



**CITY OF PALM SPRINGS**  
**DEPARTMENT OF PLANNING SERVICES**  
**MEMORANDUM**

**Date:** May 10, 2017

**To:** Planning Commission

**From:** Department of Planning Services

**Subject:** Item 2C – LARS VIKLUND, OWNER, (D/B/A LA SERENA VILLAS) REQUESTING A CONDITIONAL USE PERMIT TO ALLOW A RESTAURANT AS AN ACCESSORY USE TO A HOTEL LOCATED AT 339 SOUTH BELARDO ROAD, ZONE R-3. (Case 5.1413 CUP)

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On April 26, 2017, the Planning Commission reviewed a request for a Variance application and a Conditional Use Permit for La Serena Villas to allow a restaurant as an accessory use to a hotel. The Planning Commission voted to continue both Public Hearings to May 10, 2017 to allow Staff to conduct a site visit to verify that the hotel could contain twenty (20) keyed rooms.

Staff visited the site on Tuesday, May 2, 2017 at 3:00 PM and walked the property with the hotel owner. From this investigation, Staff can report the potential for twenty (20) keyed rooms. The property is a series of small buildings grouped along a central corridor with patios leading to individual Villas. Two of the Villas, (Villa 5 and Villa 5A) have separate entrances leading to an individual bedroom and bathroom. The two (2) additional rooms allows the hotel to qualify as a twenty (20) keyed hotel meeting the requirements of Section 92.04.01(D)(16) the Palm Springs Zoning Code.

Based upon this determination, the Variance request can be withdrawn and the Conditional Use Permit can be approved as submitted.

Staff is recommending approval of the Conditional Use Permit. A new condition has been added to the Conditions of Approval requiring the hotel to have twenty (20) keyed rooms available in accordance with the threshold requirement for a restaurant use.



# Planning Commission Staff Report

DATE: MAY 10, 2017

PUBLIC HEARING

SUBJECT: LARS VIKLUND, OWNER, (D/B/A LA SERENA VILLAS) REQUESTING A CONDITIONAL USE PERMIT TO ALLOW A RESTAURANT AS AN ACCESSORY USE TO A HOTEL LOCATED AT 339 SOUTH BELARDO ROAD, ZONE R-3. (Case 5.1413 CUP)

FROM: Department of Planning Services

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## SUMMARY

A request for a Conditional Use Permit to allow a restaurant as an integral part of a hotel Pursuant to Section 92.04.01 (D)(16) of the Palm Springs Zoning Code (PSZC). The restaurant is intended to serve guests of the hotel with limited service to outside patrons.

**RECOMMENDATION:** Continue to a date uncertain.

## ISSUES:

- The applicant has filed a Variance request to allow a restaurant as an accessory use to a hotel with eighteen (18) rooms where twenty (20) rooms are required.
- The CUP application cannot move forward unless Variance Case No. 6.548 is approved.
- Staff has recommended denial of the Variance request.

## BACKGROUND INFORMATION

<b>Most Recent Ownership</b>	
November 2015	Lars Viklund / Martini Madness, LLC

<b>Related Relevant City Actions by Planning, Fire, Building, etc...</b>	
1930s	The original structures at the present day La Serena Villas site were constructed.
11/10/08	The HSPB recommended that the City Council designate the site as a Class 1 Historic Site.
5/13/09	The City Council designated the La Serena Villas site a Class 1 Historic Site; Council Resolution No. 22479.
12/19/14	The Historical Site Preservation Board (HSPB) granted a certificate of approval for the renovation and addition of the hotel.
01/15/2015	The Planning Commission approves a request to renovate the property into an eighteen (18) unit high end hotel.

<b>Neighborhood Notification</b>	
4/20/2017	Notification was emailed to the following Neighborhood Organizations: Historic Tennis Club, Baristo, Warm Sands, and Midtown.

<b>Field Check</b>	
April 2017	Staff visited site to observe existing conditions

<b>Notification</b>	
4/14/2017	Public hearing notices sent to all property owners within 500 feet of property.

<b>Details of Application Request</b>	
<b>Site Area</b>	
Net Area	39,204-square feet.

**ANALYSIS:**

<b>Surrounding Property</b>	<b>Existing General Plan Designations</b>	<b>Existing Land Use</b>	<b>Existing Zoning Designations</b>
Subject Property	Small Hotel	Hotel	R-3 Multi-Family Residential
North	Small Hotel	Hotel	R-3 Multi-Family Residential
South	Small Hotel	Hotel	R-3 Multi-Family Residential
East	Central Business District	Commercial	C-B-D Commercial
West	Estate Residential	Single-Family Residential	R-1-A Single-Family Residential

**DEVELOPMENT STANDARDS:**

<b>Zoning – Uses &amp; Lot Standards</b>			
	<b>Palm Springs Zoning Code</b>	<b>Proposed: Hotel</b>	<b>Compliance</b>
<b>Uses permitted</b>	R-3	Multiple-Family Res./Hotel	Conforms
<b>Density</b>	15 Units Per acre		Conforms
<b>Lot Standards</b>			
Min. Lot Area	20,000 Sq. Ft.	Approx. 39,204 sq. ft.	Conforms
Min. Width	Minimum: 130 Ft.	154 Ft.	Conforms
Min. Depth	Minimum: 150 Ft.	257 Ft.	Conforms

<b>Zoning – Building Development Standards</b>			
	<b>Palm Springs Zoning Code</b>	<b>Proposed: Hotel</b>	<b>Compliance</b>
<b>Building Height</b>	30 feet hotels; max. of 2 stories	Existing: 12 ft. and new support bldg. 30'	Conforms

