



HISTORIC SITE PRESERVATION BOARD STAFF REPORT

DATE: July 6, 2021

PUBLIC HEARING

SUBJECT: AN APPLICATION BY MICHAEL JOHNSTON AND DAVID ZIPPEL, OWNERS, FOR HISTORIC DESIGNATION OF "THE GOLDBERG RESIDENCE" LOCATED AT 2340 SOUTHRIDGE DRIVE, (APN #510-250-006), CASE HSPB #135. (KL).

FROM: Department of Planning Services

SUMMARY

The property owners are requesting historic designation of a single family residence that was designed in 1962 by renowned architect William F. ("Bill") Cody. The home reflects the post-World War II period in Palm Springs and is a notable example of the work of Bill Cody.

If designated as a historic resource, the property would be subject to the regulations outlined in Section 8.05 of the Palm Springs Municipal Code.

RECOMMENDATION:

1. Open the public hearing and receive public testimony.
2. Close the public hearing and adopt Resolution HSPB #135, "A RESOLUTION OF THE HISTORIC SITE PRESERVATION BOARD OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECOMMENDING THAT THE CITY COUNCIL DESIGNATE "THE GOLDBERG RESIDENCE" LOCATED AT 2340 SOUTHRIDGE DRIVE, AS CLASS 1 (LANDMARK) HISTORIC RESOURCE HSPB #135, SUBJECT TO CONDITIONS (APN 510-250-006)."

BACKGROUND AND SETTING:

A historic resources report prepared by Janus Consulting dated March 15, 2021 ("the report") is the basis of this staff report.

<i>Related Relevant City Actions by HSPB, Planning, Fire, Building, etc...</i>	
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May, 2021	Site inspection by members of the HSPB and City Staff.
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<i>Ownership Status</i>	
September 2016	Purchase by the current owner.

BELOW AN AERIAL VIEW OF THE RESIDENCE.



FRONT ELEVATION OF THE GOLDBERG RESIDENCE



The Goldberg residence was designed by renowned architect Bill Cody and constructed as a speculative venture by Richard Rahn of the Southridge Development Company. The home was purchased around 1966 by Stanly and Phyllis Goldberg, a wealthy couple from Chicago. It is an excellent example of American residential architecture from the mid-twentieth century and blends characteristics of the International Style and New-Formalism movements. The report notes that the home's pavilion-like character reflects the design work of master architects Ludwig Mies van der Rohe and Phillip Johnson and its "ultra-thin" minimalist structural expression is a trademark characteristic of Bill Cody's work from the late 50's and early 60's.

ANALYSIS:

Historic Preservation activities in Palm Springs are regulated under Municipal Code Section 8.05 ("*Historic Preservation*"). The purpose of the Historic Preservation Ordinance is:

"...to stabilize and improve buildings, structures or areas which are considered to be of historical, architectural, archaeological or ecological value, to foster civic beauty, to strengthen the local economy and to promote the use of historic resources for the education and welfare of the citizens."

Standard Conditions that apply to Historic Resources

The following shall apply to a Class 1 or 2 Historic Site or Resource:

1. It shall meet the definition of a Class 1 or 2 historic resource as outlined in Municipal Code Section 8.05.020 including the findings outlined in Section 8.05.070 (C).
2. An archival file shall be maintained on the property by the City.
3. It may be qualified as 'historic' at the federal, state, and/or county level.
4. A marker explaining the historic nature of the site may be installed at the site in a location viewable from the public way.
5. Compliance with all rules and regulations for Historic Resources and Historic Districts under Chapter 8.05 of the Municipal Code.
6. If designated, the findings in support of designation shall be stated in a resolution of the City Council that shall be recorded with the County Recorders' office within 90 days of the effective date of the Council's resolution.

Evaluation of the Application. Pursuant to Municipal Code Section 8.05.070 (C,1,a), the HSPB shall evaluate the application and make findings in conformance with the following criteria:

Criteria for the Designation of Class 1 Historic Resources. A site, structure, building or

object may be designated as a Class 1 historic resource, provided both of the following findings (“a” and “b”) are met:

a. The site, structure, building or object exhibits exceptional historic significance and meets one or more of the criteria listed below:

The Goldberg residence exhibits exceptional historic significance because of its association with master architect Bill Cody and is an outstanding example of Modern architecture from the mid-twentieth century.

(Criterion 1) The resource is associated with events that have made a meaningful contribution to the nation, state or community;

The report does not identify any events associated with the site, thus the site does not qualify under Criterion 1.

(Criterion 2) The resource is associated with the lives of persons who made a meaningful contribution to national, state or local history;

The report notes that Stanley Goldberg was a successful businessman from Chicago whose company is credited for the invention of a valve for aerosol dispensers. A chain of title is provided in Appendix IV of the report however there are no persons associated with the Goldberg residence who made a meaningful contribution to local, state or national history. The site does not qualify under Criterion 2.

(Criterion 3) The resource reflects or exemplifies a particular period of national, state or local history;

On page 13, the report asserts that the Goldberg residence exemplifies the mid-twentieth century / post World War II period in the development of Palm Springs when the Modern architectural style grew in popularity and the City was becoming a favored leisure destination for wealthy industrialists and celebrities from the movie industry. As such, the site qualifies as a historic resource under Criterion 3.

(Criterion 4) The resource embodies the distinctive characteristics of a type, period or method of construction;

The ultra-thin roof edge profile of Cody’s Goldberg residence would not be possible without his adept use of steel as its primary construction material. Cody’s early work in the desert, reflected in commissions such as the Del Marcos Hotel had a rather chunky “Taliesin-like” organic quality with the use of rustic stone and dry-packed concrete mortar. At Goldberg he employed steel to create thin columns and long expanses of very thin roof fascias reducing the structural thickness of the roof to mere inches. The method of construction created a distinctive “less is more” aesthetic of the Goldberg residence. As such, the home qualifies as a historic site under criterion 4.

(Criterion 5) The resource presents the work of a master builder, designer, artist, or architect whose individual genius influenced his age, or that possesses high artistic value;

The design of the Goldberg Residence is credited to master architect William F. (“Bill”) Cody (1916 – 1978). Beginning on page 7 the report documents Cody’s architectural career. Early in his career, Cody worked for the influential building and designer, Cliff May. Cody’s first independent work in Palm Springs was the Del Marcos Hotel (1947, a Class 1 historic site). Other noteworthy commissions include the L’Horizon Hotel (1952), The Springs Restaurant (1957, demolished), The El Dorado Country Club (1957), Racquet Club Cottages West, (1960, a designated historic district), The Abernathy Residence (1962, Class 1 historic site), The Tramway Shell Gas Station (1964, a Class 1 historic site), “The Glass House” (Camino Norte), 1967, St Theresa’s Catholic Church, (1968), and the Palm Springs Library Center (1973).

As the report notes on page 11, Cody is considered among the most important twentieth century architects in Palm Springs and the Coachella Valley. His work has helped define what has become known as “Desert Modern architecture” and he continues to be recognized for his architectural talent and versatility. As such the Goldberg residence qualifies as a historic site because of its association with architect Bill Cody.

(Criterion 6) The resource represents a significant and distinguishable entity whose components may lack individual distinction, as used in evaluating applications for designation of historic districts, for parcels on which more than one entity exists; or

The report does not assert that the Goldberg residence qualifies under Criterion 6.

(Criterion 7) The resource has yielded or may be likely to yield information important to national, state or local history or prehistory.

No information has been provided in the historic resources report on any pre-historic significance of the site.

Analysis of Integrity. (PSMC 8.05.070 (C,1,b). The site, structure, building or object retains one or more of the following aspects of integrity, as established in the Secretary of the Interior’s Standards: integrity of design, materials, workmanship, location, setting, feeling, or association.

Beginning on page 15 of the report is an evaluation of the site relative to the seven aspects or qualities of integrity, as recognized by the National Register of Historic Places. The seven aspects or qualities include location, design, setting, materials, workmanship, feeling, and association. The application concludes that the site retains a high degree of integrity and is further analyzed below:

1. Location:

The Goldberg residence remains in the same location that it was constructed, thus it retains integrity of location.

2. Design:

There have been very few design modifications made to the Goldberg Residence. Those changes that have been made are described in the report beginning on page 3. Recent renovation efforts restored the atrium courtyard, introduction of a frosted glass privacy gate at the carport, restoration of the tall slab entry doors, removal of the original pool and replacement with a new pool in the same location, but oriented perpendicular to the front façade of the home, new dual glazed sliding glass doors and windows, and a portion of the thin planter near the main entry was converted to a water feature. Mosaic tile originally in the stair landings has been replaced with terrazzo. Retractable sun shades and misters were recently added to the loggia canopy.

On the back sides of the home, some modification including an addition at the master bathroom were made, which are finished in the same stucco finish matching that of the original exterior wall surfaces. As noted on page 7, new windows were added in the rear façade in 2020 including a unique glazed corner window reflecting Cody's construction drawings. An addition made at the southwest part of the house expanded one of the bedrooms. Most of the alterations noted are minimal in their impact on the design, and thus integrity of design remains strong.

3. Setting:

The report analyzes the quality of Setting on page 17. It is noted that the setting – that of a custom-designed home with sweeping views of the valley remain.

4. Materials:

The materials that comprise the Goldberg residence – stucco, steel, glass and concrete remain intact and the home possess good material integrity.

5. Workmanship:

The workmanship in the Goldberg residence is typical of a custom-designed and built residence from the mid-century period. Thus the home retains integrity of workmanship.

6. Feeling:

The design of the Goldberg residence provided a stylish, sophisticated atmosphere for its owners and their guests. The feeling of casual contemporary living is still evident at

the Goldberg residence.

7. Association:

The architectural details of the Goldberg residence: the thin roofline, expansive use of glass and steel, wide roof overhangs that shield the walls of glass, the simple unadorned wall surfaces and pure geometric forms are notable elements often found in Cody's residential design commissions from the 50's and 60's. The home's association with its designer is still conveyed in its materials and design.

In conclusion, the Goldberg residence retains a high degree of historic integrity.

DEFINING HISTORIC CHARACTERISTICS

In considering a recommendation for historic resource designation it is important to distinguish those physical elements that are original or from the period of significance that contribute to the resource's historic significance from alterations, additions or features that were added at a later time that may be sympathetic to the original character, but which may create a false sense of historicity. Distinguishing original character-defining features from non-original elements aids the HSPB when it is tasked with evaluating future alterations to the historic resource.

The physical character-defining historic features of this site include the following:

1. The simple cubic forms
2. Smooth exterior surfaces of steel and stucco.
3. Expansive full height glazing.
4. Full-height slab-like entry doors.
5. An orthogonal grid steel structural system.
6. Broad covered patios with thin planer roofs and slender steel columns.
7. The flat roof with thin horizontal fascia.
8. The open carport.
9. The deep sheltering eaves and overhangs.
10. Terrazzo floors (interior and exterior).

The non-contributing features include the following:

1. The various additions to the home.
2. The landscaping.
3. The fountain at the entry adjacent to the carport.

ENVIRONMENTAL ASSESSMENT

The proposed historic resource designation is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical changes to the environment, directly or indirectly.

