



June 9, 2011

Mayor Steve Pougnet  
City of Palm Springs  
3200 East Tahquitz Canyon Way  
Palm Springs, CA 92262

Re: Sustainability Assessment for the Preservation of the Town & Country Center

Dear Mayor Pougnet,

Discussions about the future of the Town & Country Center (T&CC) have failed to address the sustainability issues associated with the proposed Wessman Development "Revitalization" plan. Accordingly, we asked Ecotype Consulting, Inc., a highly-regarded local firm, to conduct the subject assessment.

As we have previously asserted, the rehabilitation of buildings like the T&CC is an environmentally responsible practice and is essentially a recycling program. You will see that the attached assessment quantifies that assertion.

We're sure you would agree that our common commitment to sustainability implicitly includes a commitment to green redevelopment. With the rehabilitation of the T&CC, the city of Palm Springs would become the leader in green development throughout the Coachella Valley. Please don't miss this remarkable opportunity.

Sincerely,

Ron Marshall  
President

Attachment:  
Sustainability Assessment for the Preservation of the Town & Country Center

Copy to:  
City of Palm Springs Sustainability Commission (Mark Nichols, Chair)  
Wessman Development (Michael Braun)  
Palm Springs Modern Committee (Peter Moruzzi)  
Desert Sun (James Folmer and Mariecar Mendoza)