



PLANNING COMMISSION STAFF REPORT

DATE: AUGUST 12, 2015

SUBJECT: TWIN PALMS NEIGHBORHOOD ORGANIZATION REQUESTING A STREET NAME CHANGE OF ARQUILLA ROAD SOUTH OF EAST PALM CANYON DRIVE AND NORTH OF EAST TWIN PALMS DRIVE TO WILLIAM KRISSEL WAY (CASE 5.1380 SNC). (GM)

FROM: Department of Planning Services

PROJECT DESCRIPTION

Request for consideration of a Street Name Change application to rename Arquilla Road to William Krisel Way between East Palm Canyon Drive and East Twin Palms Drive.

RECOMMENDATION

1. Open the public hearing and take testimony.
2. Provide a recommendation to the City Council.

BACKGROUND INFORMATION

<i>Related Relevant Actions by Planning, Building, Fire, etc.</i>	
06/23/15	Planning Department receives petition from residents of the Twin Palms Neighborhood Organization to rename Arquilla Road to William Krisel Way.
07/8/15	The Planning Commission adopts Resolution #6515 for the intention to change the name of Arquilla Road to William Krisel Way and establish a public hearing date of August 12, 2015.
07/29/15	Notices mailed to 200 addresses regarding Planning Commission Public Hearing on proposed Street Name Change.

<i>Email Notification</i>	
07/29/15	Email notification sent to representatives of the Deepwell; Twin Palms; and Tahquitz River Estates Neighborhood Organizations.

<i>Neighborhood Notification</i>	
07/29/15	Public Hearing notices sent to property owners addresses as recorded with the Riverside County Tax Assessor within 500 feet of the street. Notice sent to Ocotillo Lodge Homeowners Association.

<i>Neighborhood Posting</i>	
07/23/15	"Project Under Consideration" signs posted along street with one facing south bound and one facing north bound traffic.

WILLIAM KRISEL

The proposed name, "William Krisel Way," will be in honor of Architect Mr. William Krisel who over the course of 60-years brought modernism to the masses, designing more than 40,000 individual housing units across the United States. Krisel's influential work has become synonymous with mid-20th century Southern California design. Modernism at the time stood for building in a practical, affordable way on a mass scale for ordinary people whose lives would be improved by good design. Krisel was a close personal friend of Desert housing developer Bob Alexander who at his request had Krisel design a tract of modernist houses dubbed Smoke Tree Valley (now known as the Twin Palms neighborhood). Other Krisel projects in Palm Springs included the Ocotillo Lodge, Las Palmas Estates (Vista Las Palmas), Kings Point, Canyon View Estates, and Racquet Club Estates to name a few. Krisel's designs introduced to the Desert such modernist residential elements as open carports, clerestory windows, exposed concrete block, breezeways, and butterfly roofs¹.

ANALYSIS

The request to change the name of Arquilla Road was initiated by the Twin Palms Neighborhood Organization. An application was submitted to the Planning Department on June 23, 2015 along with a detailed background and rationale report supporting the proposal. In the application, the Twin Palms Neighborhood Organization proposes that "it would be fitting recognition of the impact of William Krisel's life work for a Palm Springs street to bear his name".

Arquilla Road is a one block street approximately 225 feet in length located between East Palm Canyon Drive and East Twin Palms Road. A discontinuous stretch of Arquilla Road runs through the Movie Colony East and Midtown Neighborhoods about two miles north and is not part of this street name change. There are no residences or businesses with an Arquilla Road street address, however the Ocotillo Lodge, Twin Palms Bistro, and Quality Inn properties front along the street all of which have an East Palm Canyon Drive address.

1. Background and Rationale for proposed Street-Name Change; Prepared by the Twin Palms Neighborhood Organization; April 28, 2015

The Planning Commission at their July 8, 2015 meeting established a public hearing date for consideration of the street name change per Resolution #6515. Based upon this action, the Planning Commission directed staff to proceed with the public notification and hearing process as outlined in the municipal code.

Street names are reviewed and approved by a number of public agencies, including the City of Palm Springs Police and Fire Departments, the Riverside County Sherriff's Department, and the U.S. Postal Service.

Arquilla Road is approximately 225 feet long and serves as a Local street as classified by the Circulation Element of the City General Plan. The street runs north – south and begins at East Palm Canyon Drive and ends at Twin Palms Drive. Staff research has identified the potential impact of the street name change as follows:

Arguilla Road

- Number of properties addressed on Arguilla Road: 0
- Number of properties fronting Arguilla Road: 3
- Number of existing businesses addressed on Arguilla Road: 0

Palm Springs Municipal Code (PSMC) Chapter 14.08 establishes the procedures for processing Street Name Change applications. Upon receipt of an application, the Planning Commission must adopt a Resolution of Intention at least 30 days prior to a public hearing to consider the change of name. The Resolution of Intention was adopted by the Planning Commission at the meeting of July 8, 2015. For the public hearing, copies of the resolution must be posted in three public places along the street to be affected at least 10 days prior to the hearing, and a newspaper ad must be published 15 days prior to the hearing. In accordance with these requirements, staff has posted three (3) signs along the Arquilla Road right-of-way and placed an ad in the Desert Sun newspaper. Although not required by code, notices have been sent to 200 addresses of homeowners within 500 feet of the street. In addition, notices were sent to the Ocotillo Lodge Homeowners Association and representatives of the Deepwell, Twin Palms, and Tahquitz River Estates Neighborhood Organizations.

At the public hearing, the Planning Commission shall receive input in the consideration of the proposal to change the name of the street, as well as any objections to the proposal. At the conclusion of the hearing, the Planning Commission may make a recommendation to the City Council on the street name change proposal. Final action on the application is taken by the City Council, upon a recommendation from the Planning Commission.

NOTIFICATION

A public hearing notice was published in accordance with the requirements of State law and local ordinance. Public comment letters either in support and opposition to the request have been included as an attachment to this report.

CONCLUSION

Staff recommends that the Planning Commission open the public hearing and take public input in consideration of changing the street name as presented.