NOTIFICATION

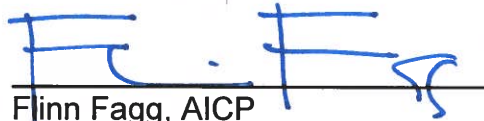
Pursuant to section 8.05.140 of the Municipal Code of Palm Springs, all residents within five hundred (500) feet of the subject property have been notified and notice was published in a newspaper of general circulation.

CONCLUSION:

The Goldberg residence meets the definition of a historic resource based on Criteria 3, 4 and 5 of the Palm Springs Historic Preservation Ordinance and possesses sufficient historic integrity to qualify as a Class 1 (landmark) site.



Ken Lyon, RA, Associate Planner
Historic Preservation Officer



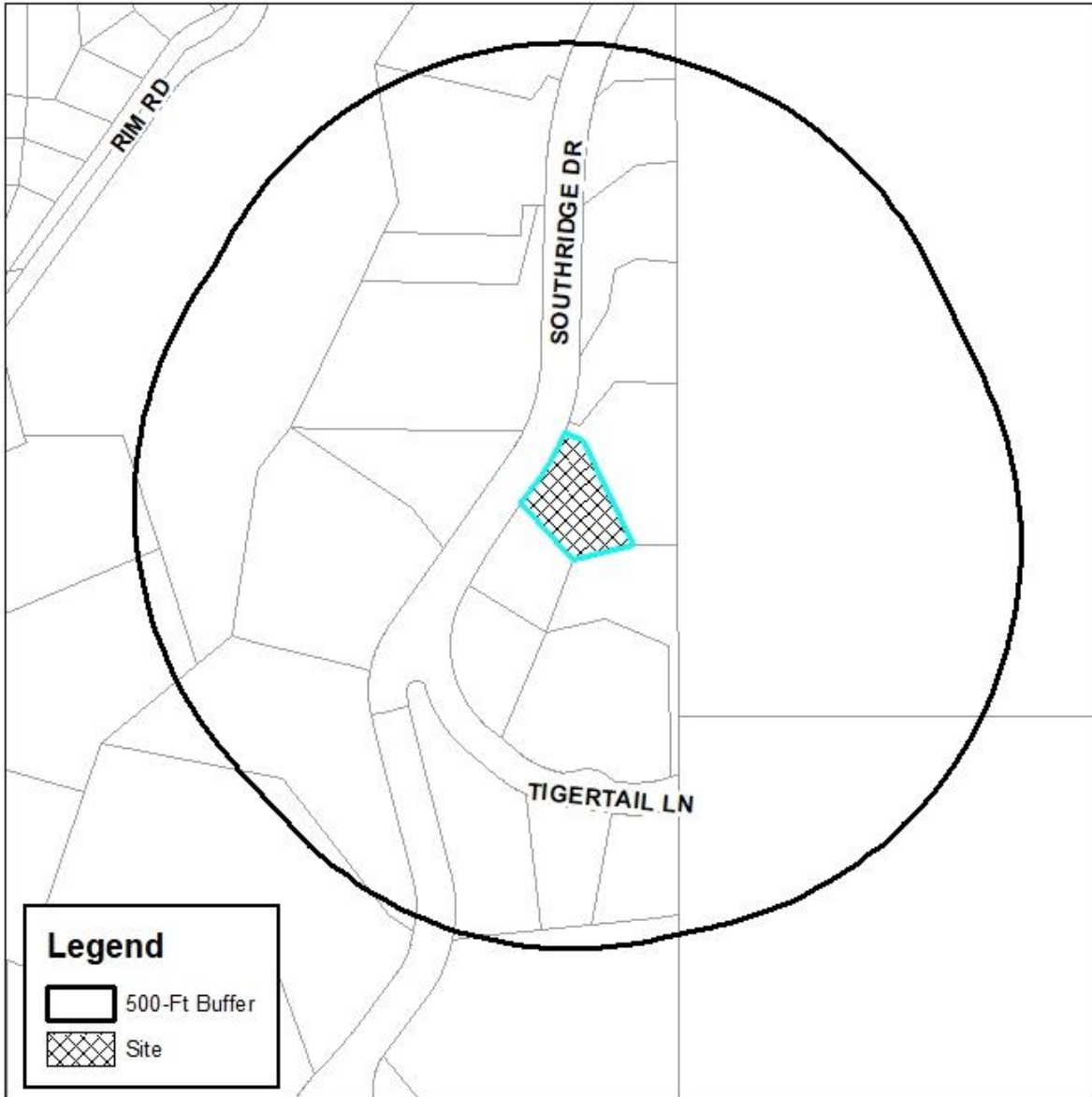
Flinn Fagg, AICP
Development Services Director

Attachments:



1. Vicinity Map
2. Draft Resolution
3. Application, related background materials, photos (under separate cover).



Department of Planning Services Vicinity Map



Legend

-  500-Ft Buffer
-  Site

CITY OF PALM SPRINGS
Case HSPB 135
The Goldberg Residence - 2340 Southridge Drive

RESOLUTION NO. 135

A RESOLUTION OF THE HISTORIC SITE PRESERVATION BOARD OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECOMMENDING THAT THE CITY COUNCIL DESIGNATE "THE GOLDBERG RESIDENCE" LOCATED AT 2340 SOUTHRIDGE DRIVE, A CLASS 1 HISTORIC SITE, (HSPB #135), APN# 510-250-006

THE HISTORIC SITE PRESERVATION BOARD FINDS AND DETERMINES AS FOLLOWS:

- A. WHEREAS, Chapter 8.05 of the Palm Springs Municipal Code allows for the designation of historic sites and districts; and
- B. WHEREAS, Michael Johnston and David Zippel, owners, submitted an application to the City seeking historic site designation of the Goldberg residence located at 2340 Southridge Drive; and
- C. WHEREAS, in May, 2021, members of the Historic Site Preservation Board (HSPB) and City staff conducted site inspections of the proposed historic resource; and
- D. WHEREAS, on July 6, 2021, a noticed public hearing of the Palm Springs Historic Site Preservation Board to consider Case HSPB #135 was held in accordance with applicable law; and
- E. WHEREAS, at the said hearing, the HSPB 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.

THE HISTORIC SITE PRESERVATION BOARD OF THE CITY OF PALM SPRINGS RESOLVES:

SECTION 1: FINDINGS – PART "A", CRITERIA FOR HISTORIC RESOURCES.

Evaluation of the Application. Pursuant to Municipal Code Section 8.05.070 (C,1,a), the HSPB shall evaluate the application and make findings in conformance with the following criteria:

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FINDINGS: PART “B” ANALYSIS OF INTEGRITY.

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SECTION 3: DEFINING HISTORIC CHARACTERISTICS

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8. The open carport.
9. The deep sheltering eaves and overhangs.
10. Terrazzo floors (interior and exterior).

The non-contributing features include the following:

1. The various additions to the home.
2. The landscaping.
3. The fountain at the entry adjacent to the carport.

SECTION 4: ENVIRONMENTAL ASSESSMENT

The proposed historic resource designation is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical changes to the environment, directly or indirectly.

SECTION 5: CONDITIONS THAT APPLY TO CLASS 1 HISTORIC SITES.

According to Section 8.05 of the Municipal Code, the following shall apply to a Class 1 Historic Resource:

1. It shall meet the definition of a Class 1 historic site as outlined in Municipal Code Section 8.05.020.
2. An archival file on the property shall be maintained by the City.

3. It may be qualified as 'historic' at the federal, state, and/or county level.
4. The structure/site may not be modified nor objects removed without following the procedures outlined in Municipal Code Section 8.05.110 "Demolition or Alteration of Class 1 and Class 2 Historic Resources – Certificate of Appropriateness".
5. A marker explaining the historic nature of the site may be installed at the site in a location viewable from the public way.
6. Compliance with all rules and regulations for Historic Sites and Historic Districts under Chapter 8.05 of the Municipal Code shall be required.
7. The site shall not be further subdivided.
8. The City Clerk shall submit the Council Resolution to the County recorder for recordation within 90 days of the effective date of the Council's resolution.

Based upon the foregoing, the HSPB hereby recommends that the City Council designate "The Goldberg residence" located at 2340 Southridge Drive, a Class 1 Historic Resource (Case HSPB #135).

ADOPTED THIS SIXTH DAY OF JULY, 2021.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Flinn Fagg, AICP
Development Services Director



CITY OF PALM SPRINGS

Department of Planning Services
3200 E. Tahquitz Canyon Way, Palm Springs, CA 92262
Tel 760-323-8245 – FAX 760-322-8360

For Staff Use Only

Case Number: _____

In-Take Planner: _____

Date: _____

HISTORIC RESOURCE DESIGNATION PLANNING / ZONING GENERAL INFORMATION FORM

TO THE APPLICANT: Complete all parts of this application. Denote "NA" for lines that are not applicable.

Project Information:

Applicant's Name: _____

Applicant's Address: _____

Site Address: _____ APN: _____

Phone #: _____ Email: _____

Zone: _____ GP: _____ Section/Township/Range: ____/____/____

Description of Project:

Note: For Historic District applications: on a separate page provide a list of all sites/parcels within the proposed historic district boundaries with the same information listed above.

Is the project located on the Agua Caliente Band of Cahuilla Indians Reservation? Yes/No: _____
(Refer to the Land Status Map under Tribal Resources on the Planning Department home page)

Construction Date: _____ Estimated Actual (denote source, i.e. building permits)

Architect: _____

Original Owner: _____

Common/Historic Name of Property: _____

Other historic associations: _____

Attach to this application any information, photos, drawings, newspaper articles, reports, studies, or other materials to fully describe the characteristics or conditions that support this application for historic designation.

Architectural Style: _____

Refer to the Architectural Styles chapter of Citywide Historic Context Statement, under Historic Resources on the Planning Department Home Page: www.palmspringsca.gov.

**CITY OF PALM SPRINGS
PLANNING DEPARTMENT APPLICATION
HISTORIC RESOURCE DESIGNATION**

CLASS 1 AND CLASS 2

APPLICANT'S REQUIRED MATERIAL CHECKLIST

The following items must be submitted before a **Historic Resource Designation** application will be accepted. Please check off each item to assure completeness. Provide twelve (12) hard copies and one (1) PDF copy of the following materials unless otherwise noted:

	Applicant Only	City Use Only
Application Information:		
• General Information form (1 copy)	<input type="checkbox"/>	<input type="checkbox"/>
• Notarized letter from property owner consenting to Historic Designation (1 copy)	<input type="checkbox"/>	<input type="checkbox"/>
• Ownership and Address History ("Chain of Title") (1 copy)	<input type="checkbox"/>	<input type="checkbox"/>
Historic Resource Report:		
The following items shall be included in a historic resources report describing the site, structure, buildings, or objects eligible and appropriate for designation per PSMC 8.05.070.		
• Photographs of the exterior of the proposed site, structure, buildings or objects.	<input type="checkbox"/>	<input type="checkbox"/>
• Aerial photo of the site/resource (from Google Maps or equal).	<input type="checkbox"/>	<input type="checkbox"/>
• Information on the architect, designer, and/or developer.	<input type="checkbox"/>	<input type="checkbox"/>
• Date and method of construction. Provide copies of building permits.	<input type="checkbox"/>	<input type="checkbox"/>
• A detailed assessment of the character defining features describing materials, architectural details/style, landscape elements, or other relevant descriptors.	<input type="checkbox"/>	<input type="checkbox"/>
• Evaluation of the site relative to the Criteria and Findings for Designation of Class 1 and Class 2 Historic Resources.	<input type="checkbox"/>	<input type="checkbox"/>
Additional Information:		
• Site Plan: 8-12" x 11" or 11" x 17"	<input type="checkbox"/>	<input type="checkbox"/>
• Public Hearing labels per PSZC Section 94.09.00.	<input type="checkbox"/>	<input type="checkbox"/>
• Any other documentation or research as may be necessary to determine the qualifications of the site, structure, building, or objects.	<input type="checkbox"/>	<input type="checkbox"/>

Applicants are encouraged to review the bulletin from the U.S. Department of the Interior titled "How to Apply the National Register Criteria for Evaluation". (National Register Bulletin 15 (<http://www.nps.gov/history/nr/publications/bulletins/nrb15/>)).