<b>Yard Setbacks</b>			
Front	25 Feet	15 Ft. (Existing)	Conforms
Side	10 Feet (Northerly Section)	10 Ft.	Conforms
Rear	10 Feet	15 Ft.	Conforms
Building Envelope	Two Story	One Story	Conforms
Lot Coverage	N/A	33%	Conforms
Min. Dwelling Size	800 Sq. Ft.	Average 980 Sq. Ft.	Conforms
Off-street Parking	1 parking space per room	18 spaces	Conforms
Trash Enclosure	Required	1 provided	Conforms

**ANALYSIS**

The property owner is seeking approval of a Conditional Use Permit to allow a forty (40) seat restaurant servicing the hotel guests and outside patrons of the La Serena Villas Hotel. The Palm Springs Zoning Code Section 92.04.01(D)(16) allows restaurants as an integral part of a hotel which contains twenty (20) guest rooms or more. Staff has verified the presence of twenty (20) keyed guest rooms meeting the requirements of the PSZC.

La Serena Villas underwent a multi-million dollar renovation and recently opened for business. The site contains eighteen (18) keyed units some consisting of large suites with multiple bedrooms and kitchens. In addition to the bungalow suites, a new 2,700-square foot support building located adjacent to the pool was constructed to contain laundry facilities, storage rooms, pool restrooms, and mechanical equipment. This building also provides a coffee bar, small kitchen, and indoor seating for the food and beverage service. The proposed restaurant seating will be located within the support building and on the pool deck.

The property owner states in his justification letter that the food service is intended for hotel guests, however opening the restaurant to the general public is key to the business financial success. Mr. Viklund is willing to limit the hours of operation for outside patrons to evening service of three (3) days a week with the hours of 6:00 PM to 10:00 PM. The seating for the restaurant will be located on the ground within the support building and on the pool deck. There will be no signage for the restaurant and outside advertising is not permitted.

Access and Parking:

La Serena Villas fronts two streets; South Cahuilla Road to the west and South Belardo Road to the east, the main access to the site is through the lobby building from Belardo Road. Patrons of the hotel and restaurant will enter the site through the main lobby.

Off-street parking for the site is located on South Cahuilla Road and consists of eight (8) spaces within an enclosed parking lot, and ten (10) bay spaces fronting the street. Pursuant to Section 93.06.00(D)(16)(a)(b), (Off-street Parking Requirements), of the Palm Springs Zoning Code, "There shall be provided one (1) garage, carport or open parking space as an accessory for each of the first fifty (50) guest rooms in any hotel establishment". Eighteen (18) hotel rooms are present with one space per room.

Additional off-street parking associated with the restaurant use is waived for Class 1 historic properties and are exempt from the parking requirement per Section 93.06.00(B)(3)(e) of the PSZC. If the property was not designated historic the restaurant would require an additional thirteen (13) off-street parking spaces for guests not staying at the hotel.

#### **REQUIRED FINDINGS – CONDITIONAL USE PERMIT:**

Section 94.02.00 of the Palm Springs Zoning Code (PSZC) requires that the following conditions be met in order to approve a Conditional Use Permit:

1. *That the use applied for at the location set forth in the application is properly one for which a conditional use permit is authorized by this Zoning Code.*

PSZC Section 92.04.01(D)(16) allows for a restaurant use at a hotel facility with a minimum of twenty (20) guest rooms upon approval of a Conditional Use Permit. Staff has verified the presence of twenty (20) keyed guest rooms and the finding has been met.

2. *That the use is necessary or desirable for the development of the community, is in harmony with the various elements or objectives of the general plan, and is not detrimental to existing uses or to future uses specifically permitted in the zone in which the proposed use is to be located.*

The General Plan designation of the subject property is SH (Small Hotel Resort Commercial), which allows for the development of small boutique-style hotels and residential uses. The General Plan does not allow stand-alone retail or commercial uses, but does allow commercial uses that are ancillary to hotel facilities. As the proposed restaurant is ancillary to the existing hotel and is intended to primarily serve hotel guests, it is in conformance with the General Plan, and will not be detrimental to existing or future uses within the Small Hotel land use designation.

3. *That the site for the intended use is adequate in size and shape to accommodate such use, including yards, setbacks, walls or fences, landscaping and other features required in order to adjust such use to those existing or permitted future uses of land in the neighborhood.*

The site contains a 2,700-square foot support building located adjacent to the pool and was constructed to contain laundry facilities, storage rooms, pool restrooms, and mechanical equipment. This building also provides a coffee bar, small kitchen, and indoor seating for the food and beverage service. The proposed restaurant with dining area will be located within the support building and on the pool deck. As the kitchen facilities and other back of house operations are located within the existing support building no new construction is needed and the site is adequate for the proposed use.

4. *That the site for the proposed use relates to the streets and highways properly designed and improved to carry the type and quantity of traffic to be generated by the proposed use.*

The La Serena Villas fronts two streets; South Cahuilla Road to the west and South Belardo Road to the east, the main access to the site is through the lobby building from Belardo Road. Patrons of the hotel and restaurant will enter the site through the main lobby. As the restaurant is primarily intended for hotel guests and is only open for a limited number of hours, the impact to parking and traffic will be minimal. The property is a Class 1 historic site and no additional parking is required. Based on the access to the site, pedestrian and vehicle traffic will be served via existing streets and sidewalks within the Historic Tennis Club neighborhood and will have a minimal impact to surrounding properties.

