



*El Rancho Vista Estates*

HOME TOUR

FEBRUARY 25, 2023





**Our neighborhood is a hidden gem within Palm Springs and is home to one of the most dense collections of world famous mid-century modern homes built by famed architects Wexler & Harrison.**

El Rancho Vista Estates was the first of the Wexler & Harrison residential subdivisions. Developer Roy Fey, a former Chicago accountant who came to the desert and developed a small real estate empire, built it. He saw the potential Southern California Modernist architecture had in the emerging post-war housing market. His belief in the product led him to use the street name “East Avenida Fey Norte” to memorialize his involvement in the development – a not uncommon practice among residential developers. The development is a collection of approximately 77 single-family homes located northeast of the Palm Springs International Airport, accessed via Vista Chino.

Variations on several open plan layouts include flat roofs, butterfly roofs, and the down-turned eave, which became something of a signature in later Harrison projects. Other character-defining details include now-classic mid-century architectural elements like decorative concrete block walls and floor-to ceiling glass walls oriented to spectacular mountain views that enhance indoor / outdoor living. This early modernist tract has undergone a renaissance in recent years as the popularity of mid-century style s has returned. Harrison owned a home in the development at 1593 Avenida Robert Miguel – an unusual example of an architect living in a neighborhood completely designed by his firm.



# FUN in the SUN

“LIVE” in *El*



## Did You Know?

- THAT Palm Springs is the Winter Golf Capitol of the World?
- THAT there are no less than 11 sporty golf courses within 10 miles of El RANCHO VISTA ESTATES?
- THAT the “Desert Classic,” the world’s richest golf tournament, is held here?
- THAT because of its delightful climate there are more swimming pools in Palm Springs alone than in 32 of the 50 states?
- THAT there are three Nationally known tennis clubs and five busy riding academies close to El RANCHO VISTA ESTATES?
- THAT Palm Springs has become a recognized center for Music and Art?
- THAT the soon to be completed Mt. San Jacinto Tramway will bring skiing and winter sports within minutes of your home?
- THAT hiking and mountain recreation areas abound in the vicinity?
- THAT the average temperature in El RANCHO VISTA ESTATES is 70 degrees?
- THAT there are 351 days of sunshine in El RANCHO VISTA ESTATES?

