



# CITY COUNCIL STAFF REPORT

DATE: SEPTEMBER 16, 2015 PUBLIC HEARING

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 AND APPROVING A CEQA CATEGORICAL EXEMPTION (CASE 5.1380 SNC). (GM)

CASE: 5.1380 SNC

FROM: David H. Ready, City Manager

BY: Department of Planning Services

## SUMMARY

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 receive public testimony.
2. Adopt Resolution No. \_\_\_\_\_, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING A REQUEST TO CHANGE THE STREET NAME OF ARQUILLA ROAD SOUTH OF EAST PALM CANYON DRIVE AND NORTH OF EAST TWIN PALMS DRIVE TO WILLIAM KRISSEL WAY AND APPROVING A CEQA CATEGORICAL EXEMPTION"

## BACKGROUND:

<b>Related Relevant Actions by Planning, Building, Fire, etc.</b>	
06/23/15	Planning Department receives application from residents of the Twin Palms Neighborhood Organization to rename Arquilla Road to William Krisel Way accompanied by filing fee.
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.

<b>Related Relevant Actions by Planning, Building, Fire, etc.</b>	
8/12/15	Planning Commission conducts public hearing and votes 6-0-1 to recommend approval to the City Council.
9/3/15	Notices mailed to 200 addresses regarding City Council Public Hearing on proposed Street Name Change.

<b>Email Notification</b>	
9/3/15	Email notification sent to representatives of the Deepwell; Twin Palms; and Tahquitz River Estates Neighborhood Organizations.
<b>Neighborhood Notification</b>	
9/3/15	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.
<b>Neighborhood Posting</b>	
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 Krikel Way," will be in honor of Architect Mr. William Krikel who over the course of 60-years brought modernism to the masses, designing more than 40,000 individual housing units across the United States. Krikel's influential work has become synonymous with mid-20<sup>th</sup> 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. Krikel was a close personal friend of Desert housing developer Bob Alexander who at his request had Krikel design a tract of modernist houses dubbed Smoke Tree Valley (now known as the Twin Palms neighborhood). Other Krikel 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. Krikel's designs introduced to the Desert such modernist residential elements as open carports, clerestory windows, exposed concrete block, breezeways, and butterfly roofs<sup>1</sup>.

**ANALYSIS**

The request to change the name of Arguilla 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 Krikel's life work for a Palm Springs street to bear his name".

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

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.

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:

#### Arquilla Road

- Number of properties addressed on Arquilla Road: 0
- Number of properties fronting Arquilla Road: 3
- Number of existing businesses addressed on Arquilla 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 August 12, 2015 public hearing, the Planning Commission received input in the consideration of the proposal to change the name of the street which included a representative from the Twin Palms Neighborhood Organization endorsing the request.

At the conclusion of the hearing, the Planning Commission voted 6-0-1 to recommend approval of the street name change to the City Council.

**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.

**ENVIRONMENTAL DETERMINATION:**


Section 21084 of the California Public Resources Code requires Guidelines for Implementation of the California Environmental Quality Act (“CEQA”). The Guidelines are required to include a list of classes of projects which have been determined not to have a significant effect on the environment and which are exempt from the provisions of CEQA. In response to that mandate, the Secretary for Resources identified classes of projects that do not have a significant effect on the environment, and are declared to be categorically exempt from the requirement for the preparation of environmental documents. In accordance with Section 15301(c) “Existing Facilities,” Class 1 projects include existing highways, streets, sidewalks, gutters, bicycle, pedestrian trails, and similar facilities. The request to change the street name of an existing paved road is considered a Class 1 project and is categorically exempt from CEQA pursuant to Section 15301(c).

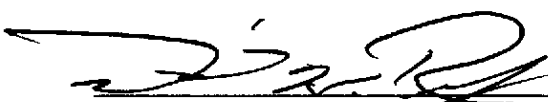
**CONCLUSION**

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

SUBMITTED:

  
\_\_\_\_\_  
Flinn Fagg, AICP  
Director of Planning Services

  
\_\_\_\_\_  
Marcus L. Fuller, MPA, PE, PLS  
Assistant City Manager/City Engineer

