

Volume 1 | Issue 3 | Spring 2025

A Publication of the Little Beverly Hills Neighborhood Organization



### The Spring Issue

WOW! Our neighborhood has had yet another successful Modernism Week. And, our neighborhood continues to get the attention is deserves with additional tours of The Shag House, The West Elm House tour and discussion during Modernism Week, The Model Home opening its doors for the inaugural Friends of Prescott Preserve and Victor & Daniella's home featured in Atomic Ranch Magazine. Phew! It has been a busy month.

And, let's not forget about a potential opportunity for the neighborhood to be featured in an entire edition of next February's Palm Springs issue of Atomic Ranch magazine.

With more and more eyes focused on our pocket mid-century neighborhood, the public understands what we know: we live in a friendly and courteous neighborhood of amazing mid-century designed homes.

With Modernism Week in our rear view mirror, our attention turns to our annual yard sale, Spring social and our neighborhood organization annual meeting.

This publication will go dark in the summer. Please look for any urgent communications via email and our social media platforms.



Cover Photo courtesy of Kim Leonard & Gary Dent, 2025.



### VILLAG NCHANTED

### Modernism Week LBH Home Tour

Our third consecutive <u>From Forgotten to Fabulous</u> Modernism Week Home Tour sold out, yet again. In prior years, we sold 400 tickets, but based on our success the last two years, available tickets increased to 500, sold out, then increased to 550 tickets and sold out AGAIN! A small batch of 11 tickets were added a few days before the tour. And, of course, we sold out for the 3rd time in less than two weeks! What was striking about tickets sales was more than 50% of our initial batch of tickets were sold in the first weekend of ticket sales meaning that participants were searching for our home tour.

We are so very thankful to the owners of the six homes that generously opened their front doors as well as the nearly sixty-five volunteers who guided visitors through the home and helped at check-in.

As always, we thank our tour coordinator, Randi Merel, for organizing the many pieces needed to make this event a success.

Additional information will be available at our annual meeting, but preliminary figures indicate we have netted in excess of \$30,000!



### It's a wrap!

Thank you to the 560 visitors and the 60 volunteers who helped make our 3rd consecutive sold out Modernism Week tour a success.

### **Modernism Week LBH Home Tour**

Here are some photos of our event. Check out our Instagram page for more shots.





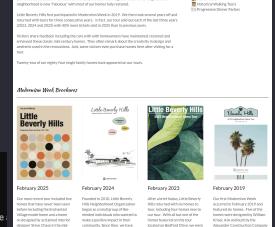


Modernism Week

Our website has gotten a refresh with a new page dedicated to Modernism Week. The site archives the now four successful neighborhood home tours in which LBH has participated. Videos have been added courtesy of:







### VILLAG NCHANTE





### Save The Dates

### 2024-2025 Season

MAR 15

### Yard Sale

8 AM to 12 PM | Email us to participate





Neighborhood Yard Sale \( \rightarrow \)
Last Call To Participate

We are pleased to offer residents the opportunity to participate in a community yard sale on Saturday, March 15 from 8AM to 12PM. Like prior years, LBHNO will be responsible for obtaining the city permit and all the advertising. This event has been a popular citywide yard sale. If you are interested in participating, please email Brian (info@littlebeverlyhillsps.com) NO LATER THAN MARCH 1st with your name and address. If you're a resident of The Palms and would like to participate, please let us know and we'll pair you with a single family homeowner to share a driveway.

If there isn't sufficient participation, we may have to cancel this year.



### Annual Meeting & Spring Social

10 AM I Leisure Center Community Room 401 S. Pavilion Way 12 PM I 640 Compadre Rd

### VILLAG NCHANTED

### **Neighborhood Updates**

Atomic Ranch Magazine Opportunity

Randi Merel, whose home at 634 Bedford Drive was included on an Atomic Ranch Magazine tour this year during Modernism Week, has approached Atomic Ranch Magazine with an opportunity to focus the entire February 2026 Palm Springs edition of their publication on our neighborhood!

If this comes to fruition, this will be the first time that a neighborhood has been featured in the entire edition rather than just individual homes in areas of the city.

Now our work begins....

