



## The Downtown Community Plan and Preservation

The draft Downtown Community Plan (DCP), now targeted for adoption in the spring of 2017, proposes, among many other things, strengthening policies in several key areas “to ensure preservation of character in the Downtown.”

The draft plan recognizes the use of the Historic Resource Inventory (HRI) as an important planning tool and proposes to extend some protections for historic properties to those not yet designated – buildings that provide important context and sense of place in our downtown. This is especially important because many of the buildings on the HRI are listed as contributors to a potential historic district that is unlikely to be created because so many of the identified buildings have been altered or demolished.

The plan also recommends an update to our Landmarks Ordinance to improve designation of different levels of classification and protection for historic resources, addressing the longstanding request of the Commission

DOWNTOWN PLAN *continues on page 6*



## The Preservation Resource Center at the Shotgun House

Looking like it always belonged in this row of vintage homes, the rehabilitated house is only a few blocks north of where it stood for 100 years. This location, in the same orientation on the same side of the same street, preserves its eligibility for the National Register of Historic Places.

Photo: Stephen Schäfer, schafphoto.com

## Help Update Our Historic Resources Inventory

The City of Santa Monica is currently updating its Historic Resources Inventory (HRI), a database which lists existing and potential historic resources throughout the City and provides an important foundation for the implementation of the Historic Preservation Program. Two professional consulting firms, Architectural Resources Group and Historic Resources Group, will survey structures built through 1977 and develop historical context statements describing neighborhood, architectural, cultural, and social history. The new survey is expected to be released in spring 2017.

*Your participation helps ensure that the HRI takes the broadest possible look at our built environment and the places that illustrate important aspects of Santa Monica's history! Learn more at [historicsamo.squarespace.com](http://historicsamo.squarespace.com) or go directly to [historicsamo.squarespace.com/your-historic-samo](http://historicsamo.squarespace.com/your-historic-samo) to contribute what you know about the architec-*

*tural, cultural and/or social history of your own neighborhood and other parts of the City.*



Photo: Marcello Vavala

For example, this building on 20th Street in the Pico Neighborhood was designed in 1937 by esteemed architect Paul Williams for the first African-American physician to live and work in

Santa Monica. It has not yet appeared on the Historic Resources Inventory. If designated as a landmark, it would be protected from inappropriate alterations and become eligible for benefits and incentives such as potential property tax savings through a Mills Act Contract, waiver of plan check and permit fees, and use of the State Historical Building Code, which can permit alternatives to current codes, thereby reducing construction costs for alterations.

To be added to the mailing list for the City's outreach meetings and other updates, email [samosurvey@historicsamogroup.com](mailto:samosurvey@historicsamogroup.com). Follow the City's progress via @historicsamo and #historicsamo on Facebook, Twitter, and Instagram. Additional information will also be posted on our website as it becomes available.

**Annual Preservation Awards, see insert after page 4**

## OUR MISSION

The Santa Monica Conservancy is the leading voice for preserving our historic places. The Conservancy promotes understanding of the cultural, social, economic and environmental benefits of historic preservation through education, assistance and advocacy.

## THE BOARD OF DIRECTORS

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## HOW TO CONTACT THE CONSERVANCY

**Phone:** (310) 496-3146, leave a message.

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**E-mail:** [info@smconservancy.org](mailto:info@smconservancy.org)

**Mail:** P.O.Box 653  
Santa Monica, CA 90406

### **Or visit the Preservation Resource Center**

2520 2nd St. Santa Monica, CA 90405  
Open Saturday, Sunday and Wednesday  
from 11 am to 2 pm and by appointment

## MEMBERSHIPS

The Santa Monica Conservancy exists because of the involvement and generosity of people like you. Please help strengthen our voice for preserving Santa Monica's architectural and cultural heritage by becoming a member. See page 7 for membership information.

