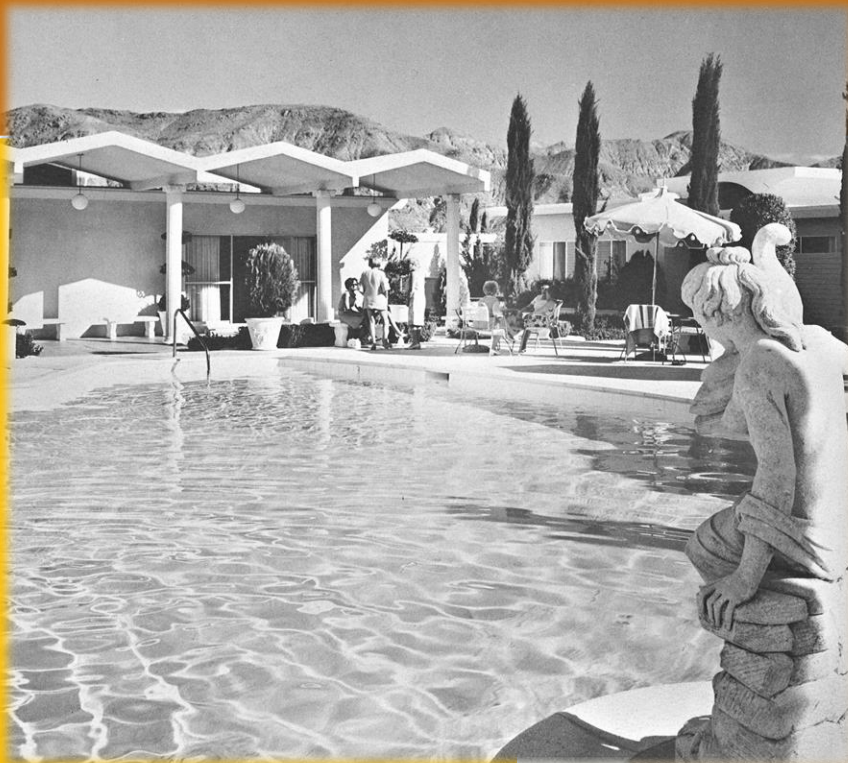


VILLA ROMA GARDEN HOMES

(NOW KNOWN AS VILLA ROMA)

2500 SOUTH SIERRA
MADRE
PALM SPRINGS, CA 92264

NOMINATION APPLICATION
FOR CITY OF PALM SPRINGS
HISTORIC DISTRICT



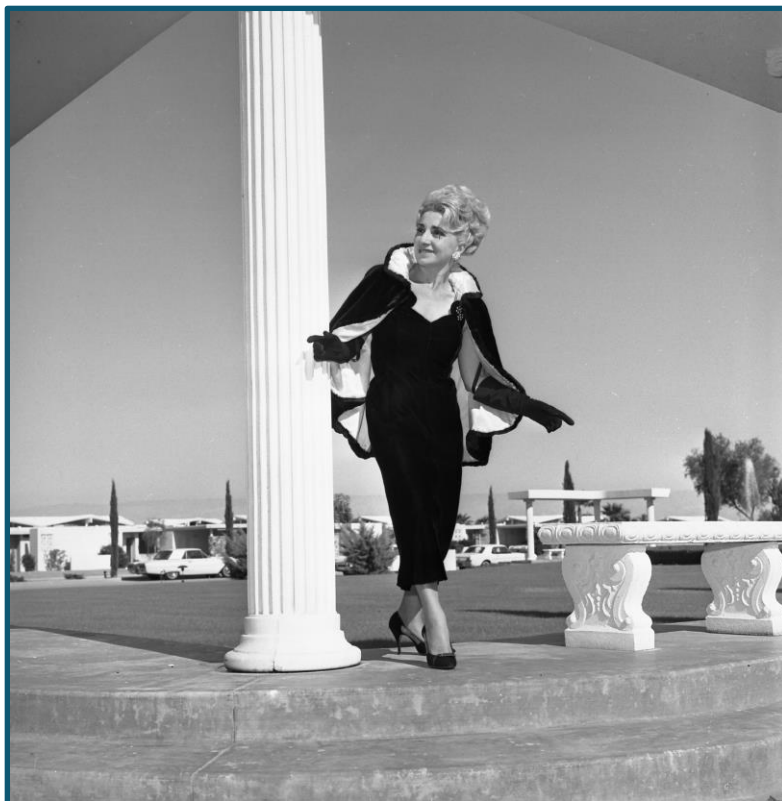
Prepared by
Steve Vaught
For the
Palm Springs
Preservation Foundation
August 2021

ACKNOWLEDGEMENTS

The author gratefully wishes to thank
the following individuals/organizations for
their professional expertise and/or editing assistance:

Barbara and Ron Marshall; Gary Johns; Tracy Conrad; Gerry Ragucci; Jesse McManus; Dan Ary; Tracy Tracton; Eric Scott; Dane Koch; Orange Coast Title Company of Southern California; Ron Duby; Jackie Linares, Palm Springs Department of Building & Safety; Renee Brown, Palm Springs Historical Society; and the members of the Villa Roma Homeowners Association.

And a special thank you to Philip Parks for his invaluable assistance.



Front cover: Villa Roma pool and club house, 1960s, taken from an early sales brochure.
(Courtesy Jesse McManus)

Above: A Marilyn Visel model strikes a stylish pose at Villa Roma. November 20, 1966.
(Courtesy Palm Springs Historical Society)

VILLA ROMA

Historic District Nomination

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INTRODUCTION

The Palm Springs Preservation Foundation (PSPF) is a non-profit organization whose mission is “to educate and promote public awareness of the importance of preserving the historical resources and architecture of the city of Palm Springs and the Coachella Valley area.” Starting in 2008, PSPF has actively lobbied local governments throughout the Coachella Valley to support the creation of historic districts in accordance with their local ordinances. However, due to the foundation’s limited resources, PSPF can only support efforts to create historic districts if there is strong homeowner interest and enthusiasm for such an undertaking. On March 1, 2021, PSPF was notified by the Villa Roma Homeowners Association (HOA) that they had voted to pursue historic district designation. PSPF was provided letters of support indicating that a majority of owners (56 of 69) supported pursuing historic district designation. Copies of these documents (and the photographic survey of the Villa Roma complex) have been provided to the city’s Director of Planning Services on a thumb drive.



Villa Roma has long been known for its community spirit.
(Courtesy Dan Ary)

Prepared by Steve Vaught on behalf of:
Palm Springs Preservation Foundation
1775 East Palm Canyon Drive, Suite 110-195
Palm Springs, CA 92264
760-837-7117
info@pspreservationfoundation.org

EXECUTIVE SUMMARY

SIGNIFICANCE:

Villa Roma Garden Homes (hereinafter referred to as “Villa Roma”) is a 69-unit condominium complex located in south Palm Springs. From the time of its completion in 1964, Villa Roma has stood as one of the area’s best-known landmarks owing to its unique and highly visible Roman-themed design. Behind the over-the-top theatricality of its exterior embellishments, however, lies a skillfully thought-out and well executed modernist condominium community based on the “Garden City” model as adapted to its desert environment. The unusual architectural style of Villa Roma sets it apart from most of its contemporaries, making it a rare Palm Springs symbol of what had been an international fascination with Ancient Rome that reached its peak in the years leading up to Villa Roma’s construction. Additionally, Villa Roma is a significant and largely intact representative of the “leisure lifestyle” type of multi-family dwelling that gained popularity in Palm Springs during the 1960s, and which today embodies the spirit of desert living. Nearly 60 years after its construction, Villa Roma retains the exact same charm and atmosphere which drew its initial residents in the 1960s.

Villa Roma is a fine example of the significant modernist architecture for which Palm Springs is internationally known and should be viewed as a component of the historic trends that define the city’s image as a center of important midcentury architecture (i.e., an historic trend that exemplifies “a particular period of the national, state or local history”).

DESIGNATION CRITERIA:

Villa Roma has been identified as a potential historic resource in the Palm Springs Historic Resource Survey Inventory and Context Statement of 2015 (Final Draft 2018). A brief summary of the evaluation contained in this nomination is as follows: Palm Springs Municipal Code (PSMC) 8.05.020 (a) paragraphs 3, 4 & 5 - Design/Construction: Villa Roma is eligible under the theme of Modern architecture because it possesses numerous distinctive characteristics that make up the modernist style including post-and beam construction, overall horizontality, flat roofs, use of inexpensive mass-produced materials (like concrete block) and man-made materials suitable to the harsh desert environment (including aluminum, glass and concrete), deep eaves (to moderate the solar heat) and an architectural design that blurs the line between the indoors and outdoors. Therefore, for its distinctive characteristics and high artistic values, Villa Roma qualifies as a Historic District under Criteria 3, 4 and 5.

SUMMARY:

This evaluation finds Villa Roma eligible for listing as a Palm Springs Historic District under PSMC 8.05.020 (a) paragraphs 3, 4 & 5 of the local ordinance’s seven criteria (criteria 6 is deemed inapplicable as the various buildings in Villa Roma possess “individual distinction”). Additionally, the buildings in the proposed historic district retain a high degree of architectural integrity.



James K. Schuler (1938-)
(Via Honolulu Star-Bulletin)



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: _____ Palm Springs Preservation Foundation

Applicant's Address: _____ 1775 East Palm Canyon Drive, Suite 110-195, Palm Springs, CA 92264

Site Address: _____ 2500 South Sierra Madre Drive, Palm Springs, CA 92264 APN: _____ 512-120-070-6 (overall)

Phone #: _____ 760-837-7117 Email: _____ info@pspreservationfoundation.org

Zone: _____ GP: _____ Section/Township/Range: _____ Por NE ¼ NW ¼ NW ¼ of Sec 35 / TS4/ R4E

Description of Project:

Villa Roma is a significant, largely intact and very rare Palm Springs example of midcentury modern residential design that was combined with classical Roman-themed elements to create a feeling of historical association. An outstanding model of "garden apartment" design, Villa Roma is significant as one of the early condominium projects that became an important phase in the history and development of Palm Springs.

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: No
(Refer to the Land Status Map under Tribal Resources on the Planning Department home page)

Construction Date: 1964 ☐ Estimated ☒ Actual (denote source, i.e. building permits)

Architect: James K. Schuler & Associates

Original Owner: Villa Roma Development Co. (Dominick Sfregola)

Common/Historic Name of Property: Villa Roma/Villa Roma Garden Homes

Other historic associations: Villa Roma Prestige Garden Homes/Villa Roma Garden Condominiums

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: Midcentury modern with classical Roman embellishments

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

HISTORIC RESOURCE DESIGNATION APPLICATION (CONT.)

Criteria for the Designation of a Class 1 Historic Resource:

Pursuant to the Palm Springs Municipal Code (PSMC) Section 8.05.070(C,1): A site, structure, building, or object may be designated as a Class 1 historic resource or a Contributing Resource in a proposed historic district by the Palm Springs City Council, provided both of the following findings are met. Refer to the US Department of the Interior National Register Bulletin "How to Apply the National Register Criteria for Evaluation" of potentially historic resources for further information.

Provide a written description of how the site qualifies as a historic resource per the following Findings. Please provide answers on a separate sheet or report.

FINDING 1: The site, structure, building or object exhibits exceptional historic significance and meets one or more of the criteria listed below:

- a. The resource is associated with events that have made a meaningful contribution to the nation, state, or community. 1
- b. The resource is associated with the lives of persons who made a meaningful contribution to national, state or local history.
- c. The resource reflects or exemplifies a particular period of national, state or local history.
- d. The resource embodies the distinctive characteristics of a type, period, or method of construction.
- e. The resource presents the work of a master builder, designer, artist, or architect whose individual genius influenced his age, or that possess high artistic value.
- 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.

FINDING 2: 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. Provide a written description for each element as listed: Design; Materials; Workmanship; Location; Setting; Feeling; and Association. 2

Criteria for the Designation of a Class 2 Historic Resource:

Pursuant to the Palm Springs Municipal Code (PSMC) Section 8.05.070(C,1): A site, structure, building, or object may be designated as a Class 2 historic resource or a Contributing Resource in a proposed historic district by the Palm Springs City Council, provided the site, structure, building, or object exhibits significance and meets one or more of the criteria listed in Finding 1 above. A Class 2 historic resource is not required to meet the findings for integrity as described in Finding 2.