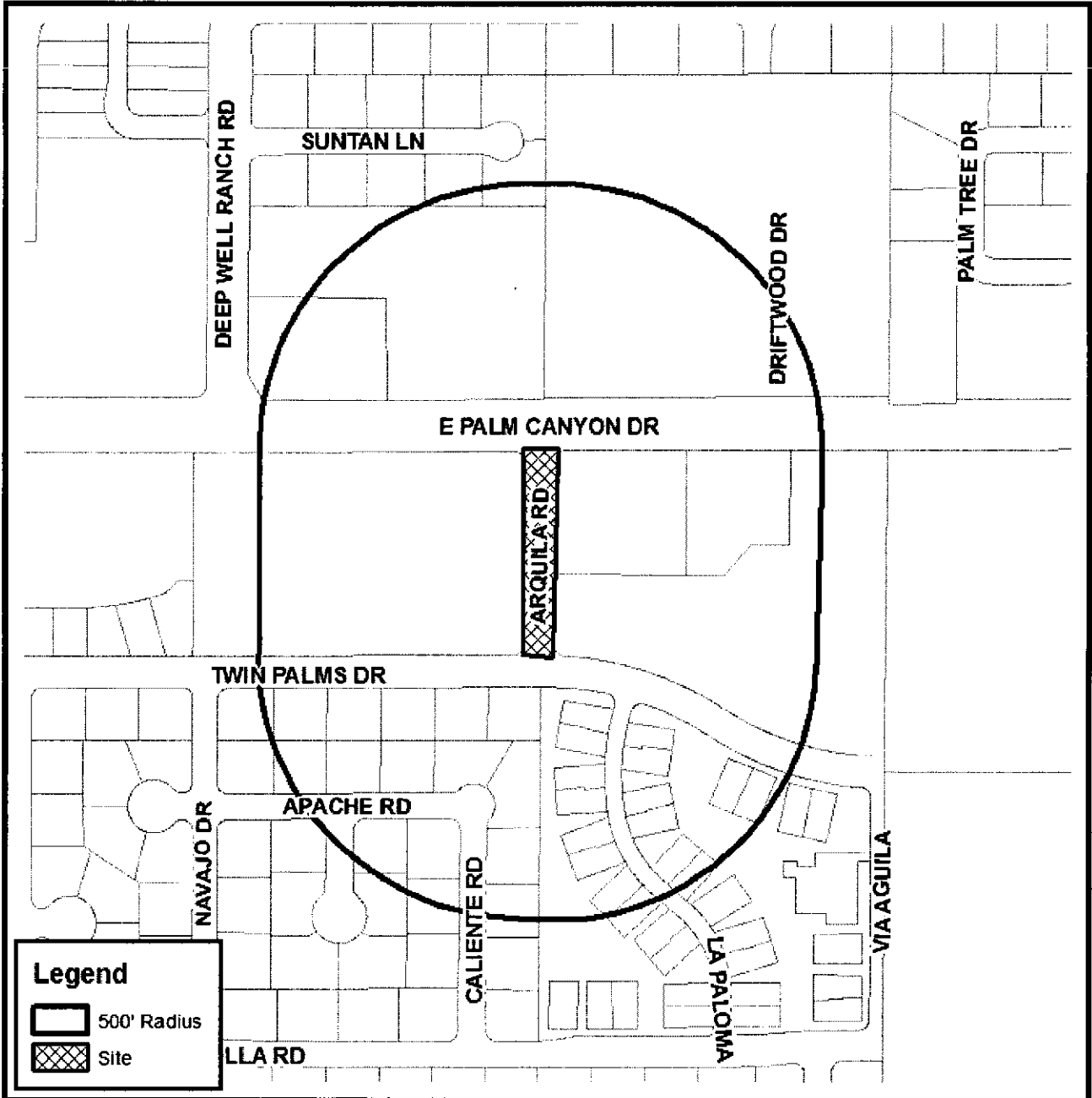
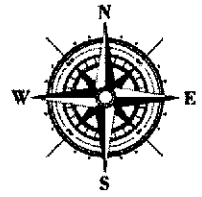
  
\_\_\_\_\_  
David H. Ready, Esq., Ph.D.,  
City Manager

**Attachments:**

1. Vicinity Map
2. City Council Resolution
3. Minutes of Planning Commission Meeting of July 8, 2015
4. Minutes of Planning Commission Meeting of August 12, 2015
5. Planning Commission Resolution #6515 to consider street name change
6. Report submitted by the Twin Palm Neighborhood Organization
7. Picture of street posting
8. Correspondence received as of Wednesday, September 10, 2015
9. Notice of Exemption (NOE)



# Department of Planning Services Vicinity Map



### Legend

- 500' Radius
- Site

CITY OF PALM SPRINGS

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA APPROVING A STREET NAME CHANGE OF ARQUILLA ROAD SOUTH OF EAST PALM CANYON DRIVE AND NORTH OF EAST TWIN PALMS DRIVE TO WILLIAM KRISEL WAY.

THE CITY COUNCIL 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 East 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.

D. On August 12, 2015, The Planning Commission held a public hearing for said street name change and voted 6-0-1 to recommend approval to the City Council.

E. On September 16, 2015, a public hearing on the proposed street name change was held by the City Council in accordance with applicable law. The City Council carefully reviewed and considered all of the evidence presented in connection with the hearing on the project, including, but not limited to, the staff report, and all written and oral testimony presented.

F. Pursuant to the California Environmental Quality Act (CEQA Guidelines, the proposed project is Categorical Exempt under Section 15301(c) (Existing Facilities).

THE CITY COUNCIL RESOLVES:

Based upon the foregoing, the City Council hereby approves changing the name of Arquilla Road between East Palm Canyon Drive and East Twin Palms Drive to William Krisel Way (Case No. 5.1380 – SNC).

ADOPTED this 16th day of September, 2015.

\_\_\_\_\_  
David H. Ready, City Manager

ATTEST:

\_\_\_\_\_  
James Thompson, City Clerk

CERTIFICATION

STATE OF CALIFORNIA )  
COUNTY OF RIVERSIDE ) ss.  
CITY OF PALM SPRINGS )

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. \_\_\_\_\_ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on \_\_\_\_\_, by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
James Thompson, City Clerk  
City of Palm Springs, California



There being no further speakers the public hearing was closed.

Commissioner Roberts does not see the street name change effective and noted the uniqueness of 34th Avenue. He noted concern with emergency vehicles struggling with the name change and does not support the dual name change.

Commissioner Donenfeld noted reluctance in changing a street name change unless it is significant and important; to satisfy a developer or make a community feel better about itself is not a special exception. He does not have a concern with 34th Avenue but will not block the motion.

Chair Klatchko spoke in opposition of creating a subcommittee from both communities since the parties have clearly stated their position.

