

## VISION – OVERVIEW

The N4N VISION for La Quinta’s future is built on three pillars;

1. Tourism
2. Housing Inventory
3. Residents Quality of Life

There are city projects and opportunities underway which will support these pillars;

- Silver Rock Resort development; including the Montage and Pendry hotels and associated homes
- X-Park located east of La Quinta high school

The VISION follows the template developed during La Quinta’s rapid growth period, if you build the residential communities, businesses will follow. This is the VISION for transforming and building out retail and commercial areas along the Highway 111 corridor.

Currently everything but particularly the local economy is being impacted by COVID. What is needed now more than ever is a plan for economic recovery post COVID that will support La Quinta’s long-term future. The three pillars of our VISION identify the points of emphasis of La Quinta’s future policy. But what are the initiatives and regulations upon which these pillars will stand?

La Quinta is in a unique position to have a running start at building these pillars because, Silver Rock Resort, and The Signature at PGA West are beyond the planning phase and into development. Both of these projects will have a positive effect on tourism and the housing inventory.

La Quinta’s STVR program impacts each of these pillars. As the Mayor and City Council deliberate changes to the STVR program they should weight the effect it will have on tourism, housing inventory and resident’s quality of life.

The objective of the following recommendations is to implement an element of a VISION for La Quinta’s future described in this report. These recommendations are being submitted for your consideration in addition to those recommendations made by the ad hoc committee (December 15, 2020). Two changes are being proposed by N4N to the ad hoc committee recommendations;

- Three types of permits
- Phasing in a longer minimum nightly stay requirement.

Additional recommendations;

- Extend the Moratorium until an ordinance is implemented
- Cap the maximum number of residential STVRs permits

The additional recommendations and proposed changes to the ad hoc committee recommendations are all strongly supported by the survey which reflects the opinion of those residents affected the most, neighbors to STVRs. The remainder of the VISION section of this report consists of three subsections

1. Table – abridged version of the combined N4N and ad hoc committee recommendations
2. Recommendations – detail the N4N recommendations and how each one adds to or complements the ad hoc committee recommendations.
3. Enforcement – how the N4N proposal simplifies the enforcement process and does not increase the size of the STVR program support staff

**ABRIDGED N4N and AD HOC COMMITTEE RECOMMENDATIONS <sup>1,2</sup>**

Permit Type	Zone	Minimum Rental	Renewal	Property Retitled	Number of Permits	Property Density Limits	Address Housing Inventory	Enforcement
Home Share	Residential	Nightly	Annually; non-transferable	Reapply for Permit	Set by City Council	No limitation	No	Adopt ad hoc recommendations
C- STVR	Commercial Transient	Nightly	Annually; non-transferable	Reapply for Permit	Set by Zone Size	No limitation	SSR - 329 Hotel Rooms Signature - 343 homes	Live patrol during critical time windows
R- STVR	Residential	Time Phase from 3-nights to 28-nights	Annually; non-transferable	Reapply for Permit	Not to Exceed 3% of community homes	300 ft Radius	Return approx. 300 homes to inventory home sale & new construction	Minimum rental period will significantly reduce enforcement adopt ad hoc recommendations
1 - N4N recommendations or impact on Ad Hoc committee recommendations are hi-lited in light blue								
2 - Ad Hoc committee recommendations are hi-lited in white								