Criteria and Findings for Designation of Historic Districts:

In addition to the criteria listed in Finding 1, to be considered for designation as a Historic District, a defined area must:

- a. Contain contributing resources on a majority of the sites within the proposed district which individually meet the criteria in Finding 1. The defined area may include other structures, buildings, or archaeological sites which contribute generally to the overall distinctive character of the area and are related historically or visually by plan or physical development. *Provide a separate list by address and Assessor Parcel Number (APN) for each site/parcel that meets the criteria outlined in Finding 1.*
- b. Identify non-contributing properties or vacant parcels to the extent necessary to establish appropriate, logical or convenient boundaries. *Provide a separate list by address and APN number for each site/parcel within the proposed historic district that is considered non-contributing to the overall historic significance of the historic district.*

1 NOTE: Unlike the National Trust criteria, the City's criterion does not consider "patterns of events". For consideration of "patterns of events", use Criterion "C", reflecting a particular period.

2 NOTE: Refer to the U.S. Department of the Interior Bulletin for "How to Evaluate the Integrity of a Property".

CITY OF PALM SPRINGS

PLANNING DEPARTMENT APPLICATION

HISTORIC RESOURCE DESIGNATION

HISTORIC DISTRICT APPLICATIONS

APPLICANT'S REQUIRED MATERIAL CHECKLIST

The following items must be submitted before a **Historic District** 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 listing main contact person. (1 copy)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• A map of the proposed district boundaries, identifying all potentially contributing resources.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• A list of all Assessor Parcel Numbers (APN), addresses, and ownership within the proposed district boundaries. (1 copy)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Formal Historic District Designation Report:		
The following items shall be included in a Historic Resource Report describing how the district is eligible and appropriate for designation per PSMC 8.05.090.		
• Photographs of all sites within the proposed district boundaries.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Aerial photo of the proposed historic district (from Google Maps or equal).	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Information on the architect, designer, and/or developer.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Date and method of construction. Provide copies of building permits.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Identify the period of significance of the proposed district which the contributing resources collectively represent.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• A detailed assessment of the character defining features describing materials, architectural details/style, landscape elements, or other relevant descriptors of each site believed to be contributing.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Proposed historic district design guidelines, which includes development, and aesthetic standards.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Ownership and address history: ("Chain of Title") for each potentially contributing resource within the proposed district.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Evaluation of the site relative to the Criteria and Findings for Designation of Historic Districts for each potentially contributing resource within the proposed historic district.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Additional Information:		
• Letters demonstrating written support of the proposed historic district from no less than fifty-one (51%) of all property owners within the boundaries of the proposed historic district.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Public Hearing labels per PSZC Section 94.09.00.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Any documentation or research deemed necessary to determine the qualifications of the site, structure, building, or objects within the proposed historic district.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Applicants are encouraged to review the helpful 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/>)).

Statement of Significance

Summary

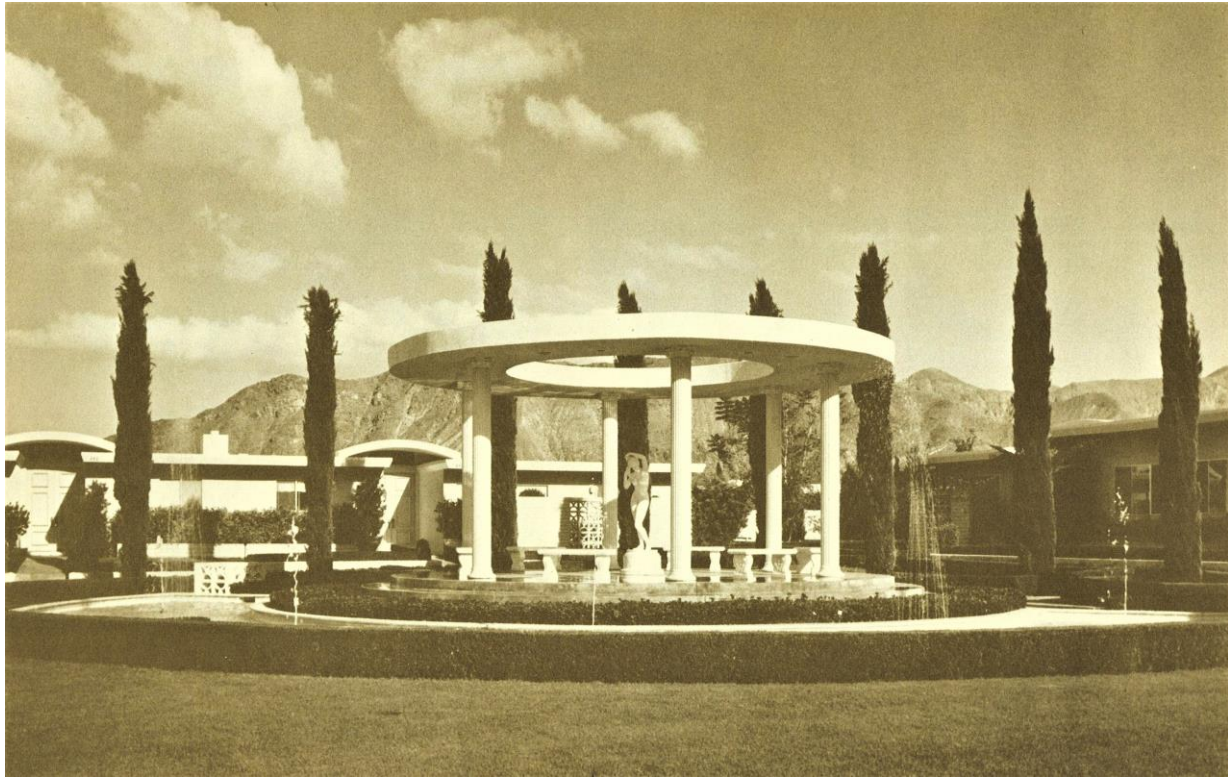
Villa Roma is a 69-unit condominium complex located in south Palm Springs on a 3.92-acre parcel fronted by East Avenida Granada on the north and South Sierra Madre Drive on the west. The southern and eastern boundaries are alleyways. Villa Roma is composed of 20 separate structures, 19 of which are residential. The 20th is given over for community use as the complex's club house. While each of the residential units have their own individual addresses, the general address for Villa Roma is 2500 South Sierra Madre Drive. The Riverside County Assessor gives the build date of 1966, however, the actual completion date appears to be fall 1964 based on advertisements/photographs in *Palm Springs Life*.

Villa Roma is located on Lot 70 of Tract 3048. Each of the units have been assigned their own APNs, however, the overall APN for Villa Roma is 512-120-070-6. Villa Roma is sited on fee-simple land and is located within the boundaries of the Canyon Corridor Neighborhood Association.



(Author Photo. December 2020)

History



Villa Roma's "Temple of Venus," 1960s, with its original Venus.
(Courtesy Jesse McManus)

Villa Roma's origins can be traced back to the Palm Springs General Plan of 1959 and the population boom it sought to address. While the village had been renowned for decades as a haven for relaxation and leisure activities, it was largely a playground for the well-to-do who could either afford private homes of their own or extended stays in luxury resorts. Multi-family dwellings made up only a fraction of residential structures. In fact, as late as 1959, the General Plan noted that only 5.6% of the City's population lived in multi-family residences.

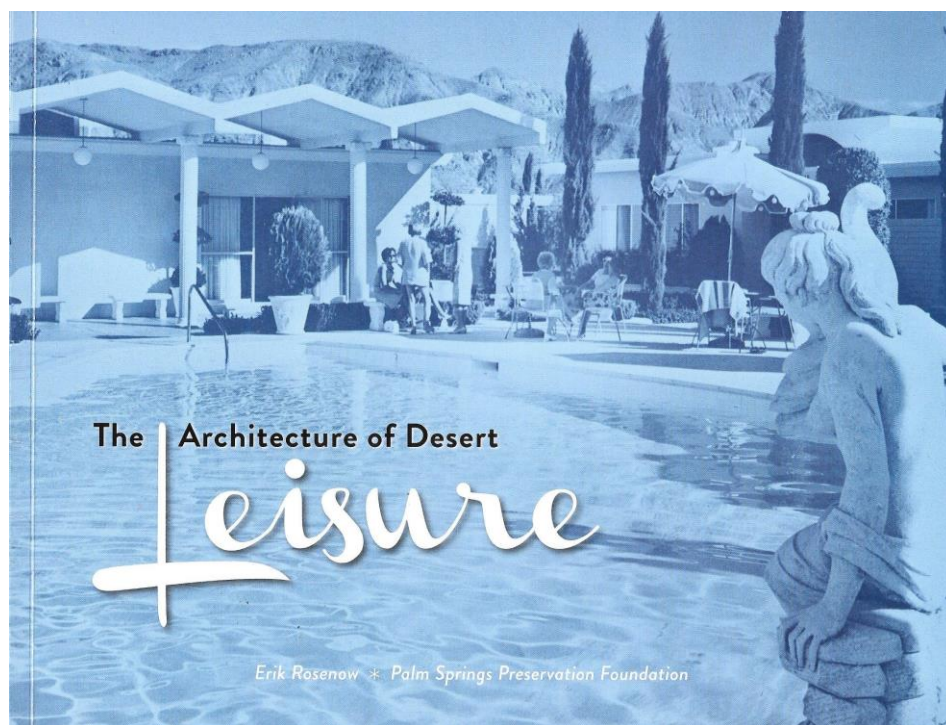
During the 1950s, this was becoming a serious problem as the city struggled to keep up with its growing popularity. According to the General Plan, between the years of 1950 and 1956 alone, the full-time population had jumped a startling 60%, with future growth expected to rise at a rate of 4-5% per annum.

During the booming post-war years, Palm Springs saw itself growing well beyond its original reputation as a vacation resort with an ever-increasing number looking to the village as a permanent or semi-permanent home. Many were empty nesters who wanted to enjoy the benefits a home offered without the responsibilities and expenses that came with it. Others desired low maintenance part time residences, either for a season, or as a weekend getaway. The fact that Palm Springs was easily accessible by

car from the major metropolitan areas of Los Angeles and San Diego made it particularly desirable to those seeking this type of arrangement. Yet, few were currently available.

The City's 1959 General Plan attempted to address this issue by an increase in medium-density zoning in areas where it might be of benefit. Particular focus for this growth was given to the heretofore largely undeveloped area of south Palm Springs. South Palm Springs, noted the report, "is endowed with a beautiful natural environment and a spectacular view which would make it a most unusual and desirable location for apartments, with excellent access to the rest of the City."

The change in zoning had the desired effect and within a year, new multi-family developments were underway or in the planning stages throughout the city. As envisioned, a major area for this development was south Palm Springs, which had the added incentive of the planned Canyon Country Club (1961-65). What followed over the next decade was a remarkable series of modernistic condominiums that have come to embody the "leisure lifestyle" of Palm Springs. The first was the Polynesian-themed Royal Hawaiian Estates (Wexler & Harrison. 1960); followed by Park Imperial South (Barry A. Berkus. 1960); Sandcliff Garden Homes (Sherwin L. Barton. 1960); Canyon View Estates (Palmer & Krisel. 1962); Canyon Country Club Colony (Harry Kelso. 1964); Villa Roma Garden Homes (James K. Schuler. 1964); Country Club Estates (Jones & Emmons. 1965); and Kings Point (William Krisel. 1969).



**The historic "leisure lifestyle" condominiums of south Palm Springs were featured in the 2013 PSPF tribute journal *The Architecture of Desert Leisure* by Erik Rosenow. Villa Roma was chosen to grace the cover.
(Courtesy Palm Springs Preservation Foundation)**

These developments helped to reduce the multi-family housing crunch of the day, but they were not produced in a stopgap manner simply to fill a void quickly and maximize a profit. To the contrary, Villa Roma and its fellow leisure lifestyle condominiums were created efficiently, but with great thought, care and talent. Their developers and designers, which included some of the desert's most notable modernists, sought to produce something that would make noteworthy and lasting additions to the architectural legacy of Palm Springs. Their foresight has withstood the test of time and, to date, three of the developments, Royal Hawaiian Estates; Sandcliff Garden Homes; and Park Imperial South have been honored as Palm Springs' Historic Districts #2, 5 and 6, respectively.

While condominiums are quite common in the Palm Springs of today, Villa Roma and its 1960s contemporaries were part of a vanguard of new multi-family residential construction representing an historic trend in the growth and development of Palm Springs. As author and historian Lawrence Culver noted in his book, *The Frontier of Leisure* (Oxford University Press. 2010), Palm Springs was the first in the state and one of the first resorts in the nation to legalize condominiums as a new form of vacation housing. In fact, its early successes in this vein helped to pave the way for other resorts to follow suit such as Vail and Aspen.

Villa Roma Construction

Plans for Villa Roma Garden Homes were first announced in November of 1963, with an accompanying building permit (B-6281), calling for the construction of 69 2- and 3-bedroom apartments at a cost of \$1,050,000. As the Desert Sun was later to note, Villa Roma proved to be the largest single permit valuation of 1963. Construction appears to have been underway throughout much of 1964 with completion by the fall.

