


COMMUNITY BROCHURE

Sunday, December 3, 2023

TEXT "WLO" to 888-777 for news & alerts
Questions? Contact:
Ironman Staff (619) 880-0615
Michael Calderon (760) 984-9272

Indian Wells - La Quinta

This document was created for the community of
54711 Monroe St.

Triannual
IRONMAN
70.3  **INDIAN WELLS
LA QUINTA**

IMPORTANT INFORMATION

The purpose of this packet is to provide IRONMAN 70.3 Indian Wells La Quinta detour and race day information. After extensive community input on the route, City staff and Ironman worked closely to develop a community-driven route that minimizes impact and is safe for both athletes and residents. **This year's route is the same as 2022 and is highlighted by:**

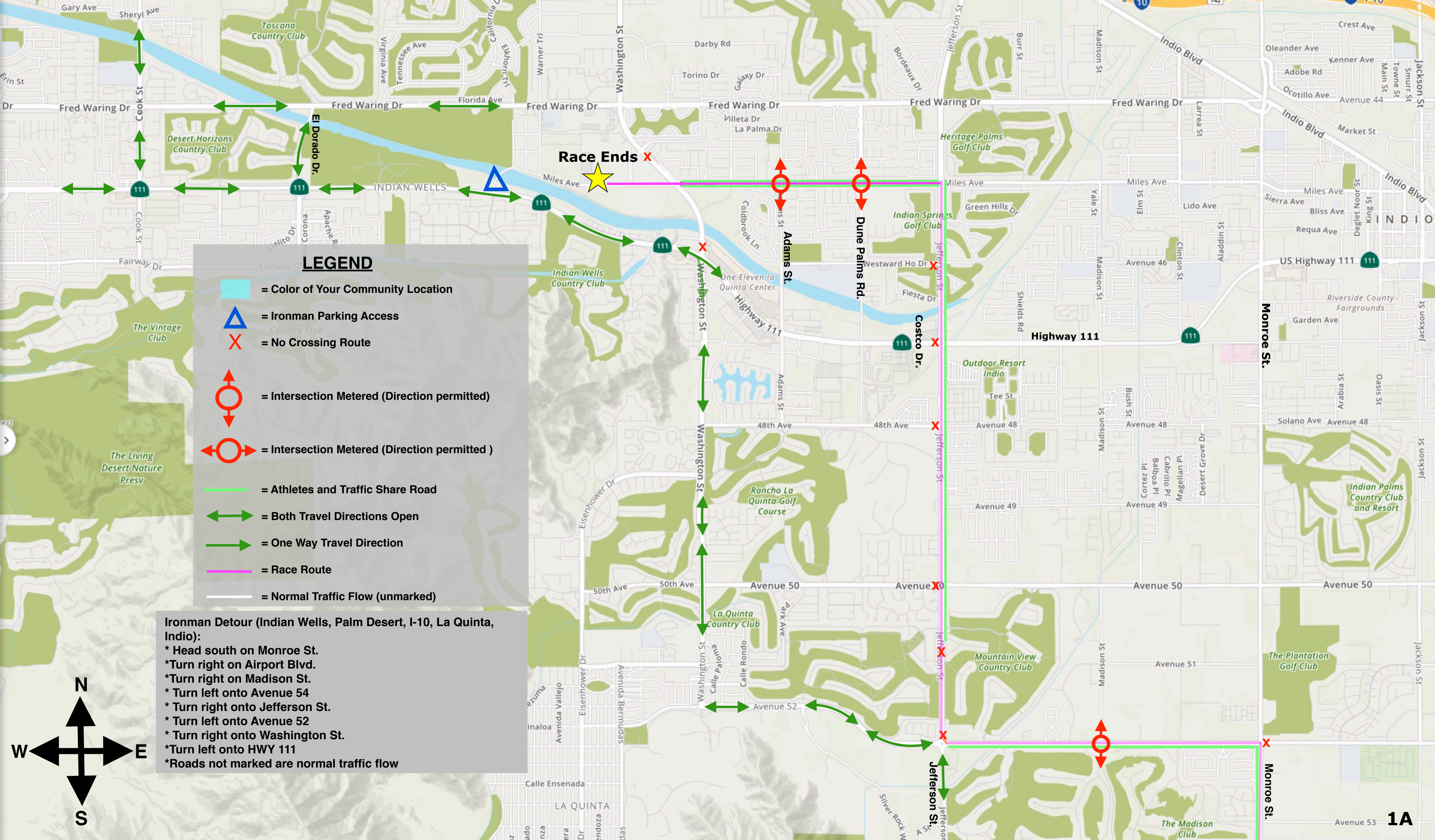
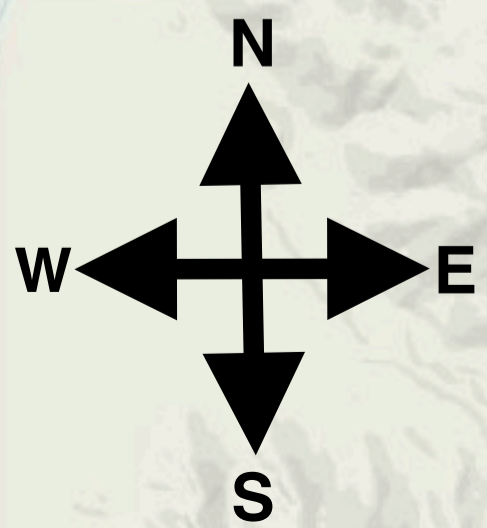
- Route was created by residents at several community workshops.
- Route avoids Washington St.
- Route does not cut through Adams St. or divide the City's business corridor.
- Police officers have been trained on route specifics during race day.
- Every neighborhood will have exit and entry access.
- Every community in La Quinta was carefully examined.
- More directional/informational signage will be implemented.
- Ironman and the City are happy to help with questions or concerns. Contact Ironman Staff (619) 880-0615 or Michael Calderon with the City of La Quinta at (760) 984-9272.

