APPENDIX C

Cathedral City

Historic Resource Context

& Historic Resource Program

November 21, 2017

Prepared for

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HISTORIC CONTEXT STATEMENT - CATHEDRAL CITY, CALIFORNIA

The purpose of this Historic Context Statement report is to provide a framework for evaluation of potential historic resources in Cathedral City with a focus on identification of historic property types in the City of Cathedral City. The project study area included the entire City of Cathedral City—residential neighborhoods, commercial and industrial areas were visited to observe its period of development. A reconnaissance level "windshield" survey was conducted of select areas, informed by community residents and organizations as well as by the City's General Plan, in order to identify property types and examples. The windshield survey identified unique local conditions and character of the various neighborhoods.

The historic contexts and property types presented in this report were derived from research, community input and field review of neighborhoods and properties. This study does not include all occurrences of any property type in a neighborhood or the City. Future intensive surveys of individual sites and neighborhoods may identify other examples of the various property types. Although currently there is no local historic resource preservation ordinance or historic resource designation program in Cathedral City, this Historic Context Statement will facilitate future local historic designation efforts and programs.

Historic Preservation Programs

The importance of historic resources has been recognized by federal, state and local governments through programs and legislation that identify and recognize buildings, structures, object, landscapes and districts that meet specific criteria as historic.

Preserving historic properties as important reflections of our heritage became a national policy through passage of the Antiquities Act of 1906, the Historic Sites Act of 1935, and the National Historic Preservation Act of 1966 which authorized recognition to properties of local and state significance in American history, architecture, archeology, engineering, and culture, and worthy of preservation. The National Register of Historic Places is the official list of these recognized properties and documents the appearance and importance of districts, sites, buildings, structures, and objects significant in our prehistory and history. These properties represent the major patterns of our shared local, state, and national experience. To guide the selection of properties included in the National Register, the National Park Service developed the National Register Criteria for Evaluation. These criteria are standards by which every property that is nominated to the National Register is judged.[1]

Key to historic preservation programs is the ability of a property to convey its significance through existing attributes. To be listed in the National Register of Historic Places, a property must not only be shown to be significant under the National Register 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. The seven aspects of integrity

[1] https://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_pre.htm

are location, design, feeling, association, setting, workmanship and materials. To "retain historic integrity a property will always possess several, and usually most, of the aspects." For a resource to be evaluated as significant for its design, a "property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique." [2]

The California Register of Historical Resources was adopted in 1992 and is the "authoritative guide to be used by state and local agencies, private groups, and citizens to identify the state's historical resources and indicate which properties are to be protected, to the extent prudent and feasible, from substantial adverse change. "The California Register criteria are based on National Register criteria. California properties (individual buildings and contributors to districts) that meet the criteria may be listed in the California Register.[3]Further information about the National Register of Historic Places and the California Register of Historical Resources as well as about significance of association and integrity considerations is included in Attachment A.

Local governments may establish historic preservation ordinances to create a register of historic resources that meet criteria similar to those of the National Register of Historic Places and California Register of Historical Resources. Local governments may also develop educational programs that recognize the location of an extinct resource or one that has been so altered that there is no longer any historic materials to preserve.

In order to determine if a resource is potentially historic, it must be understood and evaluated in terms of its historic context.

Historic Context Statements

Buildings, structures, objects and landscapes may possess historic, architectural or cultural significance. In order to evaluate the potential significance, it is necessary to examine the resources within a context. The Historic Context Statement establishes historic, social and architectural contexts in which to analyze and evaluate potential historic resources that are significant to an area or City. Based on these contexts the property types related to the context and integrity considerations are also developed. The Historic Context with its theme, property types and integrity considerations establish the relationship a potential historic resource possesses in terms of the area's unique history and its physical environment.

National Register Bulletin16A, *How to Complete the National Register Registration Form* describes a historic context as "information about historic trends and properties grouped by an important theme in pre-history or history of a community, state, or the nation during a particular period of time. Because historic contexts are organized by theme, place, and time, they link historic properties to important historic trends. In this way they provide a framework for determining the significance of a property."

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[2] Ibid.

[3] California Code of Regulations, Title 14, State Historical Resources Commission, Regulations for the Nomination of Historical Resources to the California Register of Historical Resources.

Physical resources are identified and organized according to their "property type" based on shared physical or associative characteristics. In addition, the period of significance for an historic context and its property types is established. Historic contexts are based on a number of historic factors including patterns of development, building types, architectural styles, construction techniques and building materials as well as association with historic persons and events.

The Historic Context Statement with its contexts and themes provides the framework for evaluation of the relative significance and integrity of potential historic resources and provides the basis for designating a property or feature as an historic resource within the area. The historic contexts and themes identified can be used when undertaking intensive level surveys of individual historic sites and of neighborhoods or areas.

Purpose and Methodology

The National Register Multiple Property Documentation approach to historic context development is used as the framework for the current study.[4] The purpose is to provide information about the historic contexts and themes under which resources in the City of Cathedral City may be found significant and eligible for further analysis and evaluation as historic resources. This Historic Context Statement report was conducted in accordance with National Register Bulletin 24, *Guidelines for Local Survey: A Basis for Preservation Planning.*

This study conducted a focused reconnaissance survey. The purpose of this survey is to better understand the characterization of a region's historic properties and resources to guide development of research themes. These themes are then researched and property types identified to establish a historic context statement that will guide future historic preservation efforts. The reconnaissance survey is based on the Secretary of the Interior's Standards for Identification of historic resources.[5]

The type of reconnaissance survey conducted for this report was a "windshield" survey of the various neighborhoods and commercial and industrial zones. Community members and institutions assisted in the reconnaissance windshield survey. They provided information about potential historic resources and sites of previous (demolished) historic resources and also participated in reconnaissance reviews. This field work was conducted at various time points over the period of July 2016 to July 2017.[6]

Preceding the field work, meetings were conducted with community members representing a variety of institutions. Meetings were held with the Cathedral City Historic Resource Committee and representatives of the Cathedral City Historical Society, the Agnes Pelton Society, and the Riverside County—Cathedral City Library. Also consulted were City Council representatives and City planning staff members.

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[4] https://www.nps.gov/nr/publications/bulletins/nrb16b/
[5] https://www.nps.gov/history/local-law/arch_stnds_2.htm#guide
[6] July 8 and 9, 2016, October 8 and 9, 2016, Jan 11, 2017, March 6, 2017, May 8, 2017.

Information was also gathered from a variety of research sources including City documents such as the Cathedral City General Plan and City maps, historic maps, aerial photographs, reports, reference books, newspaper archives including the *Desert Sun*, local histories of Cathedral City, online sources including the Palm Springs Library's collection.

The information derived from the field surveys and research was analyzed and evaluated to establish historic contexts and themes representing the history of Cathedral City. The property types that represent the themes were identified and information on their period of significance, character-defining features, integrity thresholds, and eligibility requirements was developed. Recommendations on future historic preservation activities and programs were also developed.

Painting by Agnes Pelton of Cathedral City area, no date.

Overview History of Cathedral City

Prehistoric Period

The early history of the first inhabitants of Cathedral City is the story of the Agua Caliente Band of Cahuilla Indians who came to the area approximately 2,000 to 3,000 years ago. The *Archaeological and Historic Resources Element of the City of Cathedral City General Plan* provides the history of the tribe, its environment, settlements and manufactures, and discusses prehistoric cultural resources related to the Cahuilla Indians.

One prehistoric site is listed in the California Historical Resource Information system, a rock ring feature. Another site is located in the vicinity of Willow Hole, but has not been recorded. There were also six other locations in the Cathedral City area that have been identified by the Cahuilla cultural authorities to be of potential cultural significance. Four are located along the foot of the San Jacinto Mountains; others are located in the Whitewater River bed and in the Edom Hill area. None of these are located on the valley floor.[7]

[7] City of Cathedral City General Plan, p. IV-28.

Historic Period

The *Archaeological and Historic Resources Element of the City of Cathedral City General Plan* tells the story of the early history of the Cathedral City area:

"The primary route through the Coachella Valley was a trading route, known as the Cocomaricopa Trail, which connected the coast to the Colorado River. The route, originally used by the native peoples of the area, was used by early European explorers as early as 1815. In 1862 the Trail was rediscovered by William Bradshaw, and became known as the Bradshaw Trail. It became the primary access between the Los Angeles basin and gold mines in Arizona, until the completion of the Southern Pacific Railroad in 1877. The Bradshaw Trail was once again used in the early 20th Century, to create a portion of the "Ocean to Ocean" highway. In the Coachella Valley, Highway 111 today closely follows the Bradshaw Trail, known as East Palm Canyon Drive in Cathedral City....The Southern Pacific Railroad brought non-Indian settlement in the Coachella Valley in the 1870s, when stations were established, and spread further in the 1880s, after public land was opened for claim under the Homestead Act, the Desert Land Act, and other federal land laws."[8]

In the 1860s the federal government granted to the Southern Pacific Railroad land on each side of the railroad right of way. For a stretch of approximately ten miles every odd-numbered section of surveyed land was given to the railroad while the even numbered sections remained in possession of the Federal government. In 1876 U.S. President Grant established the Agua Caliente Indian Reservation by Executive Order and gave even numbered sections to the Agua Caliente; the following year U.S. President Hayes expanded the number of sections given to the Tribe.