Villa Roma's Developer – Dominick Sfregola

Villa Roma was developed out of Orange County, California under the aegis of the Villa Roma Development Co., Inc., a Santa Ana-based entity controlled by prominent Orange County builder/developer Dominick Sfregola (1922-2008). Sfregola was active throughout Southern California and responsible for numerous commercial buildings and shopping centers from Oxnard to San Diego. One of his best-known developments was the Villa Marina "Boatel" in Oceanside Harbor (1966), a novel enterprise that catered to both motorists and boaters.

In 1965, after successful completion of Villa Roma, Sfregola announced plans to build a sister condominium development on the adjacent property at Avenida Granada and South Palm Canyon Drive. But unlike the low-rise Villa Roma, Sfregola's new venture was to be 10 stories high (later reduced to seven), making it the city's first high rise condominium. The announcement generated a torrent of protest from both local homeowners and others opposed to any kind of high rise in Palm Springs. However, in spite of the vociferous opposition, the project was approved by both the Planning Commission and the City Council. The venture was ultimately undone, not by city or

community action, but rather on problems related to its financing. Had it succeeded, the high rise would have changed the skyline, not just in the immediate area, but would likely have led to others throughout the city. In 1985, the site became the low-rise Canyon Granada condominiums at 255 East Avenida Granada.



Developer Dominick Sfregola proudly stands at the newly-completed Villa Roma. October 1964.
(Courtesy Palm Springs Historical Society)

Villa Roma's Architect – James K. Schuler



A young James K. Schuler from around the time he designed Villa Roma.
([Honolulu Star-Bulletin](#) via newspapers.com)

Although not as well known to Palm Springs, James K. Schuler (1938-) became a major figure in architecture and development in another vacation paradise – Hawaii. Born in Kimberly, British Columbia, Schuler first came to Hawaii with his family while still a child. His father Carl was a successful home builder, later becoming president of the Hawaii Home Builders Association. While it would not be a surprise that Schuler would follow his father into building and design, the route he chose was unusual, causing him to straddle the Pacific throughout much of the 1960s.

After studying at the University of Hawaii where he won an award from the American Institute of Architect's Hawaii chapter, Schuler went to the mainland, completing his architectural training at the University of Utah. Upon graduation, he settled in the Buena Park area of Orange County. Within a few years, he had established his own architectural firm, James K. Schuler & Associates, which specialized in apartment and condominium construction. One of his first known commissions was the Jolly Roger Apartments in Paramount (1964). While the Jolly Roger was a fairly straightforward midcentury modern design, Schuler's subsequent Southern California work explored the possibilities of combining period styles with modern architecture. His best-known effort in this vein was the Roman-themed Villa Roma (1964), but he also worked in a Hawaiian feel at the Arches Apartments in Anaheim (1967), as well as variations of Spanish as with the Newport Plaza commercial center in Tustin (1967), and the Belinda Apartments (1967) and Villa Arms (1971), both located in Anaheim. His largest known Southern California design was 1971's Parkside development in Fullerton (today known as Uptown Fullerton Apartment Homes), a 403-unit apartment complex stretched out over 19.5 acres. As he had with Villa Roma and elsewhere, Schuler arranged the units into separate structures, surrounded by greenery and pathways, allowing the apartments to have a more open feeling. A centrally placed swimming pool (or as in Parkside's case, 4 pools) was always a feature of Schuler's designs.

Yet, all the while Schuler was making a name for himself as an architect in Southern California, he was also rising to prominence in the building and development industry 2,500 miles away, in Hawaii. How he managed to accomplish this simultaneous feat is not clear, but in 1967 he was appointed manager of Drafting and Design for the venerable Honolulu-based building firm of Lewers & Cooke. In 1970, he was named Vice President and General Manager of the Shelter Corp., another builder/developer, and within two years he was its president. By 1973, Schuler had closed up his offices in California and reopened James K. Schuler & Associates in Hawaii, where it would focus on larger-scale home and multi-family developments.

Schuler & Associates specialized in quality affordable housing, which proved to be a successful formula. In 1988, Schuler incorporated a second company, Schuler Homes, Inc., which, by 2001, had grown to become one of Hawaii's largest residential developers of both single family and multi-family dwellings. Schuler Homes was responsible for thousands of homes and condominium projects across Oahu, Maui, Kauai, and the Big Island. Although principally focused on Hawaii, Schuler Homes expanded its range after going public in 1992 with operations in California, Colorado, Arizona, Washington and Oregon. In 2001, Schuler Homes was acquired by Texas-based D.B. Horton, Inc., for \$1.2 billion, creating the nation's second-largest home builder.

Schuler retired from active business in the early 2000s, but has remained a powerful force in philanthropy, donating millions to various worthy causes through the Schuler Family Foundation.

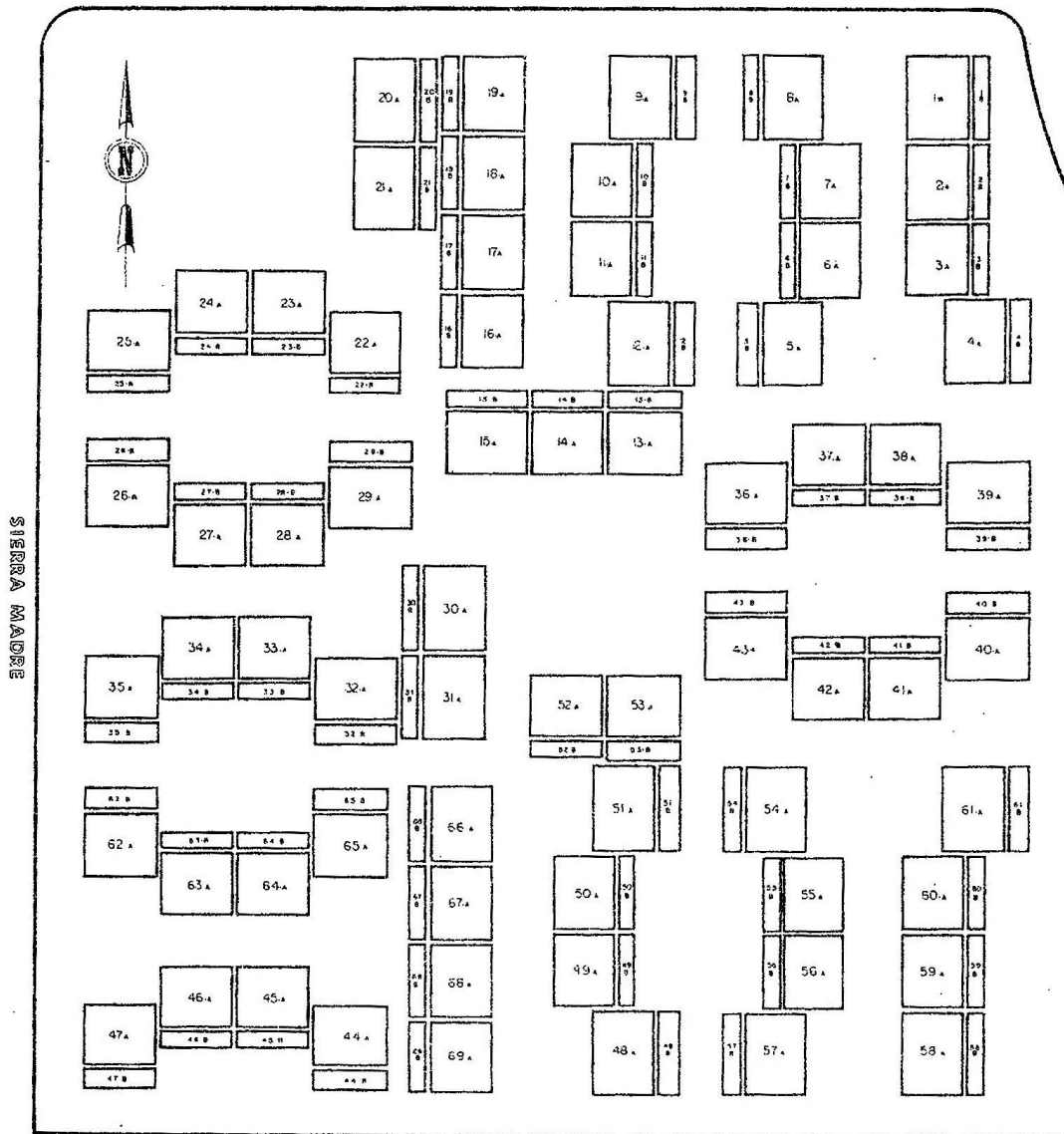
Villa Roma Architecture – Classic Garden Apartment Design

Schuler's first challenge in the planning and design of Villa Roma was to balance the developer's desire for maximum profitability with as much open space as possible, allowing each unit to be in a garden setting. After a careful study of the lot, Schuler calculated that he could create a compound of 69 residential units, which would be broken up into 19 separate structures, (plus a separate club house), ranging from 2-4 units each. The vast majority of these, 15, would be 4-unit structures, with three configured as duplexes and one as a triplex.

Schuler avoided the feel of uniformity by splitting the orientation of the structures roughly in half between those on north-south axes and those running east-west. On most of the 4-unit structures, Schuler staggered the end units to not only visually break up the monotony of the massing, but to add to the open feeling both inside and out. Schuler used the structures' asymmetrical placements and the staggered setbacks as an opportunity to create small courtyards, each with their own focal point, usually a mature olive tree or other large planting.

VILLA ROMA

AVENIDA GRANADA



A vintage plan of Villa Roma (minus the club house) showing how Schuler arranged the different structures/units. Note how the architect staggered some of the end units to create courtyards.
(Courtesy Jesse McManus)

Schuler further sought to create privacy and a sheltering atmosphere by ensuring residence entrances faced inward and not onto the street. The only exception to this were the units on the northwest portion of the property, but even these were buffered by the extensive green space of the Temple Garden and the stunning mountain backdrop beyond.



A view of Villa Roma units arranged around a garden court.
(Author photo. December 2020)

Schuler carefully arranged for the complex's parking to be convenient yet discreetly hidden behind the units through a series of motor courts. In the very center of Villa Roma, Schuler created the "heart" of the complex with its swimming pool, spa and community building.

While the plan is ordered with everything solidly in either north-south or east-west axes, the overall feeling from within is that of a small village that developed in stages rather than a modern condominium complex. The asymmetrically placed structures, pathways, and the different courtyards, allows the Villa Roma to unfold a little at a time, enhancing its charm and highlighting the cleverness of its design.

In producing his plans for Villa Roma, Schuler created a classic garden apartment design of the type that had gained popularity across the country, and in Southern California in particular, in the years leading up to and following World War II. The philosophy behind such apartments had its origins in the 19th century "Garden City" movement, which sought to harmonize the relationship between indoor and outdoor spaces.

Schuler's design is a textbook of the style including most all of its character defining features such as:

- Three acres in size or greater
- Low-slung buildings, rarely exceeding two stories in height
- Elimination of common interior corridors
- Repetition of nearly identical building models throughout the plan
- Primary building entrances face common courtyards rather than the street
- Parking at the perimeter of the site plan
- Recreational amenities planned to help foster community
- Variety of landscape used to delineate outdoor "rooms"
- One or more large open spaces, or greens, located at the interior of the site plan, around which buildings are arranged

Villa Roma Architecture – Midcentury Modern with a Roman Accent

During the 1950s and 1960s, there was a notable fascination with Ancient Rome, its history, culture and architecture, particularly in the years immediately leading up to Villa Roma's construction. A number of factors influenced this interest beginning with American servicemen who fought in the Italian campaign during World War II and who saw the beauty of Italy and its Roman-era antiquities firsthand. There was also the resumption of archeological digs at Pompeii and Herculaneum, which continually sparked the collective imagination with each new discovery. And there were the 1960 Summer Olympic Games held in the Eternal City, the very first to be televised in North America. The broadcasts were a huge ratings success and only added to the appeal and interest in Rome and its incomparable history.

But the most important influence on the public's imagination for Ancient Rome came from Hollywood. During the 1950s and early 1960s, Hollywood produced a series of films and television programs that highlighted and romanticized the glory of Ancient Rome for an enthusiastic public in what were dubbed colloquially as "Sword and Sandal" epics. A sample includes *Quo Vadis* (1951); *The Robe* (1953); *Julius Caesar* (1953); *The Silver Chalice* (1954); *Ben-Hur* (1959); *The Last Days of Pompeii* (1959); *Spartacus* (1960); *Barabbas* (1961); *Cleopatra* (1963) and *The Fall of the Roman Empire* (1964); among numerous others. Ancient Rome was such a popular subject during the period it even got the comedy treatment with *A Funny Thing Happened on the Way to the Forum* (1966).