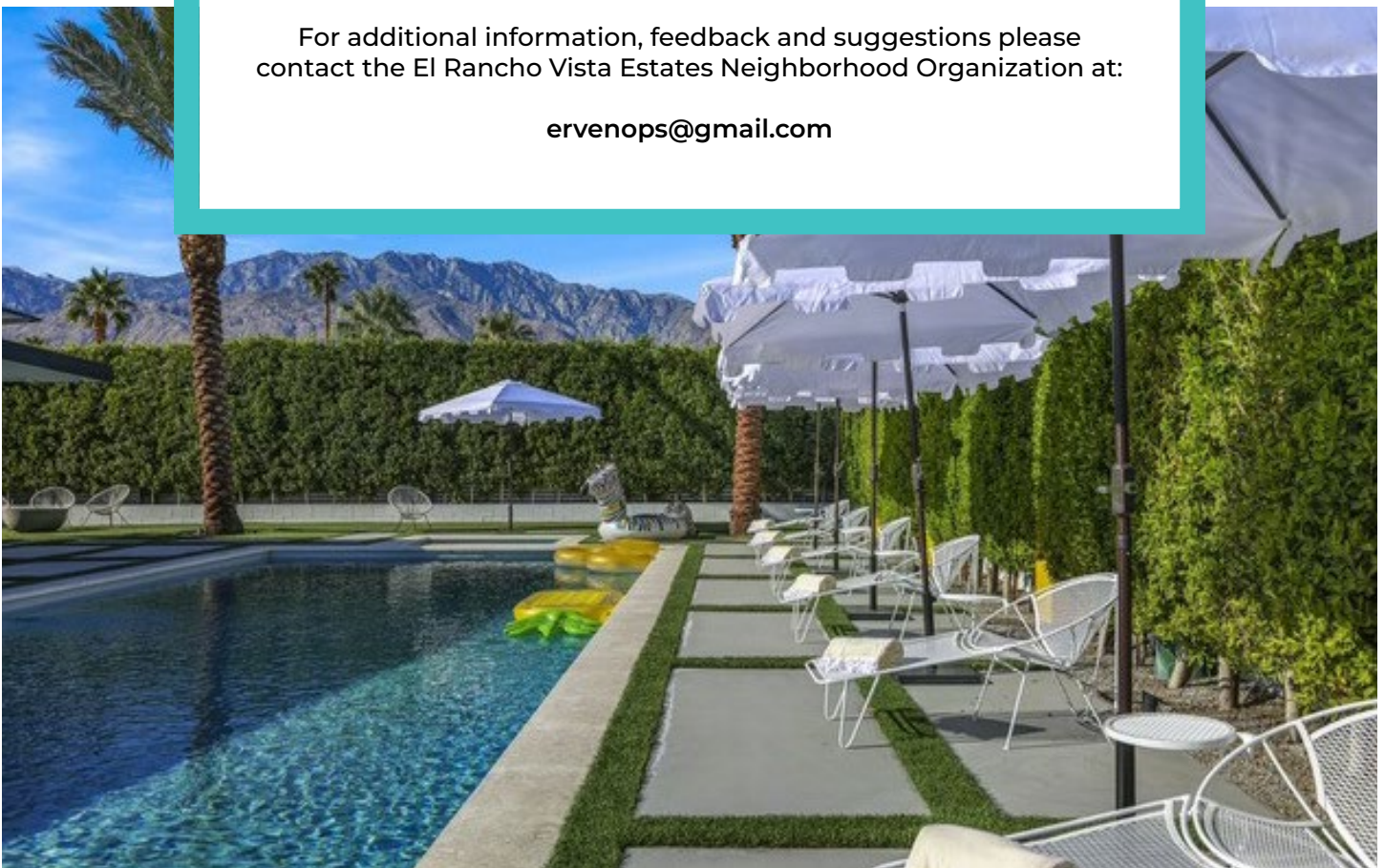


**FOLLOW US ON INSTAGRAM:**

**@ervenopalmsprings**

For additional information, feedback and suggestions please contact the El Rancho Vista Estates Neighborhood Organization at:

