



# City of La Quinta

**CITY / SA / HA / FA MEETING DATE:** June 2, 2015

**ITEM TITLE:** DISCUSS INTERIM OFF-STREET PARKING STANDARDS FOR LA QUINTA VILLAGE

**AGENDA CATEGORY:**

**BUSINESS SESSION:**

**CONSENT CALENDAR:**

**STUDY SESSION:** 2

**PUBLIC HEARING:**

---

## **RECOMMENDED ACTION:**

Discuss interim off-street parking standards for the La Quinta Village and provide direction.

## **EXECUTIVE SUMMARY:**

- Multiple parties have expressed interest in developing in the La Quinta Village (“Village”), including new construction, expansion of existing businesses and reuse of existing buildings.
- Staff is currently working on developing Village action strategies, including proposing new parking standards.
- Establishing interim parking standards for the Village is expected to stimulate development interest but could also overuse existing public parking in certain areas.

## **FISCAL IMPACT:**

No direct fiscal impact is anticipated with this proposal. However, reductions in parking standards could stimulate sales tax from new businesses and the expansion of existing businesses. A reduction in in-lieu parking revenue is also likely.

## **BACKGROUND:**

Development interest in the Village continues to remain strong. Developers have contacted staff regarding City-owned properties and various Village property or business owners have also expressed interest in establishing new or expanding existing businesses.

During the January 3, 2015 City Council Study Session, discussion focused upon several Village action strategies, including assessment of public parking and review of existing parking standards specific to the Village area. Based upon the current work schedule, completion of the public parking assessment and consideration of existing parking standards are expected to be completed in the early fall.

Feedback received from aforementioned development interests has generally represented concern over the City's parking standards. The number of parking spaces required is consistent throughout the City. This has been of challenge for many representing Village development interest; pointing out the amount of public parking currently available (on-street and at the City parking lot), the "willingness" for customers to walk a short distance to a business, as well as the need to maintain a pedestrian scale versus large parking lots.

### **PROPOSAL:**

As a result of the feedback received, three interim parking options are being proposed. All three options propose an interim period expiring June 30, 2016. Prior to the expiration date, either a building permit would need to be secured or a Village Use Permit deemed complete. The interim parking standards would apply to all Village Commercial zoned properties. The following provides a brief summary of each proposed option:

#### OPTION "A":

*50 percent reduction in parking spaces required for any new development proposal, expansion of existing use, or change of use.*

#### OPTION "B":

*NEW DEVELOPMENT - 25 percent reduction in parking spaces required for new development (Village Use Permit required).*

*EXPANSION OF EXISTING USE - 50 percent reduction in parking spaces required.*

*CHANGE OF USE - No new parking required.*

#### OPTION "C":

*Forgive all required off-street parking.*

### **ANALYSIS:**

All three options provide relief from current off-street parking requirements. As a result, there is potential for additional parking demand being placed upon existing on-street parking, the City parking lot at Avenida Bermudas and Avenida Montezuma, as well as existing private parking lots (Attachment 1). However, existing on-street parking and the City parking lot capacity currently exists, with exception to special events and peak periods in season where on-street parking in certain areas is fully utilized.

Providing relief during the identified interim period is expected to stimulate new development as well as the expansion of existing businesses. The extent of such is unknown. The impact to existing public parking opportunities in the Village is dependent upon which option is pursued and how much development activity results from such. There is the potential for overuse of public parking in certain areas of the Village.

During the interim period, staff will comprehensively address new parking standards for the Village, as well as update existing alternatives such as the parking fee in-lieu program, consideration of alternative methods and parking reductions specific to the Village. This comprehensive review process will include engagement with the Planning Commission and City Council.

The process necessary to implement interim parking standards for the Village would include public hearings before the Planning Commission and City Council, ultimately resulting in establishment of an ordinance representing such. Should Council wish to proceed with implementing interim standards, the review process will take approximately five weeks to complete with the matter brought before the Planning Commission on June 23 and the City Council on July 7. The interim standards would become effective in August.

#### **CONCLUSION:**

Staff is seeking feedback on the proposed interim parking options for the Village.

#### **ALTERNATIVES:**

The City Council could elect to conduct any number of the aforementioned interim options 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

Attachment:           1.     Village Map

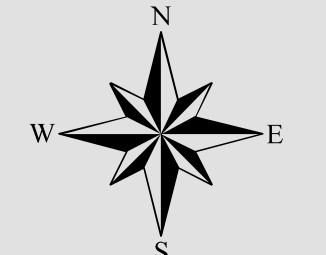


# Village Analysis ATTACHMENT 1

# ATTACHMENT 1



 Village Zoning District



February, 2015



**City of La Quinta**  
Planning Division  
Community Development Department