

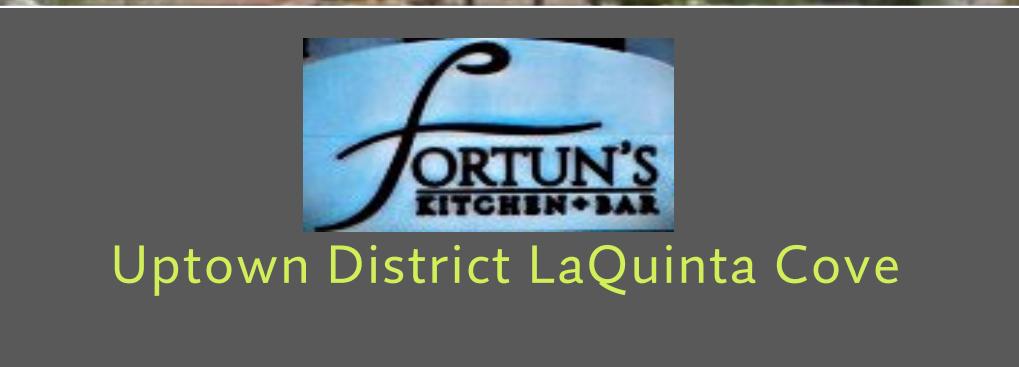
# THE FIRM

---

## COMMERCIAL

A division of Desert Lifestyle Properties

presents



Uptown District LaQuinta Cove



# ONE OF A KIND OPPORTUNITY !

IN THE HEART OF THE LAQUINTA COVE VILLAGE

13 LOTS total .95 acres ✨ 2 BUILDINGS ✨ MIXED USE 45ft to 60ft tall

1@ <sup>(approx)</sup> 8000 sqft OPERATING RESTAURANT + 1@ <sup>(approx)</sup> 1500 sqft  
ENDLESS POSSIBILITIES FOR ✨ LUXURY CONDOS ✨ RETAIL & HOTEL HYBIRD

# \$5,200,000

Owner financing available to qualified investors

CONTACT: GERARD 760/578-4179 or MAT 310/963-7334

Iconic Operating Restaurant at  
\$5,200,00 add  
Prime Lots Assembled at \$1,500,00





# FORTUN'S

KITCHEN & BAR

Main Restaurant Operation: approx. 8,000 sq ft W/ 10 mill imps.

- State of the art kitchen and back of house
- Separate pizza bar with rotisserie
- Temperature controlled wine room
- Stadium roof that opens to the sky
- Frozen Drink Rail at Main Bar Private Upstairs Dinning Room with Restrooms & VIP Entrance
- Gross Sales in excess of 3 million
- Massive covered patio with various outdoor features





A portrait of a man with short brown hair, wearing a dark suit and tie. He is smiling at the camera.

**Gerard Noonan**  
VP Hospitality Division - Realtor®  
760.578.4179  
[G.Noonan@TheFirmcommercial.com](mailto:G.Noonan@TheFirmcommercial.com)

CalDRE#01094571

# THE FIRM

---

## COMMERCIAL

A portrait of a man with grey hair and a beard, wearing a light-colored cardigan over a white shirt. He is smiling.

**Mathew Thomas**  
Vice President | Realtor®  
310.963.7334  
[MatInTheDesert@gmail.com](mailto:MatInTheDesert@gmail.com)

MIXED USE

# EXISTING BUILDING

Approx 1500 sq ft mixed used  
presently office and storage



# SURROUNDING AREA

01/30/2025



## CLOSE TO MADISON CLUB

Close to multiple exclusive country clubs and hub to World Class Dining and Festivals



# ELEMENTS VISION OVERVIEW

## NEAR LAQUINTA CIVIC CENTER

Strategically located high profile property in the heart of the LaQuinta Cove

## PRE APPROVED MIXED USE TO GO 45 FT HIGH & 60 FT WITH MODIFIED CONDITION USE PERMIT

City has great interest in the developing and vision for this property as a flagship project in the booming area. This proposed rendering contains:

- \* roughly 30k SF underground parking
- \* 17.5 k SF retail in 8 units
- \* 22k SF hospitality space
- \* 18k SF hotel rooms on 2 floors
- \* 3 X's 1,100 SF penthouse units overlooking the entire cove
- \* upper level pickleball courts and spectacular infinity pool looking out over all the Cove.

## RARE ON MARKET

First offering of this assembled block located directly next to the Old Town development

## UNIQUELY POSITIONED EAST VALLEY

This property sits in the perfect position to capitalize from all the county club culture and elevated vacation rental community.