**ACTION:** Continue to a date certain of August 12, 2015 and direct staff to set up a meeting with a representative of the Tahquitz Creek Villas, a representative of the Lawrence Crossley Neighborhood Association and the developer of Vibrante to come 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 Donenfeld, Commissioner Middleton, Commissioner Roberts, Commissioner Weremiuk, Vice-Chair Klatchko

**ABSENT:** Commissioner Lowe

A brief recess was taken at 2:50 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 KRISEL WAY AND TO ESTABLISH THE DATE OF THE PUBLIC HEARING FOR THE PLANNING COMMISSION MEETING OF AUGUST 12, 2015 (CASE 5.1380 SNC).**

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 cautioned 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 Donenfeld and unanimously carried 6-0-1 on a roll call vote.

**AYES:** Commissioner Calerdine, Commissioner Donenfeld, 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.

The Commission requested clarification on:

- Have construction plans been submitted for site improvements?
- Will the plans change for the new development?

MICHAEL BRAUN, applicant, indicated that the negotiations they were working on with a potential tenant fell apart. He noted that the vacancies are filling up in the adjacent properties and they are hopeful on securing 50% tenant occupancies but cannot guarantee it.

Commissioner Weremiuk recalled that this site does not have the road traffic from Ramon Road and Gene Autry and there are still major vacancies in both major shopping centers. She stated that this has gone on too long without any significant activity and is not certain this area will be built as a commercial big-box retail site in the near future.

Mr. Braun indicated that the foot traffic will be brought by Wal-Mart and indicated by not extending their entitlements this would set them back significantly.

Commissioner Middleton said she is inclined to allow one more year on this project because it is in a commercial district and this is the best use for this particular property.

Commissioner Donenfeld supports the motion and agrees that the Commission needs to be more rigorous when reviewing the time extensions; however, Commissioner

will change the character of the uptown area; it will bring more density. He will support the project.

Commissioner Calderine suggested measuring the existing noise levels for the baseline in future conditions.

The Commission commented and/or requested clarification on:

- Will solar considered for the project?
- Is proposed median island and crosswalk to the east of the project a part of the Public Benefits?
- The variety and consolidation of zones.
- Consider limiting loading zones to morning hours.
- Noise level limits and setting an accurate baseline.

**ACTION:** To recommend approval to the City Council, subject to conditions; and

- The applicant to work with Public Works & Engineering Dept. to designate an on-street parking space adjacent to the site for limited-term loading and unloading.

**Motion:** Commissioner Lowe, seconded by Commissioner Middleton and unanimously carried 6-0-1 on a roll call vote.

**AYES:** Commissioner Calderine, Commissioner Donenfeld, Commissioner Lowe, Commissioner Middleton, Vice-Chair Roberts, Chair Klatchko

**ABSENT:** Commissioner Weremiuk

A recess was taken at 3:08 pm. The meeting resumed at 3:16 pm.

---

**2C. 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). (FF)**

Planning Director Fagg provided an overview of the proposed street name change as outlined in the staff report.

Chair Klatchko opened the public hearing:

ERIC CHIEL, Twin Palm Neighborhood Organization, chair, summarized the endorsements they received in support of the proposed street name change and indicated no opposition was received.

There being no further appearances the public hearing was closed.

**ACTION:** To recommend approval to the City Council.

**Motion:** Vice-Chair Roberts, seconded by Commissioner Middleton and unanimously carried 6-0-1 on a roll call vote.

**AYES:** Commissioner Calderine, Commissioner Donenfeld, Commissioner Lowe, Commissioner Middleton, Vice-Chair Roberts, Chair Klatchko

**ABSENT:** Commissioner Weremiuk

### **3. NEW BUSINESS:**

#### **3A. PALM SPRINGS MOTORSPORTS LLC. FOR A MAJOR ARCHITECTURAL APPLICATION TO CONSTRUCT A DRIVE-THROUGH RESTAURANT ON A 2.64-ACRE SITE THAT IS PARTIALLY DEVELOPED WITH AN EXISTING MOTORCYCLE DEALERSHIP AT 6550 NORTH INDIAN CANYON DRIVE (CASE 3.3870 MAJ). (DN)**

Associate Planner Newell presented the proposed project to construct a drive-through restaurant.

The Commission commented and/or requested clarification on:

- The right-of-way dedication required along Garnet Avenue;
- No sewer systems in this area;
- Will a signage application come forward?

LAILITH CHANDRASENA, applicant, responded to questions pertaining to signage. He indicated that the Yamaha building would remain the same but the Subway building will return for a sign permit.

**ACTION:** Approve, subject to Conditions of Approval.

**Motion:** Commissioner Middleton, seconded by Commissioner Lowe and unanimously carried 6-0-1 on a roll call vote.

**AYES:** Commissioner Calderine, Commissioner Donenfeld, Commissioner Lowe, Commissioner Middleton, Vice-Chair Roberts, Chair Klatchko

**ABSENT:** Commissioner Weremiuk

#### **3B. RECOVERY INNOVATIONS INC. FOR A DETERMINATION THAT AN OUTPATIENT BEHAVIORAL HEALTH OFFICE IS A SIMILAR PERMITTED USE IN THE C-1 (RETAIL BUSINESS) ZONE (CASE 10.478 DET). (FF)**

Planning Director Fagg provided an overview on the proposed use as outlined in the staff report.

*Al*

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.