LEGEND

-  = Color of Your Community Location
-  = Ironman Parking Access
-  = No Crossing Route
-  = Intersection Metered (Direction permitted)
-  = Intersection Metered (Direction permitted)
-  = Athletes and Traffic Share Road
-  = Both Travel Directions Open
-  = One Way Travel Direction
-  = Race Route
-  = Normal Traffic Flow (unmarked)

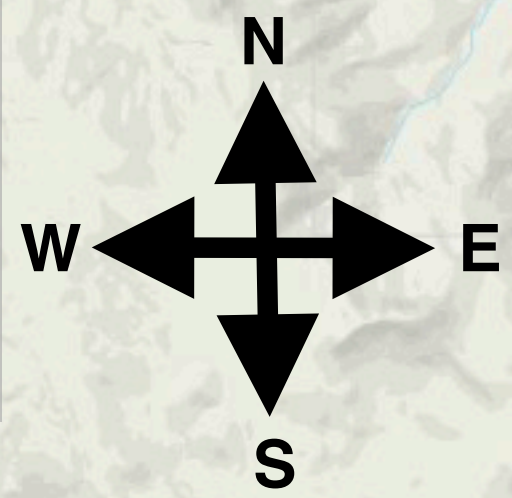
Ironman Detour (Indian Wells, Palm Desert, I-10, La Quinta, Indio):

- * Head south on Monroe St.
- * Turn right on Airport Blvd.
- * Turn right on Madison St.
- * Turn left onto Avenue 54
- * Turn right onto Jefferson St.
- * Turn left onto Avenue 52
- * Turn right onto Washington St.
- * Turn left onto HWY 111
- * Roads not marked are normal traffic flow



