

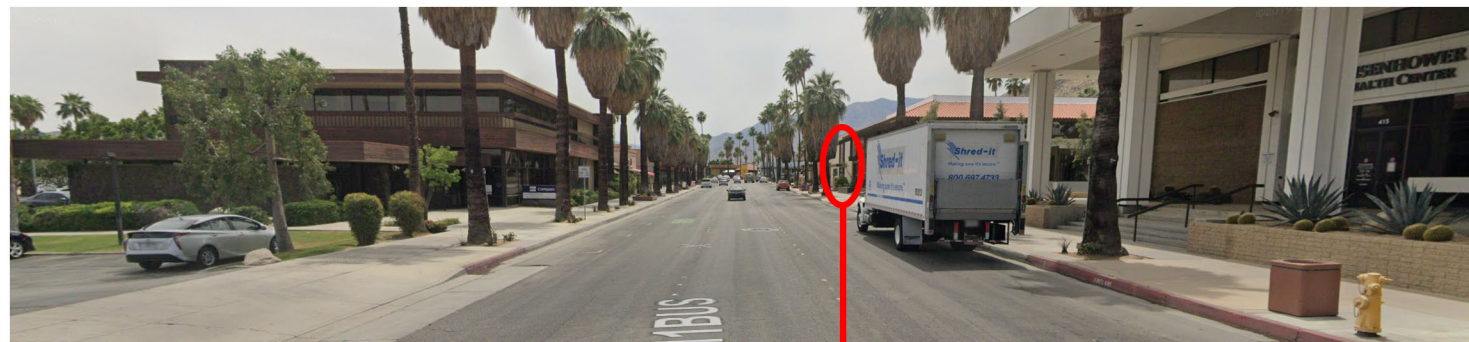
Pros

One-way main road allows for tightly controlled arrival, specific views

Great, towering mountain view in back

Potential to stick out from crowd from back road

Easy accessibility from Los Angeles



Cons

Close proximity to neighboring buildings

Ugly commercial street presence around site

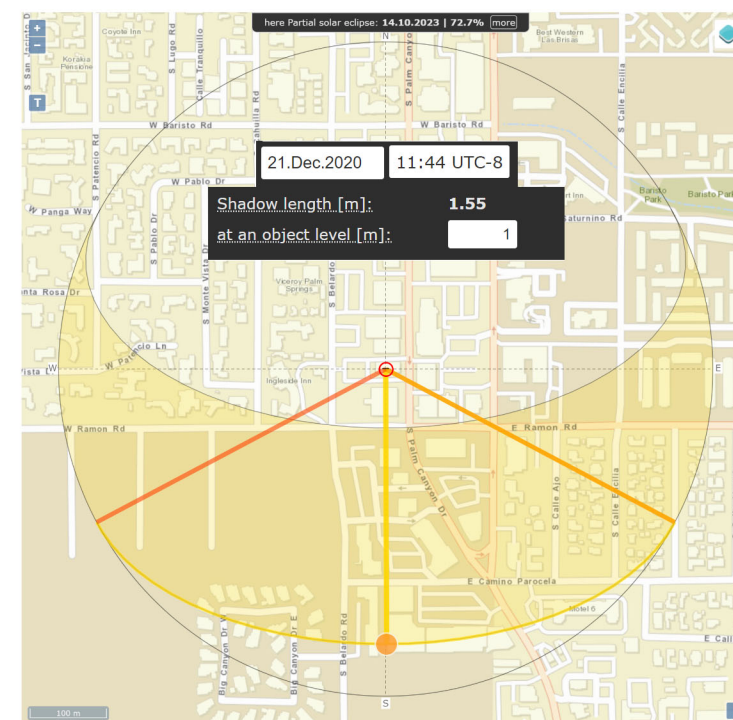
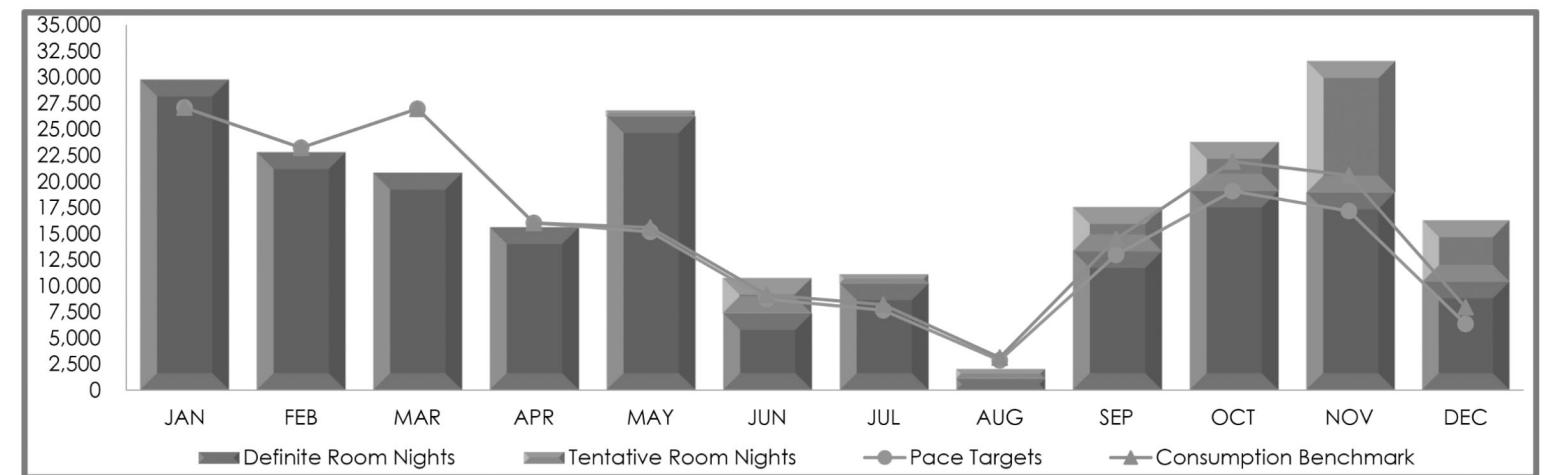
Tall neighboring buildings can block sun access