Mt. San Jacinto as seen from the Villa Roma Club House.
(Author photo. December 2020)

By the time of Villa Roma's planning, a romanticized image of all things Ancient Roman was firmly implanted in the public psyche, with its associations of glamour, glory, timeless architecture, and opulence. Therefore, it seemed a natural progression that this fascination would spill over into architecture and interior design. Throughout the country, examples of Roman-themed structures began to spring up in a variety of types from apartments, hotels, motels, theaters, restaurants, bars and health clubs. This trend even reached Palm Springs with at least two noteworthy pre-Villa Roma examples being the Morrill/Hearst Residence (James H. McNaughton. 1962) in Little Tuscany, and the Pompeii de Las Palmas apartments (1964), which today has been honored as Palm Springs Historic District #4.

Yet, there was almost no attempt to actually recreate authentic Roman building styles as had been the case with other period revivals. Rather, this was a "Hollywood" type of phenomenon with Roman-inspired elements such as columns and statuary attached superficially to otherwise contemporary designs. No better example of this could be found than Caesars Palace hotel and casino in Las Vegas, Nevada which began construction in 1962 and went on to become one of the most important and best-known casinos in the world.

In describing the style of Caesars, architectural historian and author Alan Hess stated "Caesars Palace needed only a sumptuous array of Classical statuary and a host of marble-white columns to establish its theme. The visitor's imagination, in league with well-placed publicity, filled in the opulence." Hess' description perfectly sums up the style not only of Caesars itself, but of other Hollywood Roman designs including Villa Roma.

In approaching his design for Villa Roma, Schuler used the same type of superficial embellishments as others were doing to create a suggestion in the viewer's mind of Rome and its positive associations. Nowhere is this more in evidence than in the showy and theatrical Temple Garden used to set the tone for the entire development with its pseudo-Roman temple bookended on the northeast and southwest portion by columned "ruins" with steps and marble benches.



Dominick Sfregola (R) shows off the Villa Roma's original Venus. October 1964.
(Courtesy Palm Springs Historical Society)

The eye-catching Temple of Venus is not only the architectural highlight of the garden, it is the most overtly impressive visual feature of the entire complex. While no serious attempt was made to authentically replicate any actual Roman precedents, Schuler's ersatz Temple of Venus is composed of readily identifiable Roman imagery including ionic columns, benches, decorative pool and fountains, and, of course, Venus herself. While the original statue was stolen in the 1970s and never recovered, vintage images show a thoroughly modern-looking goddess updated for 1960s standards, a midcentury modern Venus if there could be such a thing. The current replacement, a copy after the Canova Venus, makes a more traditional statement.



Today's Venus.
(Author photo. December 2020)

The expansive Temple Garden provided not only visual interest it also served as a functional part of the complex, giving residents their own park with a large grassy pad, cooling fountains and multiple benches from which to contemplate the beautiful mountain vistas.

Villa Roma Architecture – the Individual Units



A typical Villa Roma unit showing original windows, double door, and light fixture. Note the variation in roof height, one of a number of ways Schuler minimized a box-like appearance.
(Author photo. December 2020)

Schuler may have felt that the over-the-top iconography of the Temple Garden had well enough established the complex's Roman theme so he need not hammer the point home any further in the design of the individual units. In fact, Schuler barely references classical precedents in the exteriors of the units themselves other than a pair of ionic pilasters discreetly, if not somewhat self-consciously, bracketing the ends of each structure. If the pilasters were to be deleted from the equation, what remains is a well-planned, thoroughly modern midcentury residential design, which exhibits virtually all the hallmarks of Desert Modern architecture.

While Villa Roma's overall construction budget of \$1,050,000 made it the largest Palm Springs permit valuation of 1963, it left Schuler with a tight margin with which to work when broken down on a per-unit basis. Midcentury garden apartments, however, were by their very concept, intended to be produced using inexpensive materials, minimal ornamentation, and efficiency of design. It is how an architect or builder worked within these confines that determines the success or failure of its final design. Therefore, considering the limited parameters he had to work with, it is interesting to note how much Schuler was able to achieve in his design of Villa Roma.

Massing

Schuler began with the most basic of architectural forms, the cube, which comprised the shape of each of the individual units, whether they be of 2- or 3-bedroom configurations. As noted earlier, the architect arranged these cubes into 19 semi-detached structures of two, three, and four units each. And, as noted earlier, he broke up the monolithic massing of most of the 4-unit structures by staggering the end units either forward or back from the central two, which opened up space and gave more room for windows. This also created small courtyards when matching structures were mirrored with each other. Structures were divided almost evenly between those on a north-south axis and those on an east-west axis.



Typical Villa Roma court arrangement. Note rooflines and differences in entry roofs.
(Author Photo. December 2020)

Rooflines and Entries

Although the roofs were flat, Schuler variegated their heights and further broke up the appearance of a cube by creating recessed entryways for each unit. This achieved the effect of creating both a psychological as well as physical progression from the outside world into the privacy of the unit itself. On the inside, Schuler raised the height of the

entry to increase the feeling of spaciousness as one entered the unit and filled it with light through the use of large clerestory windows placed above the doorframe. Schuler sought to further individualize each structure in the design of the roof placed over the raised entryways. On some, he used a convex form, gracefully curving over the clerestory, or he placed a low peak over the entry. On still others, he chose a bold platform, curving outwards to form the base of the rooftop “pedestal.” With each style, Schuler made certain that the designs projected forward to create sun-shading eaves for the clerestory windows.



Villa Roma unit showing raised “platform” style of roof above entry. Note eaves, variegated roof heights, recessed entry, clerestory windows, carriage entry light and “Sprite” screen block wall, all typical original design features. Windows are vinyl-type replacements.

(Author Photo. April 2021)

Eaves

Eaves were added to both the front and rear of each unit as sun protection. At the rear, the eaves extend 5-feet to serve as roofs for the private patios, which were a feature of all Villa Roma units. Beyond the solid portions, Schuler added slatted sections to prevent the patios from becoming too dark.

Walls

The Villa Roma's residential units were frame constructed and sheathed in plain stucco. Schuler added interest and variety by sheathing the side walls in textured slump stone blocks. Care was taken in that the vertical block lines were only lightly visible while the horizontal lines were more deeply scored. The same effect was used on the fireplace chimneys, all of which was intended to emphasize the horizontality of the design.



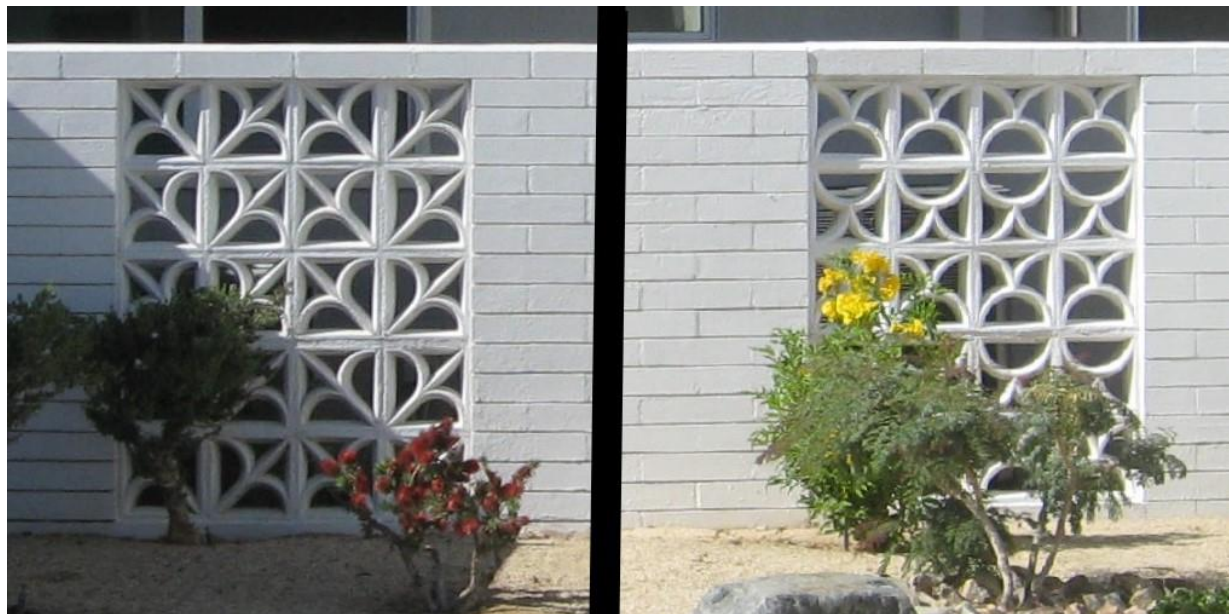
View demonstrating how Schuler used concrete block to achieve different visual effects.
(Author Photo. December 2020)

Concrete and Screen Block

Schuler used this same type of horizontally-scored block in the creation of low planting beds in front of the units as well as for the free-standing walls used to conceal the complex's individual air conditioning systems. Schuler brought an artistic touch to these otherwise utilitarian walls by piercing them in the center with screens of either "SUNarc" or "Sprite" pattern concrete blocks produced by General Concrete Products, Inc. As was the case on other elements, there were different iterations of the concrete walls and the block additions to ensure variety.



The Sprite and SUNarc patterns as seen in the 2018 book *Concrete Screen Block: The Power of Pattern* by Ron and Barbara Marshall.
 (Courtesy Palm Springs Preservation Foundation)



Examples of Sprite and SUNarc blocks in use at Villa Roma.
 (Author photo. December 2020)

However, this was only one of three different types of concrete walls employed by the architect at Villa Roma. He also used smooth-surfaced square block walls in certain areas, particularly for the carports and for some of the patios. Lastly, he used split-face blocks as patio walls and as perimeter walls around the edges of the property as well as anchors for the signage at the front of the complex.



Note the four types of blocks used by Schuler to inexpensively yet effectively give variety using the same base material.
(Author Photo. December 2020)

Doors and Windows

Schuler wanted the entry to each unit to set the tone for what was to come so he created a grand entrance with oversized wood-slab double paneled doors surmounted by clerestory windows and artistic roof covering. The recessed step-up entryways were paved in terrazzo and illuminated by one of several different decorative lamps that ranged from amber crackle-glazed globes to nickel-plated carriage lamps. On the rear patios, sliding glass “Glide” brand doors were utilized.

Windows were chosen with narrow aluminum frames to give as much of an uninterrupted view as possible. Schuler appears to have intentionally avoided giving the windows any special treatment that might draw attention to them, preferring the simple expanse of the glass panes to avoid distracting from the views.

Patios

Each Villa Roma unit had its own private patio, walled on the exterior by concrete blocks and shaded by eaves. Schuler chose simple circular metal poles to support the patio roofs. A gate was added in the outer walls to allow access to and from the adjacent carports. Originally, these gates were in the same style as the front doors, wooden core with paneled accents. Over time, most of these have been replaced by metal security gates. An original feature of each patio was its own built-in gas grill with permanent briquettes.



