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## Living in a Landmark Tour and Reception, Sunday June 3



by Ruthann Lehrer

Do you believe that landmark buildings are frozen in time and cannot be changed? This myth is dispelled by a visit to five designated landmark homes, many of which have undergone significant changes in their design and dimensions. In fact, landmarks - like all buildings - evolve and change to meet the needs of successive owners. How they succeed in balancing respect for the original architectural character while renovating and rehabilitating the house will be inspirational. As landmarks, their architectural quality is significant; as homes, they are as individual as their owners.

Don't miss this unique opportunity to view some of Santa Monica's finest landmarks and learn how livable they can be. Four of the homes are in Ocean Park, including the adaptive reuse of an 1875 church, two outstanding examples of the Craftsman style, and Irving Gill's Horatio West Court apartments. The fifth is a beautifully expanded Craftsman home on Palisades Avenue.

After the tour, join us at the award-winning Zimmers House on La Mesa Drive for a fundraising reception supporting the Conservancy's educational programs. This Mexican-inspired hacienda, a John Byers adobe from 1924, was recently restored, renovated and expanded for a family with young children.

The tour hours are noon to 5:00 PM. Docent-guided tours will be provided at each home. The reception hours are 5:00

PM - 7:00 PM. The Living in a Landmark tour and reception is sponsored by deasy/penner&partners [www.homeasart.com](http://www.homeasart.com).

Tickets and maps of the tour will be provided at check-in from 11:45 AM to 3:00 PM in the school parking lot at 2525 5th Street, just north of Ocean Park Blvd. For those who prefer to begin the tour on the north side of Santa Monica, check-in is also available at 514 Palisades Avenue.

Tour tickets are \$45/\$35 members. Fundraising reception tickets are \$150/\$125 members. Tickets for the tour and reception are \$175/\$150 for members. Join, upgrade or renew membership at the \$1000 Patron Level and receive two complimentary Tour and Reception tickets. A limited number of tickets may be available on the day of the tour.

## Economic Hardship Claim Filed Against City Landmark

by Mike Salazar

In February, 2011 the Landmarks Commission unanimously designated the front cottage at 2501 2nd Street as a City Landmark and granted demolition of the existing rear house and garage. The Commission found that the turn-of-the-century beach cottage, while poorly maintained, retained a high level of architectural integrity and that it is part of a cluster of historic structures in the immediate vicinity. As reported in our March 2012 newsletter, in January the City Council heard an appeal filed by the property owner and a

## Our Website Gets a Makeover

by Jody Labb

The Santa Monica Conservancy is excited to announce the upcoming launch of our new website. The redesign provides an engaging environment communicating a wide range of information about preservation and Conservancy programs and activities. New features include: a searchable map with listings of historic sites; resources for homeowners and realtors; frequently asked questions; and some captivating photographs of our city's beautiful historic sites.

Simon Hinchcliffe from Sense Company led the redesign of our website. Simon provides outstanding, cost-effective design solutions for clients including Loyola Marymount University.

Additionally, we had an opportunity to work with architectural photographer Brian Thomas Jones. His photographs have appeared in *Architectural Digest*, *Interior Design*, and *Los Angeles Times*.

An important advantage of the new website is the ease with which Conservancy volunteers can update and maintain it. We will continue to add content and populate the site with more

*continued on page 3*

## Ten Years of Preservation Pages 4-5

close 4-3 vote sustained the Landmark designation.

The owner has now filed an application with the City for a Certificate of Economic Hardship, requesting permission to demolish the Landmark front cottage. The economic hardship criteria are intended to establish whether the property can yield a reasonable return for the owner. They require documentation of the feasibility and costs of rehabilitation, but do not allow for

*continued on page 6*

## Construction has started!



The City of Santa Monica has started site preparation for the Shotgun House project, reconfiguring the parking lot adjacent to the Ocean Park Library at 2nd Street and Norman Place. The work will include an enclosed trash area, drainage improvements, and restriping to allow for an additional space for Conservancy use and room for the Shotgun House itself.

The Landmark 1890's house, originally located at 2712 2nd Street, will be rehabilitated by the Santa Monica Conservancy for use as a Preservation Resource Center. We plan to hold workshops and provide technical assistance

to the public in the house, as well as to use it for meetings of the Conservancy board and volunteers. Our educational programs and other activities that promote the preservation and reuse of historic structures will begin to be generated from this community space.