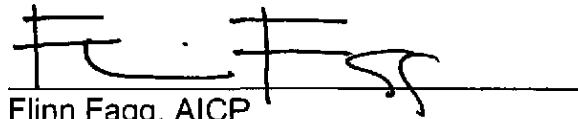
SECTION 4. Pursuant to PSMC Section 14.08.080 and 14.08.090, the Planning Commission shall hear and consider the proposal to change the name of Arquilla Road to William Krisel Way, and any objections to the proposal, at the

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, Calderine, Roberts, Weremiuk and Vice-Chair Klatchko
NOES:		None
ABSENT:	1,	Lowe
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

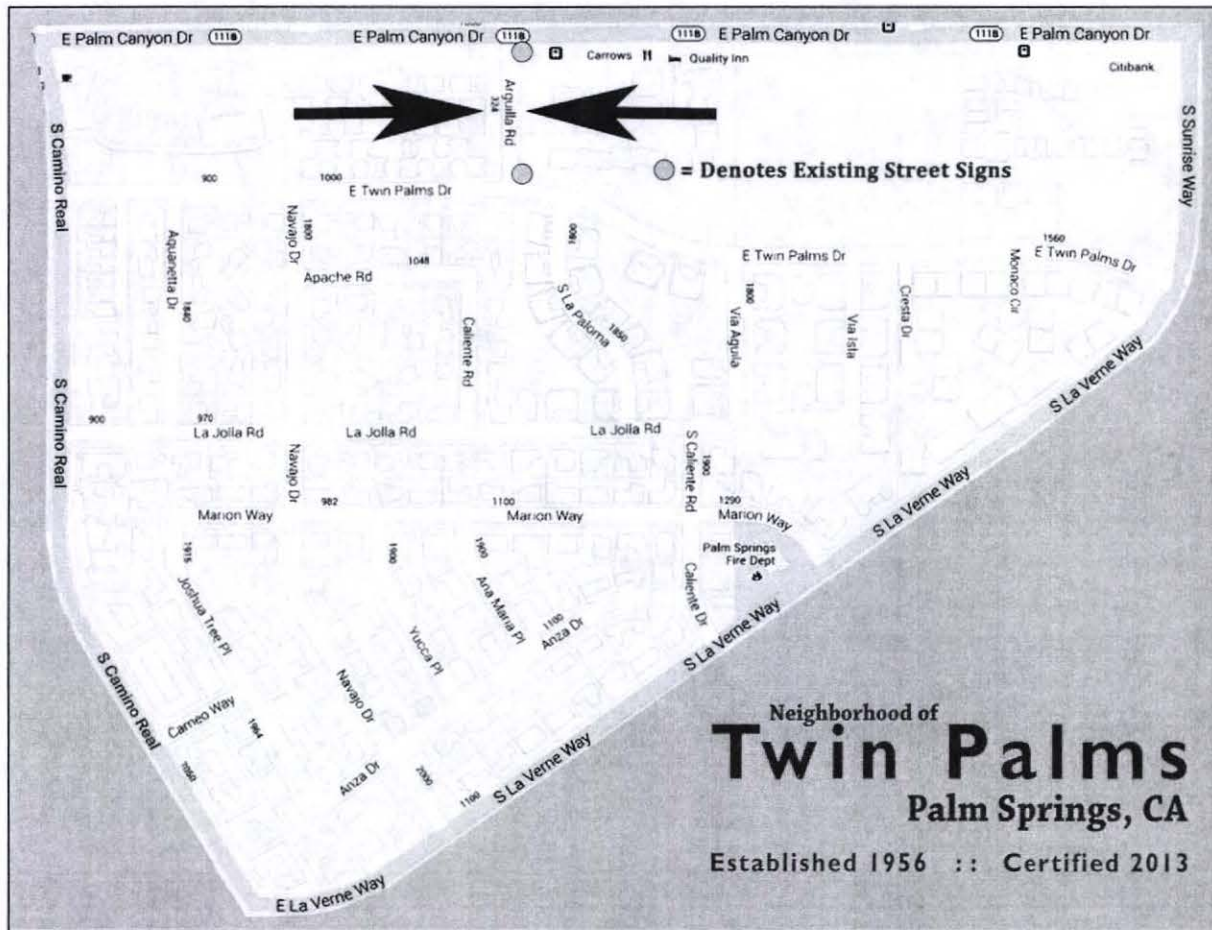
P.S.: At age 90, Mr. Krisel still lives in Los Angeles. It would be lovely to have him attend the unveiling of this honor.

