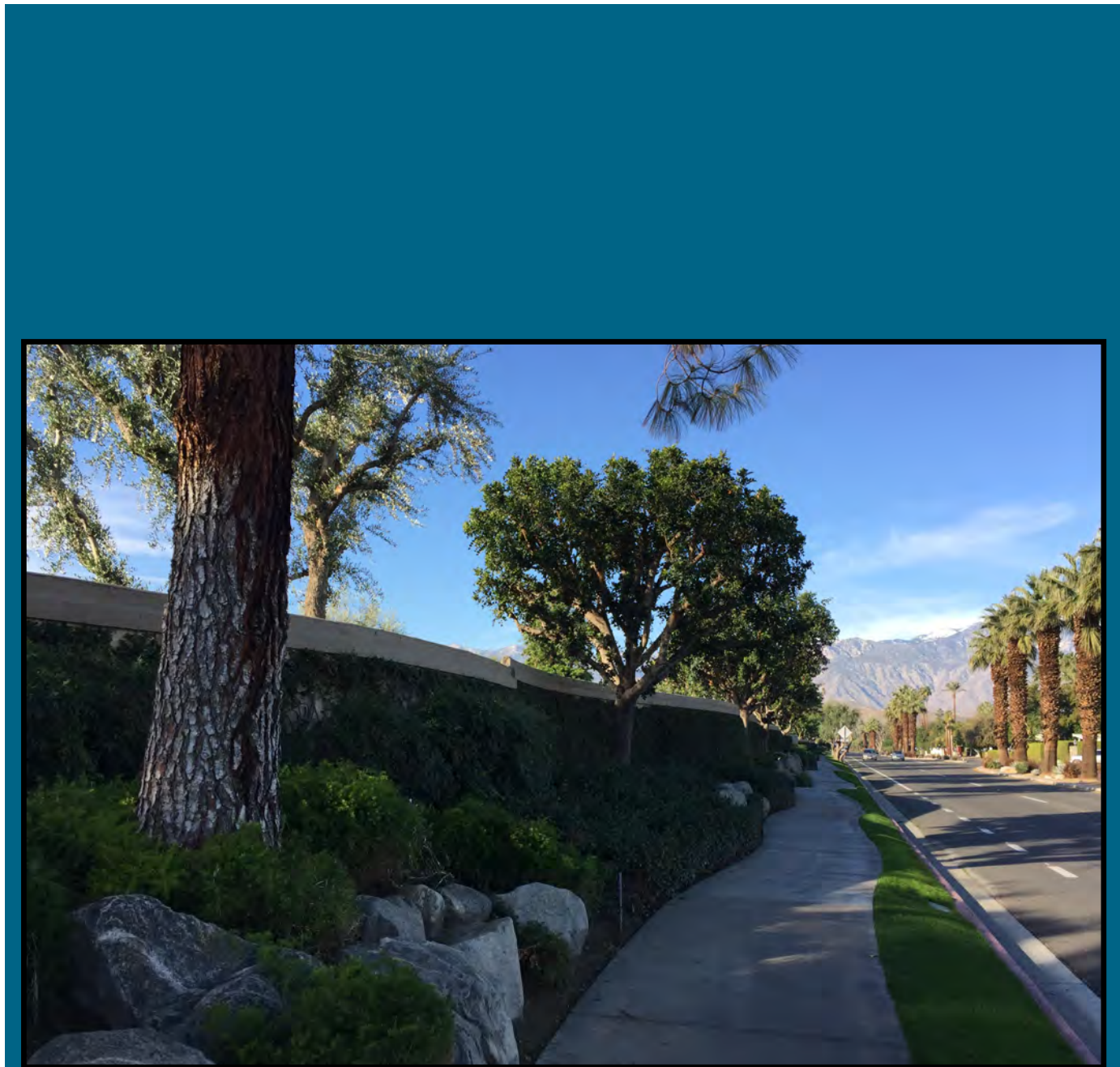
Design medians with low-scale, hardy plant specimens.

PROGRAM CD 4.1C

Develop medians and parkways that achieve an interesting visual rhythm through the consistent placement of trees and plant materials.



Intensified landscape treatment defines community identity at the street level.



Perimeter walls and landscaped spaces generate visual interest and provide privacy.

Perimeter Walls/Fencing

The majority of neighborhoods in Rancho Mirage are gated; consequently, the design of perimeter walls and fences is crucial to Rancho Mirage’s image. Viewed from cars, these features can be either attractive or monotonous. With careful thought and creativity, walls and fences can do more than provide privacy—they can be an attractive element of the streetscape.

Currently in place is a wide variety of styles of perimeter walls and fences, some of which blend into the desert context while others do not. The design goal is to encourage walls and fences that are attractive in their own right and are also well integrated into the surrounding landscaping. Appropriate scale, color, materials and design are the keys to walls and fences that provide privacy, preserve views, and enhance aesthetics.

GOAL CD 5

Walls and fences that act as attractive elements of the streetscape, while providing privacy and views, creative design, and visual continuity.

POLICY CD 5.1

Wall and fence designs shall be considered important components of the design review process and overall streetscape improvement plans.

PROGRAM CD 5.1A

Encourage the use of quality and/or natural materials such as stone, plaster, stucco, and wrought iron.

PROGRAM CD 5.1B

Limit the height of perimeter walls and fences to balance privacy needs with view preservation.

PROGRAM CD 5.1C

Integrate wall breaks and transparent fencing within perimeter walls to provide scenic vistas without compromising privacy.

PROGRAM CD 5.1D

Where transparent fence breaks are not practical, break up long stretches of walls or fences by requiring landscape screening, vertical piers or columns, and façade detailing.





Landscape screening breaks up long stretches of wall.



Wally's elegant sign reflects its excellent cuisine.

Signage and Lighting

From an aesthetic perspective, both signs and lighting are hard to design in the desert. In the bright sun and expansive space, poorly designed signs can be very obtrusive. Also, glaring nighttime lighting can destroy the beauty of the desert evening. Moreover, Rancho Mirage is in the Palomar restricted nighttime light zone that prohibits obtrusive nighttime lights. Therefore, lower scale, accent, and back lighting is the preferred alternative and can have a dramatic effect during the beautiful desert evenings.

From an aesthetic perspective, the City has long realized the significant impact that sign design and quality has on community image, and the quality of its signage has improved progressively. Many of its monument signs along Highway 111 are attractive, distinct, and appropriately scaled. In its commercial areas, wall signs are clear and varied. Its public sign program incorporates natural colors and features the City logo. Efforts to replace aging signs should be undertaken, and sign design and type will continue to be an important part of the design review process.

GOAL CD 6

Signage of the highest level of design and construction quality.

POLICY CD 6.1

The City shall encourage high-quality, low-scale signage that effectively communicates in an attractive manner.

PROGRAM CD 6.1A

Encourage signage that includes raised letters, wall signs, projecting double-faced signs, and customized logos.

PROGRAM CD 6.1B

Where freestanding signs are necessary, they should be designed in a vertical monument format with consistent lettering, color, and style, capturing the architectural theme of the commercial area of which they are a part.

PROGRAM 6.1C

Freestanding signs shall be displayed in enhanced landscape areas.

PROGRAM CD 6.1D

Discourage and/or prohibit the use of pole signs, roof signs, temporary lettering of window signs, blinking or flashing signs, and temporary signs.

PROGRAM CD 6.1E

Use natural stone features to surround sign bases or supporting structures.

PROGRAM CD 6.1F

Develop distinctive city signs that incorporate desert colors and distinctive graphics.

PROGRAM CD 6.1G

Replace aging signs that do not reflect Rancho Mirage's identity or do not effectively communicate information.

GOAL CD 7

Protection of the star-studded desert night sky from excessive glare.

POLICY CD 7.1

Lighting features that preserve the beauty of the desert night while still performing directional, safety, and informational functions shall be designed and incorporated into development projects.

PROGRAM CD 7.1A

Use low-scale, accent, and back lighting to highlight key entry points, signage, enhanced intersections, and feature landscaping.



Signage is low-profile, understated, and artistic.



Examples of "desert modern" design from a recent development.

Architecture

The architecture of the Coachella Valley has a decidedly mixed heritage. Whereas Spanish and Mediterranean designs have been popular since the early 1920s, a variety of styles are now common. Of recent interest is "desert modern," combining modernist influences of the 1950s with desert colors and the latest technological materials.

Rather than impose an artificial community style, the City seeks quality design that fits its context. Desert architecture must contend with harsh elements and the conservation of resources. Energy-saving, sustainable design practices, often called "green building" elements, are particularly appropriate here. In addition, architecture that blends into the landscape, with a sense of indoor/outdoor living, is particularly appropriate.

GOAL CD 8

Architecture that is sensitive to its context, blending quality materials, distinctive detailing, and a strong sense of living with nature (Exhibit 36).

POLICY CD 8.1

The City shall encourage cohesive yet flexible architectural design for all structures in Rancho Mirage.

PROGRAM CD 8.1A

Write architectural and site design guidelines that feature best practices in the Coachella Valley area and include:

- › A menu of architectural styles and elements
- › Warm, natural desert color palettes
- › Quality materials and surface texture
- › Low profile roof types and designs
- › Ancillary features such as patios, arcades, courtyards, and other outdoor features

PROGRAM CD 8.1B

Require, as part of the design review process, that plans include all elevations of a proposed building or dwelling.

PROGRAM CD 8.1C

Reduce the visual impact of garages in residential neighborhoods by recessing them from the front elevation, encouraging side-loaded designs, and prohibiting adjacent homes from having identical front-loaded orientation (Exhibit 37).

PROGRAM CD 8.1D

Encourage rich, natural earth tones rather than primary colors for buildings, homes, walls, and sign structures.

POLICY CD 8.2

The City shall encourage new development to incorporate "green building" practices to maximize resource conservation and be compatible with the surrounding desert environment.

PROGRAM CD 8.2A

Encourage architects, developers and designers to implement all of the 2016 California Green Building Standards Code, as opposed to just the mandatory measures; some voluntary measures include:

- › Active and passive solar design
- › The use of water permeable surfaces
- › Zero net energy designs
- › Graywater irrigation systems
- › Storm-water runoff capture
- › "LEED" certification for all public buildings

THE LEED GREEN BUILDING RATING SYSTEM® IS A VOLUNTARY, CONSENSUS-BASED NATIONAL STANDARD FOR DEVELOPING HIGH-PERFORMANCE, SUSTAINABLE BUILDINGS. LEED EMPHASIZES BUILDING STANDARDS FOR SUSTAINABLE SITE DEVELOPMENT, WATER SAVINGS, ENERGY EFFICIENCY, MATERIALS SELECTION, AND INDOOR ENVIRONMENTAL QUALITY.

MEMBERS OF THE U.S. GREEN BUILDING COUNCIL REPRESENTING ALL SEGMENTS OF THE BUILDING INDUSTRY DEVELOPED LEED AND PROMOTE GREEN BUILDING THROUGH A CERTIFICATION SYSTEM.

PROGRAM CD 8.2B

In the design review process, require homes to integrate shade features such as awnings and extended rooflines into the design of the structure to protect against an overexposure to sunlight. Also require outdoor areas oriented east and west to incorporate shade structures.