December 14, 2020

City of Palm Springs
Historic Site Preservation Board
3200 Tahquitz Canyon Way
Palm Springs, California 92262

Dear Honorable Board Members,

We, the current owners of the property located at 2340 Southridge Drive, wish to emphatically provide our consent for the property to be considered for Class I Historic Site designation by the City of Palm Springs. We have engaged JANUS, a historic preservation consulting firm to prepare the nomination for your consideration. As stewards of the 1964, William Cody-design Goldberg Residence, it is our hope that the City will respectfully approve the submitted nomination, and afford this property with the designation and distinction it deserves.

Sincerely,

Michael Johnston



David Zippel



CALIFORNIA ACKNOWLEDGMENT

CIVIL CODE § 1189

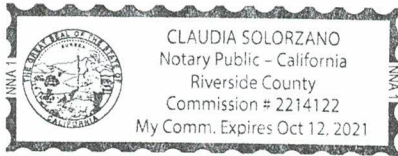
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California }
County of Riverside }
On December 14, 2020 before me, Claudia Solorzano, Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Michael Johnston and David Zippel
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal and/or Stamp Above

Signature Claudia M
Signature of Notary Public

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: letter re: historic site
Document Date: Dec 14 2020 Number of Pages: _____
Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: Michael Johnston
 Corporate Officer – Title(s): _____
 Partner – Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____
Signer is Representing: _____

Signer's Name: David Zippel
 Corporate Officer – Title(s): _____
 Partner – Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____
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Goldberg House

Historic Resource Assessment Report

JANUS preservation | design | planning

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Summary

The Goldberg House, a single-family residence located at 2340 Southridge Drive, was identified as an eligible resource in the City of Palm Springs *Citywide Historic Resource Inventory* as an "excellent example of Mid-century Modern residential architecture designed by a prominent architect, William F. Cody."¹ The property exhibits exceptional historic significance in representing the distinctive characteristics of Mid-century Modern architecture, and for embodying the work of master architect, William F. Cody, FAIA. The home is also noteworthy in its surviving interior elements by renowned interior designer, Arthur Elrod.

The following report provides support for the City's conclusion and for Class 1 designation of the property based on its association with a Master Architect and its embodiment of the distinctive characteristics of an architectural style.

The Southridge Community

The Goldberg House is located in the Southridge neighborhood, at the southern end of Palm Springs. Southridge is a small gated community that begins at an elevation of 715 feet and climbs to 910 feet above sea level. It is set into the craggy granite landscape of the Santa Rosa foothills. Each lot in the original subdivision was arranged with a view north to the city in the valley below and to the peninsular mountains surrounding the city.

Former Hollywood actor, Russell Wade, who had a second career in real estate in Palm Springs, sold the land to developers Richard E. Rahn, William Anable and E. Alan Petty.² They established the Southridge Development Company and subdivided the land beginning in November 1960.³ Rahn had been a tile contractor and commercial real estate investor in the area and it is believed that Anable worked for him.⁴ Alan Petty was a graduate of the University of Southern California who taught elementary school in Palm Springs but from the late 1950s owned and ran the Desert Hills Hotel for over four decades with his wife, Joanne Petty.⁵

From the beginning, Southridge was positioned as exclusive and unique. Its distinction as the first hilltop neighborhood in Palm Springs attracted affluent buyers seeking privacy and a Modern aesthetic. A promotional postcard extolled its features:

Southridge is expertly planned and engineered for the ultimate
desert Living with Security and Selectivity. Security is afforded

¹ City of Palm Springs, Department of Planning Services, "Citywide Historic Resource Inventory- Eligible" <https://www.palmspringsca.gov/home/showdocument?id=64260>

² Wade is credited with helping William Cody launch his career in Palm Springs. He gave Cody free office space when he was starting out. <https://obituaries.desertsun.com/obituaries/thedesertsun/obituary.aspx?n=russell-wade&pid=20270120>

³ Tract no. 2082 filed with the County of Riverside on November 16, 1960.

⁴ Richard Rahn, obituary, *Desert Sun*, August 12, 1987; and "Southridge Provides New PS Landmark," *Desert Sun*, October 27, 1961.

⁵ E. Alan Petty, obituary, *Desert Sun*, January 20, 2010; "School District Hires Teachers," *Desert Sun*, September 14, 1956.

through the gatehouse which guards the entrance to this entire exclusive area... Selectivity through rigid deed restrictions is yours, supervised by nationally acclaimed architects noted for their prize-winning recognition in desert design.⁶

According to the *Desert Sun*, in 1961 the developers engaged Ross Patton and Albert "Duke" Wild-known later for Villa Maggio, the Palm Desert retreat of Frank Sinatra- as the designers and builders of the Southridge homes.⁷ As lots were sold to new owners, architects such as Hugh Kaptur, John Lautner, and Buff & Hensman and Associates, all of whom would have significant careers, were commissioned to design single family homes.

The Goldberg House

Early records for the property have yet to provide a clear history of the home's commissioning and its first residents. The earliest building permits for the property were initiated by Richard Rahn and the Southridge Development Company, and indicate that site preparation began in late 1962. Construction of the house was finished by the spring of 1963, with the pool being complete by late summer of the same year. Several real estate advertisements placed in *The Desert Sun* throughout 1964, show Russell Wade as the listing agent for the property.⁸

The Goldberg House takes its name from its early owners, Stanley Jay Goldberg and Phyllis Rowena Berger Goldberg. While the Chicago couple are known to have wintered in Palm Springs at the time the house was under construction, it does not appear that they owned or lived in the residence prior to 1966.⁹ Interior designer Arthur Elrod, also does not appear to be associated with the house prior to the Goldbergs purchasing the home. The Goldbergs were married in 1941 and had two children, a son, Lyn Goldberg and daughter, Jill Goldberg Medlinsky.¹⁰ Stanley Goldberg (1914-1987) had invented a valve for aerosol dispensers and went on to establish the Aerosol Research Company and Aresco, an aerosol valve manufacturing firm in suburban Chicago. In 1964, he sold his interest in the company for over \$4,000,000.¹¹ It is presumed that Stanley Goldberg purchased the Southridge property following the lucrative sale of his aerosol valve company.

⁶ Palm Springs Historical Society, postcard, object ID 2008.50.578, Residences Collection.

⁷ Fred C. Weigel, "Southridge Provides New PS Landmark," *Desert Sun*, October 27, 1961. Patton and Wild were responsible for the first house built in Southridge, the Max Stoffel House at 2288 Southridge Drive and the Griffing-Secoy-Jensen House at 2362 Southridge Drive.

⁸ Advertisements for the property were published in the *Desert Sun*; April 24th, 25th and May 1st, 2nd, 8th, and 9th of 1964.

⁹ In 1965, the Goldbergs rented the Alan Ladd house on Camino Norte in Palm Springs. "Stanley Goldbergs Honor Pair from Mexico at Fete," *Desert Sun*, Volume 38, Number 157, 4 February 1965. UCR California Digital Newspaper Collection.

¹⁰ Jill Goldberg married Harvey Medlinsky, a stage and television director who was once married to Joan Crawford's daughter, Christina Crawford. "Actress' Daughter Is Wed," *Chicago Tribune*, May 21, 1966; and Medlinsky, Harvey Marcus. Obituary, *Los Angeles Times*, June 20-22, 2008.

¹¹ "Aerosol Research Sells Control to British Firm," *Chicago Tribune*, July 1, 1964; and Stanley J. Goldberg, US WWII draft registration card, www.ancestry.com.

The Goldberg House remains as an excellent example of American residential architecture constructed during the mid-twentieth century. The design of the home blends characteristics of the International Style and New-Formalism movements, both which gained popularity following World War II. The home's pavilion-like character relies heavily upon work carried out by master architects such as Mies van der Rohe and Philip Johnson during the previous decade. The home's restrained use of luxurious and refined materials is reminiscent of New Formalist works by such designers as Welton Beckett and Edward Durell Stone. Within William Cody's work, the house expands upon the design 1961 Sloan Residence.

The home is composed of simple cubic forms, clad in smooth-troweled plaster, glass and steel. The 4,422 square-foot residence is constructed atop a concrete slab foundation, and utilizes a steel skeleton frame, laid out in an 10x12 foot orthogonal grid. The flat roof is also framed in steel, affording an unusually thin profile which is held tight to the house, with the exception of broad overhangs supported by attenuated steel columns at the front and rear of the home.

The building site is elevated above the street, placed upon a plinth edged with white masonry walls. The house is situated to the rear of the property, where the natural hillside topography drops away sharply from the home. Arranging the site in this manner keeps the street from view inside the home, and affords uninterrupted vistas far into the desert valley below. It also provides a large private terrace at the front of the home, outfitted with a pool and sunning decks. Dramatic stone outcroppings rise vertically at the sides of the property, reinforcing the home's location high upon the mountain ridge. The site includes a number mature fan palms, and is minimally landscaped with cacti and other desert plants.

As the property is approached from Southridge Drive, the home's generous carport first comes into view. Expressed as a simple pavilion structure, the carport is composed of a thin planar roof form, supported by slender steel columns, laid out on the same structural grid as the house. A contemporary obscure glass privacy gate (replacing a solid gate lost long ago) separates the parking area from the house. Only after ascending a processional stairway, do the house and pool terrace first come into full view. The approach and dramatic reveal of the home and sweeping desert views recall the theatrical pageantry often incorporated into neo-formalist designs of the era. Entry to the home is through a large pair of doors, which provide an almost formidable character in juxtaposition to the otherwise transparent glazed front façade. (The walnut slab-style doors are a recent restoration of Cody's original design for the home.)

The dramatic sequence continues inside the home, as a glazed atrium is revealed immediately opposite the entry. Referencing ancient classical villas, the atrium included an impluvium – its water reflecting the view of the desert hills afforded through the rear of the home. An open dining area is to the right of the entry, and to the left is a spacious living room, dominated by a large and dramatic

fireplace wall clad in veined walnut travertine. An adjacent table-height bar allows for the enjoyment of fireside cocktails. The home contains three bedrooms, each generously glazed with floor-to-ceiling glass panels and sliding patio doors. Separate dressing rooms and en suite baths are contained within each bedroom. The Goldbergs expanded the master bedroom's dressing room and bath, essentially doubling its size. The addition was completed using glass and smooth plaster, matching the home's original design.