Example of a typical Villa Roma patio. Note gate accessing adjacent carport.
(Courtesy Jesse McManus)



Carports



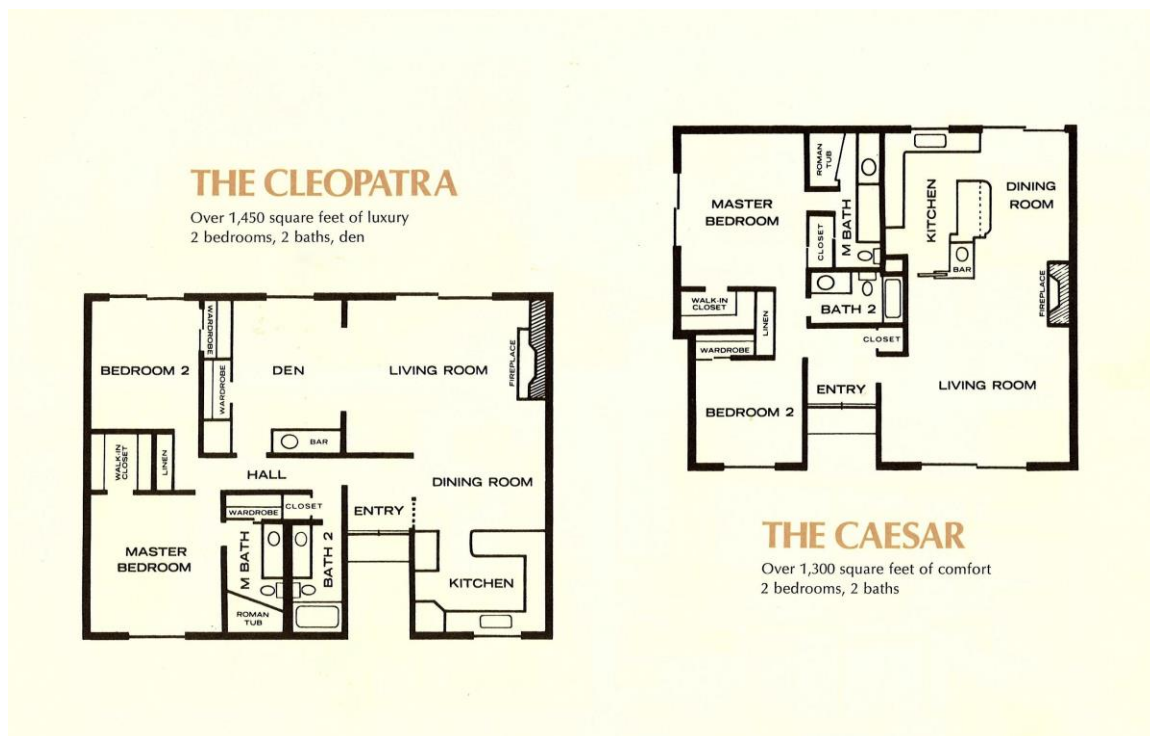
Example of a Villa Roma carport. Note treatment of patio walls and carport roof details. Pavers visible in lower-left were added in 2016, replacing original asphalt.
(Author Photo. December 2020)

Adhering to classic garden apartment design, Schuler arranged for parking at Villa Roma to be discreetly hidden away yet readily accessible to each unit. He achieved this by arranging parking to be accessed either through alleyways running behind the complex or five motor courts positioned at the rear of certain structural groupings. While the carports were purely utilitarian, Schuler nonetheless gave them careful treatment, tying them visually to the main structures by using the same style of circular pipe supporting pillars as he had with the patio roofs. Carport area walls were made of simple but attractive smooth concrete block squares, which made a pleasing contrast against the rougher look of the slump stone patio wall blocks. While the carport motor courts all had ready pedestrian access to and from the main complex, Schuler screened them from view with concrete block walls. It should be noted that none of the carports at Villa Roma have been converted to garages, which is a rarity in complexes of similar vintage.

Interior Design



**Views showing some of Villa Roma's original 1964
interior decoration by W & J Sloane.
(Courtesy Jesse McManus)**



Floor plans of Villa Roma showing the two types of available units – the “Caesar” and the “Cleopatra.”
(Courtesy Jesse McManus)

For Villa Roma, Schuler created two types of residential units from which buyers could choose. These were whimsically dubbed “Caesar” and “Cleopatra” units, no doubt a very timely reference to the recent Elizabeth Taylor/Richard Burton mega-production still in the news and still playing in some outlying theaters. The majority of Villa Roma’s units were Caesars with two bedrooms and two baths. Per the Riverside County Assessor, there were 39 Caesar units with 1,379 sq. ft. of space, and a further two that comprised 1,339 sq. ft. The 28 Cleopatra units were larger, with two bedrooms and two baths, but also had the addition of a convertible den space that could be used as a third bedroom. The Cleopatra units were 1,542 sq. ft.

From a structural standpoint, Schuler provided a double wall between the units to aid in soundproofing. But beyond the technical, the units were fitted out with all the latest features the discriminating 1960s desert dweller could ask for. Not only was each unit provided with its own wood-burning fireplace, they were all dramatically faced in imported marble slabs running from hearth to ceiling. And in a nod to the Roman theme, each master bath was fitted out with a sunken tiled “Roman tub.” The kitchens were equipped with the latest G.E. appliances with black walnut cabinets and Formica counter tops.

Community Features

To the 19 residential units of Villa Roma, Schuler added a 20th – a community club house, which was appropriately built at the center of the complex and facing the enormous pool, which had been built and designed by Tahitian Pools of Santa Ana at a cost of \$12,000. Also included was a Swirlpool® spa tub just west of the main pool.



Club House colonnade with its Caesar-Meets-Wexler look.
(Author Photo. December 2020)

Schuler's design of the community building was intended to be complementary yet distinctive from the residential structures. And distinctive it was. Perhaps nowhere else in the world could be found the singularly-unique community building colonnade, which combined a midcentury modern folded plate roof with classic ionic columns, a bizarre juxtaposition of styles that somehow works in the context of the overall development.

Advertisements from the 1960s also state that Villa Roma's amenities included a putting green and shuffleboard court. The precise location of these lost features has not been determined.



Aerial of pool showing its unique mid-century shape.
(Courtesy Jesse McManus)



Overview of pool and Swirlpool tub.
(Courtesy Jesse McManus)

Landscape Architecture and Design

As noted elsewhere, Villa Roma was created in a classic garden apartment design with multiple structures placed across landscaped grounds. As with the buildings themselves, the landscape design appears to have been carefully considered and laid out to provide the maximum appeal for Villa Roma residents. The expansive Temple Garden, which takes up the northwestern portion of the development, may provide the most overt visual cues to the complex's Roman theme, but it is continued elsewhere, albeit more subtly in the placement of statuary, benches and a series of decorative planters, some of which are emblazoned in Roman motifs and a large "VR." Early promotional brochures touted that the statuary and other architectural elements had been "culled from the distant corners of the earth." While those distant corners may have actually been somewhere in Orange County, the romantic illusion they provided was all that was necessary to establish the desired feeling. Today, there are numerous vintage benches and planters on the Villa Roma grounds.

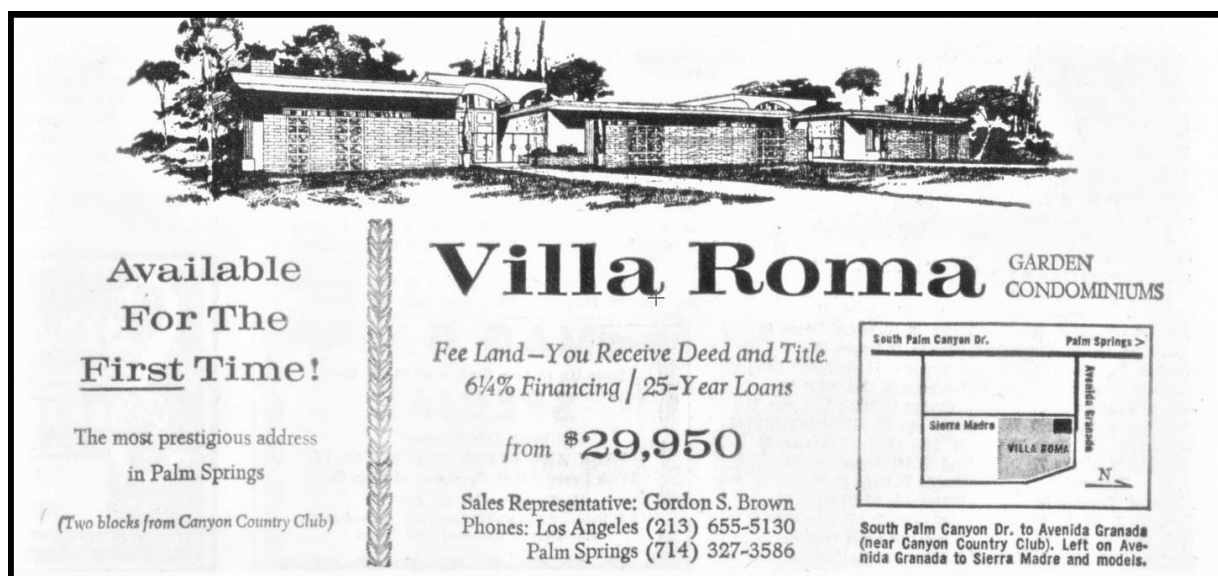


Villa Roma's landscaping reflects a blend of original and later plantings.
(Author Photo. December 2020)

The landscape itself added to the effect with the placement of mature olive trees, hedges, Italian cypresses, palm trees and other Mediterranean-type plantings, at various points throughout the property. The cypress trees have not survived but the olive and palm trees have. As for the original grass lawns surrounding Villa Roma, the current program has been to swap out the water-intensive grass for more desert appropriate plantings. This is a process that is ongoing. However, certain sections will retain the original grass lawn.

Post Construction

Although Villa Roma was originally announced as a condominium project, it initially opened as apartments, offering leases to Palm Springs' "finest homes at the desert's most exclusive address." The leasing terms were intended to be attractive to both seasonal and full-time residents who were looking for "luxurious carefree" living that was "secluded" yet "close to everything." Renters could also choose to have their units furnished or unfurnished and "with or without complete services." Rental rates started at \$400 a month and up for what was declared to be "PALM SPRINGS' GREATEST VALUE!!!"



Available For The First Time!

The most prestigious address in Palm Springs
(Two blocks from Canyon Country Club)

Villa Roma GARDEN CONDOMINIUMS

Fee Land—You Receive Deed and Title
6 1/4% Financing / 25-Year Loans

from **\$29,950**

Sales Representative: Gordon S. Brown
Phones: Los Angeles (213) 655-5130
Palm Springs (714) 327-3586

South Palm Canyon Dr. to Avenida Granada (near Canyon Country Club). Left on Avenida Granada to Sierra Madre and models.

One of the many advertisements used to market Villa Roma in the Desert Sun during the 1960s.
(Desert Sun via newspapers.com)

Villa Roma's media blitz included advertisements and press releases to Southern California newspapers, magazine and television outlets. Naturally, the hometown Desert Sun was the most engaged, printing alluring photos, both exterior and interior of the complex, and gushing that it was a "Roman Holiday Everyday" at Villa Roma. Special attention was given to descriptions of the interiors, which had been decorated by the venerable firm of W & J Sloane, along with the ultra-modern kitchen facilities, wet bars, Italian marble fireplaces, Roman master baths, built-in patio barbeques, and, of course, the unique architectural and landscape design. "Our lovely garden condominiums ringed by rich Romanesque landscaping," stated Villa Roma's marketing

director Gordon Brown, “reflects the decision of many people – not only in Southern California – but from various parts of the United States, to make this architectural landmark their permanent home.”

While the initial advertisements were pushing it as a rental property, just a few months later, in April 1965, there began appearing new ads describing Villa Roma as condominiums with prices starting at \$32,500. Yet, simultaneously, ads continued running for rentals. This may have been the developer’s strategy all along, to start with rentals and gradually phase them out as units were sold. By the end of 1966, all lease ads had ended and Villa Roma was now being marketed exclusively as condos for \$29,500 and up. Ads were clear to emphasize that Villa Roma was on fee-simple land and not part of any Indian leasehold.



Two elegantly dressed ladies pose by the Villa Roma pool. 1966.
(Courtesy Palm Springs Historical Society)

Villa Roma was marketed during this time as part of the “Villa Series” of three condominium projects. The others were the Villa Riviera at East Ramon Road and Sunrise Way and the Garden Villa (Sandcliff Garden Homes) at 1800 Barona Road. The three properties do not appear to have any connection from an architectural or developer standpoint other than the shared “Villa” names. Villa Roma was marketed throughout the late 1960s as part of this series.

Villa Roma’s mass marketing appears to have worked with the Desert Sun reporting the complex was enjoying a “sales boom” in early 1967. The newspaper also reported the complex’s occupants hailed from such diverse spots as “Canada, Wisconsin, Michigan, Illinois, Utah, Missouri, Holland, Ohio and all parts of California.” Swank social events at Villa Roma began appearing in the local society columns including one 1967 “almost” attended by Joan Crawford. Unfortunately, she had to pull out to fly to New York and film an episode of *The Man From U.N.C.L.E.*

Over the ensuing decades, Villa Roma has remained remarkably intact, both in its physical attributes and in the community spirit of its residents who consider themselves all to be, in the words of one longtime resident, “part of the Villa Roma family.” From the very beginning, the Villa Roma club house has been the site of regular gatherings for holidays, birthdays, family reunions, anniversaries, and community meetings. Villa Roma has had a high ratio of longtime residents. One such resident, Tracy Tracton, has been at the complex since the 1960s. “It’s still just the same,” she states, “You can’t find this atmosphere anywhere else. It’s truly a special place.”



Villa Roma residents enjoy a party at the Temple of Venus. 2017.
(Courtesy Dan Ary)

A tangible example of the spirit of Villa Roma among its residents was the restoration of “Venus” in the Temple Garden. Once the signature of the complex, the original Venus statue was stolen during the 1970s and not recovered. In 2013, the Villa Roma HOA, with the help of a grant from the Palm Springs Preservation Foundation, was able to purchase a new Venus and place her in the temple structure where her lost predecessor once stood. The unveiling was attended by more than 100 people, both Villa Roma residents as well as guests of PSPF’s Leisure Life Weekend event of which Villa Roma was a featured property.