For decades federal law prohibited the Aqua Caliente Tribe from selling its land or leasing it for income. Over time the laws changed and the tribe was able to make allotments to individual members and have control over ownership and leasing of their land. Eventually the Southern Pacific and federally owned lands were subdivided and sold to private and local government owners. Thus was born the "checkerboard" pattern of land ownership in Cathedral City.[9]

Early Rural/Agricultural Economy in Cathedral City, 1910s-1930s

Traditionally, farming was the dominant economic basis in the Coachella Valley, due in part to the development of groundwater resources. The "main agricultural staple in the Coachella Valley was the date palm, which was first introduced around the turn of the century. By the late 1910s, the date palm industry had firmly established itself."[10] An early date farmer in Cathedral City was Everett Knox DaVall who purchased land near the southeast border of today's Cathedral City, near the northeast corner of DaVall Road and Frank Sinatra Drive. DaVall named it "Wonder Palms Date Gardens." In 1918 DaVall developed the Honey Date from Degler seed and the Empress Date the following year. In the early 1930s DaVall sold the date farm and moved to a new site about a half

[8] City of Cathedral City General Plan, p. IV-31
[9] Rosalie Murphy, "Half of Palm Springs Sits on Rented Land; What Happens if the Leases End," *Desert Sun, http://www.desertsun.com/story/money/real-estate/2016/09/22/palm-springs-agua-caliente-land-lease/87944598/*
[10] City of Cathedral City General Plan, p. IV-31

mile to the north where he established another date grove and packing shed along with a new home. DaVall Road and Sunny Lane were both initially established and graded by DaVall.[11]

The Cree Ranch was established by Raymond Cree and his wife Bettye Kirkpatrick Cree. After a career as superintendent of Schools in Riverside and a stint serving in World War I, Raymond moved to the Cathedral City area and began his career as realtor and developer in 1921. Cree's activities included selling properties in sub-divisions, guest ranches and country estates. Cree acquired acreage in the western part of Cathedral City north of Highway 111, still today known as the Cree Estate. The Cree Ranch contained a number of buildings. In 1937 a *Desert Sun* article noted that the Crees had "moved into their new adobe house in the Garden of the Sun, among the date palms on the Cree Ranch."[12]

Bettye Cree supported the burgeoning artist's community of Cathedral City and was the first gallery owner in the area. Bettye Cree passed away in 1944. At the end of that year Raymond sold the Ranch to Stella Rooke who had "plans to develop it as income property. Mr. Cree said the sale was made because he wanted the convenience of living in town for a while. After the war, he said, he plans to move again to one of his ranch properties. He said that the demand for ranches was brisk at present and that five deals involving ranch properties near the Village were now in escrow."[13] A *Desert Sun* article later the next year, noted that Cree had moved into a new home in Palm Springs."[14] The Cree Ranch, under the Cree family and later owners, hosted numerous social and cultural events for the community. Today, known as the Cree Estate, it serves the City's tourism economy as a vacation rental facility.

Early view of Cathedral City, Source: Cathedral City Historical Society, no date.

[11] The orchard was sold to his nephew Arthur DaVall and Arthur's wife Irene in 1956 who continued the operation for a number of years. Hillery, p. 46.
[12] "Desert Sun Beams," *Desert Sun,* Sept. 24, 1937
[13] "Cree Ranch Home Near City Bought by Stella Rooke," *Desert Sun*, Dec. 8, 1944.
[14] "Raymond Cree to have office in 200 Block" *Desert Sun,* October 5, 1945

Founding of Cathedral City and its First Decades as a Town, 1920s-1930s

The name of the town was derived from nearby Cathedral Canyon, which had been known by that name since the turn of the 20th Century. The new town was "created to provide affordable low-to moderate-income housing" and "was characterized by its narrow streets lined by small and often odd-shaped lots, and became known as the 'blue-collar neighbor' of Palm Springs."[15]

The tract map for the original Village area was filed on August 25, 1925 in Riverside County. The land had been purchased from the Southern Pacific Railroad's Land Company. This original town site was located on the alluvial fan created by Cathedral Canyon. Local historian Robert A. Hillery described the founders in terms of their expertise: Glenn Plumley was the "idea man," George Allen was the "salesman," Jack Grove was the "accountant," and M.V. Van Fleet was the "money man." The tract, the east one-half of Section 33, township 4 south, range 5 east, was to be sub-divided into small lots. The four main streets were named after the founders and another was called Broadway.[16]

Early Residential Development in Cathedral City Source: *Desert Sun,* 1955

The same year they established the Cathedral City Water Company and the Cathedral City Development Company, the first businesses in the Village, as the Cathedral City townsite was then named. A tract office was opened in 1926. Historian Hillery observed that "the tract office was located on Broadway (now East Palm Canyon Drive/Highway 111) easterly of Van Fleet. George Allen moved a small house from the Cove west of Cathedral Canyon Drive to the southeast corner of Broadway and Cathedral Canyon Drive."[17]

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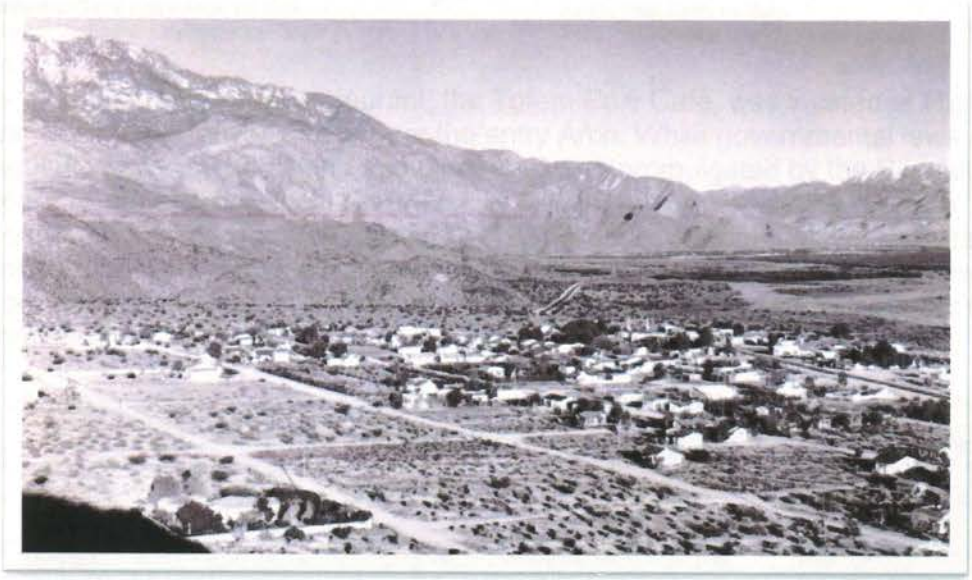
[15] City of Cathedral City General Plan, p. IV-33
[16] http://cathedralcityhistoricalsociety.com/index.html
[17] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* pp. 3,6.

On January 1, 1927 the first parcels were placed on the market for sale. Prospective buyers were offered a free barbeque and free bus transportation from Palm Springs.[18] That same year two lanes of Highway 111 had been paved as far east as Wonder Palms Road (Frank Sinatra Drive). An Arch with tapered stone pillars was designed by land owner Frank Harrington and marked the western entrance to Cathedral City. On the right side of each pillar, positioned to be visible to passing vehicles, was a painted desert scene.[19] In 1928 the first post office was established, a small window in Alvin Cobb's grocery store on Broadway near Glenn Avenue.

Josephine Morse Turner in her book *Painted Rocks* describes the location of Cathedral City in the 1930s: "the little settlement of Cathedral City is located in Southern California on the very edge of the desert at the upper end of the Coachella Valley and about 120 miles southeast of Los Angeles. Palm Springs is our nearest town, seven miles away, and Indio is our next nearest neighbor twenty miles in the other direction—east."[20]

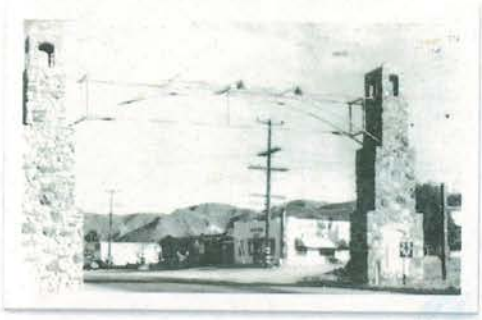


Early Residential Development, Source: Cathedral City Historical Society, no date

The first area to see residential development in the Village known as Cathedral City was the area east of Cathedral Canyon Drive in today's Cove neighborhood. The community's first permanent residents settled in this area and it became the center of Cathedral City's artist's community. Historian Robert Hillery notes that the 1930 U.S. Census listed the population as forty-two individuals.[21]

[18] http://cathedralcityhistoricalsociety.com/index.html
[19] The Arch was demolished shortly after the end of World War II.
[20] http://cathedralcityhistoricalsociety.com/index.html
[21] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* p. 119.

The promise of Cathedral City as an independent entity moved towards fruition in the 1930s. The first birth in Cathedral City was recorded on January 27 1936. The parents were Mr. and Mrs. Bruce Henderson, proprietors of Henderson's Grocery.[22]



Cathedral City's Entry Arch, no date.
Source: Cathedral City Historical Society

Totem Pole Café, no date.
Source: Cathedral City Historical Society

In 1930's the City's first restaurant, the Totem Pole Café, was located at Highway 111 and Cathedral Canyon Drive, near the entry Arch. While governmental laws and regulations, including zoning and land use, were promulgated by the Riverside County Board of Supervisors, local Chambers of Commerce served as the de facto Town Council in unincorporated villages.[23] In 1937 a group of community members met at the Totem Pole Café to begin the process of establishing a Cathedral City Chamber of Commerce. The Café for many years served as a social gathering place for the community.

Early view of the Cathedral City, no date. Source: Cathedral City Historical Society.

Led by the new Cathedral City Chamber of Commerce, the community raised funds to build a Town Hall. Located at A Street west of Van Fleet Avenue, it was a simple one-story frame building with a front gable also a garage for a fire engine. In 1938 the Town Hall was dedicated and meetings of the Town Council were held there on the first Tuesday of the month. The community continued to raise funds to improve the building, adding a kitchen in the Town Hall. Renowned artist Agnes Pelton was among the

[22] "First Birth in Cathedral City is Reported Here." *Desert Sun,* Jan. 31, 1936.
[23] "Cathedral City's Growth in Past Decade Ranks Tops in Booming Desert Section," *Desert Sun*, Oct. 4, 1955.

community members supporting the new Town Hall, donating a "beautiful pastel" painting for auction.[24]

Cathedral City's Town Hall, Source: *Cathedral City The Early Years*

Agnes Pelton and the Artists' Colony of Cathedral City, 1932-1961

Agnes Pelton (1881-1961) was instrumental in the development and nurturing of a colony of artists centered in the Cove area of Cathedral City.[25] Pelton was born in Germany to American parents. After moving to the United States young Agnes studied art at the Pratt Institute. She studied landscape painting with Arthur Wesley Dow who "emphasized structure spirit, imagination, creation, and the non-naturalistic use of color."[26]

Pelton travelled to Italy in 1910 and studied under American Hamilton Easterfield. In 1911 Pelton developed her concept of "imaginative paintings," exploring the effects of natural light. Pelton moved to New York City living there until 1921 when she sought solitude in a rural environment and moved to Long Island. While there she began painting abstract works.

