

# La Quinta sees new vision for SilverRock Resort

Xochitl Peña, The Desert Sun 10:17 p.m. PDT September 16, 2014



(Photo: Desert Sun file photo)

A mini-Riverwalk similar to San Antonio's with retail and restaurants. Two hotels surrounding the current golf course with nightlife, entertainment, pool activities and conference space.

People riding beach cruisers along a trail system that circulates throughout the 500-plus acre property. Luxury camping – known as glamping — and edible landscaping.

That was the picture developers of the long-anticipated SilverRock Resort painted for the La Quinta City Council and public during a presentation Tuesday.

And from people's reaction – many are excited and can't wait for its completion. The luxury hotel would be the first feature to open in the fall of 2018. The developer is working to secure either the Four Seasons, Ritz Carlton, Montage, St. Regis or Rosewood.

"We need more hotels. I'll rent every room in the month of April. I think it's needed," said Skip Paige, senior vice president with Goldenvoice, which produces the Coachella Valley Arts and Music Festival in April at the neighboring Empire Polo Club in Indio.

The city selected Meriwether and the Robert Green Companies last year to develop the \$420 million resort. Grading and infrastructure work could begin in early 2016.

What some city officials like about the project is its appeal to a wide demographic and not just tourists.

"It will be a unique destination," said Councilwoman Linda Evans. "It's inclusive ... it's a gathering place for our resident and valley residents."

Project details include:

- Reconfiguration of the current Arnold Palmer golf course to accommodate a luxury hotel.
- A 140-room, 123,000-square-foot luxury hotel and spa with lobby and pool bars, fitness center and a restaurant.
- 35 single-family luxury homes ranging in size from 2,800 to 4,500 square-feet with access to the luxury hotel amenities.
- A 200-room, 126,000-square-foot "lifestyle" hotel with a spa, fitness center, lobby and pool bar and nightclub.
- 60 homes ranging in size from 2,100 to 3,500 square feet with potential to be used by lifestyle hotel when not used by the owner.
- A 71,000 square foot conference center with ballroom and meeting space for use by both hotels.
- Promenade mixed-use village with 150,000 square feet of residential units, up to 25,000 square feet of retail, and recreation areas such as water play facilities, community gardens, luxury camping and trails.
- A 16,500 square foot permanent clubhouse area with large patios and event lawn space.

Mayor Don Adolph said he was glad to finally see something happen on that property, purchased by the city in 2002 to help generate revenue and provide golf for residents.

"We are just so happy to see things moving forward. There is a light at the end of the tunnel," he said.

He did not mention his disappointment on Tuesday, but Adolph told The Desert Sun last week, he had hoped to see a second golf course as part of the project and was concerned with its absence.

City Council will discuss financial and business details on Oct. 7, including assistance of up to \$27 million from the city through remaining redevelopment agency bond proceeds and a transient occupancy tax agreement.

Approval of a purchase agreement and development agreement could then happen at its Nov. 4 meeting, after review by the Planning Commission.

"It's great to bring this to the public to let them see what we've been working on," said Mayor Pro Tem Lee Osborne.

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