## THE NEWS STAFF

Alice Allen	Nancy O'Neill
Kevin Herrera	Kay Pattison
Tom Hofer	Laurel Schmidt
Sherrill Kushner	Dolores Sloan
Ruthann Lehrer	Robin Tung
Carol Lemlein	Barbara Whitney

This newsletter is supported in part by a grant from the City of Santa Monica and the Santa Monica Arts Commission.

## MESSAGE FROM THE PRESIDENT

I'd like to comment on some concerns related to weaknesses observed in our City's preservation policies that I identified at our Annual Meeting. First and foremost, we believe hiring a professionally-trained Preservation Officer on city staff is critical to maintaining focus on preservation priorities and communication across departmental boundaries. The City has many worthy aspirations for preservation but without the necessary staff support they will never come to fruition!

In addition, the Landmarks Commission can no longer make proactive landmark nominations; the result of what we consider an extreme interpretation of a court case in the City of Newport Beach. We know of no other municipality that has interpreted the case in this way.

We are also very concerned about the property owner's plan for condos at the site of the landmark apartments at 423 Ocean Avenue. The proposal preserves only facades, despite objections from the Landmarks Commission, the Conservancy and neighborhood organizations. This is an unintended consequence of a municipal code provision that was originally intended to protect renters. We believe that an exception to protect designated properties is essential.

Not that we don't also see progress.... We are delighted with last year's designation of the San Vicente Courtyard Apartments as Santa Monica's third historic district and by the fact that we have had several recent designations initiated by building owners. As noted on page 1, the draft Downtown Community Plan proposes more extensive protections and incentives for historic properties, including those that provide important context and sense of place in the downtown. However, we have the same concerns noted above that these proposals need a long-term commitment to funding and staff support to be realized.

I'd like to conclude with thank yous. First, to outgoing board member Susan McCarthy, who was recently recognized with the League of Women Voters' Christabel Pankhurst Award at its annual "Women Who Shape Santa Monica" event. Susan was a dedicated, effective member of our board who made contributions in many areas.

Also, thank you to former board member Sarah Barnard for recommending that the Preservation Resource Center be the beneficiary of funds raised by her professional organization, the local chapter of the American Institute of Interior Designers (see page 4). We hope that, like Sarah, you will think of supporting the Conservancy's work when a similar opportunity arises.

Finally, thank you again to all who helped make the Preservation Resource Center a reality for our community. We hope you will patronize the local businesses that donated to the project, including 3 Day Blinds, Alan Jeffries Framing, Bourget Brothers, Contempo Floor Coverings, Cox Paint, FormLA Landscaping, John Merchak Painting, Merrihew's Sunset Gardens, Sanchez Upholstery, Smith Pipe Supply, Inc. and Top Termite.

And if you haven't yet been by the PRC, stop in any Wednesday, Saturday or Sunday between 11 am and 2 pm, or call us to make an appointment. We'll be delighted to see you!

—Carol



## Susan McCarthy, Shotgun House Champion

Susan McCarthy has long been a supporter of historic preservation. Without her intervention as the then City Manager, the Shotgun House may not have been saved from demolition in 2002 and our Preservation Resource Center

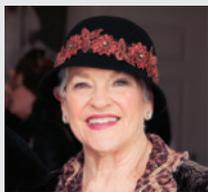


would still be an unrealized dream. McCarthy is leaving the Board of Directors after serving 9 years in order to attend to

her affairs after her husband's passing. Her input regarding how our city works was invaluable as we negotiated the curves of city regulations and bureaucracy during our advocacy efforts and in rehabilitation of the shotgun house. Her role in our capital campaign assured our success in reaching our goals. We look forward to her participation as an active member in the future.

## Elaine Cohen Steps into Her Role

By Kevin Herrera



One can imagine that being a docent at the Museum of Tolerance can be emotionally draining. After 10 years there, Elaine Cohen was looking for something a little more light-hearted. Following an impromptu tour of the Annenberg Beach House, Cohen, now in her 70s, fell in love with the former Marion Davies estate and found her next chapter in volunteering. She has been working with the

Santa Monica Conservancy ever since.

