

POWER POINTS

**CITY COUNCIL
MEETING**

AUGUST 1, 2023

City Council Regular Meeting August 1, 2023



1

City Council Regular Meeting August 1, 2023 CLOSED SESSION IN PROGRESS



2

Pledge of Allegiance



8/2/2023

3



8/2/2023

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City Council Meeting August 1, 2023

S1 – Discuss Revisions to the Pillars of the Community, Distinguished Artists, and Athletes Awards Programs



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Pillars of the Community/ Distinguished Artists & Athletes

- Residents who have made positive impacts in the City
- Volunteers
- Nonprofit organizations
- Service clubs
- Active in community

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Nomination Criteria

- La Quinta resident at least three years
- Significantly contributed to the community of La Quinta
- Previous local, state, or national recognition
- Signatures from ten residents (Not required for Pillars Award)

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Awards Program Revamp

- Subcommittee formed June, 2022
- Survey distributed to former Pillars recipients December, 2022
- Councilmember Fitzpatrick appointed to serve on the Subcommittee February, 2023
- Subcommittee met to assess recognition programs April, 2023

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Subcommittee Recommendations

- Separate Pillars of the Community from Senior Inspiration Award
- Junior/Youth Achievement Award
- Community Services Award
- Eliminate Artists/Athletes Awards to create a Distinguished Citizen Award
- Develop system of recognition culminating in the Pillars of the Community achievement

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Subcommittee Recommendations

- Enhance and rebrand promotional efforts for all recognition programs
- Create network to champion and nominate individuals deserving of recognition
- Acknowledge awards recipients at City Picnic/The Gem

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**City Council Meeting
August 1, 2023**

**S2 – Marketing Strategies and Media Plan
2023/24**



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Marketing Strategies & Media Plan 2023/24



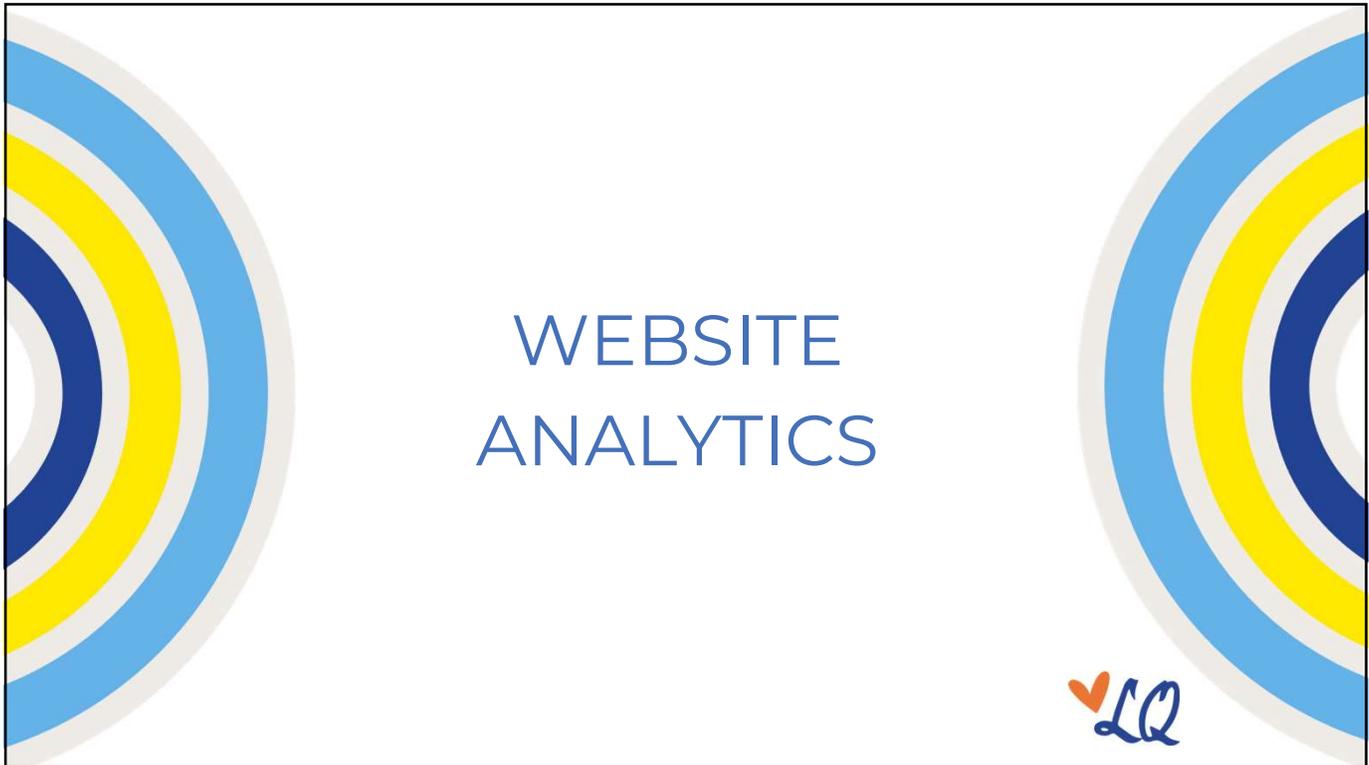
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Purpose

To continue to create and engage a marketing plan/strategy that centers around the residents and businesses of La Quinta while still attracting visitors to the Gem of the Desert.



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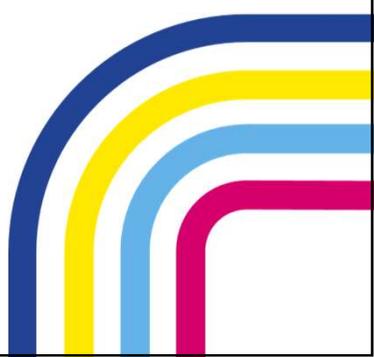
 **LaQuintaCA.Gov**

New/Unique Views
Up: 5% (242K Views)

Session Duration
Up: 2 minutes per session

Bounce Rate
61%

Noteworthy Info:
Canadian Users Up 82.5%

A decorative graphic in the bottom right corner of the slide, consisting of several thick, curved lines in shades of blue, yellow, and pink, resembling a stylized rainbow or abstract shape.

16



PlayInLaQuinta.Com

New/Unique Views
Up: 3% (289K)

Session Duration
Down: 41 seconds

Bounce Rate
75%



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DIGITAL ANALYTICS



18



FY 22/23 AT A GLANCE

BIG WINS

- Gains in overall site traffic
- Paid Search Champs

WHAT'S WORKING

- Quality Traffic From Meta

TOP PERFORMING

Organic Top Metros

- Los Angeles
- Palm Springs
- San Francisco
- Seattle
- San Diego

Opportunities

- Video First Revolution!

Google SEM



60,717 Clicks



9.58% CTR

Benchmark:
4.68%



633,888 Impressions



Top Ad Groups: Play



Top Keywords:

1. Calendar Events Palm Springs
2. Things to do in Palm Springs
3. La Quinta California



Google SEM "Near Me"



38,319 Clicks



12.15% CTR

Benchmark:
4.68%



315,400 Impressions



Top Ad Groups: Play



Top Keywords:

1. Things to do in La Quinta
2. La Quinta California
3. Things to do near me



Meta Prospecting



4,547,918 Impressions



102,612 Clicks



2.25% CTR

Benchmark:
1.00%



Top Performing Ads:

1. World renowned art events
2. 300 sunny days



Meta Remarketing



1,752,769 Impressions



75,883 Clicks



4.32% CTR
Benchmark: 1.00%



Top Performing Ads:
1. Chris - Gems Video
2. Bryan - Gems Video



23

Google Video



2,422,175 Views



58% View Rate
Benchmark: 30%



4,138,053 Impressions



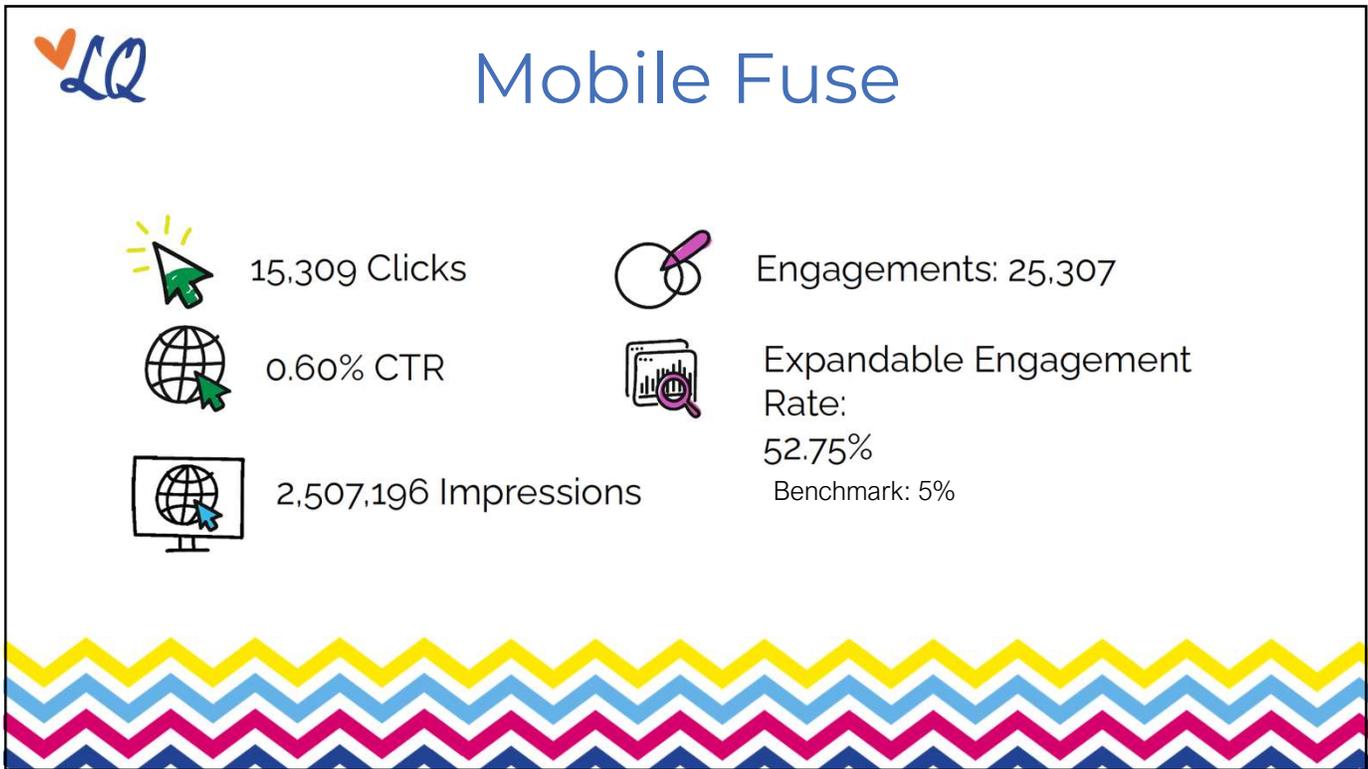
Top Ad Group: Gems Videos



Top Videos:
1. Bryan
2. Heidi
3. Chris



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Fiscal Year 2023/24



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Marketing Strategies Area of Focus



Community Outreach

Economic Development

Tourism



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Where to Next?

Expand
Leisure

Dedicated
Economic
Development
Efforts

Implement
Out-of-Market
Activation

Tourism
Website
Development



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Questions



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**City Council Meeting
August 1, 2023**

**S3 – Imperial Irrigation District Energy
Study Discussion**



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Background

- Imperial Irrigation District (IID) has a 99-year agreement to provide electrical service to the Eastern Coachella Valley (CV) that expires in 2033.
- The Coachella Valley makes up over 60% of IID's energy customers but has no voting representation on IID's board.
- Riverside County and Imperial County Local Agency Formation Commissions' (LAFCOs) Draft Study outlines options for future governance.
- Deadline for draft study written comments - August 30, 2023.

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Stakeholders' Options

Dopudja & Wells Consulting outlined these two options with multiple variations:

- IID continues to provide electrical service to the Eastern Coachella Valley along with voting rights on existing board or create a new sub-board; or
- IID transitions electrical service to the CV, and the stakeholders invite another entity to assume responsibility as area's power provider.

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Fiscal Analysis

- Draft Study does not include a cost analysis or recommendation for most cost-effective scenario.
- IID did not have financials completed in time to be included in Draft Study.
- \$500,000 grant agreement requires the Study to include cost analysis of each option.

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Aging Infrastructure

Stakeholders should also consider:

- Current IID infrastructure was not designed to handle the growth that has occurred in the CV.
- Customers are using more electricity, which is straining the grid and impacting future growth.
- Funding upgrades will include an impending rate increase to customers.

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City Council Meeting August 1, 2023

PH1 – Public Nuisance Abatement on Tax Roll



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Background

- Code Compliance pursues public nuisance cases to maintain public safety and quality of life.
- If a property owner fails to voluntarily clean their property, Code Compliance must abate the property considered a public nuisance.
- City may recover cost associated with the abatement by placing an abatement assessment on Property Tax Roll

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Abated Properties

Approve placement of public nuisance abatement assessments on 2023/24 Property Tax Roll

Name	Assessor Parcel Number	Cost of Abatement	Administrative Fee	Total
BARTON LAND LA QUINTA	773-075-003	\$2,500.00	\$625.00	\$3,125.00
BARTON LAND LA QUINTA	764-240-021	\$2,800.00	\$700.00	\$3,500.00
CADO LA QUINTA	764-460-043	\$640.00	\$160.00	\$800.00 <i>Paid on 7/31/23</i>
CHRISTINE F CLARKE / STEPHEN C COLLETT / STEVEN POPELAR	600-340-047	\$3,243.00	\$810.75	\$4,053.75
CHRISTINE F CLARKE / STEPHEN C COLLETT / STEVEN POPELAR	600-340-046	\$3,702.00	\$925.50	\$4,627.50
HAGLUND W T / HAGLUND RUBY A	773-131-017	\$200.00	\$50.00	\$250.00
KENNETH D SMITH	773-163-015	\$250.00	\$62.50	\$312.50
SIENNA CORP	600-052-009	\$300.00	\$75.00	\$375.00
STAMKO DEV CO	600-340-029	\$200.00	\$50.00	\$250.00
STAMKO DEV CO	600-340-029	\$3,243.00	\$810.75	\$4,053.75

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**City Council Meeting
August 1, 2023**

**PH2 – La Quinta Village Apartment Project
EA2022-0001, GPA2022-0002, SP2022-0001, &
SDP2022-0001**



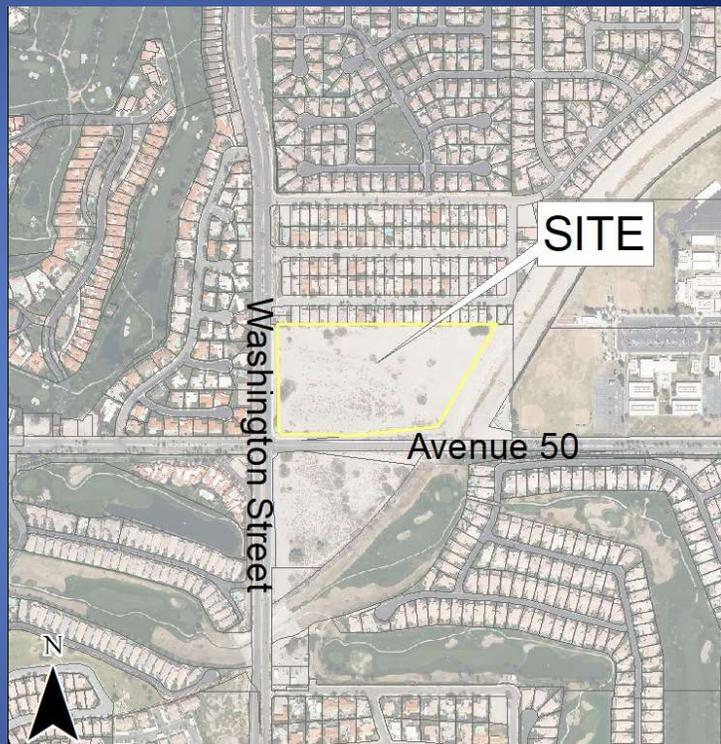
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Proposal

