



# Joint Study Session

May 3, 2023



# Why amend the Parking Code?

- ▶ Parking is an important tool to incentivize community reinvestment and economic development
- ▶ Outdated, hard to use and administer
- ▶ Difficult for applicants and businesses
- ▶ Economic disadvantage compared to other cities



# Goals of Parking Code Update

- ▶ Reflect community's vision and economic development goals
- ▶ Be competitive with Coachella Valley cities
- ▶ Address ambiguities and gaps in regulations
- ▶ Allow for more flexibility
- ▶ Explore progressive parking alternatives:
  - ▶ Parking reductions
  - ▶ Elimination of minimum parking requirements



# Where do we stand compared to other cities?

- ▶ Retail
  - ▶ Big Box Retail
  - ▶ Shopping Centers
- ▶ Restaurants
  - ▶ Fast Food / Take-Out Restaurants



# RETAIL



1 Parking Space for every...

200 SF

Indio

250 SF

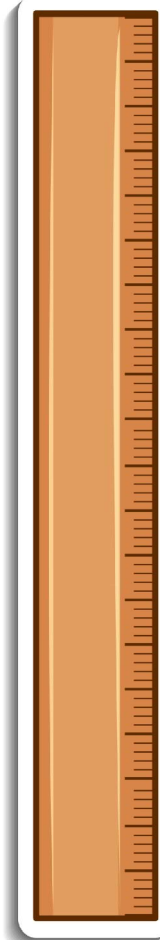


**Coachella**

Cathedral City  
Desert Hot Springs  
Indian Wells  
Rancho Mirage

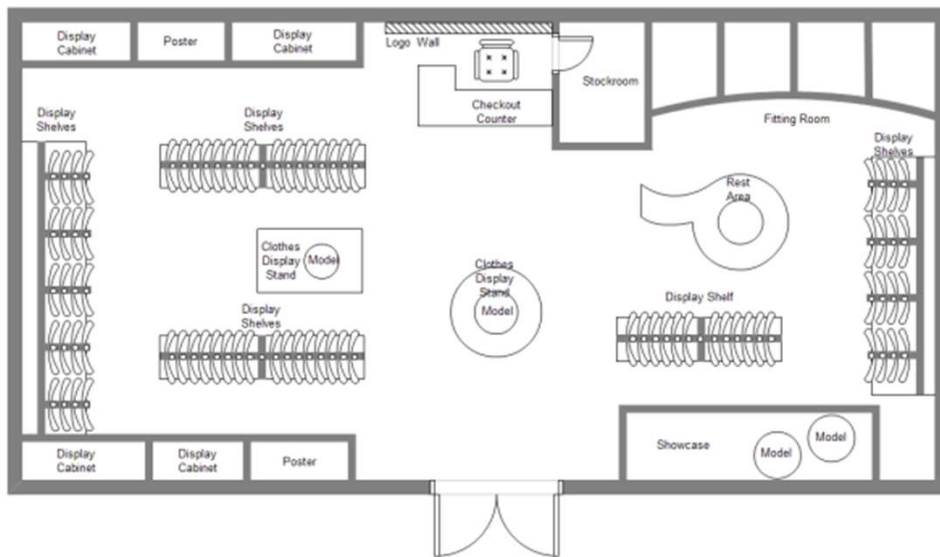
333 SF

Palm Desert

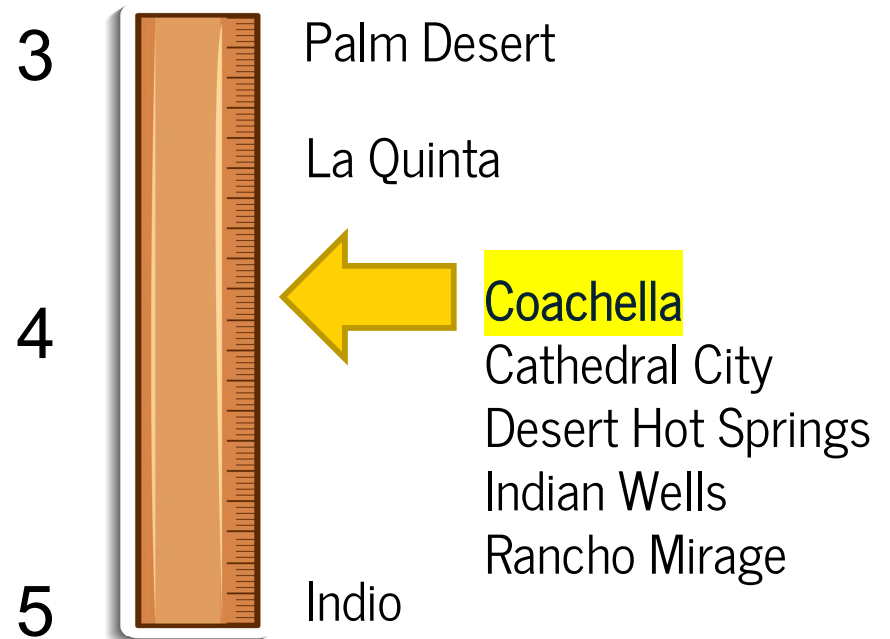


# RETAIL

## 1,000 sq. ft. Clothing Store



## # of Parking Spaces Required



# Big Box Retail or Shopping Center

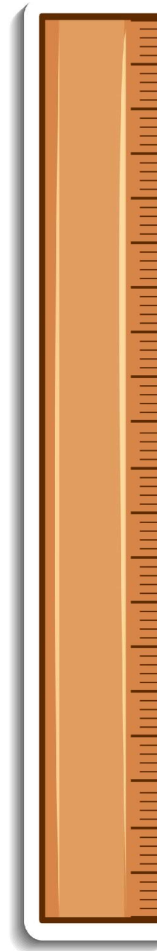


1 Parking Space for every...

250 SF

300 SF

350 SF



**Coachella**

Desert Hot Springs  
Indian Wells  
Palm Desert  
Rancho Mirage

Indio

Cathedral City

La Quinta

# Big Box Retail or Shopping Center

## # of Parking Spaces Required

135,000 sq. ft. General Retail Store



350

La Quinta

400

Cathedral City

Indio

450

500

**Coachella**

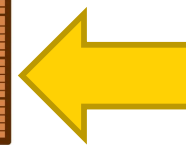
Desert Hot Springs

Indian Wells

Palm Desert

Rancho Mirage

550

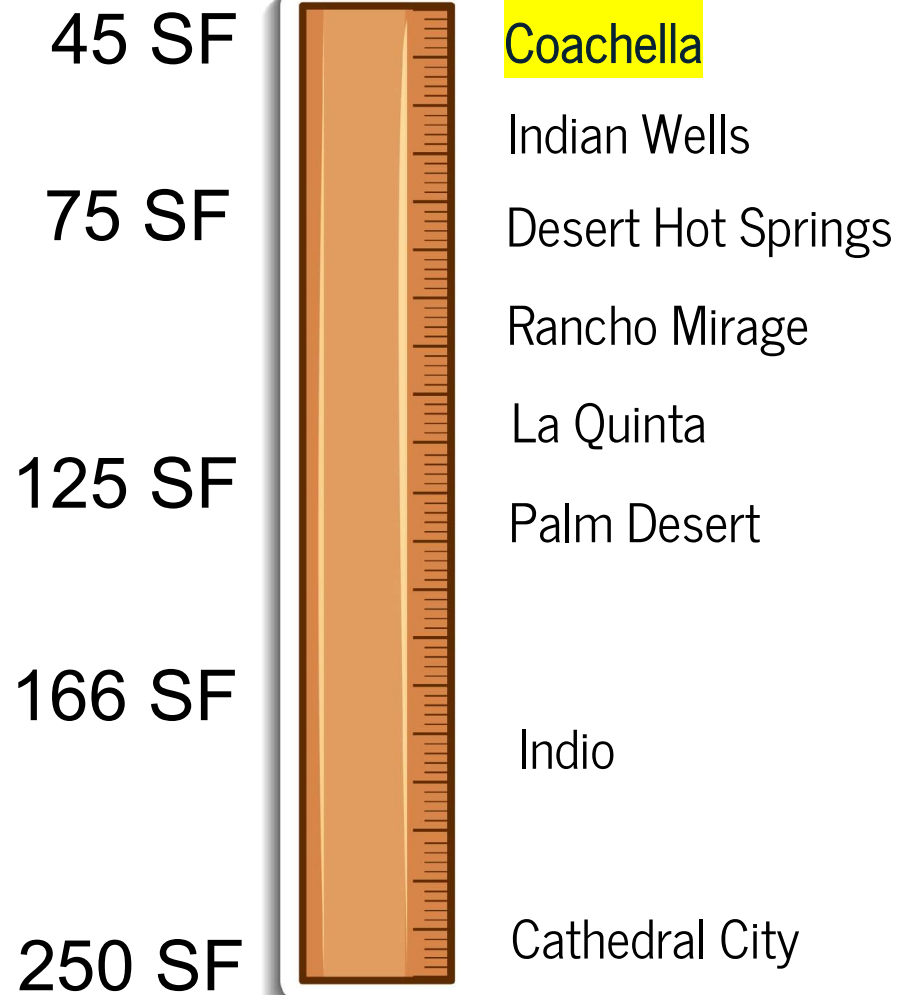




# RESTAURANT



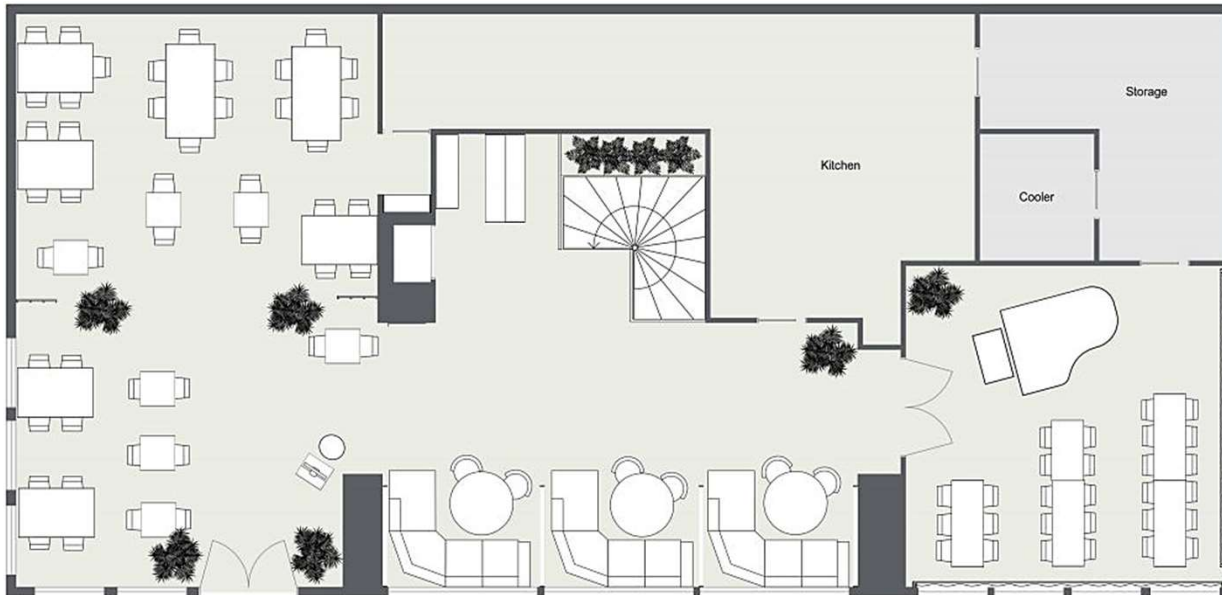
1 Parking Space for every...