Work on the house itself will begin later this year once sufficient funds have been raised to complete the rehabilitation. Individuals or organizations able to help with this project in any capacity - as volunteers, by providing in-kind services and materials, or as early financial contributors - may contact the Conservancy by email to [info@smconservancy.org](mailto:info@smconservancy.org) or by leaving a message at 310-496-3146.



## Living in a Landmark Tour and Reception, Sunday June 3

**Tour 12 - 5PM**  
\$45/\$35 members

**Reception 5 - 7PM**  
\$150/\$125 members

**Tour and Reception**  
\$175/\$150 members

Purchase online at [www.smconservancy.org](http://www.smconservancy.org)

A limited number of tickets may be available on the day of the tour.

Join, upgrade or renew membership at the \$1000 Patron Level and receive two complimentary Tour and Reception tickets.

## The Conservancy Board of Directors

Our board comes from neighborhoods throughout the city and includes:

Carol Lemlein, President  
John Zinner, Vice-President  
Tom Cleys, Treasurer  
Susan McCarthy, Secretary  
Sarah Barnard  
Bruce Cameron  
Mike Deasy  
Michael W. Folonis, FAIA  
Mario Fonda-Bonardi  
Nina Fresco  
Chris Gray  
David Kaplan  
Sherrill Kushner  
Christyne Lawson  
Ruthann Lehrer  
Barbara Whitney

Emeritus:  
Ken Breisch  
Doris Sosin

## How to Contact The Santa Monica Conservancy

**Phone:** (310) 496-3146, leave a message.  
**Website:** [www.smconservancy.org](http://www.smconservancy.org)  
**E-mail:** [info@smconservancy.org](mailto:info@smconservancy.org)  
**Mail:** Santa Monica Conservancy  
P.O.Box 653  
Santa Monica, CA 90406

## Membership Dues

Individual Membership	\$35
Household Membership	\$45
Low Income Membership	\$15
Sustaining Membership	\$100
Supporting Membership	\$250

To support the Conservancy at higher levels, or with a business membership, visit our website [www.smconservancy.org](http://www.smconservancy.org) or call (310) 496-3146.

## The News Staff

Alice Allen	Carol Lemlein
Ruthann Lehrer	Nancy O'Neill
Dick Orton	Kay Pattison
Ruth Shari	Barbara Whitney

## Message from the President *Carol Lemlein*

President's Column

I hope you will be able to join us for our upcoming "Living in a Landmark" program. These homes are rarely open to the public, and the tour promises not only to be very interesting, but to carry an important message – that there are many ways owners can adapt landmark homes to a family's needs and lifestyle!



Public educational programs like "Living in a Landmark" are the most visible part of what we do to fulfill our mission of promoting "widespread understanding and appreciation of the cultural, social, economic and environmental benefits of historic preservation." But behind the scenes, we have been reviewing the 2002 Historic Preservation Element to help us develop a strategy to advance support of preservation in the implementation of Santa Monica's Land Use and Circulation Element (LUCE), as well as the specific plans for Bergamot and Downtown, and the new Zoning Ordinance. We have also participated in discussions of community benefits for future development agreements throughout the City. With all that planning, visioning and development agreement negotiating underway, it's important for the Conservancy and its members to weigh in to ask that historic preservation be emphasized and financially supported by our City government. We'll be providing more information on this in the coming months, but I encourage you to drop a note to [info@smconservancy.org](mailto:info@smconservancy.org) if you'd like to be an active preservation advocate now.

Finally, I hope you will take a few moments to review our "10 Years of Preservation" centerfold. If you are new to the Conservancy, it's a great way to become familiar with our history and accomplishments. But we're not the greatest archivists, and those of you who've been with us longer may want to drop us a note about your perspective as we near our tenth anniversary. You can send email to [info@smconservancy.org](mailto:info@smconservancy.org) or send it to me personally at [lemlein@aol.com](mailto:lemlein@aol.com) – or if you prefer, leave a message at 310-496-3146.

Carol

## DWT Special Tours



Downtown Walking Tour docents provide group tours by appointment. Recently Rita Schneir and Dorothy Jewell conducted a tour for the Santa Monica Rotary Club, including a visiting Rotarian from India. Dorothy Jewell, Thomasine Rogas and Kay Pattison led tours for Gibson Realty agents. Contact us if you would like to schedule a special group tour for friends, family or an organization.