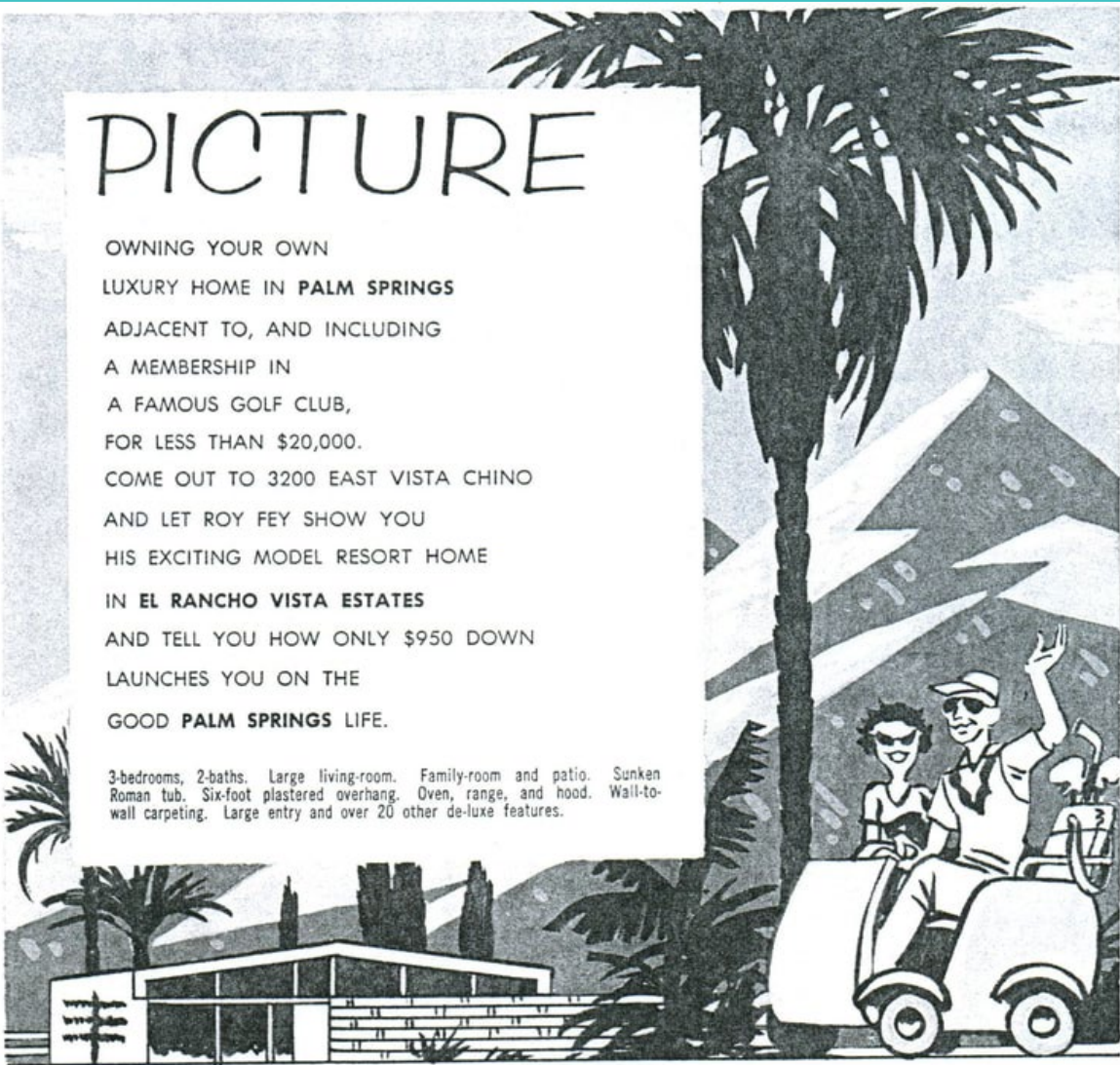
**ervenops@gmail.com**



# PICTURE

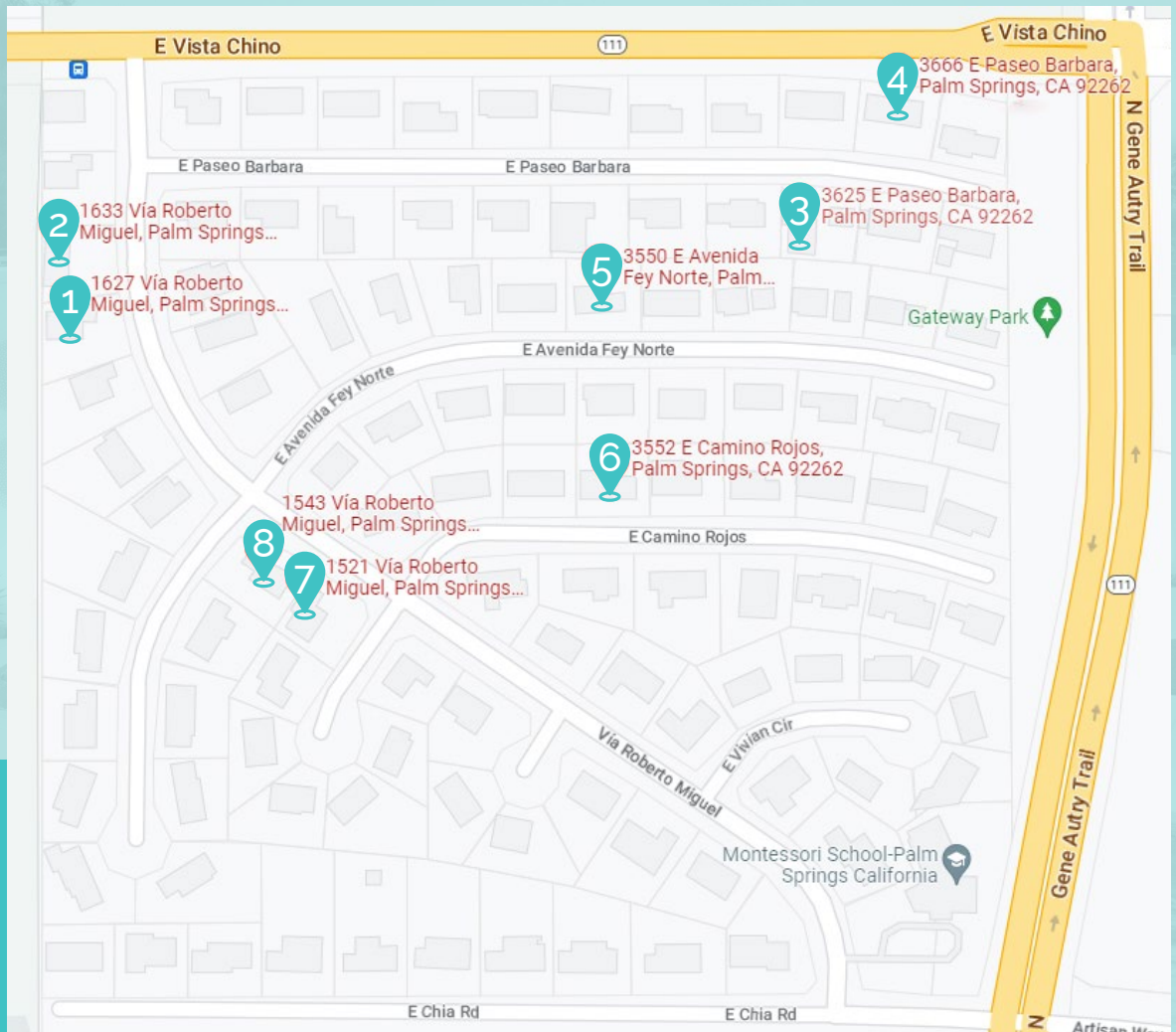
OWNING YOUR OWN  
LUXURY HOME IN **PALM SPRINGS**  
ADJACENT TO, AND INCLUDING  
A MEMBERSHIP IN  
A FAMOUS GOLF CLUB,  
FOR LESS THAN \$20,000.  
COME OUT TO 3200 EAST VISTA CHINO  
AND LET ROY FEY SHOW YOU  
HIS EXCITING MODEL RESORT HOME  
IN **EL RANCHO VISTA ESTATES**  
AND TELL YOU HOW ONLY \$950 DOWN  
LAUNCHES YOU ON THE  
GOOD **PALM SPRINGS** LIFE.