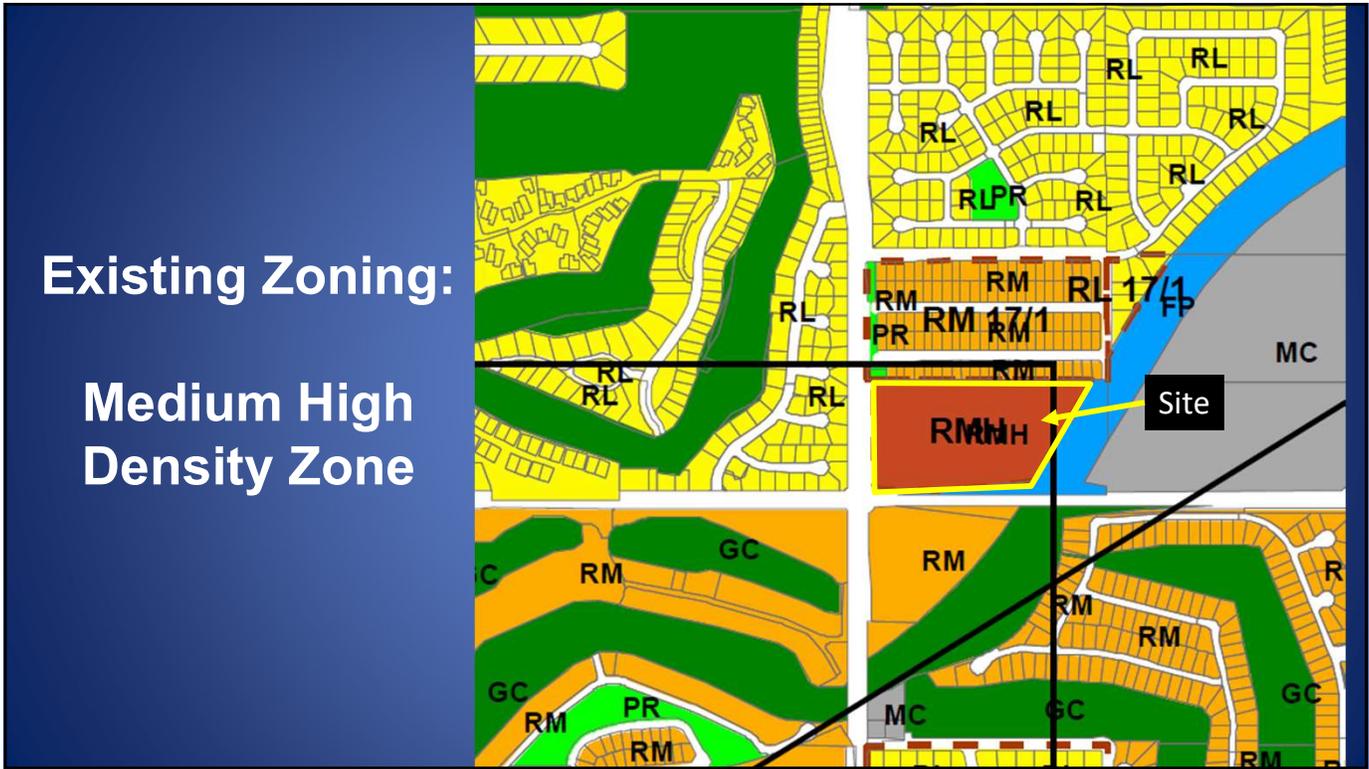
- La Quinta Village Apartments project
 - 252 units, 178 market rate and 74 moderate income
 - Includes clubhouse and various recreational amenities

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Project Location



44



45

Background

- Previously approved under La Paloma project
 - 208 unit senior community with independent living, assisted living, and memory care units
- Specific Plan for La Paloma currently exists

46

Background

- Identified in 2013-2021 Housing Element on the inventory of sites for affordable housing
- 2022-2029 Housing Cycle
- Site identified on site inventory for 280 low/very low income housing units
- Designated as Affordable Housing Overlay

47

Applications

- Mitigated Negative Declaration finding no significant effects on environment with mitigation incorporated
- General Plan Amendment, Specific Plan Amendment, and Site Development Permit

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General Plan Amendment

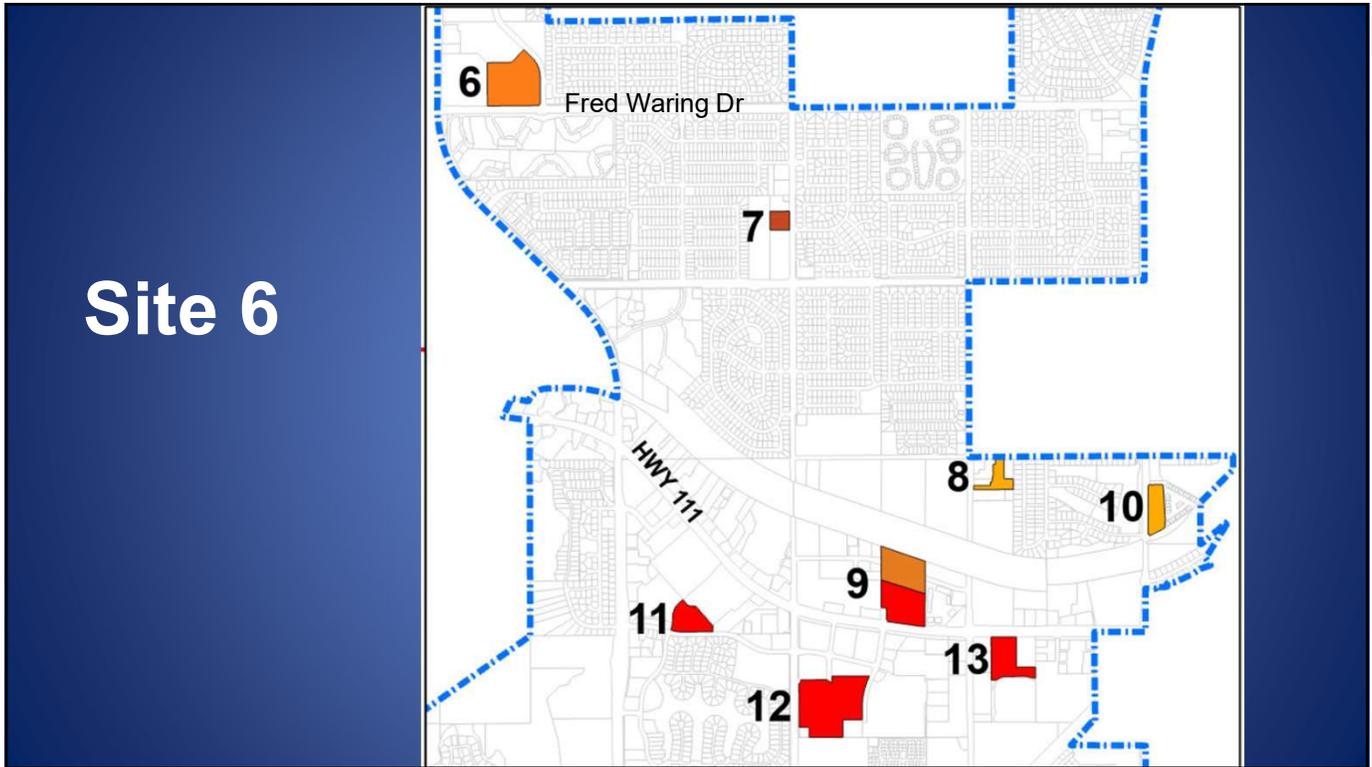
- Site identified on City's inventory in Housing Element for 280 very low- to low-income units
- City must maintain adequate sites to accommodate its remaining unmet RHNA by income category
- If City approves a development identified on its Housing Element with fewer units than identified in Housing Element, the development applicant must identify an additional site to accommodate (SB330-No Net Loss)

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General Plan Amendment

- The Project includes 178 market rate units and 74 moderate-income units that would count towards RHNA
- Applicant has identified an additional site to accommodate 280 very low- to low-income units
 - 12.74-acre commercial parcel at NE Corner Washington and Fred Waring
 - Affordable Housing and Mixed-Use Overlays

50



Site 6

51

General Plan Amendment

- If GPA approved, City would need to re-submit its Housing Element to HCD
- Project is conditioned to not move forward with any construction until and unless HCD has approved the amended Housing Element

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Specific Plan Amendment

- Project requires an amendment of the existing La Paloma Specific Plan
- Amended Specific Plan would supersede La Paloma and detail the development standards for La Quinta Village Apartments

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Specific Plan differences from Municipal Code

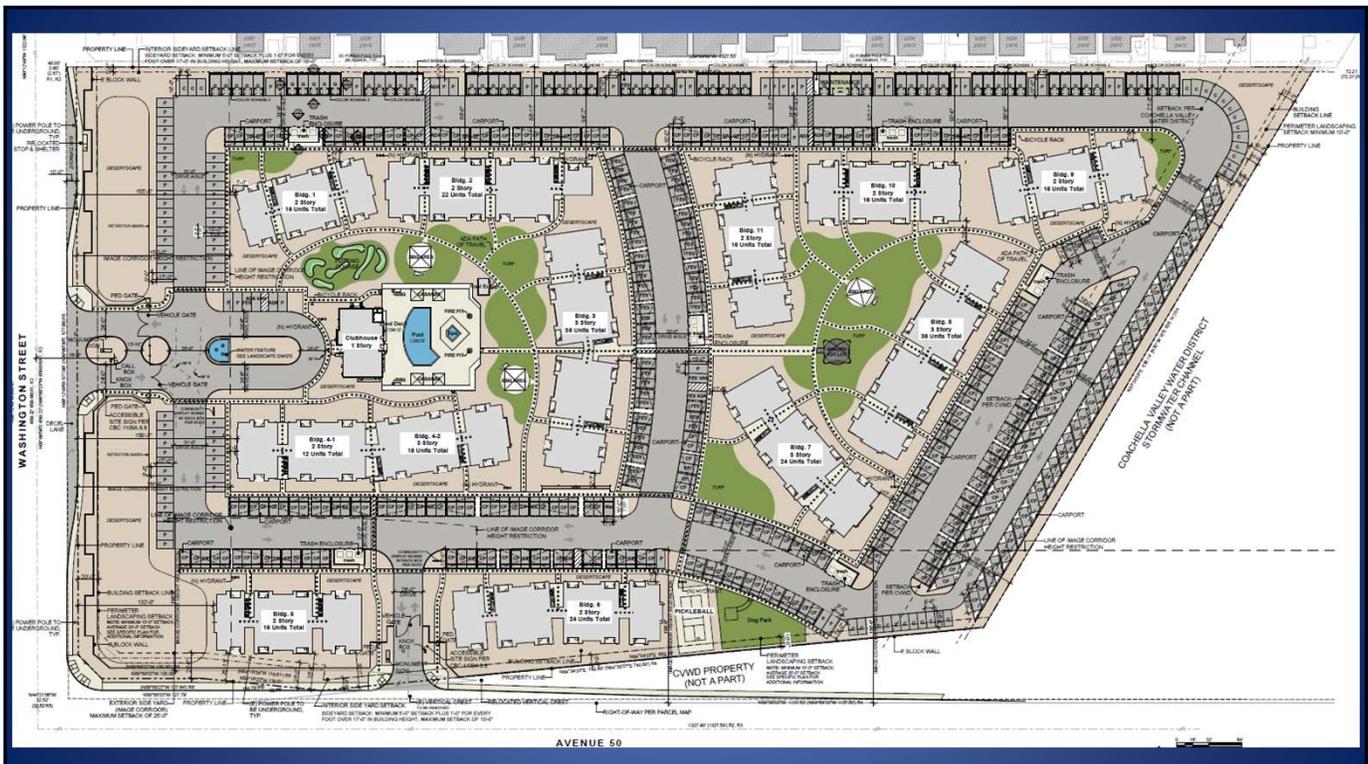
Standard	Specific Plan	Medium High Density Zone
Minimum Project Size for Multi-Family Projects	20,000 sf	20,000 sf
Minimum Frontage for Multi-Family Projects	100 ft	100 ft
Maximum Structure Height	40 ft	28 ft
Maximum Structure Height at Image Corridor	28 ft	22 ft
Maximum Number of Stories	3	2
Minimum Front Yard Setback	20 ft	20 ft
Minimum Interior/Exterior Side Yard Setback	5/10 ft	5/10 ft
Minimum Rear Yard Setback	15 ft	15 ft
Minimum Garage Setback	5 ft	25 ft
Maximum Lot Coverage	60%	60%
Minimum Common Open Area	30%	30%
Minimum/Average Perimeter Landscape Setback	10/20 ft	10/20 ft
Minimum Livable Area	670 sf	750 sf

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Site Development Permit

- Site, architectural and landscape design
- 11 buildings in project
 - 7.5 are two story
 - 3.5 are three story
- Two story are 28'-6", three story are 38'-6"

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Unit Breakdown

- 252 Unit breakdown:
 - Market Rate Units = 178
 - 116 one-bedroom
 - 62 two-bedroom
 - Moderate Income Units = 74
 - 50 one-bedroom
 - 24 two-bedroom

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Density Bonus

- State law allows for increased number of units if a project includes affordable housing
- Project proposes 50% bonus resulting in 74 moderate income units

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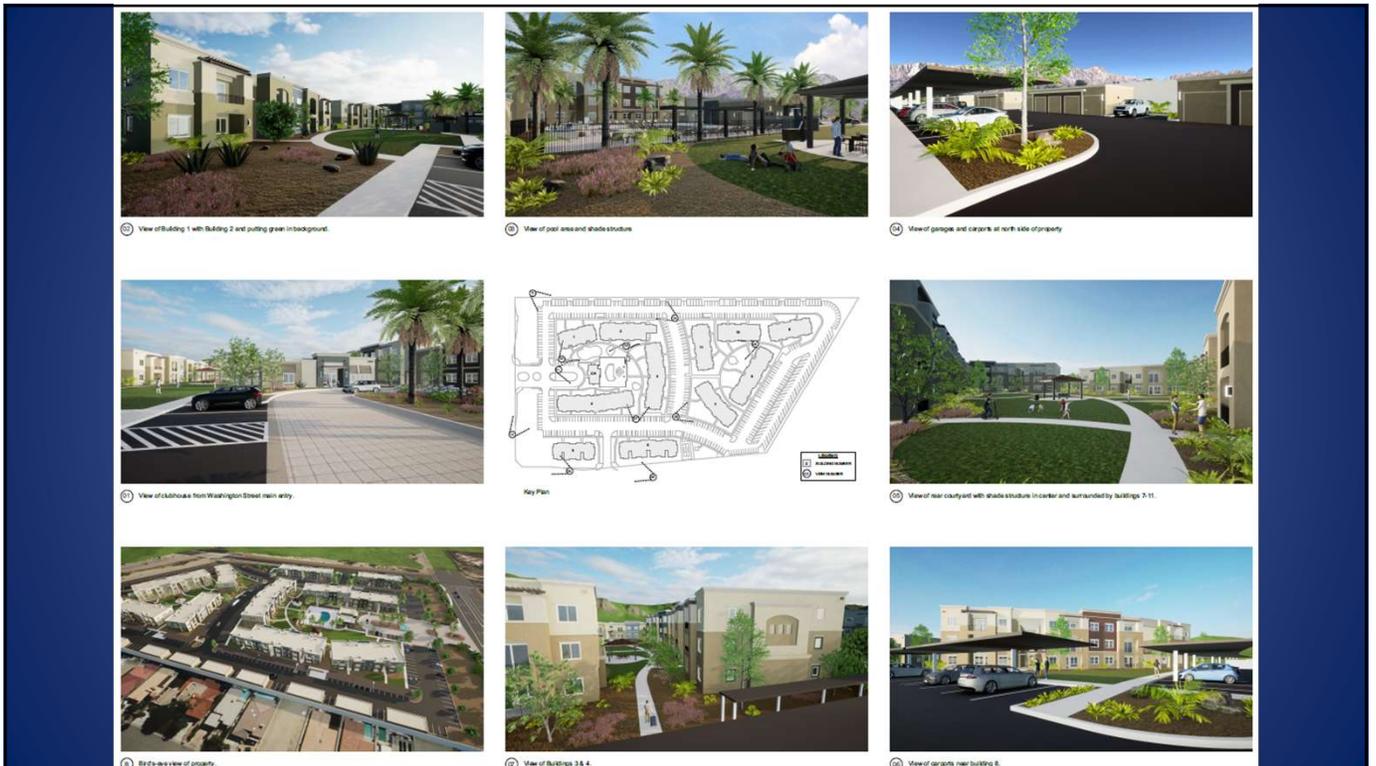
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62