“My favorite aspect of being a volunteer is meeting wonderful people from all over the U.S. and the rest of the world,” Cohen said. “I take improvisational comedy classes, so schmoozing with the public is great fun.”

Cohen, who in her spare time helps feed the homeless at Ocean Park Community Center (OPCC), reads voraciously and dances every Friday night at the Marina City Club with her 86-year-old boyfriend (“Who says you can’t still be active in your senior years?” she said), has also led tours at the Gussie Moran House and the Merle Norman House.

“[I] fall in love with each one while I’m there,” she said of the historic structures. “We are blessed to have so many wonderful old

homes in Santa Monica and, thanks to the Santa Monica Conservancy, they will continue to exist.”

In addition to giving tours, Cohen is a member of the Conservancy’s Docent Council and has organized a number of special programs for Beach House docents. She has also appeared as Marlene Dietrich and Barbara Stanwyck at “Happy Birthday Marion!” the annual celebration of Davies’ birthday at the Beach House in January.

Cohen, who was born in East Los Angeles, has lived in Santa Monica for the past 21 years. She is currently a resident of the Sea Colony.

“I have been gradually making my way west. I can’t go any further, nor would I want to. Living in Santa Monica is as good as it gets.”

## Annual “Thank You” to Docents

By Libby Pachares

Santa Monica Conservancy volunteers gathered in the Sand and Sea Room at The Annenberg Community Beach House on April 25 for the annual docent appreciation party. This tradition started six years ago as part of Volunteer Appreciation Month and



Michael Yakaitis, Marc Wanamaker, and docents Libby Pachares and Rita Schneir enjoy the party.

has been held annually on the last Monday evening in April ever since.

This year the Preservation Resource Center docents and Program Committee joined the Beach House and Downtown Walking Tour docents in the fun. Docents got a chance to mingle, soak in the lovely Beach House ambiance, enjoy scrumptious refreshments from Back on the Beach Café, and take in some vintage Hearst home movies of The Beach House in its heyday, courtesy of Michael Yakaitis and Marc Wanamaker.

Special recognition awards were presented to Beach House docents who have gone above and beyond the call of duty: Elaine Cohen was recognized for all of her work on the docent council; Michael Burton for the most hours worked; and Kara Smith along with her husband Brad, who will be sorely missed as they are moving out-of-state, for all they have contributed to The Beach House

programs. A special “thank you” was given to Ruthann Lehrer, who as “docent mom” does not get the recognition she deserves for her tireless efforts on behalf of all docents.



Standing: Eric Kinderman, Denise Orlando, Gena Garrett, Linda Androlia, Rebecca Michelson, Catherine Conkle. Sitting: Arline Minter, Sylvia Rose, Jane Koehler

## Docent Council Update

In April docents enjoyed an LA Conservancy tour of the Biltmore Hotel in downtown Los Angeles, where Marion Davies hosted an annual Navy ball.

Upcoming docent events include a special tour of the Shirley Temple exhibit at the Santa Monica History Museum and a screening of the 1953 film “A Blueprint for Murder,” which was shot at The Beach House. The movie will be screened again on July 14, 6:30pm at the Ocean Park Library, co-hosted by the library and Shotgun House docent Richard Orton, who will speak about the film.



The docent council at Back on the Beach, clockwise from the far left: Beach House manager Nan Friedman, Audree Fowler, Elaine Cohen, Kay Pattison, Ruthann Lehrer, Council Chair Libby Pachares, and Patty Godon-Tann.

## New Docents for the Shotgun House

Nine new volunteers have just completed their training to join the corps of docents for the Preservation Resource Center at the Shotgun House. The docents studied the origins of shotgun houses, Victorian architecture, local history and contemporary concepts in preservation. They are now paired with members of the original Shotgun House docent group greeting visitors every Wednesday, Saturday and Sunday from 11 am until 2:00 pm.