# RESTAURANT

**3,000 sq. ft.**

2,000 sq. ft. Customer Area  
65 Dining Seats



## # of Parking Spaces Required

20

Cathedral City

Indian Wells

Indio

Palm Desert

30

La Quinta

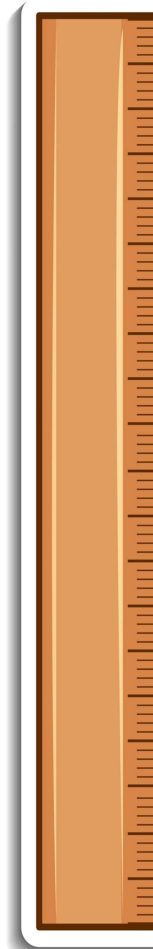
Rancho Mirage

40

Desert Hot Springs

50

**Coachella**



# Fast Food / Take Out Restaurant



1 Parking Space for every...

45 SF

Coachella

Indian Wells

75 SF

Desert Hot Springs

Rancho Mirage

125 SF

La Quinta

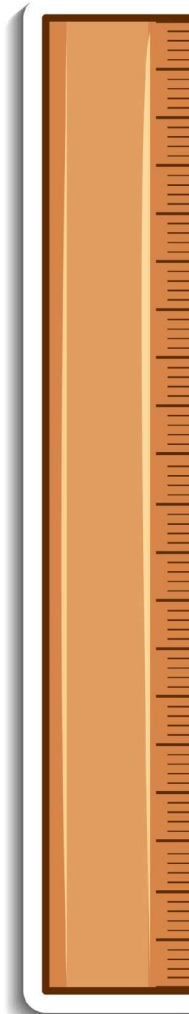
Palm Desert

166 SF

Indio

250 SF

Cathedral City



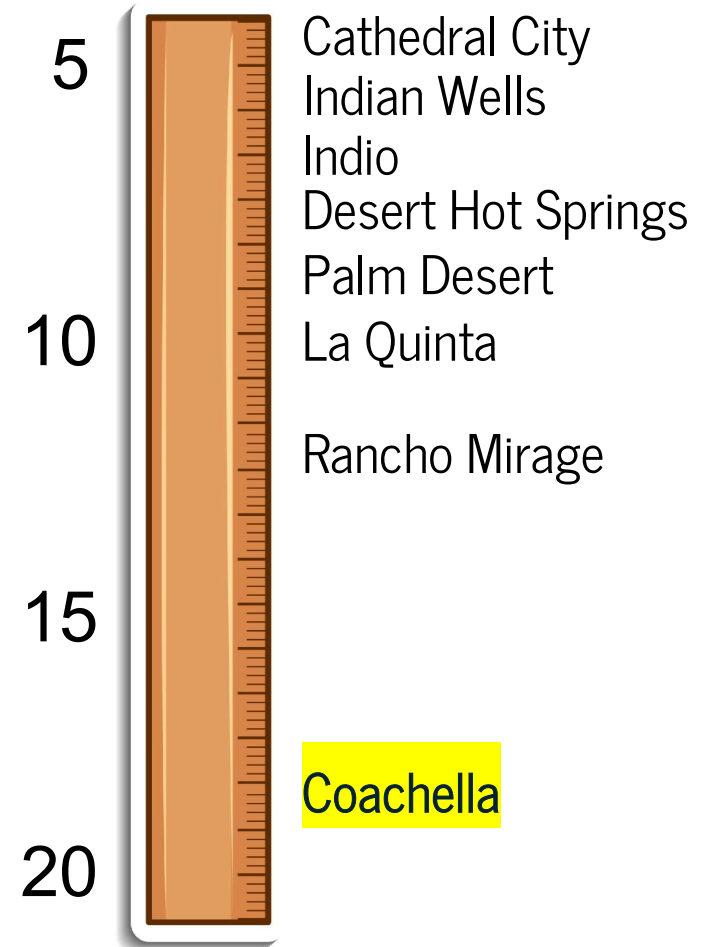
# Fast Food / Take Out Restaurant

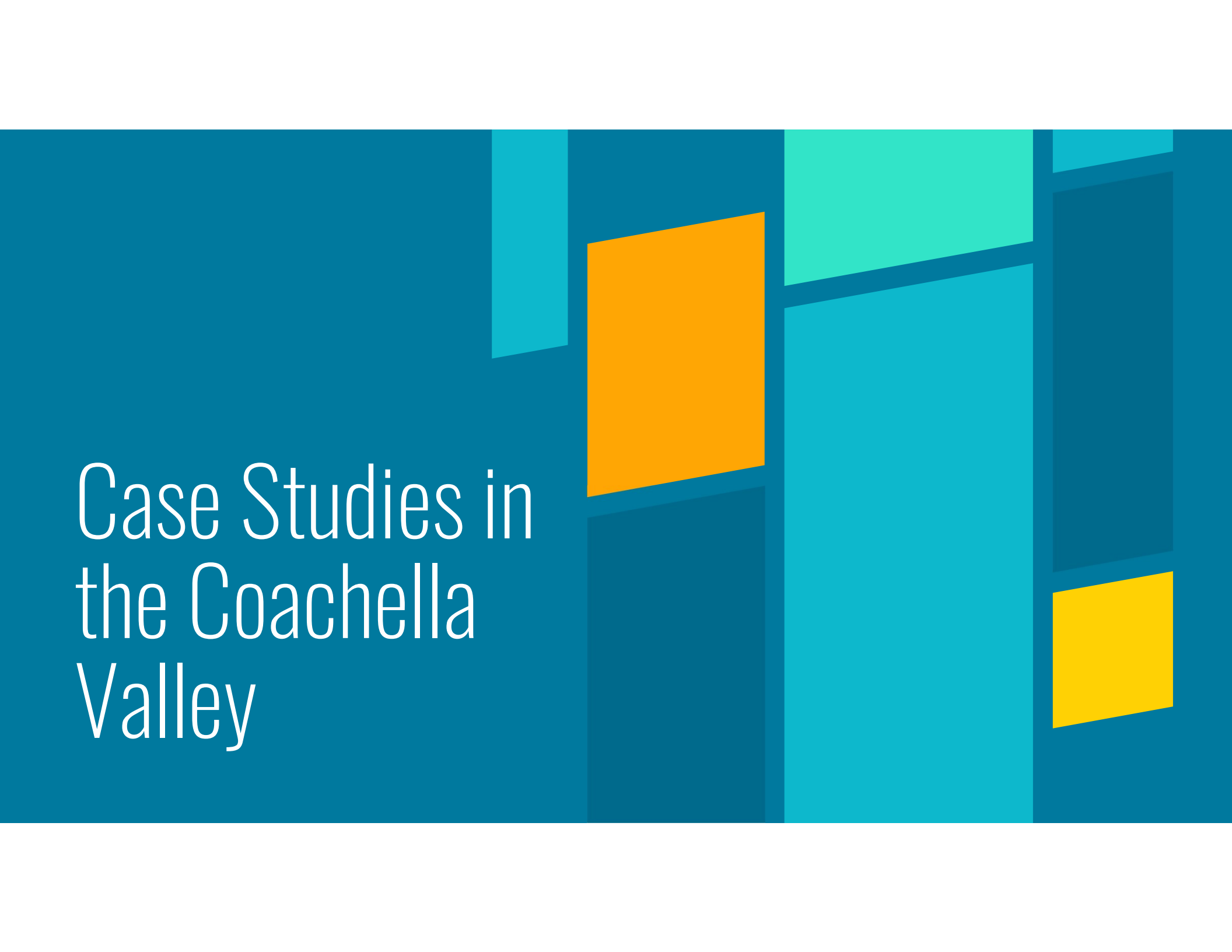
## 1,000 sq. ft. Coffee Shop

750 sq. ft. Customer Area  
16 Dining Seats



## # of Parking Spaces Required



The background features a dark teal base with several overlapping geometric shapes in lighter teal, orange, and yellow. The shapes are rectangular and tilted, creating a modern, architectural feel.