# 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

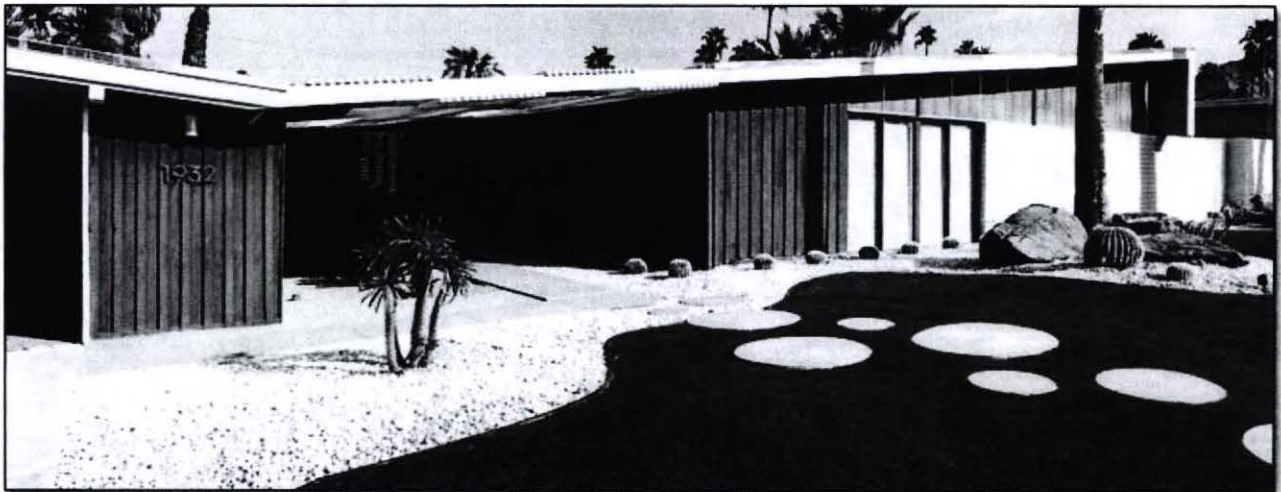


across the United States. Krisel's influential work has become synonymous with mid-20th century Southern Californian design.

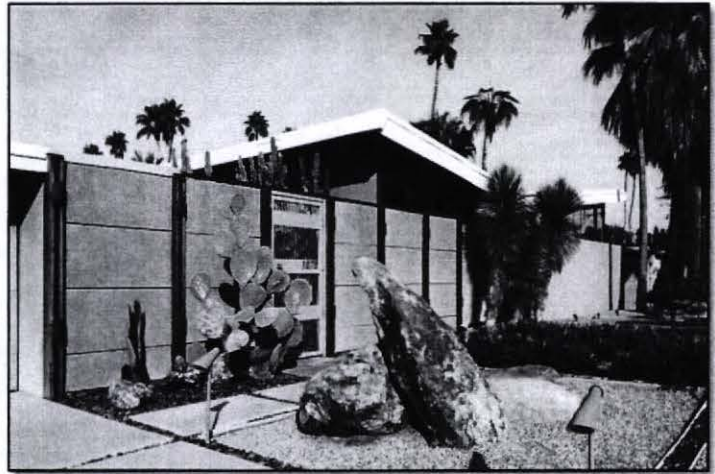
William Krisel, principal of the firm of Palmer & Krisel (formed with Partner Dan Palmer), was born in 1924 in Shanghai of American parents working overseas for the U.S. State Department. Krisel lived in China until age 13, when his family returned to the US, where he attended Beverly Hills High.

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.

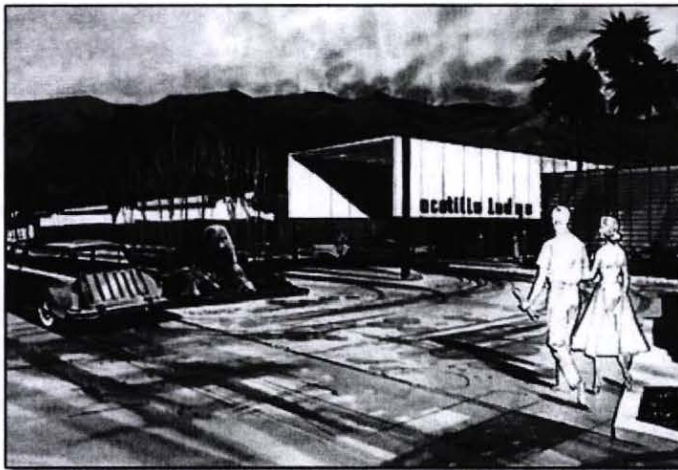
Krisel's archive now resides at the Getty Research Institute.





## THE STORY OF TWIN PALMS

Unlike the inclusive city we know today, Palm Springs at mid 20<sup>th</sup> 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.

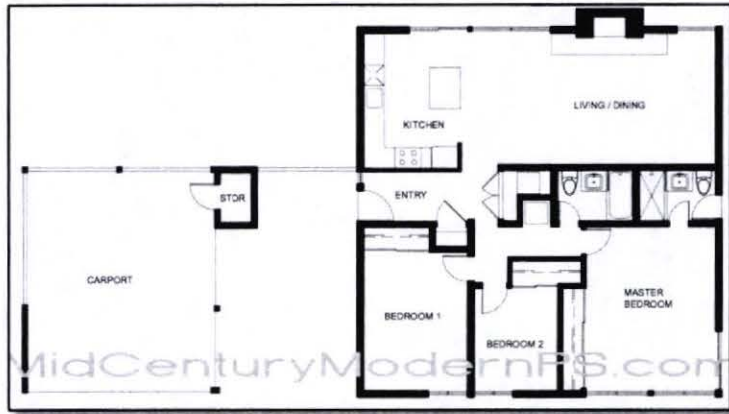


First they built the Ocotillo Lodge. Completed in 1956, the Lodge welcomed all home-seekers considering one of its 90 new adjacent homes. This fledgling district (referred to then as "Smoke Tree Valley Estates") introduced to the desert such modernist residential elements as open carports, clerestory 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 10 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. 5.1380 SNC - 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 3200 E. Tahquitz Canyon Way, Palm Springs, CA (760) 323-8245



23/07/2015

**PROJECT UNDER CONSIDERATION**

Project Case No. 5.1380 SNC - 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 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**

RECEIVED  
JUL 29 2015  
PLANNING SERVICES  
DEPARTMENT

**Blake.Goetz@palmspringsca.gov**

## 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 28<sup>th</sup>.

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 twinpalmsps@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 <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.