Between 1921-32 Pelton traveled and landed in Cathedral City. In the mid 1930s she became a founding member of the Taos, New Mexico based Transcendent Painting Group. Pelton was also influenced by literature. Pelton herself was a serious writer composing poems to accompany her paintings to explain their inspiration.

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[24] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* p. 52; "Cathedral City Outlines Improvement Program of Community Development," *Desert Sun*, Oct. 14, 1938; "Cathedral City Chamber of Commerce Active in Many Matters," *Desert Sun,* March 24, 1939; "Benefit Dinner Tuesday at Totem Pole," *Desert Sun,* May 6, 1938.

[25] Information includes data from The Agnes Pelton Society which has compiled significant original research on Pelton and her life in Cathedral City as well as information on the other artists and supporters of the artist colony.

[26] https://crystalbridges.org/blog/womens-history-month-agnes-pelton/

Agnes Pelton, no date.

Painting by Agnes Pelton

A traveling exhibition of hew work debuted in 1995 organized by the Palm Springs Desert Museum bringing to light the artistic significance of her work.

Pelton's first residence in Cathedral City's Cove was at the corner of B Street and Van Fleet which she rented in 1930. Around 1939 Pelton built a house at Chuparosa Land and F Street which also included a studio.

Desert Sun in 1933 observed "an art colony is growing up close to Palm Springs which gives promise of becoming larger and more interesting in the near future. It is located at Cathedral City and there are 5 or 6 artists of note who are permanent components of the colony."[27]

Pelton became instrumental in coalescing this colony of artists in Cathedral City. Between 1944 and 1950, when the Desert Art Center opened, Pelton's studio functioned as Cathedral City's art center, exhibiting works of the region's artists. Pelton was also a supporter of creating an art center. The first Desert Art Center was established in 1950 was "a nonprofit gallery, art supply shop and social center for artists." Its first home was a rented building on Broadway; the Desert Art Center moved to Palm Springs in 1954.

A number of other artists and supporters were significant in creating and supporting the work of the artists of the colony including:[28]

--Bettye Cree (1879-1944) who introduced Pelton's work to the Coachella Valley through her art gallery
--Matille "Billie" Prigg Seaman (1883-1966)
--Harriet A. Day (1888-1974) Between Pelton and Day, the property they each owned extended from E to F Streets and from Glenn to Van Fleet
--Marjorie Jones Reed 91915-1996)
--James (Jimmy Swinnerton (1875-1974)
--John William Hilton (1904-1983)
--Sam Hyde Harris (1889-1977)
--Wilton McCoy (1902-1906)
--Burt Proctor (1901-1980)

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[27] *The Artists' Colony of Cathedral City CA 1932-1954,* Agnes Pelton Society, no date.
[28] *The Artists' Colony of Cathedral City CA 1932-1954,* Agnes Pelton Society, no date.

--R. Brownwell McGrew (1916-1980)
--James K. Wolseth (1911-1985)
--Kurt Reineman (1872-1957)
--Cornelia Sussman (1910-1999)
--Irving M. Sussman (1908-1996)
--Val A. Samuelson (1913-2000)

Tourism Economy in Cathedral City, 1920s-1970s

The Cathedral City General Plan notes that "starting in the 1920s, the Coachella Valley developed a new industry that consisted of equestrian camps, resort hotels, and eventually country clubs. This industry gradually spread throughout the Valley, transforming the area to a very popular winter retreat."[29]
With the upgrading of Highway 111 in 1927 (paved between Cathedral Canyon Drive and Date Palm Drive with two lanes), several motels and restaurants were constructed along the newly paved state highway. Locally known as Broadway, the road defined the core of Cathedral City's downtown commercial district. The first motels in Cathedral City dated from the 1930s. Early resident, I. Jacobson came "to the desert in 1929 and built and operated the Cairo Court," which was partly destroyed by fire in the 1940s. The property was later sold and the name changed to Sun-Dial Court.[30] Paul Clark and his wife were owners of the Sun Haven Court. Mrs. Clark observed that in the early 1930s their facility had "12 units and a small grocery store in the court but there weren't any restaurants or motels until you got to Palm Springs."[31]

An article in the *Desert Sun* in 1945 described restaurants and residential facilities on Highway 111 from the eastern entrance to the Village to Date Palm Drive which included, McLean's Knotty Pine Café, the Totem Pole Café, the Palms Court, the Cathedral City Motel, Hilda Dempster's Court, Elizabeth Doane's Smoke Tree Lodge, the Arch Court, the Desert View Court, Blue Haven Court, Silver Sands Court, Nailey's Motor Inn and under construction the Arthur Evans Court as well as Waller's Trailer Park and the Deluxe Trailer Park.[32]

Associated with the Artists' Colony of Cathedral City's Cove was a resort named Svenska that was described as a "miniature Shangri-La" consisting of custom-designed cottages that was popular with the artists (painters, writers, musicians) residing in the area.

During the 1930s, the Cathedral City attracted visitors with the opening of several illegal, but prominent, gambling casinos. The Dunes Club was built on a 20-acre site located about one-half mile north of Broadway. The club was owned by brothers Al and Lu Wortheimer. They constructed a large building designed in the Spanish Moorish architectural style with well-appointed interiors including a dining room and dance floor in

[29] City of Cathedral City General Plan, p. IV-31
[30] "Old timers of Cathedral Area Back for a Day," *Desert Sun,* May 10, 1946.
[31] http://cathedralcityhistoricalsociety.com/index.html
[32] "Cathedral City," by W.R. Hillery, *Desert Sun,* Nov. 30, 1945.

addition to a casino area. As local historian Robert Hillery observed it was meant to be plush and it met that standard."[33]

The Dunes Club. c1930s Source: Cathedral City The Early Years

About a year after the opening of the Dunes Club, the 139 Club opened on Broadway in the center of Cathedral City's business district. The existing building on the lot had been the home of founder Glenn Plumley; it was expanded with a reception area, casino room and large kitchen. The 139 Club's interior consisted of unpainted plywood walls and little decoration. The site was fenced in with a guardhouse near the entry walk.

The 139 Club was originally owned by Earl Sausser. After Sausser's death in 1942, Walter Melrose acquired the club. Melrose had come to Cathedral City after spending time as a card dealer in Mexicali and later studying law. Melrose put down roots in the Coachella Valley where he gained wealth as a real estate developer known for his Sunair Development Company and Palm Springs Heights sub-division.[34]

Around 1940 the Cove Club was established at the west end of Broadway, at the building occupied by the Elks Club today. The Cove Club was owned by Frank Portnoy and Jake Katleman.[35]

As these clubs skirted the law, their future was uncertain. Historian Hillery observed "from time to time, political pressure would demand that the sheriff take action to halt the operations." In 1941 there was a crack-down on the area's gambling clubs and by the end of the year the country was involved in World War II and the clubs stayed closed throughout the war. The Dunes Club was destroyed by fire in 1945. Although the 139 Club and the Cove Club reopened after the War this tenure was short as their popularity had waned. Historian Hillery observed: "The hotels no longer wanted to be involved. The 139 Club stood vacant for a number of years and was sold for a thrift shop after the death of Mr. Melrose…the Cove Club became the Palm Springs Elks Lodge."[36]

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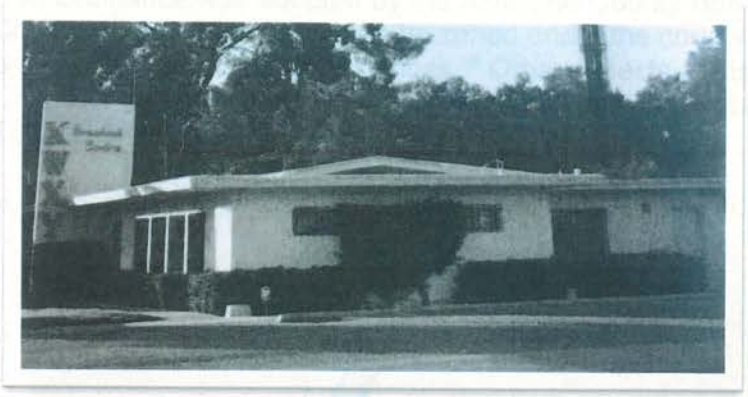
[33] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* p. 90.
[34] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* p. 91.
[35] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* p. 92.
[36] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* p. 93.

Local Entertainment 1950s-1960s

Cathedral City was the location of the Coachella Valley's first drive-in motion picture theater, the Sunair Theatre which debuted in October of 1950. The property was purchased from Walter Melrose and was located in the Sunair Tract along Perez Road. The theater operated into the 1970s and was demolished in 1987.



Studio Building, KWXY Radio, no date. Source: Cathedral City Historical Society

In 1964 the radio station, KWXY began operations in Cathedral City. Its founders were Glen and Opal Barnett. Glen was an electronic engineer who had built small town radio stations in the Midwest. He moved to the Coachella Valley to help a Palm Springs' radio station. Barnett identified Cathedral City as the optimal location for a new radio station and found a three-acre site for the station at 34th Avenue and Via Altamira. Opal Barnett planted a windbreak of Tamarisk trees to protect the station from blowing sand. Beginning as a low-watt station, KWXY achieved 50,000 watts FM frequency in 1976. The station facilities have also served as studio space for recording local radio and television productions.[37]

Cathedral City in the 1940s to 1970s

The 1940s and the early 1950s was a period of relatively rapid growth for Cathedral City. During World War II, the town served as a bedroom community to the military installations established in the area to support the war effort. The Coachella Valley became home to several military operations including the Palm Springs Air Base, Camp Young and the Torney General Hospital (the former El Mirado Hotel in Palm Springs). Owners of second homes/weekend cottages were limited in their ability to travel due to gasoline rationing but military personnel and some of their families moved into the area for the duration of World War II. Many remained in the area after the War.

Infrastructure improvements including the completion of the Coachella Canal in 1948-1949, provided an adequate and reliable water supply to support additional population growth. Other infrastructure improvements included construction of a separate fire station in 1947. Real estate developer Walter Melrose donated a parcel of land on

[37] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* pp. 141-142.

Cathedral Canyon drive north of Broadway (today's Palm Canyon Drive) for a new fire station. A surplus military building was moved from Palm Springs to the site to house fire equipment.[38]

In the post-WWII era, Cathedral City became one of the fastest growing communities in the Coachella Valley and played an increasingly important role in the region's economy. Overall land use was under the purview of Riverside County. In the early 1950s a Land Use Ordinance was adopted by the Riverside County Board of Supervisors. Cathedral City was the first community to be zoned under the county's new general zoning ordinance for incorporated counties.[39] Other aspects of the town were governed by its Chamber of Commerce, which in most small unincorporated communities acted as the Town Council.

