



## **Tribe selects JCJ Architecture as master planners**

***Experience, talent, qualifications made firm excellent choice***

PALM SPRINGS, CA – The Agua Caliente Band of Cahuilla Indians Tribal Council announced Nov. 25 it will partner with JCJ Architecture of San Diego to create a master plan for 22 acres in downtown Palm Springs based on the Tribe's vision.

This downtown property, at Tahquitz Canyon Way and Indian Canyon Drive, is anchored by the Tribe's culturally significant ancient Hot Mineral Spring, which has a long history of tourism-centric activities.

"JCJ clearly demonstrated their overwhelming desire to work with us on creating a master plan for this site," Tribal Chairman Jeff L. Grubbe said. "Creating a master plan will include a dynamic approach that will center around the Agua Caliente Hot Mineral Spring and defining a renewed area around it, transforming the site into a dynamic destination."

JCJ Architecture, based in San Diego, is a 78-year-old private firm that creates comprehensive master plans for development that respond to the natural environment, local context, culture and short and long term goals of their clients. The firm utilizes its deep experience in design for Native American Tribal Nations and in the hospitality industry to guide a collaborative process that will respond to the Agua Caliente's progressive vision for this unique site.

The company has diverse experience in providing planning, architecture and interior design services for hospitality, gaming, entertainment for public and private clients across the United States. JCJ has been recognized for excellence in planning and design by peer and industry organizations including the American Institute of Architects and the American Gaming Association. The firm has consistently been ranked by Engineering News Record among the nation's top design firms.

The firm's regional projects include the existing and second hotel tower for Viejas Casino & Resort Hotel in Alpine, CA; Wild Horse Pass Hotel and Casino in Chandler, AZ; Hawaiian Gardens Casino in Hawaiian Gardens, CA, Hollywood Park in Los Angeles, CA and a Boutique Hotel in Avalon, CA; the range of the firm's work nationally includes \$1 billion in construction value at Foxwoods Resort Casino and the nation's top slot revenue generator, Resorts World Casino New York City.

The firm is currently working with San Diego State University, California Baptist University and San Diego Unified School District. With each project, the firm has sensitively designed spaces and places that energize communities and create unique urban environments.

In all, the Agua Caliente site includes 22 acres of developable property as well as the one-of-a-kind Agua Caliente Hot Mineral Spring. To prepare for future development, the Tribe closed the Spa Hotel in July 2014. Buildings on the site are currently in demolition, which is expected to be completed summer 2015.

The site is home to the Hot Mineral Spring, which is estimated to be upwards of 12,000 years old. Bath houses have operated at the site since the late 1800s, providing access to the healing water for hundreds of thousands of people for more than 100 years.

*About the Tribe: The Agua Caliente Band of Cahuilla Indians is a federally recognized Indian Tribe located in Palm Springs, California, with 32,000 acres of reservation lands that spread across Palm Springs, Cathedral City, Rancho Mirage, and into the Santa Rosa and San Jacinto mountains. The Tribe currently operates two 18-hole championship golf courses, the Spa Resort Casino in downtown Palm Springs and the Agua Caliente Casino Resort Spa in Rancho Mirage. For more information about the Tribe, visit [www.aquacaliente-nsn.gov](http://www.aquacaliente-nsn.gov).*

###