

# City of La Quinta

PLANNING COMMISSION MEETING: September 11, 2018

## STAFF REPORT

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**AGENDA TITLE:** DISCUSS URBAN LAND INSTITUTE TECHNICAL ASSISTANCE PANEL'S HIGHWAY 111 CORRIDOR RECOMMENDATIONS AND CURRENT HIGHWAY 111 EFFORTS

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### RECOMMENDATION

Discuss Highway 111 Corridor efforts and Urban Land Institute (ULI) Highway 111 Corridor Study.

### EXECUTIVE SUMMARY

- Council and the Planning Commission have identified Highway 111 Corridor (Corridor) visioning as a priority.
- The ULI Technical Assistance Panel (TAP) made a presentation to a joint study session of the Council and Commission on May 30, 2018 and the final written report was released July 23, 2018.
- Staff has initiated a Process Action Team to develop a work plan for improvements to the Highway 111 Corridor.

### BACKGROUND/ANALYSIS

Council and Planning Commission has identified Corridor visioning as a priority for fiscal year 2018-2019. The City engaged the services of ULI, a network of real estate and land-use experts, to convene a TAP of 11 specialists to present a strategy to City leaders based upon field and market data, community realities, and best practices. The City commissioned the ULI TAP to address key questions about the Corridor regarding aesthetics, business attraction, emerging transportation technologies, complete streets considerations, and highest and best land uses. The report has been published to the City website and shared with local stakeholders.

The Process Action Team (PAT) consisting of City staff from various departments was convened in June 2018 to implement Corridor objectives. The PAT identified major goals for the Highway visioning efforts that include economic development, brand awareness, recreation and wellness, and placemaking. A draft schedule for visioning efforts was created and planned capital improvements and initiatives were included on the schedule. Current PAT efforts include individual meetings with Corridor property owners that include Plaza La Quinta, Washington Park shopping center, One Eleven La Quinta shopping center, auto dealerships and the Pavilion at La Quinta to

discuss the ULI TAP report and future Corridor opportunities. Staff plans to continue meetings with Corridor property owners. In addition, staff is actively engaged in business recruitment efforts for experiential retail as recommended for the Corridor in the ULI TAP report.

Staff requests the Commission discuss the ULI TAP report recommendations and current Corridor efforts. A joint study session of the Council and Commission is scheduled for October 2, 2018 to address the next stage of Corridor visioning.

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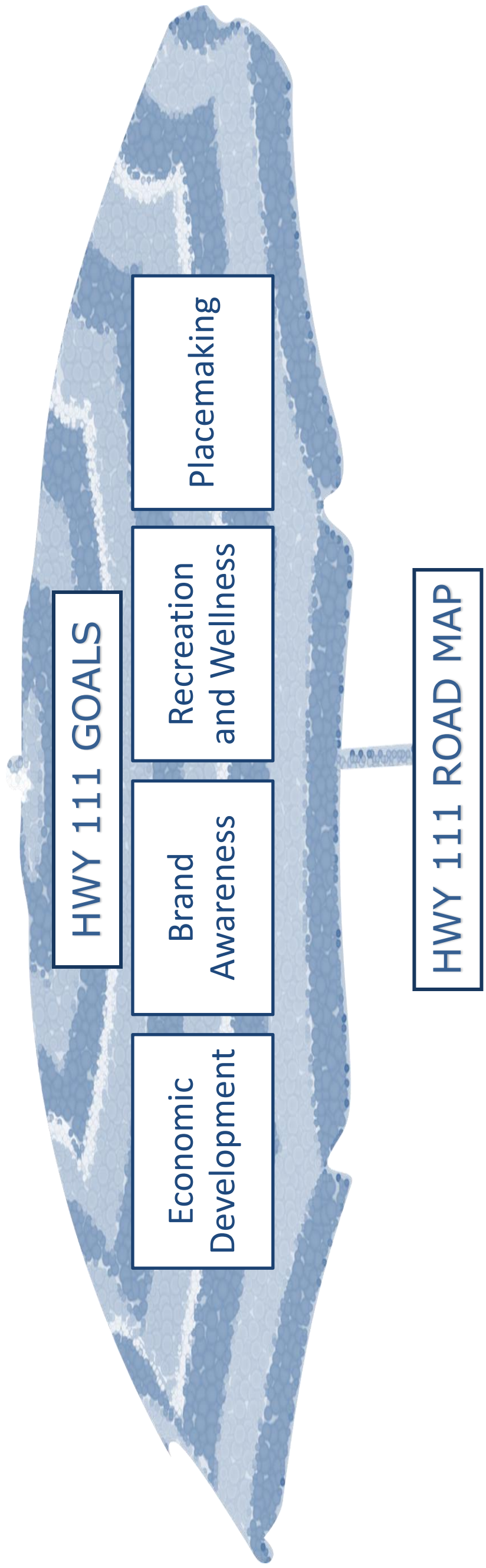
Attachment: 

1. ULI Report weblink
2. Highway 111 roadmap

Urban Land Institute Highway 111  
Corridor Study:

[https://www.laquintaca.gov/home/  
showdocument?id=38431](https://www.laquintaca.gov/home/showdocument?id=38431)





| Phase                 | Timeline        | Key Activities   |
|-----------------------|-----------------|--|
| <b>DATA GATHERING</b> | Now - Jan 2019  | <ul style="list-style-type: none"> <li>Pavement Management Plan</li> <li>Issue consultant RFP</li> <li>Signal Synchronization</li> <li>Sign and Equipment Upgrades</li> <li>Charging Stations</li> </ul>   |
| <b>VISIONING</b>      | Jan - May 2019  | <ul style="list-style-type: none"> <li>Auto Dealerships</li> <li>Property Owner meetings complete</li> <li>Coachella Related Events in Parking lots</li> <li>Hotel Project near Komar Desert Center</li> <li>Charging Stations</li> <li>Signal Synchronization</li> <li>Sign and Equipment Upgrades</li> </ul> |
| <b>ACTION PLAN</b>    | June - Aug 2019 | <ul style="list-style-type: none"> <li>Sam's Club Study Session</li> <li>Punch Bowl Social</li> </ul>  |
| <b>IMPLEMENTATION</b> | Sept 2019 - ?   | <ul style="list-style-type: none"> <li>Landscape Improvements and Median Maintenance</li> <li>Entry Monuments</li> <li>Catalyst Project Entitled</li> </ul>  |

Now

Jan 2019

May 2019

Sept 2019

