

expand  
 across bridge  
 20 mins in morning  
 4.50 of blocks 2  
 air pollution - bad neighborhood

Can we please get better  
 parks that feel safer.  
 We most especially need  
 more or better dog parks!  
 Or maybe encourage a cater  
 to our canine families  
 a little better

Miss  
 TO  
 but please do  
 anything that  
 again.

**LEGEND**

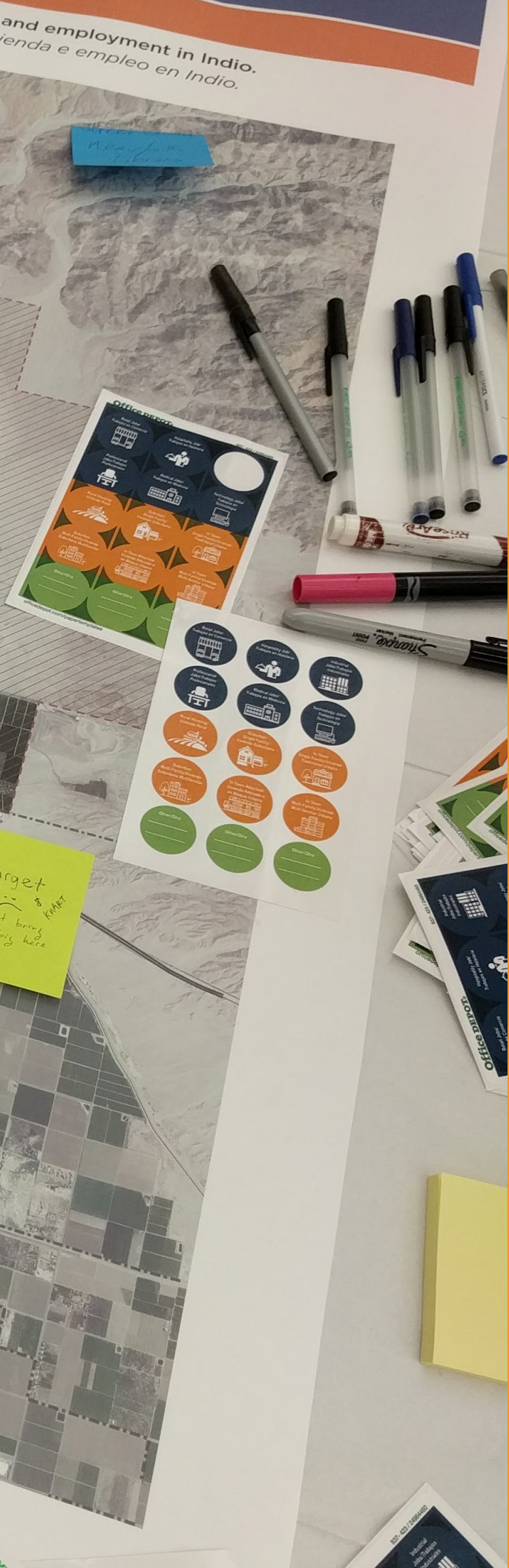
- NEIGHBORHOODS & DISTRICTS**
- DOWNTOWN
  - MIDTOWN
  - MIXED-USE CORRIDOR
  - EMPLOYMENT DISTRICT
  - FESTIVAL DISTRICT
  - CONNECTIVE NEIGHBORHOODS
  - NEIGHBORHOOD INFILL
  - SUBURBAN NEIGHBORHOODS
  - DESERT RURAL
  - REGIONAL/LIFESTYLE COMMERCIAL
- CENTERS & CORRIDORS**
- T11 CORRIDOR
  - CROSS-TOWN CORRIDORS
  - DOWNTOWN CONNECTION
  - GATEWAY / NODE
- CENTRAL INDIO CONNECTIVITY AREA**

**Office Parks**

Professional Services  
 Technology Jobs  
 Retail Jobs  
 Industrial Jobs  
 Medical Jobs  
 Government Jobs  
 Education Jobs  
 Health Care Jobs  
 Hospitality Jobs  
 Financial Jobs  
 Transportation Jobs  
 Manufacturing Jobs  
 Distribution Jobs  
 Logistics Jobs  
 Wholesale Jobs  
 Retail Jobs  
 Food Service Jobs  
 Entertainment Jobs  
 Recreation Jobs  
 Public Works Jobs  
 Non-Profit Jobs  
 Other Jobs