3-bedrooms, 2-baths. Large living-room. Family-room and patio. Sunken Roman tub. Six-foot plastered overhang. Oven, range, and hood. Wall-to-wall carpeting. Large entry and over 20 other de-luxe features.



**Roy Fey's** *El Rancho Vista Estates*

**GENERAL OFFICE:** 2290 South Palm Canyon Drive Palm Springs, California FAirview 5-2082



# *El Rancho Vista Estates*

## Participating homes for 2023

1. 1627 Via Roberto Miguel
  2. 1633 Via Roberto Miguel
  3. 3625 E Paseo Barbara
  4. 3666 E Paseo Barbara
  5. 3550 E Avenida Fey Norte
  6. 3552 E Camino Rojos
  7. 1521 Via Roberto Miguel
  8. 1543 Via Roberto Miguel
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# 01

*1627 Via Roberto Miguel*

**Floor Plan: Casa Blanca**



Brian, Liz and their 9 year old daughter, Grace, live in a mountain town outside of Seattle, WA. They have been visiting Palm Springs for a couple years and absolutely love the sunny weather and quick flight from Washington State. In December 2021 they purchased a Casablanca style home in the ERVE community.



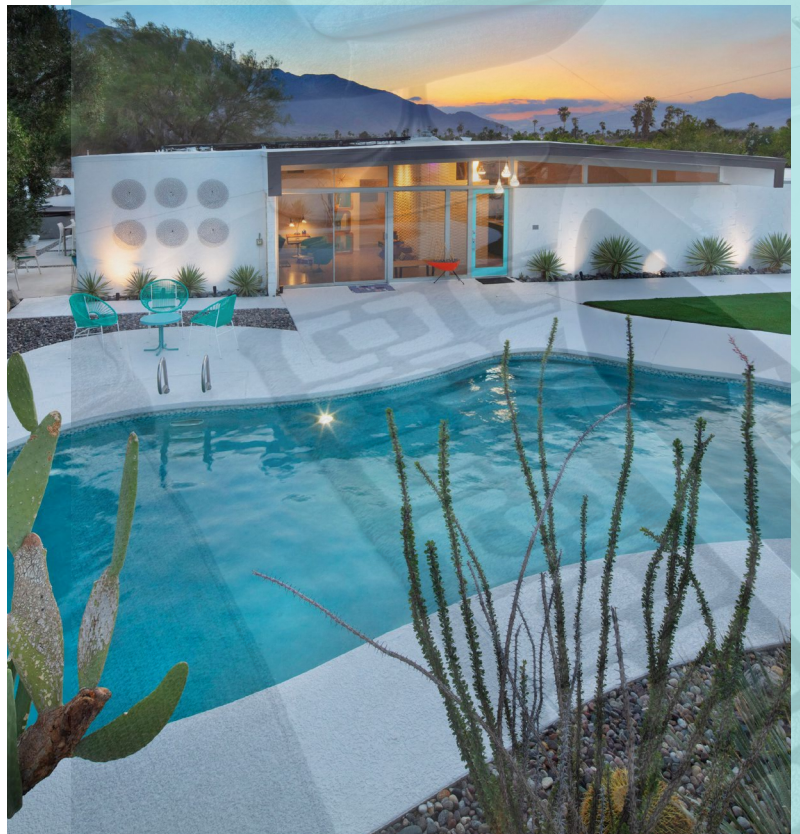
The previous owner made some cosmetic updates such as new floors as well as closing in the garage and turning it into a casita. Since Brian and Liz have purchased the home they have made cosmetic update to the exterior such as paint, grass, and a Pergola Shade by the pool. New lawn furniture and umbrellas make an otherwise bland looking backyard into an oasis.

