Interview Notes
As part of the Highway 111 Corridor Plan, the consultant interviewed a diverse cross section of 34 community stakeholders. The purpose of the interviews was to engage stakeholders in an open and candid discussion to better understand existing visions, barriers to implementation, and opportunities.

On March 18, 2019, the consultant interviewed property owners, tenants, business owners, realtors, civic and community leaders, and city staff. This memorandum summarizes the key themes and comments heard during that process. The memorandum focuses on identifying patterns among the comments and does not attribute any comments to specific individuals.

The responses are noted as is (with very light editing for reader’s ease). Therefore, it is possible that some of the responses may be contradictory. The purpose of this report is to report all responses gathered during the interview, without any judgement.

Q1. Describe a place you like on Highway 111 Corridor and what you like about the place?

The Pavilion at La Quinta

• Aesthetically pleasing shopping center.
• Easy to get around by car and foot.
• Good tenant mix offers almost everything in one center (Best Buys, Sprouts, OfficeMax, Bed Bath & Beyond)
Washington Park Center

- Mostly walkable, and not as spread out as some of the other shopping centers.

Point Happy Center

- Tree lighting at this center is nice.

Misc Comments

- Inn-and-Out has outdoor seating facing Hwy 111 — a happening spot along the corridor.
- Like the Trader’s Joe store.
- Views from the corridor are breathtaking. People come to Hwy 111 for casual elegance and to enjoy the human experience.
- Fountain and seating area outside La Quinta Baking Company — this place offers a nice ambience and views to the mountains.
- Don’t like anything along Hwy 111 — avoid it when possible.
- Like the center between Washington and Adams on the north side of Hwy 111 — offers many shopping options.

Q2. Describe a place you think needs improvement and describe how it might be improved?

- Access to Target and Loews is very difficult — a mid block right in and out may be a possible solution.
- Vehicular circulation at Costco Center needs to be improved.
- Having more places for outdoor dining experience is desired.
- Fine with Hwy 111 just the way it is.
- The center between Adams and Washington on north side of Hwy 111 is less aesthetically pleasing than other centers on the Corridor.
• Sea of asphalt (parking lots) is unattractive. Parking lot areas need to refurbished to higher and better use.
• Car dealers should think creatively and offer a unique shopping experience for customers and visitors.
• Sense of arrival (western edge) — need pristine, verdant landscaping and mature trees.
• During sandstorms, sand comes off the wash into the retail center. Plant low vegetation along the creek and CV link.
• Need more effective signage for retail establishments.

Q3. Describe the changes you would like to see on Highway 111 Corridor?

• Pavement needs to be replaced.
• Keep bikes and pedestrians safe and separated.
• Need consistent landscaping in the medians.
• The signals at Simon Drive and La Quinta Center Drive don’t allow enough time for left turns causing backups.
• Better use of the 50 feet landscape buffer.
• Need another east-west parallel system that relieves traffic on Hwy 111.
• Better signal coordination with intersecting local streets.
• Wider and safer bikes lanes.
• Shaded parking areas and grassy areas to sit.
• Provide charging station.
• Farmers Market on Hwy 111 — perhaps on days that alternate with the Old Town Farmers Market.
• Open markets, live entertainment, food festival (Annual Brew Festival in November will take place along Hwy 111).
• Architecture presents nothing of interest along Hwy 111.
• Create destinations that will bring people from Tennis Center and Coachella Valley events.
• Garden space and recreation space.
• Places to explore for adults and kids.
• Better signs and more lighting.
• Need more walkable environments

Q4. Where are the key development opportunities on Highway 111 Corridor?

• Couple of vacant parcels on the north side of Hwy 111 and the city owned parcel on the south side of Hwy 111 are key development opportunities.
• Reworking the giant parking lots to productive use is a huge redevelopment opportunity.
• Need more youth activities — presently there is nothing for youth or families to do on Hwy 111.
• Nothing for kids to do while parents shop.
• More permanent and pop-up arts related events/activities — Desert X needs to have a location on Hwy 111
• Need more destinations that offer something to do on Hwy 111.
• Something needs to be done with the massive parking lots — convert excess parking into min-parks, civic spaces that create a destination for retail and entertainment experience.

Q5. What kind of retail would you like to see more on Highway 111 Corridor?

• Restaurant that offers entertainment — like Dave & Buster
• Retail stores that complement each other and offer an engaging experience. Stores should be arranged in a “park once” walkable environment.
• La Quinta has all the retail needed — don’t need any more big boxes.
• Don’t need more retail.
• Need better quality restaurants (like Woodranch, Olive Garden, Clam Jumper, and medium price steakhouse).

Q6. What type of housing could locate in Highway 111 Corridor study area?

• Artist lofts
• Live-work units
• Condo/flats
• Higher density housing types
Other Comments

- La Quinta brand attract customers from neighboring cities to shop at Target and Walmart which are cleaner and better managed than similar stores in other nearby cities.
- Hwy 111 speed limit is 45 mph; three lanes in either direction; and carries 45K to 50K ADT.
- 50% of the traffic on Hwy 111 is pass through traffic.
- In Summer of 2019, CVAG will perform a signal optimization project along Hwy 111.
- Adam Street bridge has CV link under crossing. Dune Palms Road bridge will also have under crossing for CV Link.
- Transit line 111 and 70 serve the Hwy 111 corridor. Para transit operates within a 3-mile radius.
- La Quinta has strong visual presence of mountains, quaint cozy setting, progressive thinkers, rich in history — the corridor should reflect these values more closely.
- Vacant Sam’s Club Center should not be redeveloped as retail use — it has poor visibility. Higher density residential may be more appropriate use at this location.
- Big-boxes are falling out of favor. Many of the big-boxes will need to be reimagined to keep them relevant to changing customer preferences and competition from online retailing.
- Need more urban (~ 20 units per acre) walkable housing development.
- Parking standards need to be flexible.
- Large underutilized parking lots are difficult to monitor for safety.
- Retail centers accessible from the wash tend to attract transient activity, shoplifting, drug use.
- Shopping centers need to be more inviting to pedestrians.
- Currently, new development is not reviewed for Crime Prevention through Environmental Design.