## Visiting Gussie Moran's Home

On April 2, the Conservancy offered a rare opportunity to tour the home of tennis star Gussie Moran. The house, located at 1323 Ocean Ave, is considered Santa Monica's best example of a Queen Anne Victorian, typical of the first residences along Ocean Avenue. It is preserved as a Santa Monica City Landmark and has been adaptively reused as commercial office space.

Gussie Moran was born in Santa Monica, where her family had owned this home since the 1890s. She took up tennis early, won several single and doubles championships and by 1949 was playing on the Centre Court at Wimbledon. In this respect Moran carried on a proud Santa Monica tradition—in the late nineteenth and ear-



Photo: Ruthann Lehrer

ly twentieth centuries the city was a renowned tennis capital and produced many extraordinary players, among them several national champions.

The tour was presented in conjunction

with the 100th Anniversary of the Dudley Cup, a youth tournament organized by Mayor Thomas Dudley in 1916. Over the years it has attracted many junior players who went on to fame as professionals including Dodo Cheney, Gussie Moran, Jack Kramer, Billie Jean King and Tracy Austin.

The Conservancy thanks our hosts Act4 Entertainment, Nancy Jane Saunders (staff) and the volunteers who assisted with the tour:

Sarah Benhagi	Jane Koehler
Elaine Cohen	Diane Locklear
Susan Eve	Libby Motika
Jean Fleet	Maureen Murphy
Audree Fowler	Kay Pattison
Martha Gruft	

## Leadership Circle Reception

On March 20, Hosts Shugi and Alex Cassini welcomed 30 guests to their spectacular home, a Mediterranean Revival built for cosmetics entrepreneur Merle Norman in 1935. Embellished with stunning Art Deco décor from the '30s as well as Alex's art collection and photographs of his illustrious family, the event was the first Leadership Circle reception. Members of the Leadership Circle contribute at least \$1000 per year to support the Conservancy's mission, and are invited to an annual event intended to give the Conservancy's most generous donors an inside look at a site of exceptional interest.

Volunteers Elaine Cohen, Phillis Dudick,



Hosts Shugi and Alex Cassini, owners of the Merle Norman House, talking to guests at the Conservancy's first Leadership Circle reception. Photo at left: Ruthann Lehrer



Susan Eve, Patty Godon-Tann, Dorothy Jewell, Jane Koehler, Bob Lehrer, Diane Locklear, Lillian Mizrahi, Ruth Shari and Susan Sullivan

guided tours of the house, poured wine and assisted our party wizard Phyllis Conkle with the elegant hors d'oeuvres.



The Santa Monica Travel and Tourism Visitor Experience Team visiting the Shotgun House. Docents Hilda Weiss at the far left, Lorraine Sanchez at the far right. Photo: Carol Lemlein

## Green Art Competition Benefits the PRC

By Sarah Barnard

The Los Angeles Chapter of the American Society of Interior Designers (ASID) held a Green Art Competition at its St Patrick's Day party benefiting the Conservancy's Preservation Resource Center (PRC). The event was held at a Pirch showroom in Glendale. Pirch is a company specializing in fixtures and appliances for the kitchen, bath and outdoors. The contest, open to ASID designers and industry partners, challenged entrants to create artworks from recycled materials. The winning projects were on display during the recent LA Design Build Expo at the Los Angeles Mart.

Cynthia Burnett, past president of ASID-LA, reached out to former board member Sarah Barnard, an interior designer and LEED AP, to recommend a nonprofit



beneficiary, headquartered in a LEED-certified building with a mission related to housing and community service. Barnard thought immediately of the Santa Monica Conservancy and made the recommendation after speaking with Conservancy board members. The organization raised \$2000 in entrance fees which were then donated to the Conservancy. We thank the ASID-LA for honoring the Preservation Resource Center and furthering our mission with its generous donation.



Front row, left to right: Elaine Cohen, Maureen Murphy, Ruthann Lehrer, Phillis Dudick, Susan Freeman, Audree Fowler. Back row, left to right: Libby Pachares, Karen McNeill, Kara Smith, Sara Ben-Hagai, Jean Fleet.