Glenn Miaker, AICP
Assistant Planner



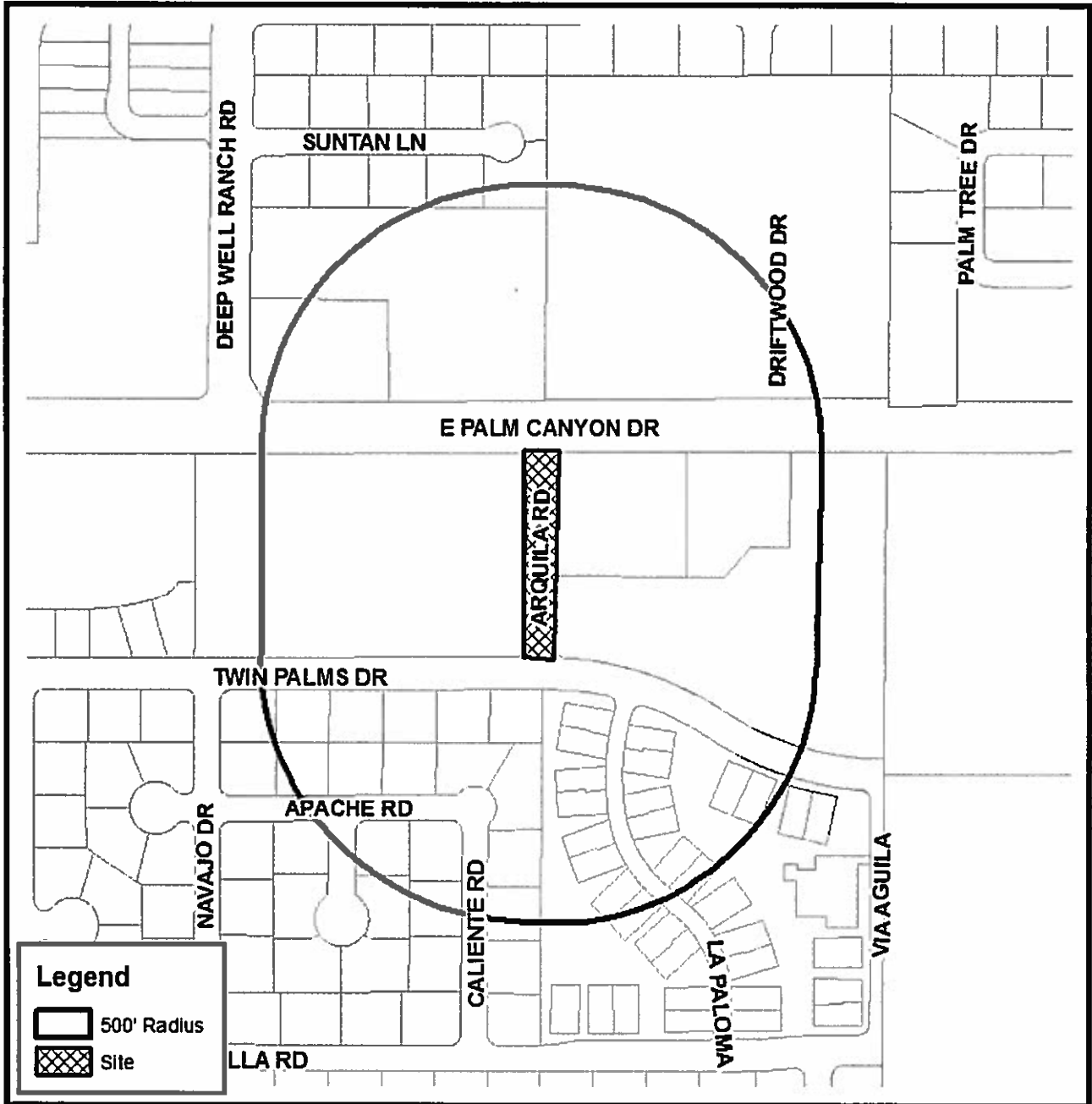
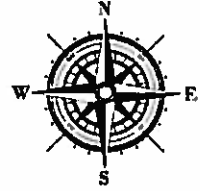
Finn Fagg, AICP
Director of Planning Services

Attachments:

1. Vicinity Map
2. Minutes of Planning Commission Meeting of July 8, 2015
3. Planning Commission Resolution #6515 to consider street name change
4. Report submitted by the Twin Palm Neighborhood Organization
5. Picture of street posting
6. Correspondence received as of Wednesday, August 5, 2015



Department of Planning Services Vicinity Map



Legend

- 500' Radius
- Site

CITY OF PALM SPRINGS

up with a mutual agreement. Motion Commissioner Calerdine, seconded by Commissioner Middleton and unanimously carried 6-0-1 on a roll call vote.

AYES: Commissioner Calerdine, Commissioner Dorenfeld, Commissioner Middleton, Commissioner Roberts, Commissioner Weremiuk, Vice-Chair Klatchko
ABSENT: Commissioner Lowe

A brief recess was taken at 2:58 pm.

The meeting resumed at 3:02 pm.

3. NEW BUSINESS:

3A. PROPOSED RESOLUTION OF INTENTION TO CHANGE THE NAME OF ARQUILLA ROAD SOUTH OF EAST PALM CANYON DRIVE TO WILLIAM KRISSEL WAY AND TO ESTABLISH THE DATE OF THE PUBLIC HEARING FOR THE PLANNING COMMISSION MEETING OF AUGUST 12, 2015 (CASE 5.1380 SNC). (FF) Approve the resolution.

Planning Director Fagg presented the proposed intention to change the name of Arquilla Road as outlined in the staff report.

Commissioner Middleton spoke in favor of this street name change.

Commissioner Weremiuk noted that this is only a resolution of intention and the Commission needs to be open to public testimony when it comes back after notification.

ACTION: Approve the resolution. Motion Commissioner Middleton, seconded by Commissioner Dorenfeld and unanimously carried 6-0-1 on a roll call vote.

AYES: Commissioner Calerdine, Commissioner Dorenfeld, Commissioner Middleton, Commissioner Roberts, Commissioner Weremiuk, Vice-Chair Klatchko
ABSENT: Commissioner Lowe

3B. WESSMAN HOLDINGS, LLC, REQUESTING A ONE-YEAR TIME EXTENSION FOR A PREVIOUSLY APPROVED PLANNED DEVELOPMENT DISTRICT 343; A 54,122-SQUARE FOOT OFFICE AND RETAIL CENTER LOCATED AT THE NORTHWEST CORNER OF EAST SUNNY DUNES AND CROSSLEY ROAD (CASE 5.1164-PD 343). (ER)

Principal Planner Robertson presented the one-year time extension request as outlined in the staff report.

file

RESOLUTION NO. 6515

A RESOLUTION OF INTENTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, TO CHANGE THE NAME OF ARQUILLA ROAD SOUTH OF EAST PALM CANYON DRIVE TO WILLIAM KRISSEL WAY AND ESTABLISHING A PUBLIC HEARING DATE FOR CONSIDERATION OF THE STREET NAME CHANGE (CASE 5.1380 SNC).

THE PLANNING COMMISSION FINDS AND DETERMINES AS FOLLOWS:

A. On June 23, 2015, residents of the Twin Palms Neighborhood Organization submitted a Street Name Change application to the Department of Planning Services, requesting that the name of Arquilla Road between E. Palm Canyon Drive and E. Twin Palms Drive be changed to William Krisel Way.

B. On July 8, 2015, the Planning Commission received a report from the Department of Planning Services regarding the number of property owners that would be impacted and the costs associated with the street name change.

C. The Planning Commission carefully reviewed and considered all of the evidence presented at its meeting of July 8, 2015, including but not limited to the staff report and all written and oral testimony presented, and directed staff to initiate the public hearing process for the street name change pursuant to the requirements of Palm Springs Municipal Code (PSMC) Chapter 14.08.

THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS RESOLVES:

SECTION 1. Pursuant to PSMC Section 14.08.050, the Planning Commission hereby adopts this resolution of intention to change the name of Arquilla Road south of East Palm Canyon Drive to William Krisel Way and sets the public hearing date to consider Case 5.1380 SNC for August 12, 2015.

SECTION 2. Pursuant to PSMC Section 14.08.060, the Director of Planning Services shall publish this resolution of intention to change the name of Arquilla Road to William Krisel Way in a newspaper of general circulation at least 15 days prior to the August 12, 2015 public hearing date.

SECTION 3. Pursuant to PSMC Section 14.08.070, the Director of Planning Services shall provide for posting of this resolution of intention in at least three (3) public places along Arquilla Road at least 10 days prior to the August 12, 2015 public hearing date.