A modest Venus awaits her elevation to stardom at Villa Roma. 2013.
(Courtesy Palm Springs Preservation Foundation)

Even more recently, in 2021, Villa Roma residents again banded together to restore another statue, this one by the pool, which had been vandalized. Through the efforts of the HOA, the statue, an original 1964 feature of Villa Roma, has been restored to its original condition.

Changes and Alterations at Villa Roma

After nearly 60 years of continual use, Villa Roma has managed to maintain a remarkably high degree of integrity, appearing much as it has when it first opened in 1964. Inevitably, some alterations have occurred, mostly in the windows, which have been swapped out by later homeowners for more energy efficient designs. New windows have been placed within the dimensions of the original window openings, be they aluminum-framed, fiberglass or vinyl type, the three types of replacement windows allowed by Villa Roma’s architectural guidelines.

The most notable outlier has been the addition of a panel of glass block windows on the facades of six of the 69 units. While largely hidden behind the concrete block walls in front of the units or on the back patios, these windows do not appear to be an original feature, and are of more recent vintage.

There also appear to have been some changes to the entryway lamps on some of the units. While it has not been possible to verify with complete certainty, it appears there were at least three lamp styles used to give added variety to the various units by James K. Schuler in 1964. One verifiable type is an amber-glass globe type, while another appears to be brushed nickel.

As earlier noted, certain changes are underway with the overall landscaping scheme to allow for more sustainable plantings. Certain sections of the original grass, however, will remain. Based on comparisons with period photographs, the main landscaping features of olive, palm trees and hedges remain. Cypress trees, however, have not survived.

Permit History

A full accounting of permits related to Villa Roma was not conducted owing to the extensive nature of the various permits generated over the course of six decades. However, the Palm Springs Department of Building & Safety was able to pull permits related to the complex's initial construction and a few of a later date:

Permit #	Date	Description
B-6281	11/21/1963	Overall complex construction/69 units
B-6379	12/21/1963	Grade/level site
B-3895	01/03/1964	Plumbing
A-66	01/09/1964	Electrical
A-4113	01/17/1964	Sewer
A-4151	01/31/1964	Sewer
A-123	02/14/1964	Electrical
B-6726	04/06/1964	Carports
B-6845	05/08/1964	Swimming pool/Spa
A-1071	03/02/1965	Electrical
A-7783	05/28/1975	Electrical
B-0884	08/03/1979	Re-roofing
B-22044	12/02/1991	Re-roofing
B-22084	01/10/1992	Re-roofing

Character Defining Features of Villa Roma

Villa Roma is an exceptional example of midcentury modern design and a very rare example of modern design integrated with classical elements.

Contributing Elements

- Classic midcentury modern design emphasizing horizontal massing, flat rooflines, overhanging eaves, minimal exterior detailing, cost-efficient construction materials including concrete blocks (e.g., split-face block, slump stone, and screen block), aluminum, and glass.
- 19 residential unit structures composed of combinations of 2-, 3-, and 4-unit versions.
- Original Roman-themed architectural elements, most notably a Temple of Venus (at East Avenida Granada and South Sierra Madre), ringed by ionic columns and surmounted by a circular roof pierced by a large oculus, and fronted by a semi-circular reflecting pool with fountains (excluding the 2013 replacement Venus at the Temple of Venus).
- Temple “ruins” with ionic columns located at the northeast and southwest portion of the Temple of Venus lawn area.
- Original statuary (at swimming pool and in front of 447 Avenida Granada. It is recommended the statuary be considered Contributing Elements under the category of “objects.”)
- Original benches. Over time, a few bench seats (i.e., tops) appear to have been replaced with a simpler design. It is recommended the benches be considered Contributing Elements under the category of “objects.”)
- Original planters which came in two designs (i.e., “VR” and chariot). It is recommended the planters be considered Contributing Elements under the category of “objects.”)
- Original neighborhood monument signs at South Sierra Madre Drive and Avenida Granada. (Concrete block base and metal surround are original. Plastic signage appears to be a later vintage.)
- Club house and club house colonnade with singularly-unique folded-plate roof supported by ionic columns.
- Original 1964 swimming pool and adjacent “Swirlpool” spa.
- Extensive garden spaces and pathways including original landscape features of mature olive and palm trees, original hedging
- Original carports
- Unique elevated rooflines above recessed entries, double paneled slab doors, and clerestory windows

Non-Contributing Elements

- Pool fencing, which has been required by law for safety purposes.
- Recent desert landscaping
- Glass block windows on six of the 69 units
- Steel security doors placed in front of entry doors on some of the units
- Non-original entry light fixtures (We are unable to determine exactly which types are original and which are replacements due to lack of historic documentation.)

Lost Elements

- Shuffleboard court
- Putting green

While overall the Villa Roma complex is largely intact, an “Historic Preservation Plan” is provided at Appendix V to help guide future improvements to the Villa Roma Historic District and to expedite Certificates of Appropriateness.

HISTORIC CONTEXT

To qualify as a Palm Springs Historic District, the contributing structures must be significant; that is, they must represent a significant part of the history, architecture, or archeology of an area and they must have the characteristics that make them a good representative of properties associated with that aspect of the past. The significance of an historic district can be properly understood when it is evaluated within its historic context. Historic contexts are those patterns or trends in history by which a specific district is understood and its meaning (and ultimately its significance) within history is made clear. In order to decide whether a district’s contributing properties are significant within their historic context, it must be determined which facet of history the district represents; the significance of that facet of history; whether the subject district has relevance in illustrating the historic context; how the district illustrates that history; and an analysis of the physical features the contributing properties in the district possess to determine if they convey the aspect or history with which they are associated. If the subject district represents an important aspect of the area’s history (under any of the seven criteria recognized by the Municipal Code) and possesses the requisite quality of integrity, then it qualifies as a historic district.

BACKGROUND / HISTORIC CONTEXT

The relatively short history of Palm Springs can be organized into three more or less distinct periods that include Prehistory, the Settlement Period, and the Modern Period. It is within the context of the last period that Villa Roma will be evaluated.

The Modern Period (1925-1960s): This period can be considered to have begun with the construction of the area’s first “modern” structure, Rudolph Schindler’s Paul and Betty Popenoe Cabin in 1922. During the post-WWII era, Palm Springs’ economy prospered through tourism. Hollywood celebrities discovered the desert oasis and patronized its hotels, inns, nightclubs and restaurants; celebrity-seeking tourists soon followed, transforming Palm Springs from a sleepy village into an increasingly cosmopolitan environment. In the 1960s-1970s, multi-family residential development played an important role in transforming Palm Springs from a resort

town to a residential community. By the late 1960s the vacation home trend was in full swing. By 1967, Palm Springs was growing from a population of 20,000 in the off-season to 50,000 during the winter tourist season. The City of Palm Springs was the first in the state and one of the first resort communities in the nation to legalize condominiums as a new form of vacation housing. The popularity of the condominium in Palm Springs hinged on an aging population of empty nesters and retirees who liberated themselves from single-family residences in the suburbs. They vacationed or took up residency in condos where upkeep and maintenance were low and amenities were built-in. Amenities included tennis courts, pools, and/or country club membership. The rise in popularity of timeshare arrangements (where a property could be shared across a consortium of "owners" lowering costs even more) contributed to the growth of condominiums in Palm Springs.

EVALUATION:

ARCHITECTURE (Criteria 3 – 6)

Criterion 3: (*That reflects or exemplifies a particular period of the national, state or local history*)

The buildings of the Villa Roma historic district represent a specific building-type and exhibit stylistic markers which place them directly in the historic context of Palm Springs' Modern Period. One of the city's better-known condominium complexes, by virtue of its highly visible location and the unique Roman elements of its design, Villa Roma is a prime and largely intact example of a particular building-type and the significant modernist architecture for which Palm Springs is widely known. As such, the contributing properties in the district may be viewed as an important component of the historic trends that have come to define Palm Springs' image as a vacation resort destination and the center of important midcentury architecture, i.e., an historic trend that exemplifies a particular period of the national, state or local history. **The contributing properties within Villa Roma qualify for listing as a Historic District on the local registry under Criterion 3.**

Criterion 4: (*That embodies the distinctive characteristics of a type, period or method of construction*)

"Type, period, or method of construction" refers to the way certain properties are related to one another by cultural tradition or function, by dates of construction or style, or by choice or availability of materials and technology. To be eligible under this Criterion, a property must clearly illustrate, through "distinctive characteristics" a pattern of features common to a particular class of resources. "Distinctive characteristics" are the physical features or traits that commonly recur in individual types, periods, or methods of construction. To be eligible under this criterion, a property must clearly contain enough of those characteristics to be considered a true representative of a particular type, period, or method of construction. Characteristics can be expressed in terms such as form, proportion, structure, plan, style, or materials.

The contributing properties in the district are eligible under this criterion as they represent a fine example of a particular building-type (specifically, the "garden apartment" type of multi-family dwelling, particularly as a condominium) that established itself in the resort community of Palm Springs from the start of the 1960s onwards. Villa Roma's buildings also qualify under the theme of Modern architecture because they possess distinctive characteristics that make up the many qualities of the style, such as overall horizontality, expression of structure (i.e., post-and-beam construction), expansive amounts of glass, use of inexpensive, machine-produced materials (i.e., concrete block), etc. The contributing properties in the district are eligible because, in total,

they represent an important example of building practices in Palm Springs from 1920-1965 and at “midcentury.” **The contributing properties at Villa Roma qualify as a Historic District on the local registry under Criterion 4.**

Criterion 5: (That (a): represents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or (b): that possesses high artistic value)

5a: Work of a Master:

Although his work in Palm Springs was limited, James K. Schuler has left an impressive legacy of design excellence that ranges from midcentury modern apartments/condominiums in Orange County, California, to thousands of homes and multi-family dwellings across the state of Hawaii and on the U.S. Mainland that spans from the 1960s-2000s.

5b: Properties possessing high artistic values: High artistic values may be expressed in many ways, including areas as diverse as community design or planning, engineering, and sculpture. As an example of the maturing modernist movement, Villa Roma expresses those modernist ideals to a level of excellence and confidence that, in total, could easily be considered an aesthetic ideal. **For its high artistic values, Villa Roma qualifies for listing as a Historic District on the local registry under Criterion 5.**

7. Integrity Analysis (using U.S. Secretary of Interior Standards)

INTEGRITY

Integrity is the ability of a property to convey its significance. To be listed in the local registry, a property must not only be shown to be significant under the criteria, but it also must have integrity. The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance. Historic properties either retain integrity (that is, convey their significance) or they do not. The definition of integrity includes seven aspects or qualities. To retain historic integrity a property will always possess several, and usually most, of the aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant. The following sections define the seven aspects and explain how they combine to produce integrity.

LOCATION

Location is the place where an historic property was constructed or the place where an 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. ***Villa Roma remains in its original location and therefore fully meets this criterion.***

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 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. ***The essential characteristics of form, plan, space, structure, and style have survived largely intact at Villa Roma. Similarly, the structural system; massing; arrangement of spaces; pattern of fenestration; and the type, amount, and style of detailing, have largely survived intact. While the majority of the original aluminum-framed windows have been replaced, their replacements have been fitted into the parameters of the original openings. The vinyl replacement types, which make up approximately 40% of the windows, have a wider trim than the originals, but this may be detachable. Additionally, certain of the original entry light fixtures have been replaced and unsympathetic glass block windows were added to six of the 69 units. Fortunately, all of these conditions are reversible and the historic designation will curtail future unsympathetic changes. Additionally, the Historic Preservation Plan (provided at Appendix V) creates a framework to eventually reverse the few current integrity issues.***

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 setting of Villa Roma continues to reflect the master architect's original design relationship of site and structure. The most important original elements of Villa Roma are intact and in place as originally designed.***

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 reveals the preferences of those who created the property and indicate the availability of particular types of materials and technologies. ***Villa Roma exhibits a high level of design in part due to the choice of materials and a sophisticated effect is accomplished by the cohesive and striking combination of those materials.***

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 workmanship evident at Villa Roma represents a high level of design expression. Villa Roma also exhibits high construction standards that can be expected to be associated with an “upscale” apartment/condominium complex. Therefore, the property continues to express a high degree of contemporary period workmanship.***

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. For example, a rural historic district retaining original design, materials, workmanship, and setting will relate the feeling of agricultural life in the 19th century. ***When constructed, Villa Roma catered to an aspiring middle class of both seasonal and full-time desert residents who were looking for both comfortable amenities, but also with a certain flair of sophistication, glamour and escapism. The theatricality of Villa Roma's unique Roman-themed design appealed to those seeking this type of home. Today, that same feeling is still expressed in the design of the complex. Accordingly, Villa Roma retains the same integrity of feeling as it did when first built in 1964.***

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. For example, a Revolutionary War battlefield whose natural and man-made elements have remained intact since the 18th century will retain its quality of association with the battle. Because feeling and association depend on individual perceptions, their retention alone is never sufficient to support eligibility of a property for the National Register. ***Villa Roma is an important example of the type of multi-family dwelling complex that became an important part of the development of Palm Springs during the 1960s and 1970s. Further, its singularly unique Roman-themed style visibly reflect the same type of associations it was intended to convey in the 1960s. Accordingly, Villa Roma continues its association with a pattern of events that have made a meaningful contribution to the community.***

INTEGRITY SUMMARY

Villa Roma appears to be in excellent condition partially due to the use of construction materials suitable for the harsh desert environment. This integrity analysis confirms that the buildings and site of Villa Roma still possess all seven aspects of integrity. The buildings of Villa Roma have undergone very few changes since construction and while some secondary recreational amenities have been lost (i.e., shuffleboard courts and putting green), all of the character-defining features survive as originally designed. The buildings and site retain a high degree of integrity sufficient to qualify them for designation as an historic district. Included in this nomination is a “Historic Preservation Plan” at Appendix V. The plan is intended to serve as a road map for the Villa Roma HOA to further improve the integrity of the complex.