## Annual Meeting and Preservation Awards

The Conservancy's 2016 Annual Meeting and Preservation Awards was held in the Grand Pavilion of the historic St. Monica Church on March 12. Board Vice President John Zinner greeted members and guests as Master of Ceremonies and Board President Carol Lemlein reviewed the accomplishments of 2015 and provided a look at Conservancy plans and preservation concerns for 2016.

Board members Kaitlin Drisko, Michael Folonis, FAIA, Mario Fonda-Bonardi AIA, Nina Fresco, Ruthann Lehrer and Laurel Schmidt were reelected to 3-year terms.

The highlight of the meeting was presentation of ten Preservation and Service Awards by Margaret Bach, David Kaplan, Ruthann Lehrer, John Zinner and Carol Lemlein. See the insert opposite page 4 for details.

The meeting concluded with a brief history of St. Monica's by Board member Libby Motika, who invited all to tour the campus, particularly the A.C. Martin-designed sanctuary which was heavily damaged in the 1994 earthquake.

Thanks to Ingo's Tasty Diner for donating delicious chocolate chip cookies, and to our volunteers: Ruthann Lehrer, Jean Fleet, Kristyna Price and Jane Koehler.

## Docents Celebrate Architect Julia Morgan on Annual Legacy Day

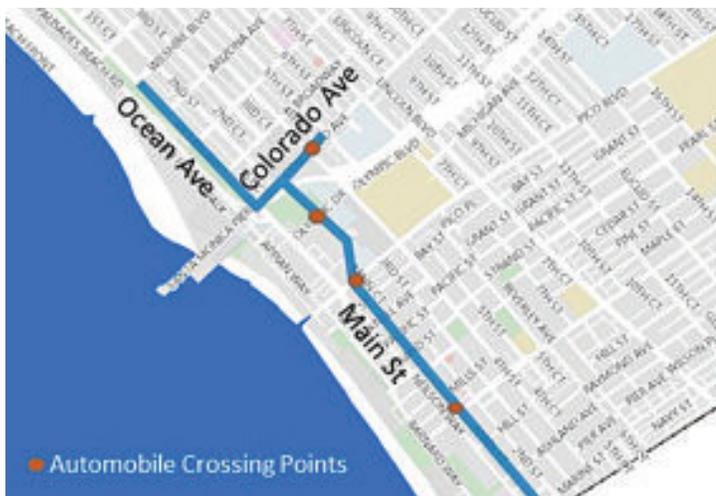
Our Annenberg Community Beach House docents celebrated the legacy of Beach House architect Julia Morgan with a special program on-site. The docents commemorate Morgan every March since the first statewide celebration in 2012.

This year's program featured Morgan biographer Karen McNeill. She spoke about Morgan's relationship with

Phoebe Hearst, mother of newspaper baron William Randolph Hearst who built the Beach House for his mistress Marion Davies. Additionally, footage from the 2014 American Institute of Architects ceremony was screened, showing the posthumous awarding of the AIA's Gold Medal for excellence in architecture to Julia Morgan.

## COAST Features Conservancy Tours

Conservancy docents will be welcoming visitors to the Preservation Resource Center and downtown tours during the COAST Open Streets event on Saturday, June 5. This event, celebrating the opening of the Expo line to Santa Monica, will focus on "mobility, sustainability and culture." A two-mile



route along Ocean Avenue, Main Street, and Colorado Avenue beginning at the Expo Station will be closed to motorized vehicles from Marine Street to Wilshire Boulevard. Attendees will be encouraged to explore all the city has to offer in the Downtown and Ocean

Park without a car.

Conservancy docents will be offering free mini-tours of Downtown from a gathering point at Wilshire Blvd and Ocean Avenue from 10 am to 2 pm, and the Preservation Resource Center will be open to visitors during the entire event from 9 am to 3 pm.