Evolution

The Goldberg House remains well preserved in consideration of its age. A number of altered features have recently been restored or reintroduced. One of the more notable restorations is the reconstruction of the glazed atrium. The Goldbergs incorporated the atrium into the home's interior sometime during the mid-1970s, removing its perimeter walls and installing a large skylight roof over the opening.¹² The recent restoration of the feature included reinstallation of the glazed walls and once again opening the space to the sky. An in-ground spa replaced Cody's original reflecting pool.

The extensive full-height glazing and sliding doors have also been exchanged with energy-efficient replacements, compatible with the home's original design. Terrazzo floors were reinstalled throughout much of the home, replacing those which had been altered or obscured with other finishes over time. The rehabilitation of the property also included replacement of the original pool and lowering of the masonry privacy wall. While retaining the original rectangular form, the new pool and concrete decks were rotated 90 degrees. Reorienting the pool in this manner reinforces Cody's axial orientation of the home in capturing the far desert vistas.

The construction of the Southridge homes ultimately proved to be considerably more costly than building on the desert floor.¹³ Early building permits for the Goldberg House suggest that the project ran into significant cost overruns, which may account for some discrepancies between the Cody drawings and what was actually built.¹⁴ Archival drawings of the home prepared by William Cody's office provide good insight to the original design, changes made during construction, and those that occurred over subsequent years. The construction documents indicated that portions of the rear of the home would include a raised wood floor where the topography sharply sloped away from the house. A cantilevered wood deck was also proposed off of the bedrooms. Ultimately, the design for the raised foundation was abandoned, and both the foundation and deck were completed using a concrete slab. Much of the interior terrazzo called for in Cody's drawings was also eliminated, presumably due to excessive costs.

¹² Drawings to enclose the atrium were prepared by architect Wendell W. Veith as early as 1972. Archival building permits suggest however, that the alteration did not occur until 1975.

¹³ Interview between Robert Imboden and architect Hugh Kaptur, January 8, 2021.

¹⁴ A building permit was issued for the project in November of 1962, listing a project value of \$75,000. As subsequent permit was later issued to revise the project cost to \$110,000.

Commissioned by the Goldbergs, Arthur Elrod's designs for the house also initiated adjustments to Cody's design. Elrod's work was extensive and included decorative finishes, murals, window coverings and furnishings. Elrod's design for the house also included minor modifications to the home's floor plan, including the reorganization of the living room bar area and powder room. While the furnishings that Elrod selected for the home are no longer extant, a number of murals, wallcoverings and various other fixtures remain.

Entrance

William Cody's original drawings reveal his familiarity with the theatrical gestures commonly employed in New Formalist designs of the time. Distinctly set apart from the concrete floor of the adjacent carport, a pathway of bright terrazzo was laid out, leading guests first to a ceremonial gate constructed of wooden louvered doors. Continuing through the gate, guests passed a raised masonry planter, to the base of the processional stairway which eventually then wound its way up to the entry loggia. Mosaic tile was installed at each landing of the stair. Only after guests had ascended the stairs, did the simple but dramatic pair of full-height entry doors come into view.

The original entry gate was only ceremonial in nature, as Cody's design of the open carport allowed one to fully circumvent this gesture of restraint. Sometime between 1963 and 2016, a wall was added to the southeast side of the carport, the gate was removed, and a new gate constructed of glass was installed closer to the home along the base of the entry stairs. The walls were later removed and the glass security gates were replaced. The replacement gate is also made of glass, and features an obscuring treatment that fades to clear near its top, mimicking the fenestration of the adjacent kitchen. This treatment provides a distinct but subtle differentiation from Cody's original design for the home. At some point in time, the raised planter was converted to a water feature. More recently, a portion of the fountain was returned to use as a planter in order to recall Cody's original intent. The mosaic tile ordinarily installed at the stair landings, is no longer extant, and has been replaced with terrazzo matching that which was installed when the home was constructed.

Swimming Pool

Cody's original plan for the house included a swimming pool and masonry privacy wall situated adjacent to the home's entry loggia. Prior to 2016, a portion of the privacy wall was reduced in height to afford greater views of the distant city and desert floor. When the pool was replaced in 2017 the pool was rotated perpendicular to the loggia to be aligned with Cody's original axial orientation of the home. Sunning decks and other hardscape elements were installed throughout the property to complement the reoriented pool.

Primary Façade

Comprised almost entirely of glass, the front façade of the Goldberg House remains largely intact. The mid-century preference for expansive glazing, made more affordable in the years following

World War II, was central to Cody's design for the home. Cody's design included generous amounts of full-height, fixed glazing panels along with steel sash sliding doors. In 2017, the home's exterior glazing and patio doors were replaced throughout with energy efficient dual-pane glazing. The sizes and configuration of the original glazing were maintained, with thin steel sashes closely resembling those specified by Cody.

Perhaps the most notable change is the transformation of a raised planter bed immediately adjacent to the home's entrance. Cody's original design included a covered service entry at the front of the home, allowing direct access into the kitchen area. Stepping stones placed within the planter led to the discreet service door, hidden within an exterior wall clad in the matching walnut veneer of the double entry doors. A series of free-standing louvered panels defined the perimeter of the planter, and further screened the door from view as one approached the entry. The Goldberg's eventually removed the louvered panels, painted over the wood paneling and enclosed the planter with full-height glazing. Carrera marble flooring was installed, removing any indication of the earlier planter. The original walnut-clad slab entry doors were also modified, painted and embellished with decorative moldings by Arthur Elrod.

In 2017 the entry doors were restored to match Cody's original design. The finished marble floor of the former planter area was also removed, and replaced with a combination of concrete stepping stones, beach pebbles and plantings to delineate this area from the home's interior, and to recall Cody's original vision. Also included in that rehabilitation was the replacement of the home's fixed glazed panels, sliding doors and windows, to improve energy efficiency. The original glazing patterns were respected, and thin metal sash doors and windows were used to closely resemble Cody's design. Retractable sun shades and cooling misters were also recently added to the loggia canopy. Minimalist in their design, those features do not adversely affect the overall design.

Secondary Façades

While nearly indiscernible in elevation, the southeast façade of the home has been modified through a later addition which expanded the master bathroom area. The dressing room addition occupies the location of a covered patio and privacy wall included in Cody's design. The addition was finished in exterior plaster and glass matching the original construction of the home.

Cody's construction drawings indicated that the rear portions of the home would utilize a raised concrete foundation and wood subfloor in response to the sharp slope across the rear of the site. The design for a covered wooden deck was also designed in order to provide exterior space at the two bedrooms located at the rear of the house. For reasons unknown, the raised floor concept was abandoned and the concrete slab was extended to the rear of the house. While the design for the shade canopy and railing were constructed as designed, the deck itself was instead completed utilizing a cantilevered concrete slab.

Additional fenestration was added to the rear façade in 2020. One, a fixed, full-height panel, and the other based on Cody's design for a vented window at the southwest façade. A glazed corner window located in the master bedroom was also modified at that time. The modification included the elimination of a steel-sheathed, wooden corner post. Unique in its detail and absent from archival drawings, the post was believed to be a later modification. The replacement panels were installed using a mullion-less butt joint as reflected in Cody's construction documents.

The smallest of the home's three bedrooms was at some point enlarged, further expanding the transparency of the southwest elevation. That addition also necessitated the removal of glazed shower walls in two adjacent bathrooms. Cody continued the use of louvered doors to enclose a series of mechanical and storage closets situated behind the laundry room. Later replaced with slab type doors, recent rehabilitation efforts have recreated Cody's design in steel for greater longevity.

A sliding patio door also replaced an earlier wood-sashed service door at the laundry room area. When originally constructed, the home included a glazed, atrium garden opposite the entry doors. Cody placed a small reflecting pool at the center of the atrium, recalling the impluvia used by the ancient Romans to cool their villas during the summer heat. During the mid-1970s, a skylight was installed in the atrium space, the garden area paved over, and the perimeter glazing removed. The skylight was removed and the atrium was restored in 2020, based on Cody's original design. The original water feature was reinterpreted with the installation of an in-ground small tub, again reflecting the distant desert landscape.

William F. Cody, FAIA

In the early 1960s, the Southridge Development Company hired architect William F. Cody, FAIA (1916-1978) to design plans for lot number 17 at 2340 Southridge Drive. The house was completed in 1964.

William Cody practiced at the peak of the Modernist movement, from 1946 to 1973. He completed projects throughout California, the southwestern states, Mexico, and Cuba but most of his work was centered in the Coachella Valley in Southern California. When he received the Southridge commission, Cody was already a prominent architect at the head of his own firm in Palm Springs, William F. Cody & Associates. He designed a variety of buildings throughout his career but was particularly active as an architect of custom homes and he was sought-after for the design and planning of country club communities. Cody's early work reflected the influence of Cliff May and Frank Lloyd Wright, and while he embraced modern materials and a minimalist aesthetic in his work, Cody was not a purist. Throughout his career he integrated rustic regional materials into his designs for modern living to produce his unique brand of Desert Modernism.

William Francis Cody was born in Dayton, Ohio on June 19, 1916. Cody's father, William F. Cody Sr., owned a men's clothing store and his mother, Anna Elizabeth Shadle, was an interior designer. William and his brother, John, were encouraged in the arts by their mother, and both boys grew up to be practicing architects.¹⁵ Cody's youthful artistic talent is evident in the drawings and watercolors found in his archives at Cal Poly San Luis Obispo. The family moved to Los Angeles in the 1920s where William attended Beverly Hills High School, graduating in 1934. While attending Santa Monica Junior College, Cody worked for architects Asa Hudson and Heath Warton.¹⁶

Following graduation from college in 1940, Cody enrolled in the College of Architecture and Fine Arts at the University of Southern California (USC) where he earned an architecture degree in 1942. By the time Cody began his studies at USC, the school had transitioned to a modern curriculum. Students were no longer required to learn academic classicism and instead were taught about site-specific design, indoor/outdoor integration, urban planning and the use of modern materials.¹⁷ Cody's future work would closely reflect this training.

As an asthmatic, Cody was prevented from serving in the military so following graduation he set up a small office in Los Angeles during the early war years. In 1943, Cody obtained a commission from an Oakland-based engineering firm to design a factory for Kaiser Steel in Fontana, CA. In 1944 his designs for the Los Angeles firm of Marsh, Smith and Powell lead to national American Institute of Architects (AIA) awards for Suva Elementary in Bell Gardens, CA and Corona Del Mar Elementary in Newport Beach, CA.¹⁸

Even before he entered USC, Cody worked as a draftsman for influential builder and designer, Cliff May. Around 1937, he drew the plans for the Frederic Blow Residence, a hacienda style estate in Brentwood, and in 1947, Cody created the plans for one of May's earliest Pace Setter houses that was to be located in Palm Springs but was never built.¹⁹ May's influence on the early Cody is evident in Cody's color renderings for his own design of the Brian Aherne and Joan Fontaine House in Indio, CA from 1943. The sprawling ranch house with red clay tile roof, white stucco walls and integrated

¹⁵ Lisa Marie Hart, "Desert Prophet," *Palm Springs Life*, July 28, 2016 <https://www.palmspringslife.com/desert-prophet/>

¹⁶ Unless noted, most of the biographical information comes from the William F. Cody Papers, Special Collections and Archives, Robert E. Kennedy Library, California Polytechnic State University, San Luis Obispo <https://lib.calpoly.edu/search-and-find/collections-and-archives/architectural/cody/>

¹⁷ Deborah Howell-Ardila, University of Southern California, MHC thesis, "Writing Our Own Program": The USC Experiment in Modern Architectural Pedagogy, 1930 to 1960," December 2010 <http://digitalibrary.usc.edu/cdm/ref/collection/p15799coll127/id/414079> Cody was at USC before the faculty included several Case Study architects but during Cody's time, Modernist architects Carl Birger Troedsson and Raphael Soriano were teachers and guest lecturers respectively. Fellow students included William Krisel, Edward Killingsworth and Calvin Straub.