Examples of climate-appropriate landscaping.

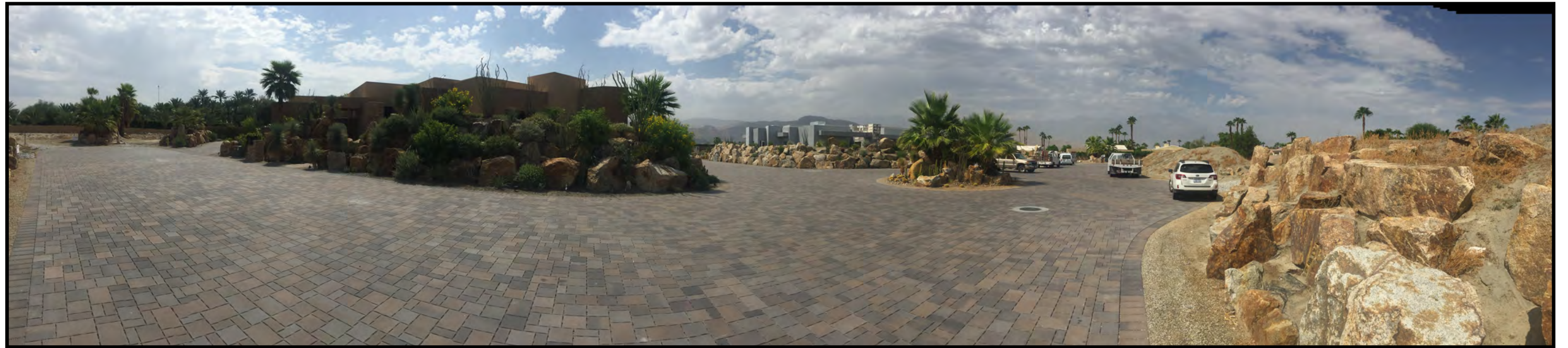


Exhibit 36 Private Development with Permeable Street Paving, Drought Tolerant Landscaping, and Accent Boulders



Exhibit 37 Example of Housing Development with Varying Setbacks, Garage Orientations, and Floor Plans.

Commercial Development

The City seeks to build and attract a caliber of retail development that matches its high amenity residential areas. To encourage attractive, visually coordinated retail developments, the City adopted a Special Corner Overlay Zone (SC) that requires large minimum setbacks and landscaped buffering of parking. The overlay also encourages pedestrian plazas, shade structures, and rich architectural façade detailing.

In particular, the City seeks to create unique retail spaces that are architecturally rich, pedestrian-friendly, and economically viable (Exhibit 38). The best current examples are “The River,” an award-winning retail development that combines shopping, entertainment, and dining in a beautiful setting of distinctive architecture, water features, and people-gathering places, and the recently renovated Rancho Las Palmas Shopping Center.

In a city where many residents live in gated communities and where the development of a formal town center is impractical, the role of commercial centers is more than that of providing shopping and employment opportunities. Commercial centers are the most common places where residents from all over Rancho Mirage are likely to meet on a casual basis. Therefore, providing comfortable and attractive gathering places is not only good for business—it’s good for the community.

GOAL CD 9

Retail centers in Rancho Mirage that are visually attractive, people-friendly, and economically successful.

POLICY CD 9.1

Projects shall incorporate architectural interest and variety in the context of a unified setting, including commonalities of color, landscaping, signage and lighting. Strong architectural detailing including façade articulation and varied building materials, colors, and massing shall be encouraged.

POLICY CD 9.2

Projects shall provide comfortable, attractive, and distinctive pedestrian amenities including sitting areas, shade structures, plazas, and arcades.

POLICY CD 9.3

The City shall encourage the incorporation of arcades and covered paseos in the design of retail commercial structures.

POLICY CD 9.4

Projects shall incorporate a sense of playfulness into the design of public places with public art, accent lighting and focal landscape features.

POLICY CD 9.5

Projects shall design highly visible entrances through accent landscaping, monument signs, back lighting, specialized paving, and other design amenities.

PROGRAM CD 9.5A

Adopt a custom sign program for major retail centers that emphasize raised letter and double-faced projecting designs.

POLICY CD 9.6

Projects shall incorporate rich and varied paving materials on entry driveways, pedestrian connections from parking areas, pedestrian paths along storefronts, and in plazas and courtyards.

POLICY CD 9.7

Monument, retail, and directional signs shall use accent lighting.

POLICY CD 9.8

Projects shall incorporate monument signs near corners or entrances to retail centers.

POLICY CD 9.9

Service bay doors, necessary for tire stores, service stations, lube shops, and car washes, should be oriented away from public streets and screened from neighboring properties.



Example of shaded walkways and sitting areas in a rich architectural and landscaped setting.



Exhibit 38 Key Design Features for Successful Retail Development

Parking Design

The treatment of parking in commercial districts is very relevant to maintaining high-quality public areas in Rancho Mirage. Although many desert communities have utilized ordinary site plans that allow large parking areas to front retail buildings, creating an unattractive streetscape and public environment, Rancho Mirage is guiding the development of parking plazas. The City recognizes that the materials, landscaping, circulation, and layout of these parking areas are fundamental to the overall image of large retail centers. In keeping with the City's Special Corner Overlay Zone (SC) ordinance, well-designed parking areas can reinforce the architecturally rich, pedestrian-friendly, and economically viable nature of current commercial programs in Rancho Mirage.

GOAL CD 10

Distinctly designed parking areas ([Exhibit 39](#)) in Rancho Mirage's commercial centers that incorporate rich paving materials, drought and heat-tolerant landscaping, clear and safe pedestrian and vehicular access, and protection from the desert climate through the use of well-placed trees and/or carports.

POLICY CD 10.1

The City shall encourage layered landscaping with overstory canopy trees for shade and understory shrubs and groundcover in parking areas.

POLICY CD 10.2

Projects shall configure parking areas to allow for the free flow of vehicular traffic and convenient vehicular access to customers.

PROGRAM CD 10.2A

Require and provide clearly delineated pedestrian routes from parking areas to commercial uses to facilitate easy and safe pedestrian movement. Separate or buffer vehicular routes from pedestrian routes.

PROGRAM CD 10.2B

Provide a signage program that clearly defines entrances, exits, traffic flow, handicapped zones, and service areas.

POLICY CD 10.3

The City shall encourage the incorporation of permeable paving in new parking lots.

POLICY CD 10.4

The City shall encourage the landscaping of parking areas to reduce the deflection of heat into nearby buildings and to reduce the paved surface area. Shade trees and architecturally designed carports are especially encouraged.

POLICY CD 10.5

Lighting shall be directed downward to protect from nighttime glare and illuminate pedestrian pathways with bollard lighting.

POLICY CD 10.6

Projects shall provide directional and identification signs in contiguous parking areas one acre or greater in size to facilitate pedestrian movement to and from parked vehicles.

GOAL CD 11

Parking areas that are screened from public streets to the greatest extent possible.

POLICY CD 11.1

Parking shall be screened from roadways by encouraging landscaped medians, berms, trellises, grade changes, or placement behind buildings.

PROGRAM CD 11.1A

Provide design guidelines for the techniques to screen parking from roadways and to reduce the visual impact of parking areas.



Parking arcades with shade and spaces close to shops.



1 spaces close to shops

2 shaded parking areas

3 wide spaces for easy turning

4 seating areas

5 plants at varying heights

6 permeable surfaces

Exhibit 39 Examples of Features in Parking Lots that Support Design Goals



People-gathering places offer shade, arcades, and safe areas to meet.

People-Gathering Places

Since many residents of Rancho Mirage live in private, gated communities and tourists come to Rancho Mirage for recreation, leisure, and relaxation, commercial centers take on a very important function as public gathering places. The often beautiful, yet extreme climate encourages visitors to linger, relax, and rest. For these reasons, incorporating plazas, courtyards and other pedestrian amenities is a goal of the City, as is reflected in the guidelines of the Special Corner Overlay Zone ordinance. Generally, people-gathering places enhance community identity, vitality, and social interaction (Exhibit 40).

Designing places where people enjoy gathering is more art than science, however. In general, plazas that are the most successful have clearly defined, amenity-rich spaces rather than large, open areas. This means plenty of movable and fixed seating, convenient access, popular adjacent uses, shade, and quality materials. In addition, people of all ages love novelty and variety, and this can be provided through various art mediums that incorporate elements of surprise and invite the user to interact with the site.

GOAL CD 12

A city that is noted for lively and attractive public plazas with a combination of quality seating, shade, various art mediums, and other pedestrian amenities.

POLICY CD 12.1

Commercial developments shall be designed to incorporate attractive, people-friendly spaces.

PROGRAM CD 12.1A

Provide ample and comfortable sitting areas, preferably moveable seating, in shaded plazas, courtyards, and arcades.

PROGRAM CD 12.1B

Keep plazas at ground level for greater accessibility.

PROGRAM CD 12.1C

Ensure that gathering places are visible from the street or parking areas.

PROGRAM CD 12.1D

Incorporate interesting design features that draw people of all ages together such as public art, focal landscape features, or historical references.

PROGRAM CD 12.1E

Avoid large expanses of open space. People prefer defined spaces that provide a sense of enclosure without being confining.

PROGRAM CD 12.1F

Amend zoning codes as necessary to incorporate development standards.



- 1 shaded, outdoor seating
- 2 plazas and arcades
- 3 creative accent lighting
- 4 fountains and other art



Exhibit 40 Example of Well-designed People-Gathering Place



11 Economic + Fiscal

Purpose

The Economic and Fiscal Element provides an understanding of Rancho Mirage's position in the regional economy, the relationship between land use and economic policies and their effects upon the financial well-being of the city. Past conditions that have contributed to Rancho Mirage's strong financial position must be continually re-evaluated for their relevancy in a growing and changing economy. Economic development and fiscal issues are closely related and are appropriately combined into one element. As part of the General Plan, economic and fiscal policies are important to the City's ability to maintain and enhance the quality of the physical, economic, social, and cultural life enjoyed by the residents, businesses, and visitors in Rancho Mirage.

The Economic and Fiscal Element has a strong relationship with the Land Use Element. Government Code Section 65030.2 provides the statutory reference for this relationship: "land use decisions shall be made with full knowledge of their economic and fiscal implications, giving consideration to short-term costs and benefits, and their relationship to long-term environmental impact as well as long-term costs and benefits." The Economic and Fiscal Element bears a lesser relationship to the Community Design Element and the Public Services and Facilities Element's policies for maintaining economic value through public and private facilities design and municipal services.

Economic Conditions

Income and Assessed Valuation

An understanding of the City's role in the economy of the Coachella Valley is important to the formulation of fiscal and economic development goals, policies, and programs. Per capita assessed valuation in Rancho Mirage ranks fourth¹ in the Coachella Valley and reflects the city's image as a high-end resort and residential community. The highly valued country clubs, gated communities, and other residential properties, along with three first-class resort hotel prop-

erties, provide the basis for the city's assessed valuation in excess of \$8.2 billion.