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Attached is a list of books, articles, and other sources cited or used in preparing this application and other documentation that may be relevant.

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Interviews

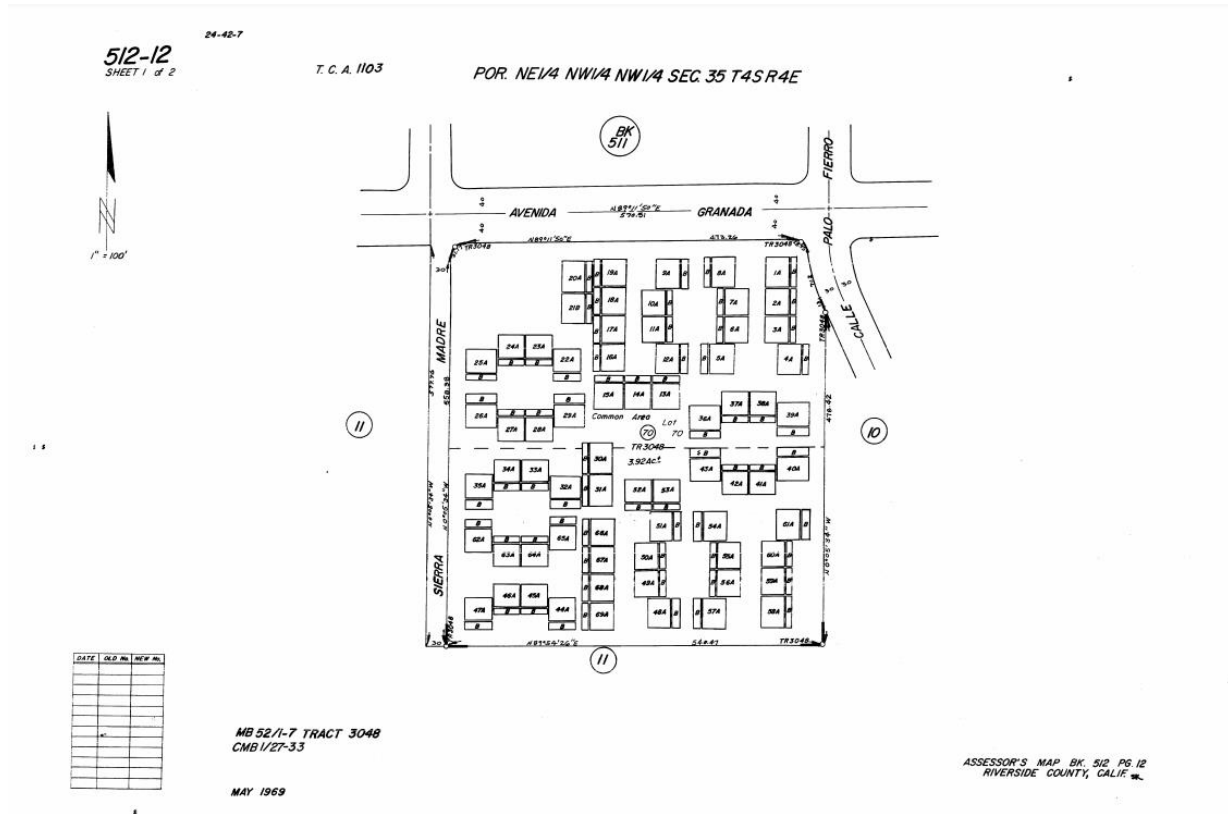
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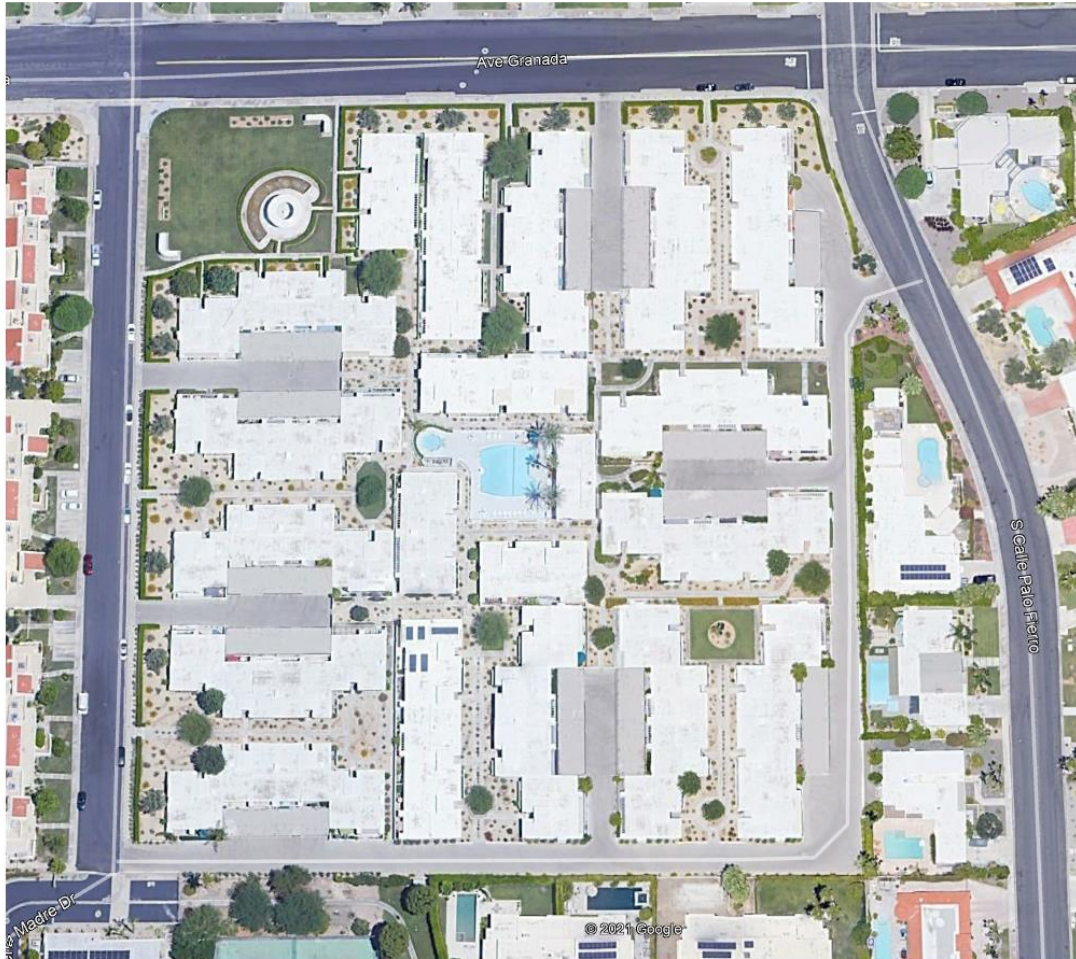
APPENDIX I

Riverside County Assessor's Map



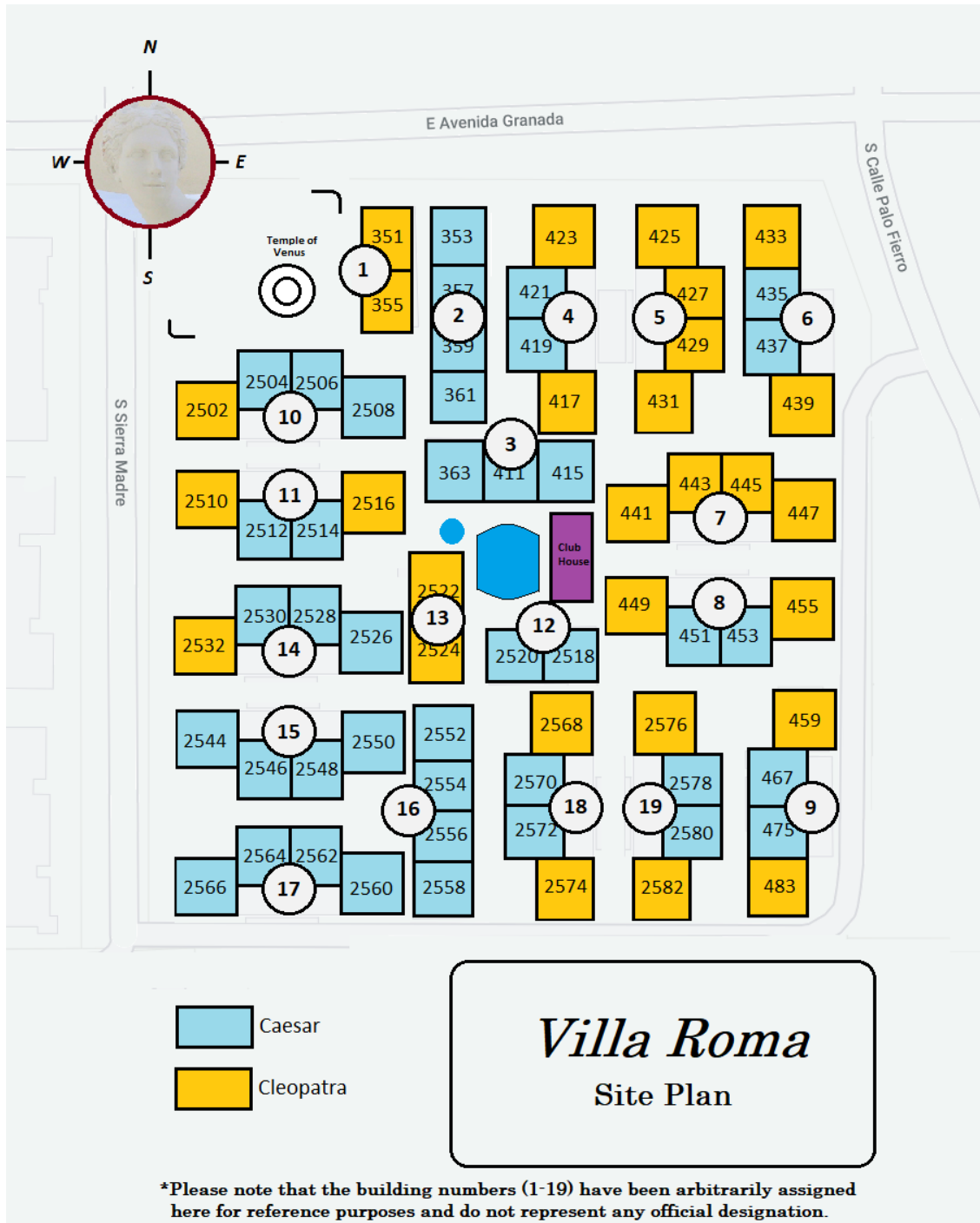
APPENDIX II

Villa Roma Google Earth View



APPENDIX III

Villa Roma Site Plan



APPENDIX IV

Villa Roma Units/APNs

(All addresses are within Palm Springs, CA 92264) (Building numbers are assigned for reference purposes only) Includes field survey on status of front doors, entry lights and windows. "O" indicates original; "R" for replacement; and "UC" for unclear. Certain doors could not be verified as they are covered by metal security doors.								
EAST AVENIDA GRANADA								
Building #1								
Unit #	APN#	Sq. Ft	Bedrooms	Bathrooms	Style	Door	Entry Light	Windows
351	512-120-001	1,542	2+	2	Cleopatra	O	UC	R
355	512-120-002	1,542	2+	2	Cleopatra	O	R	R
Building #2								
353	512-120-003	1,379	2	2	Caesar	O	UC	O
357	512-120-004	1,379	2	2	Caesar	O	O	R
359	512-120-005	1,379	2	2	Caesar	O	O	O
361	512-120-006	1,379	2	2	Caesar	O	O	O
Building #3								
363	512-120-027	1,379	2	2	Caesar	O	O	O
411	512-120-028	1,379	2	2	Caesar	SECURITY DOOR	UC	O
415	512-120-029	1,379	2	2	Caesar	O	R	R
Building #4								
417	512-120-010	1,542	2+	2	Cleopatra	SECURITY DOOR	O	O
419	512-120-009	1,379	2	2	Caesar	O	R	R
421	512-120-008	1,379	2	2	Caesar	O	UC	R
423	512-120-007	1,542	2+	2	Cleopatra	O	UC	R
Building #5								
425	512-120-011	1,542	2+	2	Cleopatra	O	R	O
427	512-120-012	1,542	2+	2	Cleopatra	O	O	R
429	512-120-013	1,542	2+	2	Cleopatra	O	O	R
431	512-120-014	1,542	2+	2	Cleopatra	O	UC	R
Building #6								
433	512-120-015	1,542	2+	2	Cleopatra	SECURITY DOOR	O	O
435	512-120-016	1,379	2	2	Caesar	SECURITY DOOR	O	R
437	512-120-017	1,379	2	2	Caesar	SECURITY DOOR	O	O
439	512-120-018	1,542	2+	2	Cleopatra	O	O	R

