What's a charrette?

Wednesday

- concepts

Thursday

- alternatives

Friday

- plan

review

review
City of Indian Wells

Indian Wells Tennis Garden

Study Area

City of La Quinta

La Quinta Resort & Club

Civic Center

Silver Rock / Montage & Pendry 'Hotel'

Empire Polo Club Coachella Music & Arts Festival

City of Indio

Source: ULI TAP Report
scope
Cars

People
Streets

Conventional
- Functional class
- Traffic Volume
- Design speed

Context based
- Community Vision
- Context
- Multimodal
- Support adjacent land uses

Arterial
Connector
Local
Main Street

Mobility

Place

Source: City of Boulder
Parking

✓ Parking can be made available in one of two ways
  - Increase supply, or
  - Manage demand

✓ Relationship between parking & traffic
  - Increased parking supply = increased traffic, but
  - Increased availability can decrease traffic (circling)

✓ Relationship of parking to other things
  - Can increase access, but
  - Can also increase conflicts between cars, pedestrians, bicycles & transit, &
  - Can displace other uses (shopping, housing)

✓ Cost of parking
  - Structured parking = $15-60K per space
<table>
<thead>
<tr>
<th></th>
<th>Asheville Walmart</th>
<th>Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land Consumed (Acres):</strong></td>
<td>34.0</td>
<td>00.2</td>
</tr>
<tr>
<td><strong>Total Property Taxes/Acre:</strong></td>
<td>$6,500</td>
<td>$634,000</td>
</tr>
<tr>
<td><strong>City Retail Taxes/Acre:</strong></td>
<td>$47,500</td>
<td>$83,600</td>
</tr>
<tr>
<td><strong>Residents per Acre:</strong></td>
<td>0.0</td>
<td>90.0</td>
</tr>
<tr>
<td><strong>Jobs per Acre:</strong></td>
<td>5.9</td>
<td>73.7</td>
</tr>
</tbody>
</table>

Source: Joe Minocozzi, Urban 3
• 465 businesses & 5,651 employees

• 75 retail, service, & restaurant facilities in 21 developments

• 1.6 million square feet (over 60% in power centers)

• 78 % of City’s total Sales tax

• 3 auto dealerships are in the top 25 sales tax producers every quarter & employ 172 people.

• Average rent: $23 per square foot
Tourism is the leading economic force
Experiential retail continues to grow
Currently hospitality demand exceeds supply
Residential growth will remain moderate over the next 5 years
community workshop

Interview Notes
visual preference survey

-3.8

+3.4
CV LINK is a 50-mile alternative transportation corridor for bicycles, pedestrians, and low-speed (up to 25 mph) electric vehicles along the Whitewater River and Tahquitz Creek that will stretch from Palm Springs to Coachella. Future route segments include connections to Desert Hot Springs and the Salton Sea.

The alignments shown on this map are those being assessed for environmental impacts. The final route will be chosen after the environmental review is complete. Based on feedback from the Rancho Mirage City Council, the CVLG Executive Committee has expressed intent to omit the City of Rancho Mirage from the project. Pitkin dates: September 2016.
La Quinta brand

• strong visual presence of mountains
• quaint cozy setting
• progressive thinkers
• rich in history
Highway 111 La Quinta Corridor Plan

Vibrant places with a mix of uses & mobility options that are attractive to investors, competitive for businesses, livable for residents, & exciting to visitors.

Infinite Possibilities
Vibrant Corridor
Dream & Create