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64



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66

Traffic

- Traffic Analysis included 5 intersections:
 - Washington Street and Avenue 50
 - Washington Street and Sagebrush Avenue
 - Washington Street and Eisenhower Drive
 - Washington Street and Avenue 48
 - Moon River Drive/Park Avenue and Avenue 50
- All projected to operate at acceptable levels of service, except Moon River
 - Already operates at a deficiency due to morning school traffic

67

Traffic

- Roadway segments analyzed:
 - Washington Street, north of Avenue 50
 - Washington Street, south of Avenue 50
 - Avenue 50, west of Washington Street
 - Avenue 50, east of Washington Street
- All projected to operate at 52% capacity or more with the project and projected growth
 - Within General Plan buildout

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Traffic

- Access off Washington and Avenue 50, with right in/right out for both
- Project will add sidewalks, bike/golf cart lanes on Avenue 50 and Washington Street, extend median

69

Parking

- Provides 520 parking spaces, 396 covered
- Parking ratios per Density Bonus law
 - 1 space per one-bedroom (166)
 - 1.5 space per two-bedroom (129)
 - Total 295 spaces

70

CEQA

- Mitigated Negative Declaration (MND) prepared
- Department determined project would have less than significant effects, with mitigation
- City received (11) comments during public review period
 - Traffic, biological, cultural resources comments
 - Mitigation measures address these

71

COAs

- Project has the following conditions:
 - HCD must approve amended Housing Element prior to construction permits being issued
 - Deed restricted covenant for 55 years for moderate income units
 - Power poles on the property under 92 kV must be undergrounded

72



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**City Council Meeting
August 1, 2023**

D7 – Cactus Flower Activities Promenade



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Cactus Flower Activities Promenade

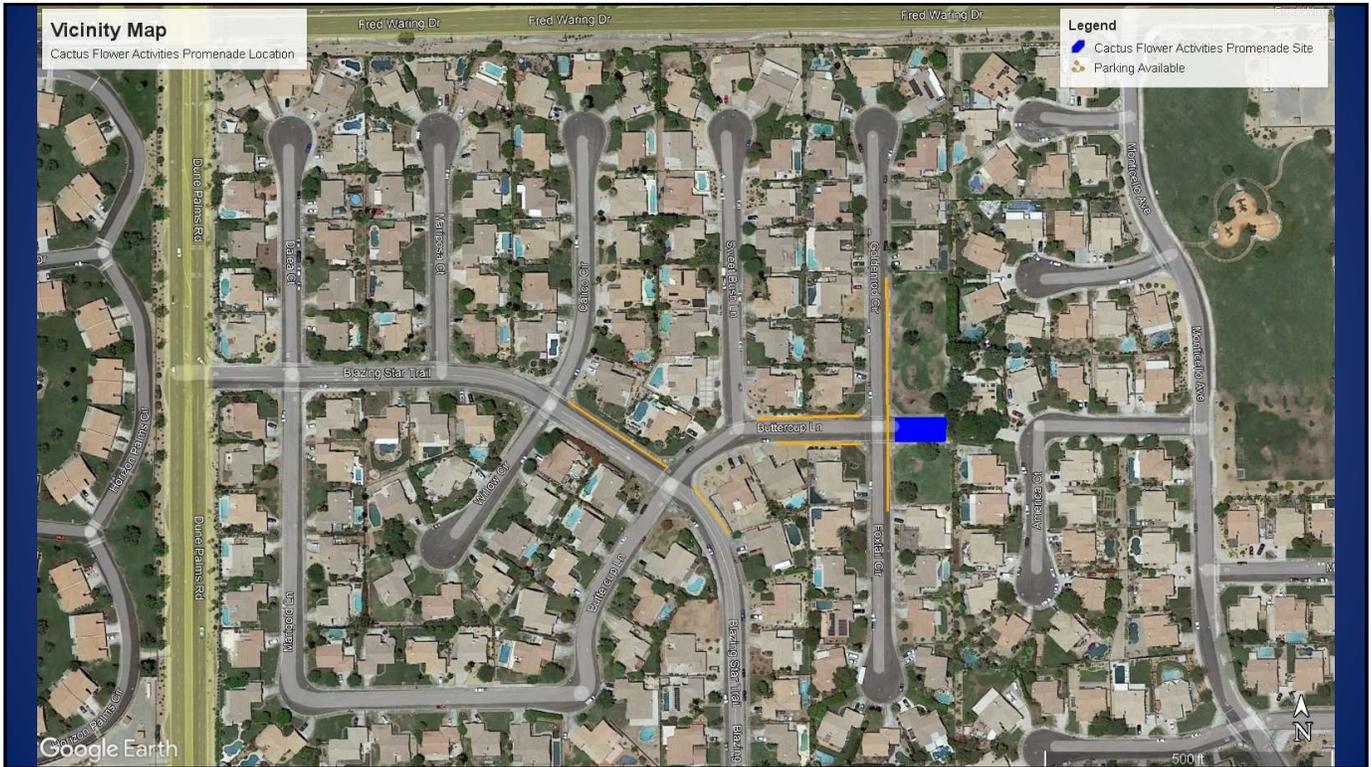


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Background

- 2400 square foot unutilized paved space
- Located at end of Buttercup Lane in Cactus Flower Development between two retention basins
- Opportunity to provide amenities to the community

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Proposed Amenities

- Two (2) pickleball courts, including fencing
- Two (2) table tennis
- One (1) foosball table
- One (1) cornhole set

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Proposed Amenities



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Proposed Amenities



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Community Outreach

- Door-to-door community outreach in Cactus Flower neighborhood
- Delivered 75 postcards
- Spoke with approximately 18-20 residents
- 20 responses to survey and 60 page views
- All positive feedback

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Community Outreach Map



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Postcard

The City of La Quinta is seeking community input on upgrading the common area in the Cactus Flower neighborhood.

If the community approves this use, the Cactus Flower Activities Promenade would provide a pocket park environment for the community to enjoy amenities that could include two pickleball courts, foosball, corn hole game, and ping pong, with seating and shade available.

Scan the QR Code to begin the survey



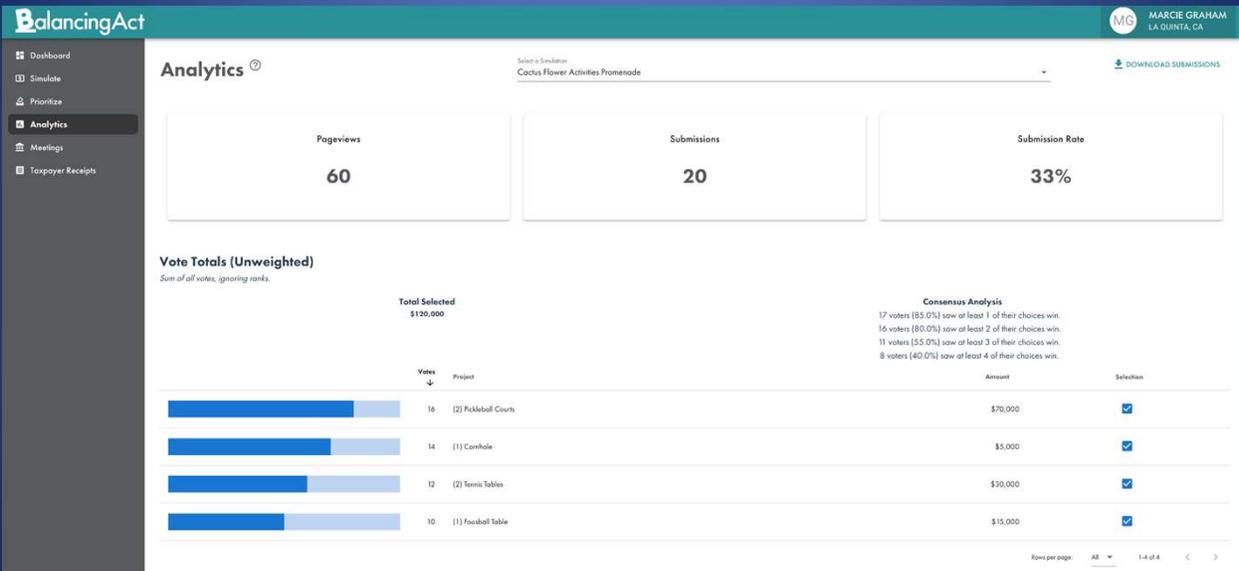
Prsrt Std
US Postage Paid
Palm Desert CA
Permit #149

**ECRWSS
Resident
La Quinta, CA**



83

Survey Results



84

Estimated Construction Cost

- Two (2) pickleball courts* (\$35,000 each) : \$70,000
- **including surfacing, nets, fencing and general construction costs*
- Two (2) table tennis (\$13,500 each): \$27,000
- One (1) foosball table (\$15,000 each): \$15,000
- One (1) cornhole set (\$3,500 each): \$ 3,500
- Adjustment of two (2) catch basin covers (\$2,500 each): \$ 5,000

Estimated Construction Total: \$120,500

85

Proposed Budget

	Cactus Flower Activities Promenade
Professional:	\$ 10,000
Design:	\$ 12,000
Inspection/Testing/Survey:	\$ 12,000
Construction:	\$ 120,500
Contingency:	\$ 15,500
Total Budget:	\$ 170,000

86

Considerations

- Parking – available on-street
- Seating – benches to be included
- Shade – Trees included with landscaping
- Public Safety Cameras – not currently proposed
- Lighting – not currently proposed
- Provide your own bags and balls for games

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Proposed Timeline

- Include as Additive Alternate for construction with Cactus Flower Landscape Improvements Project
 - Council Bid Authorization August 1, 2023
 - Bid Period August 2 to September 12, 2023
 - Council Considers Project Award October 3, 2023
 - Execute Contract and Mobilize October 4 to October 30, 2023
 - Construction (70 Working Days) October 2023 to February 2024
 - Accept Improvements February 2024

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**Public Hearing Item No. 2
La Quinta Village Apartments**

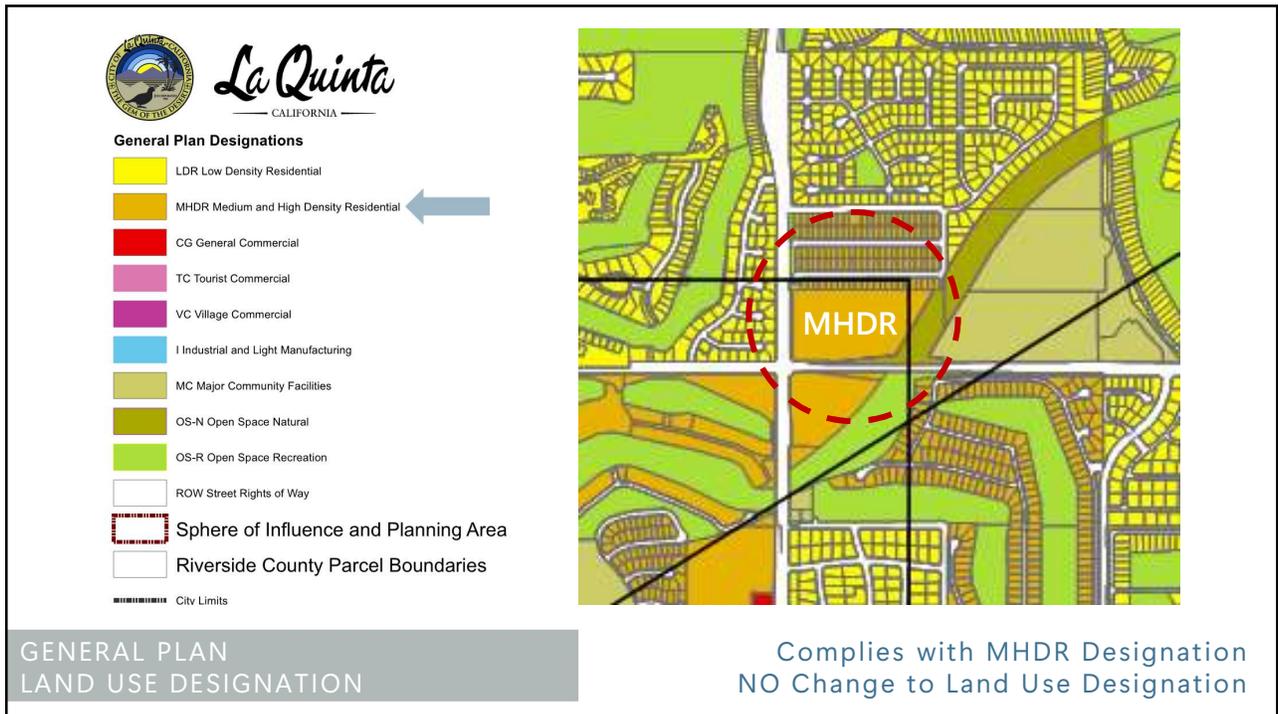
**Presentation by Applicant:
Irwin Partners Architects**