5. *That the conditions to be imposed and shown on the approved site plan are deemed necessary to protect the public health, safety and general welfare and may include minor modification of the zone's property development standards.*

The conditions imposed as part of this Conditional Use Permit are intended to minimize impacts on the surrounding community. The limiting of restaurant service to hotel guests for breakfast and lunch and restricting dinner service for outside patrons to three (3) nights a week will protect the public health, safety and general welfare and the finding has been met.

## **ENVIRONMENTAL ASSESSMENT**

The project is categorically exempt from environmental review pursuant to Section 15301 (Class 1 – “Existing Facilities”) of the California Environmental Quality Act (“CEQA”).

## **NOTIFICATION**

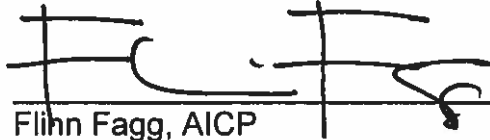
Notification was sent to adjacent property owners within 500 feet from the subject property on April 14, 2017 to inform the neighbors that there has been a Variance application submitted for the subject property. The Planning Commission at the April 26, 2017 meeting voted to continue the public hearing to a date certain of May 10, 2017. No further noticing is required.

## **CONCLUSION**

Staff has analyzed the Conditional Use Permit for a restaurant as an integral part of a hotel and has found that all five (5) required findings can be met and is recommending approval with conditions.



Glenn Mlaker, AICP  
Associate Planner



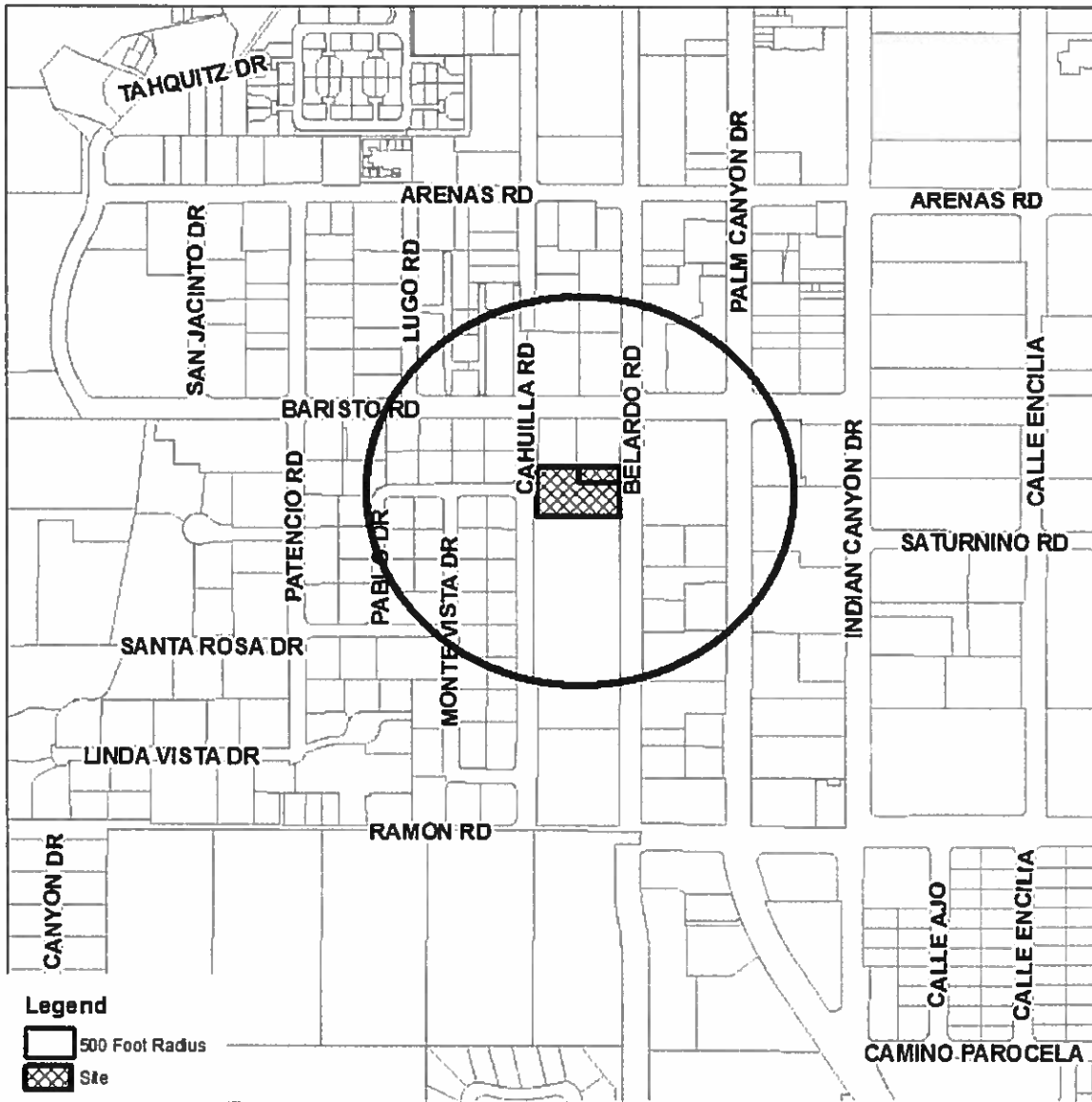
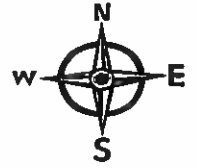
Flihn Fagg, AICP  
Director of Planning Services

**Attachments:**

1. Vicinity Map
2. Resolution
3. Conditions of Approval
4. Justification Letter
5. Site Photos
6. Site Plan
7. Floor Plan



# Department of Planning Services Vicinity Map



**CITY OF PALM SPRINGS**

**CASE 5.1413 CUP & 6.548 VAR  
LA SERENA VILLAS  
339 SOUTH BELARDO ROAD**



RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE 5.1413, A CONDITIONAL USE PERMIT (CUP) TO ALLOW A RESTAURANT AS AN ACCESSORY USE TO A HOTEL AT LA SERENA VILLAS LOCATED AT 339 SOUTH BELARDO ROAD, ZONE R-3.

