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LOOK WHAT'S INSIDE!

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P.O. Box 653 SANTA MONICA, CA 90406-0653



Coming June 13th...

A WALKING TOUR OF PALISADES PARK,

an icon of Santa Monica history and a cherished public place. Now designated as a City Landmark, its cultural value includes historic monuments, public art, historic structures, a rose garden, specimen plantings, and breathtaking views of the Pacific Ocean.

The walking tour will include the "necklace" of historic buildings on Ocean Avenue facing the park. Watch our website for more information.

A beautiful day in Santa Monica's "front yard" overlooking the Pacific Ocean, Palisades Park



SANTA MONICA CONSERVANCY NEWS

VOL 8 No 1

ENSURING THAT THE PAST HAS A FUTURE

MARCH 2010

CONSERVANCY SIGNS

20-YEAR LEASE FOR LANDMARK SHOTGUN HOUSE



Ken Kutcher, attorney with Harding Larmore Kutcher & Kozal; Susan McCarthy, SMC Board member; Marsha Moutrie, SM City Attorney; Barbara Stinchfield and Karen Ginsberg, Santa Monica City Cultural Affairs Department; Sherrill Kushner, SMC Board member; Beth Sanchez, SM City Clerk's office; Lamont Ewell, City Manager, Carol Lemlein signing the lease.

After a year of negotiating, Carol Lemlein, on behalf of the Conservancy, signed a 20-year renewable lease for the historic Shotgun House with the City of Santa Monica which owns the structure. The Conservancy will rehabilitate and transform the building into a Preservation Resource Center, paying \$1 per year as rent.

"Since the time this house was saved from demolition and designated as a landmark in 1999, members of the Santa Monica Conservancy, particularly Mario Fonda-Bonardi, have worked tenaciously to become the steward of this special property," notes Santa Monica Conservancy Board president, Carol Lemlein. "We're 'walking

the talk' by rehabilitating it and putting it back into service as our headquarters and a center for teaching about Ocean Park's early history as well as historic preservation."

The unassuming, wood-frame structure, previously located on private property at 2712 Second Street in the Ocean Park section of Santa Monica, was typical of such cottages that inhabited the streets a few blocks west of the beachfront more than 100 years ago.

"We commend City Council and city staff, especially Barbara Stinchfield and Karen Ginsberg, who have diligently worked with us to make our dream a reality," said Sherrill Kushner, chair of the Conservancy's Shotgun House Committee. "And we couldn't have done it without the untold hours put in by Ken Kutcher of the law firm Harding Larmore Kutcher and Kozal to negotiate the lease."

The Conservancy will be responsible for raising funds to rehabilitate and maintain the Shotgun House, which will eventually be moved from storage to a permanent site at Second Street and Norman Place, not far from where it was originally built. This site is also close to a cluster of other historic buildings that reflect different eras of the city's history.

ANNUAL MEETING AT MILES PLAYHOUSE by Sherrill Kushner

What better place than the historic Miles Playhouse to conduct the Santa Monica Conservancy's Annual meeting! Members ascended the grand steps leading to the Spanish Colonial revival structure that was constructed in 1929. It was funded by former City Councilman, J. Euclid Miles and his wife Katherine for use as a public recreation hall for the young men and women of the city. Designed by architect John Byers, the building is a City landmark and is eligible for inclusion on the National Register of Historic Places.



The Conservancy Board: Nina Fresco, Susan McCarthy, new board members Sarah Barnard and Mario Fonda-Bonardi, Ruthann Lehrer, Ken Breisch, Carol Lemlein (in front), Tom Cleys, Mike Deasy, Joel Brand (outgoing), John Zinner, Sherrill Kushner, Michael Folonis. Missing from photo: Bruce Cameron, David Kaplan, Nancy O'Neill and new board member Barbara Whitney.

CONTINUED ON PAGE 4

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
- Ken Breisch
- Bruce Cameron
- Mike Deasy
- Michael W. Folonis, FAIA
- Mario Fonda-Bonardi
- Nina Fresco
- David Kaplan
- Sherrill Kushner
- Ruthann Lehrer
- Nancy O'Neill
- Barbara Whitney
- Doris Sosin, Emeritus

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, call (310) 496-3146.

THE NEWS STAFF

- Alice Allen
- Margaret Bach
- Nina Fresco
- Sherrill Kushner
- Ruthann Lehrer
- Nancy O'Neill
- Dick Orton
- Judy Parsons
- Marcello Vavala
- Susan Zinner

HOW TO CONTACT THE SANTA MONICA CONSERVANCY

Phone us at
(310) 496-3146
-and leave a message.