SECTION 4. Pursuant to PSMC Section 14.08.080 and 14.08.090, the Planning Commission shall hear and consider the proposal to change the name of Arquilla Road to William Krisel Way, and any objections to the proposal, at the

August 12, 2015 public hearing. At the conclusion of the public hearing, the Planning Commission shall make a recommendation to the City Council on the proposal.

ADOPTED this 8th day of July, 2015.

AYES:	6,	Middleton, Donenfeld, Calerdine, Roberts, Weremiuk and Vice-Chair Klatchko
NOES:		None
ABSENT:	1,	Low
ABSTAIN:		None

ATTEST: CITY OF PALM SPRINGS, CALIFORNIA



Flinn Fagg, AICP
Director of Planning Services

**BACKGROUND AND RATIONALE
FOR PROPOSED STREET-NAME CHANGE
FROM ARQUILLA ROAD TO WILLIAM KRISEL WAY**

Original Submission: March 10, 2015

Revised Submission: April 28, 2015



Prepared and Submitted By



Contact

Eric Chiel, Chair
Twin Palms Neighborhood Organization
EricChiel@mac.com
(949) 831-9706

CONTENTS

- 1 Executive Summary**
- 2 Background and Rationale for Proposed Street-Name Change**
- 5 Location of Proposed Name Change**
- 6 About the Architect: William Krisel, AIA**
- 8 The Story of Twin Palms**
- 11 Masters of Modernism — The Butterfly Effect**
- 13 Palm Springs Municipal Code Ch 14.08: Street Name Changes**
- 14 City of Palm Springs Minor Architectural Applications (MAA)**
- 19 Proposed Signage: William Krisel Way**

EXECUTIVE SUMMARY

- William Krisel is among a small group of architects whose work from the 1940s through the 1960s significantly influenced the look of Palm Springs, its demographics, its assets as a travel destination, and in doing so, its economy.
- Interest in William Krisel's professional work continues to grow and his residences are now a centerpiece for one of this City's most important and financially rewarding annual events—Modernism Week.
- For Palm Springs, the mid-century desert modernist style is not just an aesthetic, but a reliable and increasingly important source of income, prestige, and international attention for our City.
- The Advisory Board of the Twin Palms Neighborhood Organization proposes that it would be fitting recognition of the impact of William Krisel's life work for a Palm Springs city street to bear his name, and that Arquilla Road south of East Palm Canyon in the Twin Palms neighborhood is the most ideal candidate for this name change.
- Changing the name of Arquilla Road to William Krisel Way affords marketing benefits from which both the neighborhood and the City can benefit, including news and feature coverage throughout the immediate region, the nation, and internationally in architecture and design media.
- The signs will forever define the historical epicenter of Mr. Krisel's contribution to our City, earning it a lasting place on modernist tours.
- The Twin Palms Neighborhood Organization pledges to incorporate the renamed street into promotional media and informational materials about the neighborhood, to publicize the architectural provenance of the renamed street, and to encourage others to do so.
- In recognition of these efforts, and acknowledging the benefits potentially accrued in perpetuity by the city of Palm Springs, the Organization respectfully proposes that the City waive its customary fees and expenses for initiating a street-name change.

BACKGROUND AND RATIONALE FOR PROPOSED STREET NAME CHANGE OF ARQUILLA ROAD TO WILLIAM KRISEL WAY

Background

William Krisel is among a small group of architects whose work from the 1940s through the 1960s significantly influenced the look of Palm Springs, its demographics, its assets as a travel destination, and in doing so, its economy. Mr. Krisel introduced to this region many of the attributes now regarded as hallmarks of the midcentury modernist architectural style, including open carports, clerestory windows, exposed concrete block, breezeways, and butterfly roofs. The innovations he pioneered in economically producing tract homes that look like custom construction were adopted by his contemporaries, and his influence continues to this day.

Most of Mr. Krisel's work in Palm Springs was produced in conjunction with the Alexander Construction Company—an important contributor in its own right to the growth of this City. The names "Krisel" and "Alexander" have become linked as proponents and pacesetters of what has become known as "desert modernism."

Interest in William Krisel's professional work continues to grow and his residences are now a centerpiece for one of this City's most important and financially rewarding annual events—Modernism Week. After a decade of continued growth, this event now attracts nearly 60,000 aficionados of the aesthetic from around the world for 11 days each Spring, and more recently, many thousands more for four days each Fall. In 2015, attendance at Spring Modernism Week event alone increased 30% over 2014 and generated about \$22 million in revenue. For Palm Springs, the mid-century desert modernist style is not just an aesthetic, but a reliable and increasingly important source of income, prestige, and international attention for our City.

Rationale for Street Selection

Two streets currently honor the construction company for which Mr. Krisel produced his landmark designs: *East Alexander Way* in the Racquet Club Estates neighborhood and *Alexander Club Drive* in the Whitewater Country Club. No such honor has yet been extended to Mr. Krisel.

The Advisory Board of the Twin Palms Neighborhood Organization proposes that it would be fitting recognition of the impact of William Krisel's life work for a Palm

Springs city street to bear his name. We further submit for consideration by the City that of all public streets in Palm Springs, the section of Arquilla Road south of East Palm Canyon in the Twin Palms neighborhood is the most ideal candidate for this name change for several reasons.

- Location of William Krisel Way in Twin Palms is appropriate because this was the City's first mid-century modern neighborhood completed by the Alexander Construction Company from Mr. Krisel's designs and the first truly modern housing tract in Palm Springs.
- Arquilla Road is adjacent to the Ocotillo Lodge, the opening of which in 1956 marked the birth of our neighborhood and established the street's historical significance.
- Arquilla Road intersects East Palm Canyon Drive, one of our City's most heavily traveled streets, assuring its high visibility.
- Arquilla Road is not only a gateway into the neighborhood, but *the only* gateway off East Palm Canyon that leads directly into the interior of Twin Palms, making it an important street locally.
- No structures within Twin Palms bear an Arquilla Road address, facilitating the change. (The only three properties adjacent to it are the Quality Inn, the Twin Palms Bistro, and the Ocotillo Lodge—all of which have East Palm Canyon addresses.)
- Other than East Palm Canyon, Arquilla Road connects to only one other street, Twin Palms Drive, so the change will require only two new signs and minimal Public Works time to install.
- Arquilla Road is on the list of City streets scheduled to be repaved during fiscal year 2015/2016, assuring that its condition will befit the stature of its namesake.
- Arquilla Road does not continue across East Palm Canyon, so the proposed renaming will not result in differing names across an intersection.
- A discontinuous stretch of Arquilla Road runs through the Movie Colony East and Midtown neighborhoods about two miles north, but this portion is not the subject of this proposal, thereby perpetuating the presence and historic value of the Arquilla name.
- The change will eliminate confusion with a similarly named street—Via Aguila—only about 100 yards east of Arquilla.

Marketing Opportunity

Changing the name of Arquilla Road to William Krisel Way affords marketing benefits from which both the neighborhood and the City can benefit.

With so many residents of the region attuned to modernist architecture, the renaming will justify being picked up as a news story throughout the Coachella Valley. In addition, owing to Mr. Krisel's worldwide renown, the change is appropriate for coverage internationally in architecture and design media. Finally, on an ongoing basis, the signs will forever define the historical epicenter of Mr. Krisel's contribution to our City, earning it a lasting place on modernist tours.

