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SilverRock in La Quinta will be rebranded with new name

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The building of the Montage luxury hotel is underway with progress being made daily, and La Quinta city leaders and the developer of SilverRock are looking forward to leaving behind the name associated with a project that has taken years to bring to fruition.

Developer Robert Green announced the new name for the project — Talus — during the La Quinta City Council meeting.

“We believe a fresh start deserves a fresh new name,” he said.

The name is representative of the area’s history and “is designed to invite the outdoors in.” It represents “a place to truly be alive and well in the desert,” Green said during his presentation.

La Quinta has contracted with The Robert Green Co. since 2014 to develop the resort, which will include a 134-room Montage luxury hotel, set to open no later than Sept. 30, 2023, and a 200-room Pendry lifestyle hotel, expected to open in July 2024.

Both hotels are under the Montage International brand. The development plans also include a shared conference and service center scheduled to open with the Montage hotel in 2023.

A new golf clubhouse and practice range are due to open Nov. 1, 2022.

A new name is something that has been discussed since before breaking ground on the resort development, Green said.

Councilmembers said the name and logo capture what they feel is the best view of the Santa Rosa Mountains in the Coachella Valley.

“It’s time for a rebrand. It’s time to start with a new perspective for one of the most amazing sites in the desert,” Mayor Pro Tem Robert Radi said.

Councilmember Steve Sanchez pointed out that talus is part of the ankle, and the name represents support and strength.

Mayor Linda Evans said the new name and logo encompass what has long been the vision for SilverRock, starting in 2002 when the land was first purchased with a vision for luxury resort and golf course.

“SilverRock will go away. SilverRock Way will go away as we begin the next chapter,” Evans said. “It’s exciting that it’s coming alive before our eyes.”

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