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 [isp4repo@aol.com](mailto:isp4repo@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](mailto: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](mailto:twinpalmsps@icloud.com)>  
To: Undisclosed Recipients <[twinpalmsps@icloud.com](mailto: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 the presentation.



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

Georg Baselitz, *Die Hand-Die Hand Gottes (The Hand-The Hand of God)*, 1964-65  
Oil on canvas, 140 x 99 cm (55 1/8 x 39 1/8 inches) MIM 554  
Kunstmuseum Bonn

On permanent loan from the Kunststiftung Sparkasse Bonn

04 AUG 2015 PM 9 L



Dear James,

I am unable to attend the Aug. 12 public hearing but am in full, enthusiastic favor of the street naming as proposed, Claude Beck, owner, 1111 E. Palm Canyon Dr. #121

PS, CA Palmdale  
Solomon R. Guggenheim Museum, 1071 Fifth Avenue, New York City

9793 ©1995 Georg Baselitz. ©1995 The Solomon R. Guggenheim Foundation. All rights reserved. Printed in the U.S.A.

James Thompson  
City Clerk  
3200 E. Tahquitz Canyon Way  
Palm Springs, CA 92262

Planning Commission Meeting  
Date: 8-12-15  
Additional Material  
Item 2C

RECEIVED  
CITY OF PALM SPRINGS

2015 AUG 11 AM 9:48

JAMES THOMPSON  
CITY CLERK



August 5, 2015

Attn: James Thompson, City Clerk  
City of Palm Springs  
3200 East Tahquitz Canyon Way  
Palm Springs, CA 92262

**Re: Case 5.1380 SNC, Application by the Twin Palm Neighborhood Organization to Change the Name of Arquilla Road to William Krisel Way**

The Soboba Band of Luiseño Indians appreciates your observance of Tribal Cultural Resources and their preservation in your project. The information provided to us on said project(s) has been assessed through our Cultural Resource Department, where it was concluded that although it is outside the existing reservation, the project area does fall within the bounds of our Tribal Traditional Use Areas. At this time the Soboba Band does not have any specific concerns regarding known cultural resources in the specified areas that the project encompasses, but does request that the appropriate consultation continue to take place between the tribes, project proponents, and government agencies.

Also, working in and around traditional use areas intensifies the possibility of encountering cultural resources during any future construction/excavation phases that may take place. For this reason the Soboba Band of Luiseño Indians requests that approved Native American Monitor(s) be present during any future ground disturbing proceedings, including surveys and archaeological testing, associated with this project. The Soboba Band recommends that you contact the Agua Caliente Band of Cahuilla Indians and other tribes that are closer to the project area. In the event that future monitoring does become necessary and a monitor from the Agua Caliente Band of Cahuilla Indians is not able to be retained, cultural monitors from the Soboba Band of Luiseño Indians will be available.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe", with a long horizontal line extending to the right.

Joseph Ontiveros  
Cultural Resource Director  
Soboba Band of Luiseño Indians  
P.O. Box 487  
San Jacinto, CA 92581  
Phone (951) 654-5544 ext. 4137  
Cell (951) 663-5279  
[jontiveros@soboba-nsn.gov](mailto:jontiveros@soboba-nsn.gov)

Planning Commission Meeting  
Date: 8-12-15  
Additional Material  
Item 2C

# Notice of Exemption

TO: \_\_\_\_\_ Office of Planning & Research  
1400 Tenth Street - Room 212  
Sacramento, California 95812-3044

FROM: Planning Services Department  
City of Palm Springs  
3200 East Tahquitz Canyon Way  
Palm Springs, California 92262

X County Clerk- County of Riverside  
2720 Gateway Drive  
Riverside, California 92507

**Project Title:** Street Name Change – Arquilla Road South of East Palm Canyon Drive and North of East Twin Palms Drive to William Krisel Way

---

**Project Location:** Arquilla Road – South of East Palm Canyon Drive and North of East Twin Palms Drive

**Description of Project:** Twin Palms Neighborhood Organization requesting a street name change from Arquilla Road to William Krisel Way

**Name of Public Agency Approving Project:** City of Palm Springs, Planning Department

**Name of Person or Agency Carrying Out Project:** City of Palm Springs, Planning Department

**Exempt Status:** *(Check One)*

- \_\_\_\_\_ Ministerial (Section 21080(b)(1); 15268:  
X \_\_\_\_\_ Categorical Exemption **CEQA Section 15301(c)**  
\_\_\_\_\_ Declared Emergency (Section 21080 (b)(3); 15269(a);  
\_\_\_\_\_ Emergency Project (Section 21080 (b)(4); 15269(b)(c);

**Reasons why project is exempt:** The project qualifies as a Categorical Exemption pursuant to Section 15301 "Existing Facilities" of the California Environmental Quality Act. Per the General Rule exemption criteria, the City first determined that the activity is a project subject to CEQA (Guidelines Section 15378(a)(1)), but after review of the project determined that it does not have the potential for causing a significant effect on the environment.

In accordance with Section 15301 "Existing Facilities," Class 1 projects include existing highways, streets, sidewalks, gutters, bicycle, pedestrian trails, and similar facilities. The request to change the street name is considered a Class 1 project that is categorically exempt from CEQA pursuant to Section 15301.

