

**WRITTEN
PUBLIC
COMMENT

COMMUNITY
WORKSHOP

CITY COUNCIL
SPECIAL MEETING**

JANUARY 16, 2021

ANNUAL COMMUNITY WORKSHOP - CITY COUNCIL SPECIAL MEETING - JANUARY 16, 2021
PUBLIC COMMENTS BY RESIDENT STEVE CHERRY
STUDY SESSION ITEM NO. 1 - PRIORITY CITY PROJECTS

From: Steve Cherry [REDACTED]
Sent: Friday, January 15, 2021 10:20 AM
To: Monika Radeva
Subject: Written Comments For Community Workshop
Attachments: CV Link.doc; HIGHWAY 111 SIGNAGE.doc; HOP-ON, HOP-OFF BUS.doc

Follow Up Flag: Follow up
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Steve Cherry La Quinta [REDACTED] Subjects: 1. CV Link 2. Hwy 111 signage 3. Hop-On, Hop-Off

Steve Cherry
La Quinta, CA
[REDACTED]

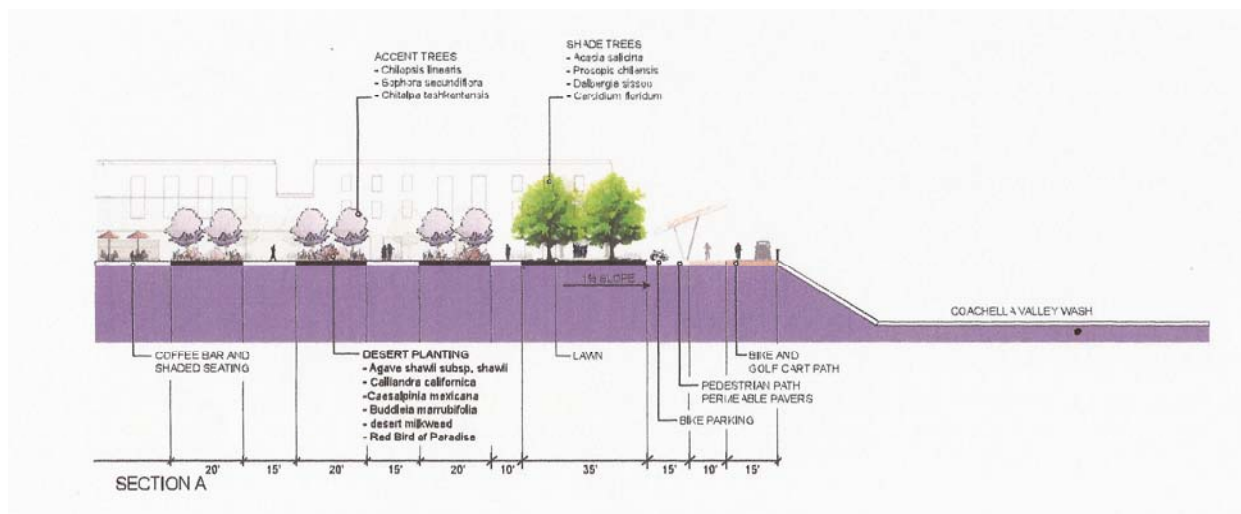
CV LINK

"CV Link is a planned 49-mile regional, multimodal, mixed-use trail that would link Palm Springs to Thermal. While the La Quinta segment of CV Link is not planned to travel on or along Highway 111, it does travel across (and connect to) the northern extent of the study area behind the commercial development along the northern side of the corridor in the Whitewater River Channel. Further, the entire Highway 111 corridor itself is undergoing a \$3m signal optimization throughout the CV Link area.

"The construction of the La Quinta segment of CV Link is anticipated to begin in 2019-20, and is expected to be a catalytic multimodal project for the region, attracting 13,500-16,000 pedestrians, bicyclists, and other users annually."



The CV Link details shown in the Draft report indicate that a minimum of 40 ft of flat surface is required to accommodate the bike and golf cart path, pedestrian walk-way, etc., as shown below.



A series of photos were taken where the proposed CV Link path crosses Jefferson. Dune Palms, Adams and Washington. To my uncalibrated eye it appeared that this 40 ft flat surface requirement was met only once, by the undeveloped private parcel adjacent to Adams (?) wherein the empty lot merged with the proposed path.