Proposal

As representatives of its membership, the Advisory Board of the Twin Palms Neighborhood Organization pledges to incorporate the renamed street into promotional media and informational materials about the neighborhood, to publicize the architectural provenance of the renamed street when practical, and to encourage others to do so as well. In recognition of these efforts, and acknowledging the benefits potentially accrued in perpetuity by the city of Palm Springs, the Organization respectfully proposes that the City waive its customary fees and expenses for initiating a street-name change.

The Advisory Board of the Twin Palms Neighborhood Organization appreciates your consideration of this proposal for mutual benefit.

Thank you.

Advisory Board of the Twin Palms Neighborhood Organization
Eric Chiel, Chair

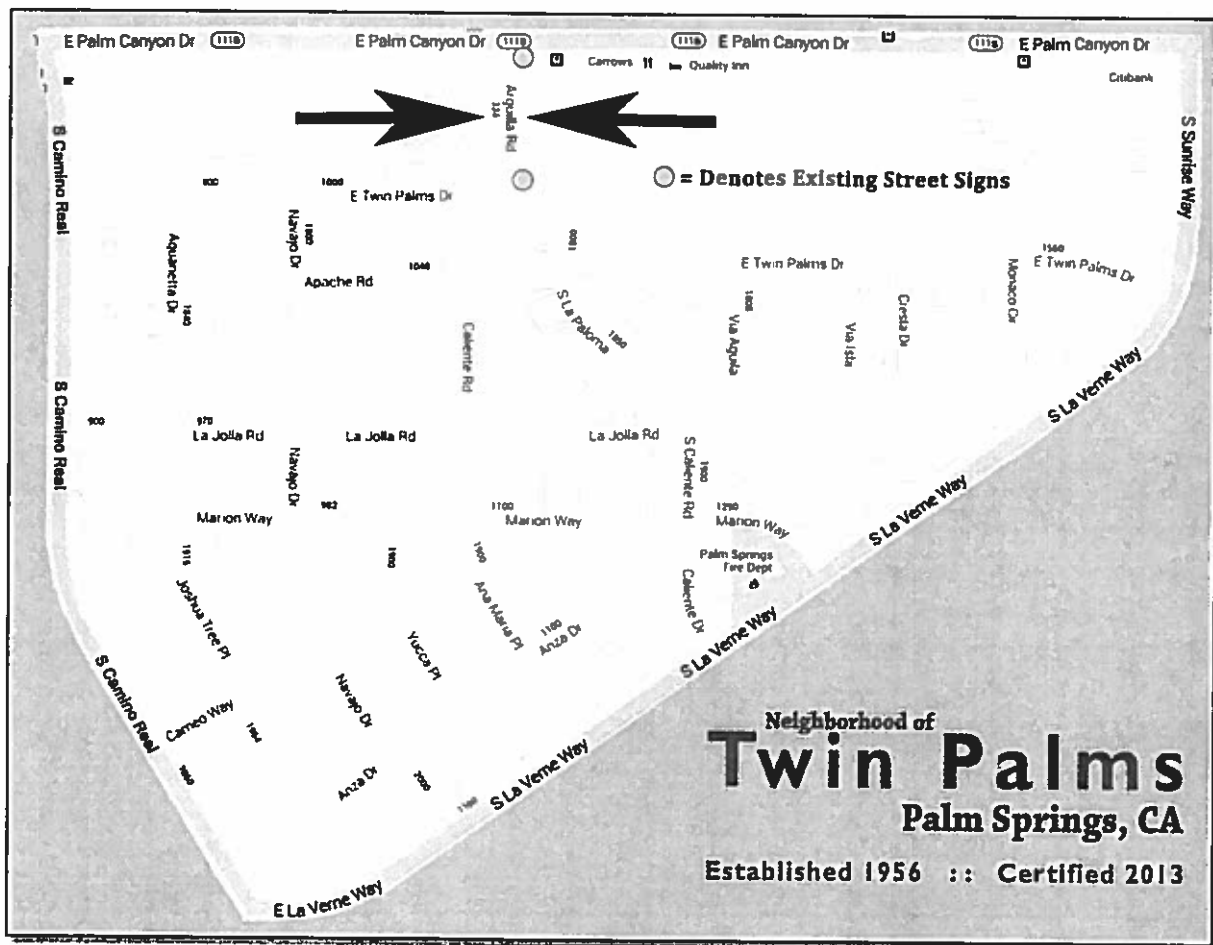
P.S.: At age 90, Mr. Krisel still lives in Los Angeles. It would be lovely to have him attend the unveiling of this honor.

LOCATION OF PROPOSED NAME CHANGE

Arquilla Road is a street approximately 225' in length in the north central portion of the Twin Palms neighborhood. Its northern terminus is East Palm Canyon, making it the only gateway along that key border that leads directly into the neighborhood's interior. Its southern terminus is Twin Palms Drive, the "backbone" of the neighborhood. This placement suggests high visibility for William Krisel Way.

The two locations of existing street signs are marked with blue dots.

Note that the name *Arquilla* is misspelled on this publically sourced map. This is frequently the case, as is its confusion with *Via Aquila* that also terminates at Twin Palms Drive approximately 100 yards to the east. Renaming Arquilla Road is an opportunity to have misspellings corrected and confusion over similar names eliminated.



ABOUT THE ARCHITECT: WILLIAM KRISEL, AIA

Over the course of his 60-year career, architect William Krisel has brought modernism to the masses, designing more than 40,000 individual housing units

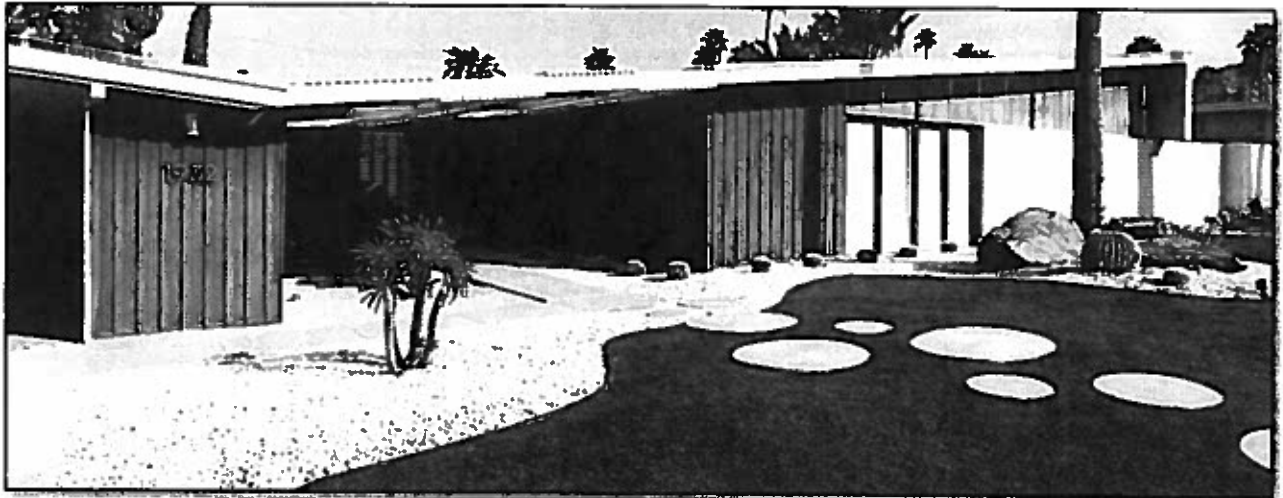


across the United States. Krisel's influential work has become synonymous with mid-20th century Southern Californian design.