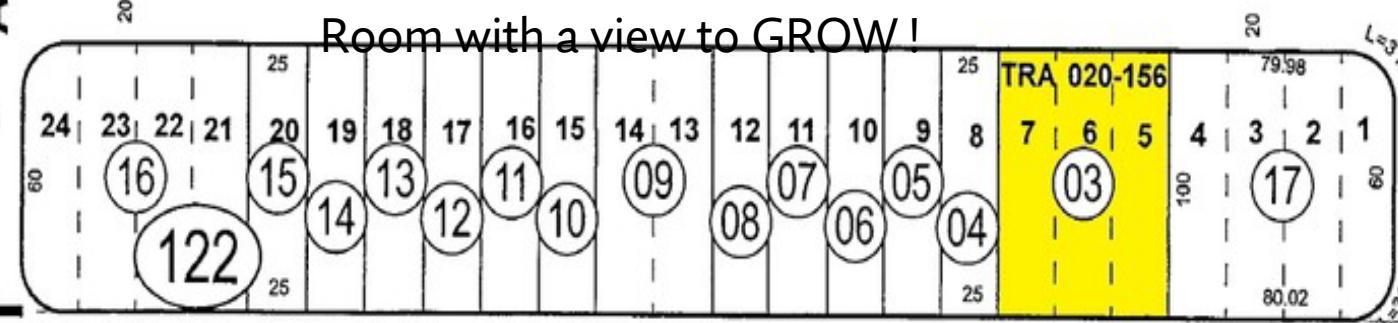


VISION IS A HOTEL/LUXURY CONDO HYBRID WITH FIRST FLOOR RETAIL



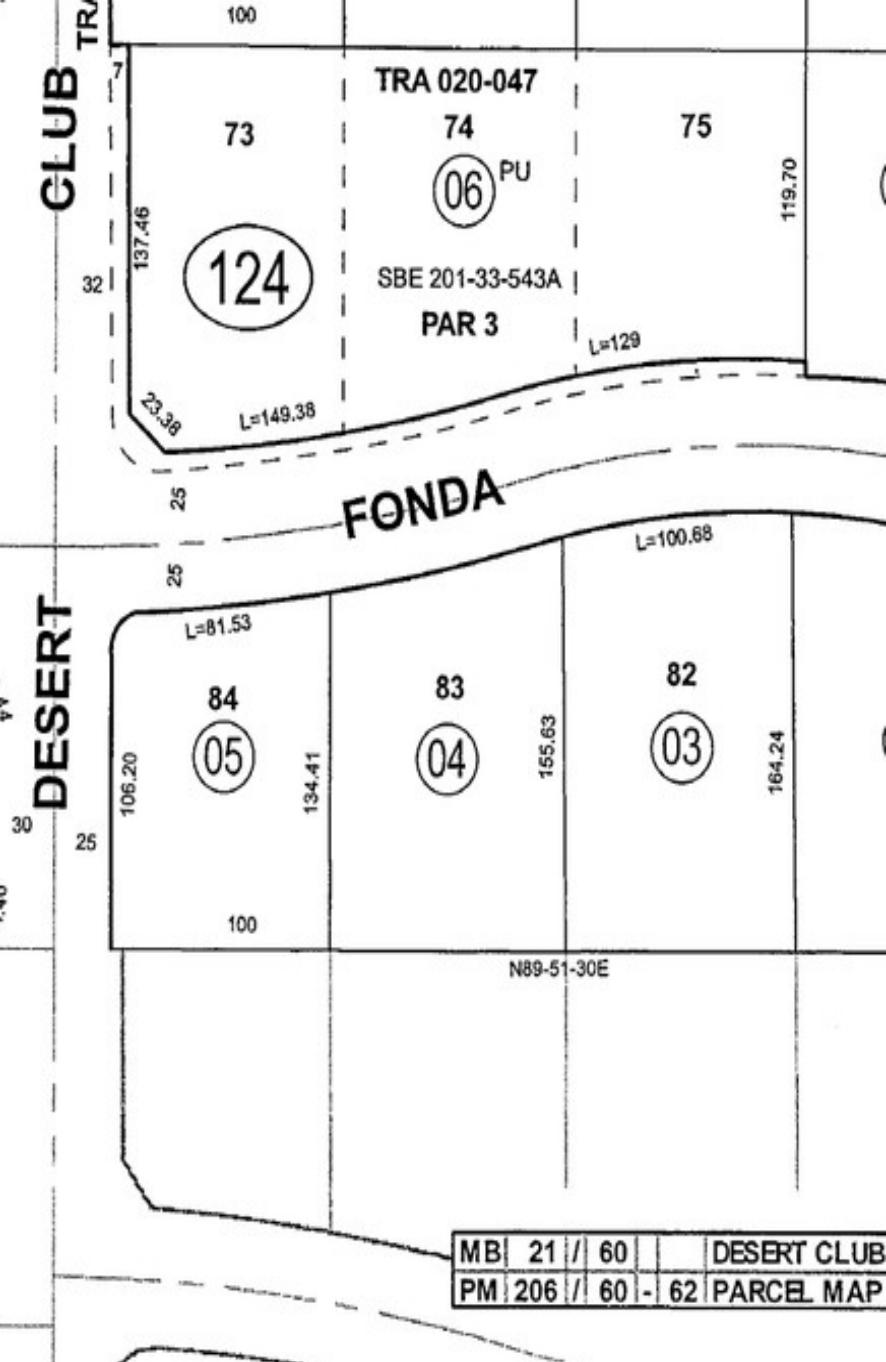


## Room with a view to GROW



## THE FIRM COMMERCIAL

GNOONAN@THEFIRMCOMMERCIAL.COM



MB 21 / 60 DESERT CLUB  
PM 206 / 60 - 62 PARCEL MAP

THANK YOU



Gerard Noonan  
760/578-4179

[gnoonan@thefirmcommercial.com](mailto:gnoonan@thefirmcommercial.com)

A division of Desert Lifestyle Properties  
[www.desertlifestyleproperties.com](http://www.desertlifestyleproperties.com)

# SUMMARY

This is a rare opportunity to develop a luxury condo and hotel hybrid in the heart of the LaQuinta Cove along side an existing upscale restaurant & bar that could easily become a nightclub with private VIP dinning on any given day. The present operation has healthy cash flow and improvements far exceeding the offering price of the entire block. City preliminary contact has incredible support for this "Uptown District" and already there is much interest in the condominium component as well as the retail first floor space. Luxury living planned with upper-level infinity pool and pickleball courts.

Contact Gerard Noonan or Mat Thomas at The Firm Commercial  
[gnoonan@thefirmcommercial.com](mailto:gnoonan@thefirmcommercial.com) 760/578-4179

