



2019 Neighborhood Home Tour

PALM SPRINGS, CA



 **modernism week**

Official Modernism Week Event



Welcome!

Thank you for respecting the home owners who have graciously opened their homes.

PLEASE DO

- **Wear provided booties inside each home.**
(unless instructed otherwise)
- **Take candid photographs for personal use only.**

PLEASE DO NOT

- **Bring food or drink into the homes.**
(Bottled water is OK)
- **Sit on the furniture at the homes.**
- **Open cabinets, drawers or other personal spaces.**
- **Use the bathrooms in the homes.**
- **Take Professional Photography.**
No tripods please. No flashes.
No images for print publication without prior written consent from the home owner.

What's in a name? Little Beverly Hills!

Originally named Ramon Rise Estates in the 1950s, most of our streets are named after their counterparts 100 miles west in Beverly Hills. Anecdotal history suggests the nickname Little Beverly Hills evolved in the 1980s. By the mid-1990s and into the 2000s the name was being used in newspaper real estate advertisements. With the name in common use, the Little Beverly Hills Neighborhood Organization was officially recognized by the City of Palm Springs in November 2014 and was subsequently incorporated as a Corporation in 2016.

Neighborhood History: Little Beverly Hills and Ramon Rise Estates.

In February 1954 George Goldberg, Thomas White, and Maurice Horner purchased a 40-acre tract from the Agua Caliente tribe and named the tract Ramon Rise Estates with 84 lots for homes. Samuel Sontag (former owner of Sontag Drugstores), Goldberg (a national hotel owner) and Jack Meiselman, through their entity Songold Land Development Company, built the first 21 homes. They were located on El Cielo Road and Canon Drive and built between October 1956 and March 1957; priced between \$14,000 and \$16,000. The architect is undocumented; however, it is possible that Jack Meiselman was involved in the design.

Below: Article from The Desert Sun newspaper Oct 12, 1956

Ramon Rise Estates Groundbreaking Held

Ramon Rise Estates made its debut this week as Palm Springs' newest subdivision. Following an announcement by George E. Goldberg, president of Ramon Rise Estates, Inc., and associate Maurice Horner and Thomas White.

Groundbreaking ceremonies preceded the initiation of construction of 20 homes in this new area in the path of development near schools, church and recreational areas. Located at the corner of El Cielo and Ramon Road. An entirely new concept of Palm Springs outdoor living has been incorporated in the plans for this new development.

Particular attention has been paid to privacy and seclusion with each unit an expansive view with large steel 10 x 100 foot lot. In spite of rising costs these homes promise to be the lowest priced homes available with location, size of lot, type of construction and amenities.

Goldberg said, "I am arranged to permit a down payment of \$1,975 for these attractive homes. Monthly payments of \$125 per month include principal and interest, insurance and taxes."

Songold Land Development Company is constructing and marketing these homes, stated Jack Meiselman, vice president of the firm.

"Another new phase in development has been reached in the construction industry in Palm Springs," declared Meiselman in announcing charge of this history-making project.

"Another new phase in development has been reached in the construction industry in Palm Springs," declared Meiselman in announcing charge of this history-making project.

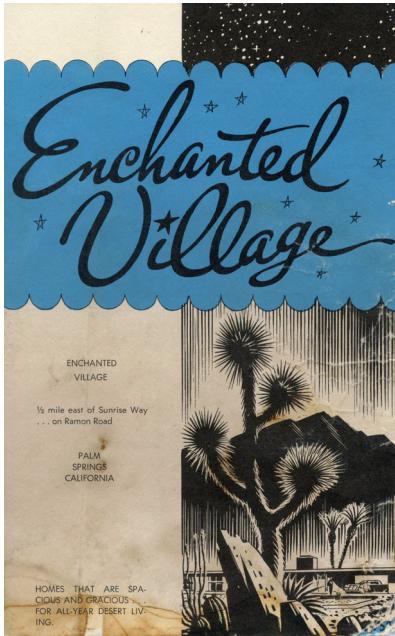
Plans and specifications will be available at the Gemma Realty Company, 1241 North Palm Canyon Drive, which has been named exclusive sales agent for this project of development.

Groundbreaking ceremonies were held this week for Ramon Rise Estates, the Village's newest subdivision. Seated at the center of El Cielo and Ramon Road. Forward, inspecting plans are, left to right, Jack Sanders, city building inspector; Jack Meiselman, vice president of the building firm; George E. Goldberg, president of Ramon Rise Estates, Inc.; developers of the new tract; and George Horner, whose office is exclusive sales agent. (Courtney San Paulo)



Neighborhood History

In late 1955 the remaining 63 lots were acquired by George Alexander and Joe (J.C.) Dunas (Beverly-Oakhurst Apartments). Along with Duane Tjomsland, Alexander and Dunas through their entity *Enchanted Village* built the remaining 63 homes between July 1957 and February 1958; priced between \$18,950 and \$19,775. The architecture firm of *Palmer & Krisel* created floor plans in January 1956 and January 1957 with the later one being used; now known as the *Ramon Rise* floorplan. This 3 bed, 2 bath floorplan was subsequently used in Enchanted developments in Sunmor and Sunrise Park. It is believed that designers other than *Palmer & Krisel* were involved with designing the final home exteriors. There were five exterior styles created; El Dorado, Enchantment, Fiesta, Fleetwood and Suburba, with the model homes all located on Compadre Road. *Thanks to LBH resident David Hyams for his extensive research.*



Left & Below: Enchanted Village at Ramon Rise Estates marketing brochure. 63 homes were originally designed by Palmer & Krisel and modified by the builder Alexander Construction Company.