# Case Studies in the Coachella Valley

Street View

See latest date

© 2021 Google

2011

El Paseo Square,  
Palm Desert

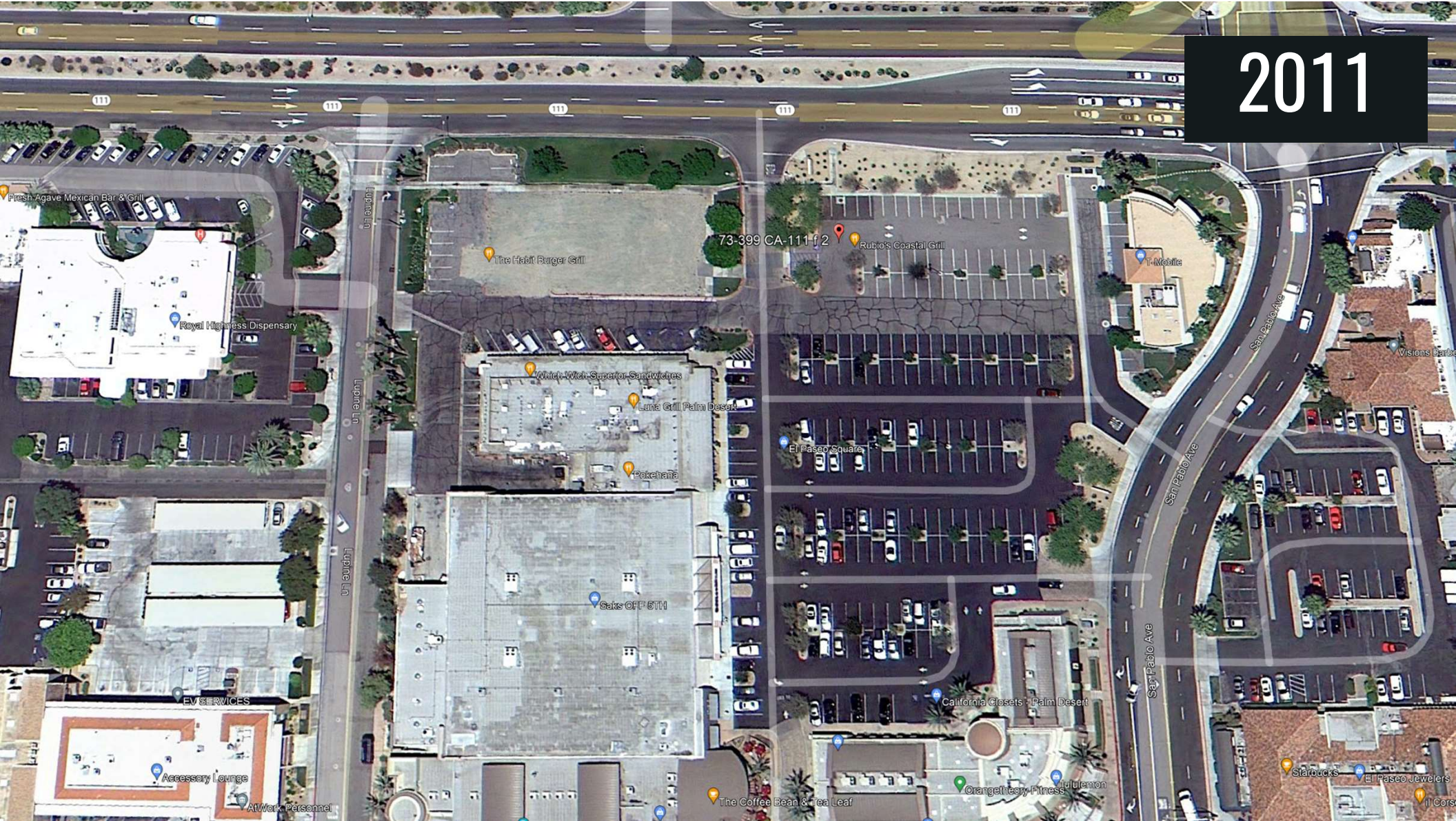


2021



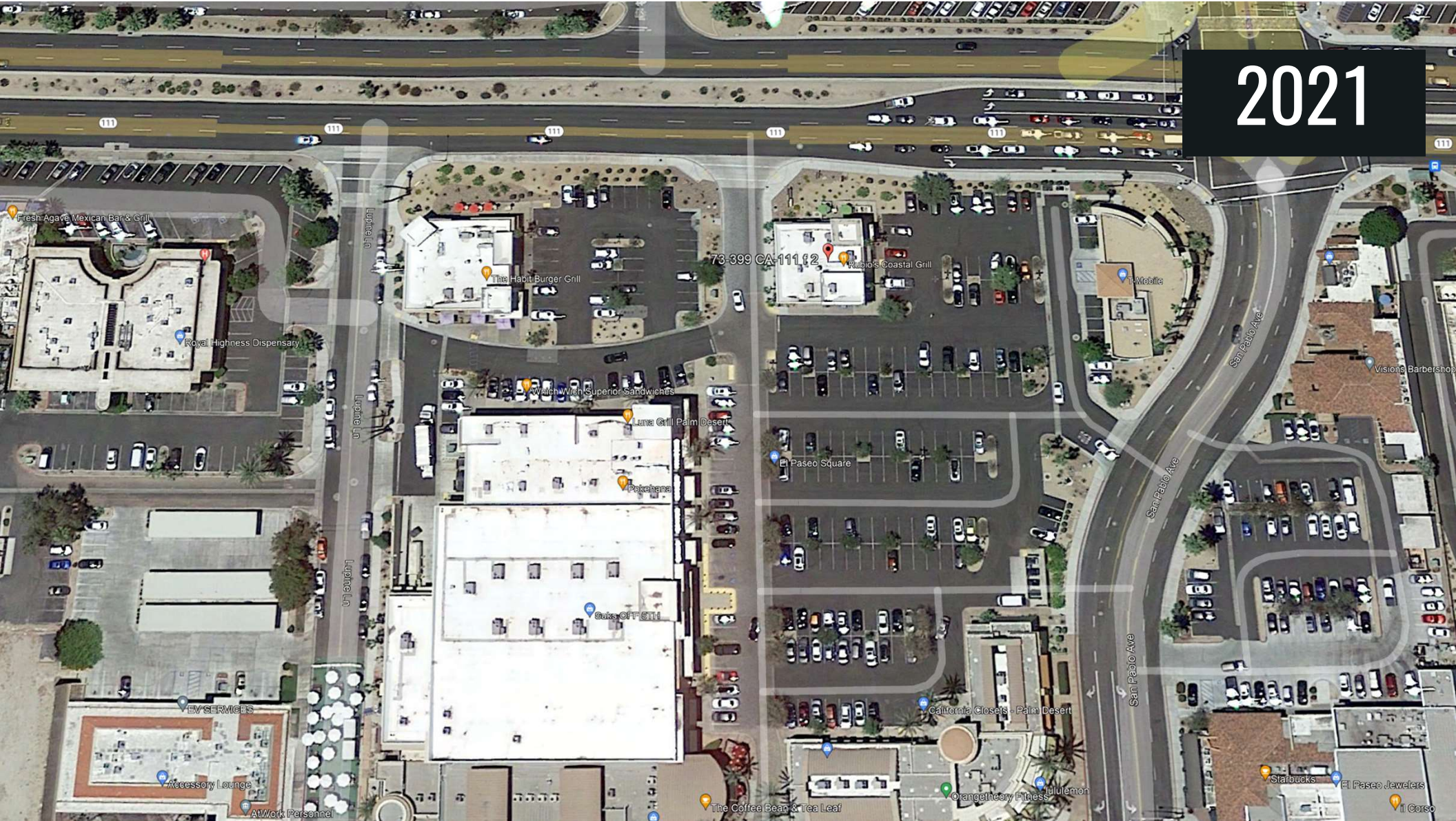
El Paseo Square,  
Palm Desert

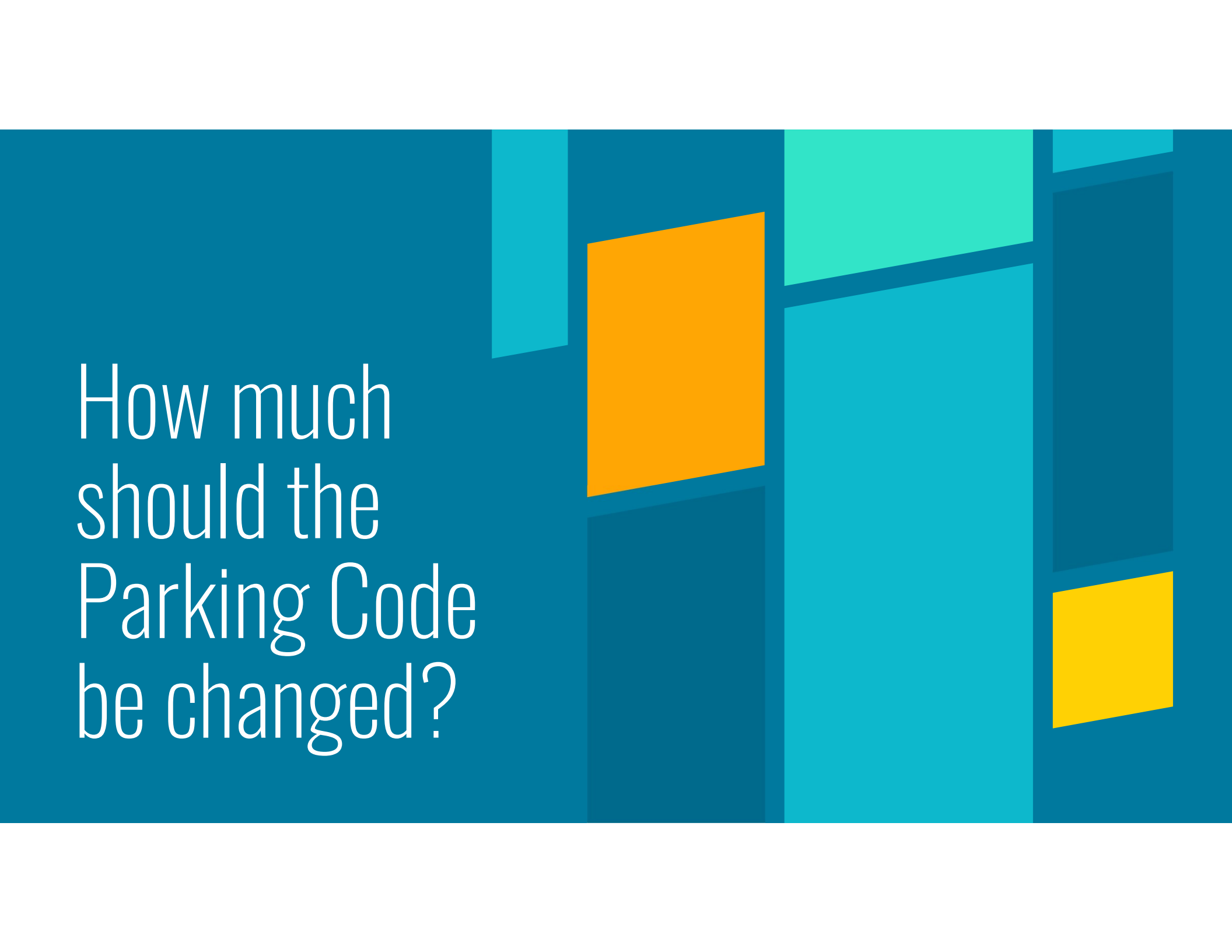
2011





2021



An abstract graphic design featuring a dark teal background. On the right side, there are several overlapping rectangular shapes in various shades of teal, a bright orange, and a yellow. The shapes are arranged in a way that suggests a modern architectural facade or a stylized window pattern. The text is positioned on the left side of the image, overlaid on the dark teal background.

