



Location: Indio, Riverside County

Timeframe: 2008 – 2009

Project Partners: City of Indio

Project Services:

- Photorealistic visualizations
- Policy recommendations
- Public involvement
- Urban design strategies



The City of Indio has envisioned the four-mile segment of Indio Boulevard as a pleasant and safe boulevard. It will also serve as the main attractor corridor for Indio’s future economic growth, connecting the planned mixed-use developments, business parks and Transportation Center to downtown, and anchored by catalytic projects that provide new job opportunities to Indio’s residents.

Goals:

- Provide an understanding of the economic profile of the study area
- Transform Indio Boulevard from a service highway to a vibrant corridor
- Render visualizations of what a transformed corridor could look like

Summary:

For this project, Compass Blueprint worked with the City of Indio to prepare a revitalization plan for the Downtown Business Corridor. The plan was based on the vision the City has for downtown of offering new mixed-use developments. The study recognized many vacant parcels along Indio Boulevard have development planned, and that opportunities for infill and redevelopment are limited by the reality of market declining absorption scenarios. Instead, the study focused on a development strategy designed to focus on five “activity nodes” spaced approximately one-mile apart along the four-mile long Study Area. The activity nodes are areas in which the study proposes to concentrate catalytic projects and prioritize public and private investments in order to create “anchors” to induce development between each node.

Results:

- Study Area comprised of 510 acres
- 185 acres identified as vacant
- 114 acres planned
- 71 acres new infill available
- Market Potential: Retail: 28,451 sq. ft. / Industrial: 216,441 sq. ft.
- Market Surplus: Office 57,334 sq.ft.
- Planned residential 398 units