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## City to Receive Prestigious SARA “Synergy Award” for Downtown Revitalization Project Friday, Oct. 17 at the Hard Rock Hotel

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The City of Palm Springs is pleased to announce it will receive the prestigious “Synergy Award” for its Downtown Revitalization Project from the Society of American Registered Architects, SARA, during their annual conference on **Friday, Oct. 17** at the Hard Rock Hotel in Palm Springs.

Councilmember Chris Mills, a well known local architect, who sits on the City of Palm Springs Downtown Revitalization Subcommittee, will accept the award during a noon presentation.

This year the City of Palm Springs is being honored for its vision in seeking to improve the Downtown District, which will revitalize the area with new businesses, boost the economy, and bring the architectural design of downtown as a whole to a new level that complements the modern design already prevalent in Palm Springs.

“The City of Palm Springs is honored to receive this prestigious award from the Society of American Registered Architects,” said Mills. “The City Council, Staff, architectural firm and developer have worked tremendously hard to design a project that will successfully revitalize our downtown while fulfilling the needs of our community for years to come. Palm Springs is undergoing a historic transformation and we are thrilled to be recognized for the important vision needed to bring this project to fruition.”

Since 1970, Synergy Awards have been presented to individuals and/or entities who have performed an outstanding service to the architectural profession.

Other past recipients include the state of New York’s Four Freedoms Park on Roosevelt Island, Central Park, Central Park Conservancy in New York City, San Antonio River Park, San Antonio, Texas, world famous architectural photographer Julius Shulman, Paul Goldberger, New York Times Architectural Critic, and famed architectural engineer, R. Buckminster Fuller.

For more information about the Society of American Registered Architects, visit [www.sara-national.org](http://www.sara-national.org).