How much  
should the  
Parking Code  
be changed?

# How far do we want to go?



Moderate  
Changes



Substantial  
Changes



Paradigm  
Shift

# Menu of Parking Options

1. User Friendly Changes
2. Create parking standards for existing permitted uses
3. Create additional parking ratios for new uses
4. Reduce some parking ratios based on review of surrounding cities
5. Allow Large Multi-Tenant Commercial Centers to be Parked at Uniform Ratio
6. Allow applicants to propose alternative standards for unique uses
7. Incentive-Based Parking Reduction Program
8. Allow some shared parking requests to be approved administratively
9. Allow some off-site parking requests to be approved administratively
10. Allow valet and stacked parking to satisfy parking requirements
11. Eliminate Minimum Parking Requirements in Specific Districts/Zones
12. Parking Reduction Program





# How far do we want to go?

1

- User Friendly Changes
- Create parking standards for existing permitted uses
- Create additional parking ratios for new uses

2

- Reduce some parking ratios based on review of surrounding cities
- Allow Large Multi-Tenant Commercial Centers to be Parked at Uniform Ratio
- Allow applicants to propose alternative standards for unique uses

3

- Incentive-Based Parking Reduction Program
- Allow some shared parking requests to be approved administratively
- Allow some off-site parking requests to be approved administratively
- Allow valet and stacked parking to satisfy parking requirements

4

- Eliminate Minimum Parking Requirements in Specific Districts/Zones
- Parking Reduction Program

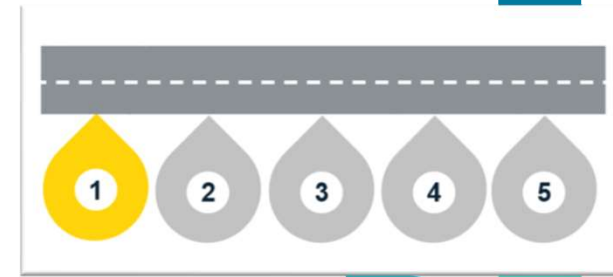
5

Or Eliminate All Parking Minimums

# 1. User Friendly Changes

## City of Coachella – Existing Parking Regulations

- h. Golf Driving Ranges. One space per tee.
- i. Hospitals for Acute Care. One space per licensed bed.
- j. Hospitals, Convalescent and Sanitariums, Nursing Homes, Rest Homes, Retirement Homes and Similar Establishments. One space for each three licensed beds.
- k. Hotels and Motels. One space per room or suite, plus one space per every three employees on the largest work shift, plus one space per three persons to the maximum capacity of each public meeting and/or banquet room, plus fifty (50) percent of the spaces otherwise required for accessory uses (e.g. restaurants and bars).
- l. Outdoor Display, Sales and Storage Areas, Including but not Limited to, Contractor's Storage Yards, Rental Equipment Yards and Outdoor Plant Nurseries. One space per two hundred fifty (250) square feet of office/retail floor area plus one space per two thousand five hundred (2,500) square feet of outdoor area or one space for every two employees, whichever is greater.
- m. Restaurants and Other Eating, Drinking and Food Establishments. One space for each forty-five (45) square feet of customer area, plus one space for each two hundred (200) square feet of noncustomer area.
- n. Schools, Private.
  - (1) Elementary and Junior High. One space per teacher and staff member, plus one space per two classrooms;
  - (2) Senior High. One space per teacher and staff member on the largest shift, plus five spaces for every classroom;
  - (3) College. One space per staff member on the largest shift, plus ten (10) spaces per classroom;
  - (4) Commercial or Trade Schools. One space per two students, plus one space per employee (including faculty) at capacity class attendance period;
  - (5) Day Care/Pre-School. One space for each employee plus one space for each ten (10) children the facility is designed to accommodate.



## City of Indio – Excerpt of Parking Table

| Land Use   | Required Vehicle Parking Spaces   |
|--|---|
| <b>Eating and Drinking Establishments and Entertainment Uses</b> |   |
| Bar/Nightclub/Lounge   | Greater of: 1 space/3 seats or 10 spaces/1,000 sf, plus 1 per 150 sf of outdoor dining and seating area over 450 sf |
| Brewpub/Taproom/Wine Bar/Microdistillery                         | Greater of: 1 space/3 seats or 6 spaces/1,000 sf, plus 1 per 150 sf of outdoor dining and seating area over 450 sf  |
| Cinema/Theater/Performing Arts Center                            | 1 space/4 fixed seats, or 1 space/40 sf of assembly area if no fixed seats  |
| Drive-Through, Non-Restaurants (Accessory)                       | Not applicable  |
| Live Entertainment as Accessory Use, Indoors (Accessory)         | Not applicable  |
| Live Entertainment as Accessory Use, Outdoors (Accessory)        | Not applicable  |
| Outdoor Dining (Accessory)                                       | Not applicable  |
| Outdoor Entertainment  | 1 space/4 fixed seats for all assembly areas, or 1 per/1,000 sf of lot area   |
| Restaurant, Dine-In and Take-Out                                 | Greater of: 1 space/3 seats or 6 spaces/1,000 sf, plus 1 per 150 sf of outdoor dining and seating area over 450 sf  |
| Restaurant, Drive-Through Only                                   | 1 space/employee plus 2 spaces for pickup   |



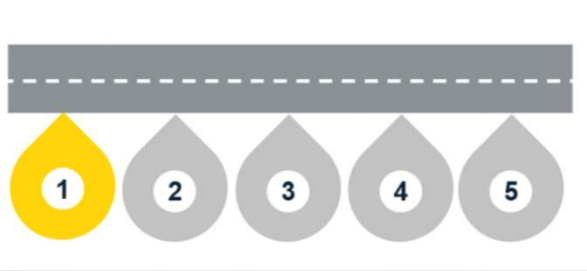
## 2. Create parking standards for existing permitted uses

| Permitted Use               | Current Parking Ratio                                 | Proposed Parking   |
|-----------------------------|---|--|
| Automobile Service Stations | 1 per 250 sq. ft.<br><i>(in commercial districts)</i> | 1 Space per Employee<br>*Convenience stores parked as "General Retail" |
| Barber or Beauty Shop       | 1 per 250 sq. ft.<br><i>(in commercial districts)</i> | 2 Spaces per Chair   |
| Car Washes                  | 1 per 250 sq. ft.<br><i>(in commercial districts)</i> | 2 Spaces per Service Bay   |



### 3. Create additional parking ratios for new uses

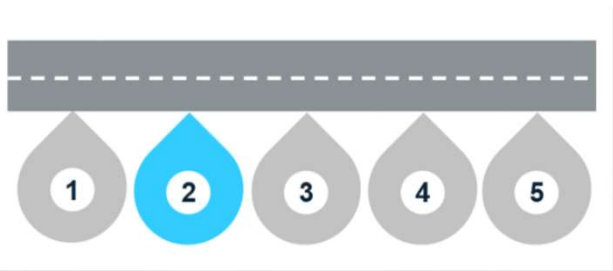
- ▶ Microbrewery
- ▶ Fitness Clubs
- ▶ Group Instruction
- ▶ Animal Day Care