The Village and Cove areas of Cathedral City, c 1955. Source: Los Angeles Public Library

By the mid-1950s residential development "had expanded from the original townsite southward into the Cove area, westward along Highway 111, and northward to the Ramon Road corridor. The rural northern portion of the planning area also saw significant growth in the early and mid-1950s. In this area, five-acre parcels were granted by the U.S. government, under the so-called 'Baby Homestead Act,' to resident

[38] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* pp. 75-76.
[39] "Cathedral City Land Use Ordinance Wins Approval," *Desert Sun,* Feb. 24, 1950.

of the Los Angeles basin who were looking for weekend retreats in southern California's desert."[40]

One tract between Cathedral City and Palm Springs was developed as the Dream Homes Subdivision. War veterans who could finance new homes using the federal government loan programs were the target audience for these modest homes. A unique aspect of the sub-division was its plan. The center of the new neighborhood was a circular open space area containing a park and a public school. Several streets were arranged in concentric circles around the open space with outer streets that were curvilinear.

An article in the *Desert Sun* in 1955 described Cathedral City as "a quiet town" that "enjoys the advantages of a fine shopping and business center, most of its buildings are new and modern, islands or road dividers are planted with palm trees, and though the business district hugs Highway 111 (Broadway), many homes and trailer courts make the community spread out into the desert and run up into the foothills of the Santa Rosa mountains...new homes are constantly being built."[41]

Cathedral City Trailer Park, c.1950 Source: *Desert Sun*

The article also noted that "scores of trailer parks, modern in design, dot this area of the desert, and, afford the ultimate in desert trailer living." These trailer parks provided affordable housing opportunities. Several, such as Waller's Trailer Park, were located in the center of town near today's City Hall; other trailer parks were located in the Cove.

[40]City of Cathedral City General Plan, p. IV-34
[41] "Cathedral City's Growth in Past Decade Ranks Tops in Booming Desert Section," *Desert Sun*, Oct. 4, 1955.

The Village and Cove areas and development of Sun-Air area, c 1958. Source: Los Angeles Public Library

Other subdivisions developed after World War II were tracts owned by Walter Melrose. With the closing of his 139 Club, Melrose turned his efforts into real-estate development. Legend has it that Melrose won a tract of land to the west of the Cove in a poker game. Regardless of how he acquired the property, Melrose sub-divided the area creating the Palm Springs Heights area in the western portion of the Cove. He also was the owner of the Sunair tract to the north which included today's industrial zone along Perez and Kieley Roads.

The first church building in Cathedral City was the Cathedral City Presbyterian Church in 1947 located between D and E Streets on the east side of Cathedral Canyon Drive. A newer church building was constructed in the Cove at the base of the mountains on Chuperosa Lane and dedicated in 1960. (The 1947 church building today served as the First Southern Baptist Church). The St. Louis Catholic Church parish was established in 1948. Its first permanent building was a surplus military building moved into the Cove at B Street and Glenn Avenue in 1949. In 1974 a new church building was constructed across the street at C Street and Glenn Avenue.[42]

In 1960 the population of Cathedral City was 1,855 and by 1970 it had almost doubled to 3,640. The Cathedral City General Plan observed that Cathedral City was "created to provide affordable low-to moderate-income housing, the town was characterized by its narrow streets lined by small and often odd-shaped lots, and became known as the 'blue-collar neighbor' of Palm Springs."[43]

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[42] Hillery, Robert A., *Cathedral City, The Early Years, 1928 to 1981,* pp. 67-72.
[43] City of Cathedral City General Plan, p. IV-33

By the mid-20th Century, residents of Cathedral City sought to have direct responsibility over their community and in the late 1950s an attempt at incorporation failed to qualify for the ballot. An election regarding incorporation was held in 1975 but failed although an advisory vote to retain the name of Cathedral City (versus Palm Springs Heights) prevailed. In the late 1970s the threat of annexation by Palm Springs or Rancho Mirage led to another incorporation effort which was successful with 74 percent of votes approving incorporation.

In 1977 a reporter for the national publication, Newsweek, in describing Cathedral City referred to it as "a tacky maze." Cathedral City residents rose to defend their community. Chamber of Commerce president described Cathedral City as "a warm, friendly, loving individual who's a little tacky around the edges at times, but who has just signed up for a finishing school course." Murphy added that the "very diversity is what many people enjoy most about the community. They point to the mix of people with a range of background and money as being more interesting than the more homogeneous populations of their neighbors. Even the buildings, though often cluttered and old, contribute more to a sense of community than the exclusive homes and private clubs of neighboring communities."[44]

By 1980 the population had grown to over 14,000 and on November 6, 1981 Cathedral City was incorporated as the 18th city in Riverside County.

Residential development in Cathedral City, no date. Source: Cathedral City Historical Society

The Subdivision of Land and Growth in Cathedral City, 1940s to 1970s

The original Cathedral City tract subdivided in 1925 included an area north of the highway and the Cove area from Cathedral Canyon on the west and general Allen Avenue on the east to G Street on the south. Some areas, such as the land where the Cree Estate is located had been filed in 1891 as the Palm Valley Colony when the area was still San Diego County. However, subdivision of the majority of the land in Cathedral City did not occur until more than 20 years after the establishment of the original town site.

[44] "Cathedral City Residents Talk About the Town They Inhabit," *Desert Sun,* June 4, 1977.

The pattern of tract development in the late 1940s and 1950s was incremental with a section of land subdivided into a few blocks one year and the next block or few blocks subdivided a year or a few years later. The development of the Cove occurred in this fashion working south from the original town site in increments over a ten-year period. Then the west area of the Cove was subdivided in a similar manner over a ten-year period. In the 1940s land north of Highway 111 began to be subdivided in a similar incremental fashion. In the 1960s larger tracts of land in the northern area of the City were subdivided.

Aerial view of Cathedral City, c 1958. Source: Los Angeles Public Library

Most of the privately owned lands were subdivided into neighborhoods with a basic grid type street network. The Sun-Air area of the Cove features curving streets and the far south area of the Cove includes some cul de sacs. In the northern area of the City there is a neighborhood with a grid consisting of slightly curving streets and the Dream Home neighborhood is oriented around an open space/school in the center of a circle with streets curving around the center. The patterns of development on the sections of land owned by the Aqua Caliente tend to be more varied and include gated communities. Also scattered throughout the City are trailer courts.

The following table lists major sub-divisions, their date of establishment and original subdivision owners.

Tract	Tract Name	Date	Original Owner(s)
Original Town site	Cathedral City	1925	John J. Grove Catherine Grove George Allen Luella M. Allen G. Plumerly M.V. Van Fleet Commercial National Bank of Los Angeles
Cathedral City Highlands			
	CC Highlands	1946	Cathedral City Development Co.
	CC Highlands #2	1952	Cathedral City Development Co
	CC Highlands #3	1955	Cathedral City Development Co
	CC Highlands #4	1956	Cathedral City Development Co
Ramon Palms			
	Ramon Palms	1946	Louis Berlsoff Muriel Berlsoff Syd Gelells Frida Gelells
	Ramon Palms #2	1950	Bank of America
	Ramon Palms #3	1951	Bank of America
Palm Springs Outpost			
	Palm Springs Outpost	1946	Maurice Gilman
	Palm Springs Outpost #2	1952	Palm springs Outpost, Inc.
Rancho Ramon			
	Rancho Ramon	1946	Title Insurance & Trust Co.
	Rancho Ramon #2	1946	Title Insurance & Trust Co.
	Rancho Ramon #6	1953	Title Insurance & Trust Co.
	Rancho Ramon #12	1956	Title Insurance & Trust Co.
Rancho Vista Estates		1946	Jacob Dabeh Jeanne Dabeh
Sun Air			
	Sun Air Tract 1	1947	Title Insurance & Trust Co.
	Sun Air Tract 2	1947	Title Insurance & Trust Co.
	Sun Air Tract 3	1955	Title Insurance & Trust Co. Jeanne T. Fewell Cathedral City Chamber of Commerce So Cal Gas Company Hicks and Alred
	Sun Air Tract 4	1955	Title Insurance & Trust Co.
	Sun Air Tract 5	1957	Title Insurance & Trust Co.

	Sun Air Tract 6	1957	Title Insurance & Trust Co.
Palm Springs Country Club Estates (Dream Homes)			
	Palm Springs Country Club Estates	1947	Palm Springs County Club, Inc.
	Palm Springs Country Club Estates Unit 2	1956	A.C. King, Inc.
Palm View Estates		1955	Desert Subdividers Inc.
Ramon Park		1958	HHH Corporation
Cathedral Canyon Plaza Subdivision		1958	JKS Development Corp.
Palm Springs Highlands			
	Palm Springs Highlands Unit 1	1958	Security Title & Trust Co. Realty Tax & Service Co.
	Palm Springs Highlands Unit 2	1959	Security Title & Trust Co. Realty Tax & Service Co.
	Palm Springs Highlands Unit 3	1959	Security Title & Trust Co. Realty Tax & Service Co.
Palm Springs Panorama 1 and 2		1959	Palm Springs Panorama Co.
Homestead Acres Estate		1959	Geraldine Goodall
Vista Subdivision		1959	Cathedral Canyon Development Corp.
Tract No. 2204		1961	Palm Springs Panorama, LLC
Tract No. 2294		1962	Eden Associates and Tri-City Contractors Inc.
Tract No. 2753		1963	Tri-City Contractors Inc.
Tract No. 2661		1963	Rancho M Building Co.
Tract No. 3085		1965	BI-R Inc.
Tract No. 4690		1972	Neal T. Baker Enterprises Inc.

Framework of the Historic Contexts

The City of Cathedral City is characterized in the City's General Plan as: "created to provide affordable low-to-moderate-income housing, the town was characterized by its narrow streets lined by small and often odd-shaped lots, and became known as the 'blue-collar neighbor' of Palm Springs."[45]

The City of Cathedral City was settled by individuals who were strong enough to withstand the challenges of the harsh desert climate. The term "rugged individualism" characterizes the history of the City. Early buildings were cobbled together and due to scarcity of resources (no local lumber, no local lumber mills, no local manufacturing) buildings were often moved and/or portions re-used.

