

**Planning Commission Meeting**  
**November 12, 2024**  
**5:00 p.m.**



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**Planning Commission Meeting**  
**November 12, 2024**

**PH1 – 51407 Avenida Velasco**  
**LANDMARK DESIGNATION 2024-0001**



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# Background

- Project Location:
  - The project is located 51407 Avenida Velasco



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# Proposal

- A request by the property owners to designate their “casita” home located at 51407 Avenida Velasco as a locally designated historic landmark

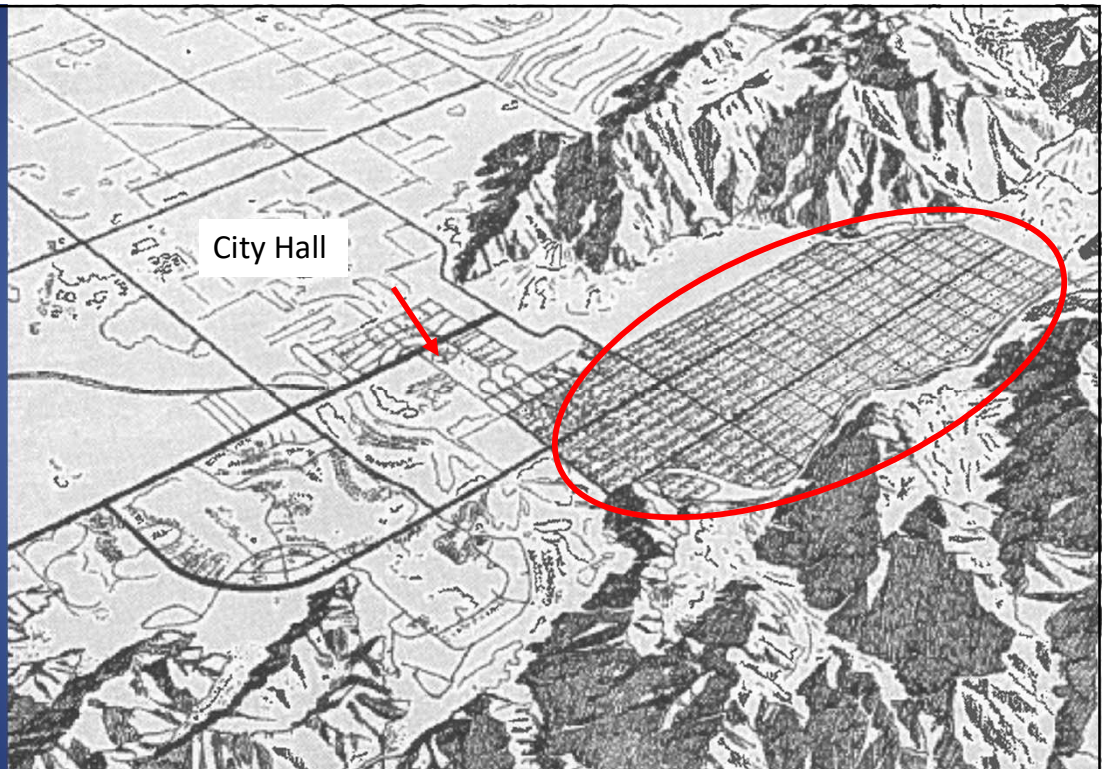
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# History

- The Cove is bounded by Calle Tampico on the north, Avenida Bermudas on the east, Calle Tecate on the south, and Avenida Montezuma and Bear Creek on the west.
- The Cove was subdivided between 1933-1937

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# History



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## History

- Between 1935 and 1941, 63 "casitas" were built
- In 1935, the 50-by-100 lots sold for \$195 and the homes for \$2,500
- The original developer of the casitas was E. S. 'Harry' Kiener, who formed the Palm Springs – La Quinta Development Company

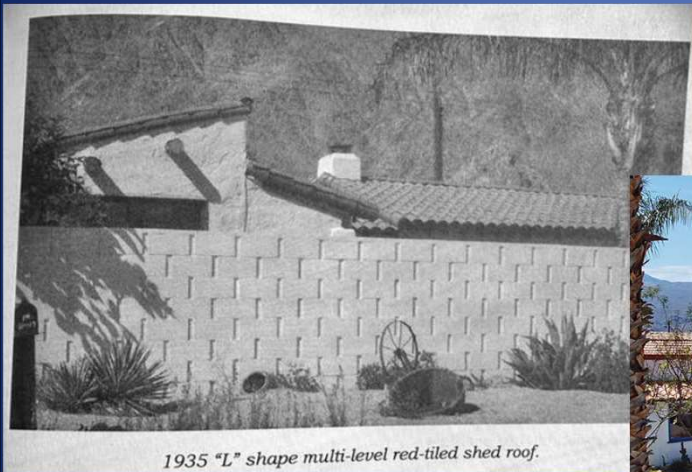
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## History

- The 51407 Avenida Velasco residence was constructed in 1935
- Spanish Colonial Revival style
- The home was constructed with an "L" shaped plan, clad in stucco with a gable roof clad in red tiles with exposed beams

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# Landmark Designation



1935 "L" shape multi-level red-tiled shed roof.