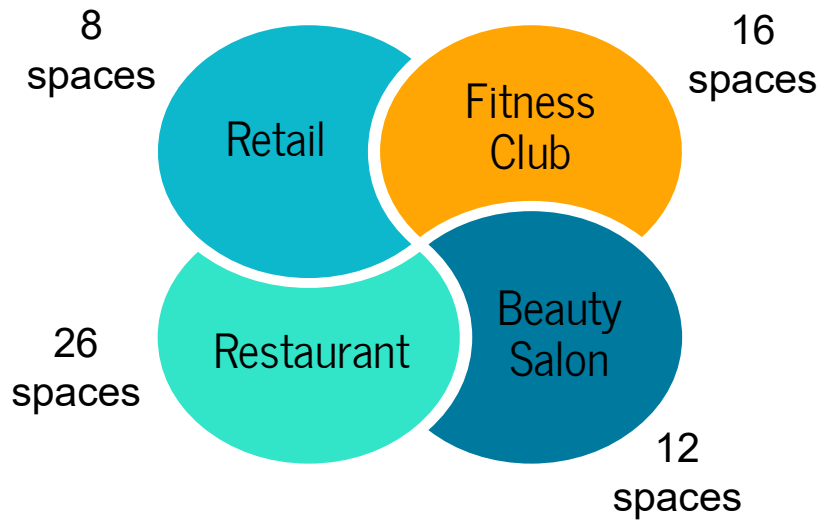


## 4. Reduce some parking ratios based on review of surrounding cities

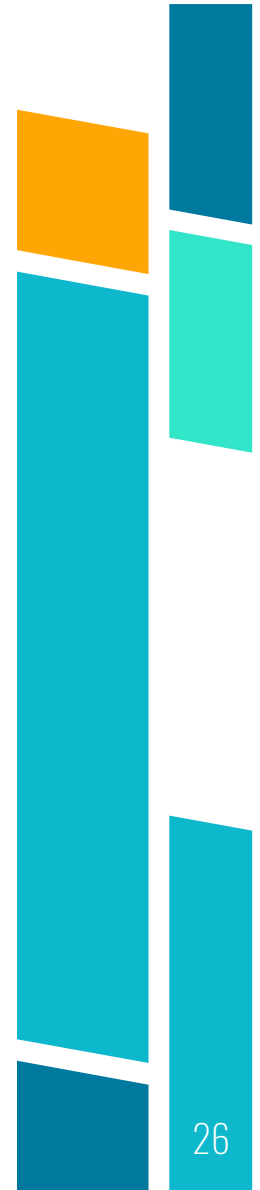
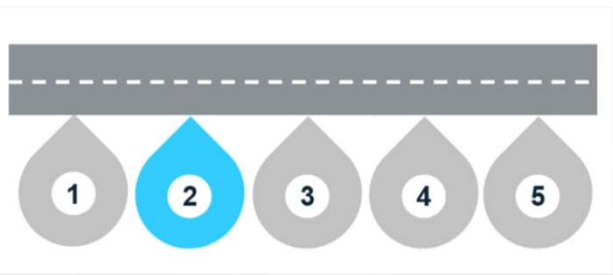
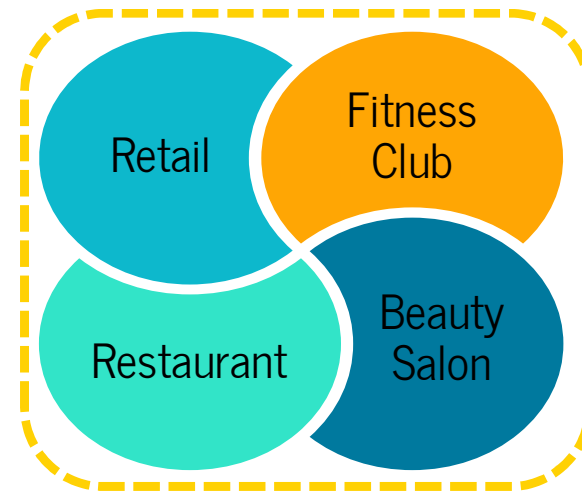
- ▶ Retail
- ▶ Restaurants
- ▶ Warehouse
- ▶ Industrial



# 5. Allow Large Multi-Tenant Commercial Centers to be Parked at Uniform Ratio

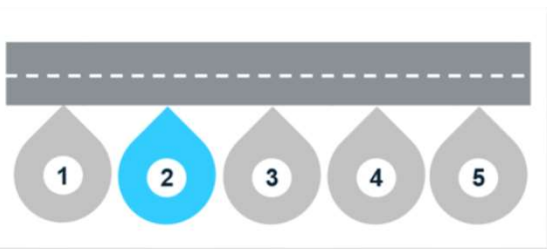


Commercial Center Parking Ratio:  
50 spaces total



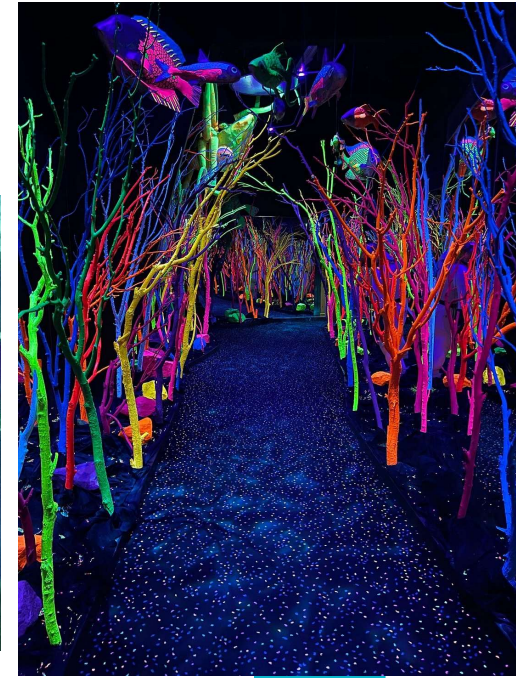
## 6. Allow applicants to propose alternative standards for unique uses

- ▶ If use is not listed in the Parking Chapter of the Zoning Code, applicants may propose different parking standards
- ▶ Determination would be based on:
  - ▶ Parking study
  - ▶ Parking counts conducted on minimum of 2 days
  - ▶ Compliance with objective standards
- ▶ Subject to Planning Commission or Director approval depending on what application is submitted (CUP vs. building permit)



# How would you park this?

**Meow Wolf**  
Santa Fe, New Mexico



# 7. Incentive-Based Parking Reduction Program

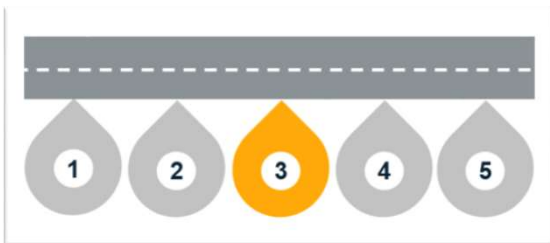


## City of La Quinta – Incentive-Based Parking Adjustments



Incentive Based Parking Adjustments. In all districts, the following may result in a reduction in parking spaces of up to fifteen percent (15%), subject to approval by the planning commission:

1. Permanent, non-vegetation shade structures covering fifty percent (50%) of all parking spaces.
2. Increased landscaping and public spaces.
3. Pedestrian improvements not located in the right-of-way or project driveways.
4. Vehicular and nonvehicular connections between projects.
5. Use of pervious surfaces for drainage, or creative drainage solutions.
6. New commercial and mixed use development providing preferred parking locations for electric and other alternative fuel vehicles.
7. Developments that provide a minimum of two (2) parking spaces or of the minimum number of spaces, whichever is greater, for golf carts and neighborhood electric vehicles (NEV) shall receive a parking credit reduction equal to five percent (5%) of the standard parking spaces required for that development.