The design of early buildings was not driven by the architectural designs popular at the time in the City; rather they were designed to weather the climate and dust conditions and to reflect the individualism of its owners. Over time, more substantial buildings were constructed, some designed by architects or talented builder contractors and most provided the amenities of their time. However, the evolution of buildings in Cathedral City has been less the result of design regulations but rather the unique needs and desires of individual owners.

Much of the older building stock of the City has undergone a number of remodels. Thus, when evaluating buildings in terms of their historic significance, some buildings will have an historic association but may no longer retain the physical character-defining design features from their period of significance. They have lost their historic architectural integrity.

The National Register of Historic Places and the California Register of Historical Resources require that to be designated to or determined eligible for the Registers, a building must be at least 50 years old and must retain historic integrity. Many buildings that have historic significance in terms of association with people and/or events may not qualify for the National or California Registers due to lack of architectural integrity. [46]

This lack of integrity will also impact any local historic preservation programs that the City might adopt. For those buildings without physical architectural integrity it would be impossible to designate them as historic with the intent of retaining their current physical condition. And it is not a requirement of any historic preservation program to require reconstruction. Thus, the City of Cathedral City might consider other ways to recognize those sites, properties and buildings that tell the story of the history of the City but no longer physically represent their period of significance.

There are historic buildings in Cathedral City that retain architectural integrity and can be nominated to the National and/or California Registers. These resources could also be recognized through a local designation ordinance that would also guarantee that

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[45] City of Cathedral City General Plan, p. IV-33

[46] Buildings less than 50 years old may be included on the Registers if the findings can be made for special consideration proving the building is exceptional.

designated resources be rehabilitated in accordance with the Secretary of the Interior's Standards for Rehabilitation to ensure that the character-defining physical features of the resource are retained and maintained.

Historic Context: Early Rural/Agricultural Economy, Ranches and Farms, 1910-1930

Summary Statement of Significance: The early history of 20th Century farming in Cathedral City included establishment of farms and ranches. The unique climate and growing conditions were conducive to growing dates. Early ranchers included those who developed different date varieties. The growing of dates was significant in the history of Cathedral City as well as the Coachella Valley.

Period of Significance: 1910 to 1930

Period of Significance Justification: The first ranches and farms mentioned in local histories began operations in the 1910s in the vicinity of Cathedral City.

Geographic Location: North of Highway 111

Area(s) of Significance: Ranching, farming, development of date varieties

Criteria: Association with date farms and date farmers

Associated Property Type: The early date farms have been redeveloped. It does not appear that there are any major buildings or structures remaining.

Property Type Significance: The early farms and ranches brought attention to the region especially in terms of the dates produced. The farms and ranches would also be significant in terms of the early farmers who operated these farms and ranches.

Although there are no physical resources to preserve, the City could establish a program that recognizes the former location of the early farms and ranches.

Eligibility Standards: Not Applicable

Character-Defining/Associative Features: Not Applicable

Examples: Site of DaVall Date Farm

Historic Context: Early Estates, 1920-1940

Summary Statement of Significance: The early rural lifestyle of Cathedral City included development of large estates for families that were also used as farms/ranches. The estate would also have been provided as a venue for community social, fraternal and cultural events.

Period of Significance: 1920 to 1945

Period of Significance Justification: The first estates were constructed and enlarged and evolved during the period of 1920 to 1945.

Geographic Location: North of Highway 111

Area(s) of Significance: Architecture, social and cultural history, association with significant persons

Criteria: Architecture, association with historic persons and/or events

Associated Property Type: Main house; other residential buildings; other associated buildings; landscaped grounds; pool, recreation facilities.

Property Type Description: Estates will contain a combination of elements such as main house, other buildings, including residences, specialty buildings (i.e., pool house), recreation facilities and support/accessory buildings and structures. Grounds will be landscaped and include pathways and other landscape design elements. Usually the estate will be surrounded by walls to provide privacy. Estates may also have had farming/ranching operations. Structures and objects supporting farming/ranching efforts may remain.

Property Type Significance:

A resource evaluated under this theme represent early residents who invested in estates which helped to build the reputation of the desert as a vacation resort as well as permanent residence. Owners and residents of estates may have made significant contributions to the social, cultural and economic history of Cathedral city. Estates may be significant in the area of architecture in terms of its buildings and structures. Also site planning and landscaped design elements may be historic design features.

Eligibility Standards:

- was constructed during the period of significance
- Is an excellent example of its type
- is designed in a significant architectural style

• may be the work of a master architect or builder

Character-Defining/Associative Features:

• Retains most of the essential physical features from the period of significance

• As an estate it retains a variety of elements including main house, associated structures, and landscape design elements; perimeter of estate defined.

• Is associated with individuals who made an important contribution to the social, cultural or economic history of Cathedral City

Integrity Considerations

• Should retain integrity of Location, Design, Setting, Feeling, Materials, and Association

• Setting may have changed (buildings and land uses surrounding the estate)

• Some alterations may be acceptable if they were made during the period of significance

Examples: Cree Estate

Cree Estate, 67698 Carey Road

Cree Estate, 67698 Carey Road

Historic Context: Early Residential Development, 1927-1941

Summary Statement of Significance: A resource identified under this theme is significant in the areas of settlement and social history for its association with the early development history of Cathedral City. Resources may be significant for their design; those designs may be vernacular or owner made as the desert area did not have architectural services nearby. Most vernacular designs came from the buildings' owners and reflect the individuality of the early residents willing to build in the harsh desert climate.

Period of Significance: 1927 to 1941

Period of Significance Justification: The Village of Cathedral City was established in the late 1920s when the founders subdivided the first tract and made parcels of land available. Into the 1930s individuals purchased land and constructed the first residences in Cathedral City.

Geographic Location: Residential development was concentrated in the area around the main highway, Broadway (Highway 111) and in the eastern section of the Cove.

Area(s) of Significance: Architecture/vernacular design, social and cultural history, association with significant persons and/or events.

Criteria: Architecture, association with historic persons and/or events

Associated Property Type: Primarily single-family residential buildings; some rare occurrences of multi-family residences.

Property Type Description: Single family residential buildings that were often built by the owner although it is possible master builders or architects may have constructed some. Most vernacular from the period have been altered and modified over the decades to reflect the changing needs and tastes of its occupants. In Cathedral City individual expression and the practicalities of desert living directed the ongoing design alterations.

Property Type Significance:

A resource evaluated under this theme represent early residents who committed themselves to creating a new community in a desert environment. The architectural design of the early residential houses is less likely to be significant under the criterion of architectural design due to many alterations over the decades. However, some residences will be significant based on the people who lived in the house and/or for important events that took place in the building.

Eligibility Standards:

- was constructed during the period of significance

- Is associated with the formation, settlement, and/or development of Cathedral City

• Is associated with individuals who made significant contributions to the social, cultural or economic history of Cathedral City

• Is associated with residential development in the Cove area of Cathedral City and the center of the Village around Broadway (Highway 111)

Character-Defining/Associative Features:

• Retains most of the essential physical features from the period of significance

• Is associated with individuals who made an important contribution to the social, cultural or economic history of Cathedral City

Integrity Considerations

• It is likely that only a few buildings retain most of the essential physical features from the period of significance; those that do not meet the architectural integrity considerations could still be recognized by the City for their contribution to the City's history. However, those buildings that have been significantly altered would not be required to retain their current, non-historic, physical appearance.

• Should retain integrity of Location, Design, Feeling, Materials, and Association

• Workmanship reflecting individualistic vernacular design features could be present

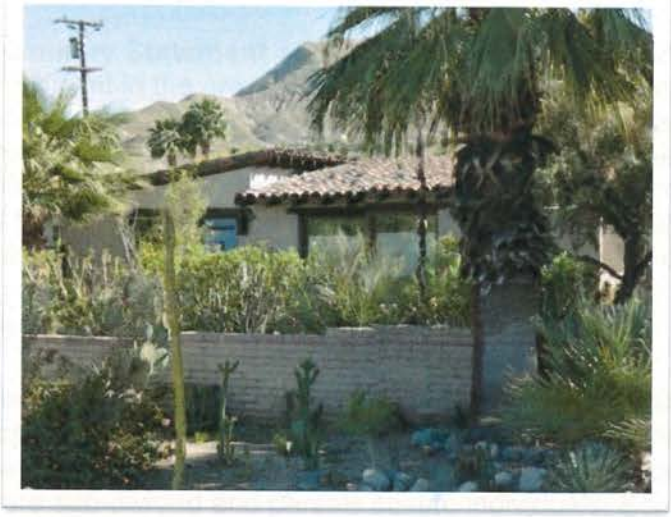
• Setting may have changed (buildings and land uses surrounding the residence)

• Some alterations may be acceptable if they were made during the period of significance

Examples:

The 2009 Cathedral City Housing Element noted that at that time there were 176 housing units in the City that had been constructed before 1939.

Single-family residences: Agnes Pelton Residence (68680 F Street); Adobe House (68515 San Jacinto Road)
Multi-family residences: 68570, 68580 and 68590 A Street; 68951, 68581, 68571 and 68567 Grove Street.



Adobe House, 68515 San Jacinto Road

A and Grove Streets District

A and Grove Streets District

Historic Context: Mid 20th Century Residential Development, 1942-1969

Summary Statement of Significance: A resource identified under this theme is significant in the areas of community residential development and social history for its association with the development history of Cathedral City in the World War II years and the post-World War II Mid-20th Century period of development in the City. Resources may be significant for their design including mid-20th century architectural design. Many of those the houses from this period may be vernacular builder/contractor-made, or owner made continuing to reflect the as individuality of the desert residents.

Period of Significance: 1942 to 1969

Period of Significance Justification: With the coming of World War II and military support and training operations locating in the Coachella Valley, additional residences were required stimulating additional building. In the post-World War II years new tracts were sub-divided and parcels sold to individuals. Some developments were targeted for War veterans who chose to make Cathedral City their home. Also mid-century residential development occurred in new sub-divided tracts expanding the breadth and size of the community and increasing its population.

Geographic Location: Residential development expanded the main highway, Broadway (Highway 111) northward and residential development in the Cove expanded to include the western portion of the Cove.

Area(s) of Significance: Vernacular architectural design still prevalent. New subdivisions included individual and builder/contractor designed residences; some architect designed residences. Also could be significant for social and cultural history, association with important persons and/or events. Some resources associated with World War II housing could be significant.