Upon incorporation in 1973, the City of Rancho Mirage chose not to collect a City property tax. The only property tax revenues received by the City's general fund are for properties annexed in recent years. As a result, the City does not depend upon property taxes as a significant source of general fund revenue.

The per capita median household income in Rancho Mirage is ranked second highest in the Coachella Valley according to the U.S. Census Bureau's 2010-2014 American Community Survey 5-Year Estimates. The high income level provides the purchasing power for the city's highly valued properties and for local goods and services. Many of the city's businesses rely on local residents who frequently purchase their products or services.

Retail Sales

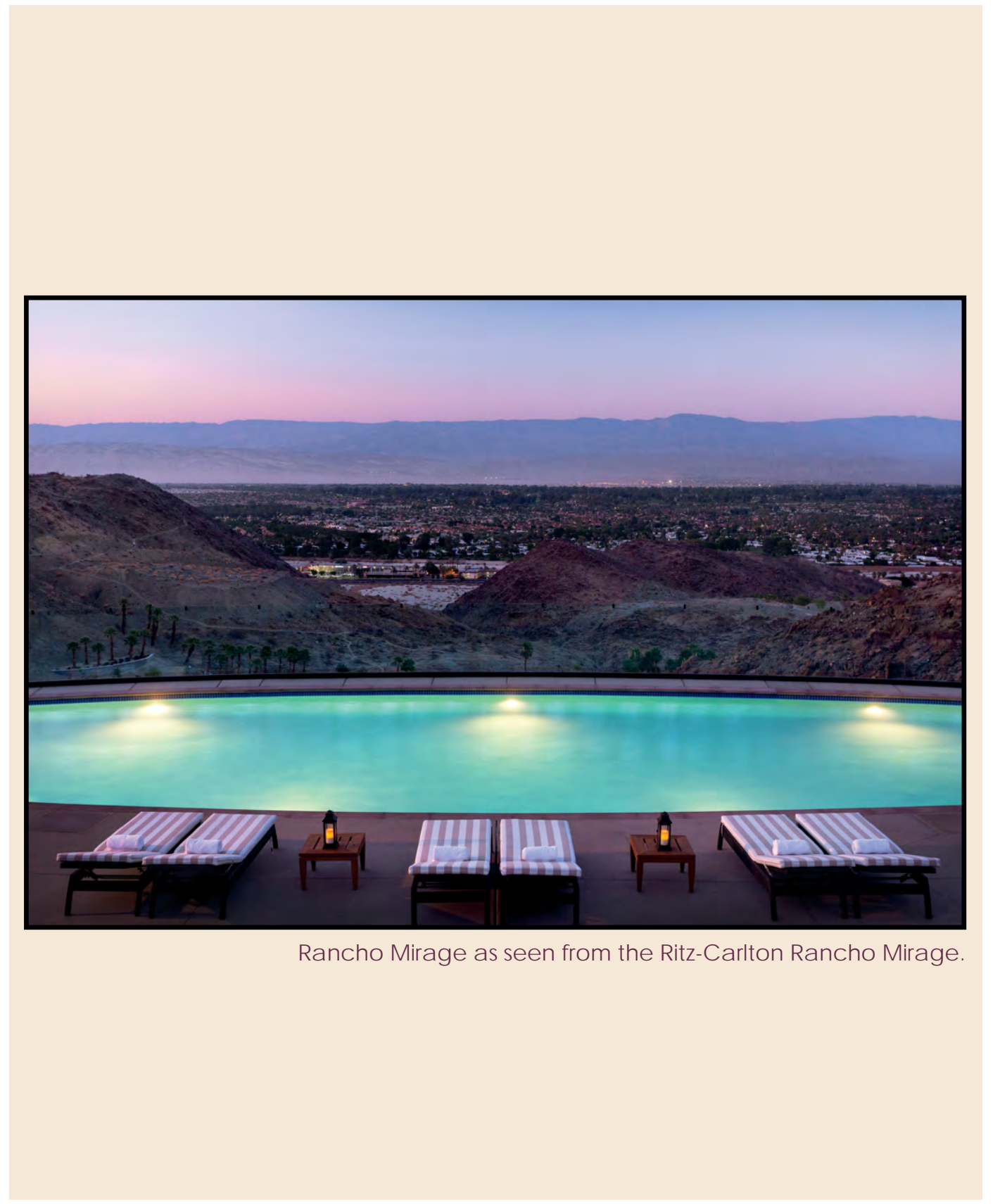
One of the economic indicators most closely associated with land use is retail sales. While commercial zoning does not necessarily produce retail sales, the proper location and amount of commercial land use designations can help capture regional and neighborhood retail activity. Although Rancho Mirage is primarily a residential community, a significant amount of retail sales tax is generated by local businesses. The city ranks second out of nine Coachella Valley cities in per capita retail sales, and ranks eighth among the 52 cities that make up Riverside County.² In the past, restaurants and home furnishing stores produced the majority of retail sales in the city, but automobiles have now become one of the leading categories of retail sales in Rancho Mirage.

Resort Hotels

The three resort hotels are major features of the social, cultural and recreational setting in Rancho Mirage. Not surprisingly, resort hotels provide the City with its largest revenue source, transient oc-

¹ Annual Report 2014-2015 – Riverside County Assessor-County Clerk-Recorder

² CVEP Annual Report 2014



Rancho Mirage as seen from the Ritz-Carlton Rancho Mirage.

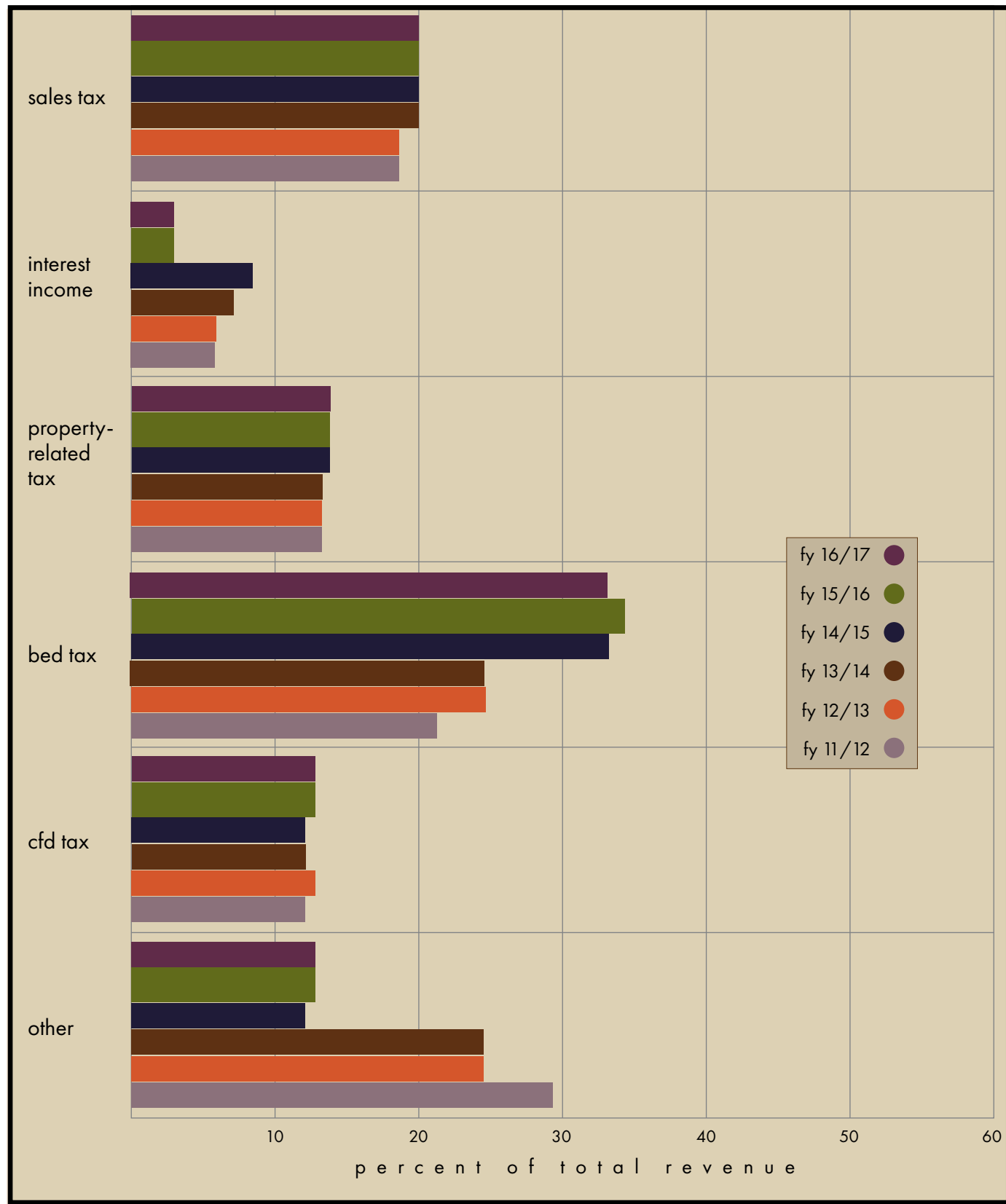


Exhibit 41 General Fund Operating Revenues

cupancy taxes. According to the City of Rancho Mirage Two-Year Budget for FY15/16 and FY16/17, over \$7 million in “bed taxes” were projected to be collected in each year of the budget cycle, which would account for more than 30 percent of general fund revenues. In addition to the direct revenue generated by bed taxes, tourists also spend a considerable amount in local restaurants and shops.

Employment

Although Rancho Mirage is not a major employment center, Eisenhower Medical Center, Westin Mission Hills Resort, Omni’s Rancho Las Palmas Resort and Spa, and the Ritz Carlton employ the majority of workers in the city. Approximately 44 percent of Rancho Mirage residents participate in the labor force. Only Indian Wells has a lower labor force percentage among Coachella Valley cities.³ This low percentage rate is attributable to smaller household size and a greater percentage of retirees living in Rancho Mirage. As the city grows, employment opportunities may occur with successful economic development efforts.

Fiscal Conditions

Revenues and Expenditures

A five-year snapshot of the City’s major general fund revenue sources is presented in Exhibit 41.⁴ As discussed earlier, there has been steady growth in the bed tax and sales tax categories. Interest income fluctuates with changes in interest rates over time. Franchise and property taxes have shown steady growth while building and planning fees, public works fees, and development fees are more sensitive to the rise and fall of the real estate market. These fees are intended to offset the cost of providing building, planning, engineering, and development services.

According to the Comprehensive Annual Financial Report for year-end 2015, the functional expenses of the City can be broken down into five categories: General Government, Public Safety, Public Works, Cultural and Recreational, and Interest of Long-Term Debt

³ Coachella Valley 2014 Annual Report

⁴ This information was obtained from the Fiscal Year 2015/2016 & Fiscal Year 2016/2017 Two Year Budget

and Other Charges.⁵ Exhibit 42 identifies expenditures in these categories over the last six fiscal years, showing the two highest expenditure categories as General Government and Public Safety.