LEGEND

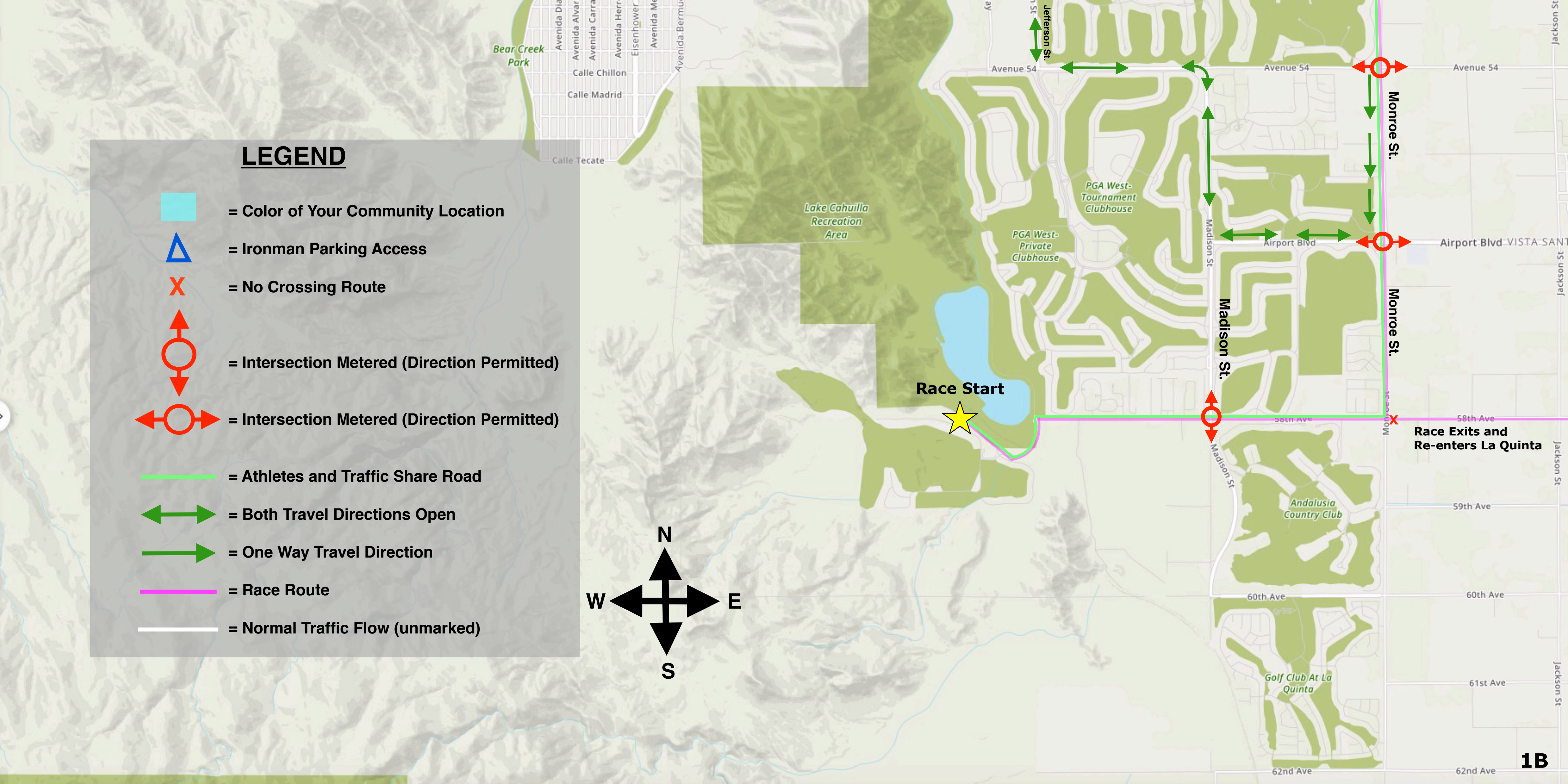
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Race Start



Race Exits and Re-enters La Quinta



KEY NOTES

Entering and Exiting Your Community

- Monroe St. entrance/exit will be OPEN
- Head south on Monroe St. and turn right on Airport Blvd
- Southbound traffic flow only on Monroe St. from Avenue 52 to Avenue 58
- Athletes and traffic will share road on Monroe St.
- Returning home - head south on Monroe St. from Avenue 52 or Avenue 54

Metering Defined

- Metered intersections are police operated intersections allowing vehicles to cross the bicycle race route.
- Vehicles will ONLY be permitted to meter across when safe and clear of oncoming bicyclists.
- Police officers will NOT permit metering crossing from a turn.
- Metered intersections will ONLY permit direct opposite crossing (West-East, East-West, or North - South, South-North) depending on intersections. See Metering Details (Page 5) for reference and locations.