Criteria: Architecture/vernacular design, association with historic persons and/or events

Associated Property Type: Primarily single-family residential buildings; some rare occurrences of multi-family residences. One tract was designed as a subdivision targeting War veterans (Dream Homes). There does not appear to be any sub-divisions with all buildings constructed by a single developer/builder.

Property Type Description: Single family residential buildings that were often built by the owner although it is possible master builders or architects may have constructed some. Many vernacular and builder constructed homes from the period have been altered and modified over the decades to reflect the changing needs and tastes of its occupants. In Cathedral City individual expression and the practicalities of desert living directed the ongoing design alterations.

Property Type Significance:

A resource evaluated under this theme represents the homes of residents who committed themselves to creating a new community in a desert environment. Housing units, especially multi-family units constructed to house military personnel and post-War

veterans housing are related to the military support efforts undertaken in World War II. In the post-War period many veterans made the decision to make their permanent home in Cathedral City. The sub-division of Dream Homes was designed to appeal to new homeowners and to qualify for financing under federal loan programs to veterans. The residents of Cathedral City were more ruggedly individualistic and blue collar workers than those in nearby Palm Springs. As a result, the proliferation of architect-designed mid-century Modern architectural designs was not as prevalent in Cathedral City; however, there may be some Mid-Century Modern residences with architectural significance in the City. Some residences will be significant based on the people who lived in the house and/or for important events that took place in the residences.

Eligibility Standards:

- was constructed during the period of significance

- Is associated with the military efforts and facilities located in the Coachella Valley during World War II, such as housing military personnel and their families

- Is associated with post-War housing of military veterans

- reflects significant Mid-Century residential architectural design

- reflects other significant later 20th Century residential design styles

- Is associated with individuals who made significant contributions to the social, cultural or economic history of Cathedral City

Character-Defining/Associative Features:

- Retains most of the essential physical features from the period of significance

- Is associated with individuals who made an important contribution to the social, cultural or economic history of Cathedral City

Integrity Considerations

- It is likely that only a few buildings retain most of the essential physical features from the period of significance; those that do not meet the architectural integrity considerations could still be recognized by the City for their contribution to the City's history. However, those buildings that have been significantly altered would not be required to retain their current, non-historic, physical appearance.

- The majority of the individual housing units in the Dream Homes subdivision have been altered over the decades and no longer represent a cohesive architectural/design grouping. However, the site planning for the subdivision with the circular centered park/school and the circular and curvilinear street organization retain historic significance in terms of sub-division site planning.

• Buildings significant for architectural designs, such as Mid-Century Modern, should retain the major character-defining features of their architectural style

• Should retain integrity of Location, Design, Feeling, Materials, and Association

• Setting may have changed (buildings and land uses surrounding the residence)

• Some alterations may be acceptable if they were made during the period of significance

Examples:

The 2009 Cathedral City Housing Element noted that at that time there were 381 housing units in the City that had been built between 1940-1949; and 1,007 existing housing units built between 1950-1959; and 1709 existing housing units built between 1960-1969.

Single-family residences: 68522 J Street
Multi-family residences: 37542 Cathedral Canyon Drive (between E and F Streets)

68522 J Street

37542 Cathedral Canyon Drive (between E and F Streets)

Historic Context: Cathedral City's Artists' Colony, 1932-1961

Summary Statement of Significance: A resource identified under this theme is significant in the areas of social history and culture for its association with internationally renowned Artists' Colony that was located in the Cove area of the City. Artist Agnes Pelton settled in the Cove area inspired by the beauty of the Santa Rosa Mountains, the landscape of the desert and the solitude of the desert. Pelton was at the center of a growing group of artists including painters, writers and musicians. The homes of the artists were often designed by the artists or modified by them to reflect the artist's inspiration, creativity and individualism. Resources will be significant for their association with members of the artists' community of Cathedral City and/or for their design.

Period of Significance: 1932 to 1961

Period of Significance Justification: Agnes Pelton and other artists settled in the Cove area of Cathedral City beginning in the 1930s. The close-knit community supported each other's efforts over the decades. Pelton built a home and studio in the late 1930s (after having renting a home in the Cove) which she used to support the artists providing gallery space for exhibitions and a gathering space for other artists. Throughout the Cove, artists settled to pursue their inspiration and creativity providing a rich cultural experience for the City and its residents. The work of many of the artists remain to inspire future generations. Agnes Pelton's work is collected by major art museums throughout the U.S. and materials published on her body of work.

Geographic Location: The Artists' Colony was concentrated in the Cove neighborhood of Cathedral City.

Area(s) of Significance: Architecture/vernacular design, social and cultural history, association with artists, and persons and/or events associated with the artists and their works.

Criteria: Architecture, association with historic persons and/or events related to the arts.

Associated Property Type: Primarily single-family residential buildings.

Property Type Description: Single family residential buildings that were often built by the owner although it is possible master builders or architects may have constructed some. Those of the Artists' Colony may reflect the work or inspiration of the resident artist. Most buildings are vernacular in design and many have likely been altered and modified over the decades to reflect the changing needs and tastes of its occupants. In Cathedral City individual expression and the practicalities of desert living directed the ongoing design alterations inspired by these early artists.

Property Type Significance:

A resource evaluated under this theme represent members of the artist's community including working artists and supporters of the arts. The architectural design of these earlier residential houses may be less likely to be significant under the criterion of architectural design due to many alterations over the decades. However, residences

associated with significant local artists would still be significant based on association with the people who lived in the house and/or for important events that took place in the building.

Eligibility Standards:

- was constructed during the period of significance
- Is an excellent example of an artist designed residence
- is designed in a significant architectural style
- Is associated with the formation of the Artists' Colony
- Is associated with individuals who were artists and arts supporters in Cathedral City during the period of significance

Character-Defining/Associative Features:

- Retains most of the essential physical features from the period of significance
- Is associated with individuals who were associated with the artists' colony of Cathedral City

Integrity Considerations

- Is a rare example of an intact residence of an artist dating from the period of significance
- It is likely that only a few buildings retain most of the essential physical features they originally possessed from the period of significance; those that do not meet the architectural integrity considerations could still be recognized by the City for their contribution to the City's history. However, those buildings that have been significantly altered would not be required to retain their current, non-historic, physical appearance.
- Should retain integrity of Location, Design, Feeling, Materials, and Association
- Workmanship reflecting the artists' design or individualistic vernacular design features could be present
- Setting may have changed (buildings and land uses surrounding the residence)
- Some alterations may be acceptable if they were made during the period of significance

Examples:
Single-family residences: Agnes Pelton Residence, 68680 F Street; Val Samuelson Residence, 68489 Grandview; Willard Price Residence, 68500 San Jacinto Road

Agnes Pelton House, 68680 F Street

Agnes Pelton House, 68680 F Street

Willard Price Residence, 68500 San Jacinto Road

Historic Context: Early Tourism, 1927-1950

Summary Statement of Significance: A resource identified under this theme is significant in the areas of settlement and social history for its association with development of the early tourism history of Cathedral City. Resources may be significant for their function serving the needs of the growing tourism industry. Facilities would include restaurants, motels and auto courts, and other tourist serving functions. The designs of these facilities are typically vernacular or owner made as the desert area did not have architectural services nearby. Most vernacular designs came from the buildings' owners and reflect the aura of the desert environment.

Period of Significance: 1927 to 1950

Period of Significance Justification: The earliest businesses in Cathedral City were located along Broadway, the main road connecting the desert to the Los Angeles region to the west. As automobiles became affordable allowing individual ownership of vehicles, tourists were no longer limited to travel by train or coach. With the growing population in the Los Angeles region, interest in exploring the nearby desert grew and facilities to support tourism developed along the desert highway including motels, restaurants, date stands and small convenience shops. As the area was in an unincorporated area of Riverside County and "off the beaten track" a number of gambling establishments opened in Cathedral City and prospered into the 1940s. Affordable accommodations also included trailer parks which in addition to use by more permanent residents, also supported tourists.

Geographic Location: Tourism facilities such as motels, restaurants, date stands, shops and trailer parks were located in the area around the main highway, Broadway (Highway 111) as was one of the gambling casinos. Other casinos were located a distance away from the center of the Village and its residential neighborhoods.

Area(s) of Significance: Vernacular design of motels and tourist facilities, social and economic significance; association with significant business operators and/or location of historic persons and/or events.

Criteria: Building design, association with historic persons and/or events related to tourism and the economic development of the City

Associated Property Type: Non-residential buildings constructed as motels, restaurants and shops; casino building.

Property Type Description: Descriptions of Cathedral City from the 1940s include mention of numerous motels and restaurants; few, if any, of these facilities appear to remain today. One of the casinos, the 139 Club, was located in the building now occupied by Elks Lodge.

Property Type Significance: A resource evaluated under this theme represents the early tourism economy of Cathedral City. Tourism was the main economic base of the City in the 1930s and 1940s. Early residents who operated the tourist facilities were

permanent residents who invested in the community. The unincorporated nature of the area allowed for operation of illegal gambling operations which attracted a wide variety of people including drawing the Hollywood motion picture industry members to visit the desert.

Eligibility Standards:

• was constructed during the period of significance

• is located along the main highway and associated with the development of businesses located along and adjacent to Highway 111

• is a rare remaining example of a tourism facility or casino

• Is associated with the tourist industry in Cathedral City

• Is associated with individuals who made significant contributions to the tourism industry Cathedral City

Character-Defining/Associative Features:

• Retains most of the essential physical features from the period of significance

• Is associated with individuals who made an important contribution to the tourism industry in Cathedral City

Integrity Considerations

• It is likely that only a few buildings retain most of the essential physical features from the period of significance; those that do not meet the architectural integrity considerations could still be recognized by the City for their contribution to the City's history. However, those buildings that have been significantly altered would not be required to retain their current, non-historic, physical appearance.

• Should retain integrity of Location, Design, Feeling, Materials, and Association

• Setting may have changed (buildings and land uses surrounding the residence)

• Some alterations may be acceptable if they were made during the period of significance

Examples: Motels, Casinos, Restaurants

Casino: The Elks Club, 67491 E. Palm Canyon Drive

Historic Context: Entertainment, 1950s-1975

Summary Statement of Significance: Cathedral City was the location of the Coachella Valley's first drive-in motion picture theater, the Sunair Theatre which debuted in October of 1950. The property was purchased from Walter Melrose and was located in the Sunair Tract along Perez Road. The theater operated into the 1970s and was demolished in 1987. In 1964 the radio station, KWXY began operations in Cathedral City. Its founders were Glen and Opal Barnett; the station grew and has operated for over fifty years and continues to operate today.