Fund Balance

Private sector economic conditions in Rancho Mirage have a direct bearing on public sector fiscal conditions. Revenue sources such as sales tax and bed tax contribute to the City’s general fund balance and provide for local government expenditures for services and capital improvements. As of June 30, 2014, the City’s undesignated general fund balance totaled \$9 million⁶. This healthy fund balance is the cumulative result of annual revenues in excess of expenditures since incorporation in 1973. In addition to the balance of undesignated funds, the City also has assets totaling \$68.8 million that are designated for specific purposes: some of the designated funds include a Prudent Reserve fund, a Disaster Recovery fund, and a Public Facilities and Equipment fund.

The City’s large fund balance is a product of the application of past policies, most of which are discussed in the General Plan. For example, the policies promoting gated communities with private homeowner associations have resulted in relatively low demands for certain municipal services. Consistent with the policies favoring private communities, the City has established a set of high-quality development regulations that promote and support the high-end residential and commercial developments that contribute to City revenues. Likewise, policies supporting the three resort hotels have led to direct and indirect revenues associated with tourism in Rancho Mirage.

The City’s policy that developers pay for or install public facilities needed to address the impact of new development is another example. These developer fees and exactions have relieved the City and its existing residents and businesses from paying for public facilities needed to accommodate growth.

Economic Development

The City’s previous economic development plans have focused on certain target businesses such as restaurants and home furnishing

⁵ The Comprehensive Annual Financial Report for Year End 2015 can be found on the City’s website

⁶ This information was obtained from the Fiscal Year 2015/2016 and Fiscal Year 2016/2017 Two Year Budget

ing stores. These businesses have succeeded in the past and have helped to create the retail base and image of Rancho Mirage along Highway 111. In recent years there has been an interest in hotel development along Highway 111 and elsewhere in the city, and every effort is made to pursue these uses.

Although the City's financial position is sound and additional revenue sources are not desperately needed, an aggressive economic development program can further insure against future economic slowdowns. Moreover, the redevelopment of the Highway 111 corridor for both aesthetic and economic purposes demands a more active approach to overcome some of the physical and property ownership constraints that exist. To achieve this objective on Highway 111 and in other areas, a broader range of prospective businesses should be entertained.

Future Directions

Policies and programs for the City's fiscal management and economic development should be closely integrated with land use, community design, and public facilities elements of the General Plan. The past strengths of Rancho Mirage's economic base should be used as a basis for future policy direction. To take advantage of new opportunities in the changing economy, the city should achieve a harmonious balance of residential, commercial, and industrial designations while maintaining its high standards of design and development.

Continued long-range fiscal planning will keep the City ahead of evolving problems and opportunities. Finally, an aggressive economic development program will improve the chances of attracting and retaining a high-quality of business in Rancho Mirage.

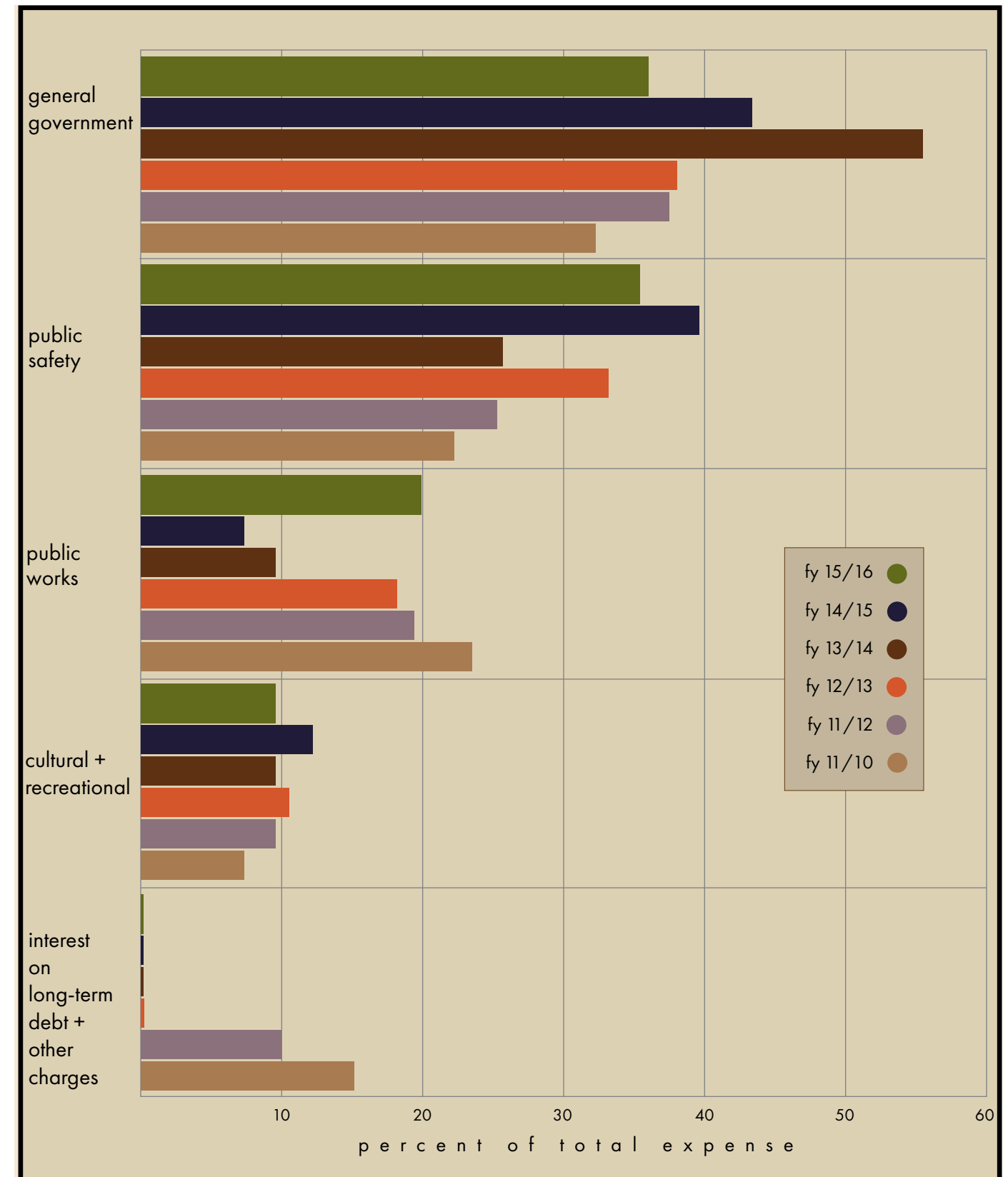
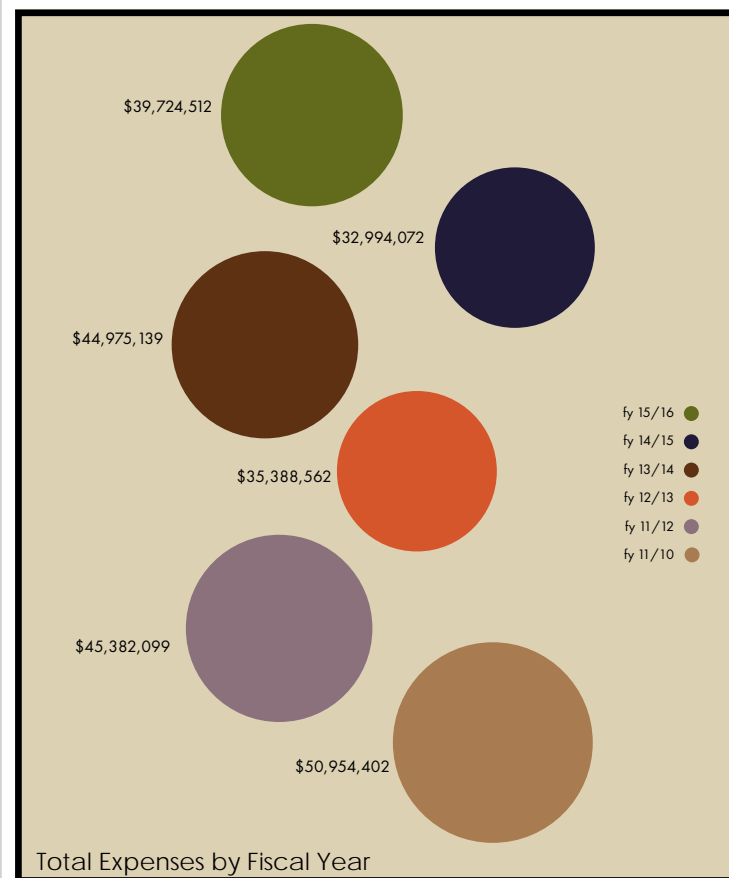


Exhibit 42 General Fund Operating Expenses



Example of a central activity place designed to enhance economic vitality in Rancho Mirage.

Economic and Fiscal Goals, Policies, and Programs

GOAL E&F 1

A growing and balanced economic base that serves the needs of Rancho Mirage residents, businesses, and visitors while maintaining the City's high standards of development and environmental protection.

GOAL E&F 2

A prudent and progressive financial management program to maintain and enhance the City's strong fiscal position.

POLICY E&F 2.1

The City's land use designations shall provide opportunities for a broad range of residential, commercial, office, institutional, and light industrial development in appropriate locations.

PROGRAM E&F 2.1A

The City shall monitor the remaining capacity of all General Plan land use categories to assure that a variety of economic development opportunities are available to the private sector.

POLICY E&F 2.2

The City may require market studies to justify requests for rezoning to a higher intensity of land use.

POLICY E&F 2.3

The City shall take a proactive and aggressive role in the retention of existing businesses and the recruitment of new businesses in Rancho Mirage.

PROGRAM E&F 2.3A

The City shall continue to use the Economic Development and Marketing departments to develop and administer economic development programs.

POLICY E&F 2.4

Economic development programs shall be consistent with other adopted General Plan land use and community design policies.

POLICY E&F 2.5

Promote the development of a central place of activity to enhance the economic vitality of the Highway 111 corridor.

PROGRAM E&F 2.5A

The City shall periodically review the [Highway 111 East and West Specific Plans](#) to ensure that land uses and development standards promote a thriving commercial corridor.

POLICY E&F 2.6

Promote the development of medically related uses in the vicinity of the Eisenhower Medical Center.

POLICY E&F 2.7

The City shall maintain a prudent reserve of general funds equivalent to one year's operating expenses.



Agua Caliente Casino Resort & Spa.



12 Arts and Culture

Purpose

The purpose of the Arts and Culture Element is to communicate the history of the arts and culture development in Rancho Mirage and identify Rancho Mirage's comparative strengths in this important metric of civic achievement. This element also guides the development of partnerships in the arts and culture sector and sets forth creative strategies to achieve associated economic, social, environmental and community goals.

The Arts and Culture Element highlights and strengthens Rancho Mirage's cultural values and preserves its heritage and history. This element serves as a platform to strengthen, diversify, and celebrate Rancho Mirage's character and sense of place, all the while enhancing community engagement and participation in arts and culture events. Finally, this element also seeks to raise Rancho Mirage's arts and culture profile and enhance its economic vitality by fostering the activities of both private and public enterprises. The Arts and Culture Element sets forth goals, policies and programs that optimize the role the City can play in encouraging and facilitating the arts and culture development of the community.