GETTING AROUND QUICK FACTS

- Fred Waring Dr. will replace HWY 111 as the main artery for east /west traffic during the race
- Roads not marked will be normal traffic flow
- No crossing the following intersections:
 - Jefferson St. & Mile Ave (Eastbound)
 - Jefferson St. & Westward Ho Dr. (Eastbound + Westbound)
 - Jefferson St. & HWY 111 (Eastbound + Westbound)
 - Jefferson St. & Avenue 48 (Eastbound + Westbound)
 - Jefferson St. & Avenue 50 (Eastbound + Westbound)
- North and southbound travel will be open on Jefferson St.
- Use the same route when getting back home
- Adams St. & Dune Palms Rd. open at HWY 111
- EXPECT DELAYS on all metering intersections.
- No eastbound or northbound travel at Avenue 52 & Monroe St. intersection
- No east travel on Miles Ave after Dune Palms Rd.
- Miles Ave & Adams St. and Miles Ave & Dune Palms Rd. intersections metered for northbound and southbound only. (EXPECT DELAYS)
- Southbound travel ONLY on Monroe St. from Avenue 52 to Avenue 58
- At the Avenue 52 roundabout there will be eastbound, westbound and southbound travel

ESTIMATED HOURS OF IMPACT BY INTERSECTIONS

6:30am – 10:30am

Avenue 58 and Jefferson St./Quarry Ln. (Lake Entrance)

Avenue 58-Stone Creek Way to Valley Ln.

Avenue 58 & Madison St.

6:30am – 2:00pm

Avenue 58 & Airport Blvd.

8:00am – 2:00pm

Monroe St. & Airport Blvd.

Monroe St. & Avenue 54

Monroe St. & Avenue 53

Monroe St. & Avenue 52

Avenue 52 & Madison St.

Avenue 52 & Via Roblada/ Via Bendita

Camino Modelo & Avenue 52

8:15am – 2:30pm

Avenue 52 & Jefferson St.

Jefferson St. & Pomelo

8:15am – 2:30pm

Jefferson St. & Avenue 50

Avenue 50 and Jess Anne Dr.

Jefferson St. & Avenue 49

Jefferson St. & Avenue 48

Avenue 48 & Dune Palms Rd.

Jefferson St. & Highway 111

Highway 111 & Costco Dr.

Highway 111 & Clinton St.

Jefferson St. & Westward Ho Dr.

Jefferson St. & Augusta Way/Pebble Beach Dr.

8:30am – 2:30pm

Jefferson St. & Vista Grande

Jefferson St. & Miles Ave.

Miles Ave. & Monticello Ave.

Miles Ave. & Dune Palms Rd.

Miles Ave. & Los Manos Dr. /Bridgette Way

Miles Ave. & Adams St.

Miles Ave. & Seeley Dr.

Miles Ave. & Washington St.

Highway 111 & Washington St.

METERING DETAILS

Expect delays during estimated hours provided. Metered crossing is permitted at police discretion only. Timely crossing during impacted hours is not guaranteed. Estimated times of delays may fluctuate depending on race conditions.

Metering Locations & Estimated Times

Avenue 58 & Madison St.

6:30 am - 10:30 am

Airport Blvd. & Monroe St.

8:00 am - 2:00 pm

Avenue 54 & Monroe St.

8:00 am - 2:00 pm

Avenue 52 & Madison St.

8:00 am - 2:00 pm

Dune Palms Rd. & Miles Ave.

8:15 am - 2:30 pm

Adams St. & Miles Ave.