¹⁸ Andy Sotta, *The Architecture of William F. Cody: A Desert Retrospective*, Palm Springs Preservation Foundation, 2004, 5.

¹⁹ The renderings for the Blow Residence are dated circa 1937, just a couple of years after Cody graduated from high school. See Cliff May Papers, Architecture and Design Collection, Art, Design and Architecture Museum; University of California, Santa Barbara <http://www.adc-exhibits.museum.ucsb.edu/items/show/467> The first Pace Setter house that was built in a marketing collaboration between Cliff May and "House Beautiful" magazine was in 1946 in Brentwood, CA. The program would bring a national profile to May's work.

courtyard are reminiscent of May's rancho deluxe custom houses which he built beginning in the late 1930s.²⁰

Following his first project in Palm Springs, an alteration for the Desert Inn in 1945, Cody began to build his own home there in 1946. He and his wife, Winifred Smith, whom he married in 1943 and with whom he had three daughters, moved to Palm Springs in the late 1940s. The desert communities became fashionable winter destinations after the Second World War and demand for recreational facilities and residential architecture accelerated. Cody's skills as an architect and planner, his personal drive and his outgoing nature meant he was well positioned to become one of the leading architects in the region. He obtained his license to practice in California and Arizona in 1946 and would go on to establish the largest firm in Palm Springs.²¹

Completed in 1947, the Del Marcos Hotel in Palm Springs was Cody's first independent project and an homage to another desert institution, Taliesin West, the Tuscon school and residence designed by Frank Lloyd Wright. Alan Hess has said that like Taliesin West, the Del Marcos Hotel's "rubble stone walls contrasted with a framework of angled wood doglegs in a design that rose out of the earth."²² Cody was recognized by the Southern California chapter of the AIA for the Del Marcos as an excellent example of new resort design.

Cody designed several successful hotel and resort properties demonstrating that he was as adept at site planning as he was at architecture. The L'Horizon Hotel (1952) and Racquet Club Cottages West (1960s) are two examples of Cody's talent for combining privacy and exclusivity within a public resort setting.²³ According to the City of Palm Springs' historic resources survey, the L'Horizon was "organized as a collection of duplex and triplex one-story modern bungalows around a broad landscaped greenspace and swimming pool."²⁴

In 1950, Cody was retained to transform the Thunderbird Ranch in Rancho Mirage into the Thunderbird Country Club. News travelled fast following this successful conversion which included a clubhouse, residences and community plan. From then on Cody was credited with creating the country club subdivision concept in the West.²⁵ Through the 1950s, Cody made his mark in the genre designing among others, the Eldorado Country Club (with Ernest J. Kump) in Palm Desert (now Indian

²⁰ William F. Cody Papers 2, Special Collections and Archives, Robert E. Kennedy Library, California Polytechnic State University, 163-4-c-ff195-01-01 <https://digital.lib.calpoly.edu/rekl-5741>

²¹ Sotta, *The Architecture of William F. Cody*, 10.

²² Alan Hess and Andrew Danish, *Palm Springs Weekend: The Architecture and Design of a Midcentury Oasis* (San Francisco: Chronicle Books, 2001), 93.

²³ L'Horizon Hotel, Racquet Club Cottages West and the Del Marcos Hotel are the only properties designed by Cody that are listed on the Palm Springs' register of historic properties. At time of writing, the residence at 755 Camino Norte was being considered for listing, and there were several Cody-designed properties identified on the city's 2019 survey update as being eligible for listing.

²⁴ City of Palm Springs, "Citywide Historic Resource Inventory Update, 2019" <https://www.palmspringsca.gov/home/showpublisheddocument?id=64260>

²⁵ Adele Cygelman, "William F. Cody," in *The Desert Modernists: The Architects Who Envisioned Midcentury Modern Palm Springs* (Palm Springs, CA: Modernism Week and Desert Publications, Inc., 2015), 33.

Wells), the Tamarisk Country Club in Palm Desert (now Rancho Mirage), the Seven Lakes Country Club (1963) in Palm Springs, and the Mission Valley Country Club in San Diego. Commissions for custom homes inside and outside these developments followed in the next two decades.

Many of Cody's earliest residential commissions such as the Dorothy Levin Residence (1949) in Palm Springs and the George Cameron Residence (1951) were contemporary ranch houses with shallow side gable or flat roof, wood siding and stone veneer, heavily beamed interior ceiling and sliding glass doors in an open plan organized around a patio and pool. Cody began to experiment with steel frame construction with his own home in Palm Springs (1947) which is still extant. According to the City of Palm Springs' 2015 survey of the Cody Residence,

The house's structural elements (steel beams, adobe walls, and glass) are all exposed, and the distinction between indoor and outdoor spaces are blurred with the use of glass, reflecting pools, and atriums.²⁶

Cody's custom home commissions evolved similarly. Historians of Cody's work contend that the Earle and Marion Jorgensen Residence (now the Jorgensen-Mavis Residence) built in Palm Springs in 1954 marks a turning point from Cody's use of post-and-beam wood construction to a preference for steel and glass.²⁷ Only steel could support the roofline of the Jorgensen home as it transitions in a deep cantilever over the backyard patio.²⁸ The commodious layout and high-quality finishes of the home also represented a turning point in Cody's practice. The Jorgensen's, who were wealthy Los Angelenos and close friends of Nancy and Ronald Reagan, were the type of affluent clientele William Cody & Associates would attract in subsequent years.

In his designs of the late 1950s and early 1960s we see Cody shaving down the dimensions of the structural elements of his buildings. The clubhouse of the Eldorado Country Club (1958) and the Sloane Residence (La Quinta, 1961) both have a thin steel roof line and narrow columns that convey a lightness and elegance. The Sloane Residence as well as the Abernathy Residence in Palm Springs (1963) are both high-style Modernist homes- asymmetrical and rectilinear one-story steel frame with large window expanses- but heavily textured materials are also prominent elements in these house designs. A long, dark brick with a smooth, undulating surface is used on the exterior walls of the Sloane house and the hipped pyramidal roofs of the Abernathy pavilions are covered in wood shingles.

²⁶ City of Palm Springs, inventory update, <https://www.palmspringsca.gov/home/showpublisheddocument?id=64260> The Cody Residence (1950 E. Desert Palms Drive, Palm Springs) was found eligible for historic designation by the City's 2015 historic resources inventory update.

²⁷ "Desert Maverick: The Singular Architecture of William F. Cody," documentary film, 2016.

²⁸ Alan Hess, interview with Krista Nicholds, December 18, 2020.

After years of combining pared down style with more rustic materials such as stone and wood, Cody definitively embraced the International Style in 1963 in the Goldberg House. Here, he merges the thin flat roof with shallow coping on rectilinear volumes with glass curtain walls and narrow columns so that there's a blurring of interior and exterior space that establishes an intimacy with the spectacular physical setting of Southridge Drive.

Before he stopped practicing around 1973 following a series of strokes, Cody continued to demonstrate his talent and versatility. The tapered roofline of St. Theresa's Catholic Church, which he designed between 1966 and 1968, shows off Cody's ability to shape concrete to create an elegant, dramatic space. Today, the church and convent are eligible historic resources according to the City of Palm Springs' 2019 survey update.

Cody's work continued to be recognized into the 1960s. He won design awards from the AIA in 1963 for the Robert Cannon Residence (1962) and in 1964 for the J.B. Shamel Residence (1963), both in the Eldorado Country Club. In 1965, Cody was recognized by the American Institute of Steel Construction for the J.B. Shamel Residence and the Western Savings and Loan Association building (1961) in Phoenix, AZ. In 1965, Cody was inducted into the AIA College of Fellows for career achievement in design.

Scholars of California modernism consider William Cody to be among the most important twentieth century architects in Palm Springs and the Coachella Valley. Several books illustrating the great buildings of the Modern period in the California desert feature his projects, and a 2016 retrospective exhibit of his career was mounted at the Architecture and Design Museum in Los Angeles which is culminating in a scholarly book about Cody to be published in 2021.²⁹

Arthur Elrod

In 1967, the interiors of the Goldberg home and the views they afforded were published in the shelter magazine, *Architectural Digest*. Interior designer Arthur Elrod had been hired by the Goldbergs in 1966, soon after they took possession of the house. Spread across several pages are the wall-to-wall carpeted rooms, built-in cabinetry and upholstered furniture of a well-appointed home of the era.³⁰ At the time he was engaged by the Goldbergs, Elrod was already considered to be a leading interior decorator with clients throughout the western US.³¹

²⁹ Books featuring Cody's work are listed in the bibliography attached. Reference to the 2016 retrospective exhibit can be found here: <https://aplusd.org/Fast-Forward-The-Architecture-of-William-F-Cody>; and the forthcoming book is entitled, *Master of the Midcentury: The Architecture of William Cody*, to be published in Summer 2021 by Monacelli Press <https://www.penguinrandomhouse.com/books/623153/master-of-the-midcentury-by-catherine-cody-jo-lauria-and-don-choi-foreword-by-wim-de-wit/>

³⁰ "Winter Residence in Palm Springs," *Architectural Digest*, Fall 1967, Vol XXIV, No. 2, (Los Angeles, CA: John C. Brasfield Publishing Corp.), 88- 95.

³¹ "Decorator Plans Double Entry in Annual Show," *Desert Sun*, February 6, 1962, 5.

Arthur Elrod, AID, was born in 1924 in South Carolina. Before establishing his own interior design firm in Palm Springs, he studied textiles at Clemson College in South Carolina, took courses at the Chouinard Art Institute in Los Angeles and worked in retail home furnishings in Palm Springs and San Francisco.³² He opened his first shop on N. Palm Canyon Drive in 1954 and according to architectural historian, Adele Cygelman,

Arthur Elrod Ltd. was in immediate demand. Having a storefront presence on Palm Canyon Drive, which was part design studio and part furniture and fabric showroom, gave them instant visibility and credibility.³³

Elrod and his business partner, Hal Broderick, established their offering of design services and decorative art, luxury fabrics and furniture at a timely intersection when wealthy newcomers were making the desert their winter home during the prosperous postwar period. While Elrod's décor reflected an artful layering of contemporary and traditional style, he was innovative and embraced new materials and the latest technology for home in automation, lighting, and sound.