The Arts and Culture Element bears a direct relationship with other General Plan elements, including the [Community Design Element](#) and [Conservation and Open Space Element](#), the latter of which communicates the cultural traditions of the Native Cahuilla and early European settlers of the area. The Open Space and Conservation Element also describes the great value the community places upon its open spaces, wild lands, and natural environment. For example, parks and recreation resources are discussed in the Open Space and Conservation Element, and highlight parkland and associated amenities, including the new Rancho Mirage amphitheater. Other institutions and facilities that communicate Rancho Mirage's and the region's art and culture traditions are addressed in the [Public Services and Facilities Element](#).

Biological resources are also discussed in the Conservation and Open Space Element, and demonstrate the City's ongoing commit-

ment to the iconic Peninsular bighorn sheep and dedication to the preservation of wildlife and habitat as key components of Rancho Mirage's character.

Background

The arts and culture traditions of Rancho Mirage and the Coachella Valley have a long and interesting history of human culture to draw upon, starting with the first people to settle the area to the present day, when Rancho Mirage has emerged as a center for international dialogue, art, and music. These traditions extend from the long and interesting history of the Cahuilla Indians as evidenced in their rock art, pottery, song, and basketry, to the contemporary city with state-of-the-art technologies and communication systems. Awareness of these cultural traditions, both new and old, and of the natural environment, is essential to forming the cultural sensitivity of our community.

Because the City has made a firm commitment to preserve the area's unique character and to balance development with artistic enhancement, Rancho Mirage has become a place for the flourishing recreation, resort, housing, and retail industries. Art has played an important role in the creation of character and image in the city. It crosses all social, cultural, educational, and socio-economic lines, and evokes both intellectual and aesthetic responses in people.

Rancho Mirage has taken the lead among Coachella Valley cities to ensure that its growth respects and complements the natural, built, and social landscape. Public art is one method to guarantee that the visual experience of Rancho Mirage is enriching and engaging. Increasingly, cities and major developments across North America, Asia, and Europe are discovering the power of art to create opportunities for cultural tourism, economic development, and image building in the region.



The amphitheater in Community Park was dedicated in 2015.



Kenaston House (1957) designed by architect E. Stewart Williams

Community Heritage and Culture

Community heritage, including arts and culture, is unique in that it involves members of society from all backgrounds, bringing diversity and dynamic growth to the community. Art and culture are not static, but rather grow and change with the community. Leadership in this movement includes artists, historians, folklorists, librarians, anthropologists, planners, and other community leaders. All play important roles in preserving the history and heritage of Rancho Mirage, as well as increasing community cohesion and encouraging respect for the changing cultural landscape. The understanding, preservation and elaboration of the community's history and heritage can serve as the basis for innovation and advancement. Therefore, resources should be dedicated to preserving meaningful spaces, objects, and other assets that document stories from Native American and other community elders, to record the area's contemporary, cultural practices.

Community Character and Sense of Place

A goal that is highly desirable but sometimes difficult to realize is the development of a community with an enjoyable and unique character and sense of place that attracts residents and visitors alike. Many elements contribute to this sense of character and place, including streetscapes and public viewsheds, architecture, public spaces and neighborhoods, accessibility, functionality, and community involvement. Artistic, cultural, and creative strategies help to reveal and enhance the community's identity.

Rancho Mirage utilizes artistic and cultural inventories, community visioning processes, design guidelines, arts and culture programming, master plans, and public financial investments in urban design and placemaking to further the role and meaning of the arts and culture in the life of Rancho Mirage. As part of this overall strategy, the City continues to explore community context, embrace and nurture community diversity and uniqueness, and build upon and celebrate Rancho Mirage's distinct character. All of these aspects require the consideration of all community interests in key decision-making processes, including the integration of arts and culture resources into the contextual civic framework.

Rancho Mirage Architectural Heritage

Rancho Mirage has a rich and varied architectural heritage that is a showcase for mid-century modern and other styles that are of international renown. Most of the city's important architectural treasures are residential buildings and include such notable examples as Sunylands, designed by A. Quincy Jones, the historic Ranchito Chiquito, and a number of homes designed by such respected architects as William Cody, E. Stewart Williams, William Krisel, Wallace Neff, Donald Wexler, and Richard Neutra. Many of these buildings are included in regular architectural tours in Rancho Mirage.

Community Engagement

Community engagement is an essential aspect of on-going cultural development. This is a process of relationship building that encourages both learning and action, as well as the expression of values and opinions about the role of arts and culture in the community. A high level of community engagement can promote vibrancy and innovation through participation, which results in a strengthened level of public ownership and commitment.

City leaders have continued to actively promote community engagement through a variety of traditional tools, including public opinion surveys, visioning workshops, asset-based planning, town halls, meetings, and public hearings. Aside from the more traditional means of community engagement, and with the rapid evolution of technology, the City has the opportunity to seek out additional means of engagement through arts and culture mediums, which may take the form of festivals, exhibits, and web based applications. These outreach strategies should emphasize receptiveness to input, genuine acknowledgment of feedback, access, and the development, broadening and deepening of relationships.

Nature and Science as Culture

The natural environment has played a major role in shaping the character of Rancho Mirage. The dramatic desert and mountain landscape and the biological diversity of the Coachella Valley and Rancho Mirage have attracted residents and visitors from throughout the world. Just as nature was and remains an integral part of Native

Cahuilla culture, it continues to be a major cultural force affecting the entire community.

Rancho Mirage has been at the forefront of the integration of nature and the human community, identifying with and taking dedicated action to preserve and protect such iconic wildlife as the Peninsular bighorn sheep, and celebrating our native plant community. Rancho Mirage has also been a center for international climate change and environmental policy development, as well as a venue for important social and cultural exchanges. Sunnylands has played an historic role in these and many other important international affairs.

The Arts and Culture Element also celebrates the region's first naturalists, the Cahuilla, and their ability to adapt to and thrive in the valley's challenging natural environment. Adaptation was the key cultural behavior that allowed the Cahuilla to survive during significant environmental changes, including the desiccation of Ancient Lake Cahuilla about four centuries ago, and then thrive through the identification and exploitation of alternative sources of water, food and fiber. Their relationship to the natural world was also expressed in petroglyphs and other rock art. Many of the cultural traditions handed down to us by the Cahuilla include those associated with life in the canyons, on the mesquite bosques, and in numerous palm oases along valley faults.

The City has also taken steps to promote an understanding of and appreciation for the natural world, including science and technology at such venues as the Rancho Mirage Public Library, the Children's Discovery Museum, Eisenhower Medical Center, the Weil Institute for Critical Care Medicine, and in the area's schools. This commitment to science research, education and application inspired the City to develop a public asset in the form of a community astronomical observatory. This facility at the City's Public Library provides residents and visitors a unique and powerful window to the multitude of spectacular objects in the night sky.

Economic Vitality

There is a growing recognition of the connection between the diverse activities of the arts and culture sector and the economic vitality of communities. By increasing concentrations of creative enterprises and workers, Rancho Mirage could enhance its position, and in

some respects gain a competitive edge, by improving its ability to attract economic activity, and by creating a climate for innovation.

Flourishing arts and culture activities enhance the potential for the recruitment and retention of a skilled and educated workforce. They can also, bring in visitors and attract development. Furthermore, formal and informal training in the arts can facilitate the local development of skills valued in the global economy, including strong oral and written communication skills, precise and high-quality work performance, ease in working in teams and ensembles, comfort in new and innovative situations, and the ability to work well with people from diverse cultures. These are universal characteristics of a culturally diverse community.

Cultural Resources in the City

Art and culture are one aspect of community planning that can focus on an individual community, but can also be appropriately viewed on a valley-wide basis. Residents of Rancho Mirage are able to enjoy cultural resources that have been supported by all valley residents, including the Desert Museum, the Children's Discovery Museum, the Pickford Theatre and Museum, College of the Desert and McCallum Theater, the Coachella Valley Museum and Cultural Center, and the Desert IMAX Theater. While this element focuses on Rancho Mirage and its resources, it also describes the role other arts and culture venues, activities, and events play in enriching the lives of Rancho Mirage residents and visitors.

Sunnylands

Sunnylands is the estate of the late U.S. Ambassador to the Court of St. James, Walter Annenberg and his wife Leonore. In the 1960s, the Annenbergs hired well-known architect A. Quincy Jones to design a modern-style residence in Rancho Mirage. Jones brought his signature style to the design of Sunnylands, using broad overhangs to protect the interiors from the direct sun and allowing expanses of glass to bring the outdoors in.

Leonore Annenberg's deep love of flowers and nature is reflected in the cactus and rose gardens that surround the house and terrace. The home's interior designer was William (Billy) Haines, also an accomplished silent film star, who created blocks of interior



Sunnylands (1966), designed by architect A. Quincy Jones.



Sunnylands Visitor Center (2011) designed by Frederick Fisher and Partners architects.

space that are intimate but can be aggregated to provide grand spaces for parties and entertainment.

Walter Annenberg hoped that Sunnylands would form a site of international diplomacy, a "Camp David of the West," and the family hosted visitors including nine U.S. presidents and the British royal family. Other guests included entertainment icons such as Bob Hope, Frank Sinatra, Jimmy Stewart, Ginger Rogers, and many others. Transformation of the Sunnylands estate from a private winter home to a high-level retreat center and museum space was accomplished with the adaptive reuse of interior design, architecture, landscape design, and water conservation.

The Annenberg Retreat at Sunnylands

In recent years, Sunnylands has hosted a number of visits and summits for the President of the United States, becoming world renowned as a venue for facilitating international agreement and promoting world peace. Its retreats, attracting prominent experts from a variety of fields, are designed to address some of society's most vexing problems. Retreats and meetings have focused on such topics as international relations, negotiations and trade, medical research, education and technology, diplomacy, and arts and culture.

Additionally, the public is invited to learn about the history of the Annenbergs, their philanthropy, and their dedication to architecture and the arts through a variety of educational and community programs as Sunnylands Center and Gardens. For each of the past seven years, for example, a selection of directors whose films were screened at the Palm Springs International Film Festival has gathered at the Annenberg estate to discuss their craft. Sunnylands' annual Films on the Great Lawn and Music in the Gardens series give the public an opportunity to enjoy the arts, free of charge, in a tranquil outdoor setting.

The Sunnylands Collection

The Annenbergs were avid art collectors and assembled one of the finest collections of Impressionist and Post-Impressionist paintings. The "Annenberg Collection" was bequeathed to the Metropolitan Museum in New York, but the balance of this collection continues to reside at Sunnylands so visitors can enjoy the full-range of artworks originally installed at the historic house.

Among the fine art on view are works by Yaacov Agam, Harry Ber-toia, Jean Arp, Emile Gilioli, Pablo Picasso, Jacques Villon, Andrew Wyeth, Romare Bearden, and Jean Fautrier. The Sunnylands Col-lection also includes important works of Chinese porcelain, Meis-sen vases, Chinese cloisonné objects and furniture, Tang Dynasty funerary sculpture, Flora Danica china, Steuben glass, and English silver-gilt objects.