Inside the home they hung wall paper, breeze block, painted wall and hung bright art work. The furniture is all new and keeping with the mid century theme.

# 02

*1633 Via Roberto Miguel*

## Floor Plan: Bermuda



Larry purchased his desert home in 2020. The home has received interior kitchen, living room, and outdoor renovations including wall tiling, bowtie lighting, midcentury themed furniture and art, yet painstaking retention to the original structure and floor plan architects Wexler & Harrison designed and Roy Fey constructed.

A vibrant, jazzy atomic theme was chosen to reflect the Jet-Age theme with sleek furnishings so prevalent in homes of the early 1960's. Poolside, Larry added a Tiki themed bamboo rain shower, striking vertical divider in the Googie style, and a large authentic aluminum umbrella generously shading the desert's dominant sunshine for sipping icy refreshments.

When Larry is not in Palm Springs, he rents his home to select vacationers who share his undying passion for the Palm Springs midcentury vibe and lifestyle.



# 03

*3625 E Paseo Barbara*

Floor Plan: Casablanca  
Sq. Footage: 2,350



Initially Ron was splitting his time between Palm Springs and San Francisco for several years, when in 2018 he fell in love with El Rancho Vista Estates and this beautiful Casablanca model (A.K.A. Paradise) and decided to make Palm Springs his new home.

Since purchasing the home in the Fall of 2018 Ron has undertaken some major renovations on the home and property in 2021-2022. This included a 300 sq. foot addition to the kitchen, remodeling of the main house bathrooms, the addition of an ADU (Casita), and upgrades to the pool and pool area

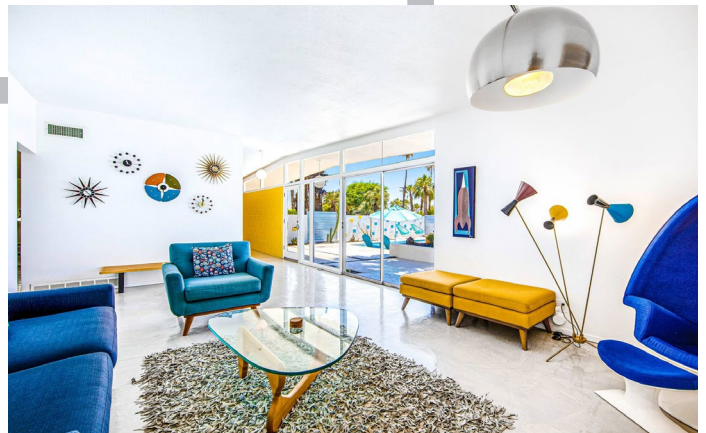
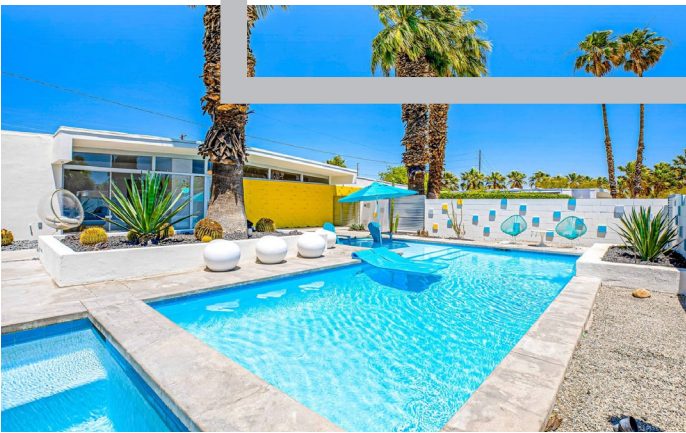
Ron is a Communications professional for a security technology company located in San Francisco, CA. He works from his home office. He enjoys entertaining, cooking, travel, the outdoors, and spending time at "Paradise" with his partner, family, and friends. Ron is looking forward to many more years in his Palm Springs home.