Building #7								
441	512-120-030	1,542	2+	2	Cleopatra	SECURITY DOOR	O	R
443	512-120-071	1,542	2+	2	Cleopatra	O	R	R
445	512-120-072	1,542	2+	2	Cleopatra	O	UC	R
447	512-120-033	1,542	2+	2	Cleopatra	O	O	O
Building #8								
449	512-120-042	1,542	2+	2	Cleopatra	O	R	R
451	512-120-043	1,379	2	2	Caesar	O	R	R
453	512-120-044	1,379	2	2	Caesar	SECURITY DOOR	O	R
455	512-120-045	1,542	2+	2	Cleopatra	O	UC	R
Building #9								
459	512-120-066	1,542	2+	2	Cleopatra	SECURITY DOOR	O	O
467	512-120-067	1,379	2	2	Caesar	SECURITY DOOR	R	R
475	512-120-068	1,379	2	2	Caesar	O	O	R
483	512-120-069	1,542	2+	2	Cleopatra	O	O	O
SOUTH SIERRA MADRE DRIVE								
Building #10								
Unit #	APN#	Sq. Ft	Bedrooms	Bathrooms	Style	Door	Entry Light	Windows
2502	512-120-019	1,542	2+	2	Cleopatra	O	O	R
2504	512-120-020	1,379	2	2	Caesar	SECURITY DOOR	O	O
2506	512-120-021	1,379	2	2	Caesar	O	R	O
2508	512-120-022	1,379	2	2	Caesar	SECURITY DOOR	R	O
Building #11								
2510	512-120-023	1,542	2+	2	Cleopatra	O	O	R
2512	512-120-024	1,339	2	2	Caesar	O	O	O
2514	512-120-025	1,379	2	2	Caesar	SECURITY DOOR	O	R
2516	512-120-026	1,542	2+	2	Cleopatra	SECURITY DOOR	UC	R
Building #12								
2518	512-120-041	1,379	2	2	Caesar	O	O	R
2520	512-120-040	1,379	2	2	Caesar	SECURITY DOOR	O	O

Building #13								
2522	512-120-038	1,542	2+	2	Cleopatra	O	UC	R
2524	512-120-039	1,542	2+	2	Cleopatra	SECURITY DOOR	O	R
Building #14								
2526	512-120-037	1,379	2	2	Caesar	SECURITY DOOR	R	R
2528	512-120-036	1,379	2	2	Caesar	SECURITY DOOR	O	R
2530	512-120-035	1,339	2	2	Caesar	O	R	O
2532	512-120-034	1,542	2+	2	Cleopatra	O	R	R
Building #15								
2544	512-120-046	1,379	2	2	Caesar	O	O	O
2546	512-120-047	1,379	2	2	Caesar	O	O	O
2548	512-120-048	1,379	2	2	Caesar	O	O	O
2550	512-120-049	1,379	2	2	Caesar	O	O	R
Building #16								
2552	512-120-054	1,379	2	2	Caesar	O	O	O
2554	512-120-055	1,379	2	2	Caesar	O	UC	R
2556	512-120-056	1,379	2	2	Caesar	O	O	O
2558	512-120-057	1,379	2	2	Caesar	O	O	R
Building #17								
2560	512-120-053	1,379	2	2	Caesar	O	O	O
2562	512-120-052	1,379	2	2	Caesar	O	R	R
2564	512-120-051	1,379	2	2	Caesar	O	R	O
2566	512-120-050	1,379	2	2	Caesar	O	O	O
Building #18								
2568	512-120-058	1,542	2+	2	Cleopatra	O	O	R
2570	512-120-059	1,379	2	2	Caesar	O	UC	R
2572	512-120-060	1,379	2	2	Caesar	O	O	O
2574	512-120-061	1,542	2+	2	Cleopatra	SECURITY DOOR	R	R
Building #19								
2576	512-120-062	1,542	2+	2	Cleopatra	O	UC	R
2578	512-120-063	1,379	2	2	Caesar	O	O	R
2580	512-120-064	1,379	2	2	Caesar	SECURITY DOOR	R	R
2582	512-120-065	1,542	2+	2	Cleopatra	O	R	R

APPENDIX V

Villa Roma Historic Preservation Plan

The following historic preservation plan is intended to help guide future improvements to Villa Roma and to expedite Certificates of Appropriateness. To that end, these specific improvements at Villa Roma are recommended and should be coordinated with the city's Historic Preservation Officer:

1. Selection of a single style of replacement window to closely replicate original framing. (Note: Currently, the HOA allows for three types of replacement windows – aluminum, vinyl and fiberglass.)
2. Unoriginal glass block windows should be addressed with a separate remediation strategy.
3. Set standards for entry light types with recommendations to replace unsympathetic designs.
4. Selection of a single standard style for replacement rear patio gates.
5. Selection of a single design of replacement entryway flatwork where original terrazzo has been replaced.
6. Selection of a single design of replacement front door hardware.

APPENDIX VI

Various Views/Architectural Elements



Above: Unit with original door, vinyl replacement windows, and added glass block. Note custom Villa Roma planter. Below: Small courtyard.
(Author photos. December 2020)





Above: Unit with steel replacement windows. Below: Original olive trees along Sierra Madre.
(Author photos. December 2020)





Above: Unit with original windows, doors and light fixture. Below: Unit with security door, replacement windows and light fixture.
(Author photos. December 2020)



APPENDIX VII

Grant Deed

Grant Deed documenting developer Dominick Sfregola's acquisition of the Villa Roma property. Note that one of the grantors was Frank Bogert, a major figure in the history of Palm Springs.

RECORDING REQUESTED BY
Security Title Insurance Company

AND WHEN RECORDED MAIL TO

NAME
101344
STREET ADDRESS
Dominick Sfregola
1902 North Main Street
City & State
Santa Ana, California

RECEIVED FOR RECORD
SEP 26 1963
AT 9:40 O'CLOCK A.M.
AT REQUEST OF
SECURITY TITLE INSURANCE CO.
Recorded in Official Records
BOOK 3495 PAGE 553
Fees \$ 2.00
W. W. Bogert

SPACE ABOVE THIS LINE FOR RECORDER'S USE

ATTACH L.R.S. § 811 IN THIS SPACE

Grant Deed

THIS FORM FURNISHED BY SECURITY TITLE INSURANCE COMPANY

FOR A VALUABLE CONSIDERATION, receipt of which is hereby acknowledged.

NEIL WHITNEY

hereby GRANTS to DOMINICK SFREGOLA

an undivided 5% interest in and to
the following described real property in the
County of Riverside, State of California:

The Easterly 20 acres of the Northwest 1/4 of the Northwest 1/4 of Section 35,
and the most Northerly 10 acres of the remainder of the Northwest 1/4 of the
Northwest 1/4 of Section 35, T4S, R4E, SBB&M, containing a total of 30 acres.

Dated August 21, 1963

STATE OF CALIFORNIA
COUNTY OF Orange
On August 27, 1963

before me, the undersigned, a Notary Public in and for said County and State, personally appeared Neil Whitney

Known to me to be the person whose name he subscribed to the within instrument and acknowledged that he executed the same.

(Seal)

D. D. Stewart
Name (Typed or Printed)
Notary Public in and for said County and State

Title Order No. 310678
Escrow No. 49479-E

Order No. 310878
Escrow No. 49479-R

GRANT DEED

FOR A VALUABLE CONSIDERATION, receipt of which is hereby acknowledged, ORRIN R. HOMME and CAMILLE A. HOMME, his wife, ROBERT K. FRUH and MARION FRUH, his wife, JOHAN ERIKSEN and BRITA ERIKSEN, his wife, ERNEST R. FLECK and JUSTINE FLECK, his wife, all of Bismarck, North Dakota, EMIL ERIKSON and MABEL ERIKSON, his wife, of Sioux Falls, South Dakota, FRED WILLIAMS of Indianapolis, Indiana and FRANK BOGERT and JANICE L. BOGERT, his wife, of Palm Springs, California, hereby GRANT to DOMINICK SFREGOLA, of Santa Ana, California, the following described real property in the City of Palm Springs, County of Riverside, State of California:

The Easterly 20 acres of the Northwest 1/4 of the Northwest 1/4 of Section 35, and the most Northerly 10 acres of the remainder of the Northwest 1/4 of the Northwest 1/4 of Section 35, T4S, R4E, S36N, containing a total of 30 acres.

Dated: April 30, 1963.

Johan Erikson
Johan Erikson

Bruta Erikson
Bruta Erikson

Fred Williams
Fred Williams

Frank Bogert
Frank Bogert

Janice L. Bogert
Janice L. Bogert

Orrin R. Homme
Orrin R. Homme

Camille A. Homme
Camille A. Homme

Robert K. Fruh
Robert K. Fruh

Marion Fruh
Marion Fruh

Emil Erikson
Emil Erikson

Mabel Erikson
Mabel Erikson

Ernest R. Fleck
Ernest R. Fleck

Justine Fleck
Justine Fleck

STATE OF NORTH DAKOTA }
County of Burleigh } SS.

On April 26, 1963 before me, the undersigned, a
Notary Public in and for said County and State, personally appeared
ROBERT K. FRUH, MARION FRUH, JOHAN ERIKSEN and BRITA ERIKSEN, ERNEST
R. FLECK and JUSTINE FLECK, known to me to be the persons whose names
are subscribed to the within instrument and acknowledged that they
executed the same.

WITNESS my hand and official seal.

D. E. Stetson
Notary Public in and for said County
and State

D. E. STETSON
Notary Public, BURLEIGH CO., N. DAK.
My Commission Expires Apr. 5, 1967.

STATE OF SOUTH DAKOTA }
County of Minnehaha } SS.

On April 27, 1963 before me, the undersigned, a
Notary Public in and for said County and State, personally appeared
EMIL ERICKSON and MABEL ERICKSON, known to me to be the persons whose
names are subscribed to the within instrument and acknowledged that they
executed the same.

WITNESS my hand and official seal.

Martha Schotter
Notary Public in and for said
County and State

STATE OF CALIFORNIA)
) SS.
 County of Riverside)

On March 30 1963 before me, the undersigned, a
 Notary Public in and for said County and State, personally appeared
 ORRIN R. HOMME and CAMILLE A. HOMME, known to me to be the persons whose
 names are subscribed to the within instrument and acknowledged that they
 executed the same.

WITNESS my hand and official seal.

[Signature]
 Notary Public in and for said County
 and State

My Commission Expires July 13, 1963

STATE OF CALIFORNIA)
) SS.
 County of Riverside)

On March 30 1963 before me, the undersigned, a
 Notary Public in and for said County and State, personally appeared
 FRANK BOGERT and JANICE L. BOGERT, known to me to be the persons whose
 names are subscribed to the within instrument and acknowledged that they
 executed the same.

WITNESS my hand and official seal.

[Signature]
 Notary Public in and for said County
 and State

My Commission Expires July 13, 1963

BOOK 3495 PAGE 560

STATE OF INDIANA }
County of *Marion* } SS.

On *April 25, 1963* before me, the undersigned, a
Notary Public in and for said County and State, personally appeared
FRED WILLIAMS, known to me to be the person, whose name is subscribed to
the within instrument and acknowledged that he executed the same.

WITNESS my hand and official seal.

Betty A. Bredaugh
Notary Public in and for said
County and State

My Commission expires 2-17-67



101345

RECEIVED FOR RECORD
SEP 26 1963
AT 9:00 O'CLOCK A.M.
At Request of
SECURITY TITLE INSURANCE CO
Reliance of Official Records
3495 531
W. B. Bredaugh
Notary Public for Marion County, Indiana

440