The subject project site is a public street located in a mixed-use residential and commercial area. The public street has not been identified as a site that has value as a habitat for endangered, rare or threatened species. The approval of this project would not result in any significant effect relating to traffic, noise, air quality, or water Quality. The site will be served by Southern California Edison Company (Electric), Veolia Water Company (Sewer), Desert Water Agency (Water), Verizon (Telephone), Southern California Gas Company (Gas), and the City of Palm Springs Police And Fire Departments.

**Lead Agency Contact Person:** Glenn Mlaker

**Telephone:** (760) 323-8245

Signature \_\_\_\_\_

Date: \_\_\_\_\_



**CITY OF PALM SPRINGS  
PUBLIC NOTIFICATION**



---

Date: September 16, 2015  
Subject: Street Name Change, from Arquilla Road to William Krisel Way

---

**AFFIDAVIT OF PUBLICATION**

I, Kathie Hart, MMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was published in the Desert Sun on September 5, 2015.

I declare under penalty of perjury that the foregoing is true and correct.

  
\_\_\_\_\_  
Kathie Hart, MMC  
Chief Deputy City Clerk

**AFFIDAVIT OF POSTING**

I, Kathie Hart, MMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was posted at City Hall, 3200 E. Tahquitz Canyon Drive, on the exterior legal notice posting board, and in the Office of the City Clerk on September 3, 2015.

I declare under penalty of perjury that the foregoing is true and correct.

  
\_\_\_\_\_  
Kathie Hart, MMC  
Chief Deputy City Clerk

**AFFIDAVIT OF MAILING**

I, Kathie Hart, MMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was mailed to each and every person on the attached list on September 4, 2015, in a sealed envelope, with postage prepaid, and depositing same in the U.S. Mail at Palm Springs, California.  
(218 notices)

I declare under penalty of perjury that the foregoing is true and correct.

  
\_\_\_\_\_  
Kathie Hart, MMC  
Chief Deputy City Clerk

NOTICE OF PUBLIC HEARING  
CITY COUNCIL  
CITY OF PALM SPRINGS  
CASE 5.1380 SNC  
APPLICATION BY THE TWIN PALM NEIGHBORHOOD ORGANIZATION  
TO CHANGE THE NAME OF  
ARQUILLA ROAD TO WILLIAM KRISEL WAY

**NOTICE IS HEREBY GIVEN** that the City Council of the City of Palm Springs, California, will hold a public hearing at its meeting of September 16, 2015. The City Council meeting begins at 6:00 p.m. in the Council Chamber at City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

The purpose of the hearing is to consider an application by the Twin Palms Neighborhood Organization, to change the name of Arquilla Road to William Krisel Way between East Palm Canyon Drive and Twin Palms Drive.

**ENVIRONMENTAL DETERMINATION:** The City of Palm Springs, in its capacity as the Lead Agency, under the California Environmental Quality Act (CEQA) has determined that the proposed street name change is Categorically Exempt under Section 15301 (Existing Facilities) of the Guidelines for the California Environmental Quality Act.

**REVIEW OF INFORMATION:** The staff report and other supporting documents regarding this matter are available for public review at City Hall between the hours of 8:00 a.m. and 6:00 p.m., Monday through Thursday. Please contact the Office of the City Clerk at (760) 323-8204 if you would like to schedule an appointment to review these documents.

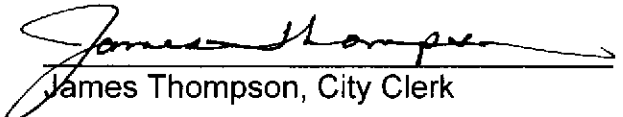
**COMMENTS:** Response to this notice may be made verbally at the Public Hearing and/or in writing before the hearing. Written comments may be made to the City Council by letter (for mail or hand delivery) to:

James Thompson, City Clerk  
3200 E. Tahquitz Canyon Way  
Palm Springs, CA 92262

Any challenge of the proposed project in court may be limited to raising only those issues raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk at, or prior to, the public hearing. (Government Code Section 65009[b][2]).