THE PLANNING COMMISSION FINDS AND DETERMINES AS FOLLOWS:

- A. Lars Viklund, ("Applicant") has filed a Conditional Use Permit application with the City pursuant to Section 94.02.00 of the Zoning Code to allow a restaurant as an accessory use to a hotel with twenty (20) rooms at La Serena Villas located at 339 South Belardo Road, Zone R-3, Section 15, APN: 513-202-009.
- B. A restaurant as an accessory use to a hotel with twenty (20) rooms may be permitted in the R-3 Zone with the approval of a Conditional Use Permit, pursuant to Section 92.04.01(D)(16) of the Zoning Code.
- C. Notice of public hearing of the Planning Commission of the City of Palm Springs to consider Case No. 5.1413 – CUP was given in accordance with applicable law.
- D. On May 10, 2017, a continued public hearing on the application was held by the Planning Commission in accordance with applicable law.
- E. The proposed project is considered a "project" pursuant to the terms of the California Environmental Quality Act ("CEQA"), and has been determined to be Categorically Exempt as a Class I exemption (Existing Facilities) pursuant to Section 15301 of the CEQA Guidelines.
- F. The Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the hearing on the project, including, but not limited to, the staff report, and all written and oral testimony presented.

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

- G. Section 94.02.00(B)(6) of the Zoning Code requires the Planning Commission not approve a Conditional Use Permit unless it finds as follows:
  - 1. *That the use applied for at the location set forth in the application is properly one for which a conditional use permit is authorized by this Zoning Code.*

PSZC Section 92.04.01(D)(16) allows for a restaurant use at a hotel facility with

a minimum of twenty (20) guest rooms upon approval of a Conditional Use Permit. Staff has verified the presence of twenty (20) keyed guest rooms and the finding has been met.

2. *That the use is necessary or desirable for the development of the community, is in harmony with the various elements or objectives of the general plan, and is not detrimental to existing uses or to future uses specifically permitted in the zone in which the proposed use is to be located.*

The General Plan designation of the subject property is SH (Small Hotel Resort Commercial), which allows for the development of small boutique-style hotels and residential uses. The General Plan does not allow stand-alone retail or commercial uses, but does allow commercial uses that are ancillary to hotel facilities. As the proposed restaurant is ancillary to the existing hotel and is intended to primarily serve hotel guests, it is in conformance with the General Plan, and will not be detrimental to existing or future uses within the Small Hotel land use designation.

3. *That the site for the intended use is adequate in size and shape to accommodate such use, including yards, setbacks, walls or fences, landscaping and other features required in order to adjust such use to those existing or permitted future uses of land in the neighborhood.*

The site contains a 2,700-square foot support building located adjacent to the pool and was constructed to contain laundry facilities, storage rooms, pool restrooms, and mechanical equipment. This building also provides a coffee bar, small kitchen, and indoor seating for the food and beverage service. The proposed restaurant with dining area will be located within the support building and on the pool deck. As the kitchen facilities and other back of house operations are located within the existing support building no new construction is needed and the site is adequate for the proposed use.

4. *That the site for the proposed use relates to the streets and highways properly designed and improved to carry the type and quantity of traffic to be generated by the proposed use.*

The La Serena Villas fronts two streets; South Cahuilla Road to the west and South Belardo Road to the east, the main access to the site is through the lobby building from Belardo Road. Patrons of the hotel and restaurant will enter the site through the main lobby. As the restaurant is primarily intended for hotel guests and is only open for a limited number of hours, the impact to parking and traffic will be minimal. The property is a Class 1 historic site and no additional parking is required. Based on the access to the site, pedestrian and vehicle traffic will be served via existing streets and sidewalks within the Historic Tennis Club neighborhood and will have a minimal impact to surrounding properties.

5. *That the conditions to be imposed and shown on the approved site plan are deemed necessary to protect the public health, safety and general welfare and may include minor modification of the zone's property development standards.*

The conditions imposed as part of this Conditional Use Permit are intended to minimize impacts on the surrounding community. The limiting of restaurant service to hotel guests for breakfast and lunch and restricting dinner service for outside patrons to three (3) nights a week will protect the public health, safety and general welfare and the finding has been met.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. 5.1413 – CUP, a Conditional Use Permit to allow a restaurant as an accessory use to a hotel at La Serena Villas located at 339 South Belardo Road, subject to the conditions set forth in the attached Exhibit A.

ADOPTED this 10<sup>th</sup> day of May, 2017.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

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Flinn Fagg, AICP  
Director of Planning Services

RESOLUTION NO.

EXHIBIT A

Case No. 5.1413 CUP

La Serena Villas  
339 South Belardo Road

May 10, 2017

**CONDITIONS OF APPROVAL**

Before final acceptance of the project, all conditions listed below shall be completed to the satisfaction of the City Engineer, the Director of Planning Services, the Director of Building and Safety, the Chief of Police, the Fire Chief or their designee, depending on which department recommended the condition.