8:15 am - 2:30 pm

HELPFUL TIPS 2023 IRONMAN

Tips and Suggestions

- Review your personalized IRONMAN community brochure before traveling.
- Plan accordingly and give yourself extra time on December 3, 2023. (e.g., Airports, churches, appointments, theater showings, etc.)
- Enjoy the weather and check out the race passing by your community!
- Review the bike route.
- Still have questions or want to volunteer? Contact:
Jeff Verschell - Ironman Volunteer Coordinator (909) 556-7062
Michael Calderon - City of La Quinta (760) 984-9272

Stay Connected

For more information visit IRONMAN and the City of La Quinta websites.

www.ironman.com Search: IRONMAN 70.3 Indian Wells—La Quinta

www.laquintaca.gov/ironman

Social Media:

Nextdoor

Instagram: @cityoflaquinta

Facebook: City of La Quinta

Twitter: @CityofLaQuinta

Use hashtag #ShopLQ on social media when shopping locally.

DIRECTIONS FOR GETTING AROUND

To Palm Desert

Head south on Monroe St.

Turn right on Airport Blvd.

Turn right on Madison St.

Turn left onto westbound Avenue 54

Turn right onto northbound Jefferson St.

Turn left onto westbound Avenue 52

Turn right onto northbound Washington St.

Turn left onto westbound HWY 111

*Use El Dorado Dr. or Cook St. to get to Fred Waring Dr.

To Indian Wells

Head south on Monroe St.

Turn right on Airport Blvd.

Turn right on Madison St.

Turn left onto westbound Avenue 54

Turn right onto northbound Jefferson St.

Turn left onto westbound Avenue 52

Turn right onto northbound Washington St.

Turn left onto westbound HWY 111

*Use Fred Waring Dr. for westbound and eastbound travel

La Quinta

Head south on Monroe St.

Turn right on Airport Blvd.

Turn right on Madison St.

Turn left onto Avenue 54

Turn right on Jefferson St.

Turn left onto Avenue 52

Turn right onto Washington St.

*Use El Dorado Dr. or Cook St. to get to Fred Waring Dr.

*Use Washington St. instead of Jefferson St. for north/south travel

*Use Fred Waring Dr. for west/east travel

To Indio

Head south on Monroe St.

Turn right on Airport Blvd.

Turn right on Madison St.

Turn left onto westbound Avenue 54

Turn right onto northbound Jefferson St.

Turn left onto westbound Avenue 52

Turn right onto northbound Washington St.

Turn left onto westbound HWY 111

Turn right on El Dorado Dr.

Turn right on Fred Waring Dr.

*Use Fred Waring Dr. for westbound and eastbound travel

Example Locations

I – 10 Freeway

Head south on Monroe St.

Turn right on Airport Blvd.

Turn right on Madison St.

Turn left onto westbound Avenue 54

Turn right onto northbound Jefferson St.

Turn left onto westbound Avenue 52

Turn right onto northbound Washington St.

Turn left onto westbound HWY 111

Turn right onto northbound Cook St.

To Target La Quinta

Head south on Monroe St.

Turn right on Airport Blvd.

Turn right on Madison St.