Hard to see from far away on main road

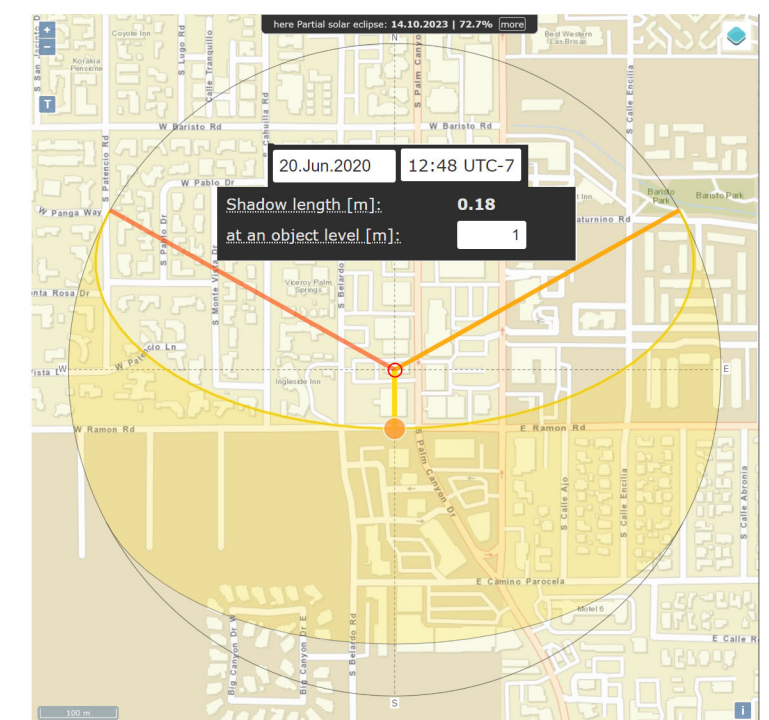


Challenges

- **Peak tourism occurs in November and January, meaning longer shadows, but attention needs to be placed on May as well**
 - **When does it become too much sun?**
 - **When does shade defeat the purpose of being in the desert?**
- **Close proximity to commercial buildings and other hotels, developing privacy without being uninviting will be difficult**
- **Huge competition for spa experiences, need a way to differentiate and stand out**
- **Can we compensate for the extreme heat of Summer but also for the less sunny Winter?**