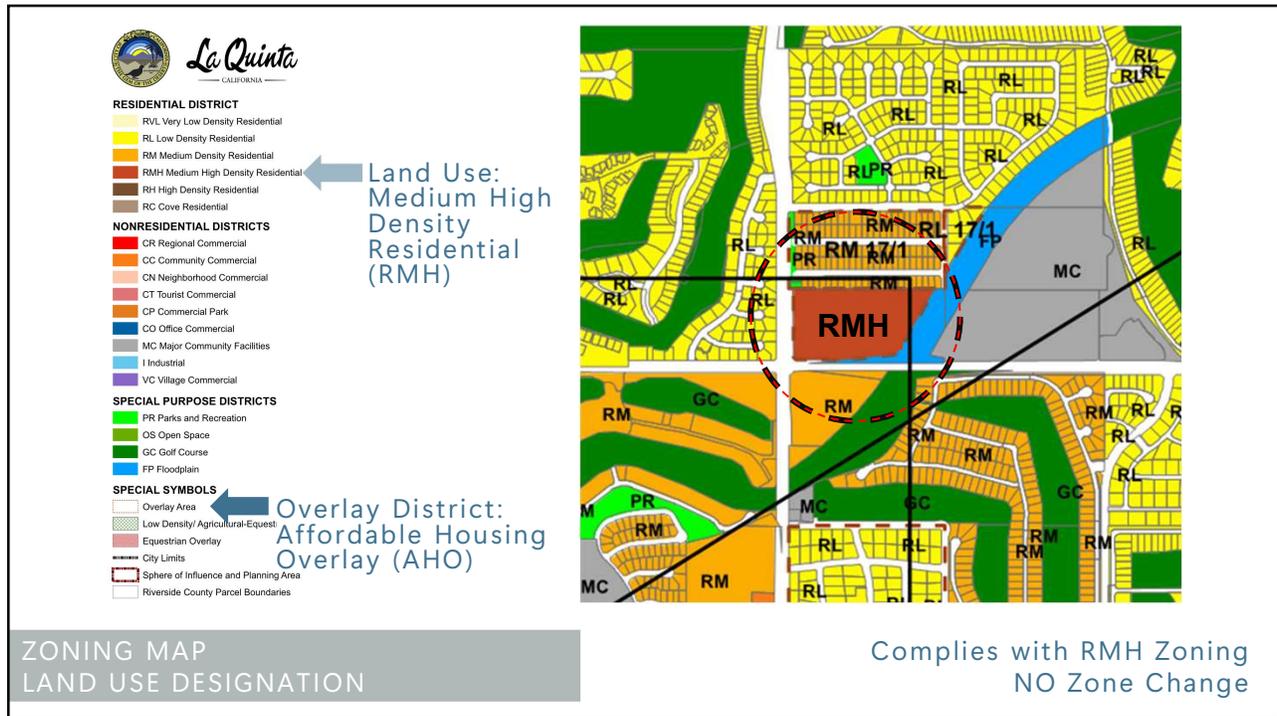
LA QUINTA VILLAGE APARTMENTS

Formerly known as Troutdale Village

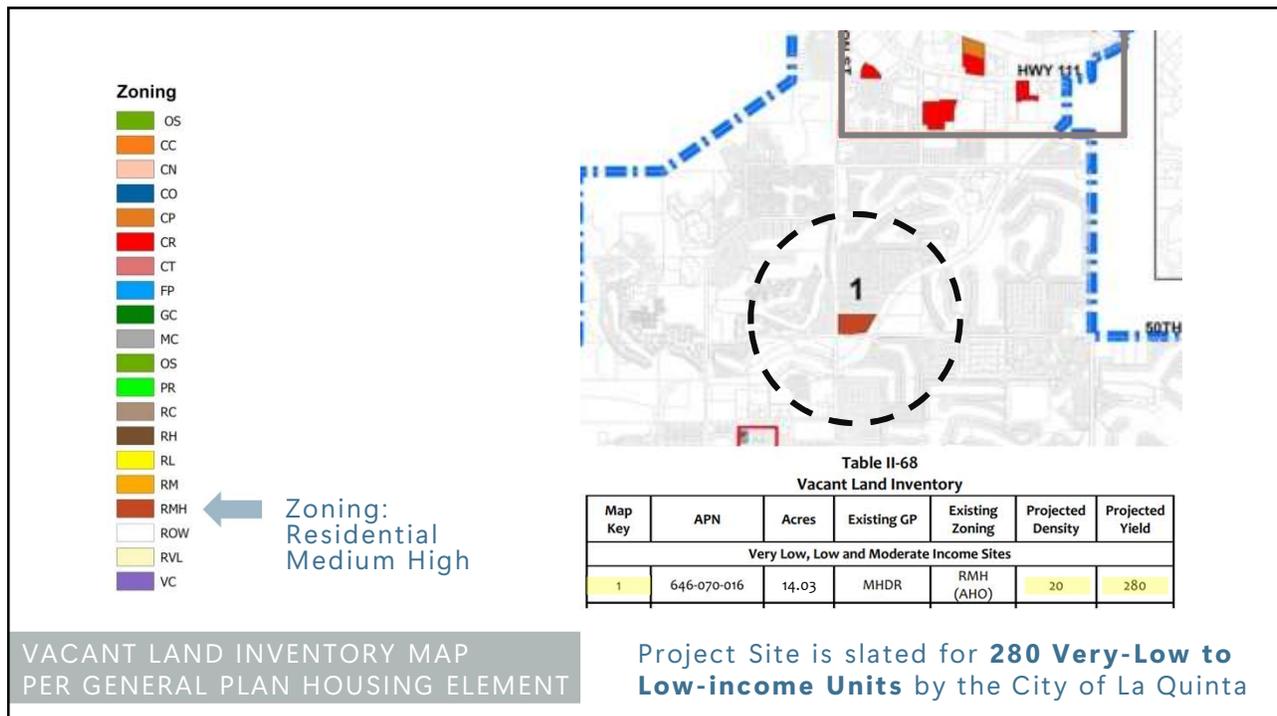
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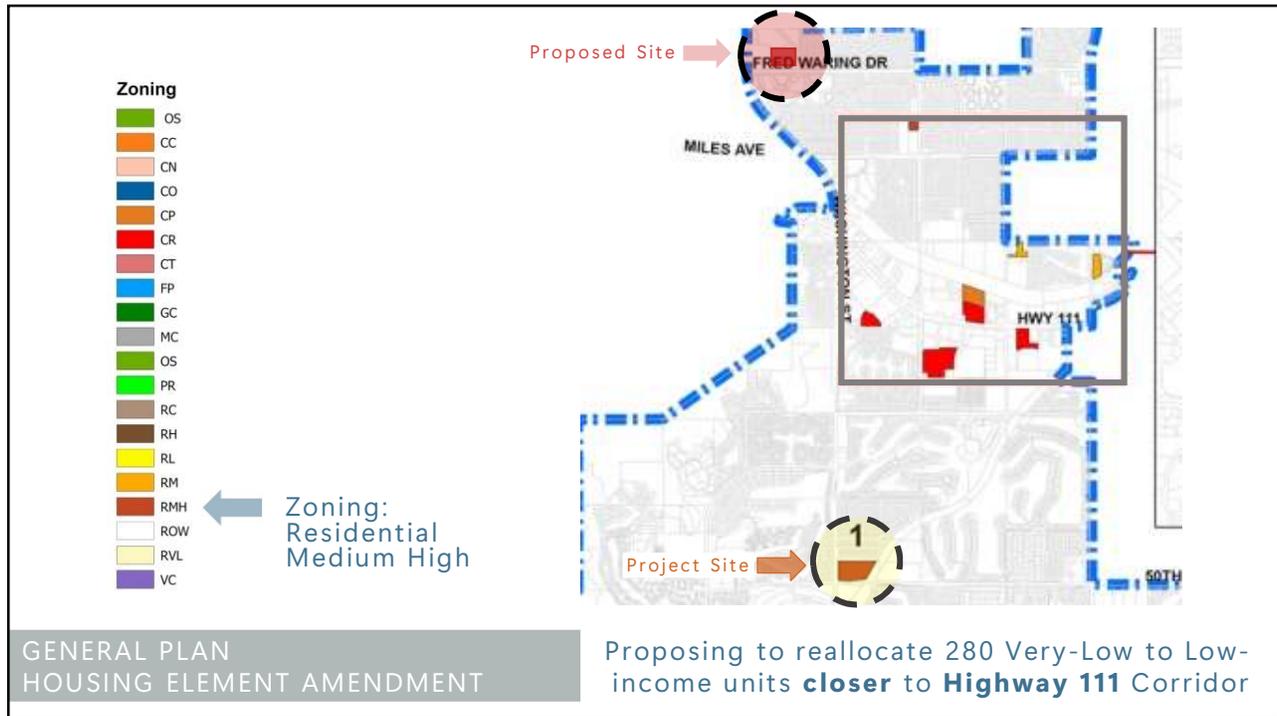
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AHO DISTRICT

ACCOMMODATING CITY'S REGIONAL HOUSING NEEDS INCREASING AND ENHANCING HOUSING OPPORTUNITIES

Development Standards

- Density:
 - MINIMUM 20 units per acre = 281 Units
 - Maximum 36 units per acre = 505 Units
- Maximum Structure Height at Image Corridor: 22 Feet¹ (28' w/MUP)
- Maximum Structure Height: 40 Feet
- Maximum Number of Stories: 4 Stories
- Minimum Livable Area: 600 SF
- By-Right Parking Incentive applies: 1 space per 1-Bed, 1.5 spaces per 2-Bed
- No parking allowed in 15 Foot rear setback nor in 10 Foot exterior side yard setback
- If approved by City, allows for retention basins within landscape setbacks
- Carport Setback: 20 Feet

LQMC 9.110.100: Allows rental multifamily residential units **By-Right** for developments with at least 20% of units affordable to **low, very low, and extremely low-income** households at a density of at least 20 units per acre and at least 16 units per site.

AUGUST 2023 LA QUINTA VILLAGE APARTMENTS 6

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CITY ZONING ORDINANCE - RMH

Development Standards

- Density: 8-12 units per acre = 168 Units
- Maximum Structure Height at Image Corridor: 22 Feet¹ (28' w/MUP)
- Maximum Structure Height: 28 Feet
- Maximum Number of Stories: 2 Stories
- Minimum Livable Area: 750 SF
- Parking: 2 spaces per unit, 0.5 guest spaces per unit
- No parking allowed in 15 Foot rear setback nor in 10 Foot exterior side yard setback
- If approved by City, allows for retention basins within landscape setbacks
- Carport Setback: 20 Feet

General Notes:

1. Any proposed building height over 22 feet requires Minor Use Permit and shall not exceed the maximum building height of the existing zoning. For RMH, the maximum building height is 28 feet.

AUGUST 2023

LA QUINTA VILLAGE APARTMENTS

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LA QUINTA VILLAGE SPECIFIC PLAN

Development Standards

- Density: 12 units per acre = 168 base units
- Density Bonus: 50% (additional 6 units per acre) = 252 total units
- Maximum Structure Height at Image Corridor: 28 Feet
- Maximum Structure Height: 40 Feet
- Maximum Number of Stories: 3 Stories
- Minimum Livable Area: 670 SF
- By-Right Parking Incentive applies: 1 space per 1-Bed, 1.5 spaces per 2-Bed
- Allows for parking within setbacks including rear and exterior side yard setbacks
- Allows for fencing and retention basin within landscape setbacks
- Allows carports within 15-foot rear building setback

AUGUST 2023

LA QUINTA VILLAGE APARTMENTS

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8

COMPARISON OF DEVELOPMENT STANDARDS

Development Standards	RMH Zoning	Proposed	AHO
Density	168 Units	252 Units	281-505 Units
Maximum Structure Height	28 Feet	40 Feet	40 Feet
Maximum Structure Height at Image Corridor	22 Feet	28 Feet	22 Feet
Maximum Number of Stories	2 Stories	3 Stories	4 Stories
Minimum Livable Area	750 SF	670 SF	600 SF
Parking Totals	420 Spaces	522 Spaces	330-593 Spaces

AUGUST 2023

LA QUINTA VILLAGE APARTMENTS

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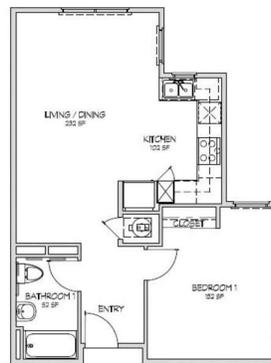
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DEVELOPMENT STANDARDS

Reduction of livable area allowed by the City.

Existing developments with units providing less than 750 SF of livable area:

- o Wolff Waters Place: 1 Bedroom – 633 SF
- o Seasons at La Quinta: 1 Bedroom – 609 SF
- o Seasons at Miraflores: 1 Bedroom – 700 SF
- o Silverhawk Apartments: 1 Bedroom "The Falls" – 670 SF
1 Bedroom "Aqua Rose" – 743 SF
- o Hadley Villas: 1 Bedroom – 540 SF Average



Wolff Waters Place
1 Bedroom Floor Plan
633 SF



Proposed La Quinta Village Apts
1 Bedroom Floor Plan
673 SF

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WHAT ARE THE OFF-SITE IMPROVEMENTS?

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PROJECT SITE

MARSHAL SUBSTATION

Upgrades to IID Marshal Substation
From 25 MVA to 40/50 MVA

Provides relief to grid overload and much needed electricity to neighborhood

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SHADE STRUCTURE WITH PICKING TABLES

REFER TO SLOPE PLANTING SCHEDULE

PICKLEBALL COURT

PUTTING GREEN

POOL RECREATION AREA

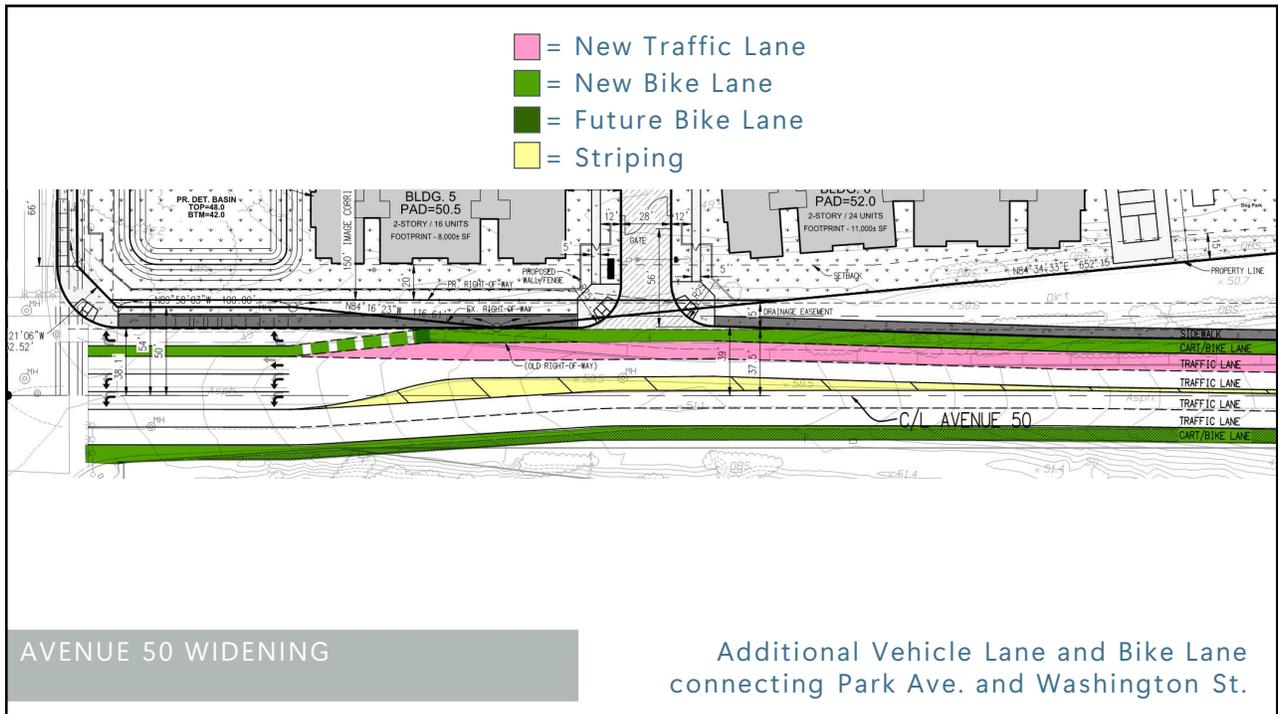
AVENUE 50 WIDENING

16



AVENUE 50 WIDENING
 Additional traffic lane and bike lanes
 View looking west towards Washington

17

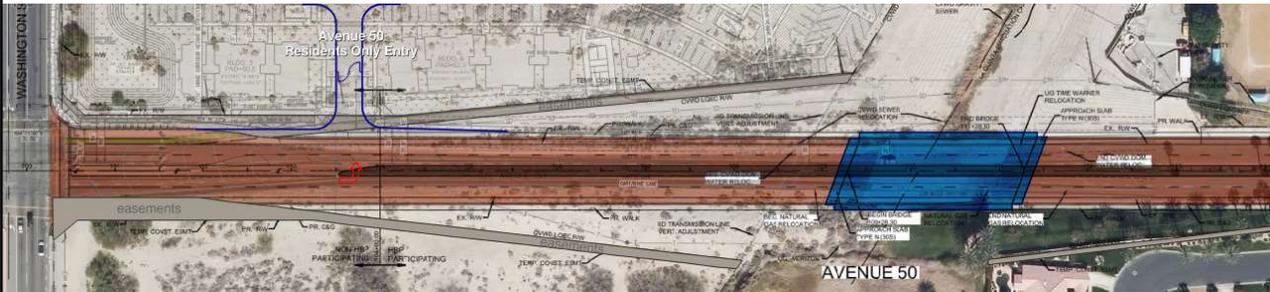


AVENUE 50 WIDENING

Additional Vehicle Lane and Bike Lane
 connecting Park Ave. and Washington St.