It is assumed that any plans to develop the CV Link take into account the actual available space. Indeed, the junction of the path with the overcrossing at Adams, if typical of all the other crossings, would indicate that the path would be a series of short segments between these overcrossings instead of a continuous 2-mile long pedestrian walkway. (Further information indicated that undercrossings will be included at all bridge locations is La Quinta.)

There is a dispute between La Quinta and Indian Wells about jurisdiction of the trail at Washington. Obviously, this dispute must be resolved.

SUGGESTION

It has been previously recommended to the City Council that town hall meetings be conducted with the city residents to explain what the CV Link is and what it offers to La Quinta residents. These recommendations have not been adopted and they are offered once again.

HIGHWAY 111 SIGNAGE

I attended the first charrette where one of the citizen members remarked on the inadequacy of the signage along Hwy 111 in that she could not find the retail store she was seeking. A great topic for discussion but one that was "blown off" by the event moderator.

I took this situation to heart and, armed with my digital camera, I took photos of all the "tombstones" along the Hwy 111 side walk. (These photos were later presented to the La Quinta city council during a regularly scheduled meeting.) My untrained eye quickly supported the position that the existing signage along Hwy 111 was inadequate - they did not list all the retail stores in their area, they were not lit so their usage diminished at night, etc.

An adequate template was identified as that of the I10 Auto Mall which combined a digital bill board with the names of all nine auto agencies. This sign was double sided and illuminated, both features missing from the existing Hwy 111 signage. The digital bill board was used so that each auto agency could post their "special of the day."

This approach could be carried over to Hwy 111 wherein for 45 sec. the digital bill board would list the names of all the retail outlets in the area. Then, for 15 sec each outlet could post their "special of the day," with the return to outlet names now being in a new order so that each outlet would be shown at the top of the list.

The use of a digital billboard will make the task of adding/removing retail outlets an easy undertaking requiring just a small change in the billboard coding.

The new signage for the auto outlets on the south side of Highway 111 is a step in the right direction in that all the dealers are listed on illuminated signage and that this was a successful effort between the city and the dealers.

SUGGESTION:

Meet with the Highway 111 property owners to discuss how the signage can be changed to improve the residents shopping experience.

HOP-ON, HOP-OFF BUS

I live about 7 miles from Hwy 111 so that I stack-up 4 or 5 errands to be run. This means I drive to my first stop, take care of business, get back into my car and drive to the second stop. Do you get the message - I'm spending more time in my car than taking care of business - a most wasteful arrangement.

Now, suppose there was a small SunLine hop-on, hop-off bus (electric powered would be nice) that would allow me to drive to Hwy 111 and leave my car behind while I took care of business. In addition, each retail store would offer me the opportunity to have my purchases delivered to my home for a nominal amount. (Carrying a load of 2x4 pieces of lumber on a 14-passenger bus would not be cool.) Indeed, a really major win-win situation would be evident if every retail outlet offered this home delivery option. (Just think of this as the GrubHub of Hwy 111.) I would win since I didn't have to carry the 2x4 lumber and the retail outlet would win as they had a new income source.

This situation is an instance of the need for close cooperation among the city, retail outlet owners and SunLine. Funding for this service could be provided in part by the retail outlets when they realized that a well-rested busload of customers could be delivered to their front door.

SUGGESTION: Coordinate with the approximately 12 Highway 111 property owners and SunLine as to their willingness to participate in this program.

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PUBLIC COMMENTS BY RESIDENT DORI QUILL
STUDY SESSION ITEM NO. 1 - PRIORITY CITY PROJECTS

From: Dori Quill <[REDACTED]>
Sent: Wednesday, January 13, 2021 2:53 PM
To: City Clerk Mail
Subject: community wokshop vote

EXTERNAL: This message originated outside of the City of La Quinta. Please use proper judgement and caution when opening attachments, clicking links or responding to requests for information.

Dear City Clerk,

As a former community services commissioner I am very interested in the City Workshop and the city projects. Unfortunately I have to work again this year during the workshop time.

Last year they let me make my requests for project votes even though I couldn't attend. If I am able to do this again during this virtual year I cast all 3 of my votes for a Splash Pad water play for kids at Fritz Burns Park. Last year this was the 5th most voted for item and I do not want to see it forgotten.

I also would like to formally make my request that the city continue the moratorium on less than 30 day Vacation Rentals Indefinitely.

Thank you so much, Dori Quill