The Annenbergs were also avid collectors of books, owning more than 3,400 volumes, many featuring a signature and/or personal inscriptions to the Annenbergs by presidents, prime ministers, pol-iticians, royalty, celebrities, historians, business leaders, authors, family, and friends. The subject matter ranges from artists, paintings, sculpture, and decorative arts, to journalism, political science, his-tory, and social science. The Sunnylands collection of correspon-dence features letters and cards from presidents Eisenhower, Nixon, Kennedy, Carter, Reagan, George H.W. Bush, Clinton, George W. Bush, Obama, and their families. In addition, the Annenbergs were in close contact with members of the British royal family, evidenced by an impressive amount of intimate correspondence. Correspondence from Colin Powell, Kirk Douglas, and Princess Grace of Monaco, to name but a few, round out this very special and personal collection. The collections are available for academic research purposes.

The Sunnylands Speaker Series, hosted by the Rancho Mirage Pub-lic Library, also brings local and global issues into focus. This series has featured such speakers as writer and producer Norman Lear and photographer Stephen Wilkes on such topics as societal chang-es reflected on television, and Visualizing Climate Change through photos.

Children's Discovery Museum of the Desert

The Children's Discovery Museum, located on Gerald Ford Drive, opened in 1998 and involves children in an interactive discovery process. The museum's exhibits and programs primarily focus on pre-school and early elementary aged children, although it serves children of all ages. With a mission statement of preparing children "to live and succeed in the world of the future, a world defined by change," programs and exhibits encourage parental involvement in their children's learning process. The museum actively collaborates

with other organizations, and provides ongoing exhibits with weekly, monthly, and seasonally special events that emphasize such interests as science, social interaction, dance, crafts and cooking.

Rancho Mirage Amphitheater

The new Rancho Mirage Amphitheater has been added as an integral part of the Rancho Mirage Community Park. The amphitheater includes a 2,000 square foot stage, terrace seating to accommodate 1,000 guests, and new public restroom facilities. It has already been the venue for a City-sponsored, 13-week Music in the Park concert series, and more programming is planned for the coming years. The amphitheater is well suited to be a venue for additional music performances, "Shakespeare in the Park" festivals and other cultural activities and performances.

The Art Affaire

This spectacular annual two-day event is a juried fine art and music festival featuring over 100 award-winning visual artists in a variety of artistic mediums, including painting, sculpture, ceramics, jewelry and other artistic originals. Held each fall at Rancho Mirage Community Park on San Jacinto Drive, the best of Smooth Jazz and other music are also presented on stage each year. Media on display and for sale include such things as paintings (oils, acrylic and watercolors), drawings, sculpture, ceramics, jewelry, glass, apparel and much more. The Art Affaire is also a venue for a wide range of musical performances, including jazz, R&B, pop, hip-hop, gospel, reggae, and rock.

Rancho Mirage Public Library

The Rancho Mirage Public Library is the cultural hub of the community and makes important contributions to the intellectual and cultural life of Rancho Mirage. It has been the recipient of state and national recognition by the American Library Association and the California Library Association. More than 45,000 Rancho Mirage and Coachella Valley residents have library cards, making the Library a welcoming center of intellectual vitality and life-long learning. In addition to offering a wide selection of printed materials, including books and magazines, the library provides access to a wide range of digital media, research materials, e-books, and other resources.

The library also offers instruction on the use of its technology and a wide range of internet resources.

The library is renowned for its full and balanced cultural calendar for all ages. Lectures, concerts, film screenings and special presentations combine for a broad and diverse schedule of events, including programming for children, throughout the Library's busy year. In 2016, the Library celebrated its twentieth year by offering a free lending program of books and audio books, as well as music CDs and more than 14,000 movies on DVD. In addition to its exceptional resources, the Library is also a venue for special permanent and temporary exhibitions, including the Roberson Mineral Collection and the President and Mrs. Gerald Ford Collection.

The library is also the venue of choice for most of the City's Cultural Commission events from November through April. The library is staffed by experts including the Library Director and Principal Librarian, with a schedule that includes an artist's studio tour and an annual motor-coach journey of artistic discovery through the desert.

Rancho Mirage Writers Festival

The library is home to the largest book event of any library in the U.S., hosting more than 1,000 readers with more than 50 authors, including Pulitzer and National Book Award winners, each January during the Rancho Mirage Writer's Festival. This world-class event is an exciting gathering of writers, thinkers, and people contributing to the intellectual vitality of today.

Speaker Series

The Rancho Mirage Speaker Series was established in 2006 to enrich the cultural life in our community through a program where speakers from the political arena, entertainment and literary fields share their opinions and insights. This nationally known program hosts speakers of international renown and importance, including explorer Dr. Robert Ballard, entertainer Rita Moreno, singer Michael Feinstein, journalist Cokie Roberts, writer P.J. O'Rourke, United Nations Ambassador John Bolton, naturalist James Corbett, and many others.



Rancho Mirage City Library forms a cultural hub for the community.



Anna Charles and Eric Charles Jorgenson in ANNAPURNA for the Coachella Valley Repertory Theater.

International Classical Concerts

International Classical Concerts of the Desert was formed as the continuance of the classical concert series that has a 43-year history in the Coachella Valley. The world-class talent that this chamber music concert series brings to the Library includes the Escher and Jupiter String Quartets, cellists Lynn Harrell and Zuill Bailey, and pianists Orion Weiss and Vassily Primakov.

Library Astronomical Observatory

The library is home to a 0.7-meter reflector telescope housed in a 22-foot dome with research-quality telescope mounting and video equipment. Views from the telescope will be transmitted to a large screen inside the library so that large numbers of visitors can share in the experience. A large outdoor observation deck provides room for personal telescopes and will provide space for outdoor star parties and lectures. The observatory will also partner with educational institutions throughout the Valley, including College of the Desert, as a way to promote and celebrate the sciences.

The Future Library

Growing Cultural Hub

The role of the library is evolving culturally, technologically, socially, and organizationally. Emerging library technologies will continue to extend and expand the value of and access to learning and knowledge. As a venue for social interaction, the Library can play an even greater role in encouraging a participatory society.

Coachella Valley Repertory Theater

Inaugurated in 2008, the Coachella Valley Repertory Theater (CV Rep) is a non-profit professional theater whose mission is to present thought-provoking, innovative theater of substance. CV Rep is planning to expand its Youth Outreach program into the local school districts in order to expose students to age-appropriate, culturally relevant, and topically sensitive live theater free of charge.

Valerie Mahabir Academy of Ballet and Performing Arts

Rancho Mirage is home to this highly valued and respected school of dance. This ballet academy plays host to the Desert Youth Ballet (DYB), and is housed in an iconic modern building located near the Rancho Mirage Community Park. The mission of the DYB, which is an outgrowth of the school, is to inspire the boys and girls of the Coachella Valley to become involved in dance, enhance their performance skills, develop self-confidence, and provide a life-long interest in the arts. It is the only dance school in the Coachella Valley certified by the Royal Academy of Dance, one of the world's most influential dance education and training organizations. The Academy and DYB provide professional training and performance experiences by raising funds for scholarships, underwriting performances, and providing community outreach.

Rancho Mirage High School

Rancho Mirage High School (RMHS) is a leader in cultivating the performing and culinary arts of its students and the community. It has also become an important venue for music, dance and other community-sponsored events. The school's Musical Theater University (MTU) produces four main-stage musicals each year in the Helene Galen Performing Arts Center under the banner of "Desert Cities Music Theatre". In the MTU program, students are joined by celebrated actors from Broadway and Hollywood, along with local professional actors, for a professional theatrical experience. In addition, all MTU students participate in informal recitals and performances throughout the year.

One of the more unique offerings at RMHS is their pathways program, which offers specialized training in performing and culinary arts. The Performing Arts Pathway was created to showcase the multiple disciplines of dance, theater, choir, and instrumental music. RMHS welcomes students from across the Palm Springs Unified School District who are interested in these art forms, as well as students who are considering careers in the numerous fields in performing arts, such as stagecraft, lighting, sound, and costume design.

The Culinary Arts Pathway at RMHS initiates students into the art and practical skill of food preparation, and produces graduates who will emerge readily equipped for the hospitality field, or with the necessary prerequisites to pursue further training as chefs or careers in restaurant management. The school's teaching facility features a commercial culinary kitchen and dining classroom.

Tolerance Education Center

The mission of the Tolerance Education Center is to promote tolerance, civility, respect, and understanding by the elimination of atrocities, hatred, and bigotry. Programs, activities and exhibits provide an educational opportunity for the community which aims to reduce prejudice, teach critical thinking, and empower those who visit to take a more active role in creating a more humane society. Activities include adult lectures, films, presentations, and other tolerance-themed programs. The Tolerance Education Center has become an important venue for school field trips, as it exposes children to first-hand accounts of bigotry and hatred told by those who have endured such atrocities.

Richard and Annette Bloch Cancer Survivor Park

This park is a celebration of life and hope, and features eight life-size figures in bronze passing through a maze depicting cancer treatment, and the transition from fear to recovery. A water feature adorns the walking path and offers a setting for meditation, and 14 bronze plaques (four inspirational and 10 instructional) are located throughout the park.

Regional Cultural Resources

The Coachella Valley is rich with culturally significant resources, and the resources in Rancho Mirage which were just described add to this vast network. Although the following resources do not exist inside the boundaries of Rancho Mirage, they play an important role in the promotion and development of arts and culture valleywide, and warrant mention in the context of this element.

McCallum Theatre, McCallum Theatre Institute, and Bob Hope Cultural Center

The McCallum Theatre at the Bob Hope Cultural Center is a 1,127-seat performance facility located on the campus of the College of the Desert. It is acknowledged as one of the finest performing arts centers in the nation. The theatre's dramatic, desert-inspired interiors, designed by Steve Chase, provide a comfortable environment and superb acoustics reminiscent of a European opera house. A wide variety of cultural events are staged at this facility and range from accomplished local theatre and concert performances to similar activities by world-renowned performers and orchestras. It is also an outstanding facility for network television productions, as well as corporate and industrial presentations.

The California Desert Chorale

The California Desert Chorale performs the annual Christmas with the Chorale and Evening at the Pops concerts. Other concerts offer such fare as Beethoven's Choral Fantasy, and works by Hayden and Schubert. As part of its continuing outreach to the community, California Desert Chorale established a "music intern" program, in which several outstanding young musicians are invited and sponsored by the chorale to participate in the concert season. The chorale's scholarship program provides monetary scholarships to local high school seniors and community college students who demonstrate exceptional vocal ability and service to their communities. The chorale performs at the California State University San Bernardino (CSUSB) Palm Desert campus and Community Presbyterian Church.

Desert Symphony

The Desert Symphony offers a series of concerts, recitals, and special events with programs of musical, artistic excellence that entertain, educate, and engage the community. The Desert Symphony performs in a variety of venues, including The McCallum Theater.

Friends of Philharmonic

Since 1974, the Palm Springs Friends of Philharmonic has been providing the community with classical music played by outstand-



Richard and Annette Bloch Cancer Survivor Park.