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# Landmark Designation



Property of La Quinta Historical Society



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# Landmark Designation



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# Landmark Designation

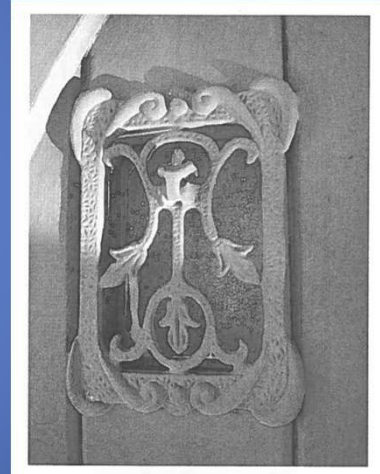


Original "Z" style front door.

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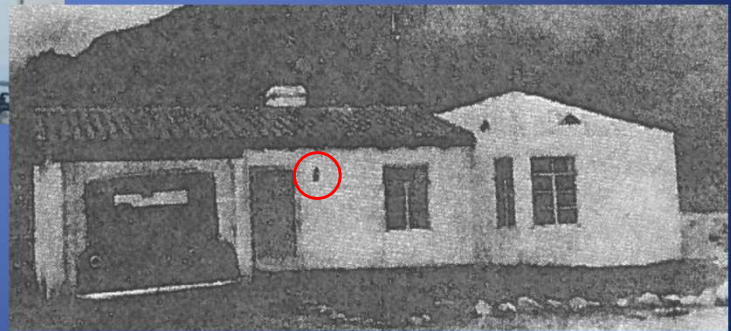
# Landmark Designation



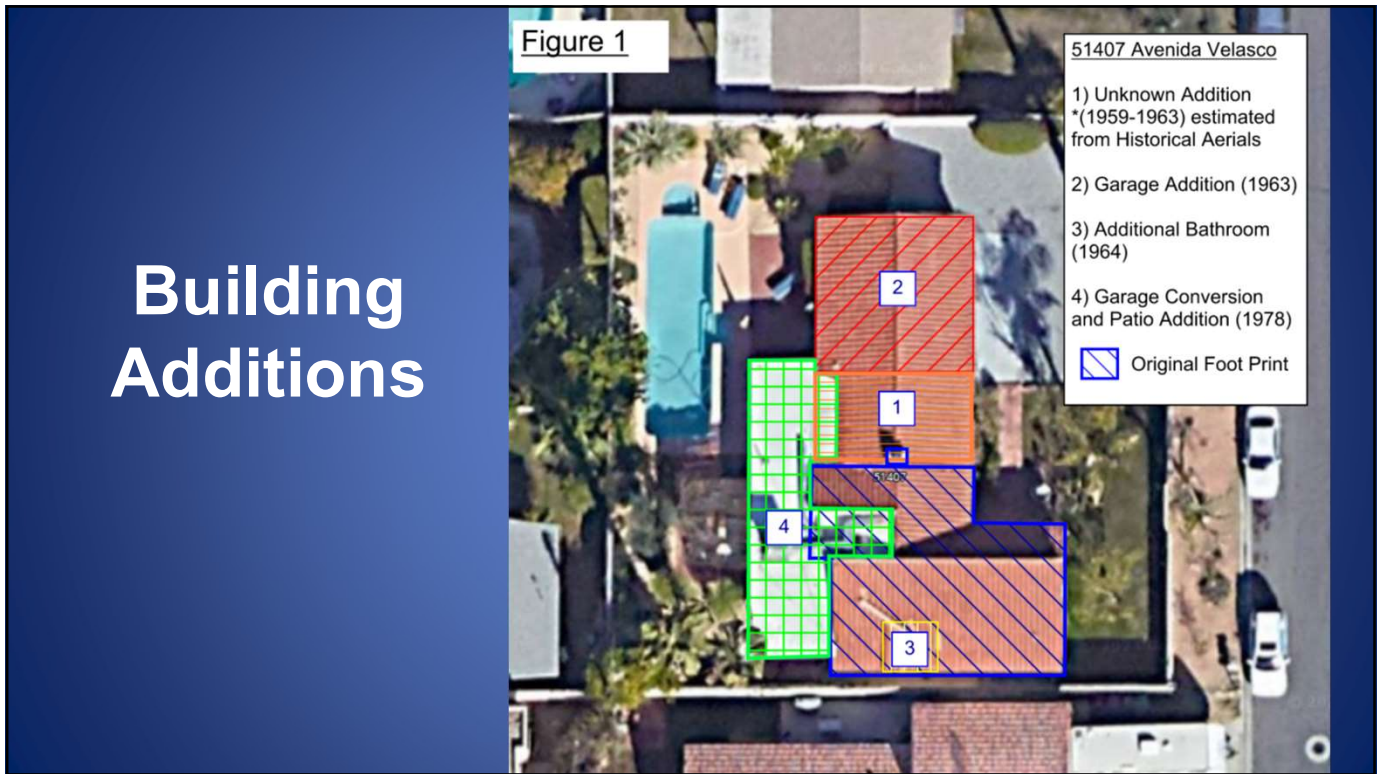
Original "peek door" in the front door.

