

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 3 Resource name(s) or number (assigned by recorder) *Maranz Residence*

**P1. Other Identifier:**

\*P2. Location:  Not for Publication  Unrestricted

\*a. County *Riverside*

\*b. USGS 7.5' Quad

Date:

\*c. Address *70-551 Tamarisk Lane (formerly 37<sup>th</sup> Avenue)*

City *Rancho Mirage*

Zip *92270*

\*e. Other Locational Data: Assessor's Parcel Number Block: Lot:

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

*Architect Val Powelson designed the remarkable Maranz Residence in 1960 in the shape of a three-pointed star. The upswept hyperbolic paraboloid roofline peaks at three corners with a low central midpoint. The rear elevation faces south onto the 4<sup>th</sup> tee of the Tamarisk Country Club golf course. The one-story Modern house is 3,147 square feet, with three bedrooms and 2.5 bathrooms, and is set on .48 acres. Exteriors are clad in medium-smooth stucco and T-111 plywood. Windows are steel-framed fixed and sliding, with enormous clerestories and sliding glass doors at the peaked rear with views toward the mountains. Battered corner buttresses support massive projecting roof beams. A concrete path leads to the deeply recessed center entrance. Narrow windows near the front buttresses admit northern light. An adjacent guesthouse with a medium-pitched front-gabled roof is located west of the residence. A natural Mexican chink rock wall with metal security gates fronts the property along Tamarisk Lane. The curving concrete driveway is bordered by landscaping of gravel, boulders, shrubs, and hedges. Tall shrubs along the golf course provide privacy for the backyard patio and swimming pool. Although the interior has been remodeled, the exterior appears original and in excellent condition.*

\*P3b. Resource Attributes: (list attributes and codes) *HP2. Single-family Property*

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other

P5a. Photo



**P5b. Description of Photo:** (view and date)  
*North elevation  
August 2002*

\*P6. Date Constructed/Age and Sources:  historic  
*1960/ Source: Metroscan*

\*P7. Owner and Address:  
*Thomas H. Ostwald Trustee  
168 Lake Shore Drive  
Rancho Mirage, CA 92270*

\*P8. Recorded by:  
*P. Moruzzi, T. Grimes, L. Heumann  
Leslie Heumann and Associates  
600 N. Sierra Bonita Ave.  
Los Angeles, CA 90036*

\*P9. Date Recorded:  
*September 23, 2002*

\*P10. Survey Type:  
*Intensive Survey.*

\*P11. Report Citation: (Cite survey report and other sources, or enter "none")

*None.*

\*Attachments:  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other (list)

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 2 of 3

\*NRHP Status Code 3S

\*Resource Name or #: *Maranz Residence*

B1. Historic Name: *Maranz Residence*

B2. Common Name: *Same*

B3. Original Use: *Single-family Residence*

B4. Present Use: *Single-family Residence*

\*B5. Architectural Style: *Modern*

\*B6. Construction History: (Construction date, alterations, and date of alterations): *Constructed in 1960.*

*Note: No building permits exist prior to incorporation of the City of Rancho Mirage in 1973.*

*January 20, 1964. Remodel dwelling. Value: \$8,400.*

*May 12, 1994. Patio cover.*

\*B7. Moved? No Yes Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features:

*None.*

B9a. Architect: *Valentine "Val" Powelson*

b. Builder: *Marval Construction Company*

\*B10. Significance: Theme *Country Club Era*

Area *Rancho Mirage*

Period of Significance: *1951-1973* Property Type: *Single-family Residence* Applicable Criteria: *C*

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

*This arresting house is architecturally significant for its unique 1960 design by architect Val Powelson. Leo S. and Esther Maranz were the original owners of the residence and members of the Tamarisk Country Club. In 1950, Leo Maranz, an inventor, and Harry Axene, an entrepreneur, created the Tastee Freez soft-serve company. The two men marketed a soft-serve pump and freezer which exceeded the technology of competing equipment, allowing for quicker service and a better product. Within five years after the first freezer was sold, walk-up stands bearing the Tastee-Freez name opened across the country to sell sundaes and cones. Maranz and Axene allowed stands to use the Tastee-Freez name in exchange for rent paid on the ice cream pump needed to operate each freezer, creating a strong franchising business that continues to operate today.*

*(See Continuation Sheet 3 of 3.)*

B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

\*B12. References:

*Alan Hess and Andrew Danish, Palm Springs Weekend, Chronicle Books, 2001.*

*Tastee-Freez Website: <http://www.tastee-freez.com/products.htm>*

*Interview with Dr. Henry L. Jaffe, October 22, 2002.*

*Palm Springs Life, May 1998, p.43.*

*Interview with Robert Marx, October 30, 2002.*

*City of Rancho Mirage Building Permits.*

Sketch Map

B13. Remarks:

\*B14. Evaluator: *Peter Moruzzi, Teresa Grimes, Leslie Heumann*

(This space reserved for official comments.)

\*Date of Evaluation: *September 23, 2002*

**\*B10. Significance (continued):**

*Local contractor Robert Marx, husband of Maranz' daughter Carol and son of neighbor Gummo Marx, built the house for the Maranz' based on Val Powelson's design. The roof, a hyperbolic paraboloid, is highly distinctive. Maranz, a Chicago apartment-dweller, told builder Robert Marx before beginning construction on the first house he ever owned, "If I'm going to have a house, I want it to be the most unusual one on the Tamarisk fairways," according to Palm Springs Life (May 1998).*

*Robert Marx, was a contractor in partnership with architect Val Powelson, who together formed the Marval Construction Company. Powelson was also the architect for the Indian Wells Country Club clubhouse. In addition to the Maranz Residence, Marval built a number of houses in Rancho Mirage including the Gummo Marx Residence (37-130 Palm View Drive) and Da Vall Estates (37-800 Da Vall Drive). All three buildings share a steeply pitched gabled roof that projects to a sharp point supported by an exposed beam at the apex.*

*The Maranz House was featured on the cover of Alan Hess and Andrew Danish's 2001 book, Palm Springs Weekend, which focuses on the mid-century architecture and design in the Coachella Valley. The Maranz Residence, with its three-pointed winged roof, is architecturally unique in Rancho Mirage. The house epitomizes the spirit of optimism and playfulness that characterized the most laudable aspects of American culture of the early 1960s. Even more than the futuristic, push button McCulloch Residence (1955, Thunderbird Country Club), the Maranz Residence embraces the furthest boundaries of space age design.*

*As a virtually original and intact example of expressive, forward-looking mid-century architecture in Rancho Mirage, the Maranz Residence appears eligible for separate listing in the National Register of Historic Places for exceptional architectural significance under National Register Criterion C (a "3S" National Register Status Code). In addition, the property would be eligible for designation under an existing or proposed local ordinance.*

**P5b. Description/Date of Photo:** *View of south elevation, August 2002.*