## City of Indio – Exceptions & Reductions to Parking



The number of parking spaces required by Section 3.03.05 may be reduced as follows if the Director finds any or all of the following criteria. Parking reductions are cumulative up to a maximum of 30 percent; all applicable parking reductions may be applied in determining the number of required parking spaces.

### A. Transit Access.

Site has a bus stop with frequent transit service (every 15 minutes on average during peak hours) located within a quarter mile to it: Allow up to a 10 percent reduction to the standard number of automobile parking spaces.

### B. Carpool/Vanpool Spaces.

Site has dedicated parking spaces for carpool or vanpool vehicles: Allow up to a 5 percent reduction to the standard number of automobile parking spaces.



### C. Motorcycle/Scooter Spaces.

Site has dedicated parking spaces for motorcycles, scooters, or electric carts: Allow reductions to the standard dimensions for parking spaces.

### D. Adjacent On-Street Parking.

For non-residential uses and the non-residential portion of a mixed-use development, the Director may approve a reduction to the off-street parking standards of Table 3.03.05-1 by one parking space for every two on-street parking spaces located adjacent to the subject site (along the frontage), provided the parking spaces meet the dimensional standards of this Chapter.

### E. Car Sharing Programs.

Required parking spaces may be substituted with designated carshare vehicle parking spaces, and the required number of parking spaces may be reduced, pursuant to the following.



# 7. Incentive-Based Parking Reduction Program

## Proposed Program in Coachella:

- ▶ Up to 30% parking reduction with Planning Commission Approval
- ▶ Up to 15% parking reduction with Director Approval
- ▶ Potential Criteria:
  - ▶ Serves a community benefit, amenity, or service
  - ▶ Economic development
  - ▶ Site and/or building improvements
  - ▶ Install permanent parking shade structures
  - ▶ Increased landscaping, public spaces, and pedestrian amenities

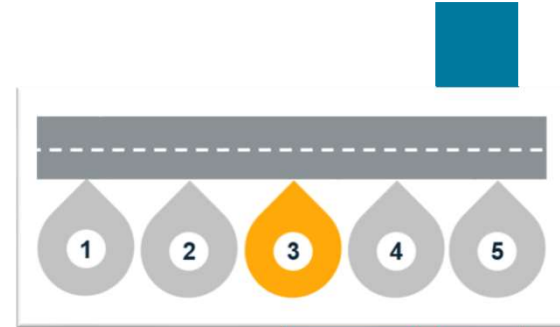


## 8 & 9. Allow some shared parking and/or off-site parking requests to be approved administratively

- ▶ Example: Tenant improvement to convert retail space into restaurant
  - ▶ **Current Regulations**: Requires CUP, public hearing, and Planning Commission approval. 3-month process minimum.
  - ▶ **Proposed**: Allow Director to review the request concurrently with building permit submittal. Determination would be based on parking study and compliance with objective standards.
- ▶ Director can still elevate applications to Planning Commission at their discretion



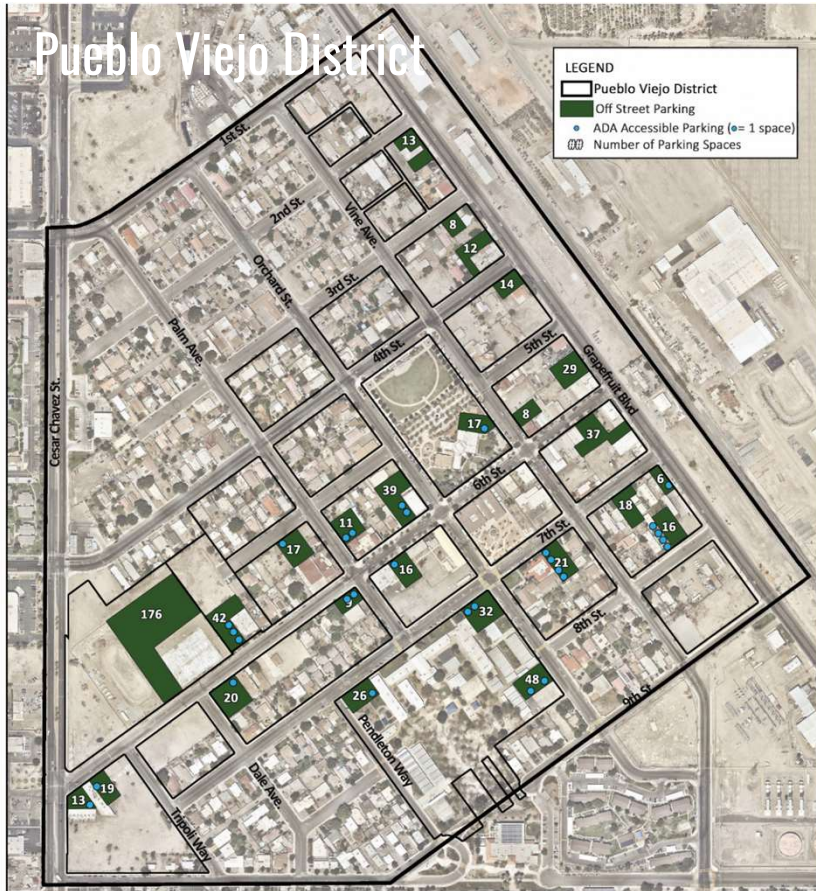
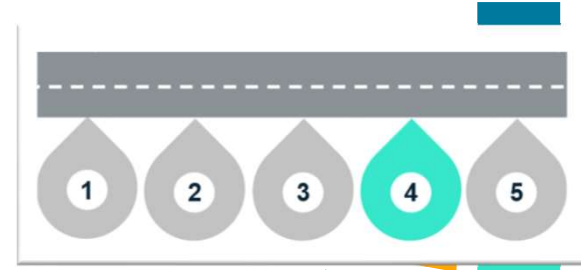
# 10. Allow valet and stacked parking to satisfy parking requirements



Examples of stacked parking (aka parking lifts)



# 11. Eliminate Minimum Parking Requirements in Specific Districts



# 12. Parking Reduction Program

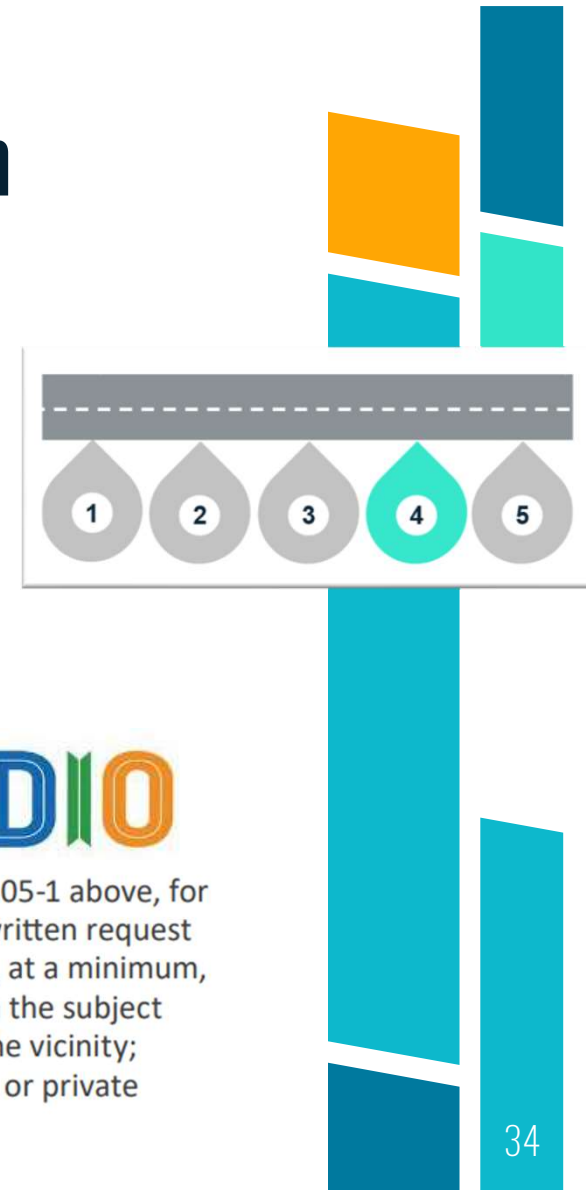
## Proposed Program in Coachella:

