UPSCALE CASUAL RESTAURANT

6,000 SF Floorplate • Two-Story Concept

Second-Floor Bar & Rooftop Patio

Conceptual Exterior Rendering – Old Town La Quinta Context

Development Opportunity

78181 Avenida La Fonda • La Quinta, CA 92253

0.99 Acre • Village Commercial (VC) Zoning • Steps from Old Town

Prepared for Prospective Tenants & Partners

1. Site Context – Old Town La Quinta

The proposed site is a prime 0.99-acre (≈43,124 SF) assemblage of three consecutive vacant lots at 78181 Avenida La Fonda, positioned steps from the heart of Old Town La Quinta. Zoned Village Commercial (VC), the parcel offers mountain views of the Santa Rosa range, excellent visibility, and walkable access to the vibrant dining, retail, and event district. The surrounding architecture is characterized by white stucco, red clay tile roofs, and desert landscaping — a language the proposed building respectfully extends in a contemporary hospitality expression.

Aerial view of the highlighted development parcel on Avenida La Fonda

Key Site Attributes

- Lot size: 0.99 acres – ample for 6,000 SF floorplate + parking, patio, and landscaping
- Zoning: Village Commercial – restaurant, retail, mixed-use permitted
- Location: Immediate adjacency to Old Town La Quinta's pedestrian core
- Views: Dramatic Santa Rosa Mountains backdrop ideal for rooftop patio
- Access: Avenida La Fonda frontage with strong vehicular and pedestrian presence
- Market: High tourist + local traffic driven by resorts, golf, festivals, and events

2. Concept Summary

This concept delivers a high-energy, all-day upscale casual restaurant experience with a 6,000 SF ground-floor floorplate and a second-story bar lounge opening onto a generous rooftop patio. Design priorities include a single large showcase open kitchen, a prominent stone bar, warm natural materials, dramatic lighting, flexible seating, and a highly social outdoor fire-pit experience tailored to La Quinta's climate and mountain views.