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# Landmark Designation



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# Building Additions

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# Other Improvements

Front property wall – A block wall permit was issued in 1985, which enclosed the front yard area with a 6-foot masonry wall.

Reroof – The casita was reroofed in 2001 using a Spanish-style tile.

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# Historical Aerials



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# Garage Addition



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# Garage and Patio Conversion



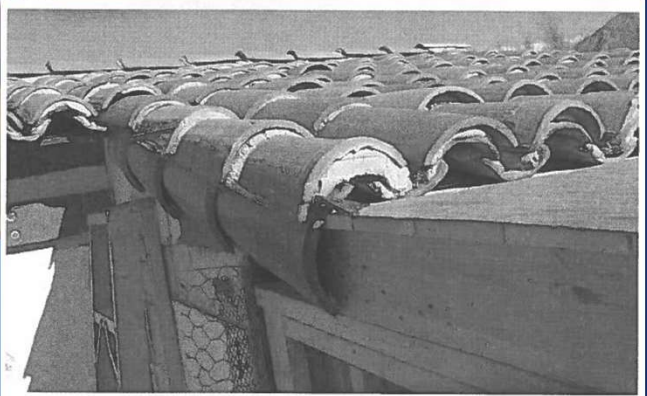
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# Front Property Wall



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# Reroof



*Original roof tiles made by Joe Valenzuela Roof Company.*

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# Criteria

Planning Commission must determine if the property meets one or more of the landmark criteria as provided in Title 7 – Historic Preservation of the La Quinta Municipal Code and is in compliance with the requirements of the California Environmental Quality Act (CEQA)

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## Landmark Designation Criteria

- A. It exemplifies or reflects special elements of the city's cultural, social, economic, political, aesthetic, engineering, or architectural history; or
- B. It is identified with persons or events significant in local, state, or national history; or
- C. It embodies distinctive characteristics of a style, type, period, or method of construction, is a valuable example of the use of Indigenous materials or craftsmanship or is representative of a notable work of an acclaimed builder, designer, or architect; or

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## Landmark Designation Criteria

- D. It is an archaeological, paleontological, botanical, geological, topographical, ecological, or geographical site which has the potential to yield information of scientific value; or
- E. It is a geographically definable area possessing a concentration of sites, buildings, structures, improvements, or objects linked historically through location, design, setting, materials, workmanship, feeling, and/or association, in which the collective value of the improvements may be greater than the value of each individual improvement.

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## Analysis

51407 Avenida Velasco individually embodies the distinctive characteristics of a Spanish Colonial Revival style “casita” bungalow built in the Cove during the 1930s and may be considered individually significant under Criterion C for embodying the distinctive characteristics of a type, period, or method of construction.

Representative of the first subdivision of the Cove by E.S. “Harry” Kiener, who formed the Palm Springs – La Quinta Development Company.

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## Analysis

Retains original “L” shape and retains original features and elements - original “Z” style front door, latch and window, gable roof with exposed beams, and original bell.

While later building improvements were added, consistent with the Spanish Revival architectural style, the integrity of the original features and building elements are intact.

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## CEQA

The Design and Development Department has determined that this project is exempt from environmental review pursuant to Section 15301 (Existing Facilities) of the California Environmental Quality Act as this project includes no expansion of the use.

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## Recommendation

Adopt a resolution to approve Landmark Designation 2024-0001 and find that the project is exempt from environmental review pursuant to Section 15301 Class 1 (Existing Facilities)

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**Planning Commission Meeting  
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**PH3 – Bravo Estates  
SITE DEVELOPMENT PERMIT 2024-0001  
DEVELOPMENT AGREEMENT 2024-0001**