# 04

*3666 E Paseo Barbara*

## Floor Plan: Bermuda



Craig and Alison Haynes bought this home as a vacation property in 2012. As a result of furnishing the home, they started an online furniture store, Mid Mod Finds, focusing on mid-century design, and they have also recently launched a new furniture manufacturing brand, Comet Modern. Craig is also the President of a fin-tech startup, LoanStar, which is headquartered in Philadelphia. Craig and Alison spend as much time as possible in El Rancho

Vista Estates, and love walking the neighborhood, and spending time in the front-loaded pool and spa, with a view of the mountains. The house was updated in 2012 by Jonsson and Foerstell, who put in the pool and spa, as well as the four fire pits and the distinctive block wall. Alison and Craig have continued to update the house with lighting, landscaping, and finishes. The art in the house is created by the owners with the exception of a piece in the living room by local artist Brian Wolbaum.

# 05

*3550 E Avenida Fey Norte*

Floor Plan: Capri



For nearly a decade Craig Rushing and Mike Trout dreamt of owning a midcentury modern home in Palm Springs. In 2020 they jumped at the opportunity to purchase their dream home in El Rancho Vista Estates sight unseen, after only a video tour.

The home had great bones, but the Capri floor plan required a retro update, and Craig and Mike worked hard to honor the original design. They upgraded and expanded the sliders, widened the kitchen footprint, reimagined the bathrooms, and removed the original broom closet to provide an epic view of the pool as you enter. The unique fireplace (added in 1976 for \$600!) was framed in windows for a 'floating' effect.

The front and backyard were both blank slates. They xeriscaped and added palms and cacti up front, and in the back added a fire pit and decorative block walls to tie in the front patio's original shadow block design. The large hot tub was designed to cascade into the existing pool and takes full advantage of the spectacular mountain views. They affectionately call the home 'Casa Caballeros' after the vintage unrestored GMC Caballero that sat in the backyard!

Craig and Mike are avid thrifters and enjoy furnishing their Wexler with unique midcentury modern tchotchkes and art. They share their desert home with their two rescue Welsh Corgis, Maxine & Agatha.





# 06

3552 E. Camino Rojas

**Floor Plan: Bermuda**  
**Sq. Footage: 1,761**



From the moment they opened the orange door and gazed upon the dazzling burst of colors on the entry wall, Enid Braveman and Stephanie Taylor knew they'd found their technicolor dream house! They bought the house in the spring of 2022 from an artist who clearly shared their love of vibrant color and jubilant style. The house, which they've named "El Camino," didn't require many updates, but Stephanie and Enid did restore the den back to the original third bedroom to accommodate their three kids and an array of visitors.

To keep their options open, however, they separated the bedroom from the living room by adding a sliding glass wall instead of a traditional framed structure. Previous owners converted the original covered breezeway into an art studio and that suits the Taylor Braveman family just fine! They use the solar-tube lit studio as a playroom, office, dance studio, project

space, guest room, spillover dining room, and pool floaty staging area. With the help of friends and a fantastic crew of vacation property specialists, the couple have styled and outfitted the house with a focus on playing, relaxing, and entertaining. They'll use the house as a vacation home at least until their youngest child graduates from high school in 5 years. Until they can reside in Palm Springs permanently, Stephanie and Enid cruise up and down the state from their home in San Jose with some combination of their three kids, three dogs, and various family members and friends. They pinch themselves regularly and wonder how they got so lucky to find such a fabulous house, surrounded by amazingly welcoming and fun neighbors, all tucked into the endlessly groovy El Rancho Vista Estates neighborhood. They're delighted to share their house with you on the Modernism Week Tour.

# 07

*1521 Via Roberto Miguel*

**Floor Plan: Casa Blanca**



Sean and Joe purchased this quintessential 1961 Mid Century Donald Wexler home in 2022. Situated in the heart of El Rancho Vista Estates the home is located on a corner lot with views of the San Jacinto mountains. This home is a Casa Blanca floor plan and sits in the center of the property creating two private outdoor living areas. Unique to the neighborhood their home has an additional fourth bedroom. It also boasts a large salt water pool and spa.

Sean and Joe spent months renovating their home to bring it back to its original glory while keeping true to the original features and floor plan these homes are renowned for. Inspired by the iconic architectural details of Donald Wexler, the design and decor of their home embraces the use of vertical lines, geometric shapes, period inspired furniture and slice

of life photography. The design incorporates a mix of warm woods and textures throughout the home complimenting the original exposed concrete floors. They also updated the exterior space with a mix of tropical and desert landscaping creating the perfect Palm Springs outdoor oasis.