Elrod worked with all the major architects in Palm Springs during his career, including E. Stewart Williams, A. Quincy Jones and William F. Cody.³⁴ In addition to the Goldberg House, Cody and Elrod worked together on many custom homes and most notably on the clubhouse of the Eldorado Country Club, "a project that would garner national acclaim and heralded [Elrod's] move toward a wholehearted embrace of sophisticated Modernism."³⁵

Following his premature death in a car accident in 1974, Elrod was lauded by his peers for his style and for advancing his profession.³⁶ Elrod was one of a handful of artists and designers who shaped the Modernist aesthetic of Southern California that is so celebrated today. In 1962, Elrod himself observed the change that he was helping to usher in in Palm Springs:

Entertaining on the desert is much more formal now. Living is more elegant. We are becoming more urbane and cosmopolitan with every passing season. And the décor of our homes reflects these trends. We have lost the charm of the old village as it once was, but we have gained elegance.³⁷

³² Biographical detail about Arthur Elrod is attributable to Adele Cygelman, *Arthur Elrod: Desert Modern Design* (Layton, Utah: Gibbs Smith, 2019).

³³ Cygelman, Elrod, 22.

³⁴ *Ibid.*, 51.

³⁵ *Ibid.*, 68.

³⁶ *Ibid.*, 210-211. William Raiser also died in the car accident.

³⁷ "Decorator Plans Double Entry in Annual Show," *Desert Sun*, February 6, 1962, 5.

Finding 1: Eligibility Criteria | Palm Springs Class 1 Historic Resource

A site, structure, building or object exhibits exceptional historic significance and meets one or more of the criteria listed below, may be found eligible for designation as a historic resource (PSMC 8.05.070.C.1.A)

Criterion A: The resource is associated with events that have made a meaningful contribution to the nation, state or community.

While the development of the Southridge neighborhood is certainly notable in respect to the social and architectural heritage of Palm Springs, no evidence has been found to support that any exceptional events are associated with the subject property that made a meaningful contribution to national, state or local history. As such, the property does not appear to have historical significance under Criterion A.

Criterion B: The resource is associated with the lives of persons who made a meaningful contribution to national, state or local history.

The subject property is most associated with the life of Stanley J. Goldberg. Born in Chicago in 1914, he later attended the University of Illinois. Goldberg eventually went on to found the Aerosol Research Company of America and Aresco, a large aerosol valve manufacturing firm in the Chicago area. Although professionally and financially successful, no evidence has been found to support that Stanley Goldberg made a meaningful contribution to national, state or local history. The property does not appear to have historical significance under Criterion B.

Criterion C: The resource reflects or exemplifies a particular period of national, state or local history.

The home's design is distinctly modern in style, and serves as an exemplary model of high-style residential design, indicative of the mid-twentieth century era when the economy was expanding and desert villages such as Palm Springs were becoming leisure destinations for upper-middle class Americans. The design for the property also prominently features a carport, reflective of the rise of the automobile culture that occurred in America during the post-war years. The property is an outstanding example of the Palm Springs Modern period, and is representative of the modernist design for which Palm Springs has become known worldwide. As such, the property is eligible for designation under Criterion C.

Criterion D: *The resource embodies the distinctive characteristics of a type, period or method of construction.*

The Goldberg House incorporates many tenets of Mid-century Modern design vocabulary; including mass-produced building materials, simple and clearly expressed geometric forms, broad planer surfaces, extensive glazing, the integration of the building's interior and exterior, and an open floor plan. As such, the property is eligible for designation under Criterion D.

Criterion E: *The resource presents the work of a master builder, designer, artist, or architect whose individual genius influenced his or her age, or that possesses high artistic value.*

The Goldberg House was designed by the locally prominent architect William F. Cody, FAIA. As architect to some of the earliest country club communities in the desert in the post-WWII period and as a prolific designer of custom homes, Cody's work became synonymous with the Palm Springs resort lifestyle. Cody's publicized and award-winning projects would eventually become influential in defining the modernist "look" of Palm Springs, as well as amongst the work of other architects at the time.³⁸ Among his residential commissions, the Goldberg House is an important example of Cody's mid-career embracing of a pared down aesthetic. A classic example of Mid-century Modern design, the home is both theatrically formal, and expressive of the chic and relaxed leisure class for which Palm Springs became known. As a quintessential and important example of William Cody's residential designs, the property is eligible for designation under Criterion E.

Criterion F: *The resource represents a significant and distinguishable entity whose components may lack individual distinction, as used in evaluating applications for designation of historic districts, for parcels on which more than one entity exists.*

The Goldberg House's historic significance does not rely on other properties or associated development, and does not appear to have historical significance under Criterion F.

Criterion G: *The resource has yielded or may be likely to yield information important to national, state or local history or prehistory.*

³⁸ Perhaps the most notable of William Cody's influences, are those found in some the early residential works by Wexler and Harrison. First establishing their partnership in 1953, architects Donald Wexler and Richard Harrison were previous co-workers Cody's office. Citywide Historic Resource Inventory - City of Palm Springs, California [revised 2019]. <https://www.palmspringsca.gov/home/showpublisheddocument?id=64260>

No evidence has been found to support that the property has yielded or is likely to yield information important to national, state or local history or prehistory, and as such, the Goldberg House does not appear to have historical significance under Criterion G.

Finding 2: Integrity

The site, structure, building or object shall be evaluated for integrity of location, design, setting, materials, workmanship, feeling and association according to the United States Department of the Interior, National Park Service's National Register Bulletin titled: "How to apply the National Register Criteria for Evaluation" as revised from time to time. (PSMC 8.05.070.C.1.B) The site, structure, building or object retains one or more of the following aspects of integrity, as established in the Secretary of the Interior's Standards.

Design:

Design is the combination of elements that create the form, plan, space, structure, and style of a property. It results from conscious decisions made during the original conception and planning of a property (or its significant alteration) and applies to activities as diverse as community planning, engineering, architecture, and landscape architecture. Design includes such elements as organization of space, proportion, scale, technology, ornamentation, and materials. A property's design reflects historic functions and technologies as well as aesthetics. It includes such considerations as the structural system; massing; arrangement of spaces; pattern of fenestration; textures and colors of surface materials; type, amount, and style of ornamental detailing; and arrangement and type of plantings in a designed landscape.

The character-defining features of an historic resource are those elements which together, establish both the physical and aesthetic qualities which associate a property within a particular place in time. As such, those features which date from the property's period of significance are most relevant in establishing a resource's historic integrity. Notable character-defining features of the Goldberg House include:

- Simple cubic forms
- Smooth exterior cladding (plaster)
- Expansive, full-height glazing
- Full-height, slab-type entry doors
- Orthogonal grid steel structural system
- Flat roof without eaves
- Broad covered patios with thin planer roofs and slender steel columns
- Terrazzo floors (interior and exterior)

- Carport (matching home in its construction)
- Masonry retaining walls

The Goldberg House retains a high degree of design integrity with the large majority of its original character defining features intact, and as such, the property retains its integrity of design.

Materials:

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. The choice and combination of materials reveal the preferences of those who created the property and indicate the availability of particular types of materials and technologies. Indigenous materials are often the focus of regional building traditions and thereby help define an area's sense of time and place. A property must retain the key exterior materials dating from the period of its historic significance. If the property has been rehabilitated, the historic materials and significant features must have been preserved.

The Goldberg House employs materials and methods commonly associated with International Style design and architecture, namely concrete, steel, glass and stucco. Those original materials remain extant and largely unchanged, and as such, the property retains its material integrity.

Workmanship:

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure, object, or site. Workmanship can apply to the property as a whole or to its individual components. It can be expressed in vernacular methods of construction and plain finishes or in highly sophisticated configurations and ornamental detailing. It can be based on common traditions or innovative period techniques. Workmanship is important because it can furnish evidence of the technology of a craft, illustrate the aesthetic principles of a historic or prehistoric period, and reveal individual, local, regional, or national applications of both technological practices and aesthetic principles. Examples of workmanship in historic buildings include tooling, carving, painting, graining, turning, and joinery.

The increased availability of affordable, mass-produced materials in the post war era allowed architects and others to reexamine the conventions of single-family residential design. The widespread publication of advances in materials and construction widely disseminated fresh ideas on modern design and aesthetics. Cody's design for the house

exploits the capabilities of thin steel framing, as well as the use of expansive glazing made feasible during its time of construction. Cody's design consciously avoids additive decorative embellishments, and instead relies solely on inherent characteristics of the building materials in establishing the home's aesthetic virtues. Although much of the work carried out for this property by renowned interior designer Arthur Elrod is no longer extant, the property retains the original quality of workmanship as intended by William Cody. As such, the property retains its integrity of workmanship.

Location:

Location is the place where the historic property was constructed or the place where the historic event occurred. The relationship between the property and its location is often important to understanding why the property was created or why something happened. The actual location of a historic property, complemented by its setting, is particularly important in recapturing the sense of historic events and persons. Except in rare cases, the relationship between a property and its historic associations is destroyed if the property is moved.

The Goldberg House remains in its original location as constructed, with the original property boundaries unchanged. As such, the property retains its integrity of location.

Setting:

Setting is the physical environment of a historic property. Whereas location refers to the specific place where a property was built or an event occurred, setting refers to the character of the place in which the property played its historical role. It involves how, not just where, the property is situated and its relationship to surrounding features and open space. Setting often reflects the basic physical conditions under which a property was built and the functions it was intended to serve. In addition, the way in which a property is positioned in its environment can reflect the designer's concept of nature and aesthetic preferences. The physical features that constitute the setting of a historic property can be either natural or manmade, including such elements as:

- *Topographic features (a gorge or the crest of a hill);*
- *Vegetation;*
- *Simple manmade features (paths or fences); and*
- *Relationships between buildings and other features or open space.*

These features and their relationships should be examined not only within the exact boundaries of the property, but also between the property and its surroundings. This is particularly important for districts.

William Cody's design for the Goldberg House capitalized on its unique setting in the Southridge development, high above the desert floor. Both the home's orientation on the

lot and its extensive use of floor to ceiling glazing, capture the distant vistas afforded to this distinctive location. Under Cody's direction, the property evolved as a speculative home within an exclusive enclave of high-styled modernist homes, reflecting the intended vision of the Southridge community developers. The surrounding neighborhood is well preserved. The most significant change to the property's setting is the modification to the original swimming pool. In a number of ways however, the reorientation of the pool is both in alignment with, and reinforces the sweeping axial views established by Cody in the design of the Goldberg House. As such, the property retains its integrity of setting.

Feeling:

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character.

The Goldberg House remains largely unchanged since its original construction. The property retains the character defining features dating from the period of its completion in 1964. Its design and materials are indicative to the era in which it was built. As such, the property retains its integrity of feeling.

Association:

Association is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a property's historic character.

Designed in the 1960s by the renowned Palm Springs architect William Cody, the property serves as a tangible vestige of Palm Springs' unique history in both design and culture during the middle of the last century. The home's design reflects post-war advancements in materials and construction, but also represents societal tastes and material culture of the era. The home is also significant in that it is a notable example of Cody's use of the International Style in single-family residential design. As such, the property retains its integrity of association.

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Appendices

Appendix I	Images
Appendix II	Drawings
Appendix III	Aerial Image
Appendix IV	Chain of Title

Appendix III: Images



Image 01: Southridge Drive and site of the Goldberg House.
Photo Credit: Palm Springs Historical Society



Image 02: Early image of Southridge development and Goldberg Home [far right].
Photo Credit: Palm Springs Historical Society [February 28, 1963]



Image 03: Goldberg House. Front façade [facing south]
Photo Credit: James Haefner [February 2020].