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- = Proposed Bridge
- = Raised Median
- = Roadway



FUTURE WATER CROSSING
NOT PART OF PROPOSED PROJECT

Future raised median to prohibit
illegal left turns into Project

19



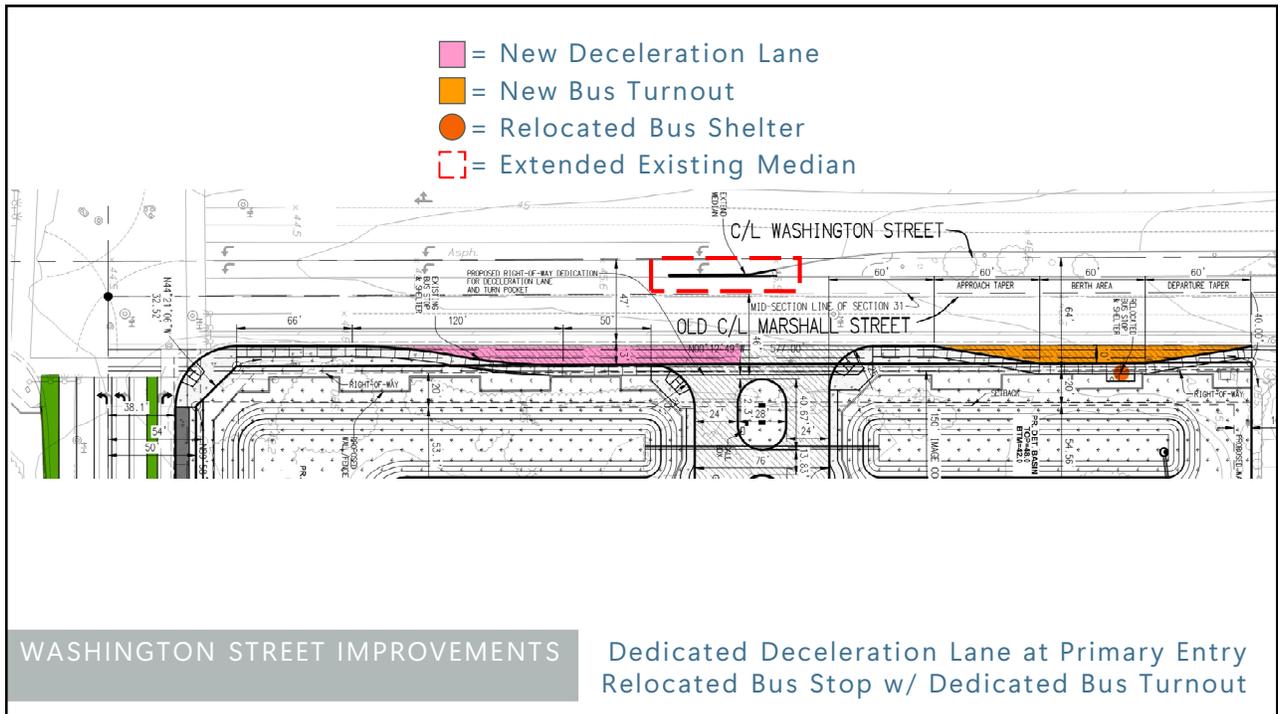
WASHINGTON STREET IMPROVEMENTS

20



SCENIC CORRIDOR
View of Avenue 50 and Washington Street Intersection

21



22



23



24

DESERT TONE COLOR SCHEMES

Scheme 1

Scheme 2

Scheme 3

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TYPICAL 2-STORY BUILDING

01 Bldg 9 - North Elevation
SCALE: 1/8" = 1'-0"

06 Bldg 9 - East Elevation
SCALE: 1/8" = 1'-0"

04 Bldg 9 - West Elevation
SCALE: 1/8" = 1'-0"

Color Scheme 1

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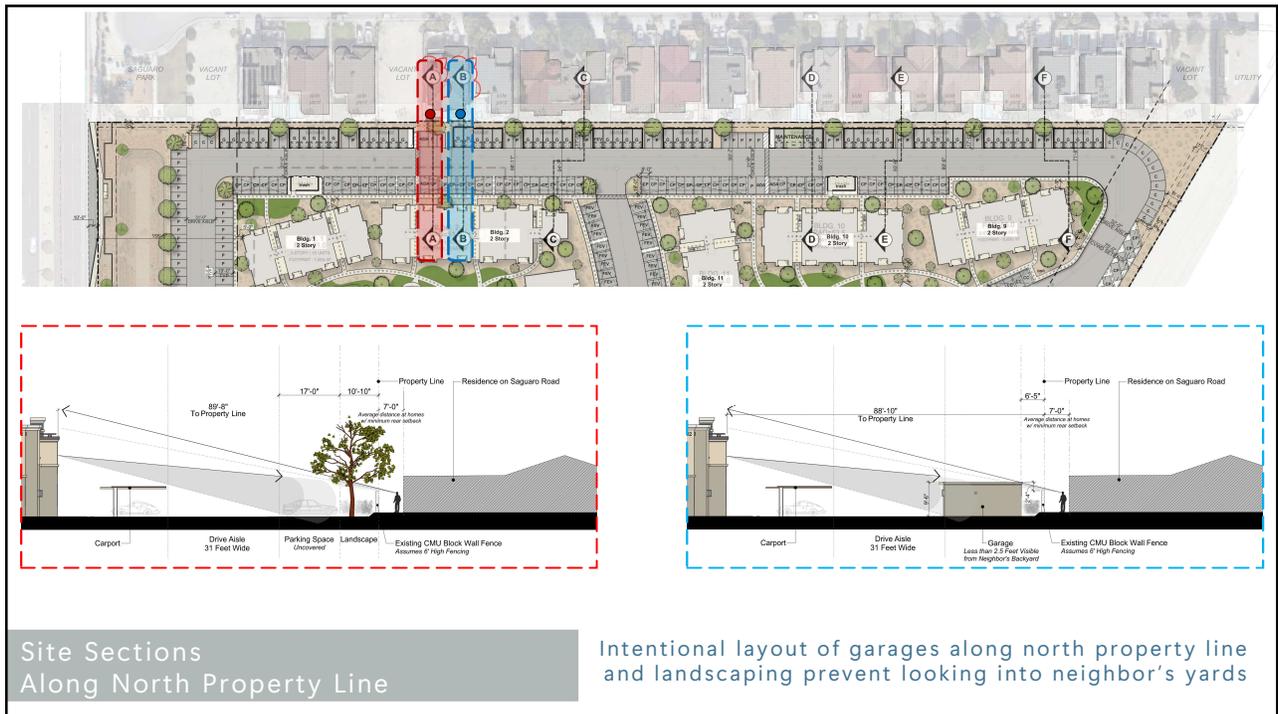
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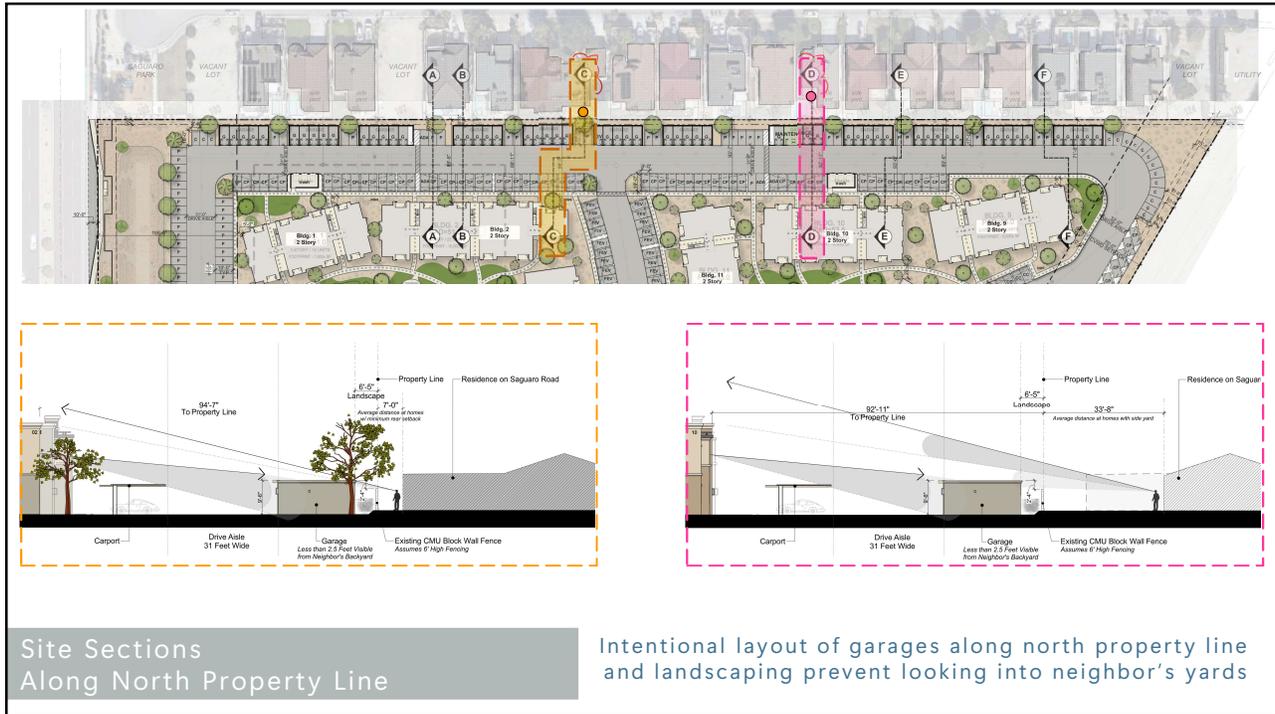
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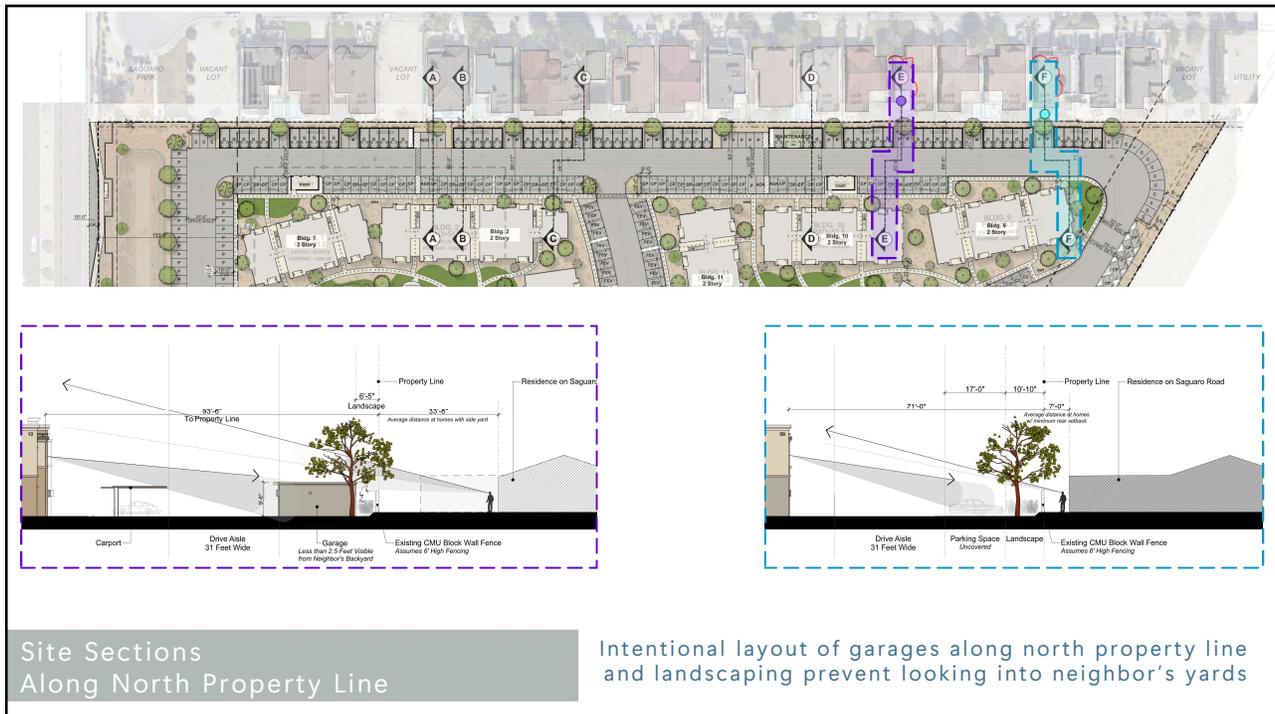
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PARKING		
Required without Affordable	Required with Affordable	Parking Provided
<p>Ratios:</p> <ul style="list-style-type: none"> • 2 Spaces per Unit • 0.5 Guest Spaces per Unit <p>252 units x 2 spaces/unit = 504 spaces for units</p> <p>252 units x 0.5 Guest spaces/unit = 126 spaces for Guests</p> <p>603 Total Spaces Required</p>	<p>Ratios:</p> <ul style="list-style-type: none"> • 1 Space per 1-Bedroom Unit • 1.5 Spaces per 2-Bedroom Unit • No guest spaces required <p>166 1-Bed units x 1 space/unit = 166 spaces</p> <p>86 2-Bed units x 1.5 spaces/unit = 129 spaces</p> <p>295 Spaces for Units Required 7 Spaces for Clubhouse</p> <p>302 Total Spaces Required</p>	<p>Ratios:</p> <ul style="list-style-type: none"> • 1 Space per 1-Bedroom Unit • 2 Spaces per 2-Bedroom Unit • 0.5 Guest Spaces per Unit <p>166 1-Bed units x 1 space/unit = 166 spaces</p> <p>86 2-Bed units x 2 spaces/unit = 172 spaces</p> <p>252 units x 0.5 spaces/unit = 126 spaces for Guests</p> <p>338 Spaces for Units Provided 7 Spaces for Clubhouse</p> <p>522 Total Spaces Provided Parking Pass System to regulate parking & visitors</p>
AUGUST 2023	LA QUINTA VILLAGE APARTMENTS	33

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OVERFLOW PARKING
<p>What if the Village holds special events for its residents?</p> <p><i>Where will Village residents and their guests park? Will they be parking in the Sagebrush neighborhood?</i></p> <p>Drafted Overflow Parking Management Plan to provide strategies to be implemented during special events & holidays</p> <p>Professional Valet Service to park vehicles on-site</p> <p>Off-site parking at Sports Complex and shuttle bus service</p>
AUGUST 2023
LA QUINTA VILLAGE APARTMENTS
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TRAFFIC STUDY

DURING PEAK SEASON
APRIL 2023

New traffic study conducted April 2023. Previous study conducted during December 2020.