William Krisel, principal of the firm of Palmer & Krisel (formed with Partner Dan Palmer), was born in 1924 in Shanghai of American parents working overseas for the U.S. State Department. Krisel lived in China until age 13, when his family returned to the US, where he attended Beverly Hills High.

During World War II, Krisel was assigned to General Joe Stilwell as a Chinese interpreter. He attended USC for his degree in architecture. Krisel has also been a licensed landscape architect since 1954.

Designing more than 30,000 living units throughout Southern California, Krisel's career spanned nearly six decades. A close personal friend of developer Bob Alexander and his family, Krisel came to the Desert at the request of Alexander to design a tract of modernist houses dubbed Smoke Tree Valley (now known as Twin Palms for the pair of Palm trees that graced each of the homes).



Other Palmer & Krisel projects include the Ocotillo Lodge, Las Palmas Estates (Vista Las Palmas), Kings Point and Canyon View Estates, Racquet Club Estates, "Valley of the Sun" in Rancho Mirage and the Sandpiper condo complex in Palm Desert (which garnered an AIA merit award for Landscape Architecture). The "House of Tomorrow," conceived as an experiment in modern living, so impressed Alexander's wife Helene that they made it their personal residence. The house later gained fame as the honeymoon home of Elvis and Priscilla Presley.



"I'm a firm believer that good modern design can make your life happier, more productive and more enjoyable."

- William Krisel

Krisel is one of the few mid-century modern architects who has not only lived to see,



but also participate in the resurgence of modernism in Palm Springs. In recent years, he has contributed to the restoration of many of his original designs. Beginning in 2008, Krisel collaborated with Maxx Livingstone on exact replicas of his mid-century designs, constructed with all new materials and aimed towards LEED certification. In 2009, Krisel was honored with the release of a documentary about his life and career entitled *William Krisel, Architect*. The production

was produced by *Design Onscreen*, a Denver-based nonprofit dedicated to creating, preserving, and promoting high-quality films on architecture and design. The film premiered as a central event during the 2010 Palm Springs Modernism Week.

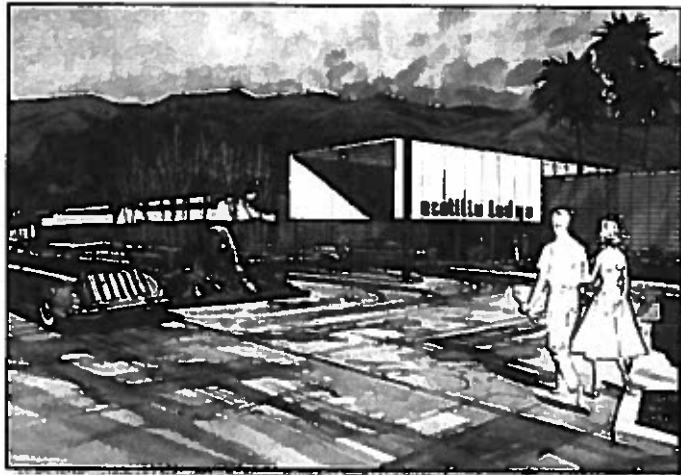
Krisel's archive now resides at the Getty Research Institute.





THE STORY OF TWIN PALMS

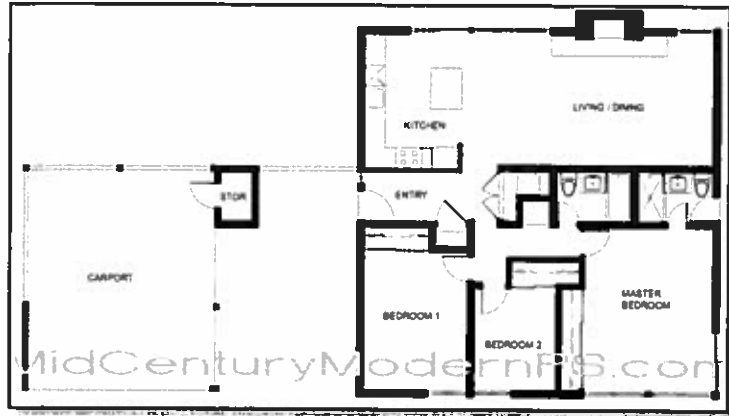
Unlike the inclusive city we know today, Palm Springs at mid 20th century restricted the areas in which its Jewish population and guests could live and play. Sensing market demand, developers George and Robert Alexander, working with architect William Krisel, converted raw desert at the City's southern edge into a Jewish enclave.



First they built the Ocotillo Lodge. Completed in 1956, the Lodge welcomed all home-seekers considering one of its 90 new adjacent homes. This fledgling district (referred to then as “Smoke Tree Valley Estates”) introduced to the desert such modernist residential elements as open carports, clerestory windows, exposed concrete block, breezeways, and butterfly roofs. With little

fanfare at the time, the enclave became both the first mid-century modern neighborhood completed by the Alexander Construction Company and the first truly modern housing tract in Palm Springs.

Only two floor plans were available from which prospective Twin Palms homeowners could choose. But a wide variety of available façades, roof-lines, landscaping, color palettes, and home orientations on the property effectively concealed this limitation. The result is that the Alexanders could pass along to buyers the economies of constructing tract housing, and buyers could enjoy a sense of owning a home that was visually unique—at least on the outside.



As a design and marketing strategy, this proved quite sound. Considered for decades to be a second hometown for the wealthy, Palm Springs suddenly came within grasp of a much larger population of home seekers. The 90 original residences sold briskly and led to the development of equally popular tracts elsewhere in the

area. In this way, the success of Twin Palms initiated the City's first major housing boom and forever changed its architectural landscape.

By the 1980s the neighborhood was approaching build-out as contemporary, Spanish contemporary, and modern designs began mingling with mid-century styles. In recent years, many of the earliest homes benefited from faithful restoration—some with the participation of William Krisel—and tour buses now lace our streets during Modernism Week, carrying aficionados of mid-century design from around the world.



In September 2012, seven Twin Palms residents united as a "Neighborhood Organization Formation Committee" to seek official recognition for their district by



the city of Palm Springs. The Twin Palms Neighborhood Organization received formal certification on March 13, 2013. Our borders now encompass more

than 800 owners, residents, and enterprises. About two dozen members serve our vibrant committees that collectively provide opportunities for socializing and

expressing civic responsibility, maximizing security and quality of life, preserving and promoting our neighborhood history, and keeping our neighbors and the City informed of our activities.



Today, Twin Palms enjoys a population mix that reflects the diversity and spirit of Palm Springs. The legacy of William Krisel and the Alexanders is a neighborhood alive with history, rich with character, and fully engaged in affairs both social and civic.



Masters of Modernism — The Butterfly Effect

Alexander tract architect William Krisel says design is meant to last

BY MORRIS NEWMAN



William Krisel wants to clear up a misconception. "Whenever people see a house with a butterfly roof," the 84-year architect says, "they think that I designed it." But, he adds, "It's not true."