Image 04: Goldberg House. View from Southridge Drive [facing southeast]
Photo Credit: Krista Nicholds [June 2020]



Image 05: Goldberg House. Front façade [facing south]
Photo Credit: Robert Imboden [June 2020].



Image 06: Goldberg House. View of pool. [facing north]
Photo Credit: Krista Nicholds [June 2020]



Image 07: Goldberg House. Exterior view of enclosed raised planter, entry doors and atrium. [facing east]
Photo Credit: James Haefer [February 2020]



Image 08: Goldberg House. Interior view of enclosed raised planter, entry doors and atrium.
Photo Credit: James Haefer [February 2020]



Image 09: Goldberg House. Interior view of living room.
Photo Credit: James Haefer [February 2020].



Image 10: Goldberg House. Veined travertine-clad fireplace [by W. Cody] and screen [by A. Elrod]
Photo credit: Krista Nicholds. [June 2020]



Image 11: Goldberg House. Interior view of enclosed atrium prior to restoration. [facing southeast]
Photo Credit: Redfin/Allison James Estates & Homes [c. 2016]



Image 12: Goldberg House. Interior view of living room bar and restored atrium in background.
Photo Credit: Krista Nicholds. [June 2020]



Image13: Goldberg House. Interior view of restored atrium.
Photo Credit: Krista Nicholds. [June 2020]



Image 14: Goldberg House. Northeast façade with addition to master bath area. [facing west]
Photo Credit: Krista Nicholds [June 2020]



Image 15: Goldberg House. Southeast façade with exterior deck. [facing northeast]
Photo Credit: Michael Johnston [January 2021]



Image 16: Goldberg House. Southeast façade. Detail of fenestration added in 2017 [facing northwest]
Photo Credit: Michael Johnston [January 2021]



Image 17: Goldberg House. Southeast façade including addition to bedroom c. 1975 [facing northwest]
Photo Credit: Michael Johnston [January 2021]



Image 18: Goldberg House. Southwest façade. Detail of bedroom addition [facing south].
Photo Credit: Michael Johnston [January 2021]



Image 19: Goldberg House. Southwest façade. Detail of replacement louvered doors [facing east].
Photo Credit: Michael Johnston [January 2021]



Image 20: Goldberg House. Master bathroom with vanity [by W. Cody] and mural [by A. Elrod]
Photo Credit: Krista Nicholds [June 2020]

A WINTER RESIDENCE IN PALM SPRINGS

INTERIOR DESIGN BY ARTHUR ELROD, A.I.D.
AND HAROLD BRODERICK, A.I.D.
ARCHITECTURE BY WILLIAM CODY, F.A.I.A.

Palm Springs attracts many people from around the country to build vacation homes there. Its sunny desert climate has a special appeal for people from parts of the country that have severe winter seasons. One example is that of Mr. and Mrs. Stanley Goldberg from Chicago, who recently built this contemporary home on a hillside in the Southridge area of Palm Springs.

The house was designed for the enjoyment of vacation-style living for themselves and their family. They wanted a house that would not sacrifice any of the comforts of home, and one that

would have adequate facilities for entertaining friends. To create a house that was right for them and their way of living, they chose architect William Cody, F.A.I.A. to design the structure, and Arthur Elrod, A.I.D. and Harold Broderick, A.I.D. to design the interiors. The resulting house is geared for the enjoyment of Palm Spring's famous climate and of spectacular views to the mountains in one direction and to the desert in the other. The interiors were created with comfortable contemporary furnishings in settings of white and cool blue colors.



Image 21: Goldberg House. Rear deck.
Published in Architectural Digest, Fall 1967 [Private Collection]



Image 22: Goldberg House. View of the entry stair, pool and privacy wall.
Published in Architectural Digest, Fall 1967 [Private Collection]



Image 21: Goldberg House. Bedroom and dressing room.
 Published in Architectural Digest, Fall 1967 (Private Collection)



Image 23: Goldberg House. Living room with bar and fireplace.
 Published in Architectural Digest, Fall 1967 [Private Collection]



Image 24: Goldberg House. Living room bar.
Published in Architectural Digest, Fall 1967 [Private Collection]



To the left of the bar is a separate area designed for music and television with all the equipment concealed in wood cabinets when not in use.

Cabinets shown open to reveal the built-in audio and video equipment. Deeper, more rutilant colors prevail in this area to create a relaxing atmosphere. Upholstered pieces by Prentice.

FOR PRODUCTS AND SOURCES, PLEASE TURN TO PAGE 115

PHOTOGRAPHER BY GEORGE SEANIK

On one side of the living room, opposite the glass wall, is a long table height Bar with comfortable arm chairs by Monteville Young which can easily be used as extra chairs at other groupings when needed. The bar is built into a wall of bleached and pickled walnut with a mirror on the backbar to reflect the views of the desert. A bamboo ceiling was placed over the area to create a caters change of pace from the rest of the room.



Image 25: Goldberg House. Living room entertainment center and bar.
Published in Architectural Digest, Fall 1967 [Private Collection]

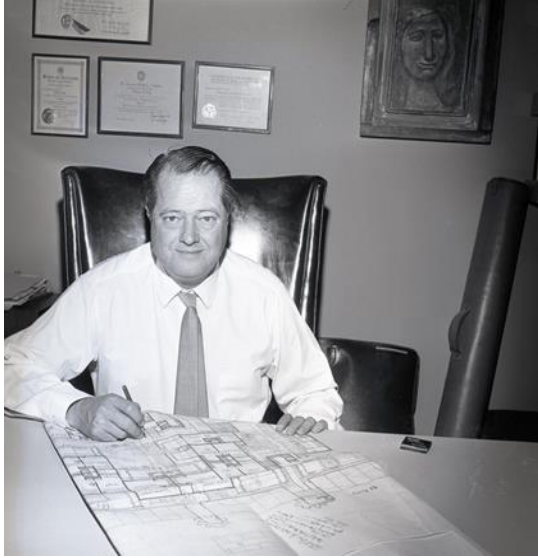


Image 26: William F. Cody [1964]
Photo credit: Palm Springs Historical Society Collection



Image 27: Arthur Elrod
Photo credit: Palm Springs Historical Society Collection



Image 28: Russell Wade (left) and unidentified guest outside the Goldberg House [1963]. The raised planter and walnut veneered wall visible in the back ground. Photo Credit: Palm Springs Historical Society Collection.

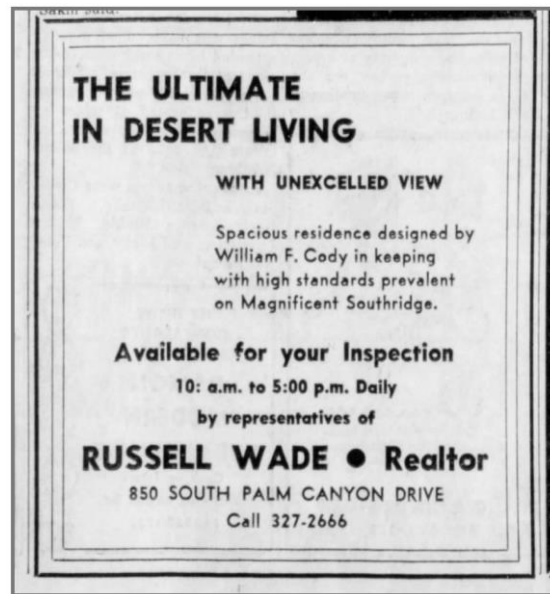
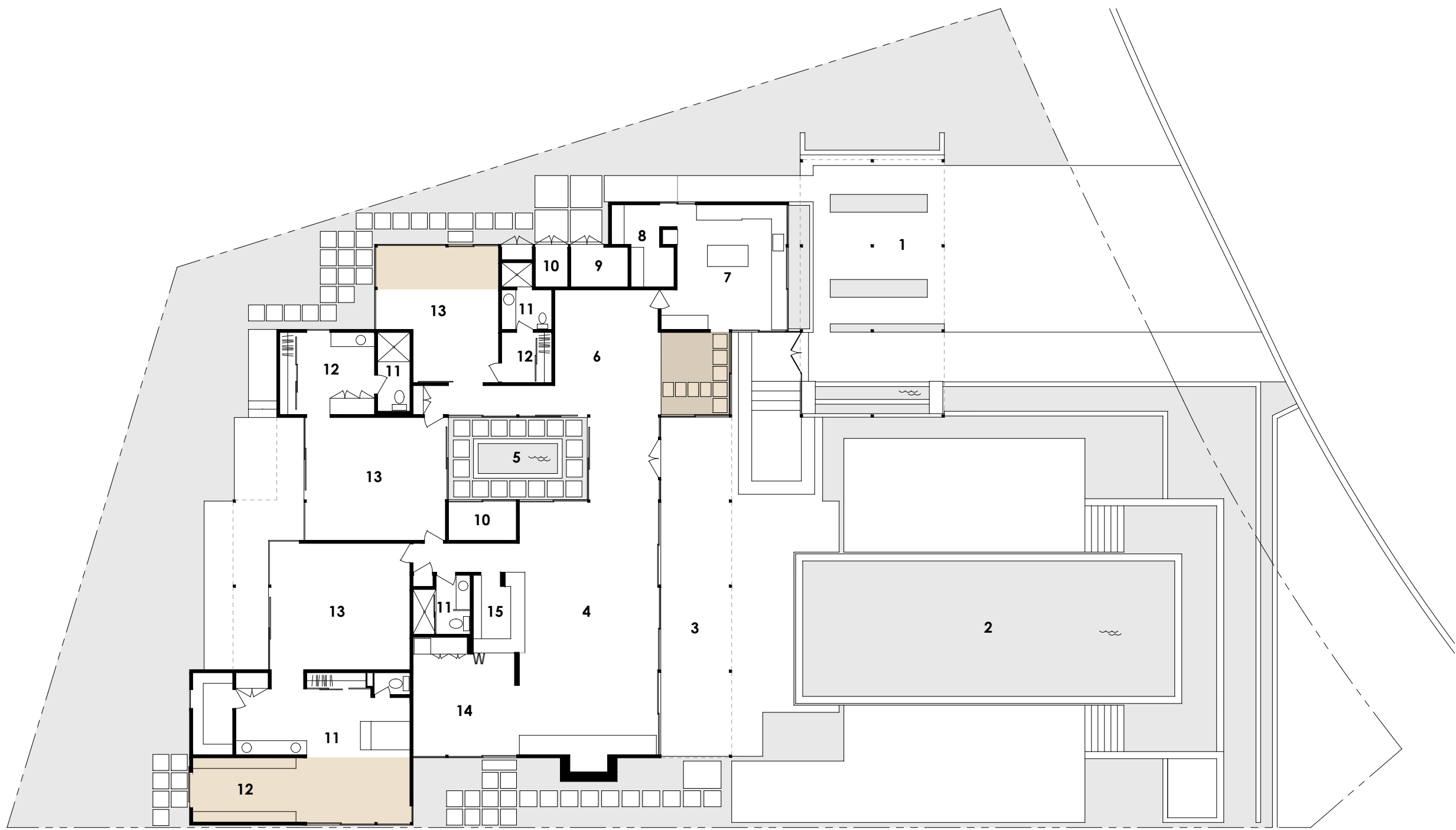


Image 29: Real Estate Advertisement for 2340 Southridge Drive. *Desert Sun* April 24, 1964
Source: UCR California Digital Newspaper Collection

Site/Floor Plan
 scale: 1/8" = 1'-0"

- 1. carport
- 2. pool
- 3. loggia
- 4. living room
- 5. atrium
- 6. dining area
- 7. kitchen
- 8. laundry room
- 9. storage
- 10. mechanical room
- 11. bathroom
- 12. dressing room
- 13. bedroom
- 14. study
- 15. bar

Areas highlighted indicate areas where additions have occurred.