Winter Solstice

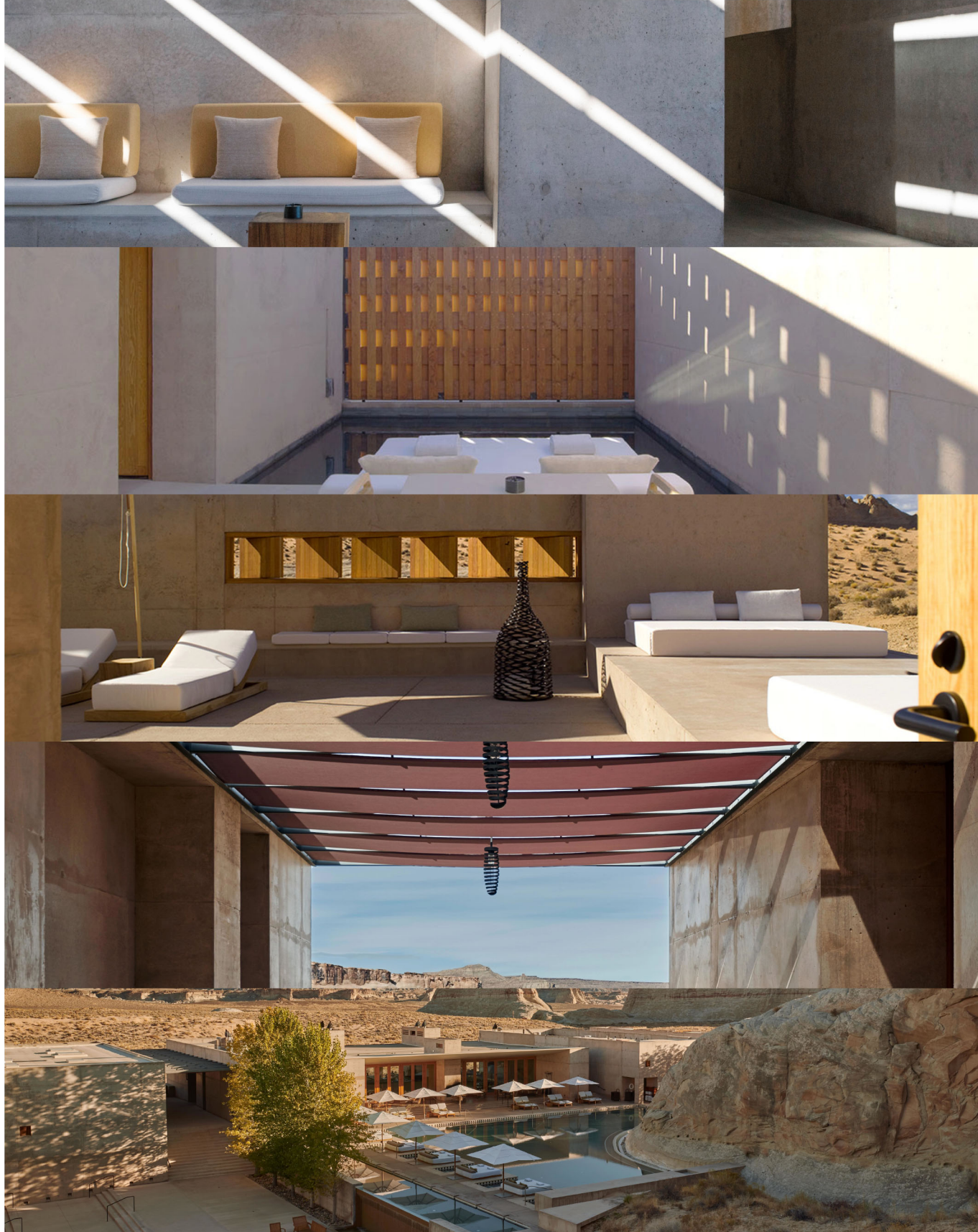


Summer Solstice

Climate data for Palm Springs Fire Station 2, California (1981–2010 normals)													[hide]
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record high °F (°C)	95 (35)	99 (37)	104 (40)	112 (44)	116 (47)	122 (50)	123 (51)	123 (51)	121 (49)	116 (47)	102 (39)	93 (34)	123 (51)
Average high °F (°C)	70.8 (21.6)	74.0 (23.3)	80.4 (26.9)	87.7 (30.9)	95.7 (35.4)	103.7 (39.8)	108.1 (42.3)	107.3 (41.8)	101.9 (38.8)	91.2 (32.9)	78.5 (25.8)	69.2 (20.7)	89.0 (31.7)
Daily mean °F (°C)	58.1 (14.5)	61.0 (16.1)	66.3 (19.1)	72.6 (22.6)	80.0 (26.7)	87.2 (30.7)	92.8 (33.8)	92.4 (33.6)	86.9 (30.5)	76.7 (24.8)	65.0 (18.3)	56.6 (13.7)	74.6 (23.7)
Average low °F (°C)	51.7 (10.9)	55.0 (12.8)	57.9 (14.4)	61.4 (16.3)	64.9 (18.3)	70.8 (21.6)	77.5 (25.3)	77.6 (25.3)	71.9 (22.2)	62.3 (16.8)	54.6 (12.6)	51.1 (10.6)	63.1 (17.3)
Record low °F (°C)	19 (−7)	24 (−4)	29 (−2)	34 (1)	36 (2)	44 (7)	54 (12)	52 (11)	46 (8)	30 (−1)	23 (−5)	23 (−5)	19 (−7)
Average precipitation inches (mm)	1.15 (29)	1.11 (28)	0.53 (13)	0.06 (1.5)	0.02 (0.51)	0.02 (0.51)	0.13 (3.3)	0.29 (7.4)	0.23 (5.8)	0.24 (6.1)	0.32 (8.1)	0.87 (22)	4.97 (126)
Average precipitation days ≥ 0.01 in	3.1	3.2	1.6	0.6	0.2	0	2.6	2.9	2.8	0.7	0.8	1.9	20.4
Source: NOAA (extremes 1917–present) ^[90]													

Amangiri

Canyon Point, UT



Enchantment Resort

Sedona, AZ



Hotel Joaquin

Laguna Beach, CA



ARRIVE

Palm Springs, CA



Materials

Found around Palm Springs



Le Labo Retail Presence

Found around Los Angeles and Costa Mesa

What is Le Labo?

- a Fragrance line born in Grasse but raised in NY
- a perfumer's lab (labo means lab in French)
- a place with no stock: all perfumes are freshly compounded on order
- a playground for your nose
- a big fan of our neighbor's



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sta Mesa

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