On March 18th, 2019, a community workshop discussed growth patterns, land uses, and transportation options for Highway 111 corridor. Below, is a summary of overarching themes that emerged across the four group tables. Each table engaged in two activities and took notes about its conversation on maps and posters which were transcribed and included following the summary below.

Our Well Planned Community

1st Activity

Participants were asked to identify on an Aerial Map:
• With a green dot on the map good places on Highway 111;
• With a blue dot places with a big opportunity; and
• With a red dot places that needed improvement.
The Highway 111 Corridor Plan area was divided into four geographic quadrants (with overlapping areas). The Community Workshop participants worked on specific quadrant of interest.

**Feedback from 1st Activity:**

- Komar Center is desirable.
- Vacant parcels along the corridor offer the most immediate opportunities for development.
- Landscaping throughout Highway 111 is not good. In some instances, places are hidden by berms while in other places landscaping is weak.
- Places are hard to find because they are located with huge setbacks, away from the street.
- Far too much land dedicated to parking lots. Parking lots can be reimagined as lifestyle centers, or used temporarily for outdoor arts, cultural, and recreational events and activities related to the stores that bring people into the centers.
- Revise parking standards.
- Trolley service could connect Highway 111 to other destinations in the City and the region.
• The mountains help define the sense of arrival and entrance into La Quinta from Indian Wells.

• Point Happy shopping center is nicely designed.

• Development opportunities for vacant areas against the creek channel.

• Plaza La Quinta parking and traffic flow needs to be improved.

• The Corridor is fine just the way it is. It is not practical to bike with a roll of tissues from Costco. Car is the preferred mode of transportation and should be preserved as such.

2nd Activity

Review and rate a range of street images from -5 (bad) to +5 (excellent) and for each street image discuss what elements of the street design are desirable and what elements are less than desirable.

Consistently images with pedestrians or amenities for pedestrians rated higher. The street design should consider context and include design considerations for the frontages (the facade and sidewalk design), parkways and median landscaping, on-street parking, bikeways, transit, and lane widths, and design speed.
Average Group Scores:
1. +2.7
2. 0
3. +3.1
4. -3.7

Top Rated Image (#3): The wide sidewalks and landscaped front yard provides visual interest and privacy to the residents.

Low Rated Image (#4): The blank frontage walls of the building don’t promote safe and interesting walking experience.
Average Group Scores:

5. +0.9  
6. +2.4  
7. +1.5  
8. -3.8

Top Rated Image (#6): The outdoor cafe, wide sidewalks, mid-block crossing, and landscape areas provides visual interest.

Low Rated Image (#4): The extensive paved surfaces with less than appealing landscaped medians and parkways, fail to engage the pedestrian and is not an attractive driving experience either.
Average Group Scores:

9. +3.4
10. +2.7
11. -3.6
12. 0.9

Top Rated Image (#9): Wide sidewalk with double row of trees, on street parking, well landscaped medians, and interesting frontages contribute to sense of place while also serving mobility functions.

Low Rated Image (#11): Narrow sidewalks and lack of human presence or cars makes this place appear less inviting.