## Corrections for the March, 2012 Newsletter:

- In "Conservancy Receives 2 Grants," the granting organization for the Preservation Resource Center is the Friends of Heritage Preservation (FOHP).
- Board of Directors member Sarah Barnard's name was spelled incorrectly on page 2.
- The date of "Living in a Landmark" is SUNDAY, June 3, 2012.

We regret the errors and apologize for any confusion they may have caused.

*Volunteer Profile:*

## Doris Sosin, Community Activist & Co-Founder of SM Conservancy *by Sherrill Kushner*

Doris Sosin, a longtime resident of Santa Monica, has been active in many civic organizations, including our own. She co-founded the Santa Monica Conservancy with Tom Cleys in 2002 and has helped increase our membership ever since. Her passion for our unique city and its special landmarks is evident.

"I consider Busy Bee Hardware a Santa Monica historic treasure," says Sosin. "I love to walk on the old wood unpolished floors and search the shelves. Each time a significant historic building is demolished in our city, I feel we are destroying a history that our children and grandchildren should have been able to experience." "We have such wonderful treasures. Fortunately there are people in

the community who are willing to protect structures such as Busy Bee, and in many cases, adaptively reuse them."

Sosin's other accomplishments include serving two terms on the City's Parks and Recreation Commission, founding and chairing the North of Montana Neighborhood Association, initiating the need for a community forest management plan, and serving on the Urban Forest Task Force to create such a plan.

She has also fought to prevent "monster mansions" and to rein in the original development proposal for Santa Monica Place, promoted the planting of an increased tree canopy throughout the city, advocated for the preservation of historically significant buildings, sites and heritage trees, and for the



preservation of space for public parks.

Doris is a master gardener and has devoted much time and effort to enhancing her 1927 Spanish bungalow. She is married to Rolfe Wyer, who has also been supportive of her efforts in Santa Monica. They split their time between Santa Monica and La Jolla.

## Spring Fling! Annual Docent Party *by Robin Venturrelli*



*Left: Docent Council receives their award. Right: Tom Cleys with Cindy Winthrop, Robin Venturrelli, Maria Sarotti and Margi Falk.*

The Sand and Sea room was gloriously abloom with spring hats in every shape and size on Monday evening, April 23rd, as the Annenberg Community Beach House docents gathered for their annual party. The "Spring Fling" theme party began as Certificates of Appreciation for a year of volunteerism were handed out upon arrival. Carol Lemlein presented an award to the Docent Council (Linda Black, Elaine Cohen, Phillis Dudick, Audree Fowler, Dorothy Jewell, Ruthann Lehrer, Libby Pachares, Lay Pattison, Marlene St. Peter, Robin Venturrelli) for their participation in planning a year full of enlightening and enjoyable events. Ruthann presented awards to the three

docents who volunteered the most service. Proud to accept their Hearst, the Collector books were Dorothy Jewell, Maria Sirotti and Kathi Tompkins.

Robin Venturrelli presented both a power point presentation to be used by docents for tours on days when the Guest House is closed, and a lively musical photo montage of the year's docent events. Special guests Rich and George Wilkin, whose father was Hearst's pastry chef, shared photographs of the historic mansion that included interiors, glamorous images of Marion, and memorabilia from his family's collection. Back on the Beach provided the delicious food and beverages, with the hits being Fred's Broadway Brownies



and lemonade. Before they went home docents were given new beautiful blue t-shirts. Now they are ready to begin their busy summer season.

**Website** *continued from page 1*

robust information and resources. Our goal is to assist community members, educators, school children, property owners, realtors and developers, public officials and people interested in Santa Monica's history, preservation, sustainability and adaptive reuse, and architecture.

The new website was partially funded by a grant from the Dudley T. Dougherty Foundation.

# The Santa Monica Conservancy: 2002 - 2012 Ten Years of Preservation



**2002** Conservancy is founded by residents concerned about the loss of historic character of the neighborhoods



**2003** First issue of quarterly newsletter is published  
Website is launched

**2004** First Annual Preservation Award is given to SM Mirror for series "Landmarks and Treasures" during first Annual Meeting at the Georgian Hotel.



