



Board Seeks Homeowner Input on Landscape Renovations

Survey Seeks to Understand:

- *First Impressions at Entry to Community*
- *Homeowner Long-Term Landscape Priorities*
- *Thoughts on Addressing Severe Drought*

(The following message is the latest in an on-going series of e-mails from the PGA West Master Association Board, describing the Board's decisions, challenges and priorities. This message is being sent by Cassie Gertz, Association Manager, on behalf of the Master Association Board of Directors.)

Dear PGA WEST Homeowner,

The first thing homeowners and visitors to PGA WEST see is the entrance at Avenue 54 and

PGA Boulevard. The next thing they see is the landscaping along the Boulevard, leading to the Private and Tournament Clubhouses.

Creating a visually strong first impression in these areas is very important to the Master Association. That's why the Master Association Board is striving to implement significant upgrades to the current landscaping at the entry, PGA Boulevard, and along the perimeter wall of the PGA WEST property.

The entry is the "front porch" to the entire PGA WEST community. It makes a statement about who we are and where we're going. Like any upscale house, we want PGA WEST to have "curb appeal."

Therefore, the Master Association Board is looking ahead and wants homeowner input to help guide the future of our curb appeal.

Later in this message, I'll provide a link to the homeowner survey. But first, a little background and context to prepare you for the survey questions.

Since November 2014, in previous messages from me, you've read about the establishment of the *ad hoc* Landscape Oversight Committee. The Committee will eventually provide recommendations to the Board regarding medium- and long-range landscape renovations at PGA WEST.

The Board's Vision Statement, adopted in late 2014, will guide the process of evaluating landscape possibilities:

"To enhance the aesthetic value of PGA WEST, by balancing architectural and landscape design with environmental sustainability."

In early 2015, the Board approved the Landscape Request for Proposal (RFP) and the Landscape Oversight Committee Charter. The Board also selected members of the Oversight Committee based on their expertise and substantial expertise in the areas of landscaping, landscape architecture, project management, water usage, construction, and/or leadership in similar homeowner association landscape projects. To see more about the Committee and its duties, [click here](#).

With the California drought now entering its fourth year, the State imposed water restrictions in April 2015. Coachella Valley Water District (CVWD) adopted new water-use restrictions and drought penalties on May 12, 2015. These mandates included a 36 percent reduction of the Master Association's allotted water. An additional restriction placed by CVWD prohibits the watering of landscape that creates runoff onto streets. This situation is evident on PGA Boulevard. CVWD has the ability to fine violators or ultimately cut off water.

As a result, there is no easy solution to CVWDs water reduction mandate. We will either need to pay more for water, reduce water for a portion of the year, or make changes to the landscape, such as turf reduction.

The Master Association maintains 23 acres of turf and nearly one acre of flowers. Turf reduction is by far the only meaningful way to reduce water usage. CVWD rebates on turf removal are currently available and could help offset the potential cost of landscape renovations.

The water that is currently used for irrigation on Master Association property is clean drinking water. It does not come from the canal, a well, or non-potable sources as is the case with other surrounding communities and golf courses.

The Board and the Landscape Oversight Committee rely on homeowner input. Please take a few minutes to respond to this Landscape Renovation Survey and let us know what you think.

Please [click here](#) to take the survey. We ask that you only submit one survey per household.

The survey will be open until Friday, October 23. Results will be shared with the Master Association Board at its November meeting, and with homeowners two weeks later in our November Manager's Monthly Message.

Best regards,

Cassie Gertz
Association Manager
PGA West Master Association

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