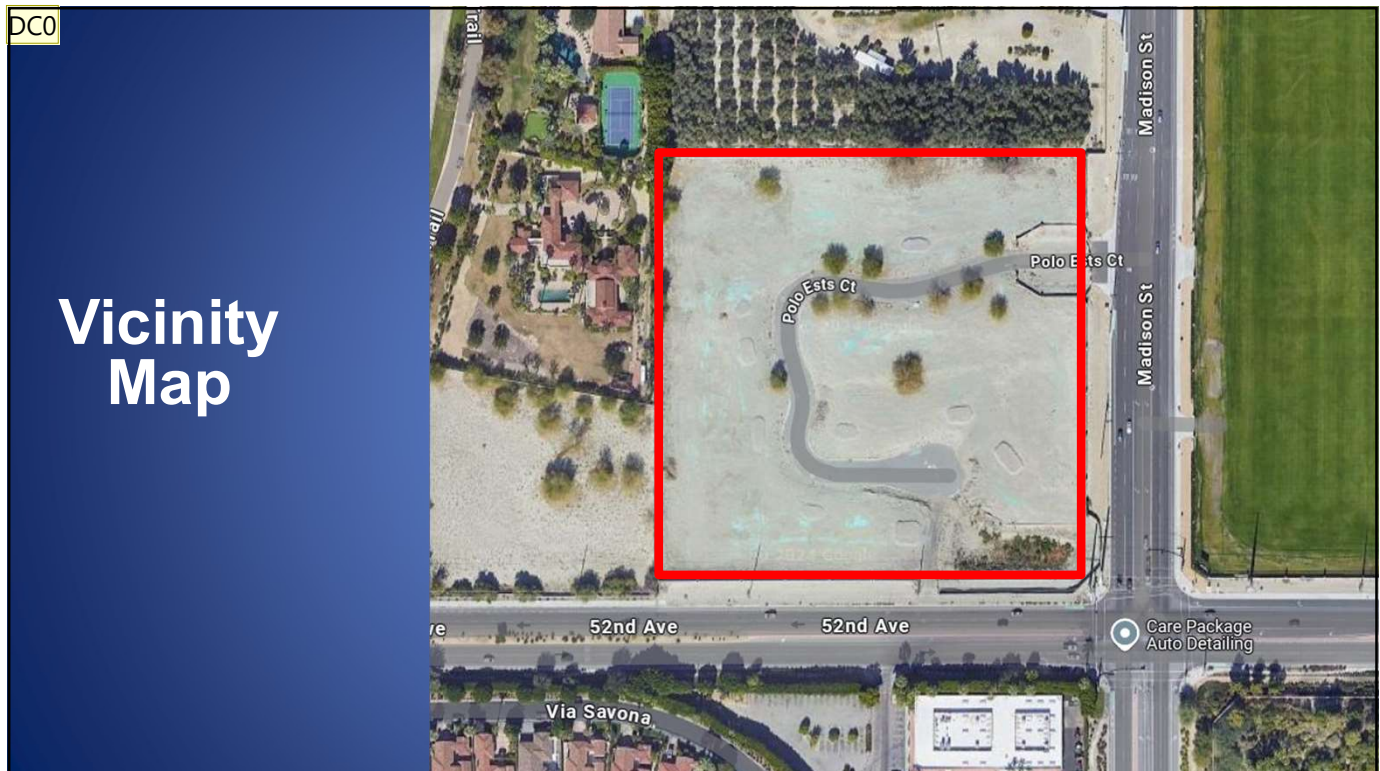


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# Background

- Project Location:
  - Northwest corner of Avenue 52 and Madison Street
  - Tentative Tract Map 31852 approved August 17, 2004
  - The Final Tract Map recorded May 2006

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## Slide 32

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**DC0** Zoom out for more site context.  
Danny Castro, 2024-11-13T00:02:28.571



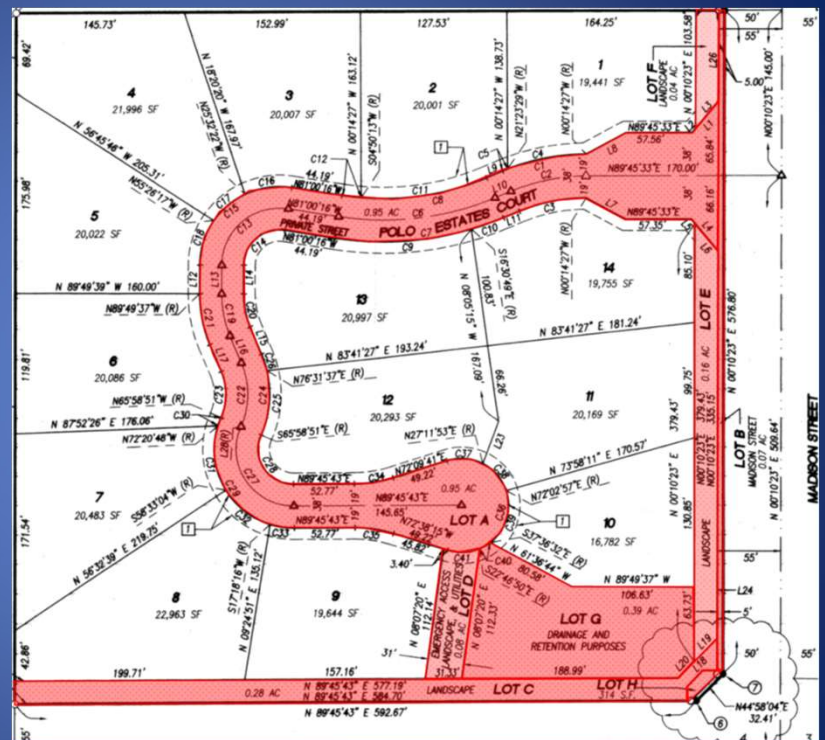
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## Proposal