Any agreements, easements or covenants required to be entered into shall be in a form approved by the City Attorney.

**ADMINISTRATIVE CONDITIONS**

- ADM 1. Project Description. This approval is for the project described per Case 5.1413 CUP, to allow a restaurant as an accessory use to a hotel with twenty (20) keyed guest rooms per approved site plan and floor plan, as modified by conditions below.
- ADM 2. The site shall be developed and maintained in accordance with the approved plans, date stamped March 9, 2017, which includes the site plan on file in the Planning Division except as modified by conditions below.
- ADM 3. The project shall conform to the conditions contained herein, all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, and any other City County, State and Federal Codes, ordinances, resolutions and laws that may apply.
- ADM 4. The Director of Planning or designee may approve minor deviations to the project description and approved plans in accordance with the provisions of the Palm Springs Zoning Code.
- ADM 5. Indemnification. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm Springs, its legislative body, advisory agencies, or administrative officers concerning Case 5.1413 CUP. The City of Palm Springs will promptly

notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

- ADM 6. Time Limit on Commencement of Use. The time limit for commencement of the use authorized by this conditional use permit shall be two (2) years from the effective date of approval. A conditional use permit shall become effective after an elapsed period of fifteen (15) days
  
- ADM 7. Maintenance and Repair. The property owner(s) and successors and assignees in interest shall maintain and repair the improvements including and without limitation all structures, sidewalks, bikeways, parking areas, landscape, irrigation, lighting, signs, walls, and fences between the curb and property line, including sidewalk or bikeway easement areas that extend onto private property, in a first class condition, free from waste and debris, and in accordance with all applicable law, rules, ordinances and regulations of all federal, state, and local bodies and agencies having jurisdiction at the property owner's sole expense. This condition shall be included in the recorded covenant agreement for the property if required by the City.
  
- ADM 8. Right to Appeal. Decisions of an administrative officer or agency of the City of Palm Springs may be appealed in accordance with Municipal Code Chapter 2.05.00. Permits will not be issued until the appeal period has concluded.
  
- ADM 9. Comply with City Noise Ordinance. This use and property shall comply with the provisions of Section 11.74 Noise Ordinance of the Palm Springs Municipal Code. Violations may result in revocation of this Conditional Use Permit.

<b>Ordinance Time of Day</b>	<b>Ordinance dBA Limits</b>
7:00 AM to 6:00 PM	60
6:00 PM to 10:00 PM	55
10:00 PM to 7:00 AM	50

ADM 10. Alterations to Class 1 Historic Building. Any alterations to the exterior of the building including landscaping shall require the submission of a Minor Architectural Application and a review by the Historic Site Preservation Board.

#### **PLANNING DEPARTMENT CONDITIONS**

- PLN 1. Hotel to make available twenty (20) keyed rooms meeting the requirement of Section 92.04.01(D)(16) the Palm Springs Zoning Code.
- PLN 2. The applicant shall be limited to a total number of forty (40) seats located inside the support building and on the pool deck.
- PLN 3. The restaurant shall be for the primary use of hotel guests. Outside patrons not staying at the hotel shall be limited to dinner service only up to three (3) evenings per week.
- PLN 3. Signage Advertising Restaurant and Alcohol Sales. Exterior signage advertising the restaurant or bar use shall be strictly prohibited.
- PLN 4. Hours of Operation. The operating hours for the restaurant and bar shall be primarily limited to 7:00 a.m. to 6:00 p.m. daily. Dinner service may be provided until 10:00 p.m. up to three (3) evenings per week.
- PLN 5. Sign Applications Required. No signs for the hotel property are approved by this action. Separate approval and permits shall be required for all signs in accordance with Zoning Ordinance Section 93.20.00.

#### **BUILDING DEPARTMENT CONDITIONS**

- BLD 1. The applicant shall obtain all appropriate building permits.

**END OF CONDITIONS**



LA SERENA VILLAS

April 19th, 2017

Re: La Serena Villas

To: Flinn Flagg and Planning Commission, City of Palm Springs

RECEIVED

APR 19 2017

PLANNING SERVICES  
DEPARTMENT

As you know, we acquired and renovated La Serena Villas, located at 339 South Belardo Road. We would like to take a moment to introduce ourselves to you and share some background of our plan.

In terms of background, we currently own and operate The Del Marcos Hotel. This 17 room hotel was designed by William Cody, and had been neglected over the years. We have renovated and had it designated Class 1 Historic. We have owned it for 14 years and have invested millions of dollars. The Del Marcos Hotel has developed a very loyal guest following, especially for guest seeking an intimate tranquil environment. We also recently purchased the Calla Lily Inn at 350 S. Belardo Road. The hotel has fallen into a state of disrepair and we plan on starting renovation soon. Both of these hotels run as more of a "bed and breakfast" where breakfast is included in the cost of the room, and are priced moderately. The Del Marcos Hotel has an impeccable reputation and is currently rated #7 on TripAdvisor.

