



City of La Quinta

CITY / SA / HA / FA MEETING DATE: January 6, 2015

ITEM TITLE: DISCUSS IMPLEMENTATION OF DEVELOPMENT ACTION STRATEGIES FOR THE LA QUINTA VILLAGE

AGENDA CATEGORY:

BUSINESS SESSION:

CONSENT CALENDAR:

STUDY SESSION: 1

PUBLIC HEARING:

RECOMMENDED ACTION:

Discuss implementation of development action strategies for the La Quinta Village and provide direction.

EXECUTIVE SUMMARY:

- Development interest in the Village is growing. Multiple parties have expressed interest in purchasing and developing on vacant City properties.
- In October 2014, staff outlined a proposal to better position the Village for development. The proposal entailed multiple development-related strategies emphasizing a walking "corridor" and slowing auto traffic.
- As a result, several action strategies are slated for implementation in 2015.

FISCAL IMPACT:

The estimated cost to conduct the planning and environmental effort is \$165,000 to \$190,000. In addition, these activities may identify capital improvement needs that are not part of the Capital Improvement Program. If Council elects to initiate the planning and environmental activities, a funding strategy would be presented in the Mid-Year Budget or during the 2015/16 budget process. Capital Improvement funding options would be outlined in future Capital Improvement Budgets. Future Village land sale proceeds could be earmarked for this purpose.

BACKGROUND:

Development interest in the Village is on the rise, namely as a result of the improving national and state economies. Developers have contacted staff regarding City-owned properties (Attachment 1), and various Village property

owners have also expressed interest in developing their holdings. The General Plan outlines multi-story, mixed residential and retail development for a majority of the vacant Village properties. However, with the Coachella Valley and the Village being a relatively new market, demand for a mixed-use environment is unknown. Similar to the Highway 111 corridor in the late 1990's, the initial new development in the Village is challenged to afford the cost to construct building and site improvements as well as the expense of off-site improvements.

During the October 21, 2014 City Council Study Session, discussion focused upon conducting a project environmental impact statement for the Village, assessing the feasibility of future pedestrian and traffic calming improvements (Attachment 2), reviewing certain development standards (i.e. parking, building height, permitted uses), and considering future public parking improvements. Comments provided during the study session generally supported all topics discussed.

VILLAGE DEVELOPMENT ACTION STRATEGIES:

The following represents the Village action strategies and schedule proposed for implementation in 2015 (Attachment 3):

➤ **Village Project Action Team**

Schedule: January – completion

A core group of City staff will facilitate and manage the proposed activities in the Village. This Village Project Action Team (PAT) launches this month and includes the following members:

City Manager – Frank Spevacek

Community Development Director – Les Johnson

Public Works Director – Tim Jonasson

Associate Planner – Jay Wu

Principal Engineer – Bryan McKinney

**Other key staff members will be asked to participate as their particular skillset and expertise is needed.*

The Village PAT will serve as the “administrative team” throughout the implementation process.

➤ **Community Outreach – Consumer Focus Group(s)**

Schedule: April – May. As deemed necessary thereafter.

Community input and engagement are an integral part of this effort. The Village PAT will solicit input from Village business and property owners as well as residents representing the community at large. The group(s) will provide feedback on a range of topics relevant to future development within the Village.

➤ **Environmental Clearance**

Schedule: July – February 2016

The remaining development potential and redevelopment opportunities within the Village provide opportunity for consideration of conducting a project level Environmental Impact Report (EIR). This effort would require conducting a build out analysis for vacant and significantly underdeveloped Village properties. The EIR would cover traffic, hydrology, cultural resources, noise, air quality and greenhouse gas emissions and would include a water supply assessment. This effort would provide financial and time benefits to future development projects. The cost to complete a project EIR is estimated to be \$150,000 to \$170,000.