- 14 new single-family homes
- 5,102 square feet - 7,156 square feet between 3 to 8 bedrooms
- Development Agreement to allow Short Term Vacation Rental (STVR)

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# Numbered Lots Common Area Ownership



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# Site Plan



Conceptual Architectural Site Plan

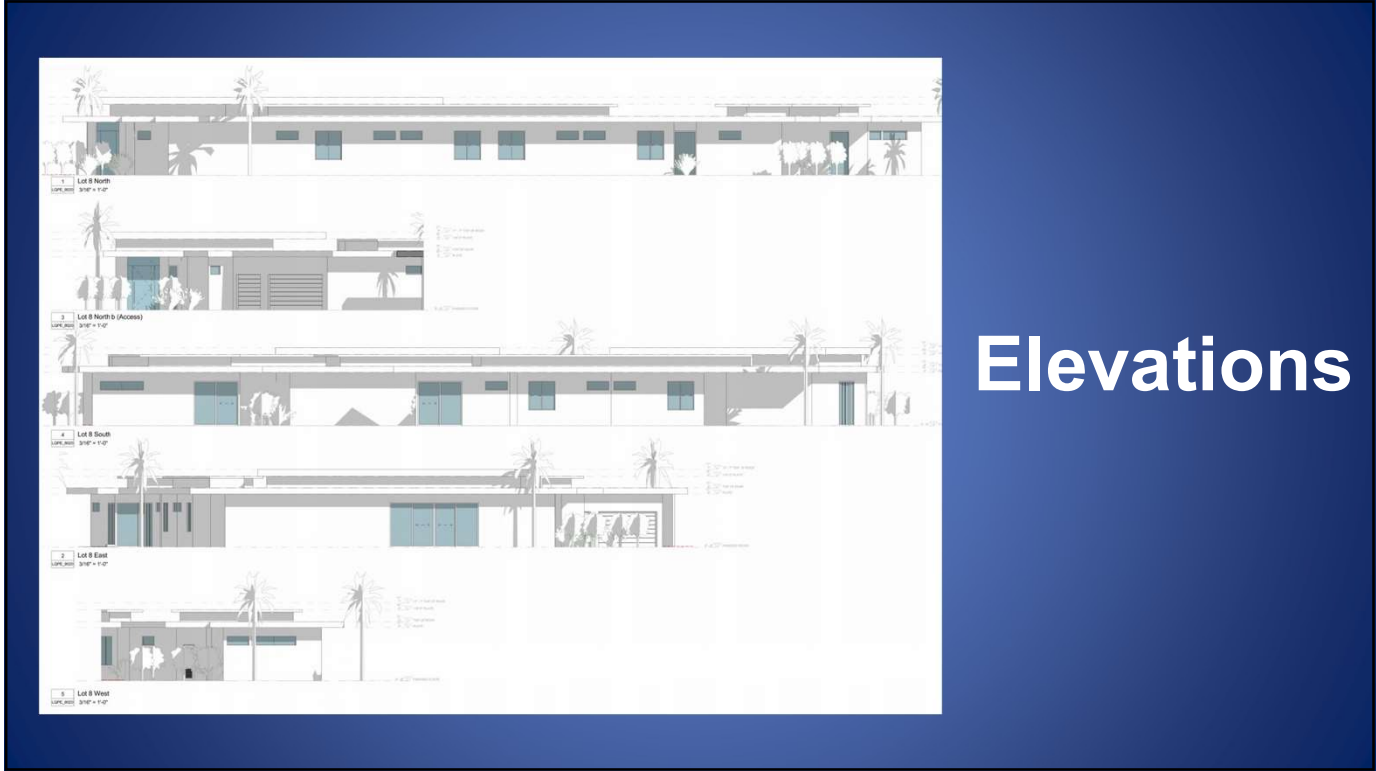
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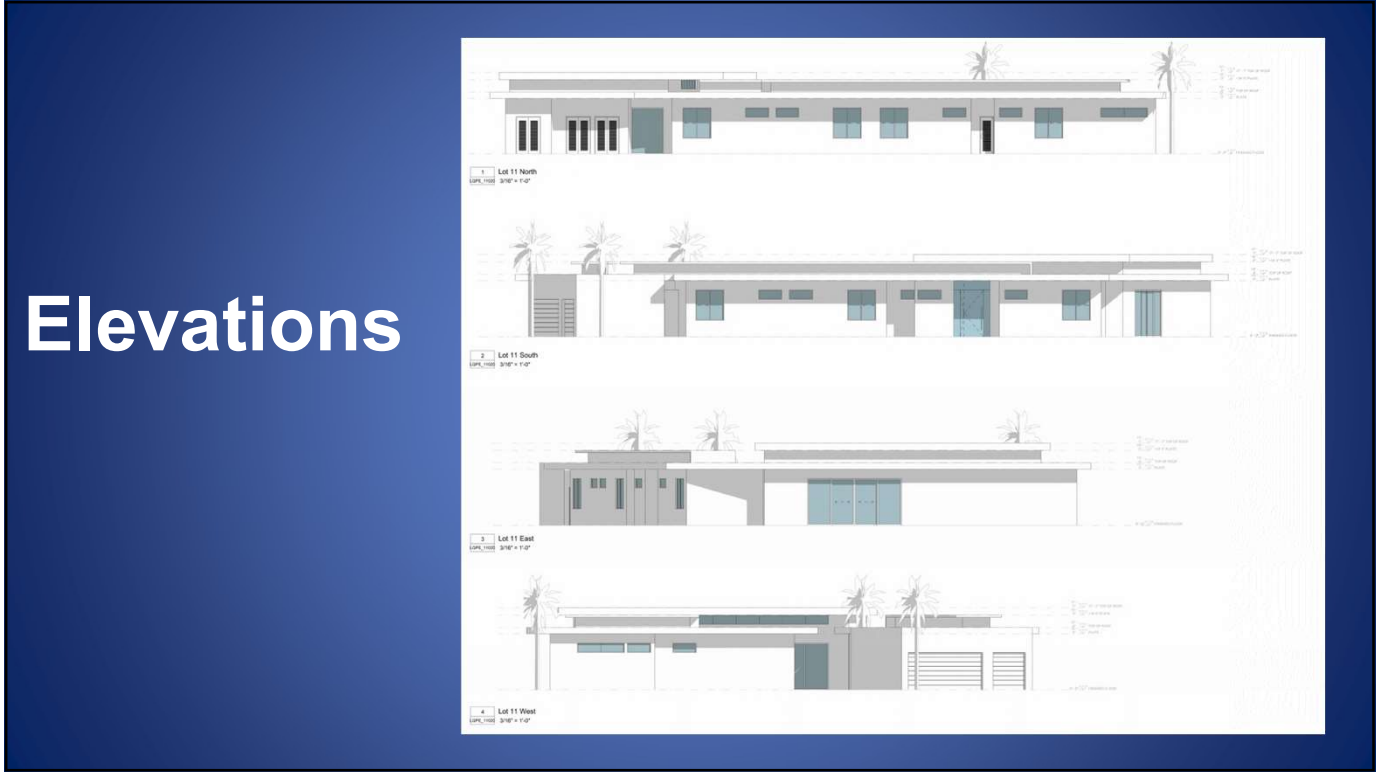
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# Elevations