**2003** Tour of La Mesa Drive (with LA Conservancy)

**2004** Members-only tour of newly opened Natural Resources Defense Council Building, one of the first LEED Platinum buildings

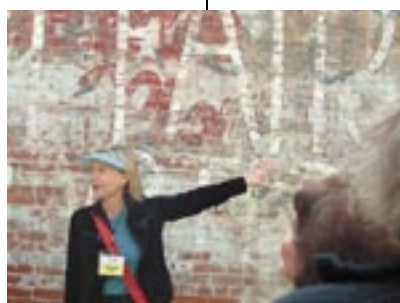


**2005** Tour of Third Street Historic District

**2005** Grant from California Council for Promotion of History for online catalog of historic resources

**2006** "Forgotten African-American History of Santa Monica" lecture at Phillips Chapel

**2006** Conservancy receives grant for Downtown Walking Tour from City of Santa Monica



**2007** City Council selects site adjacent to Ocean Park library for Shotgun House; Conservancy competes successfully for 20 year lease



**2007** Weekly walking tours of Downtown Santa Monica begin



**2008** Tour of Adelaide Drive

**2008** Conservancy proposes Annenberg Community Beach House Docent Program



**2009** Beach House Docent Program begins with tours on opening day



**2009** Begins work on "Building a Neighborhood" curriculum for elementary students

**2010** Conservancy signs 20-year lease on Shotgun House with City



**2010** Mid-Century Modern tour and reception "In the Canyon"

**2011** National Trust for Historic Preservation grant to rehabilitate Shotgun House for Preservation Resource Center. Conservancy receives all required discretionary approvals.



**2011** Hosts California Preservation Conference in Santa Monica



**SANTA MONICA CONSERVANCY**  
Celebrating Our Architectural Heritage

**2012** Reconstruction begins on parking lot where the Preservation Resource Center will be located



**2012** "Living in a Landmark" tour and reception

**2012** New and expanded website to be launched

**2002      2003      2004      2005      2006      2007      2008      2009      2010      2011      2012**

**2002** Shotgun House is saved from demolition and moved to Santa Monica Airport



**2002** Advocates for designation of Strick/Niemeyer House and for designation of 100 year-old Cedar Deodara tree

**2003** Ballot measure threatening Santa Monica's preservation ordinance is defeated

**2003** Advocates for designation of American Foursquare at 128 Hollister and for designation and incentives for Embassy Hotel Apartments



**2004** Advocates for preservation guidelines in downtown development plan

**2005** Advocates for designation of Phillips Chapel



**2005** Conservancy forms "Friends of the Shotgun House"

**2006** Conservancy Forms "Friends of 415 PCH" to support public beach club at the Marion Davies Estate

**2006** Advocates for designation of the Teriton Apartments

**2007** Advocates for designation of Zephyr Surf Shop



**2008** Recommends preservation incentives in Land Use and Circulation Element (LUCE)

**2008** Asks Step Up on 2nd to maintain historic character of Route 66-era Village Motel, now Daniel's Village

**2009** Advocates for designation of Doctor's Building

**2010** Nominates early Byers adobe home in Brentwood as a Historical Cultural Monument in attempt to avoid demolition



**2011** Supports funding for renovation of Civic Auditorium



**2012** Conservancy Advocates for preservation as a community benefit in Development Agreements

## The Art and Science of Home Savings



Former Home Savings on Wilshire

The recent city survey of historic resources identified several hundred structures with potential to qualify for Landmark status; the Landmarks Commission is currently considering a number of them. One prominent example is 2600 Wilshire Boulevard, the site of the former Home Savings of America.

Financier Howard Fieldstead Ahmanson, who acquired Home Savings of America, hired Millard Sheets to design buildings for him beginning in 1952. Sheets would go on to design more than 40 buildings for Ahmanson's companies over the next 33 years. Sheets' approach to interior and exterior design included murals, mosaics and stained glass windows, always with a local theme. His works at Santa Monica's branch of Home Savings

also included a bronze sculpture outside of the entrance.

Although most Californians have known him through his mosaics for Home Savings, it appears that in the case of the 2600 Wilshire site, Sheets may also have been the building's architect of record, according to architectural historian Peter Moruzzi.

The large two-story building is modern in style with formal symmetry and solid massing. Above what is now the storefront is the structure's focal point: an expansive mural of colored mosaic tiles depicting a beach scene and signed by Sheets. The scene shows four young beachgoers, fishermen, a seated couple, a young mother cradling her baby, flying seabirds, sailboats, a rocky coast, the ocean and the setting sun at twilight. The Mural Conservancy of Los Angeles indicates that while the piece was designed by Sheets, it was actually executed by Denis O'Connor and Nancy Colbath, two artists with whom Millard Sheets closely collaborated.