Desert Holocaust Memorial in Palm Desert's Civic Center Park.

ing orchestras from around the world, some of which include the Cleveland Orchestra, New York Philharmonic, Boston Symphony, Pittsburgh Symphony, San Francisco Symphony, Israel Philharmonic, the Royal Concert Orchestra, Royal Philharmonic, Moscow Philharmonic, London Philharmonic, the Russian National Orchestra, Dresden Staatskapelle, Los Angeles Philharmonic, San Diego Symphony, the Bolshoi Orchestra, and the National Orchestra of Spain. Performances are at the McCallum Theatre.

The Living Desert Reserve

The Living Desert Reserve is a non-profit education and conservation center located in Palm Desert. Its mission is desert conservation through preservation, education, and appreciation. The Reserve is a 1,200-acre zoological park representing over 150 species including coyotes, bighorn sheep, oryx, zebras, desert tortoises, lizards, cheetahs, and meerkats. The botanical gardens represent 10 different desert ecosystems. The center also features wilderness hiking trails, Native American exhibits and special events and programs throughout the year.

Desert Holocaust Memorial

This outdoor memorial to holocaust victims is centered around seven larger-than-life bronze figures with a circular row of trees representing life outside the concentration camps. It is located in Palm Desert's Civic Center Park and is surrounded by cobblestone and lighting influenced by that at the Auschwitz Extermination Camp.

College of the Desert

College of the Desert, a state community college, actively participates in the fine arts activities throughout the valley. Performing arts include plays, concerts, and operas staged at their Pollock Theatre and Hilb Center, with two yearly performances at the McCallum Theatre. College of the Desert's visual art contributions to public art include shows at the college's Hilb Center, sculptures on the campus grounds, and art shows on the Inez Bragdon Garrow Gallery Wall in the multi-agency library.

College of the Desert's art curriculum includes course offerings that provide a general overview of the discipline, as well as an emphasis

in art history, ceramics, drawing, graphic design, painting, photography, printmaking, three-dimensional design and two-dimensional design. The College also provides arts education and performance classes open to all members of the community; these include several musical performance groups, both vocal and instrumental, in addition to theatre productions and visual arts courses.

Walter N. Marks Center for the Arts at College of the Desert

The mission of the Walter N. Marks Center for the Arts at College of the Desert is to support arts education and enrich the cultural life of students, faculty, and the community. The Center is a nonprofit cultural and educational facility that provides a venue for artistic exploration, experimentation, and research. Traditional formats of painting, drawing, sculpture ceramics, photography, and printmaking are complemented by contemporary applications in papermaking, book arts, performance, and installation arts. The architectural design of the Marks Art Center, with its three galleries, courtyard, and sculpture garden, allows for poetry readings, musical events, and theatrical performances. Guest speakers and professors in art, digital design, poetry, theatre, and literature now have a dedicated facility in which to collaborate on thematic approaches to enhance learning.

California State University San Bernardino, Palm Desert

CSUSB has a campus adjacent to College of the Desert, and is in the process of expanding to a new location near the intersection of Cook Street and Frank Sinatra Drive in Palm Desert. The new campus will offer a 300-seat theatre that will initially "import" productions from the main San Bernardino campus for the Coachella Valley audience, with the potential for Coachella Valley campus-based productions in coming years. The Betty Barker Sculpture Garden is an important venue for emerging artists and cooperation with the Palm Springs Art Museum and other partners.

The CSUSB Palm Desert campus also hosts artwork provided by the Agua Caliente Cultural Museum. The school's unique partnership with the Agua Caliente Band of Cahuilla Indians allows students, staff, faculty and visitors to enjoy the artwork and learn more about

the Agua Caliente culture and heritage. The art is on display in the Rogers Gateway Building lobby outside the Oliphant Auditorium.

Palm Springs Art Museum

The Palm Springs Art Museum is a fine arts museum located in Palm Springs. The museum has a superb art collection that rivals urban metropolitan museums, and also has an excellent collection of art of the American West. In addition to indoor exhibition space and instruction facilities, the museum also has two outstanding sculpture gardens. This facility also houses the Annenberg Theatre, which is the site of a wide array of arts and culture programs ranging from classical and popular music to education programs. The museum's Architecture and Design Center is located in the mid-century modern Edwards Harris Pavilion designed by local architect E. Stewart Williams and is focused on presenting the best in architecture and related design.

Agua Caliente Cultural Museum

The Agua Caliente Tribe is currently planning the development of a tribal museum in Palm Springs, and is the first Native American museum to be part of the Smithsonian Institution Affiliations Program. The Tribe's plans call for a variety of temporary and permanent exhibit areas as well as venues for various art mediums.

Coachella Valley History Museum

The Coachella Valley History Museum is an historical campus which contains the 1925 adobe Smiley-Tyler House, including the Center's main exhibits, the historic 1909 Indio Schoolhouse and the world's only Date Museum.¹

Coachella Valley Arts Alliance

This organization was formed in 1999 as a cooperative among local and regional arts professionals. The Alliance's mission is "to support artists and arts organizations and foster new arts activities to ensure cultural vitality in the Coachella Valley." Membership is comprised of local arts professionals as well as the majority of Coachella Valley cities. One of its goals is to thematically coordinate the I-10 art

corridor in conjunction with the Coachella Valley Association of Governments.

Palm Springs Air Museum

The Palm Springs Air Museum is dedicated to the preservation, presentation and interpretation of the Air Power of World War II, its relevance and significance upon the course of history, and its impact on contemporary life. The museum has one of the world's largest collections of flying World War II warplanes. Exhibits include combat photography, original artworks, artifacts, uniforms, and video documentaries. Regularly featured are flight demonstrations of the museum's collection and visiting aircraft, both historic and contemporary. In addition to flyable and static aircraft, the museum uses permanent and temporary exhibits, related artifacts, artwork, and library sources to preserve and perpetuate American History. Documentaries are shown daily in the Buddy Rogers Theatre.

La Quinta Arts Festival

The La Quinta Arts Foundation is a nonprofit charitable organization dedicated to the promotion and cultivation of the art through education. Located in La Quinta, their annual Spring Festival brings to the Coachella Valley the works of internationally recognized fine artists as well as emerging local artists. The Foundation supports local college-bound students with a scholarship program, and provides innovative outreach programs for school children.

Rancho Mirage City Commissions

Community Cultural Commission

This Commission is comprised of five commissioners and two City Councilmembers who serve as Council liaisons to the Commission. The purpose of the Cultural Commission is to support the development and prospering of the cultural environment of the City and enhance access to cultural amenities for all residents. To that end, the Cultural Commission is responsible for advising the City Council on matters related to the preservation, development, and enhancement of cultural endeavors in Rancho Mirage.



Annual La Quinta Arts Festival in the neighboring city of La Quinta.

¹Coachella Valley History Museum



Rancho Mirage Writers Festival, January 2017.

This Commission has been very successful in providing residents with a wide spectrum of cultural events which highlight Rancho Mirage specific assets (Rancho Mirage Artists Studio Tour), as well as regional assets (High Desert Bus Tour). In addition to facilitating numerous tours, this Commission also coordinates various theatrical performances and musical events, helping to make life in Rancho Mirage as rewarding as possible.

Historic Preservation Commission

The Historic Preservation Commission was established in 2003, by Municipal Ordinance No. 831, to develop a program to provide a way to identify certain structures and sites which represent eras, events or persons important in Rancho Mirage's cultural, archaeological, social, economic, architectural, and/or political history for the purpose of encouraging the preservation, improvement, and promotion of Rancho Mirage's treasured properties.

Parks and Trails Commission

The Parks and Trails Commission consists of five members appointed by the City Council. The general purpose of this commission is to encourage the development of a balanced system of parks and trails which meet the recreational needs of city residents. The Parks and Trails Commission achieves this purpose by serving in an advisory capacity to the City Council.²

Speaker Series Commission

The Speaker Series Commission consists of five voting members and two non-voting Council Liaisons appointed by the City Council. The commission was established in 2006 to enrich the cultural life in Rancho Mirage by providing well-rounded programs that often consist of speakers from the political arena, entertainment and literary fields.³ The continued success of the program is a direct result of the overwhelming response received from the residents).

Impact of the Arts on Economy

The arts, humanities, and museums are critical to the quality of life and livability of the community. In 2010, the nonprofit arts and cul-

² Resolution No. 2016-034
³ Resolution No. 2006-034

ture industry generated over \$135 billion in economic activity annually, supports more than 4.13 million full-time equivalent jobs, and generated almost \$87 billion in household income. The industry returned more than \$22.3 billion in local, state and federal taxes in 2010. Government support for the arts generates an average return on investment of more than seven dollars in tax revenues for every dollar that the government appropriates.⁴

The Creative Economy

The creative economy is a new industry cluster based on the businesses and people who produce intellectually protected goods and services generated from aesthetic or cultural content. Creative Enterprises, a set of business ventures and their workers who make up the creative economy, are key participants in the creative economy and engage in a category called Creative Occupations that produce and distribute creative goods or services in any type of creative business.

The arts form an industry that generates jobs and supports the local economy. The presence of art programs and facilities is often acknowledged by chambers of commerce as a community asset and an attractive component when encouraging businesses to relocate or expand within the community. The art are a catalyst for tourism, and encourage growth and creativity in communication, entertainment and technology.

Cultural Tourism

Cultural tourists are defined as visitors who explore a community's arts, culture, heritage, environment, and history. According to the National Assembly of State Arts Agencies, two significant travel trends are expected to dominate the tourism market in the coming years.⁵ A growing number of visitors are special-interest travelers who rank the arts, heritage, and/or other cultural activities as one of the top five reasons for traveling and travel is being tailored to the interests of the individual consumer through a one-to-one marketing strategy. The combination of these two trends is being fueled by technology, namely the proliferation of online services and tools, making it easier for the traveler to choose destinations and customize itiner-

⁴ Americans for the Arts
⁵ NASSA

aries based on their interests. Among the emerging areas of interest that contribute to cultural tourism are the following:

- › Increased interest in the sustainability of communities and the natural environment
- › A search for meaning that many visitors find in nature, heritage, and culture

Opportunities for Cultural and Artistic Expression and Appreciation

Community Museum

Rancho Mirage has been and continues to be a haven for a wide variety of artists, musicians, and people from the film and television industry. As such, Rancho Mirage is home to the depth of resources these residents bring. A community museum could be an excellent venue for the celebration of these resources, serving as a key site for a variety of enterprises that could make it a hub for regional arts, supported by residents and visitors alike. This museum could serve as an important venue, for example, for screenings of new films and documentaries, competitions, and festivals.

Art in Education Programs

An environment that supports arts education encourages high achievement by offering models of excellence that are visible in the community. The arts can reach students who are not otherwise being reached, and in ways they are not otherwise being engaged. They connect students to themselves and each other, and the study of art encourages students to analyze, interpret, and evaluate artworks and to study the work's history and cultural roots. Art In Education programs are interactive and participatory, and encourage students to learn about art while using their imagination in a variety of ways to define how the art makes them feel.