Summary Statement of Significance: A resource identified under this theme is significant for its contribution to the entertainment provided within the community of Cathedral City. The Sunair Theatre was the first drive-in motion picture theater in the region and provided a unique entertainment environment for many years. Radio station KWXY provided the community with customized entertainment as well as news and information on local community members and activities.

Period of Significance: 1950 to 1975

Period of Significance Justification: Cathedral City evolved from a small residential community with a significant artist's colony into a regional center for entrainment opportunities in the mid-20th Century. That tradition continued with development of an IMAX theater and Civic Center entertainment district in the late 20th Century.

Geographic Location: Citywide

Area(s) of Significance: Association with entertainment and dissemination of entertainment and news in Cathedral City. Association with significant facility owners, operators and talent.

Criteria: Building design, association with historic persons and/or events related to entertainment and news dissemination in Cathedral City;

Associated Property Type: Non-residential building constructed as radio station. The drive-in theater was demolished.

Property Type Description: Radio station building designed with limited fenestration and set back from the street.

Property Type Significance: A resource evaluated under this theme represents the importance of entertainment and local news provided to the Cathedral City community from within Cathedral City.

Eligibility Standards:

- was constructed during the period of significance

- is a rare remaining example of an entertainment facility

• Is associated with the entertainment industry in Cathedral City

• Is associated with individuals who made significant contributions to the entertainment industry Cathedral City

Character-Defining/Associative Features:

• Retains most of the essential physical features from the period of significance

• Is associated with individuals who made an important contribution to the entertainment industry in Cathedral City

Integrity Considerations

• Is a rare remaining example of an entertainment facility in Cathedral City

• Should retain integrity of Location, Design, Feeling, Setting, Materials, and Association

• Some aspects of setting may have changed (buildings and land uses surrounding the facility)

• Some alterations may be acceptable if they were made during the period of significance

Examples: KWXY Radio Station

KWXY, Dinah Shore Drive and Via Altamira

Historic Context: Institutional, Civic and Religious, 1950s-1975

Summary Statement of Significance:

Summary Statement of Significance: A resource identified under this theme is significant for its contribution to civic or religious activities in Cathedral City. Early civic institutional development included the first town hall and fire station. Early religious development includes churches.

Period of Significance: 1938 to 1975

Period of Significance Justification: Community members in the late 1930s to the 1970s built the institutional and social infrastructure of the community.

Geographic Location: Citywide

Area(s) of Significance: Association with early civic engagement and community building; association with religious community.

Criteria: Building design, association with historic persons and/or events related to town infrastructure and religious buildings in Cathedral City.

Associated Property Type: Non-residential buildings supporting City services. Buildings constructed for religious activities associated with the early spiritual development in Cathedral City.

Property Type Significance: A resource evaluated under this theme represents the importance of entertainment and local news provided to the Cathedral City community from within Cathedral City, public institutions, and religious institutions.

Eligibility Standards:

• was constructed during the period of significance

• is a rare remaining example of early City infrastructure

• Is associated with the religious and spiritual life in Cathedral City

• Is associated with individuals who made significant contributions to building the infrastructure of Cathedral City; is associated with religious organizations and individuals who established churches in Cathedral City.

Character-Defining/Associative Features:

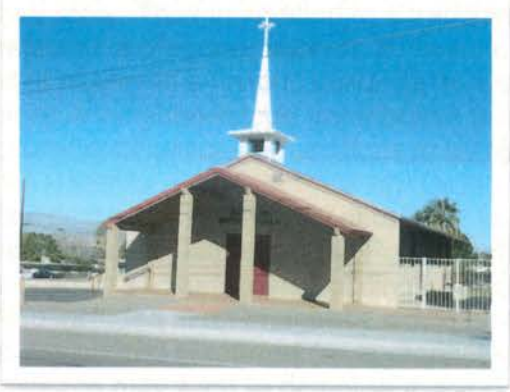
• Retains most of the essential physical features from the period of significance

Integrity Considerations

- Is a rare remaining example of early City buildings/structures in Cathedral City
- Is an example of an early church building in Cathedral City
- Should retain integrity of Location, Design, Feeling, Setting, Materials, and Association
- Some aspects of setting may have changed (buildings and land uses surrounding the facility)
- Some alterations may be acceptable if they were made during the period of significance

Examples: Former Fire Station, Original First Presbyterian Church (now First Southern Baptist Church), St. Louis Catholic Church.

36805 Cathedral Canyon Road, Former Fire Station Building



37450 Cathedral Canyon Road, First Southern Baptist Church

Recommendations

Cathedral City has a unique heritage that includes hardy desert pioneers, a significant early 20th century Artists' Colony, strong individualistic and hardworking residents and in the late 20th Century a home for diverse communities including people from various ethnic groups as well as a LGBT community. The recognized threshold for qualifying for consideration as an historic resource or landmark is typically fifty years. This report considered the period from the founding of the Village in the 1920s to the early 1970s. As time goes on, the City should periodically update the contexts to capture new historic contexts. For example, the history of the LGBT community of Cathedral City from the 1970s onward as well as development of an historic context for the later-20th Century commercial areas of the City should be undertaken in eight to ten years, as the period of significance for those contexts move beyond the 50-year threshold.

The historic contexts developed for the period of 1925 to 1975 confirm that the built environment of Cathedral City reflects a hard-working community with diverse people of diverse interests. The creativity of the early Artists' Colony and the individualism of residents is reflected in modifications made to buildings, especially residences.

The traditional municipal historic preservation ordinance is based on recognizing and designating as historic, buildings in terms of their physical fabric, architectural style, character-defining features and architectural integrity. Even those buildings with associations to historic persons or events are required to have some level of architectural integrity. This is based on the premise that to "preserve" something, there must be physical features from the period of historic significance remaining in order to convey that significance to be preserve. Buildings that meet that threshold of historic architectural integrity are designated to be local historic landmarks. From then on they are required to have all proposed modifications and additions reviewed by the City for their "appropriateness" relative to the historic character of the building.

Many historic buildings in Cathedral City that are related to the various historic contexts retain historic architectural integrity. However, many other buildings have undergone significant alterations, often reflective of the individualism of the buildings' occupants. These buildings, especially houses, while constructed over 50 years ago no longer retain historic architectural integrity although they may have some association with aspects of the City's history. Also numerous buildings have been demolished, leaving behind only their story. Thus in addition to a traditional historic preservation ordinance, the City could establish a program, such as an historic marker program, that recognizes the history of sites of previous historic buildings or events. Such a program could also recognize a block or neighborhoods' contribution to the City's built environment but does not require future modifications or additions to be reviewed by the City.

The next steps for the City should be to develop a historic preservation ordinance that establishes a Cathedral City Register of Historic Resources and the criteria and procedures to designate buildings, structures and objects for inclusion on that Register. Also included in an ordinance would be the procedures for review of proposed changes to designated resources for appropriateness. Sometimes an owner of a designated resource may want to demolish it; the City should determine what process should be employed to evaluate such requests.

The City should continue its efforts working with community organizations that promote the history and culture of the City such as the Cathedral City Historical Society and the Agnes Pelton Society. Also there may be neighborhood groups, religious communities, and affinity groups that are knowledgeable about their history within the City. Efforts to capture those stories and share them will enrich all in the community.

Cathedral City residents are proud of their neighborhoods and City and in the future they and their neighborhoods will be part of the history of Cathedral City. Historic preservation programs that range from formal designation of extant buildings to recognition of sites of previous historic buildings, persons and events will contribute to the culture and community spirit of Cathedral City.