We purchased La Serena Villas 5 years ago. It was abandoned for over 10 years and overrun by homeless people and drug addicts. We have invested over \$10 million dollars on this project. Because of the condition of the hotel and nothing could be saved, it was not financially feasible for such a large investment for a small hotel, which is one of the reasons it sat vacant for so many years. The hotel originally had 27 rooms, which makes it difficult for developers to get any economy of scale. In fact, the appraisers advised the project was not financially feasible, which made it very difficult to get financing and we had to put up additional cash and collateral to finance the project. After purchasing, to work with the city, we lowered the amount of rooms to 18 and in addition, we purchased an empty lot next to the hotel to add parking. We also designed and built a lobby, pool and restaurant to create an intimate upscale boutique resort. We felt that this is a product that is not currently offered in downtown Palm Springs. Our goal was to honor the original architecture of the hotel to greatest extent possible, and blend into the neighborhood seamlessly. We are fortunate to be working with award winning architect, May Sung, who guided us through the process. As a nod to past, we kept the original name of the hotel.

La Serena Villas includes 18 beautifully appointed guest rooms, an open air lobby,, pool and spa, massage and skin care bungalow, restaurant, vegetable gardens, and fountains. The goal is to position the hotel as an attractive four-star boutique hotel for guest seeking an upscale, quiet, private environment.

We have a separate building flanking the pool which houses our restaurant, in order to provide food to our guests. We also plan to offer beer, wine and cocktails. We are in agreement with our

food to our guests. We also plan to offer beer, wine and cocktails. We are in escrow with our ABC license. These are essential amenities to provide to our hotel guest when they are staying on property. The hours of operation will be limited to 7am to 11:00pm. A very minimal staff will be used to operate this model. We will have staff of 4-8 people for all hotel operations (not including housekeeping). The restaurant is intended primarily for hotel guests. The proposed restaurant is ancillary to the existing hotel. It will not be detrimental to existing or future uses of land in the neighborhood. There will be no expansion of the existing building, or building blueprint. As the restaurant is primarily intended for hotel guests and is only open for a limited numbers of hours, the impact to parking and traffic will be minimal. In fact, the hotel ran as a 27 room hotel with minimal parking. We reduced the amount of rooms to 18 and added a new parking lot. Even though we have been at full occupancy many nights, we have still not used the new additional parking lot, the guests have been parking in our guest spots on Belardo and Cahuilla. Many of our guests are flying into Palm Springs and do not have a car. We also partner with Tesloop, UBER and other services to get our guests here. One of our best features is the location and guests love that they do not need a car. Also with the accessibility of UBER and LIFT, many of our guests do not have cars. Parking will not be an issue at the hotel.

The hotel has been open for over 2 months and has been getting very high ratings. Most of the negative ratings and comments have been that we don't have a restaurant on site. Also, many guests have not booked due to the fact that we do not have a restaurant on site. With most upscale hotels, guests would like to have access to this amenity while staying at the hotel. Not having this option will be detrimental to the financial feasibility of the hotel.

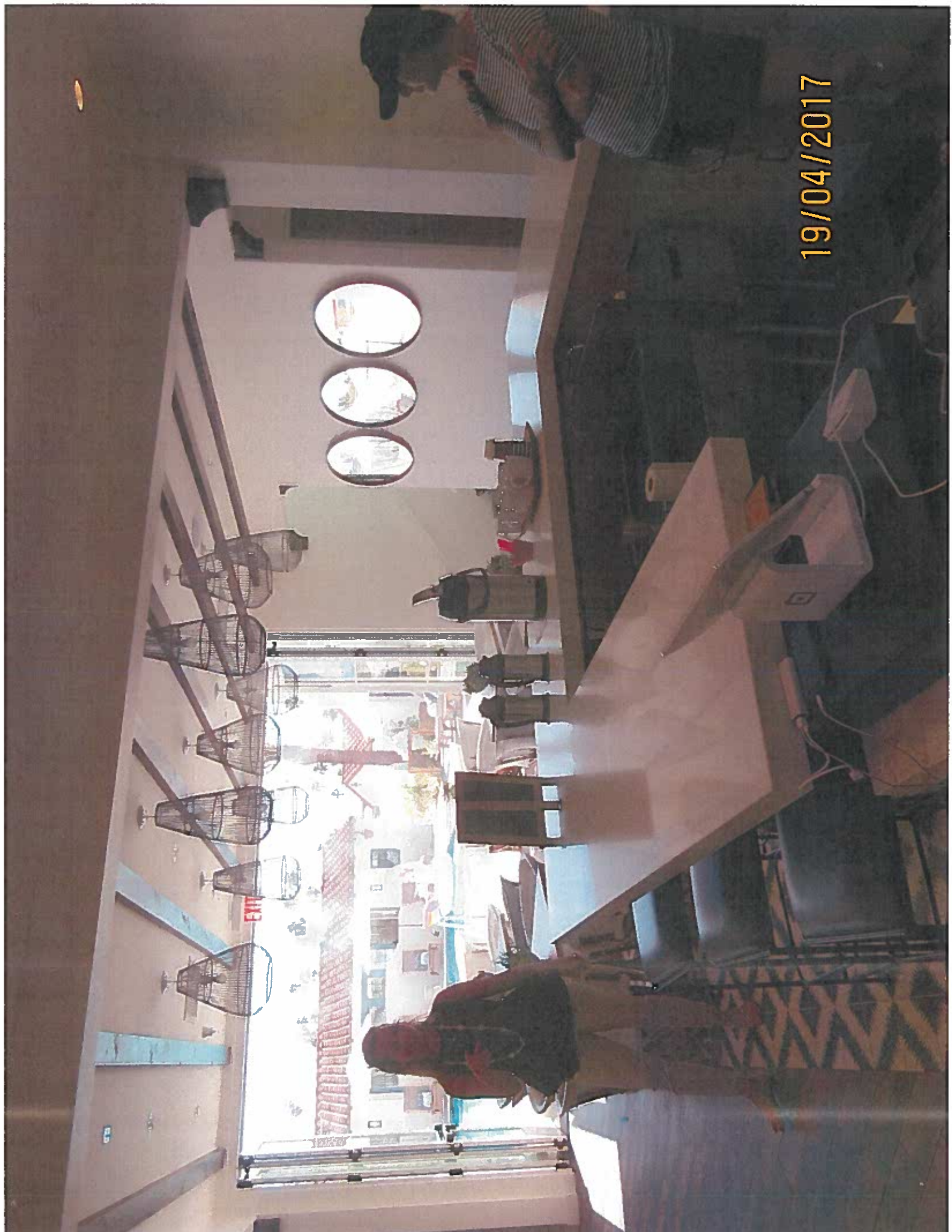
Although the restaurant will be intended for hotel guests, we would be willing to restrict access to the public to 3 nights per week for dinner only between 6PM and 10PM. For the last 15 years, the core operating principle of ours has always been to be respectful and courteous neighbors and we look forward to continuing this tradition at La Serena Villas.