# Elevations

# Renderings



Conceptual Renderings



Conceptual Renderings

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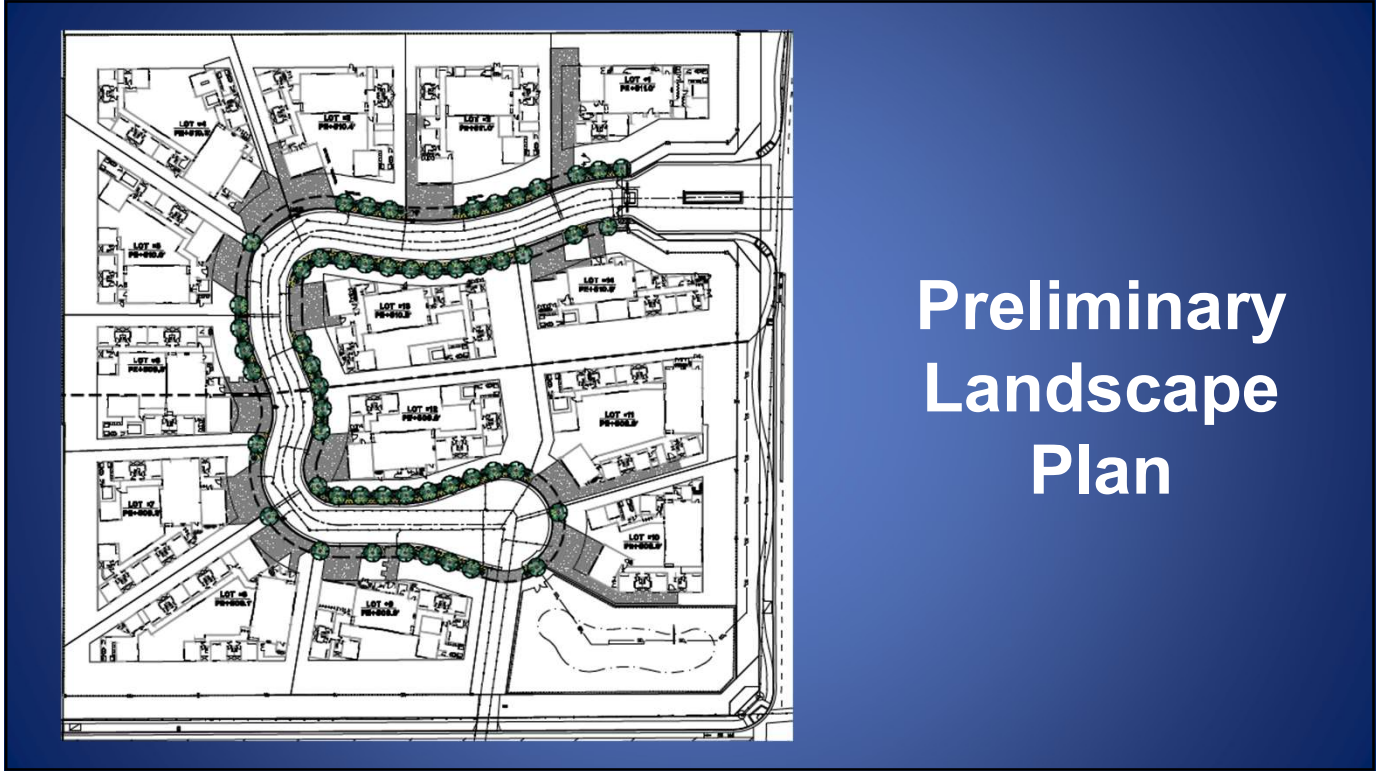
Conceptual Renderings