Land Use Planning: An Arts and Culture Strategy

Rancho Mirage Arts District

An important consideration in the cultivation of the arts in the community is the establishment of an arts district, where a concentration of cultural facilities serve as an anchor for the development of a syn-

ergistic mix of uses. Arts districts can have a significant economic impact on the community, attracting businesses, tourists and local residents. It can also serve as a focal point that helps brand Rancho Mirage with a unique cultural identity.

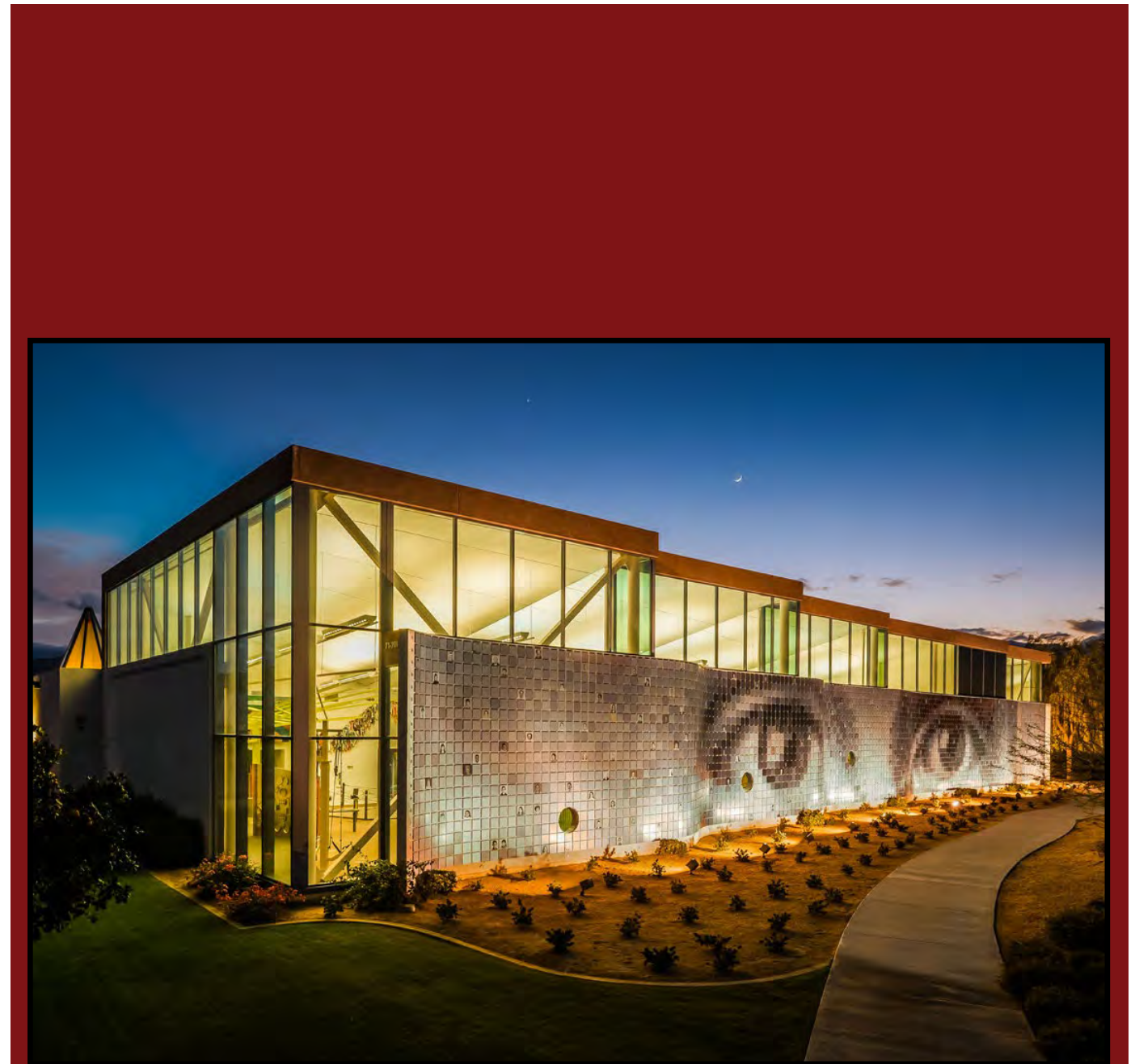
The opportunities for the development of an arts district in the city can develop both organically and synthetically, taking advantage of existing arts and culture resources and building upon these to introduce new uses, venues, and spaces that complement and augment the existing resources. One location where this kind of synthesis could occur has been identified along San Jacinto Drive between Highway 111 and Rancho Las Palmas Drive, where there may be opportunities to aggregate large enough areas to achieve land use efficiencies.

Existing resources along this corridor include the Rancho Mirage Public Library, The River entertainment center, and the Rancho Mirage Community Park. These important places could anchor the development of a pedestrian-based, mixed-use district. The accumulation of underutilized lands in this area for the development of an arts district could include live/work space for artists, studio and gallery space, land uses that would attract makers, and intimate dining venues, all of which could work cohesively to activate this area of Rancho Mirage in a distinct way.

Special development standards could be applied to shape development of the arts district, with a heavy emphasis on walkability. With an existing residential component, a "San Jacinto Arts District" or the like could complement and enrich the living environment that is already enhanced by the park and its amenities, and the highly accessible Library. The City will consider the development of an Arts District Plan for inclusion in the Highway 111 East Specific Plan or a separate document and/or overlay to best fulfill the purpose.

Future Directions

Providing a community with the resources for cultural enrichment gives its citizens exciting opportunities to explore and expand their culture, identity and commerce. It increases community pride and improves quality of life by encouraging reflection, building awareness of new ways of seeing the world, and incorporating beauty into the functionality of everyday life.



The Donors Mural at the Children's Discovery Museum of the Desert.



Thoughtful landscape design and decorative design at the Rancho Mirage Public Library offer an example of successful incorporation of beauty into the functionality of everyday life.

Cultural activities and centers can encourage community spirit and a heightened appreciation for diversity, thereby strengthening community cohesiveness. The relationship of arts and culture to the physical environment is not always tangible, but like economic development, has a decided influence on the quality of life offered in Rancho Mirage.

The City has a history of supporting and providing numerous varied arts and cultural opportunities to the community. Its future endeavors should focus on strengthening its development as a regionally recognized cultural center, an identity which carries both artistic and economic development potential. Efforts should relate to building positive community involvement with and support of the arts as well as encouraging arts-related tourism and commerce.

The goals and policies of the Arts and Culture Element are intended to help sustain and enhance a civic environment where artistic expression and cultural diversity can flourish.

Arts and Culture Goals, Policies, and Programs

GOAL A&C 1

An enriching arts and culture environment in Rancho Mirage.

GOAL A&C 2

An established and strengthened identity for Rancho Mirage as a regionally and nationally recognizable destination market for the arts.

POLICY A&C 2.1

The City shall encourage and promote regional, citywide, and neighborhood arts and culture events, activities, and educational endeavors.

PROGRAM A&C 2.1A

The City shall continue to sponsor and encourage cultural events and programs such as the Art Affaire, Writers Festival, Speakers Series, and others that involve a variety of citizen groups and promote arts and culture awareness as they build community identity.

PROGRAM A&C 2.1B

The City shall continue to actively identify, encourage and sponsor new cultural events and programs which promote artistic and cultural awareness and build community identity.

PROGRAM A&C 2.1C

The City shall encourage, and to the extent practical, facilitate the continuation of non-City sponsored events and programs that promote arts and culture awareness and build community identity.

POLICY A&C 2.2

The City shall encourage corporate, business, and foundation support of arts and culture activities through mutual programs and public-private partnerships.

POLICY A&C 2.3

The City shall encourage citizen involvement in the planning, development and provision of arts programs, facilities, and services.

PROGRAM A&C 2.3A

The City shall develop a comprehensive plan to utilize and develop various avenues of communication, including the development of an arts and culture webpage on the City's website, liaisons with corporate and business partnerships, and existing events and facilities. This effort will focus on

building community awareness, recruiting involvement in existing arts and culture events and programs, and on building support and involvement for the development of new events and programs.

POLICY A&C 2.4

The City shall encourage public events that allow people to gather for the purposes of entertainment, education, and camaraderie, such as art and music festivals, art walks, farmers markets, film screenings, lectures, music, and other performance events.

POLICY A&C 2.5

The City shall increase awareness of the public benefits of art and culture in the community by recognizing and promoting the arts, artists, performing arts, and arts organizations as valuable resources of our community for economic vitality and tourism.

PROGRAM A&C 2.5A

The City shall explore marketing endeavors that cater to the arts community in an effort to effectively attract tourists.

POLICY A&C 2.6

The City shall use destination marketing techniques, which utilize locally recognizable arts landmarks to further establish Rancho Mirage as a community rich in arts and culture.

PROGRAM A&C 2.6A

The City shall consider developing a comprehensive Cultural Tourism Development Plan and Program that will identify and maximize beneficial intersections between the arts and economic development, and position the arts as a good partner in areas such as economic development, tourism, education, workforce development, and transportation.

PROGRAM A&C 2.6B

The City shall develop a webpage to highlight Rancho Mirage’s arts and culture identity.

PROGRAM A&C 2.6C

The City shall establish image gateways and/or arts corridors along major arterials, and at other significant intersections in Rancho Mirage to increase resident and visitor awareness and recognition of Rancho Mirage as an arts and culture community.

PROGRAM A&C 2.6D

The City shall consider the creation of an arts-specific information kiosk in Rancho Mirage’s commercial districts where information on local arts and culture events will be available.

POLICY A&C 2.7

The City shall explore the viability of creating an arts district along San Jacinto Drive or other location in Rancho Mirage.

PROGRAM A&C 2.7A

If a viable location for an art district is identified, the City shall develop an Arts District Plan that will serve as a vehicle that guides the development of the district, and which can be used as a marketing tool for private sector developers.



The City encourages and supports arts and culture events.



Recognizable landmarks, like the Sunnylands Visitor Center and Gardens, show how Rancho Mirage is rich in arts and culture.

PROGRAM A&C 2.7B

The City shall consider unique development standards, land uses, and public street designs in conjunction with the development of an arts district.

POLICY A&C 2.8

The City shall investigate the feasibility of creating an Arts in Education Program which will cater to the community's youth population.

POLICY A&C 2.9

The City shall identify locations for future arts and culture related developments.

GOAL A&C 3

Night sky protection.

POLICY 3.1

The City shall review lighting details for development projects to ensure protection of the night sky.

POLICY 3.2

Development projects within one mile of the observatory shall be subject to additional lighting review and/or restrictions.

PROGRAM 3.2A

Lighting plans for development projects near the observatory shall include details on fixture shielding, lamp spectrum, and amount of light produced.

PROGRAM 3.2B

Additional lighting restrictions near the observatory may include, but are not limited to, fully shielded light fixtures, 90-degree cutoff lenses, alternative lamp types (e.g., low-pressure sodium or narrow-band amber LED), and limitations on output.



A strong arts and culture infrastructure supports communities in multiple ways.