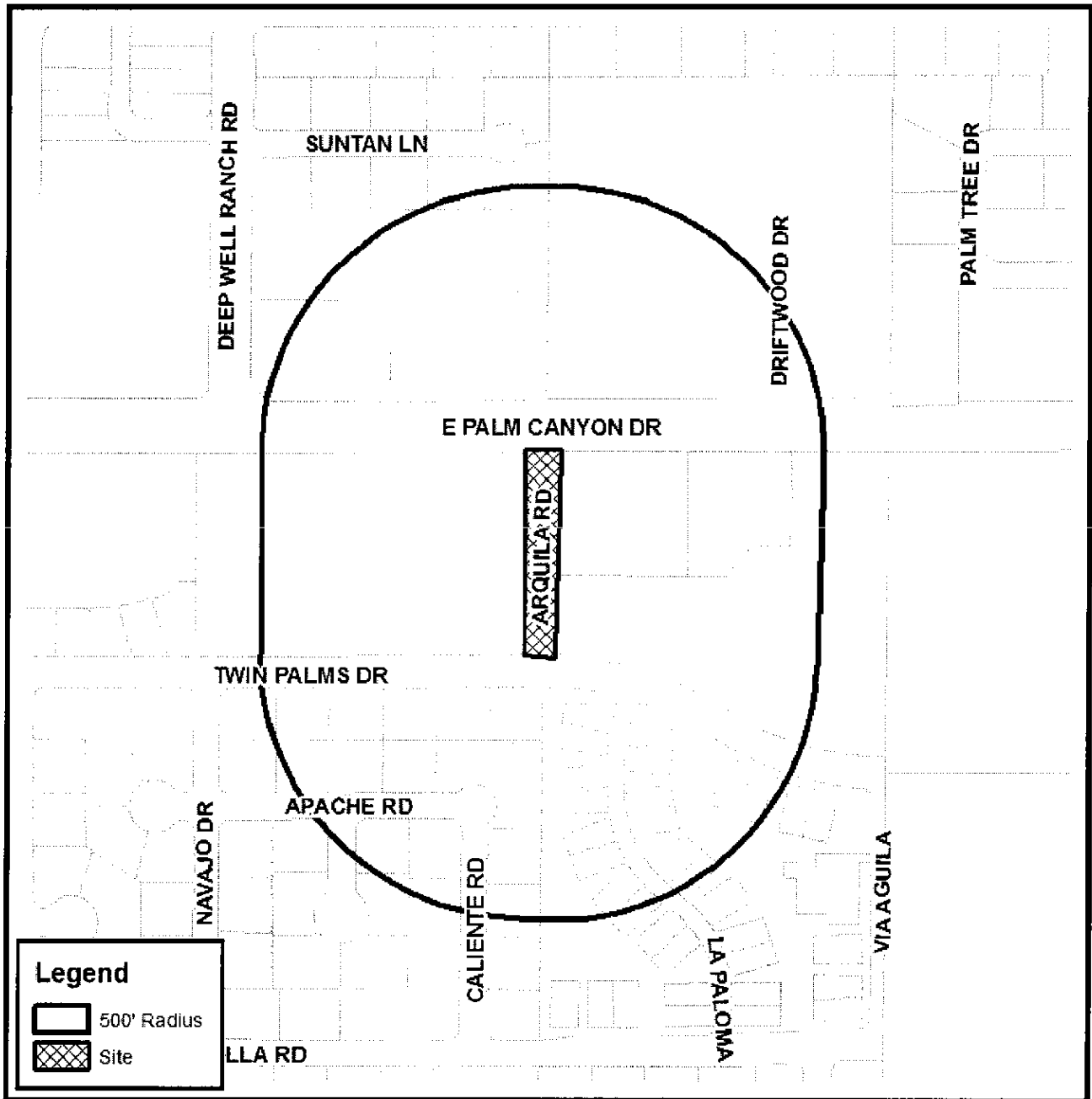
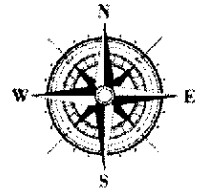
An opportunity will be given at said hearing for all interested persons to be heard. Questions regarding this case may be directed to Glenn Mlaker, Assistant Planner, at (760) 323-8245 or [glenn.mlaker@palmspringsca.gov](mailto:glenn.mlaker@palmspringsca.gov).

Si necesita ayuda con esta carta, por favor llame a la Ciudad de Palm Springs y puede hablar con Felipe Primera telefono (760) 323-8253.

  
James Thompson, City Clerk



# Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS



# City of Palm Springs

Office of the City Clerk

3200 E. Tahquitz Canyon Way • Palm Springs, CA 92262  
Tel: (760) 323-8204 • Fax: (760) 322-8332 • TDD: (760) 864-9527 • Web: [www.palmspringsca.gov](http://www.palmspringsca.gov)

September 3, 2015

Ms. Claudia Salgado  
Bureau of Indian Affairs  
P. O. Box 2245  
Palm Springs, CA 92263

Fax To: Brenda Diaz  
(760) 416-2687

RE: City Council Meeting – September 16, 2015  
Public Hearing Notice  
Street Name Change from Arquilla Road to William Krisel Way

Dear Ms. Salgado:

The City Council will be conducting a public hearing at 6:00 p.m. on September 16, 2015, to consider an application by the Twin Palms Neighborhood Organization, to change the name of Arquilla Road to William Krisel Way between East Palm Canyon Drive and Twin Palms Drive. I have enclosed copies of the notice for distribution and your file; however, please advise if additional notices are required.

APN	Allotment Number
511-542-019	10 C
511-542-020	10 C
511-542-016	10 C
511-542-015	10 C

Thank you for your continuous assistance and support. Please feel free to contact me at (760) 322-8355 if there are any questions or concerns.

Sincerely,

Kathie Hart, MMC  
Chief Deputy City Clerk

Encl: Public Hearing Notices (10 copies)

**Kathie Hart**

---

**From:** Joanne Bruggemans  
**Sent:** Thursday, September 03, 2015 5:55 PM  
**To:** Deepwell Estates; Twin Palms; Tahquitz River Estates  
**Cc:** Glenn Mlaker; Kathie Hart  
**Subject:** Case 5.1380 SNC - Renaming Arquilla Road to William Krisel Way  
**Attachments:** 5.1380 SNC PHN for CC 09-16-15.pdf

To All –

Please find the attached Public Hearing Notice of the City Council for September 16, 2015 of the proposed project within a ½ mile of your neighborhood organization.

Thank you and have a wonderful Labor Day weekend.

*Joanne*

Joanne H Bruggemans  
City of Palm Springs  
Planning Services Department  
3200 E. Tahquitz Canyon Way, Palm Springs, CA 92262  
Tel: (760) 323-8245 Fax: (760) 322-8360  
Email: [joanne.bruggemans@palmspringsca.gov](mailto:joanne.bruggemans@palmspringsca.gov)