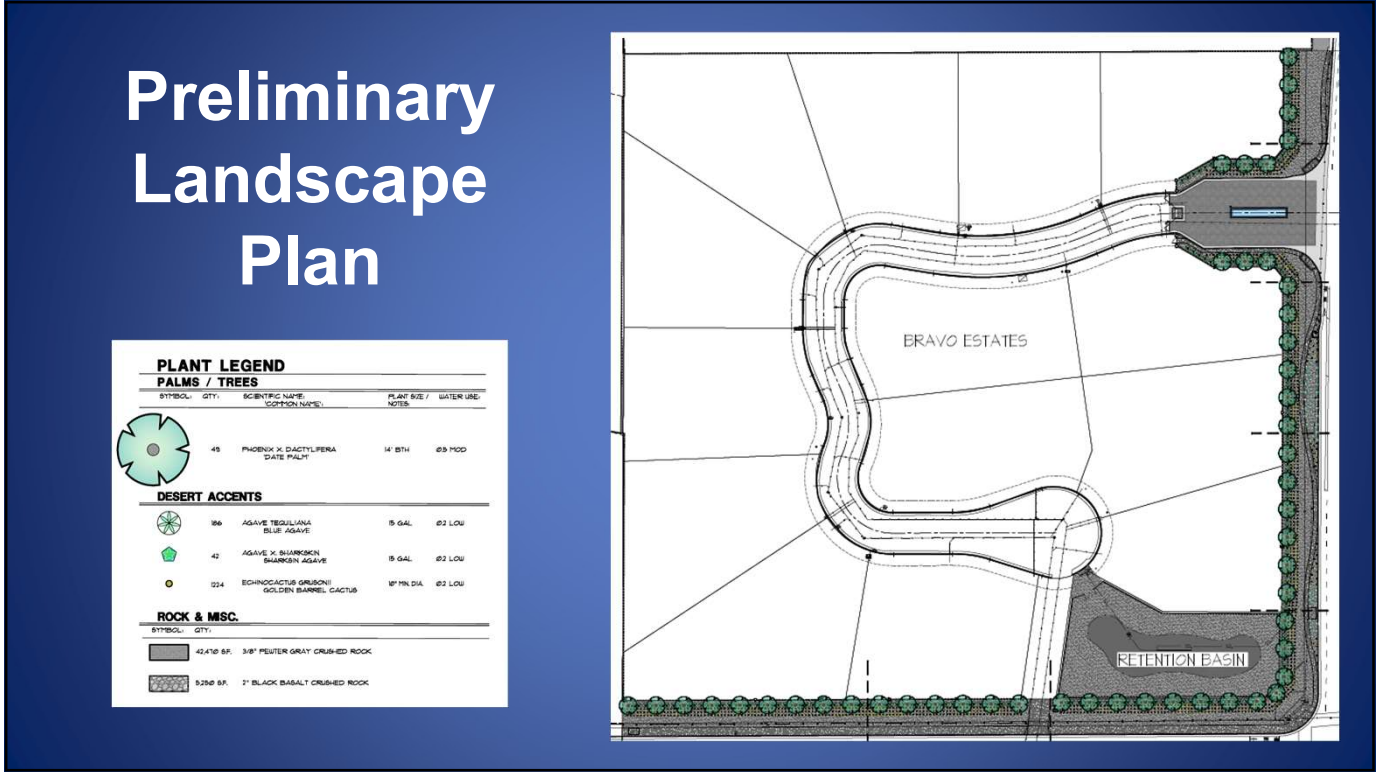
Conceptual Renderings

# Renderings

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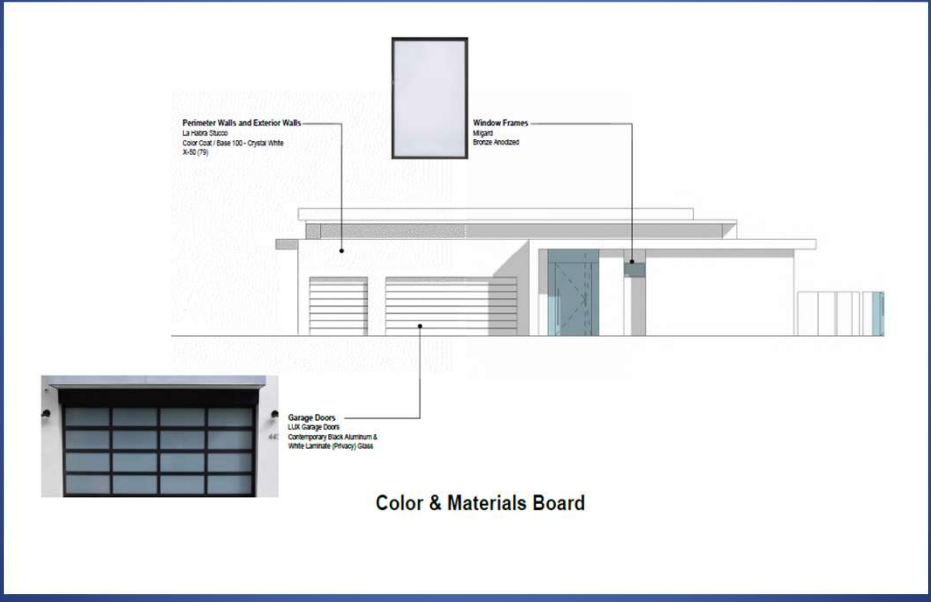


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# Materials Board



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## Short Term Vacation Rental

- No new STVR permits may be issued, with exceptions:
  - Units with Tourist or Village Commercial (CT or VC)
  - Developments subject to a development agreement (DA) that stipulate short-term rental is allowed

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## Development Agreement

- Annual STVR permitting fees to be consistent with the City's fee program;
- Any rental or occupancy of 30 nights or less to be subject to the City's then-current transient occupancy tax ("TOT") for STVRs;
- Rental or occupancy agreements and material renter or occupant information shall be retained for a minimum of three (3) years

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## Development Agreement

- A performance schedule for construction of the 14 units.
- The term of the DA shall be for 50 years.
- The DA shall be reviewed on an annual basis.

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## Fiscal Analysis

A Fiscal Impact Analysis (“FIA”) was prepared by the applicant to address the financial implications of the proposed project to the City’s General Fund

The proposed project is economically feasible and expected to revenue positive

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## CEQA

The Design and Development Department has determined that this project is consistent with the Mitigated Negative Declaration prepared for Tentative Tract Map 31852 (Environmental Assessment 2003-495), which was adopted by the La Quinta City Council on August 17, 2004, via Council Resolution No. 2004-098.

