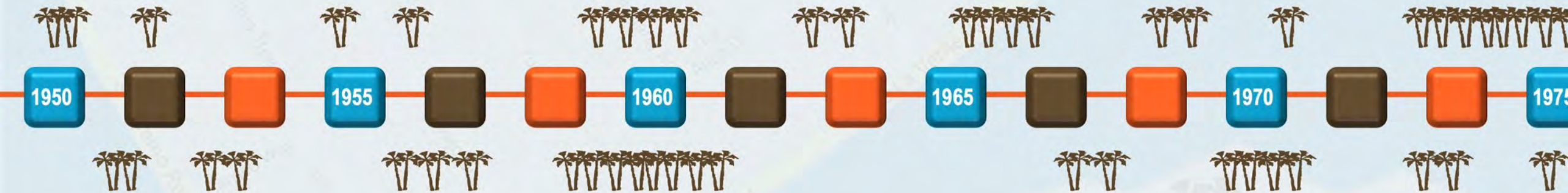


Rediscovering and Refining the Early Twin Palms Timeline



TWIN PALMS

PALM SPRINGS, CALIFORNIA

Neighborhood Established 1950

Neighborhood Impression Certified 2011

Southwest Palm Springs, 1956



Kelly-Holiday
Mid-Century Aerial Collection

Twin Palms Neighborhood



Neighborhood Established 1958
Neighborhood Organization Certified 2013

Twin Palms Neighborhood, Phase 1



Twin Palms Neighborhood, Phases 1 & 2



Twin Palms Neighborhood, Phases 1, 2 & 3



Neighborhood Established 1958
Neighborhood Organization Certified 2001

Homes Per Phase



But where's the Ocotillo Lodge?



First Public Reference to the Neighborhood

Plan New Hotel on Highway 111

George Alexander, wealthy building contractor and Jerry Nathanson, realtor are now the owners of a 40-acre parcel of former Indian land.

The property is located directly opposite the Palm Springs Biltmore Hotel, La Paz and Deep well Inn and was purchased with the permission of the Indian Affairs Bureau at a reported sum in excess of \$200,000.

Nathanson said the land will be sub-divided into eight four and one-half acre parcels with negotiations presently under way with the owners of a large hotel for the construction of an ultra modern apartment hotel.


The Desert Sun
November 19, 1953

TWIN PALMS

SPRINGS, CALIFORNIA

Neighborhood Established 1939

Neighborhood Improvement Certified 1951

The Sales Office

**Building in City in 7 Days
has Value of \$126,100**

George Alexander, 1155 Highway
111, temporary real estate office,
\$2,500.