It's an understandable error in Palm Springs, where the roof with two wings evokes one of the city's best-known home designs — from the Twin Palms tract, which Krisel and then-partner Dan Palmer designed in the late 1950s. Eventually, Krisel created nearly 2,000 houses in a succession of subdivisions of the area popularly known as the Alexander Tract, described by historian Alan Hess as the largest Modernist housing subdivision in the United States. The stylish tract houses, which started at \$19,500 in 1957, now fetch up to \$1.3 million.

By his own estimate, Krisel has designed more than 40,000 residences across the country. Some he has never seen. "I just discovered a home that was built 45 years ago that I never heard of," he says with amusement. But he does not feel frustration at not having observed construction to make sure it was built correctly. The contractor was experienced in building his designs. Besides, Krisel notes, his designs are extremely detailed, down to the cabinetry.

Krisel was feted last fall with a retrospective of his home designs and site plans at the Museum of Design, Art and Architecture in Culver City. He prides himself on his draftsmanship and his power to communicate the weight of architecture with a few well-chosen lines. He's delighted that many of his presentation drawings were reproduced on brochures and advertisements, some of which have shown up for auction on eBay.

"Why should I have an artist do a rendering of my project when I can do it better myself?" he postulates. For Krisel, the hand-drawn image is a point of sale and a part of quality control. And while the black-and-white drawings are clearly of a different era, they retain the ability to engage the viewer with the potential of clean, no-frills architecture in a desert setting.

Krisel is a developer's architect — and proud of it. Rather than designing individual homes, he has worked for a succession of production builders since the early 1920s. "Develop a relationship with a builder, do good work, and you won't need to go ringing doorbells to get new clients," says Krisel, a man with strong opinions who still speaks with the authority of someone who long ago operated one of the nation's largest home-design practices. In the 1950s, it wasn't enough for an architect to design well, he says. "You had to convince builders they would make money."

In 1957, he was working for seven of the 10 largest home builders in the country, according to *Architectural Forum* magazine. In the

early 1960s, his office employed 60 people and declined any commission for fewer than 50 houses.

His relationship with developer Robert Alexander was foundational. "I wanted to learn how a builder thinks, and I told him how an architect thinks," Krisel says. "We put those together and went to work."

For the Twin Palms houses, Krisel chose a square floor plan, because it was the most economical. The units were only 1,200 to 1,600 square feet in size, but Krisel's skill in planning made the houses comfortable to live in; every unit had an open patio separating the house from the garage. Alexander and his wife, Helene, lived in a larger version of the butterfly-roof design until their untimely deaths in an aviation accident in 1965.

The pragmatic architect has a romantic biography: He was born in China in 1924, the son of a career diplomat, and learned Mandarin and the local Shanghai dialect. When the Japanese invaded China in 1937, the family relocated to Beverly Hills. Krisel entered the architecture program at University of Southern California. When World War II started, he enlisted in the Army Reserve and became one of Gen. Joseph Stilwell's Chinese interpreters. After the war, he finished his studies at USC and entered into partnership with Palmer.

Best known as a prolific designer of the postwar housing boom, Krisel can claim even greater significance as one of the few architects willing and able to bridge the home building industry with the ideals of Modernism. In its earliest form, Modernism stood for building in a practical, affordable way on a mass scale for ordinary people whose lives would be improved by good design. Along with several other pioneers — including Gregory Ain and A. Quincy Jones — Krisel was able to extend his practice beyond the prophetic prototype and see his designs realized as large-scale housing developments.

Although he has been retired for nearly 20 years, Krisel continues to receive telephone calls from owners of buildings he designed a half-century ago. He delights that he can remember the details of hundreds of different projects. "A young woman called me recently," he says. "She said, 'I am standing in the kitchen and the floor is warm. Does this house have radiant heat?'" No, replied Krisel, in that home model, the hot-water pipe runs directly beneath the kitchen, with the intent of warming the feet of housewives on chilly mornings. "That was 50 years ago, before radiant heat; but I knew how to do things like that," he says.

Like Richard Neutra a generation before him, Krisel downplays the importance of style as an end in itself, emphasizing instead buildability and livability. Despite the fame of his butterfly roofs, "I don't believe in style," he says with characteristic bluntness. Nor does he believe in updating his design to keep pace with fashion. He deplores the attention-seeking work of people he calls "the star-architects," whose work he believes will quickly become dated. Real architecture, he says, "has nothing to do with time."

Krisel gave a striking demonstration of his belief in the durability of his design language earlier this year when he completed five new houses based on the original Alexander tract designs. "We updated them for code and earthquake standards," he says. "Otherwise, they're exactly like the originals."

He dismisses the idea that artistic development means changing his approach. "It's my language," he says of his architecture. "I spoke English before, and I still speak English."

"When you have the correct idea," he adds, "there's no need to change it."

PROJECT UNDER CONSIDERATION

Project Case No. 5.1300 SUG - Street Name Change

Project Description: Change the street name from Arquilla Road to William Krisel Way

Address: Arquilla Road

Applicant: City of Palm Springs

A public hearing will be held by the Palm Springs Planning Commission and City Council to consider changing the name of Arquilla Road to William Krisel Way. Comments or questions can be directed to the Planning Department at 3300 E. Tahquitz Canyon Way, Palm Springs, CA 7600 323-9245



23/07/2015

PROJECT UNDER CONSIDERATION

Project Case No. 5.1300 SWC - Street Name Change

Project Description: Change the street name

from Arquilla Road to William Kresel Way

Address: Arquilla Road

Applicant: City of Palm Springs

A public hearing will be held by the Palm Springs

Planning Commission and City Council to consider

changing the name of Arquilla Road to William

Kresel Way. Comments or questions can be directed

to the Planning Department at 3200 E. Tahquitz

Canyon Way, Palm Springs, CA

760 323-8245



23/07/2015

From: Blake Goetz <Blake.Goetz@palmsprings-ca.gov>
Subject: RE: Street Name Change
Date: July 18, 2015 at 10:52:08 AM PDT
To: Eric Chiel <ericchiel@mac.com>

Hello Eric,

I have reviewed the information packet you sent regarding changing the street named "Arquilla Road" to "William Krisel Way". The historical information was very interesting and I do not believe there will any issues with the street name change however, I need to run this by the Police/Fire Dispatch Center manager for her input. Although a street name change may seem benign, we often refer to the cross streets in our dispatch. We typically receive a document to approve from the Planning and Engineering Department as well (it may be in the department already). Once officially approved, the name will need to be changed with notes in the computer aided dispatch system which is not difficult.

Thank you for this heads up information and I will get back to you with a response once I hear from fire department staff, the dispatch center and Planning/Engineering Dept.

Blake Goetz
Interim Fire Chief
Palm Springs Fire Department
(760) 323-8188 Office
(760) 218-4278 Mobile

Blake.Goetz@palmspringsca.gov

RECEIVED
JUL 29 2015
PLANNING SERVICES
DEPARTMENT

VOICEMAIL TRANSCRIPT

From: Palm Springs Police Chief Al Franz via Voicemail
Subject: Re: Street Name Change - William Krisel Way
Date: July 28, 2015 at 11:00 AM PDT
To: Eric Chiel

Hi Eric. This is Chief Franz over at the Police Department.

...

The Police Department has no objection to your proposal to change the street name. I checked with our Communications Department and there's no issues there.