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## *chapter one*

# VISION AND GENERAL PLAN STRATEGIES

This General Plan presents our vision for Indio over the next 20 years. This Plan is the culmination of a multi-year community-wide effort to reflect and define who we want to be as a community. We seek to enhance our local economy, maintain our “City of Festivals” reputation, while simultaneously improving our access to quality education, housing, and jobs. This General Plan Update is an important planning document that implements the community’s vision, establishing goals, policies, and implementation actions that will help us achieve our long-term vision as a community that values our unique culture, entertainment and arts, and local character. This is our plan for our future. We take great pride in this document, and we are committed to achieving our collective community vision.

## Vision Statement

*“Indio is recognized as a vibrant community for arts and entertainment, education, commerce, and culture.”*

As the oldest City in the Coachella Valley, Indio has gone through significant transformation throughout its history. Indio was the heart of commerce and activity in the Coachella Valley, a hub of tourism, manufacturing, retail and services, and agriculture. Over the last 60 years, as automobile use became more widespread and commercial activity in the Coachella Valley shifted from agriculture and military activity to tourism and recreation, the centers of activity shifted from Indio to cities on the western end of the Coachella Valley. Recently, Indio has begun to experience a resurgence in activity and investment. New, high-quality neighborhoods have been built, and new internationally-acclaimed music festivals have been established.

The General Plan provides a blueprint for Indio to build on this momentum and to become a complete 21<sup>st</sup> century city. The City will move into the next phase of its history, upgrading and modernizing itself for a future where connectedness and human-scale places are the keys to a vibrant, successful community.

## Key Outcomes

Key outcomes of this General Plan include:

- + **Quality of Life:** A high quality of life for all residents.
- + **Night Life, Entertainment, and Recreation:** A lively Downtown Indio, exceptional city-wide events, and regional parks and trails that will attract visitors and residents alike.
- + **Multi-Modal Transportation Network:** An interconnected transportation network that serves all users and modes in a healthy, equitable manner.
- + **Sustainable Community:** An efficient community that can persist for generations.
- + **Range of Housing Options:** A wide variety of housing types that are safe and healthy to serve a broad and diverse community of new and existing residents, providing housing opportunities for households of all ages, types, incomes, and lifestyles.
- + **Exceptional Educational Opportunities:** Extensive educational and vocational training opportunities that help develop a diverse and well-trained workforce.
- + **Expanded Employment:** A strong, resilient economy that offers opportunities for entry level, service, technology, and entrepreneurial employment to meet the needs of Indio’s residents and to attract future residents to the region.
- + **City of Festivals:** Indio’s internationally-known festivals will continue to attract and support entertainment and hospitality that enhance Indio as the City of Festivals.

- + **Compelling Retail and Commercial Uses:** A retail sector that fully serves the needs of all Indio residents, offering both quality every-day and specialty retail uses at locations throughout the City.
- + **Efficient Use of Infrastructure:** A well-planned and smartly-developed City that grows in concert with its ability to provide services.

## The Strategies to Achieve Our Vision

To implement the vision and key outcomes, the General Plan includes a series of major strategies to perform over the next 20 years.

**Restore Downtown as the heart of the community.** Indio is one of a few cities in Southern California’s desert region that has a historic downtown. Like many California cities, Indio’s Downtown suffered disinvestment as new commercial centers and neighborhoods were built on the periphery of the City. A key effort of the City will be to attract new development to the Downtown. In large part, this will be guided by a new Downtown Specific Plan and placemaking strategies. The City will also work to revitalize and connect the surrounding neighborhoods to Downtown, restoring the Downtown and its surrounding neighborhoods as the heart of Indio. The City will focus staff time and resource and public infrastructure investments in the area to help attract private investment.

**Reinvent the Highway 111 Corridor.** The area around Monroe Street and Highway 111 was the City’s second-generation commercial center, following the Downtown as the center of commerce in Indio. This area of the City has lost much of its vitality and economic activity. Uniquely located near the Downtown and at the cross-roads of Jefferson, Monroe, and Jackson Streets, the Highway 111 corridor serves as a major connector to the rest of the Coachella Valley. Highway 111 provides local access to homes and businesses while facilitating regional travel. This General Plan lays out a new future for the Highway 111 corridor centered on creating a walkable, mixed use-district in the vicinity of Indio Grand Marketplace (former Indio Fashion Mall). This “Midtown District” can serve as both a center of commerce and a gateway to the City’s festivals.