Owning a mid century home in Palm Springs has always been a dream for Sean and Joe. Sean works in Finance and Joe is a Designer in the Entertainment industry. They live full time in Los Angeles with their Frenchie puppy, Stewie. They use this house as their weekend getaway vacation home and when they are not here its rented as a short term vacation rental.

# 08

*1543 Via Roberto Miguel*

**Floor Plan: Capri**  
**Sq Footage: 1,363**



The Wexler house at the corner of Via Roberto Miguel and Ave Fey Norte will forever hold a special place in Rodrigo and Janice's hearts. The couple met in San Francisco and bonded over their Palm Springs enthralment. Who can get enough of the relaxed desert vibe and stunning mid-century architecture?

They acquired the property in 2020, at the height of the Pandemic, and called it home through the following year. In times of fear and uncertainty, the oasis was (and still is) a source of joy and tranquility for themselves, friends, and family.

Over time, they channeled their Palm Springs inspirations through self-expression. Decorating walls with their creations as if to say "we lived here" and "welcome" at once.

Real life called the couple back to San Francisco, but Palm Springs was more than just a dream. Their Wexler house will forever inspire and invite because magnificent architecture - like fond memories - is timeless.

The **GOOD**

# El Rancho Vista FEELING .....

THE proud purchaser of a home in EL RANCHO VISTA ESTATES is, if qualified, automatically and at no charge, entitled to a (golfing) membership in the world famous Palm Springs Ranch Club. He will be living less than two minutes away from this club's unmatched facilities for outdoor recreation including the tennis club, olympic swimming pool, riding stables, restaurant, and shops. Schools, churches, and super-markets are nearby. Discover the delights of COUNTRY CLUB living surrounded by clean air, desert beauty, and relaxed people at play.

El Rancho Vista Estates can arrange to install on your lot a quality swimming pool in sizes ranging from 15 x 30 ft. up. The prices starting at \$3,500, include high capacity filter and heater, and 2 ft. of paved marginal patio surrounding the pool. All of this can be included in your mortgage. Also, smart native stone or block fireplace can be added to your living room for low cost starting at \$500.