Study Area Intersections	Project Trip Generation	Study Time Periods
Washington / Avenue 50 Washington / Sagebrush Ave. Washington / Eisenhower Dr./Rancho La Quinta Drive Washington / Avenue 48 Avenue 50 / Moon River Dr./Park Ave.	1,556 Total Daily Trips 108 AM Peak Hour Trips 125 PM Peak Hour Trips	Weekday AM Hours: 7:00AM – 9:00AM Weekday PM Hours: 4:00PM – 6:00PM Peak Hours for Analysis per City of LQ

Less than significant impact due to study area intersections operating at acceptable Level of Service (LOS) under Project Completion Conditions.

Existing deficient operation conditions at Moon River Dr./Park Ave. and Avenue 50 due to AM student drop off for Harry S. Truman Elementary School.
No improvements are required.

SOURCE: TROUTDALE VILLAGE TRANSPORTATION ANALYSIS, INTEGRATED ENGINEERING GROUP, APRIL 2023.

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WILL SHORT-TERM RENTALS BE ALLOWED?

Will units become Airbnbs? Will units sit empty the majority of the year?

NO

Leasing Term Commitment of One Year Minimum

Providing local housing for growing full-time community

Serving local businesses by reducing travel time from other desert communities

AUGUST 2023

LA QUINTA VILLAGE APARTMENTS

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WHAT IS AFFORDABLE HOUSING?

Community voiced concerns regarding affordable housing increasing crime in the area.

AFFORDABLE \neq LOW-INCOME

Different levels of Affordability

Above Moderate-income (Market-Rate)

Moderate-income

Low-income

Very Low-income

Extremely Low-income

Acutely Low-income

*Based on Area Median Income (AMI)

Definition: Area Median Income – midpoint of a region's income distribution.

In a region, half of households earn more than the median and half earn less than the median. This is NOT the average income.

SOURCE: [HTTPS://WWW.LAQUINTACA.GOV/RESIDENTS/LOCAL-RESOURCES/AFFORDABLE-HOUSING/INCOME-LIMITS](https://www.laquintaca.gov/residents/local-resources/affordable-housing/income-limits)

AUGUST 2023

LA QUINTA VILLAGE APARTMENTS

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WHO SETS AFFORDABLE RENT LIMITS?

Who sets the guidelines? How much will the moderate-income rents be?

Established by the

California Department of Housing and Community Development (HCD)

Based on federal limits set by the

U.S. Department of Housing and Urban Development (HUD)

SOURCE: [HTTPS://WWW.LAQUINTACA.GOV/RESIDENTS/LOCAL-RESOURCES/AFFORDABLE-HOUSING/INCOME-LIMITS](https://www.laquintaca.gov/residents/local-resources/affordable-housing/income-limits)

AUGUST 2023

LA QUINTA VILLAGE APARTMENTS

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2023 RENT LIMITS (MODERATE)

PER RIVERSIDE COUNTY
LA QUINTA HOUSING AUTHORITY

Income levels based on Department of Housing and Community Development Income Limits dated June 6, 2023

<h3 style="margin: 0;">1-Bedroom</h3> <p style="margin: 5px 0;">Monthly Affordable Rent: \$2,079</p>	<h3 style="margin: 0;">2-Bedroom</h3> <p style="margin: 5px 0;">Monthly Affordable Rent: \$2,339</p>
--	--

1 Person Household	2 Person Household	3 Person Household
Median Income: \$66,150	Median Income: \$75,600	Median Income: \$85,050
Maximum Income: \$79,400	Maximum Income: \$90,700	Maximum Income: \$102,050

Annual Income Limit for Moderate ranges from \$79,400 - \$149,700
 Median Income for Moderate ranges from \$66,150 - \$124,750
 Based on Household Size
 Definition: Annual Income – Gross income from all sources for all members of the household

SOURCE: [HTTPS://WWW.LAQUINTACA.GOV/HOME/SHOWPUBLISHEDDOCUMENT/48493](https://www.laquintaca.gov/home/showpublisheddocument/48493)

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LA QUINTA VILLAGE APARTMENTS
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AFFORDABLE RENT EXAMPLE

Income levels based on Department of Housing and Community Development Income Limits dated June 6, 2023

EXAMPLE

The AMI for a **2-person** household is \$75,600.

The maximum income to be eligible for moderate-income housing is \$90,700.

For rental tenants in a 2-person household, the **maximum rent** for moderate-income is

\$2,079 / month for a 1-Bedroom

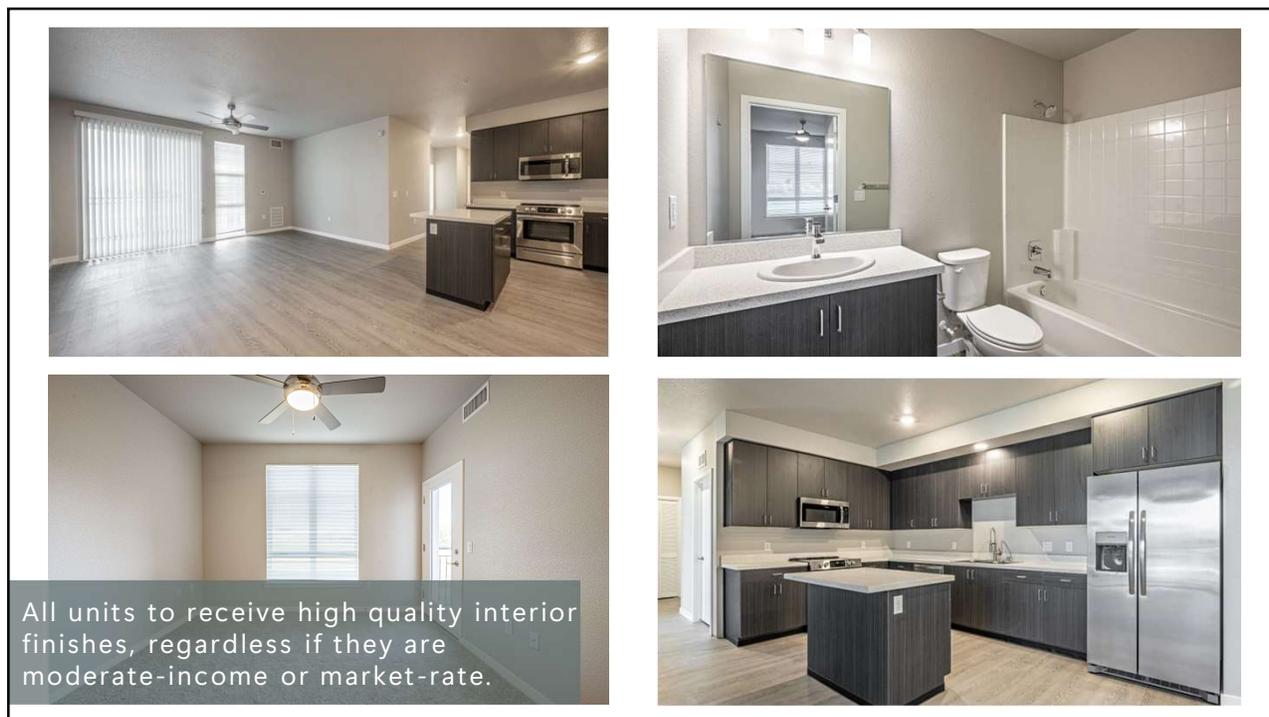
\$2,339 / month for a 2-Bedroom

Annual Income Limit for Moderate ranges from \$79,400 - \$149,700
 Median Income for Moderate ranges from \$66,150 - \$124,750
 Based on Household Size
 Definition: Annual Income – Gross income from all sources for all members of the household

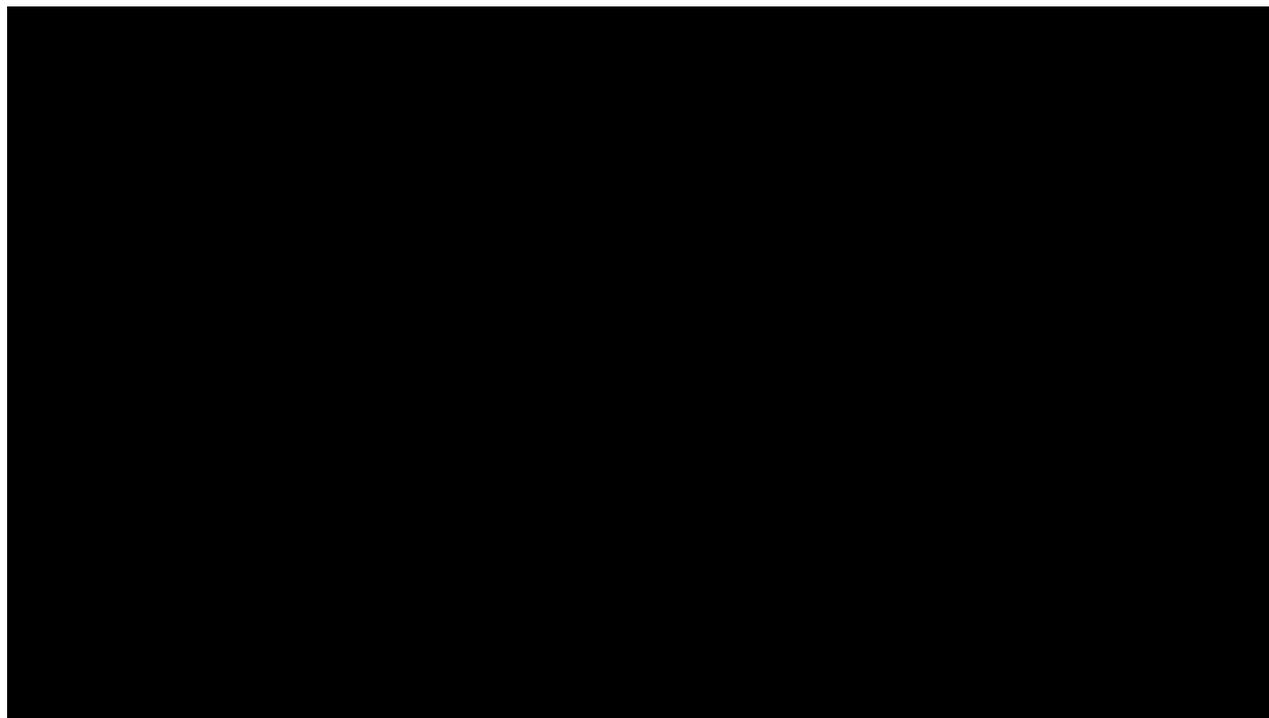
SOURCE: [HTTPS://WWW.LAQUINTACA.GOV/HOME/SHOWPUBLISHEDDOCUMENT/48493](https://www.laquintaca.gov/home/showpublisheddocument/48493)

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LA QUINTA VILLAGE APARTMENTS
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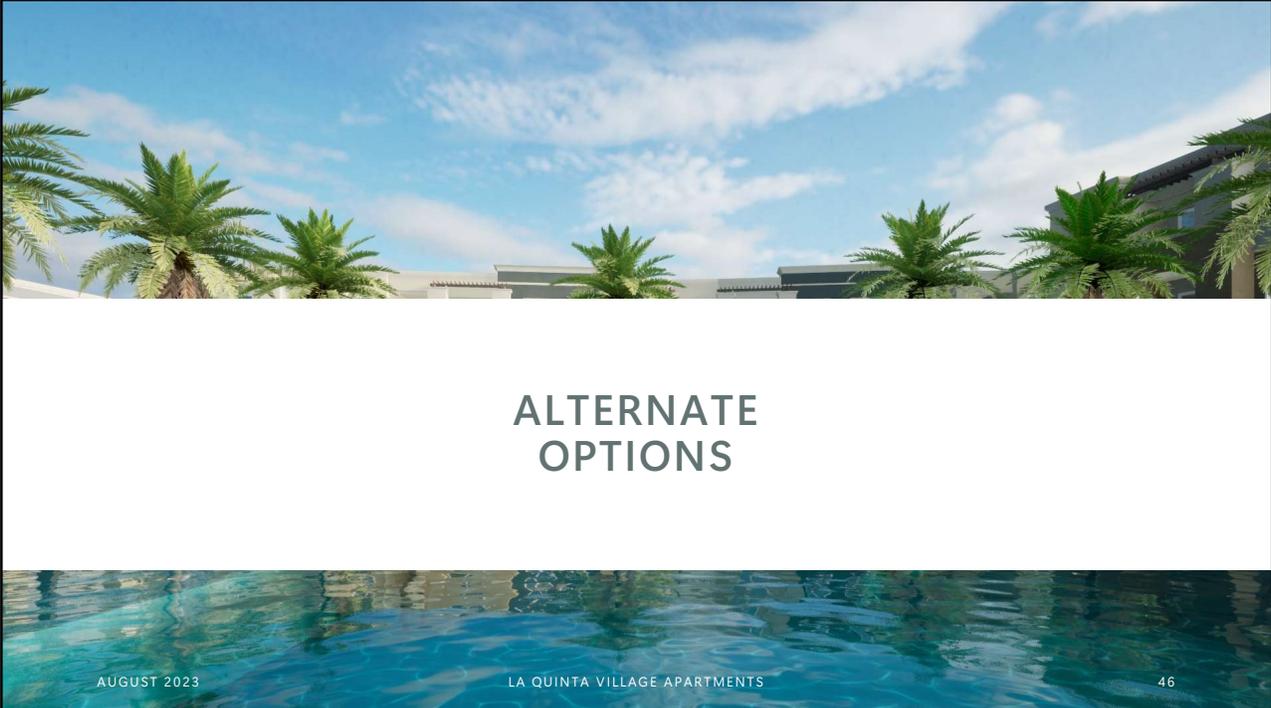
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EXISTING LIGHTING AT SPORTS COMPLEX CONTRIBUTES TO LIGHT POLLUTION

Project site lighting will be Dark Sky compliant, unlike flood lights at Sports Complex

