

**WRITTEN  
PUBLIC  
COMMENT**

**CITY COUNCIL  
MEETING**

**DECEMBER 19, 2023**



December 14, 2023

City of La Quinta  
78494 Calle Tampico  
La Quinta, CA 92253

RE: La Villetta Project

To City of La Quinta:

On behalf of the Desert Valleys Builders Association (DVBA), we are supportive of the entitlement process related to the La Villetta Project. The DVBA represents over 150 companies within the construction and development industries and is encouraging developer/builder entities to create attractive communities; as well as hire local trades & construction workers as part of the construction process as we continue to move forward post-Covid with our construction companies.

It is our understanding this community will provide unique housing model for those buyers that may wish to downsize; be a starter home or simply wish a simpler lifestyle without the maintenance of exterior yardwork. This new community will be creating job opportunities, both for those currently in the workforce, as well as those we are working to place into the construction industries. Additional benefits to the greater La Quinta community – such as through discretionary local shopping/ spending – with sales tax revenues to the City is just one area of the financial economies that will also be positive to the City.

Thank you,

A handwritten signature in blue ink, appearing to read 'Gretchen Gutierrez', is written over a circular blue ink stamp or seal.

Gretchen Gutierrez  
CEO  
Desert Valleys Builders Association

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**From:** Gretchen Gutierrez <gg@thedvba.org>  
**Sent:** Monday, December 18, 2023 8:20 AM  
**To:** Monika Radeva  
**Subject:** DVBA Letter for Council Meeting Dec 19 Public Hearing Item No 1  
**Attachments:** doc02910220231215161347.pdf

You don't often get email from gg@thedvba.org. [Learn why this is important](#)

**EXTERNAL:** This message originated outside of the City of La Quinta. Please use proper judgement and caution when opening attachments, clicking links or responding to requests for information.

Good Morning Monika  
Attached please find our comment letter for tomorrow night's Council Meeting .

thanks and Happy Holidays,  
Gretchen

Gretchen Gutierrez  
CEO  
DVBA  
34360 Gateway Drive  
Palm Desert, CA 92211  
760-776-7001 office  
661-478-3762 cell  
email: gg@thedvba.org  
website: www.TheDVBA.org



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**From:** gretchen.gutierrez66@gmail.com <gretchen.gutierrez66@gmail.com>  
**Sent:** Friday, December 15, 2023 4:13 PM  
**To:** Gretchen Gutierrez <gg@thedvba.org>  
**Subject:**

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do not reply  
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CITY COUNCIL MEETING - DECEMBER 19, 2023 - WRITTEN PUBLIC COMMENT BY PALARI, INC  
PUBLIC HEARING ITEM NO.1 LA VILETTA - LETTER OF SUPPORT

December 18, 2023

La Quinta City Council  
78-495 Calle Tampico  
La Quinta, CA 92253

Dear Members of the La Quinta City Council,

I am writing on behalf of Palari to express our enthusiastic support for the proposed "La Villetta" housing development, consisting of 80 units, within the beautiful community of La Quinta. As a reputable homebuilder with a vested interest in creating vibrant and sustainable communities, we believe that the La Villetta project aligns seamlessly with the vision for the area.

Palari acknowledges the pressing need for diverse housing options within the La Quinta community. The proposed development presents an opportunity to cater to this demand by offering a distinct and desirable housing option that complements the local landscape. We firmly believe that the introduction of La Villetta will contribute positively to the fabric of the area, fostering growth while preserving the unique character that defines La Quinta.

Moreover, our market analysis indicates a substantial demand for precisely this type of housing in the area. La Villetta's design and concept are in sync with the preferences and needs of prospective residents, aligning with the evolving dynamics of the local real estate market.

Beyond addressing the demand for housing, the La Villetta project exemplifies our commitment to crafting communities that foster connectivity, sustainability, and a high quality of life. We are confident that this development will not only meet but exceed the expectations of both future residents and the greater La Quinta community.

In closing, Palari is excited about the potential of the La Villetta development and its positive impact on La Quinta. We wholeheartedly support this project and urge the City Council to consider its immense benefits for the community.

Thank you for your time and consideration.

Sincerely,

DocuSigned by:  
*Mitchell Anderson* 12/18/2023  
80F827CE5ED64E9  
Mitchell Anderson

Managing Director

Palari, Inc

mitch@palari.com

The Greater Coachella Valley Chamber of Commerce is writing to express our support for the proposed La Villetta project in La Quinta. As representatives of local businesses and active members of the business community, we believe that the approval of this project will bring about numerous positive impacts on our local economy and enhance the overall quality of life for our residents.

We understand that there are challenges associated with ensuring a reliable power supply for projects of this nature. However, we have confidence that the comprehensive plan in place will address these concerns effectively. Once power is established, we are confident that the La Villetta project will proceed seamlessly within the parameters set forth by the city council and the planning commission.

We believe the La Villetta project aligns with the city's goals for sustainable growth, economic development, and community well-being. We firmly believe that a diverse housing market is essential for the long-term success of Riverside County. The Coachella Valley residents require a wide range of housing options, and La Villetta, with its mix of home offerings is a step in the right direction. This diversity is crucial for meeting current and future housing needs and is equally beneficial for the local business community, as a healthy housing market plays a pivotal role in attracting and retaining employees.

We sincerely appreciate your consideration of the La Villetta project. Your approval will not only contribute to the prosperity of our local economy but will also play a vital role in fostering a vibrant and inclusive community in La Quinta. If you require any additional information or if there are ways in which the Greater Coachella Valley Chamber of Commerce can further support this project, please do not hesitate to contact us at 760-347-0676.

Thank you for your time and consideration.

Brandon Marley

President/CEO

Greater Coachella Valley Chamber of Commerce.





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December 19, 2023

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City of La Quinta

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Claudia Martinez, Finance Director

78-495 Calle Tampico

La Quinta, CA 92253

VICE PRESIDENT

OF ASSOCIATES

Allan Levin

Allan Levin & Associates

Dear Ms. Martinez,

CHIEF EXECUTIVE OFFICER

Gretchen Gutierrez

Thank you for providing the Desert Valleys Builders Association with the opportunity to review and comment on the City of La Quinta's 2022/2023 Development Project Fee AB1600 Report.

DIRECTORS

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Brian Benedetti Construction

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Fidelity National Title

Jeff Wattenbarger

Wattenbarger Construction

After some initial comments and concerns the DVBA is satisfied that the City has met its annual reporting obligations pursuant to the City Municipal Code and the Mitigation Fee Act.

Respectfully,

Gretchen Gutierrez  
Chief Executive Officer

34360 Gateway Drive • Palm Desert • CA 92211

(760) 776-7001 office • (760) 776-7002 fax

www.TheDVBA.org