The Desert Sun
December 8, 1955

**Building Permits for City
Total \$136,500 for Week**

George Alexander, 1155 High-
way 111, pool, \$3,000

The Desert Sun
January 14, 1956

TWIN PALMS

PALM SPRING, CALIFORNIA

Neighborhood Established 1950

Neighborhood Organization Certified 1951

1155 East Palm Canyon?



1155 East Palm Canyon!



PALMS

ST. CALIFORNIA

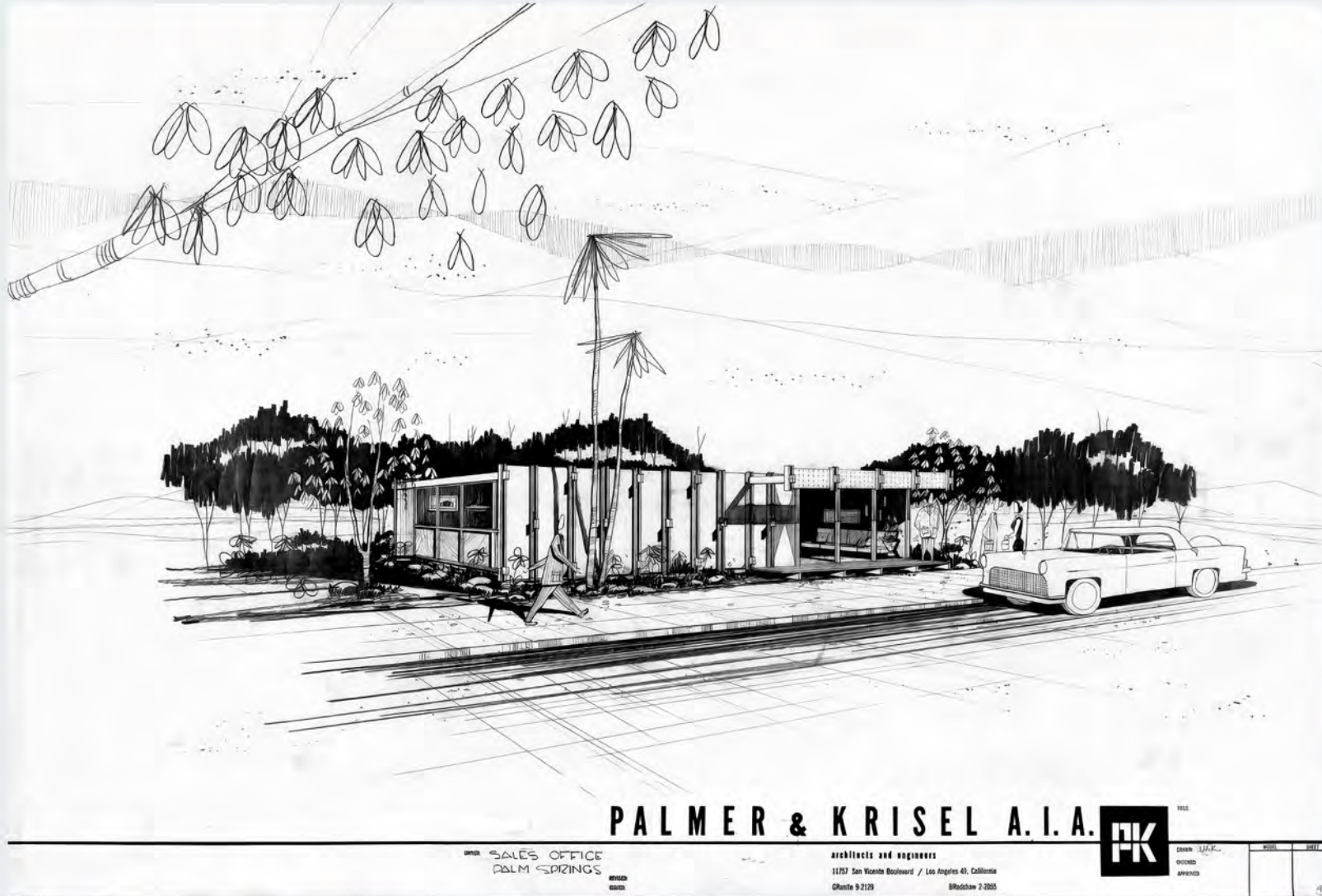
Neighborhood Established 1938

Map of Twin Palms Neighborhood

Abandoned Concept for Sales Office



Likely Built Concept for Sales Office



All Sold From 1155 East Palm Canyon

JUST COMPLETED

READY TO MOVE IN

\$7500 DOWN—\$32,500

ULTRA SMART MODERN

DESIGNED BY WM. KRISSEL, AIA

3 BEDROOMS, 2 BATHS, MASTER BEDROOM, 19½x13½, LIVING ROOM 15x30 WITH FIRE-PLACE, LARGE SLIDING GLASS DOORS AND WINDOWS FACING A HEATED AND FILTERED PADDOCK POOL. BUILT IN ROPER RANGE AND OVEN, DISPOSAL, 5 TON SERVEL REFRIGERATED AIR CONDITIONING SYSTEM, THERMOSTATICALLY CONTROLLED, FORCED AIR HEAT, ENTIRE PROPERTY FENCED.

ADJOINS SMOKE TREE RANCH

PRICED MUCH BELOW THE MARKET

WILLIAM OTTO

DICK EDWARDS — WILLIAM IVERSON

1155 E. PALM CANYON

PHONE 9417

The Desert Sun
January 30, 1957

PALMS

PALM SPRINGS, CALIFORNIA

Neighborhood Established 1931

Membership and Organization Certified 1954

Permit for George Alexander's Quad Unit

Week's Building Has Valuation Of \$149,300

George Alexander Construction Company, 1155 East Palm Canyon Drive, four-unit apartment. \$23,000

The Desert Sun
February 22, 1957

PALMS
PALM SPRINGS, CALIFORNIA

Neighborhood Established 1958

Neighborhood Organization Certified 2011

Developing the Ocotillo Lodge

City Building Has \$892,700 Value

Building permits issued in Palm Springs last week had a valuation of \$892,700, with the majority of the sum being accounted for by a permit to George Alexander Construction Co., 1155 East Palm Canyon Drive, for 128 rental units at a cost of \$750,000.

The Desert Sun
April 9, 1957

The Desert Sun
May 21, 1957

Davidson Named Manager Of New, Luxury Ocotillo

Owners of Ocotillo Lodge, Palm Springs newest and one of its most lavish apartment hotels, now nearing completion at 1111 East Palm Canyon Drive, announced today the appointment of Eddie Davidson as resident manager.

Davidson, who is well known locally as a hotel manager, during the past few months has been director of public relations for the Chi Chi Supper Club, and recently resigned to accept the hotel position.

HIS REPUTATION as a hotel operator is well known in Southern California, as he managed both the Rossmore and Casitas del Monte here and the St. Catherine Hotel in Santa Catalina.

A present member of the Palm Springs Rotary Club, he is a past president of the Palm Springs Hotel and Apartment Association, until recently a member of its board of directors, and he has served on the board of directors of the Chamber of Commerce.