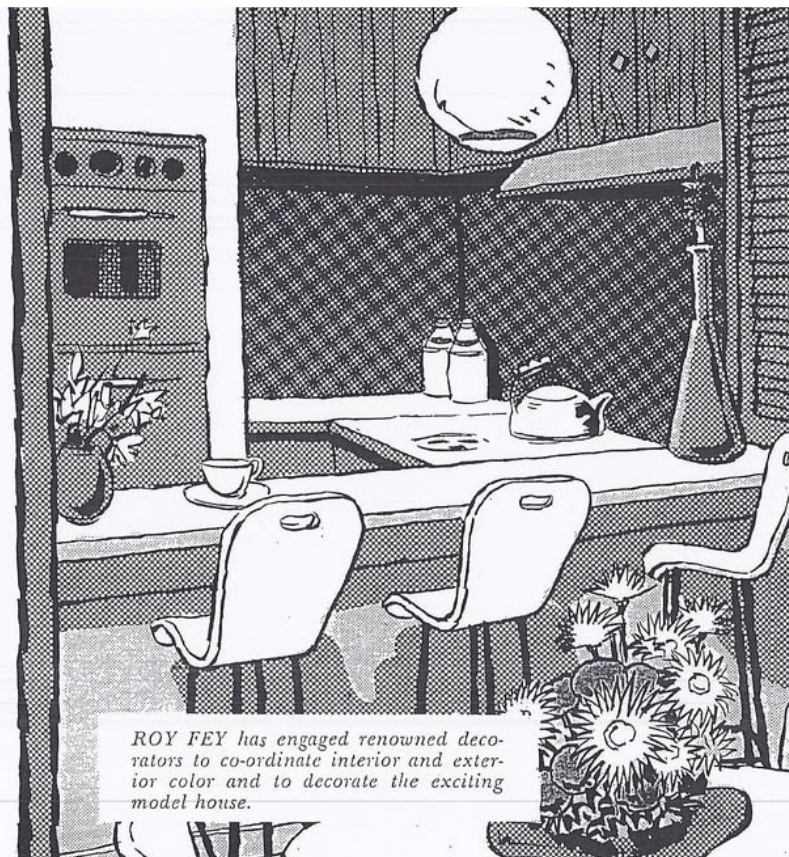
## Your NEW HOME

# IN El Rancho Vista Estates features..

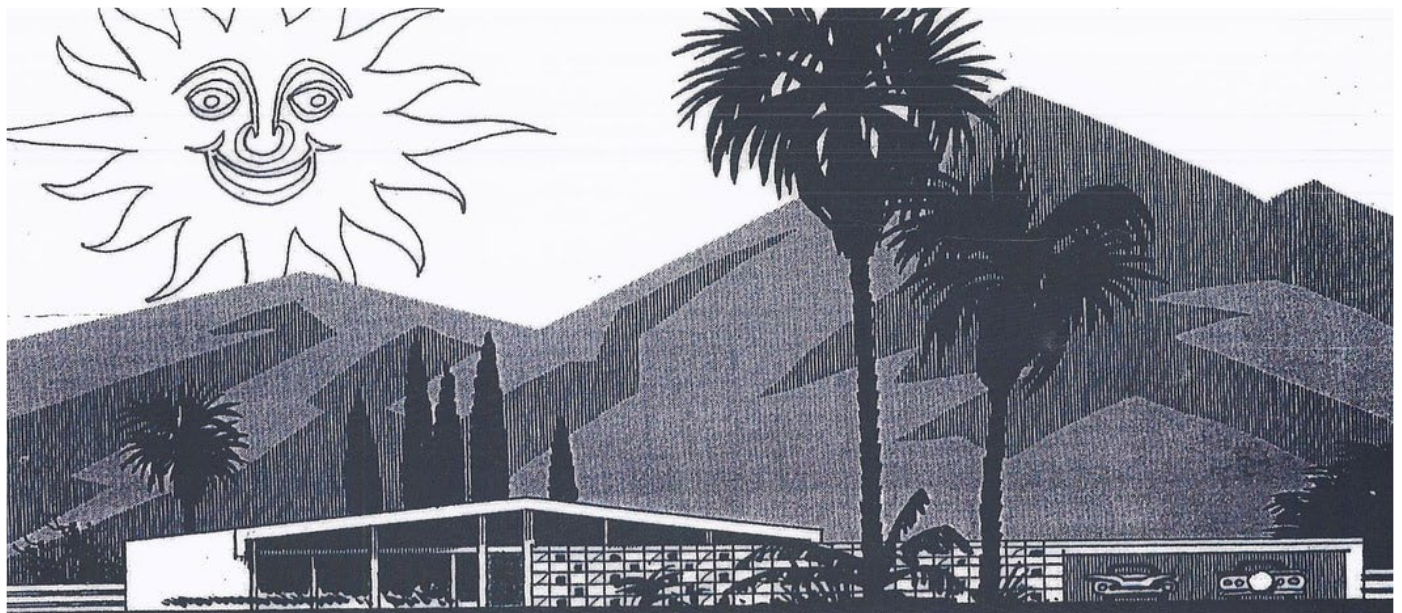
- Inviting Entrees • 3 & 4 Bedrooms, 2 & 3 Baths
- Large 14 x 23 Living Room • Family Room and Patio
- 9 different front elevations featuring molded design concrete block facades.
- Five-foot plastered climate control overhangs.
- Wall-to-wall carpeting in living room, bedrooms, and halls.
- Tile floors in kitchen and family room.
- Utilities underground from pole to house.
- Sunken Roman Tub and Shower in master bath.
- All baths with tiled shower area. Showers enclosed.
- TV and telephone cables installed.
- Extra large two-car car-port. Separate laundry room.

## Kitchen High-lights

- Oven, range, and hood in matched colors.
- Birch cabinets.
- Garbage Disposal.
- Pass-thru bar seating four between Kitchen and Family room.



ROY FEY has engaged renowned decorators to co-ordinate interior and exterior color and to decorate the exciting model house.



Roy Fey's *El Rancho Vista* Estates



VISTA CHINO

VIA ROBERTO MIGUEL

PASEO BARBARA

NORTH GENE AUTRY TRAIL

AVENIDA FEY NORTE

CAMINO ROJOS

CHRIS BALE,

Your Realtor for El Rancho Vista Estates



3552 Camino Rojos  
Sold 4/2022

3588 E Camino Rojos  
Sold 10/2021

1627 Via Roberto Miguel  
Sold 12/21

3623 Avenida Fey Norte  
Sold 7/2021

Chris Bale Home



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