I'll be following up with an email, but I just wanted to touch base with you...

If you have any questions, feel free to call me 760-323-8126. It's about 11:00 on July 28th.

Thank you, Eric. Talk to you soon.

RECEIVED

JUL 29 2015

PLANNING SERVICES
DEPARTMENT

From: BERTIL LINDBLAD blindblad@mac.com
Subject: Re: Our Krisel Way Renaming Initiative Passes Its Second Hurdle!
Date: July 10, 2015 at 11:41 PM
To: Eric Chiel twinpalmssps@icloud.com



Hi Eric,
I support the proposal.
Best,
Bertil
1178 E Anza Dr

Sent from my iPhone

On Jul 10, 2015, at 8:49 PM, Eric Chiel <twinpalmssps@icloud.com> wrote:

RECEIVED

JUL 29 2015

PLANNING SERVICES
DEPARTMENT

Dear Twin Palms Neighbor:

The Advisory Board of the Twin Palms Neighborhood Organization (TPNO) is pleased to announce that one of our Neighborhood Initiatives has taken a major step toward being realized.

For nearly a year we've updated you on the progress of our proposal to change the name of Arquilla Road to William Krisel Way. A formal proposal was submitted to the City of Palm Springs Planning Department this past March. On June 23, the Planning Department approved sending our proposal to the Planning Commission. On July 8, the Planning Commission, by a 6-0 vote, accepted a "Resolution of Intention" for the name change.

The Planning Department's approval and the Planning Commission's acceptance of the resolution are the first two of four required steps in the process. Our *next* step is a public hearing during which any member of the general public will be granted three minutes to comment for or against the proposal. Our hearing has been scheduled for August 12.

In preparation for this hearing, the City will publish a newspaper ad alerting the community of our intention. They will also post notifications of the hearing along Arquilla Road, and all property owners whose land abuts the street will be alerted by mail.

At the hearing, once all members of the public wishing to comment have been given the opportunity to do so, the Commission will vote on whether or not the proposal should advance to City Council for the fourth and final approval.

YOU CAN HELP SEE THIS THROUGH

We're still only half way through the process, but it's advancing quickly now, and so far, with no opposition. However...

The recent experience of another Palm Springs neighborhood organization seeking a street-name change took an unexpected turn when the advocates of their proposal met opposition from two groups within their neighborhood during their public hearing. The Commission made it clear that although a proposal made be well-reasoned on paper, public support – particularly neighborhood support – is essential. Therefore, our Advisory Board is requesting the following:

- 1) Please read our proposal, which is attached here.
- 2) If you support the proposal, please try to attend the public hearing (August 12, 1:30pm) *and also* the City Council deliberation, probably to be scheduled for September 2 at 6:00pm. Both are at City Hall (3200 E. Tahquitz Canyon Way). Even if you choose not to speak, simply the show of our numbers will be important.
- 3) If you support the proposal but can't attend the meetings, please let us know via email or through NextDoor.
- 4) If you don't support the proposal, your comments are still appreciated.

For our part, the Board will be soliciting the support of influential individuals and groups in preparation for the hearing and City Council meetings, and encouraging them to attend, as well.

WATCH THE COMMISSION PRESENTATION AND DELIBERATION

The July 8 presentation to the Planning Commission, and its deliberation on that date, may be viewed on Time-Warner Cable channel 17 at 1:30pm on Sundays and Thursdays until July 19. The presentation occurs about 15 minutes into the broadcast. The deliberation takes place about one hour and fifteen minutes into the broadcast, immediately after a 10-minute break (silent on screen). We'll try to obtain an edited version of this meeting.

From: Gary Churchill GaryChurchill@yahoo.com
Subject: Re: Our Krisel Way Renaming Initiative Passes Its Second Hurdle!
Date: July 10, 2015 at 10:09 PM
To: Eric Chiel twinpalmsps@icloud.com



Eric,

I will be unable to attend. I do however fully support the name change.

I also wanted to take this opportunity to thank you for all that you do for our neighborhood. Greatly appreciated.

Gary
760-641-4810

Sent from my iPhone

On Jul 10, 2015, at 8:48 PM, Eric Chiel <twinpalmsps@icloud.com> wrote:

RECEIVED

JUL 29 2015

PLANNING SERVICES
DEPARTMENT

Dear Twin Palms Neighbor:

The Advisory Board of the Twin Palms Neighborhood Organization (TPNO) is pleased to announce that one of our Neighborhood Initiatives has taken a major step toward being realized.

For nearly a year we've updated you on the progress of our proposal to change the name of Arquilla Road to William Krisel Way. A formal proposal was submitted to the City of Palm Springs Planning Department this past March. On June 23, the Planning Department approved sending our proposal to the Planning Commission. On July 8, the Planning Commission, by a 6-0 vote, accepted a "Resolution of Intention" for the name change.

The Planning Department's approval and the Planning Commission's acceptance of the resolution are the first two of four required steps in the process. Our *next* step is a public hearing during which any member of the general public will be granted three minutes to comment for or against the proposal. Our hearing has been scheduled for August 12.

In preparation for this hearing, the City will publish a newspaper ad alerting the community of our intention. They will also post notifications of the hearing along Arquilla Road, and all property owners whose land abuts the street will be alerted by mail.

At the hearing, once all members of the public wishing to comment have been given the opportunity to do so, the Commission will vote on whether or not the proposal should advance to City Council for the fourth and final approval.

YOU CAN HELP SEE THIS THROUGH

We're still only half way through the process, but it's advancing quickly now, and so far, with no opposition. However...

The recent experience of another Palm Springs neighborhood organization seeking a street-name change took an unexpected turn when the advocates of their proposal met opposition from two groups within their neighborhood during their public hearing. The Commission made it clear that although a proposal made be well-reasoned on paper, public support – particularly neighborhood support – is essential. Therefore, our Advisory Board is requesting the following:

- 1) Please read our proposal, which is attached here.
- 2) If you support the proposal, please try to attend the public hearing (August 12, 1:30pm) *and also* the City Council deliberation, probably to be scheduled for September 2 at 6:00pm. Both are at City Hall (3200 E. Tahquitz Canyon Way). Even if you choose not to speak, simply the show of our numbers will be important.
- 3) If you support the proposal but can't attend the meetings, please let us know via email or through NextDoor.
- 4) If you don't support the proposal, your comments are still appreciated and will be made part of the permanent record.

For our part, the Board will be soliciting the support of influential individuals and groups in preparation for the hearing and City Council meetings, and encouraging them to attend, as well.

WATCH THE COMMISSION PRESENTATION AND DELIBERATION

The July 8 presentation to the Planning Commission, and its deliberation on that date, may be viewed on Time-Warner Cable

From: Marv G marvlingo@yahoo.com
Subject: Re: Our Krisel Way Renaming Initiative Passes Its Second Hurdle!
Date: July 11, 2015 at 1:02 AM
To: Eric Chiel twinpalmsps@icloud.com



Eric,
We won't be able to attend any of the meetings, but we are very supportive of your efforts in this matter. Thanks.
Marv & Linda Geistlinger

RECEIVED

JUL 29 2015

PLANNING SERVICES
DEPARTMENT

On Friday, July 10, 2015 8:49 PM, Eric Chiel <twinpalmsps@icloud.com> wrote:

Dear Twin Palms Neighbor:

The Advisory Board of the Twin Palms Neighborhood Organization (TPNO) is pleased to announce that one of our Neighborhood Initiatives has taken a major step toward being realized.