## Celebrate the Centennial of the Carousel

The Loeff Hippodrome on the Santa Monica Pier is celebrating its 100th Anniversary on Sunday, June 12. For details see [www.santamonicipier.org](http://www.santamonicipier.org)



Photo: Brian Thomas Jones

# Landmarks Commission Report

By Dolores Sloan

## 3355 Barnard Way

The commercial building at 3355 Barnard Way has been designated a City Landmark. As part of its decision, the Landmarks Commission declared that the four-story Beaux Arts building with Renaissance Revival details “retains integrity of location, design, feeling and association, as well as partial integrity of materials and workmanship.”

Built in 1926 to house offices and switchboard equipment for the Santa Monica Bay Telephone Company, the building eventually became known as the General Telephone Building, and operated in this manner until 1987. It is “the lone survivor of the original, historic neighborhood impacted by the Ocean Park Redevelopment Area, established in 1959.”

The building’s massive appearance gives it a striking visual presence on Barnard Way, one block from the beach. The present owner, who applied for landmark designation, purchased the building from the Broad Foundation, which had used it as an art storage facility until its move downtown.

## 2125 Arizona Avenue

Saint John’s Health Center Foundation, owner of the Santa Monica Doctors Building at 2125 Arizona Avenue received a certificate of appropriateness for proposed improvements to its 1952 office structure in order to return it to medical use. The Streamline Moderne building received landmark status in 2009.

Plans include new paint colors, building identification signs, bicycle racks and rooftop solar and mechanical equipment. A plaque,

## USC Offers Heritage Conservation Summer Course

The USC School of Architecture has announced its 24th annual summer program devoted to the conservation of the historic built environment. This intensive three-week program introduces the principles and practice of historic preservation/heritage conservation.

This course has been designed for students, design professionals, community leaders, preservationists, planners, and developers seeking a greater understanding of heritage conservation concepts in a contemporary context.

For more information or to enroll, go to [arch.usc.edu/programs/summer/hc](http://arch.usc.edu/programs/summer/hc) or contact program director Trudi Sandmeier at [sandmeie@usc.edu](mailto:sandmeie@usc.edu).



Santa Monica Bay Telephone Company, 3355 Barnard Way Photo: PCR Services

near the entrance on the south elevation, will describe character-defining elements and the influence of nearby St. John’s Hospital (1942) on the building’s architecture, which its designers saw as suggesting a clean, hygienic medical facility in the modern era.

## 710 Wilshire Boulevard

At its March 30 meeting, and after an extensive review process, the 710 Wilshire Joint Design Review Body (JRDB), approved plans for a new hotel that includes the adaptive reuse of the landmark Santa Monica Professional Building along with new construction along Seventh Street. The JRDB was created as a condition of the development agreement for this project, and consists of four members of the Landmarks Commission and three members of the Architectural Review Board.

DOWNTOWN PLAN *continued from page 1*

that the Structure of Merit designation be strengthened or replaced. It recommends use of the California Historical Building Code for properties on the HRI, providing alternative ways of addressing code issues where adaptive reuse, rehabilitation or maintenance would otherwise require more extensive changes that threaten historic character.

Finally, the plan describes goals for additional programs that convey and celebrate the history of downtown and the need to identify a dedicated funding source to enhance and maintain our historic resources.

The Conservancy Board is highly supportive of these objectives, but questions how these goals will be achieved without an ongoing source of funding that does not rely on development agreements and additional professionally-trained staff dedicated to the preservation program. We are also concerned that protection of the

## 2016 SUMMER PRESERVATION EVENTS

### EXHIBIT

“Shirley Temple: Santa Monica’s Biggest Little Star”

**CONTINUING THROUGH FRIDAY, JULY 1**

*Santa Monica History Museum*

(310) 395-2290

[santamonicahistory.org](http://santamonicahistory.org)

### TOUR

“2016 Great Homes”

**SUNDAY, JUNE 5**

**12:00 PM - 5:00 PM**

*Long Beach Heritage*

(562) 493-7019

[lbheritage.org](http://lbheritage.org)