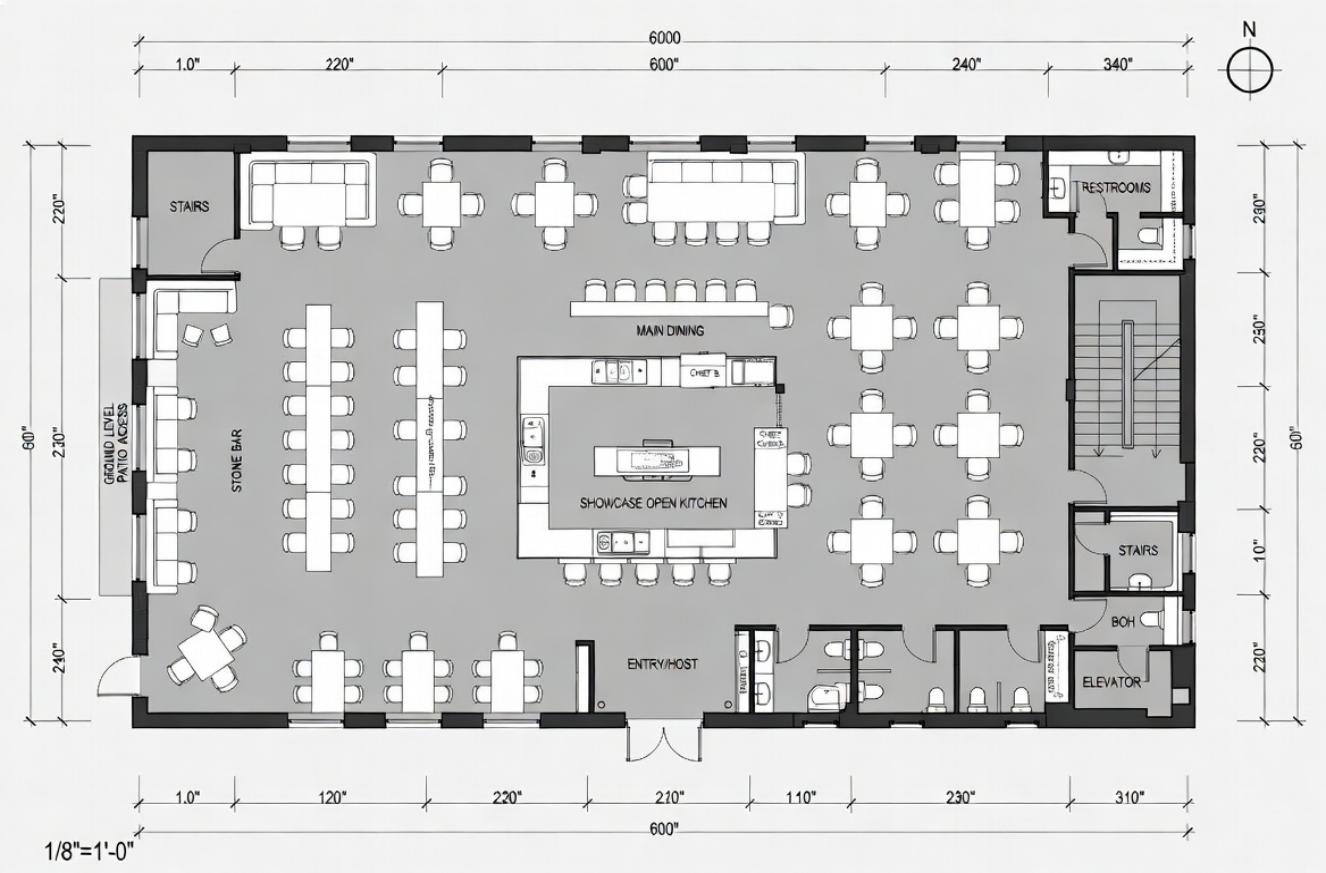
Program Highlights

Level	Approx. Area	Primary Use
Ground Floor	6,000 SF	Entry, Dining, Large Open Kitchen, Primary Bar, BOH
Second Floor Indoor	~2,500–3,000 SF	Elevated Bar Lounge, flexible private dining
Rooftop Patio	~1,800–2,200 SF	Fire-pit Lounge, Outdoor Dining, Retractable Canopy
Total Seats (est.)	165–200	Flexible mix of booths, tables, high-tops, lounge

Material language: light brick/tile and white stucco exterior, warm walnut/teak/ash wood, natural stone bar tops, leather booths, sculptural pendant lighting, local art, and desert-appropriate greenery.

3. Ground Floor Plan – 6,000 SF Floorplate

Efficient rectangular footprint (approx. 60' × 100') optimized for guest flow, visibility, and service. A single large showcase open kitchen anchors the center-rear, surrounded by generous dining seating. The stone bar runs along the left side with high-tops. Entry/host station is centered at the front. Stairs and elevator are grouped on the right side adjacent to restrooms and back-of-house for clear vertical circulation to the second floor.



Schematic Ground Floor Plan – 6,000 SF (One Large Open Kitchen + Increased Dining)

Key Ground-Floor Zones

- Entry / Host Station – welcoming arrival, soft waiting area, art wall
- Primary Stone Bar + High-Tops – social energy and strong visibility from entry
- Main Dining – extensive tables and booths surrounding the open kitchen
- Single Large Showcase Open Kitchen – central culinary theater with chef's counter seating
- BOH / Restrooms – efficient support spaces on the right side
- Stairs + Elevator – aligned vertical core on the right for accessible second-floor access
- Ground-level patio access – optional outdoor seating connection on the left

4. Second Floor – Bar Lounge & Rooftop Patio

The second level is the elevated social heart of the project. An indoor bar lounge opens via large operable glass to a generous rooftop patio featuring a signature circular fire pit, lounge seating, and mountain views. Retractable or louvered canopy systems provide climate control while preserving the open-air experience prized in the Coachella Valley. Stairs and elevator align with the ground-floor core for intuitive wayfinding.

Schematic Second Floor Plan – Bar Lounge + Rooftop Patio with Fire Pit

Second-Floor Features

- Elevated Bar Lounge – full bar, lounge seating, high-tops, flexible for private events
- Signature Fire Pit – circular seating as the primary social focal point
- Outdoor Dining Tables – flexible day-to-night configuration
- Retractable / Louvered Canopy – weather protection with open-sky capability
- Mountain Views – Santa Rosa range as dramatic backdrop for sunset and evening service
- Aligned Vertical Circulation – stairs and elevator stacked cleanly from ground floor

5. Design Renderings

Rooftop Bar & Patio – Fire Pit with Mountain Sunset Views

Main Dining Room – Open Kitchen, Leather Booths, Sculptural Lighting

Showcase Kitchen & Stone Bar – Culinary Theater & Social Energy

Material & Atmosphere Palette

- Light brick / terracotta tile and white stucco exterior (contextual to Old Town)
- Warm walnut, teak, and ash wood interiors
- Natural stone bar tops and feature walls
- Leather booths and upholstered lounge seating
- Sculptural pendant lighting clusters
- Local artist gallery wall and desert-appropriate plantings
- Operable glass walls and retractable canopy systems for indoor-outdoor flow

6. Capacity, Operations & Opportunity

The program is sized for a high-energy, all-day concept capable of lunch, dinner, late-night, and private events. Seating is intentionally flexible to support both intimate tables and larger social groups.

Area	Est. Seats	Notes
Ground Floor Dining + Bar	95–110	Booths, tables, high-tops, chef's counter
Second Floor Indoor Lounge	35–45	Bar, lounge, flexible high-tops
Rooftop Patio	40–50	Fire-pit lounge + dining tables
Total	**170–205**	Peak capacity with standing/lounge mix

Why This Site + Concept

- Efficient 6,000 SF floorplate with one large open kitchen and maximized dining
- Rare vacant VC-zoned land steps from Old Town's established foot traffic
- Rooftop patio with mountain views creates a unique destination differentiator
- Two-story design maximizes value on a 0.99-acre site while controlling cost
- Strong fit for a sophisticated all-day / nightlife concept serving locals and visitors
- Architecture respects La Quinta's Spanish Colonial character while feeling contemporary

Next Steps

This package is intended for discussion with prospective restaurant operators, developers, and capital partners. Detailed architectural drawings, code analysis, parking studies, and financial modeling can be developed upon expression of interest. The site is currently marketed as an active development opportunity.

— End of Concept Package —

Conceptual Design for Old Town La Quinta | Avenida La Fonda