For nearly a year we've updated you on the progress of our proposal to change the name of Arquilla Road to William Krisel Way. A formal proposal was submitted to the City of Palm Springs Planning Department this past March. On June 23, the Planning Department approved sending our proposal to the Planning Commission. On July 8, the Planning Commission, by a 6-0 vote, accepted a "Resolution of Intention" for the name change.

The Planning Department's approval and the Planning Commission's acceptance of the resolution are the first two of four required steps in the process. Our *next* step is a public hearing during which any member of the general public will be granted three minutes to comment for or against the proposal. Our hearing has been scheduled for August 12.

In preparation for this hearing, the City will publish a newspaper ad alerting the community of our intention. They will also post notifications of the hearing along Arquilla Road, and all property owners whose land abuts the street will be alerted by mail.

At the hearing, once all members of the public wishing to comment have been given the opportunity to do so, the Commission will vote on whether or not the proposal should advance to City Council for the fourth and final approval.

YOU CAN HELP SEE THIS THROUGH

We're still only half way through the process, but it's advancing quickly now, and so far, with no opposition. However...

The recent experience of another Palm Springs neighborhood organization seeking a street-name change took an unexpected turn when the advocates of their proposal met opposition from two groups within their neighborhood during their public hearing. The Commission made it clear that although a proposal made be well-reasoned on paper, public support – particularly neighborhood support – is essential. Therefore, our Advisory Board is requesting the following:

- 1) Please read our proposal, which is attached here.
- 2) If you support the proposal, please try to attend the public hearing (August 12, 1:30pm) *and also* the City Council deliberation, probably to be scheduled for September 2 at 6:00pm. Both are at City Hall (3200 E. Tahquitz Canyon Way). Even if you choose

From: Lynn Pettit lsp4repo@aol.com
Subject: Re: Our Krisel Way Renaming Initiative Passes Its Second Hurdle!
Date: July 11, 2015 at 8:10 AM
To: twinpalmsps@icloud.com



Congratulations, Eric. This is a very comprehensive proposal and easy to read as well. Lynn

RECEIVED

JUL 29 2015

PLANNING SERVICES
DEPARTMENT

-----Original Message-----

From: Eric Chiel <twinpalmsps@icloud.com>
To: Undisclosed Recipients <twinpalmsps@icloud.com>
Sent: Fri, Jul 10, 2015 8:49 pm
Subject: Our Krisel Way Renaming Initiative Passes Its Second Hurdle!

Dear Twin Palms Neighbor:

The Advisory Board of the Twin Palms Neighborhood Organization (TPNO) is pleased to announce that one of our Neighborhood Initiatives has taken a major step toward being realized.

For nearly a year we've updated you on the progress of our proposal to change the name of Arquilla Road to William Krisel Way. A formal proposal was submitted to the City of Palm Springs Planning Department this past March. On June 23, the Planning Department approved sending our proposal to the Planning Commission. On July 8, the Planning Commission, by a 6-0 vote, accepted a "Resolution of Intention" for the name change.

The Planning Department's approval and the Planning Commission's acceptance of the resolution are the first two of four required steps in the process. Our *next* step is a public hearing during which any member of the general public will be granted three minutes to comment for or against the proposal. Our hearing has been scheduled for August 12.

In preparation for this hearing, the City will publish a newspaper ad alerting the community of our intention. They will also post notifications of the hearing along Arquilla Road, and all property owners whose land abuts the street will be alerted by mail.

At the hearing, once all members of the public wishing to comment have been given the opportunity to do so, the Commission will vote on whether or not the proposal should advance to City Council for the fourth and final approval.

YOU CAN HELP SEE THIS THROUGH

We're still only half way through the process, but it's advancing quickly now, and so far, with no opposition. However...

The recent experience of another Palm Springs neighborhood organization seeking a street-name change took an unexpected turn when the advocates of their proposal met opposition from two groups within their neighborhood during their public hearing. The Commission made it clear that although a proposal made be well-reasoned on paper, public support – particularly neighborhood support – is essential. Therefore, our Advisory Board is requesting the following:

- 1) Please read our proposal, which is attached here.
- 2) If you support the proposal, please try to attend the public hearing (August 12, 1:30pm) *and also* the City Council deliberation, probably to be scheduled for September 2 at 6:00pm. Both are at City Hall (3200 E. Tahquitz Canyon Way). Even if you choose not to speak, simply the show of our numbers will be important.
- 3) If you support the proposal but can't attend the meetings, please let us know via email or through NextDoor.
- 4) If you don't support the proposal, your comments are still appreciated and will be made part of the permanent record.

For our part, the Board will be soliciting the support of influential individuals and groups in preparation for the hearing and City Council meetings, and encouraging them to attend, as well.

WATCH THE COMMISSION PRESENTATION AND DELIBERATION

The July 8 presentation to the Planning Commission, and its deliberation on that date, may be viewed on Time-Warner Cable channel 17 at 1:30pm on Sundays and Thursdays until July 19. The presentation occurs about 15 minutes into the broadcast. The deliberation takes place about one hour and fifteen minutes into the broadcast, immediately after a 10-minute break (silent on screen). We'll try to obtain an edited version of



TRENO, P.O. Box 4394, Palm Springs, CA 92263

August 3, 2015

Flinn Fagg-Director of Planning Services
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

Dear Planning Commission,

We, the Advisory Council of the Tahquitz River Estates Neighborhood are writing in support of a new project which doesn't involve us directly, but involves one of our neighborhoods in South Palm Springs.

We received a well written and informative proposal from the Twin Palms Neighborhood Organization (TPNO) concerning a name change of a short but important street in their neighborhood. The Advisory Board TPNO proposes that in honor of William Krisel and his work in not only the Twin Palms area, but also many sections of Palm Springs, that it would be fitting to have a street bear his name: "William Krisel Way."

The prepared document, which is full of interesting facts concerning the life and career of William Krisel also gives a great rationale for the choice of Arquilla Road as the perfect street to facilitate this name change. The only comment which was raised by one of our Advisory Council members is that if the residents of this street did not mind the name change, then it was fine with her. Among other good reasons why this is a perfect choice is that there are no addresses which bear an Arquilla Road address; all properties have an E. Palm Canyon Address.

Anyone who takes an interest in the "Desert Modernism" history of Palm Springs is aware of the importance of Twin Palms and the Alexander Construction Company. With this awareness, one immediately recalls the primary architect of the Alexander Corporation as William Krisel. Not only is it fitting that the architect should have a street named for his achievements, but also in this, the first "modern" housing tract in Palm Springs.

The Advisory Board of Tahquitz River Estates Neighborhood Organization (TRENO), even though we are only neighbors, for all it is worth, support this name change in the spirit of the local as well as national attention and renown which this name change will bring to not only Twin Palms, but the whole "Modernism" theme of Palm Springs.

Respectfully the TRENO Advisory Council,

Greg Gilman --- Chair
Bob Cowboy-Lydon – Secretary
Fred Straeter
Paul Crippan
Laura Chamberlin

Tony Vaccaro --- Vice Chair
Gary Hunter --- Treasurer
Flo Klaasen
Donald Beck
Niko Esposito

Lisa Middleton recuses herself from this document