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ALTERNATE
OPTIONS

AUGUST 2023 LA QUINTA VILLAGE APARTMENTS 46

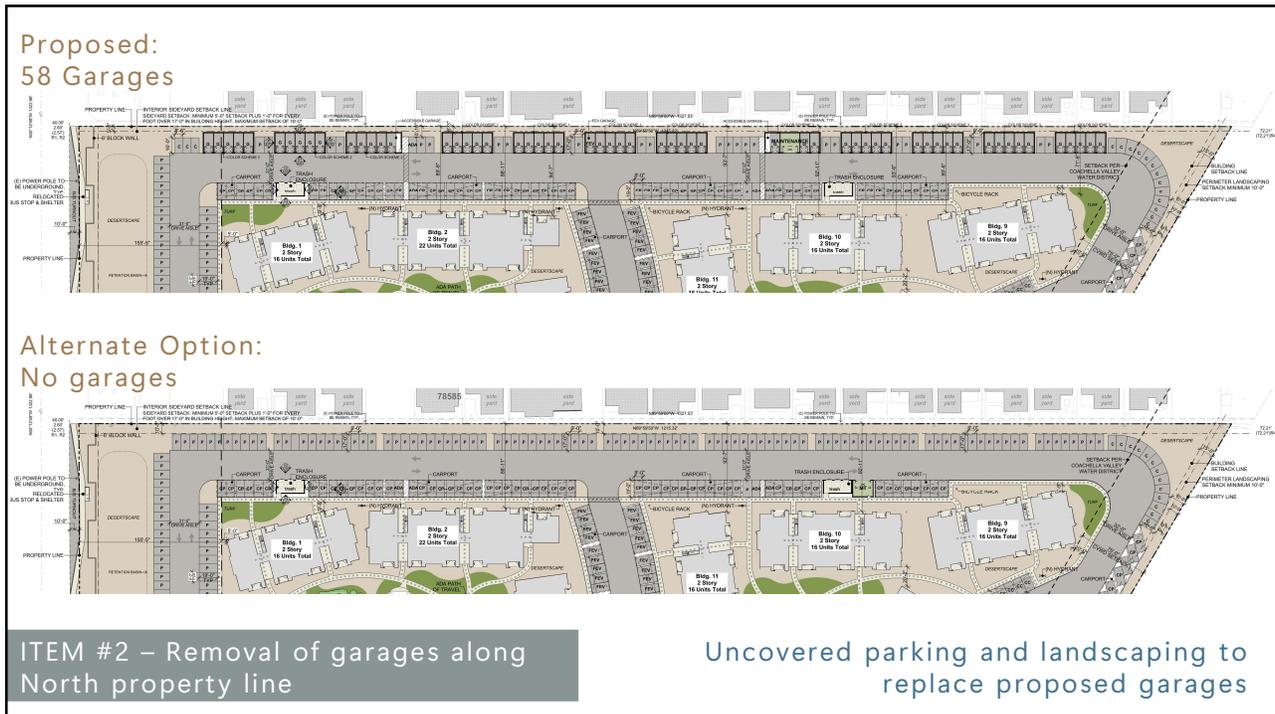
46



ITEM #1 – 3 3-Story Buildings centrally located on site

Building 4 is reduced to all 2-Story, previously half 2-story, half 3-story

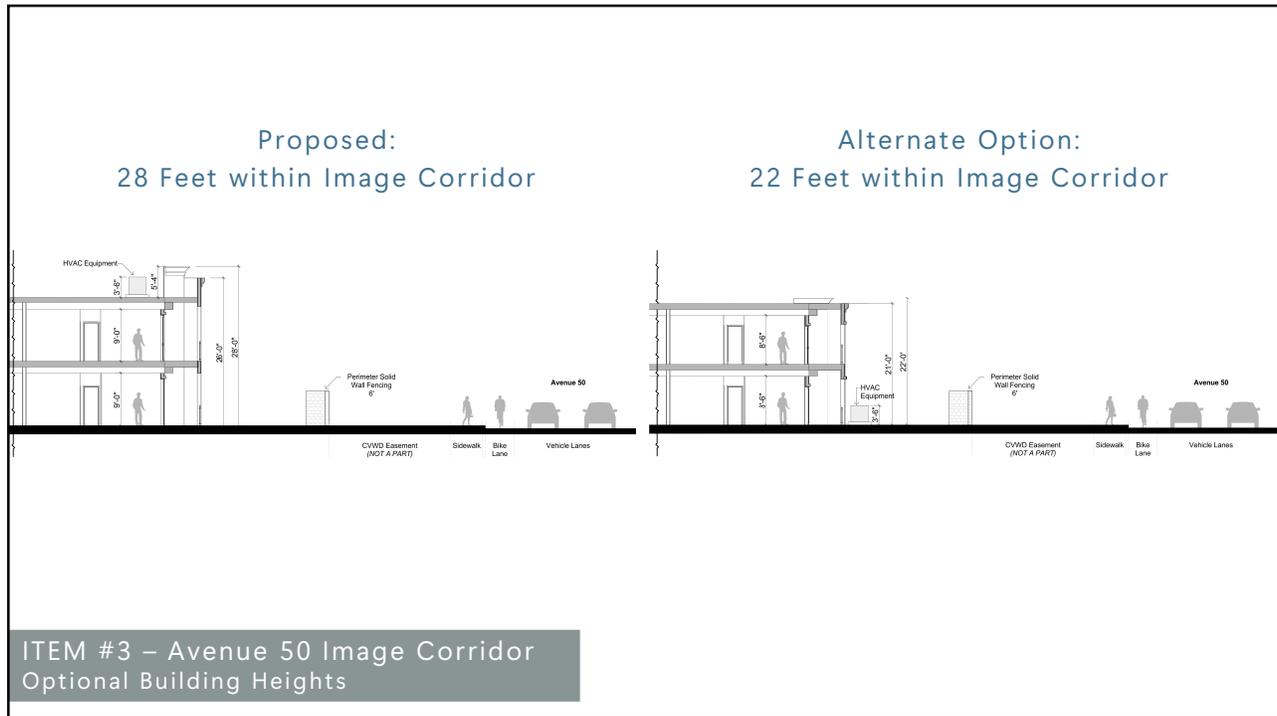
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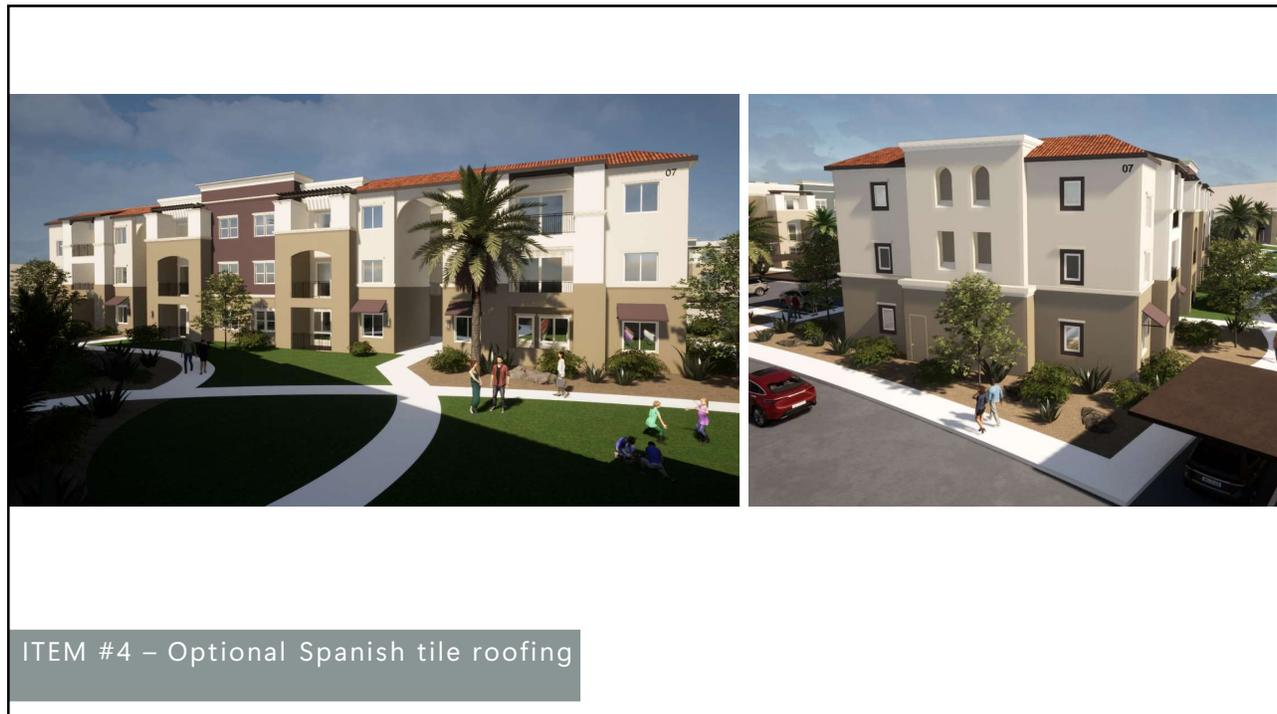
Alternate Option: No garages

Uncovered parking and landscaping to replace proposed garages

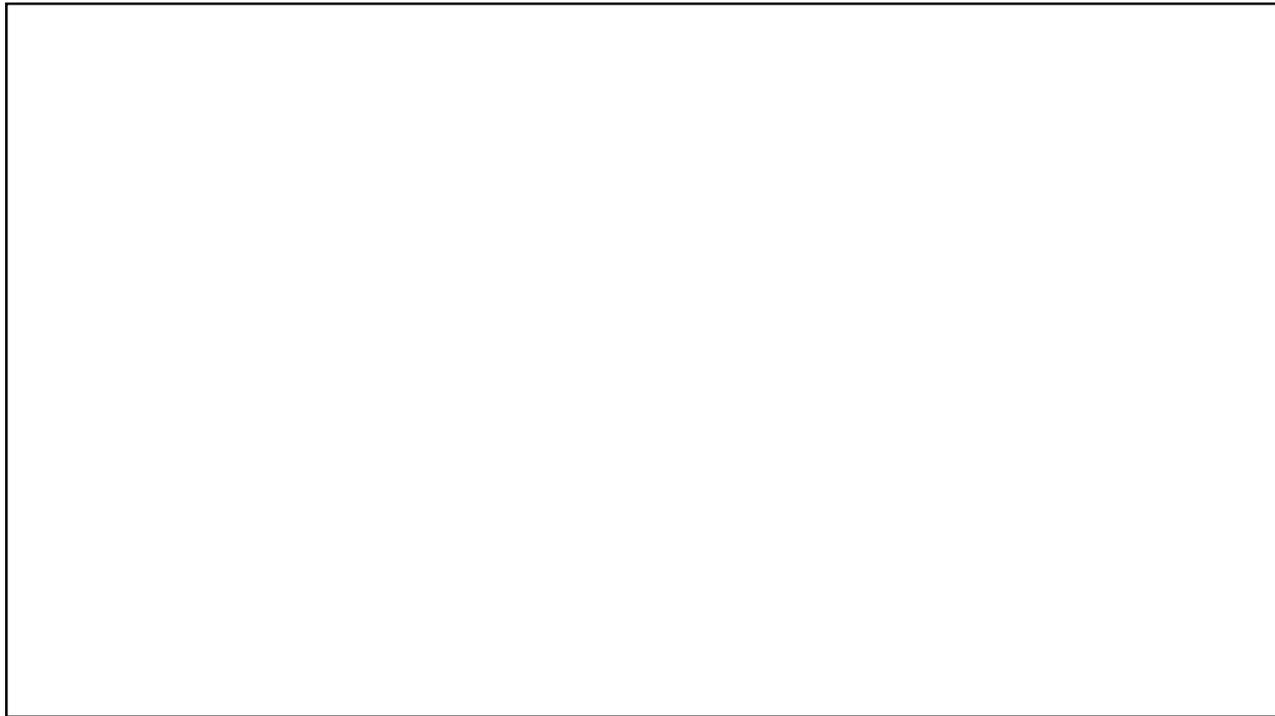
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**Public Hearing Item No. 2
La Quinta Village Apartments**

**Presentation by Traffic Consultant:
Integrated Engineering Group**

Troutdale Development

August 1, 2023



1

Transportation Assessment

1. Vehicle Miles Traveled (VMT)
2. Traffic Impact Analysis
3. Active Transportation

Technical Studies prepared consistent with City of La Quinta General Plan & Riverside County Guidelines

2

VMT Exemption – Per City of La Quinta VMT Analysis Policy

Small Projects

This applies to projects with low trip generation per existing CEQA exemptions or result in a 3,000 Metric Tons of Carbon Dioxide Equivalent (MTCO₂e) per year screening level threshold, based on the Riverside County Climate Action Plan and South Coast Air Quality Management District's draft interim guidance for assessing project-level greenhouse gas impacts.

- Single Family Housing projects less than or equal to 140 Dwelling Units (DU); or
- Multi Family (low-rise) Housing projects less than or equal to 200 DU; or
- Multi Family (mid-rise) Housing projects less than or equal to 245 DU; or
- General Office Building with area less than or equal to 160,000 SF; or
- Retail buildings with area less than or equal to 70,000 SF; or

Local Serving Projects

Projects that introduce local serving land uses are determined to shorten non-discretionary trips by putting goods and services closer to residents, resulting in an overall reduction in VMT. These land uses can be presumed to have a less than significant impact, absent substantial evidence to the contrary. Local serving land uses are listed below. ~~Local-serving-retail-projects-less-than-50,000-square-feet-may~~

- Student housing projects
- Local serving community colleges that are consistent with the assumptions noted in the RTP/SCS
- **Affordable Housing**

3

Traffic Impact Analysis

1. Study was scoped and approved by the City
2. Study was prepared per the City of La Quinta & County of Riverside TIA Guidelines
3. Study was update per the Planning Commission request

4

Project Description & Trip Generation

PROJECT DESCRIPTION

The subject project is proposing the construction of eleven (11) residential buildings including one hundred seventy eight (178) multifamily (low-rise) units, seventy four (74) affordable units and one (1) clubhouse with amenities. Access to the project site will be provided via two driveways along Washington Street and Avenue 50 respectively.

Project Trip Generation

Land Use	Intensity	Units ¹	AM Peak Hour			PM Peak Hour			Daily
			In	Out	Total	In	Out	Total	
Multifamily Housing (Low Rise)	178	DU	17	54	71	57	34	91	1,200
Affordable Housing (Income Limits)	74	DU	11	26	37	20	14	34	356
Total			28	80	108	77	48	125	1,556

Source: Institute of Transportation Engineers (ITE), *Trip Generation Manual*, 11th Edition (2021)
¹ DU = Dwelling Unit

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Study Area – Per City of La Quinta Engineering Bulletin #06-13

TABLE 2.0 – Minimum Study Radius

ADT's between 1,000-5,000	0.50 mile from the adjacent perimeter of the project
ADT's between 5,001-10,000	1.0 mile from the adjacent perimeter of the project
ADT's between 10,001-15,000	1.5 miles from the adjacent perimeter of the project
ADT's over 15,000	Radius to be determined by the City.

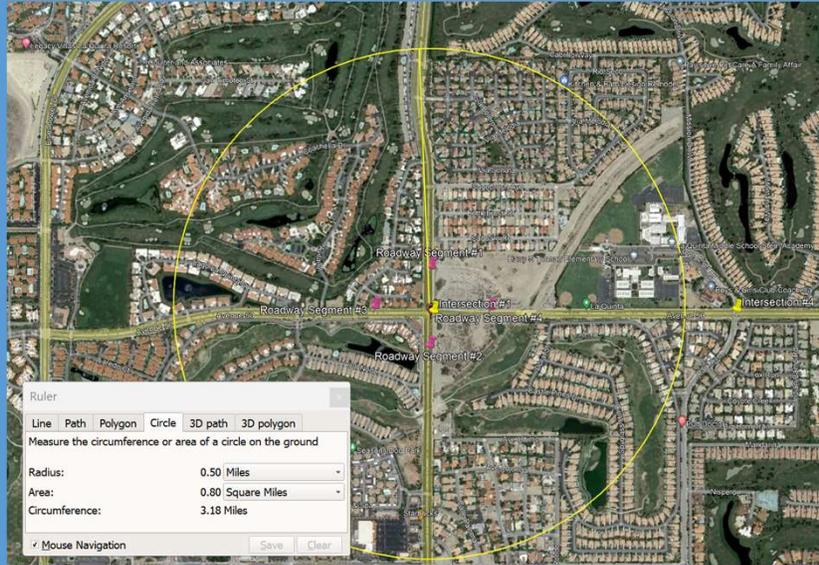
Study Area – Per County of Riverside County TIA Guidelines

Establishing the Study Area

In general, the minimum area to be studied shall include any intersection of 2 or more "Collector" or higher classification streets, at which the proposed project will add 50 or more peak hour trips, not

6

Study Area - 0.5 miles Radius



7

Results

1. Study area intersections operate at an acceptable LOS under all scenarios
2. 6-lane and 4-lane fronting Streets have current and Buildout excess capacities

8

Intersection Analysis

Intersection	Existing Conditions		Cumulative Conditions	
	Delay (a)	LOS (b)	Delay (a)	LOS (b)
1. Washington Street and Avenue 50	22.9/16.3	C/B	25.4/17.2	C/B
2. Washington Street and Sagebrush Avenue	5.6/4.4	A/A	5.7/4.4	A/A
3. Washington Street and Eisenhower Drive/Rancho La Quinta Drive	16.0/18.8	B/B	17.5/22.5	B/C
4. Washington Street and Avenue 48	27.0/12.9	C/B	29.7/13.9	C/B
5. Moon River Drive/Park Avenue and Avenue 50	189.4/15.5	F/B	215.5/16.2	F/B