DAVIDSON'S EFFORTS are now being devoted to the hotel opening which has been scheduled for Oct. 1 of this year. Its 132 apartments are available on an annual lease basis only, and are designed for maximum year-round comfort

and convenience—with such features as: refrigerated climate control, private patios, television, complete hotel service, all electric kitchens, and mirrored dress-



EDDIE DAVIDSON

ing rooms with completely tiled showers.

Ocotillo Lodge takes its name from the famous desert cactus.

The Lodge's Signature Candlewood Room

City Building Paced by Two Large Projects

George Alexander Construction Company was granted one for a restaurant building at 1155 East Palm Canyon Drive.

The Desert Sun
July 5, 1957

The Desert Sun
July 24, 1957

Council Gives Okeh to New Liquor License

City Council at its luncheon meeting indicated that it would not protest an application by George Alexander for a liquor license at his new hotel, the Ocotillo Lodge.

According to the application, the dining room and cocktail bar will seat 170 persons and is scheduled to be opened this coming winter season.

City Approves Liquor License

The City Council took no action yesterday on an application of George Alexander for an on-sale liquor license at The Candlewood a new restaurant at the Ocotillo Lodge.

No action by the council gave the application the stamp of approval from the city.

The Desert Sun
August 2, 1957

Anticipating Completion



The Desert Sun
July 12, 1957

OCOTILLO LODGE at 1111 East Palm Canyon Drive is showing rapid progress, and when completed later this

year will appear as shown above in the architect's drawing. The 132-apartment structure is a "club type"

hotel designed especially for business executives or corporation.

Candlewood Room Hosts Future Governor



The Desert Sun
January 3, 1958

OCOTILLO LODGE'S beautiful Candlewood Room found 1958's gubernatorial candidate Edmund G. (Pat) Brown, his wife (center), Mrs. Herman Ritter (Ritter newspaper chain) and Leonard Die-

don, Oakland Attorney, joining in the festivities at Palm Springs' newest hotel. The attorney general visited in the Village for a few days prior to "getting his campaign underway in full steam."

ALMS

CALIFORNIA

Neighborhood Established 1958

Neighborhood Organization Certified 2011

Ocotillo Lodge Today



What Twin Palms Myths Have We Busted?

 **The detached homes largely predate the Ocotillo Lodge, not the other way around**



TWIN PALMS


PALM SPRINGS, CALIFORNIA

Neighborhood Established 1958

Neighborhood Organization Certified 2013

What Twin Palms Myths Have We Busted?

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 **Nor was the Ocotillo Lodge built to accommodate prospective Jewish Twin Palms homeowners**







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-  **Therefore, the Ocotillo Lodge could not have been used to sell the detached homes**
-  **Nor was the Ocotillo Lodge built to accommodate prospective Jewish Twin Palms homeowners**
-  **The three detached homes phases were not 30 units each, but 38, 28, and 16, totaling 84, not 90**



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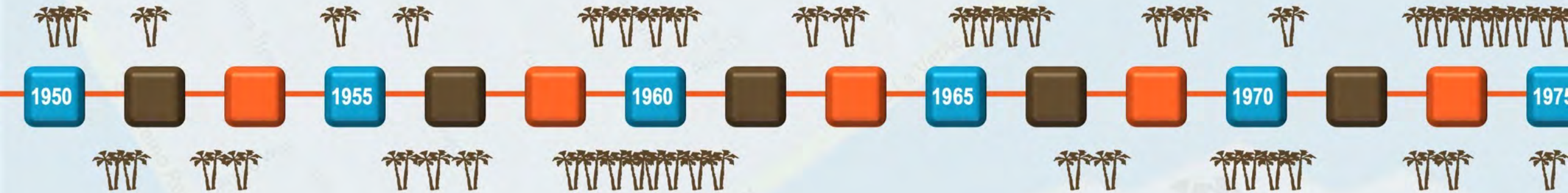
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And that means...

 **The swimming pool belonging to the owners' suite is the oldest structure in our neighborhood**

Rediscovering and Refining the Early Twin Palms Timeline



Today's Twin Palms Neighborhood

S Camino Real

S Camino Real



PALM SPRINGS, CALIFORNIA

Neighborhood Established 1956

Neighborhood Organization Certified 2012

Big thanks to ...

-  **Brian Ramos** Little Beverly Hills Historian
-  **David Hyams** Little Beverly Hills Historian
-  **Chris Menrad** William Krisel Biographer
-  **Colleen Kerr** Smoke Tree Racquet Club Historian
-  **Debby Munday** Smoke Tree Racquet Club Historian
-  **Claudia Macdonald** Smoke Tree Racquet Club Historian
-  **Steven Keylon** Architectural Historian
-  **Katie Horak** Ocotillo Lodge Historian
-  **Michael Robert** Twin Palms Resident
-  **Pierson Saron** Twin Palms Resident
-  **Stuart Funk** Palm Springs Life



Twin Palms Lost

Twin Palms Found

**(Re)Discovered Histories of
Our Neighborhood's Earliest Years**