**Establish a human-scale network of complete streets and community open spaces.** Indio residents articulated two desires that are mutually reinforcing: to provide more opportunity for active transportation, and to improve the visual character of the community. Both goals can be accomplished through urban design that focuses on the creation of a human-scaled public spaces. By designing public spaces, such as streets, sidewalks, parks, and other community spaces, with an emphasis on people first, the City’s centers, neighborhoods, and districts will support more opportunities to gather and interact, reinforcing Indio’s sense of community.

The City’s centers, neighborhoods, and districts will be far more valuable and sustainable when connected by a complete circulation network that effectively balances all modes of transportation and supports all users. Designing the circulation network for pedestrians and bicyclists will result in places and streets that are more comfortable, safer, and easier to use.

Indio residents also expressed a desire for attractive, well-landscaped spaces that support a variety of family - and community-recreation activities. Quality of life, general health, and community character will all be enhanced by new parks and recreational facilities and the rehabilitation of existing facilities that better support active, outdoor-oriented lifestyles.

**Expanding commerce in the City.** Indio expressed a deep desire for enhanced shopping and increased employment opportunities within the City. The City's central location in the Coachella Valley and regional freeway and rail accessibility will enable Indio to continue to attract and maintain a wide variety of commercial, office, and industrial employers within the Workplace and Employment District, Regional Commercial District, and centers. The City will build upon and expand these existing employment areas to generate more and new types of jobs in the future. The City will also capture neighborhood- and community-serving retail and services. Together these will improve the quality of life, diversity and resiliency of the local economy.

**Strengthen tourism and hospitality sector.** Indio's year-round festivals are the envy of cities everywhere. The variety of entertainment activities draws people from around the world to Indio, bringing more than 1.4 million people into the City for just a single event. Yet, most visitors do not stay, shop, or dine in the City, creating a missed opportunity to capture revenue and taxes locally. The City seeks to enhance its hospitality offerings, emphasizing high-quality, resort-oriented development around the Festival District / Polo Grounds to both leverage and support the unique amenity.

**Revitalize and connect neighborhoods.** Indio is known throughout the Coachella Valley for its excellent new neighborhoods. These modern neighborhoods are regarded as models for high-quality, suburban development. Yet the City has a range of other traditional neighborhood types too. Many of these neighborhoods have suffered disinvestment over time. As the City moves forward with implementing this General Plan, a part of its success will hinge on the ability to revitalize existing neighborhoods through public improvements that spur private investment. The City will also create new Connected Neighborhoods anchored by Neighborhood Centers with schools, retail and services, and other amenities that enhance the quality of life in these neighborhoods. Similarly, new Desert Estate neighborhoods can capitalize on their unique desert context by emphasizing their rural location and character.

**Enhance community health and wellness for everyone in Indio.** A healthy community enables people of all ages and abilities to lead full, productive, and enjoyable lives. Indio is committed to promoting the well-being of its residents. The General Plan outlines steps that incorporate opportunities for active living into every neighborhood, maintain a clean and healthy environment, provide access to quality health and mental care services and facilities, provide decent and affordable housing, increase access to healthy and affordable foods, and nurture quality educational and employment opportunities.

## Community Engagement

Through a multi-year process, the City of Indio has worked with community members, businesses, and local organizations. The General Plan Update community engagement process occurred in two phases, the first from 2014 to 2016 that focused on public opinion and visioning. The City created a community questionnaire, hosted pop up workshops, and held a student essay contest. For more information on phase one, see Appendix A.

The second phase of engagement occurred from 2017 to 2018. During this time, the City conducted stakeholder interviews, convened a General Plan Advisory Committee (four meetings), hosted a community workshop, and presented to City Council and Planning Commission. The workshop took place in September 2017 with over 80 community members and interested stakeholders in attendance. The goal of this workshop was to confirm the direction and priorities for the General Plan. The top three priorities expressed by the community were to restore Downtown Indio, revitalize Highway 111, and balance multi-modal transportation.



*Participants at the September 19<sup>th</sup>, 2017 General Plan Workshop at the Indio Senior Center*