- ▶ Up to 20% with Planning Commission Approval
- ▶ Not tied to specific criteria or improvements
- ▶ Allows for citywide parking reductions

### City of Indio – Parking Reduction Program



The applicant may propose a parking standard that is different than the standards in Table 3.03.05-1 above, for administrative review and approval by the Director. The applicant’s proposal shall consist of a written request and a parking analysis prepared by a qualified transportation professional. The parking analysis, at a minimum, shall assess the average parking demand and available supply for existing and proposed uses on the subject site; opportunities for shared parking with other uses in the vicinity; existing public parking in the vicinity; transportation options existing or planned near the site, such as frequent bus service, carpools, or private shuttles; and other relevant factors.



# How far do we want to go?



Moderate  
Changes



Substantial  
Changes



Paradigm  
Shift



# How far do we want to go?



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10. Eliminate Minimum Parking Requirements in Specific Districts/Zones
11. Parking Reduction Program





- User Friendly Changes
- Create parking standards for existing permitted uses
- Create additional parking ratios for new uses



1

2

3

4

5

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4

5



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- Eliminate Minimum Parking Requirements in Specific Districts/Zones
- Parking Reduction Program

5





Eliminate Minimum  
Parking Requirements  
Citywide

# Eliminate Minimum Parking Requirements?

## PROS

- ▶ Simple and user friendly
- ▶ Staff friendly, easy to implement
- ▶ Attracts businesses and redevelopment
- ▶ Paradigm shifting

## CONS

- ▶ Limited examples of other nearby cities with successful implementation
- ▶ Potential to attract uses inconsistent with community character
- ▶ Potential to increase traffic
- ▶ Potential to create adverse impacts to surrounding uses (illegal parking)
- ▶ Uncertainty and risk
- ▶ Paradigm shifting

The background features a dark teal base with several overlapping geometric shapes in lighter teal, orange, and yellow. The shapes are rectangular and tilted, creating a modern, architectural feel.

# Comparing other Coachella Valley Cities

# What about other Coachella Valley cities?



- Some Incentive-Based Parking Reductions
- Director discretion when uses not listed



- Incentive-Based Parking Reductions
- Alternative Standards
- Some lower parking ratios



- Wide Range of Parking Ratios
- Incentive-Based Parking Reductions
- Administrative Approvals
- Alternative Standards
- Stacked & Valet Parking



The background features a dark teal color with several overlapping, semi-transparent geometric shapes in lighter shades of teal, orange, and yellow, creating a modern, architectural feel.

# Future Opportunities

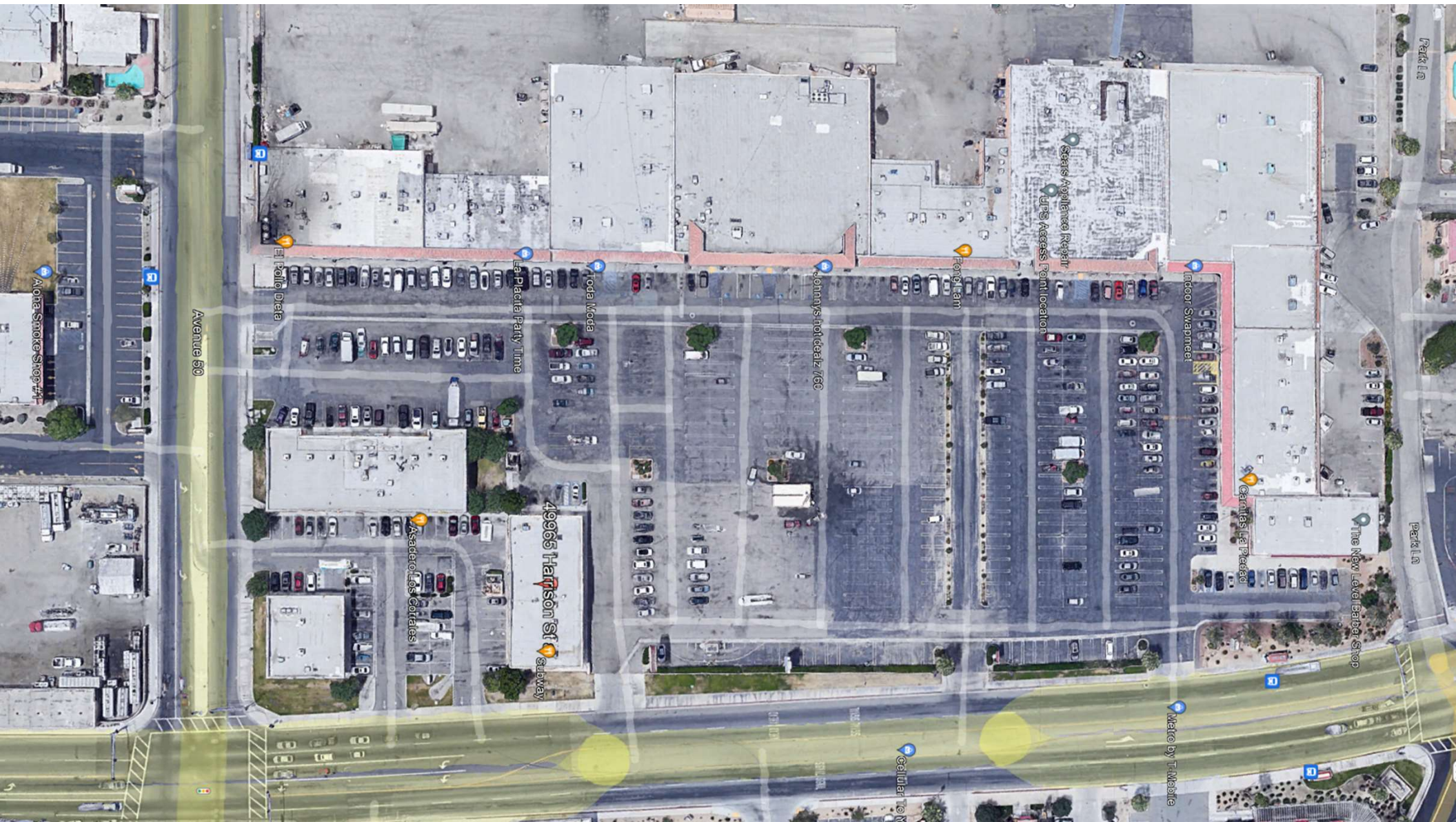
2012

Coachella Shopping Center









Parker Ln

Parker Ln

The New Level Barber Shop

Garritas La Piedad

Indoor Swapmeet

Secrets Appliance Repair

UPS Access Point Location

Feng Lam

Johnny's hot dealz /66

Toda Moda

La Piedad Party Time

El Pollo Deia

49966 Harrison St  
Subway

Asadero Los Corrales

Alpha Smoke Shop #1

Avenue 50

Mare by T. Meade

Cellular to Y



# How far do we want to go?

1

- User Friendly Changes
- Create parking standards for existing permitted uses
- Create additional parking ratios for new uses

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4

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- Parking Reduction Program

5

Or Eliminate All Parking Minimums

# Conclusion