HOMES BUILT BY MASTER CRAFTSMEN

... in the desirable area of Palm Springs which is warmest in winter and coolest in summer ... across Ramon Road from St. Theresa Church and School, 1/2 mile east of Palm Springs High School, 1/2 mile east of Sunrise Way.

FEATURES

- Stucco 1000-1000 ... Completely fenced rear yard and
- play area ... 3-ton refrigeration cooling, fenced air
- heating ... Large rooms ... Ceramic tile showers
- ... Formica counter-tops ... Hardwood kitchen
- cabinets ... Built-in: disposal, range, oven, sink
- water, creek bar ... Shower pan ... Fixed pane
- with worktop ... Insulated ... Storage ... Man
- entry fireplace ... sliding glass door to pool area

HEATED AND FILTERED SWIMMING POOLS ... 16x32' ... With electric light, chrome ladder, steps, skimmer - \$3,750

505 Roxbury Drive

A



Completed Feb 15, 1958. Designed by *Palmer & Krisel* with modifications by the builder *Alexander Construction Company*. A down-to-the-studs remodel in 2018 removed years of insensitive additions and added clerestory windows which were beyond the budget of the original design.





Completed Feb 25, 1957. Design attributed to **Jack Meiselman** with modifications by the builder **Songold Development Company**. A sensitive remodel and update in 2018 fixed years of neglect.



634 Bedford Drive

C



Completed Oct 30, 1957. Designed by **Palmer & Krisel** with modifications by the builder **Alexander Construction Company**. Extensively remodeled in 2017, this home blends mid-century design with a contemporary lifestyle.



572 Bedford Drive

D



Completed Oct 29, 1957. Designed by *Palmer & Krisel* with modifications by the builder *Alexander Construction Company*. The home was thoughtfully restored after being purchased from the original owners in 2012.



663 Beverly Drive

E



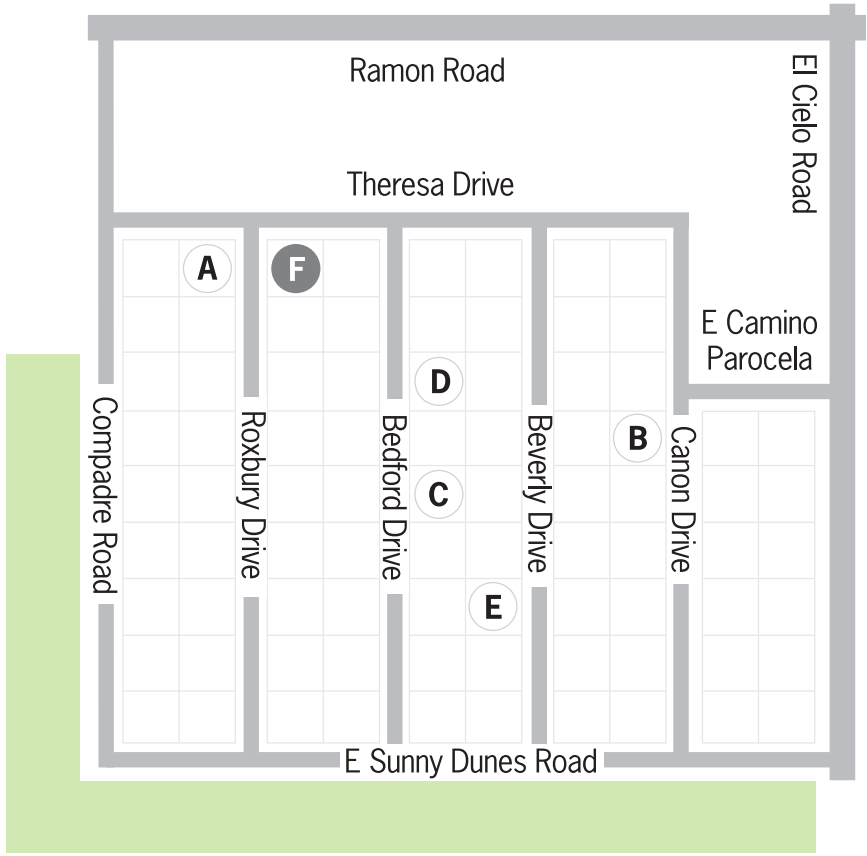
Completed Nov 14, 1957. Designed by **Palmer & Krisel** with modifications by the builder **Alexander Construction Company**. Remodeled in 2018, this home was featured on the HGTV show *Desert Flippers*.





Completed Jan 22, 1958. Designed by **Palmer & Krisel** with modifications by the builder **Alexander Construction Company**. A down-to-the-studs remodel in 2018 fixed years of damage and neglect. The original car port was enclosed by a previous owner.





Notes