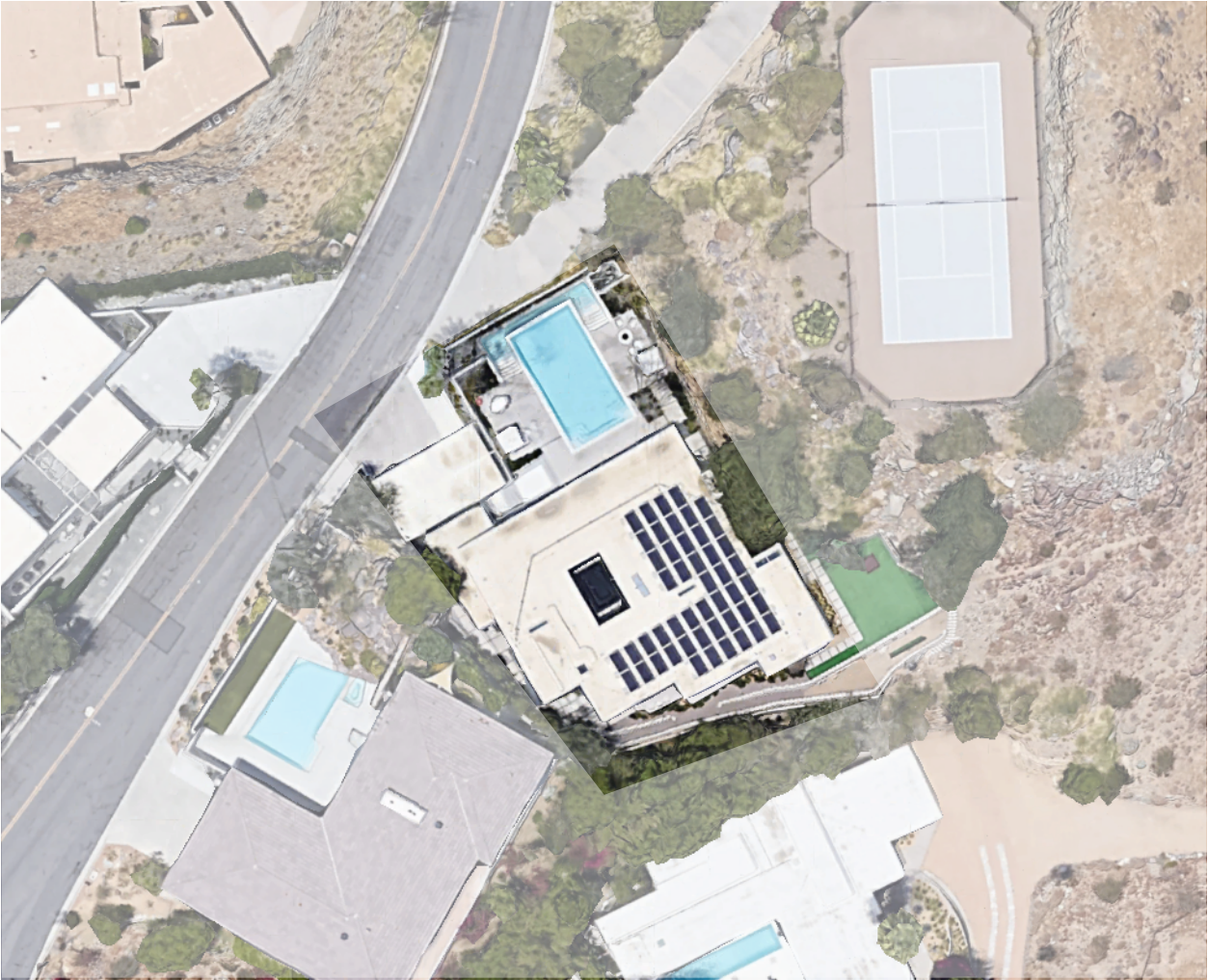


GOLDBERG HOUSE



JANUS
 preservation | design | planning

Appendix III: Aerial Image



Appendix IV: Chain of Title

Owner	Date of Acquisition
David Zipple/Michael Johnson	08/25/2016
US Bank	04/20/2016
Aztek Foreclosure Corporation	03/14/2016
Southridge Property Owners Association	08/28/2018
Schwartz & Fenster Professional Corporation	11/28/2012
Gregg Rapp	01/17/2002
Bruce McKenzie	11/19/2001
Peter McGugan	11/19/1997
Medlinsky Trust	unknown
Stanley Goldberg	unknown
Southridge Development Company	unknown

It's not known when the ownership transferred from the Goldbergs to the Medlinsky Trust.¹ The trust was likely held by the Goldberg's daughter, Jill, and her husband, Harvey Medlinsky, a stage and television director who was once married to Joan Crawford's daughter, Christina Crawford.² The trust sold the house in 1997.

¹ The original deed was not located during the research period.

² "Actress' Daughter Is Wed," Chicago Tribune, May 21, 1966; and Medlinsky, Harvey Marcus. Obituary, Los Angeles Times, June 20-22, 2008.

DATE	PERMIT	PERMIT NO.	OWNER	ARCHITECT-DESIGNER	CONTRACTOR	DESCRIPTION	VALUE	SF	NOTES
1962 Oct 15	Building		Richard Rahn			90 lin ft of 6' high retaining wall			
1962 Nov 15	Building	4992	Richard Rahm		owner contractor	construct 7 room dwelling and carport from steel and stucco; compo. Roof	75,000	3800	Lot 17- lot size 100 x 135 sq ft; carport is 600 sq ft
1962 Nov 27	Plumbing		Southridge Dev Co			2 bathtubs, 5 lavatories, 4 toilets, 3 showers, 2 sinks, 1 automatic washer, 1 dish washer, 1 water piping, 2 water heaters, 6 gas outlets			
1962 Dec 3	Electrical		Southridge Dev Co			temporary service			
1962 Dec 14	Electrical		Southridge Dev Co			outlets, fixtures, 5 fixed appliances			
1962 Dec 15	Building	5130	Southridge Dev Co		owner contractor	error on original permit 4992-- value should have been 110,000 not 75,000	110,000		signed by Richard Rahm
1962 Dec 28	Building		Southridge Dev Co		Rahm	to construct 1 gunite swimming pool	4,000		
1963 Apr 15	Final inspection		Southridge Dev Co			final inspection for building permit 4992 (house construction), electrical, plumbing, sewage			
1963 Apr 16	Plumbing		Southridge Dev Co			1 cesspool, 1 septic tank, 1 sewer piping			
1963 Aug 8	Final inspection		Southridge Dev Co			for pool			
No Date			Southridge Dev Co	William Cody		new construction			signed by Richard Rahm
1966 Jul 28			Stanley Goldberg	Arthur Elrod	George Forman	alteration			
1966 Aug 2	Building		Stanley Goldberg		Geo. Forman	remodel existing dwelling	15,000		
1966 Aug	Plumbing		Stanley Goldberg			added 1 lavatory, 1 sink, 1 water piping			
1968 Aug 27			Stanley Goldberg		G. Forman & Sons	removing a glass door and puttin gin 3/8" thickness glass	6,000		
1968 Sep 9	Electrical		Stanley Goldberg						
1975 May 12	Building		Stanley Goldberg		Dumphy & Dumphy	remove existing covered patio. Add new bath & dressing area. Frame & stucco 9' 6" x 31'; convert 294 sq ft patio to liv area	7500		
1987 Apr 29	Building		Stanley Goldberg		Bob Brown Roofing	re-roof per city specs	8775		
1988 May 21	Final inspection		Stanley Goldberg			re-roof			
2017 May 31*	Building		Michael Johnson		Al Miller & Sons Roofing Inc.	re-roof: replaced existing house and carport roof with new plywood sheeting and 45 mil off-white Fibertite and new off-white edge metal	67,900	6,000	
2017 Jun 26	Building		Michael Johnson		Desert Plumbing Works	water, gas repipe	7,500		
2017 Jul 19	Building		Michael Johnson		Stoker Pools	demo existing pool; replace with new pool, spa and relocate pool equipment	50,000		infinity pool is 22' w and 46" deep with infinity wall and catch basin; includes cantilevered retaining wall
2017 Sep 26	Building		Michael Johnson		Hunt Electrical Contractors	main panel upgrade to 200 Amps, 225 bus	3,000		
2018 Mar 19	Building		Michael Johnson		Champion HVAC	replaced HVAC system with 2 5 ton split system	24,000		
2018 Jun 14	Building		Michael Johnson		ZSolar	solar panel array installation on roof	15,816		
2019 May 20	Building		Michael Johnson	Charles Garland	n/a	install two new windows in existing carport and relocate forced air unit (FAU)	3,000	4500	Job Notes include the following: Shear Walls 1/24/18 and Slider & window at Master 8/29/18
*Since 2017, permit date is date of permit receipt.									

JANUS

robert imboden, associate aia

DATE

20 May 2021

PROJECT

Goldberg House | 2340 Southridge Drive
Class 1 Designation

MEMORANDUM

RE: Addendum to Criterion D [IV] Eligibility

In consideration of the historic significance of the Goldberg House under Criterion D/IV, William Cody's use of the steel frame is important not only within the broader context of Palm Springs modernism, but also as a distinct example of the architect's work.

Due to its low cost and durability in the harsh desert climate, a number of the area's architects had experimented with steel construction as early as the 1930's. In the years following World War II, steel construction began to reemerge in Palm Springs, perhaps most notably with Wexler and Harrison's efforts in producing moderate-cost, prefabricated vacation homes. As architects of the era began emphasizing the building's structure as part of the expressive architectural language, the aesthetic qualities of steel also became more commonplace.

Ultimately however, it was neither the efficiency of modular fabrication, nor the aesthetic qualities of steel that motivated Cody's use of the steel frame in the spacious and bespoke Goldberg House. It was instead the superior spanning capabilities of steel that provided Cody the opportunity to create the expansive and uninterrupted spaces both within and outside the house. Rather than emphasizing the structural steel frame, Cody wrapped the thin frame of the Goldberg House with a taut skin of uninterrupted planar surfaces, a ubiquitous feature of the International Style. The steel frame also afforded large openings to the exterior, glazed with floor-to-ceiling glass. Sheltered by an equally thin roof structure, the end result is somewhat of an abstraction of architecture, which recall Mies van der Rohe's minimalist pavilion-like structures, absent of the subtle tactile quality so often associated with Cody's work.

JANUS

robert imboden, associate aia

Along with other distinguished recipients such as Welton Becket, Craig Ellwood and Eero Saarinen, the American Institute of Steel Construction awarded William Cody an Architectural Award of Excellence (1965) for his design of the J. B. Shamal Residence.

Best regards,

A handwritten signature in black ink, consisting of a stylized 'R' followed by a horizontal line that tapers to the right.

Robert Imboden, Associate, AIA
Principal, JANUS