Turn left onto westbound Avenue 54

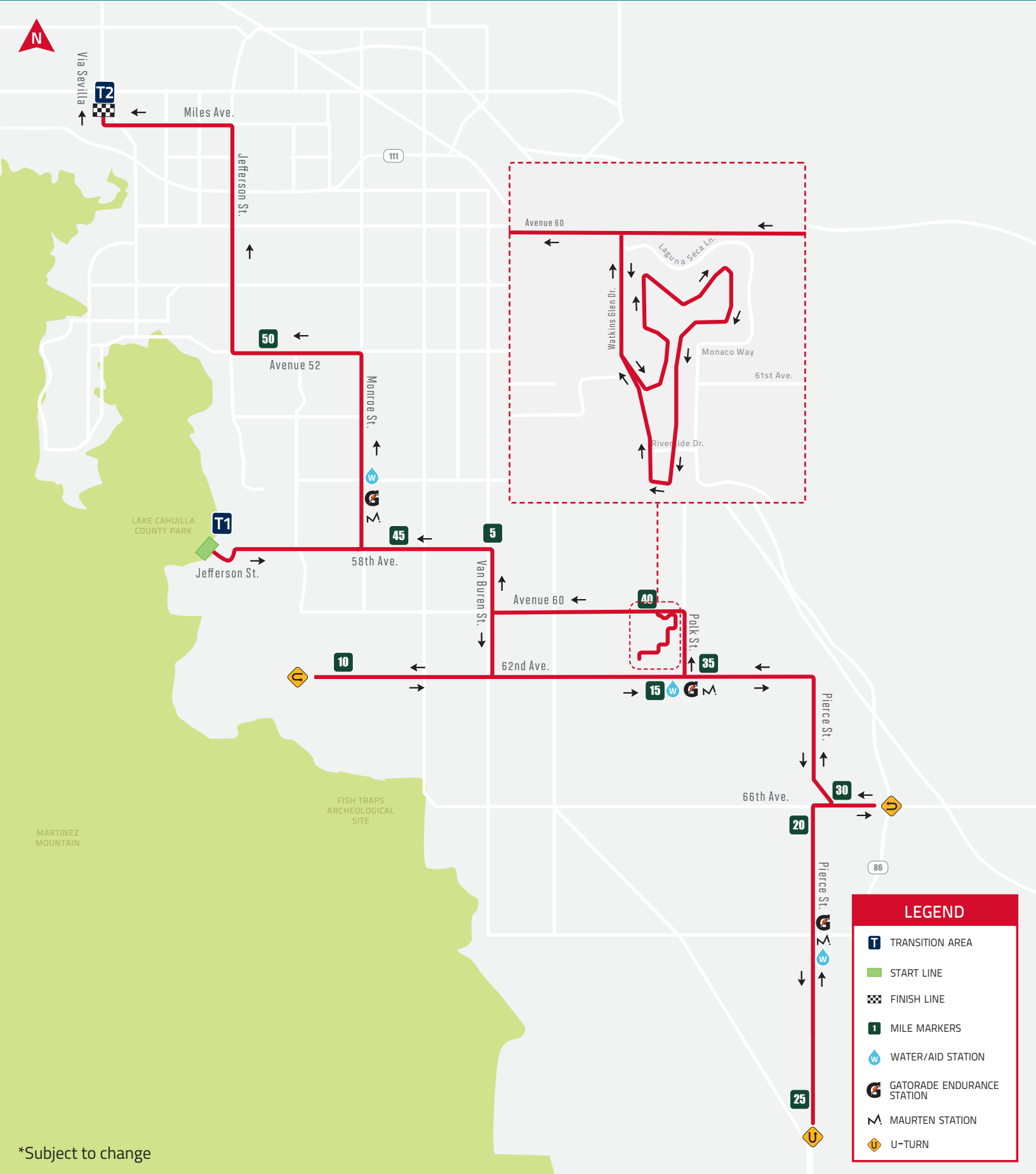
Turn right onto northbound Jefferson St.

Turn left onto westbound Avenue 52

Turn right onto northbound Washington St.

Turn right onto eastbound HWY 111

Turn right into Target shopping center



LEGEND

- TRANSITION AREA
- START LINE
- FINISH LINE
- MILE MARKERS
- WATER/AID STATION
- GATORADE ENDURANCE STATION
- MAURTEN STATION
- U-TURN

*Subject to change

TURN BY TURN DIRECTIONS

- Exit Lake Cahuilla
- Left on Jefferson St
 - Right on 58 Ave
- Right on Van Buren
- Right on 62nd Ave
- U turn on 62nd Ave
 - Right on Piece St
- Right on to 66th Ave
 - Left on Pierce St
- U Turn on Pierce St
 - Right on Ave 66th
- U turn on 66th Ave
- Right on on Pierce St
 - Left on 62 Ave
 - Right on Polk St
 - Left on 60 Ave
- Left on Entrance to Racetrack
- Continue through Racetrack
 - Left on 60 Ave
- Right on Van Buren
 - Left on 58 Ave
- Right on Monroe St
 - Left on 52 Ave
- Right on Jefferson
 - Left on Miles
- Right into Indian Wells Tennis Garden

Start Elevation: 55 ft ▪ Finishing Elevation: 140 ft ▪ Gain: 528 ft