➤ **Pedestrian and Traffic Calming Improvements**

*Schedule: Strategy March – May, Design July – November,
Construction to be determined*

In order to promote and encourage pedestrian flow within the Village, certain improvements are necessary. Two main pathways should be considered that would serve as pedestrian corridors in the Village; an east-west route linking Francis Hack Park with Old Town, and the Civic Center Campus, and a north-south route linking Embassy Suites to Old Town and Fritz-Burns Park.

Improvements to Calle Tampico in proximity to Old Town and Embassy Suites should be explored to improve pedestrian flow and connectivity along with reducing vehicle travel speeds. Such improvements could include on-street parking, mid-block pedestrian crossings, curb extensions at intersections and mid-block crossings, narrower travel lanes, and/or speed tables. Intersection improvements at Eisenhower Drive and Calle Montezuma would also be beneficial for both vehicular and pedestrian flow. The cost for preliminary concept design is estimated at \$15,000 to \$20,000. A construction cost estimate and schedule would be established once the design process is complete.

➤ **Public Parking Improvements**

Schedule: Strategy March – May, Design and Construction to be determined

As the Village develops, demand for public parking will grow. This is a common occurrence in pedestrian-focused, mixed-use areas. Consideration should be given to identifying future locations to develop public parking as well as the feasibility of constructing a parking structure on the City's main public parking lot. It is anticipated that consultant resources will be necessary for preliminary design work for future parking lots as well as to conduct a feasibility analysis and design for the parking structure.

➤ **Village Development Standards**

Schedule: March – July

Many of the development standards for the Village are unique to this zoning district. Review of the existing standards should be conducted with the goal of discarding regulations that do not clearly support the purpose and intent of the Village, stifle creativity, add unnecessary processes or require lengthy City review.

➤ **Sale and Acquisition of Properties**

Schedule: On-going

As previously noted, development and acquisition interest in City owned Village properties is on the rise. Consideration should be given to conducting a current appraisal of City-owned properties and to possibly market said properties with a land development strategy represented.

CONCLUSION:

Staff is seeking feedback on the listed action strategies and proposed schedule.

ALTERNATIVES:

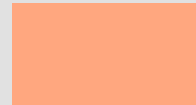


The City Council could elect to conduct any number of the aforementioned activities or elect to not proceed at all.

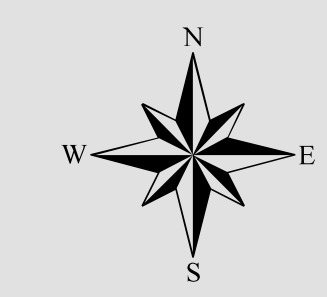
Report prepared by: Les Johnson, Community Development Director
Report approved for submission by: Frank J. Spevacek, City Manager

- Attachments:
1. Village vacant properties map
 2. Circulation exhibit
 3. Action Strategies Schedule