To be included, you must be willing to participate in one or more of the following:

- Allow photos of the interior and/or exterior of your home
- Allow video of the interior and/or exterior of your home
- Share "before" photos
- Add commentary for the article

Interested individuals should contact Randi via email at <u>4randi@att.net</u>





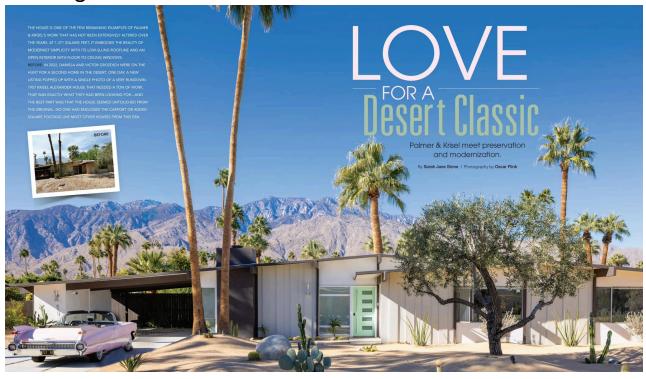


### **Neighborhood Updates**



Have you seen the 2025 Palm Springs edition of Atomic Ranch Magazine? If not, then you've missed the feature article that showcases the stunning restoration of 631 Beverly Drive by homeowners Victor and Daniella. Their home was featured as the cover photo of the first edition of this newsletter - and now graces a several page spread in a national publication.

Congratulations to the homeowners and thanks for spotlighting our little neighborhood to a national audience.













## VILLAG *VCHANTED*

### **Neighborhood Updates**

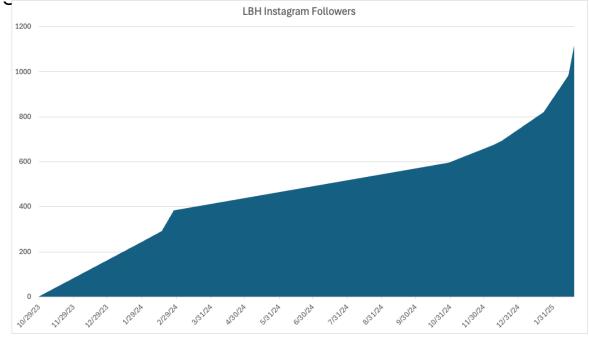
Social Media Engagement Skyrockets!

Capitalizing on the success of our Modernism Week events and the increased attention to our neighborhood, engagement on LBHNO's Instagram page is soaring.

What began as one post and one follower in November 2023 has increased to over 1,100 followers today. We have quickly surpassed other famous neighborhoods like Vista Las Palmas and Racquet Club and are on the heels of the leading Palm Springs neighborhoods of Twin Palms and Ocotillo Lodge.

Not following @LittleBeverlyHills yet? Do it now.

And, when taking photos of your home or the neighborhood, please tag and collaborate with us to increase engagement.





### **History Uncovered**

As more and more early history about our neighborhood is uncovered, a fascinating narrative is being discovered about the early residents of our homes.

While the Enchanted Village (ACC) tract was built "by a luxury home builder to provide the area's permanent residents with the utmost in living pleasure at a REASONABLE price," we know that our neighborhood was an eclectic mix of city employees, bankers, teachers, interior designers and even Hollywood stars!

### One recent discovery:

While speaking with the daughter of James Workman, for whom the middle school in Cathedral City is named, we uncovered that the first residents of 640 Compadre Rd -The Model Home - were Hollywood legends Fernando Lamas and Arlene Dahl! They lived in the home from 1958-1959 - just after the home was completed and immediately prior to their divorce. Attempts to contact their son (actor Lorenzo Lamas) to try to obtain photographs from their time in the neighborhood have not yet produced any results. But, we'll keep trying!



The "Latin Lover" slept here.



### **Friends of Prescott Preserve**

On Tuesday, February 18th more than 120 supporters of Oswit Land Trust's Prescott Preserve gathered at The Model Home - 640 Compadre Rd - to kick off the Friends of Prescott Preserve group. The inaugural fundraising event specifically targets gifts to support the preserve with the intention of providing funding for non-grant supported activities (e.g. bridge repair).

The event yielded approximately \$50,000 in financial support including a contribution from LBHNO in the amount of \$20,000.

To learn more or to contribute personally, please visit the Friends of Prescott

Preserve <u>website</u>.













### **Connect with LBHNO**





www.littlebeverlyhillsps.com



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www.instagram.com/LittleBeverlyHills



www.facebook.com/groups/lbhps

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