Viewed from inside what once was the bank lobby, the stained glass also has a coastal Santa Monica theme. The New Balance shoe store, the site's current occupant, has placed a large interior canvas mesh screen over the stained glass window, making the images hard to discern.

### Economic Hardship *continued from page 1*



consideration of costs due to the owner's neglect of the property.

This is the City's first challenge to a landmark designation based on economic hardship. There are a number of financial incentives in place for the owners of landmark properties that can reduce the cost of rehabilitation, including fee waivers and use of the State

Historical Building Code, as well as Mills Act property tax reductions. In addition, there are many examples of enhanced use of a landmark property. These include cases in which the Landmarks Commission has approved additions, as shown by homes in the Conservancy's "Living in a Landmark" tour, as well as the examples of 1012 2nd Street and 954 5th Street, where owners have taken advantage of incentives in the zoning code that facilitate making a landmark part of a multi-unit structure. To be successful in this action, the owner will have to demonstrate that even with use of these incentives, the Landmark status of the property prevents a reasonable economic return on the property.

If the owners receive permission to demolish the cottage, it could set a damaging precedent for landmark designation practices well beyond Santa Monica. As this issue goes to press, no date has been set for the hearing before the Landmarks Commission.

## Summer Preservation Events

### No Nails, No Lumber Lecture & Book Signing

Saturday, June 09, 1:00 pm  
Society of Architectural Historians/  
Southern California Chapter  
Santa Monica Central Library  
310-458-8600  
www.sahscc.org

### Fire & Light Tour

Saturday, June 30, 9:30 am  
Wednesday, August 15, 10:30 am  
The Gamble House  
626-793-3334  
www.gamblehouse.org

### USC School of Architecture's Graduate Programs in Historic Preservation

Tuesday, July 10 through  
Saturday, July 28  
213-821-2168  
arch.usc.edu/Programs/  
SummerPrograms/HistoricPreservation

### Westward Ho! Visualizing the Frontier in Santa Monica,

Tuesday, July 17, 7:00 pm  
Santa Monica History Museum  
Santa Monica Public Library  
310-395-2290  
santamonicahistory.org

### Phineas Banning Birthday Concert

Saturday, August 18, 8:00 pm  
The Banning Museum  
310-548-2005  
www.banningmuseum.org

### Parade Your Conservancy Support!

Come march with us in the  
4th of July  
Main Street Parade



To volunteer, phone 310-496-3146  
or email [rsvp@smconservancy.org](mailto:rsvp@smconservancy.org)

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**We want to thank** the following volunteers who helped to publicize the Conservancy at Santa Monica's recent Unity Resource Festival and the Los Angeles Heritage Day:

David Kaplan • Carol Lemlein  
Eric Natwig • Charlotte Wolter

Proud Supporters of the Santa Monica Conservancy

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**Take A Walk Through History!**

10 AM every Saturday. • \$10 (\$5 for members)  
• Meets at Hostelling International, 1436 2nd Street

• Reservations suggested  
• Call: 310-496-3146  
• email: [dwt@smconservancy.org](mailto:dwt@smconservancy.org)

down town santa monica

Presented by the Santa Monica Conservancy and Downtown Santa Monica, Inc. • [www.downtownsm.com](http://www.downtownsm.com)

## Join the Conservancy

### Membership Type:

New  Renewal  Gift

- \$35 Individual
- \$45 Household
- \$15 Low Income
- \$100 Sustaining
- \$250 Supporting
- \$500 Benefactor
- \$1000 Patron
- \$2500 Patron

- \$250 Supporting Business
- \$500 Business Sponsor
- \$1000 Business Patron
- \$2500 Business Patron

### Membership Information

Name(s) \_\_\_\_\_

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City/State/Zip \_\_\_\_\_

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### For Gift Memberships, please provide Donor information here.

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I would like to volunteer for the Conservancy

I've enclosed my contribution of \$ \_\_\_\_\_

### Will your employer match your gift?

Matching gifts can double or triple the value of your membership donation. Please request the relevant forms from your employer and send them to us.

### Thank you!

Please contribute on our website or send your check payable to the Santa Monica Conservancy to P.O. Box 653, Santa Monica, CA 90406

The Santa Monica Conservancy is a 501(c) 3 non-profit organization. Your contact information will not be shared.