

Design of the Times

The Tribe partners with GHA Companies to build Latitude 61, a stunning new residential community in the heart of Palm Springs.

BY WENDY FINK



LUXURY LIVING has a new home in the heart of Palm Springs, where Latitude 61, a gated community of 61 modern townhomes on the southwest corner of Hermosa Drive and Amado Road, offers innovative and sustainable designs for living on Tribal land on the Agua Caliente Indian Reservation.

The latest partnership between GHA Companies and the Tribe, Latitude 61 features three distinct floor plans ranging from 1,749 to 2,097 square feet, each with a private rear yard and ample windows to invite natural light — a design that reflects the beauty and openness of its surroundings.

The project emphasizes premium materials and thoughtful designs that blur the lines between indoor and outdoor living. What makes Latitude 61 special? “Location, location, location,” says Mario Gonzales, CEO and president of GHA Companies, a full-service development company based in Cathedral City.

Only a 10-minute walk from the cultural and entertainment hub of Palm Springs — including the Agua Caliente Cultural Museum, The Spa at Séc-he, and the Agua Caliente Casino Palm Springs — Latitude 61 offers the tranquility of residential living while keeping the lively essence of the downtown within reach.

GHA COMPANIES

ETHAN KAMINSKY, GHA COMPANIES

Each three-story home features a gated courtyard entry to the front door and luxurious amenities, including a private outdoor space and a communal area for social gatherings. Standard features include two-car garages, first-floor bedrooms, open-concept floor plans, spaces for home gyms or home offices, dual suites, third-floor sky rooms for seamless indoor and outdoor transitions, and premium

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appliances, cabinetry, flooring, and surfaces. Additionally, Latitude 61 includes a common pool and patio for residents. Since he launched GHA Companies almost 45 years ago, Gonzales has completed more than 60 projects — almost 4,000 homes and 250 apartment buildings — throughout the Coachella Valley, including several successful partnerships with the Tribe. Beyond curb appeal, Gonzales’s properties stand out



because of his architectural team, commitment to delivering quality, attention to detail, and staying relevant to people’s lifestyles. His philosophy reflects a commitment that transcends mere construction; it’s about creating vibrant communities that enrich the lives of their residents. “We’re passionate about doing

a good job and pushing the envelope on design, community amenities, and architecture,” he says. The company’s mission revolves around creating sustainable living spaces that honor the land and the people who call it home, and Latitude 61 is about building a community. 🌵

Inspired by Palm Springs’ architectural legacy, the townhomes at Latitude 61 each feature an expansive rooftop deck, sky room for entertaining, balconies, gated courtyard, and private outdoor space with cocktail pool or spa. The community unfolds within walking distance of downtown’s restaurants, boutiques, and the Agua Caliente Cultural Plaza.