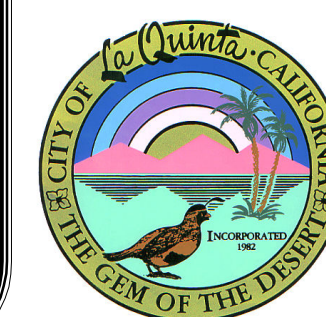
Village Development ATTACHMENT 1

ATTACHMENT 1

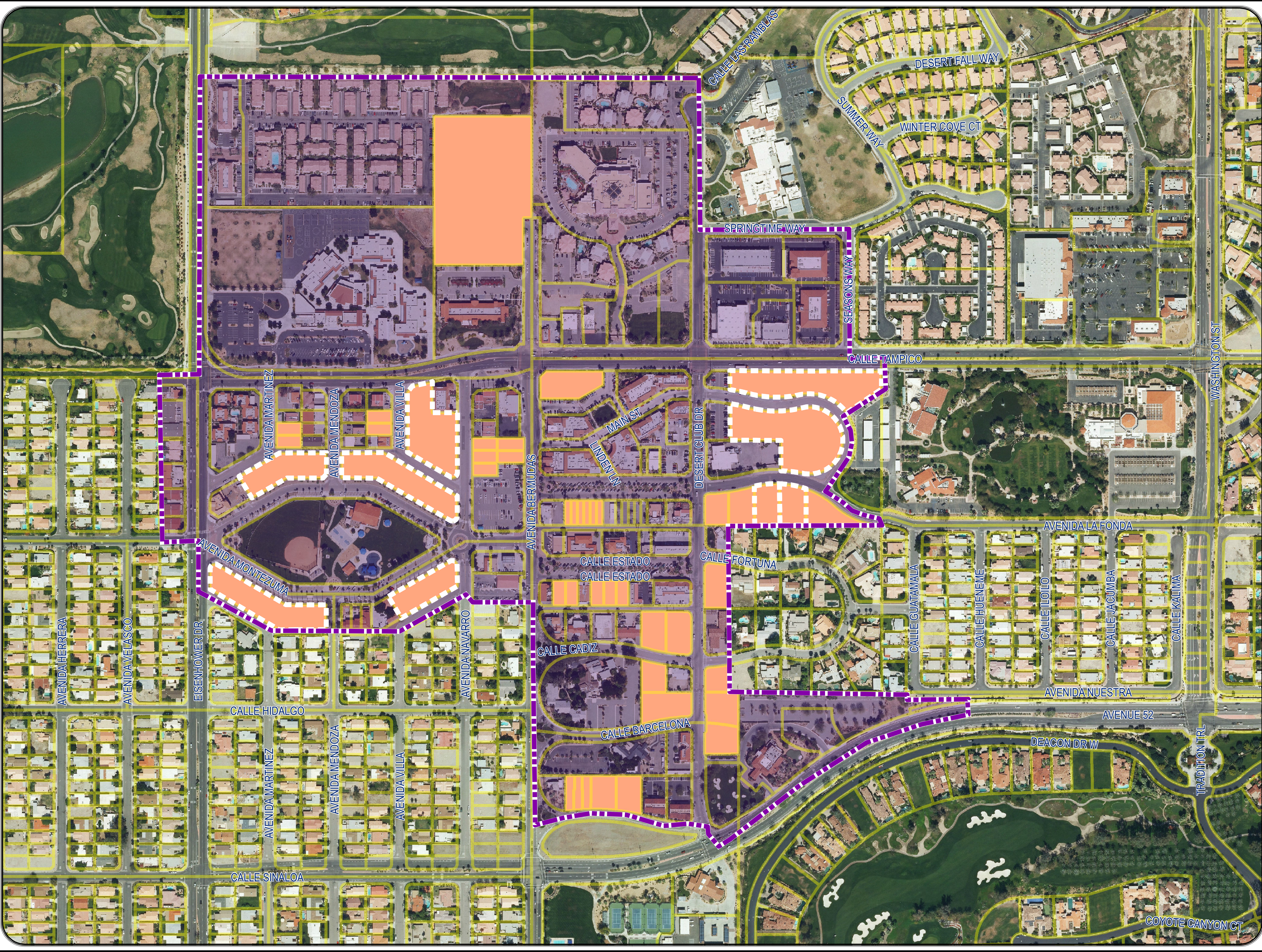
-  Vacant Properties
-  City-owned Properties
-  Village Zoning District



October 14, 2014



City of La Quinta
Planning Division
Community Development Department



2015 LA QUINTA VILLAGE DEVELOPMENT ACTION STRATEGIES PLAN														
	JAN 2015	FEB 2015	MAR 2015	APR 2015	MAY 2015	JUN 2015	JUL 2015	AUG 2015	SEP 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016
Village Project Action Team	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	
Community Outreach - Consumer Focus Groups				Strategy	Strategy									
Environmental Clearance							Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy
Pedestrian and Traffic Calming Improvements			Strategy	Strategy	Strategy		Design	Design	Design	Design	Design			
Public Parking Improvements			Strategy	Strategy	Strategy									
Village Development Standards			Strategy	Strategy	Strategy	Strategy	Strategy							
Sale and Acquisition of Properties	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy	Strategy

LEGEND:	
Design	Design
Strategy	Strategy