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## Findings

PC must make findings that:

- Find the SDP consistent with Zoning Code and General Plan and consider the architecture, landscaping, and site design and apply COA
- Find the Development Agreement consistent with Zoning Code and General Plan and support the adoption of the Development Agreement

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# Recommendation

Adopt a resolution to recommend City Council approve Site Development Permit (SDP) 2024-0001 and Development Agreement 2024-0001 and find the project is consistent with the previously adopted Mitigated Negative Declaration which was prepared for Tentative Tract Map 31852 Environmental Assessment 2003-495.

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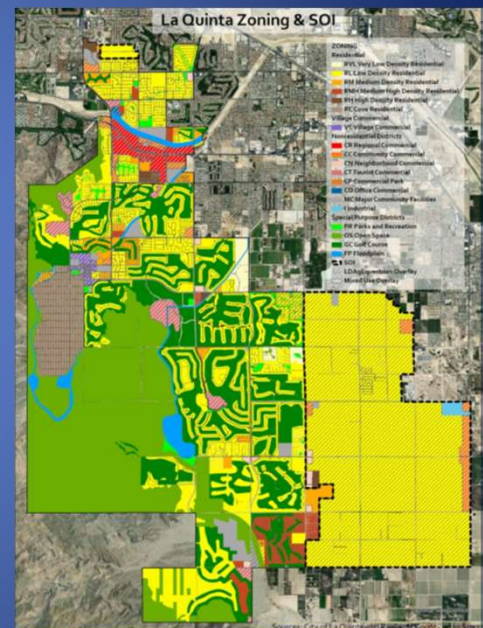
## Staff Item: Project Updates



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## Sphere of Influence

- Survey closed
  - Approximately 10% response
- City Council Study Session scheduled for November 19



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## Highway 111 Corridor Specific Plan

- Specific Plan, Code and Mitigated Negative Declaration being prepared
- Study session anticipated in December



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## Projects Going to Council

- Jefferson Square
- Code Updates



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## Recently Approved Projects

- La Quinta Landing
- Gymnastic Training Facility
- The Golf Bar
- Madison Club Comfort Station



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## Projects Under Construction



- Chick Fil A
- Quick Quack
- PGA Superstore

- Jefferson St Apt



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# Recently Completed



- Five Below

- The Grove at La Quinta Resort



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