Sincerely,

Lars and Kelly Viklund  
Owners

339 South Belardo Road · Palm Springs CA 92262 · 844.932.8044 · [www.laserenavillas.com](http://www.laserenavillas.com)





19/04/2017



19/04/2017

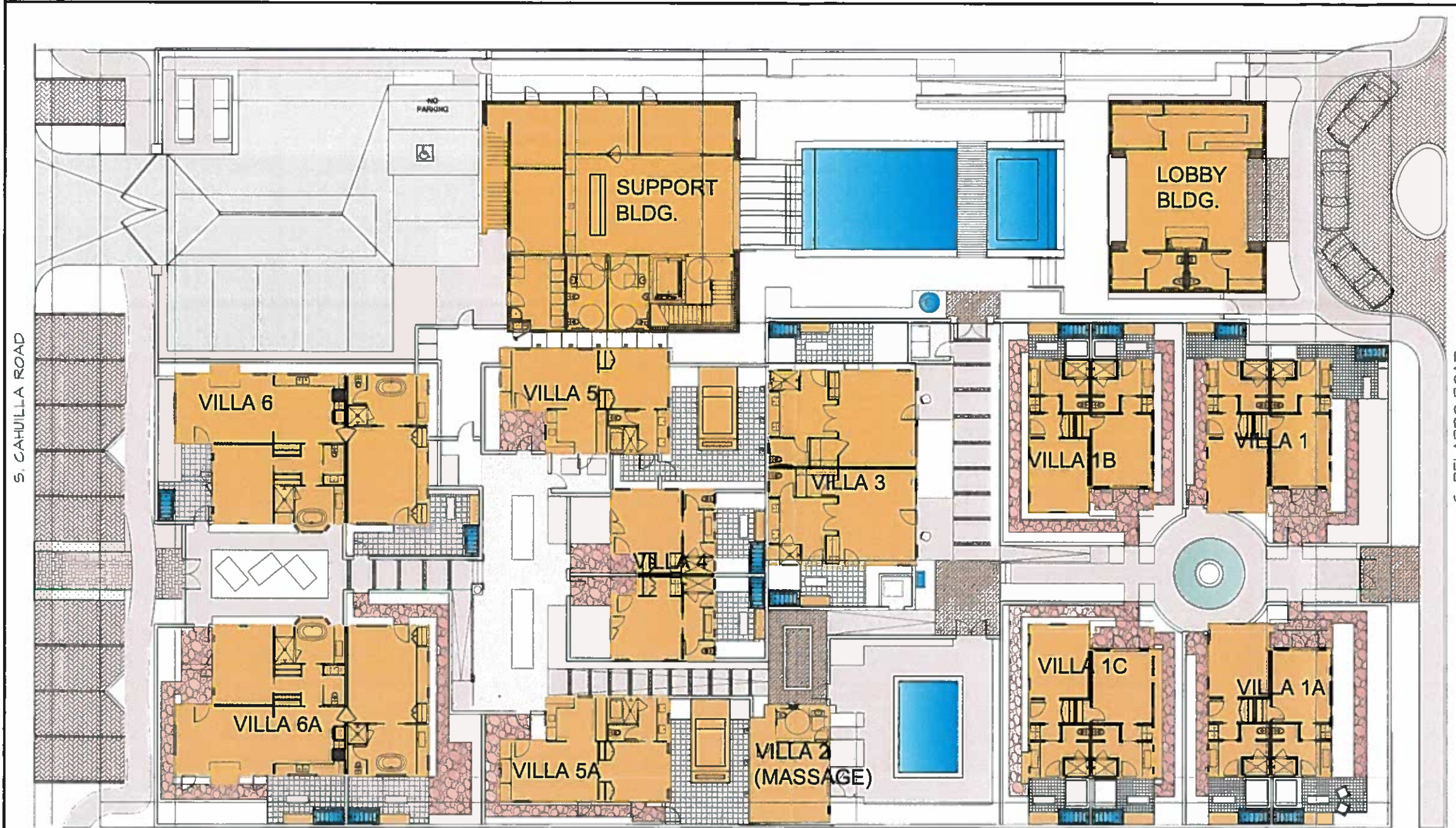






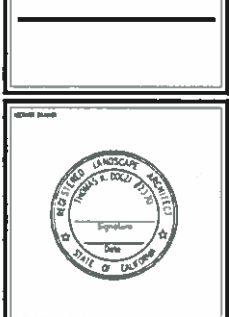
19/04/2017





**T K D ASSOCIATES, INC.**  
 LAND PLANNING - LANDSCAPE ARCHITECTURE  
 INTERIOR DESIGN

**LA SERENA VILLAS**  
 PALM SPRINGS CA



**SITE PLAN**



**TVP**

**1856**

REVISIONS		
NO.	DATE	BY

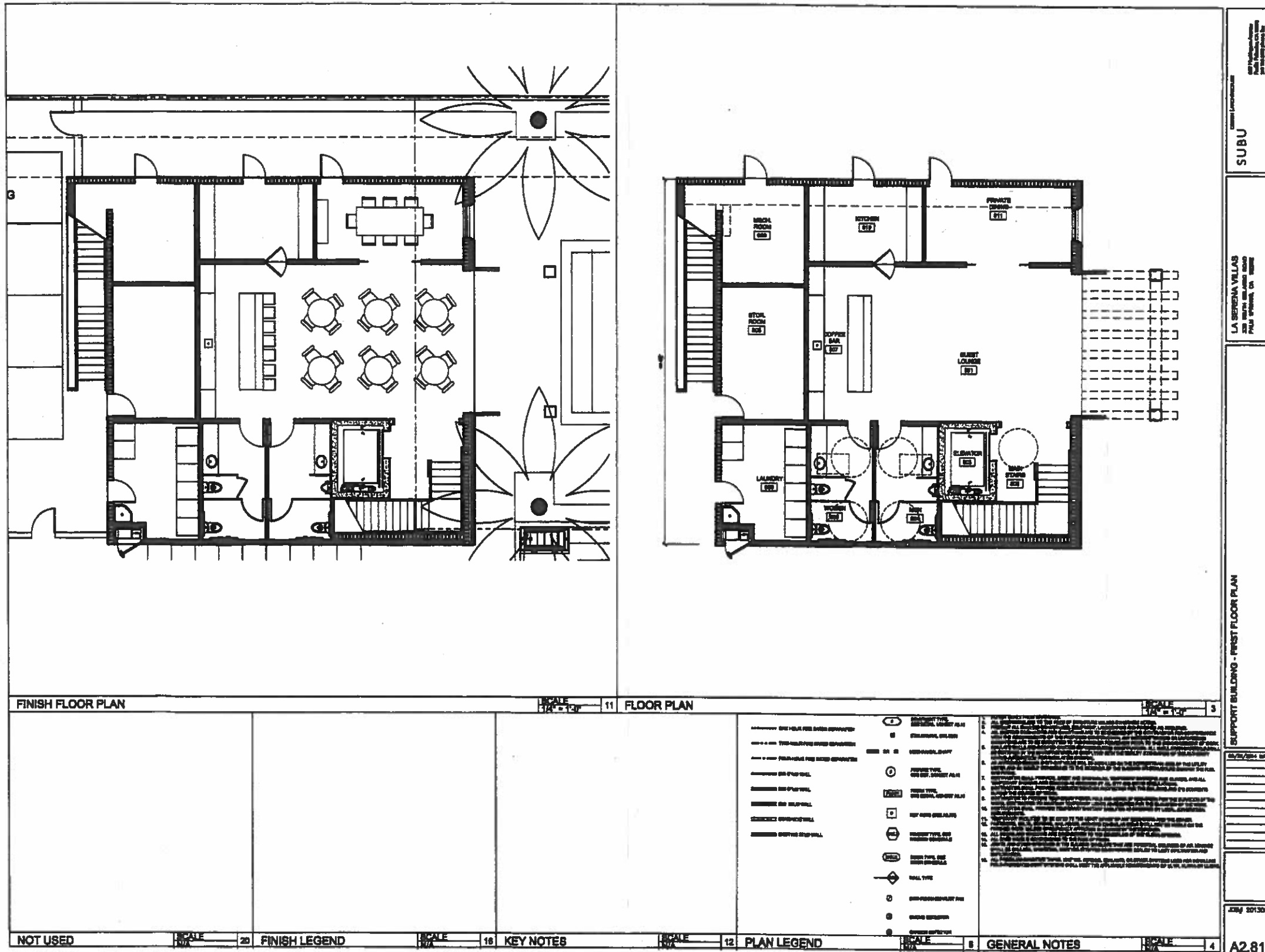
JOB NAME: LA SERENA VILLAS  
 SHEET TITLE: L-1  
 DATE: 07/20/11  
 ISSUED FOR: T&B  
 DESIGN BY: T&B  
 DRAWN BY: ED  
 JOB NUMBER: 1856  
 FILENAME: 1856 TYP BASE

**SHEET NO:**  
 TOTAL: **L-1**  
 SHEETS: 1

- LEGEND**
- COLOR CONCRETE
  - PEBBLE MOSAIC
  - FLAGSTONE
  - ENCAUSTIC TILE
  - INTERLOCKING PAVERS
  - ARTIFICIAL TURF
  - COMPACTED DECOMPOSE GRANITE
  - POOL AND SPA
  - BUILDINGS







COUNTY OF LOS ANGELES  
 SUBU  
 LA SERENA VILLAS  
 200 WEST 10TH AVENUE  
 PALM SPRINGS, CA 92262  
 SUPPORT BUILDING - FIRST FLOOR PLAN  
 DATE/REV. NO.  
 5/14/13/6548  
 A2.81

RECEIVED  
 MAY 15 2013  
 PLANNING SERVICES  
 DEPARTMENT  
 5.14.13/6548