### TOUR

“Sycamore Grove Walking Tours”

**JUNE 27 AND AUGUST 22**

**10:00 AM**

*Highland Park Heritage Trust*

(323) 908-4127

[hpht.org/walking-tour.php](http://hpht.org/walking-tour.php)

### LECTURE

“Authors on Architecture,” Bosley on Greene & Greene and Their Clients

**SUNDAY, JULY 24**

**2:00 PM**

*Society of Architectural Historians/*

*Southern California Chapter*

(at Santa Monica Public Library)

(310) 458-8600

[sahscc.org](http://sahscc.org)

### EXHIBIT

“Aloha, Hawaii our 50th State”

**AUGUST 10 THRU AUGUST 27**

*Grier Musser Museum*

(213) 413-1814

[griermussermuseum.org/](http://griermussermuseum.org/)

downtown’s historic properties has become more difficult because the Landmarks Commission is no longer permitted to proactively initiate designation. We hope the final DCP will address these concerns so that the city can realistically enable implementation to match its lofty goals and policy objectives and assure us that historic resources will be protected.

## WE WELCOME THESE NEW MEMBERS TO THE CONSERVANCY

Debbie Dwyer Harris and David Harris

Frank and Sue Garfield

Regena Garrett

Daniel Heitzman and Minji Suh

Sharon Keith

Billy Nistico

Sandy Savett

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## IN THIS ISSUE:

- p1** Preservation Resource Center  
Downtown Community Plan  
Historic Resources Inventory

---

- p2** Message from the President  
Susan McCarthy, Shotgun House  
Advocate

---

- p3** Volunteer Profile: Elaine Cohen  
Annual "Thank You" to Docents  
Docent Council Update  
New Docents for the Shotgun House

---

- p4** Visiting Gussie Moran's Home  
Leadership Circle Reception  
Green Art Competition Benefits PRC  
Travel and Tourism visits PRC

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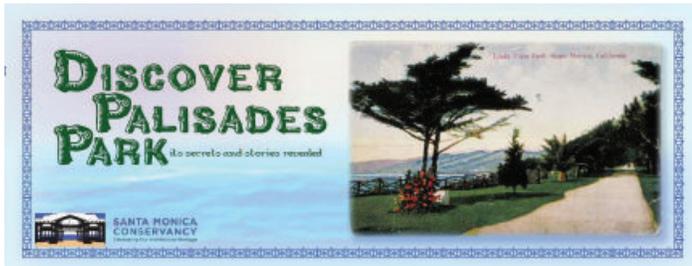
- p5** Annual Meeting and Preservation Awards  
Julia Morgan Legacy Day  
COAST features Conservancy Tours  
Centennial of the Carousel

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- p6** Landmarks Commission Report  
USC Heritage Conservation  
Summer Course  
Summer Preservation Events  
Welcome New Members

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- p7** Membership Application  
Business and Supporting Members

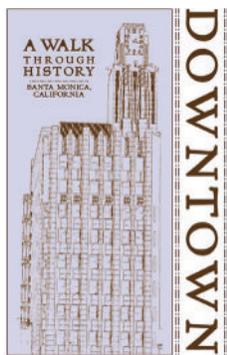


The Santa Monica Conservancy's Downtown Walking Tour and Palisades Park booklets are now available for self-guided tours from the following Santa Monica Travel and Tourism sites for \$3 each:

**MAIN VISITOR  
INFORMATION CENTER**  
2427 Main Street

**VISITOR INFORMATION CART**  
Located on the 1300 block of  
Third Street Promenade  
(across from Foot Locker)

**PALISADES PARK KIOSK**  
1400 Ocean Avenue



Presented by the Santa Monica Conservancy &  
Downtown Santa Monica, Inc.

## COMING IN SEPTEMBER

# SPECTACULAR VERNACULAR

A tour of early 20th century  
Santa Monica homes updated and  
expanded for today's families.

Details soon!



730 Kensington

Photo: Adam Latham