Notes:
Bold indicates deficient LOS E or F.
 (a) Delay refers to the average control delay for the entire intersection, measured in seconds/vehicle. At unsignalized intersection, delay refers to the worst movement.
 (b) LOS calculations are based on the methodology outlined in the Highway Capacity Manual 6th Edition and performed using Synchro 11

9

School Access

INTERSECTION TURNING MOVEMENT COUNTS

PREPARED BY: AmTD LLC, tel: 714 253 7888 cs@amtd.com PROJECT #: SC2921

DATE: Thu, Mar 30, 23 LOCATION: La Quinta NORTH & SOUTH: Moon River Ave/Park Dr EAST & WEST: Avenue 50 CONTROL: SIGNAL

NOTES:

LANES	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL	U-TURNS				
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR		NB	SB	EB	WB	TTL
7:00 AM	2	1	6	2	1	1	10	24	4	7	27	18	103	0	0	1	0	1
7:15 AM	0	5	12	11	2	13	20	23	6	4	42	39	188	0	0	0	0	0
7:30 AM	11	29	10	47	4	64	52	35	5	8	44	120	429	0	0	0	0	0
7:45 AM	0	42	9	76	18	103	69	39	3	6	60	135	569	0	0	0	0	0
8:00 AM	7	30	15	87	8	101	50	45	2	22	52	104	523	0	0	0	0	0
8:15 AM	3	13	19	69	10	75	42	43	1	14	40	85	414	0	0	0	0	0
8:30 AM	8	4	14	37	4	27	15	40	7	14	53	31	254	0	0	0	0	0
8:45 AM	18	1	11	18	1	11	4	49	2	16	73	5	209	0	0	0	0	0
VOLUMES	67	125	96	347	48	395	262	300	30	91	391	537	2,689	0	0	1	0	1
APPROACH %	22%	42%	33%	44%	6%	50%	44%	51%	5%	9%	38%	53%						
APPROACH	288	/	923	790	/	169	592	/	743	1,019	/	854	0					
APPROACH	30	114	53	279	40	343	213	162	11	50	196	444	1,935					
APPROACH %	15%	58%	27%	42%	6%	52%	55%	42%	3%	7%	28%	64%						
PEAK HR FACTOR	0.821			0.840			0.869			0.858		0.850						
APPROACH	197	/	771	662	/	101	386	/	494	690	/	569	0					
4:00 PM	10	4	25	33	2	15	22	81	13	8	48	10	271	0	0	0	1	1
4:15 PM	9	9	15	22	0	18	18	89	9	22	58	10	229	0	0	0	0	0
4:30 PM	7	6	12	44	12	39	16	52	10	12	40	14	269	0	0	0	0	0
4:45 PM	8	2	25	22	2	18	19	62	7	12	55	23	255	0	0	4	0	4
5:00 PM	4	3	19	16	0	9	28	63	6	17	43	30	238	0	0	3	0	3
5:15 PM	2	2	15	34	2	20	27	59	8	20	72	41	302	0	0	2	0	2
5:30 PM	4	7	24	23	5	12	18	57	4	13	53	27	247	0	0	1	1	2
5:45 PM	4	1	21	9	1	12	12	48	2	15	45	26	196	0	0	0	1	1
VOLUMES	48	34	161	203	24	143	160	511	59	119	414	181	2,057	0	0	10	3	13
APPROACH %	26%	14%	66%	55%	6%	39%	22%	70%	8%	17%	58%	25%						
APPROACH	243	305	320	320	/	199	730	/	828	714	/	615	0					
APPROACH	34	21	82	121	16	90	75	284	39	54	201	57	1,074					
APPROACH %	25%	15%	64%	53%	7%	40%	19%	71%	10%	17%	64%	18%						
PEAK HR FACTOR	0.878			0.597			0.858		0.867		0.867	0.962						
APPROACH	137	/	149	227	/	108	398	/	488	312	/	329	0					

The diagram shows a four-way intersection. Moon River runs north-south, and Avenue 50 runs east-west. The North Side is at the top, South Side at the bottom, West Side on the left, and East Side on the right. Arrows indicate traffic flow directions for each approach.

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General Plan Capacity

Flexible Application of LOS

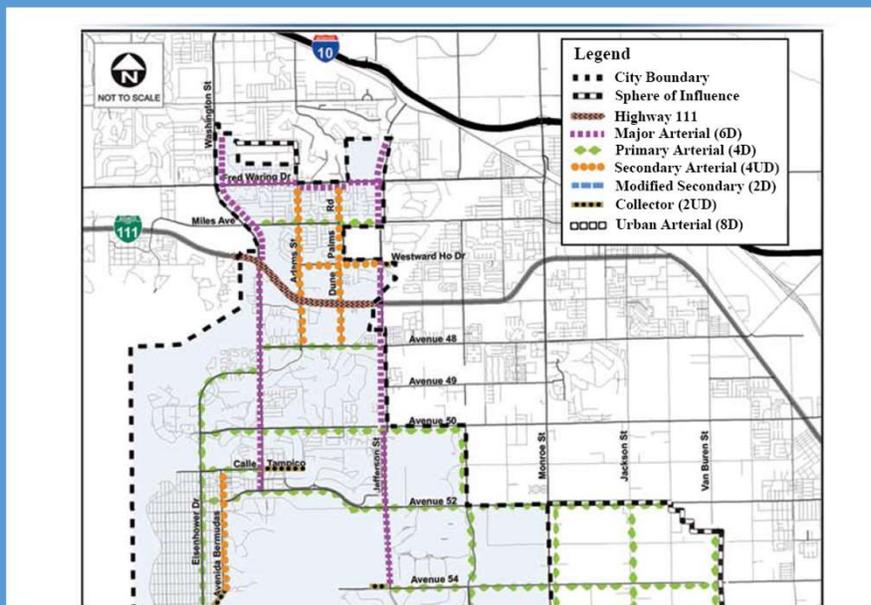
Level of Service should not be viewed as the sole determinant of acceptability. There is and will continue to be a need to provide flexibility in determining an acceptable level of service for a given roadway or intersection. Although accepting a lower level of service (LOS E or even F) at certain intersections and segments during peak season may result in periodic congestion, once familiar with network constraints, travelers will seek alternative paths and traffic will be distributed to those parts of the network with surplus capacity.

Acceptable Levels-of-Service (LOS)

As directed by this General Plan, City of La Quinta Engineering Bulletin #06-13, mandates that the City strive to maintain the minimum level of service for its intersections at not worse than LOS D. At intersections along roadways contained in the Riverside County Congestion Management Program (CMP) System of Highways and Roadways, the minimum level of service required is to be not worse than LOS E. Within the City of La Quinta, Highway 111 is designated as a CMP facility.

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General Plan – Roadway Classification



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Roadway Segment Capacity

Facility Type	Lane Configuration	LOS A (60%)	LOS B (70%)	LOS C (80%)	LOS D (90%)	LOS E (100%)	LOS F
Local	2U	<5,490	5,490 - 6,390	6,390 - 7,290	7,290 - 8,190	8,190 - 9,000	>9,000
Collector	2U	<8,540	8,540 - 9,940	9,940 - 11,340	11,340 - 12,740	12,740 - 14,000	>14,000
Modified Secondary	2D	<11,590	11,590 - 13,490	13,490 - 15,390	15,390 - 17,290	17,290 - 19,000	>19,000
Secondary	4U	<17,080	17,080 - 19,880	19,880 - 22,680	22,680 - 25,480	25,480 - 28,000	>28,000
Primary	4D	<25,560	25,560 - 29,800	29,800 - 34,080	34,080 - 38,340	38,340 - 42,600	>42,600
Major	6D	<36,600	36,600 - 42,700	42,700 - 48,800	48,800 - 54,900	54,900 - 61,000	>61,000
Augmented Major	8D	<45,600	45,600 - 53,200	53,200 - 60,800	60,800 - 68,400	68,400 - 76,000	>76,000

Source: City of La Quinta Engineering Bulletin #06-13 (June 14, 2012). Will be applied to both tables.

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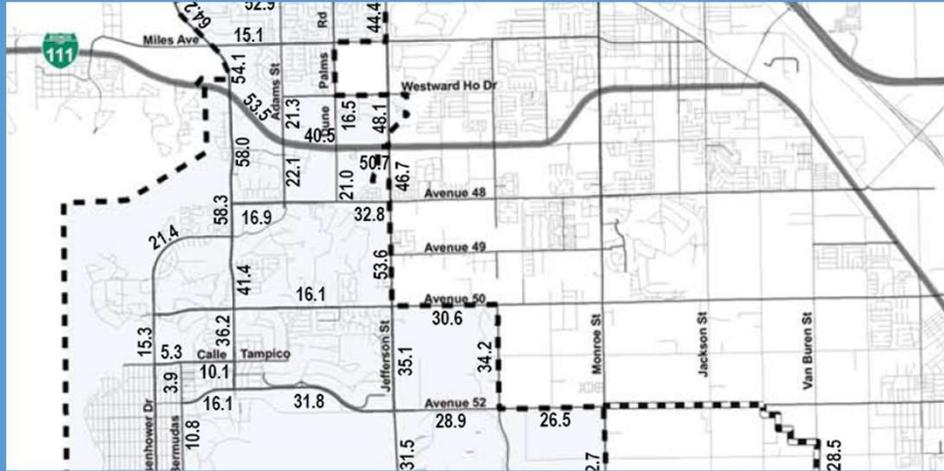
Roadway Segment Analysis

Roadway Segment	Classification	LOS E Capacity	Cumulative Conditions		
			ADT	v/c ratio	LOS
Washington Street					
North of Avenue 50	6-Lane Major	61,000	34,490	0.565	A
South of Avenue 50	6-Lane Major	61,000	30,288	0.497	A
Avenue 50					
West of Washington Street	4-Lane Primary	42,600	4,757	0.112	A
East of Washington Street	3-Lane Primary ¹	31,950	9,929	0.311	A

Notes:
¹Assumed capacity by multiplying thresholds for 4-Lane Divided classification by 3/4

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General Plan – Buildout (2035)



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Roadway Segment – 2035 Buildout

2035 Peak Season Roadway Segment Operating Conditions
General Plan Roadway Network With Enhancements

Roadway Link	2035 ADT	Roadway Designation	2035 Number of Lanes	2035 Capacity	2035 V/C Ratio - LOS
Washington St					
Ave 42 to Fred Waring Dr	58,241	Major	6	61,100	0.95 - E
Fred Waring Dr to Miles Ave	64,210	Major	6	61,100	1.05 - F
Miles Ave to Hwy 111	54,141	Major	6	61,100	0.89 - D
Hwy 111 to Ave 48	57,955	Major	6	61,100	0.95 - E
Ave 48 to Eisenhower Dr	58,267	Major	6	61,100	0.95 - E
Eisenhower Dr to Ave 50	41,381	Major	6	61,100	0.68 - B
Ave 50 to Calle Tampico	36,164	Major	6	61,100	0.59 - A

Cumulative Scenario Roadway Segment Capacity Analysis

Roadway Segment	Classification	LOS E Capacity	Cumulative Conditions		
			ADT	v/c ratio	LOS
Washington Street					
North of Avenue 50	6-Lane Major	61,000	34,490	0.565	A
South of Avenue 50	6-Lane Major	61,000	30,288	0.497	A
Avenue 50					
West of Washington Street	4-Lane Primary	42,600	4,757	0.112	A
East of Washington Street	3-Lane Primary ¹	31,950	9,929	0.311	A

Notes:
¹ Assumed capacity by multiplying thresholds for 4-Lane Divided classification by 3/4

2035 Peak Season Roadway Segment Operating Conditions
General Plan Roadway Network With Enhancements

Roadway Link	2035 ADT	Roadway Designation	2035 Number of Lanes	2035 Capacity	2035 V/C Ratio - LOS
Hwy 111					
Washington St to Adams St	53,511	Major	6	61,100	0.88 - D
Adams St to Dune Palms Rd	40,481	Major	6	61,100	0.66 - B
Dune Palms Rd to Jefferson St	50,659	Major	6	61,100	0.83 - D
Ave 48					
Washington St to Adams St	16,902	Primary	4	42,600	0.40 - A
Dune Palms Rd to Jefferson St	32,855	Primary	4	42,600	0.77 - C
Ave 50					
Washington St to Jefferson St	16,121	Primary	4	42,600	0.38 - A
Jefferson St to Madison St	30,593	Primary	4	42,600	0.72 - C

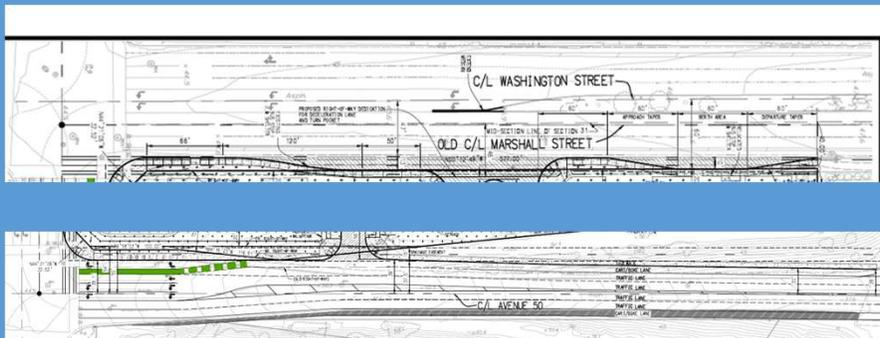
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Bicycle Network – General Plan



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Project Right-in/out Access Points



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Questions

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Gate Vehicular Queue

PAGE 8	DATE 02/20/83	SECTION 321	SUBJECT DRIVEWAY DESIGN	Department of Transportation MANUAL OF POLICIES & PROCEDURES	SUBJECT DRIVEWAY DESIGN	SECTION 321	DATE 02/20/83	PAGE 8
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APPENDIX A – PARKING CONTROL SERVICE RATE

Type of Control	Typical Service Rates Per Lane ⁴	
	Average Headway (Sec/Veh)	Capacity (Veh/Hr)
Entering:		
Clear aisle, no control	3.6	1,000
Ticket dispenser, no gate	5.0	720
Time stamp and handed to driver	8.5	425
Coded-card operated gate	8.9	405

**APPENDIX B
RESERVOIR NEEDS
VS. TRAFFIC INTENSITY**

The Los Angeles Department of Transportation (LADOT) Manual of Policies & Procedures (MPP) Section 321 Appendix B¹ provides methodology to determine the **queue length necessary to service traffic intensity based on random arrivals (Poisson distribution)**. This methodology is consistent with Transportation Research Board Report 165 Traffic Flow Theory, Chapter 8 Queuing Models². Traffic intensity is calculated as the ratio of peak hour arrival rate to typical service rate.

The peak hour arrival rate was determined based on the derived service utilization rate applied to unadjusted peak hour inbound trip generation.

The proposed Washington Street gate is expected to process 8 AM and 23 PM unadjusted inbound peak hour trips. The higher peak hour arrival rate of 23 vehicles per hour (vph) will be used.

The proposed Avenue 50 gate is expected to process 20 AM and 54 PM unadjusted inbound peak hour trips. The higher peak hour arrival rate of 54 vehicles per hour (vph) will be used.

Based on the LADOT service rate for a coded card operated gate of 405 vph and the higher AM inbound arrival rates, the expected traffic intensities are **0.056 (23/405)** for the east gate and **0.13 (54/405)** for the Avenue 50 gate.

This queue is in addition to 1 service position at each gate, resulting in a required storage of **2 vehicles for both gates**.

ns: Arrivals follow a Poisson Distribution.
Service rate can be represented by an exponential probability function.
Flow is equally divided between each line if more than one is available.

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