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"Cree Ranch Home Near City Bought by Stella Rooke," Dec. 8, 1944.
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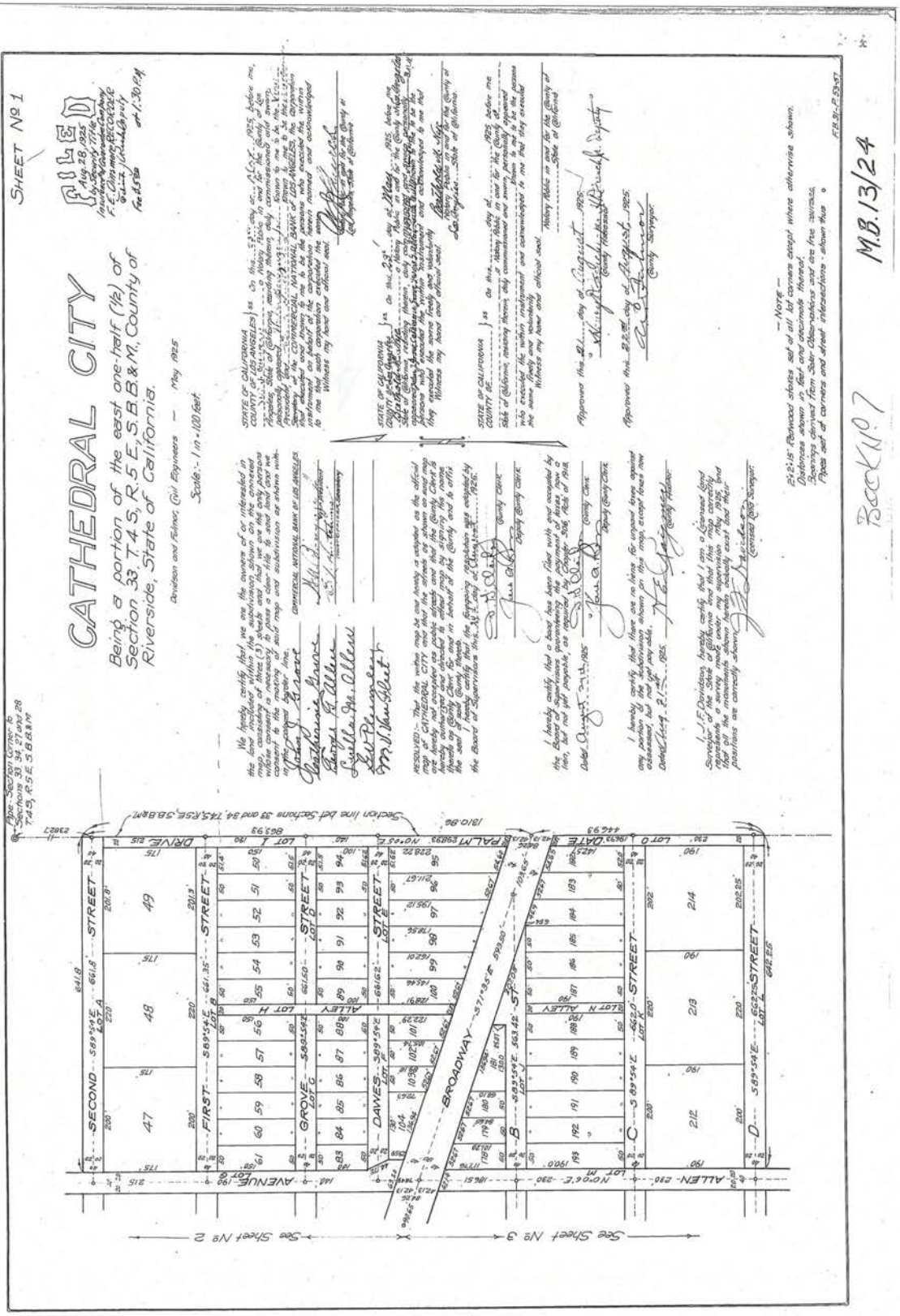
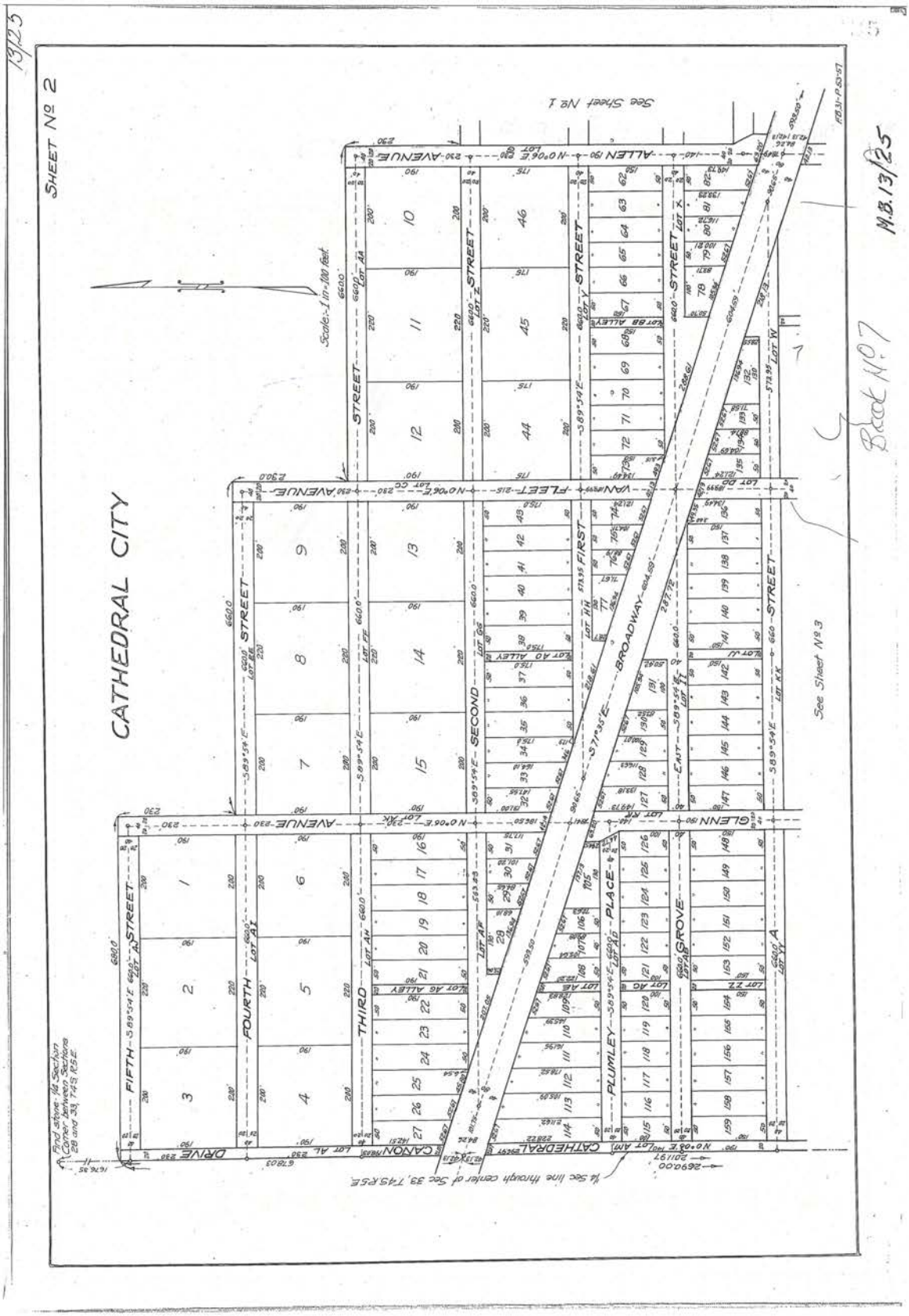
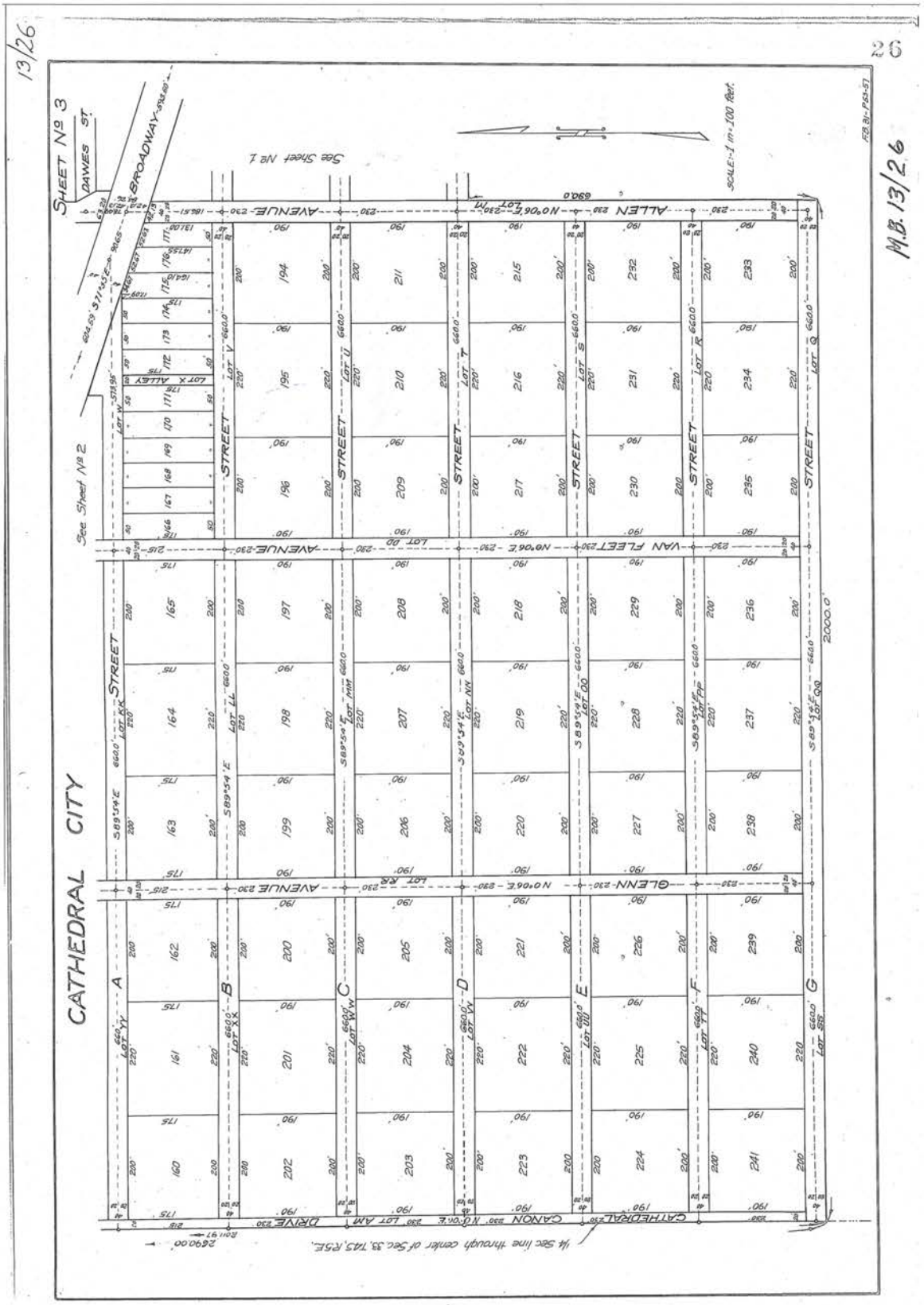
ATTACHMENT

Cathedral City - Original Tract Map (3 sheets)


13/24
SHEET No 1
CATHEDRAL CITY
Being a portion of the east one-half (1/2) of Section 33, T.4 S, R.5 E, S.B.B.&M., County of Riverside, State of California.
Davidson and Fulmer, Civil Engineers — May 1925
Scale:- 1 in = 100 feet.
FILED
Aug 28 1925
M.B. 13/24
Book No 7
SECOND STREET
FIRST STREET
GROVE STREET
DAWES STREET
BROADWAY
ALLEN STREET
AVENUE
DRIVE
PALM
DATE
See Sheet No 2
See Sheet No 3


SHEET Nº 2
CATHEDRAL CITY
See Sheet Nº 1
See Sheet Nº 3
M.B. 13/25
Scale:- 1 in = 100 feet
FIFTH STREET
FOURTH STREET
THIRD STREET
SECOND STREET
FIRST STREET
BROADWAY
PLUMLEY PLACE
GROVE STREET
CATHEDRAL CANON DRIVE
ALLEN AVENUE
VAN FLEET AVENUE
GLENN AVENUE
Find stone: 1/4 Section Corner between Sections 28 and 33, T4S R5E
1/4 Sec line through center of Sec 33, T4S R5E


13/26
26
M.B. 13/26
SHEET No 3
DAWES ST.
BROADWAY
See Sheet No 1
See Sheet No 2
SCALE: 1 in = 100 feet
CATHEDRAL CITY
ALLEN AVENUE
VAN FLEET AVENUE
GLENN AVENUE
CATHEDRAL CANON DRIVE
STREET
2000.0'
1/4 Sec line through center of Sec. 33, T4S, R5E.