Website www.smconservancy.org

E-mail info@smconservancy.org

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



MESSAGE FROM THE PRESIDENT Carol Lemlein

This year is off to a great start for historic preservation in Santa Monica! As this issue goes to press, you have been seeing a lot of the Conservancy in the news.

The signing of the Shotgun House lease is a long-awaited milestone for the plan to relocate and rehabilitate it to create a Preservation Resource Center. It brought the Conservancy some great press, with articles in the *LA Times*, *the Daily Press*, *the Argonaut*, *the Lookout News* and our press release posted on the City website. I'd like to thank the lease negotiating team, chair Sherrill Kushner, Tom Cleys, Mario Fonda-Bonardi and Ken Kutcher, for their steadfast effort to make the agreement a win-win for the Conservancy and the City.

Our Preservation Awards were also well reported, with articles in the *Daily Press* and the *Argonaut*, and specific mention of our award to Ken Kutcher in the City Project Blog. Board Member Michael

Folonis coordinated this year's selection committee, which included Margaret Bach, Mike Deasy, and Ruthann Lehrer.

Accomplishing these things, however, is only part of the story. You, and other members of our community, wouldn't have been reading about them in the press without the efforts of Joel Brand and Sherrill Kushner and our revitalized Communications Committee. You will be hearing more about their work as this year proceeds.

Finally, I'd like to personally thank Joel Brand for his years of service on our Board and welcome incoming members Sarah Barnard, Mario Fonda-Bonardi, and Barbara Whitney. Much of the work your Board does takes place in the background, but we couldn't be doing what we do without their dedication and leadership.

Carol

YESTERDAY'S PHOTO See page 6 for a look at today's bus.



No it's not the Big Blue Bus, but its precursor—the Bay Cities Transit Co. bus, letting passengers off across from the branch of Security-First National Bank. Anyone know where this was taken? Photo dated: February 17, 1938. Photo courtesy of the Los Angeles Public Library Photo Archive

VOLUNTEER PROFILE by Sherrill Kushner

BARBARA WHITNEY JOINS BOARD

Photo provided by Barbara Whitney

"I have been interested in architectural history for a long time, probably as a result of studying art history as an undergraduate and then beginning my career in the museum world 30 years ago," says Barbara Whitney, a new board member recently elected at the Annual Meeting. "My work at the Getty for over 20 years exposed me to a lot of architectural conservation projects worldwide, as well as the challenges involved in finding preservation solutions that will work in the contemporary world and balance the needs of diverse stakeholders."

"I have also become more interested in local and California history as I've grown older and watched so many changes take place," notes Whitney. She is a fourth generation

Californian. Her grandfather started in the residential building business, beginning with work on the carriage house that was a part of the Long Beach Museum of Art. Having grown up in the business, she gained an early appreciation for great Craftsman houses. She is also a member of the Society of Architectural Historians, the Southern California Historical Society, the California Historical Society, and the L.A. Conservancy.

For the past 23 years Whitney has lived in a house in the landmark-designated Horatio West Court designed by Irving Gill. "Almost no day goes by that I don't appreciate Gill's genius with light and architecture. But the buildings are now 90 years old, and require a lot of maintenance with the concrete and fireplaces and moisture. All the owners undertake joint and individual projects and share solutions. Keeping our houses warm in the winter time (without central heating) is a particular challenge!"

Whitney has an 11-year-old daughter Kate, and a new rescue dog, Buddy. She and Kate maintain a plot at the Santa Monica community gardens on Main Street.

The Conservancy will surely benefit from Whitney's extensive organizational experience and insights as an owner/occupant of a historic property. "I am interested in helping the Conservancy reach its next level of growth and stability, and also to increase awareness of its work in the community. I am impressed with the Conservancy's work in recent years and its moderate stance on a lot of issues, encouraging debate and open dialogue."

CONSERVANCY RECEIVES FIRST PLANNED GIFT

Founding President Tom Cleys has made a landmark \$250,000 bequest to the Conservancy through his will.

"Great architecture has always been something that has enriched my life," said Cleys. "I believe deeply in the mission of the Santa Monica Conservancy. I want to make sure that it is a critical and respected part of this community 100 years from now, just like the buildings we are trying to preserve." Because Tom feels strongly about the Conservancy's advocacy to save Santa Monica's important buildings, he is directing that part of his gift go specifically to those efforts. "By making a planned gift" he added, "I can make a more substantial commitment to the Conservancy's work, providing for my own needs now and later for my family and my philanthropic priorities."

If you have questions about planned giving, please call us at 310-496-3146.

HOLIDAY PARTY AFTERGLOW

Host Berkeley Blatz and Carole Currey



Santa Monica HS Chamber Orchestra



Phyllis and Sherrill at Chili Central



Delicate windows overlook the patio

Thanks to member Berkeley Blatz, who hosted our holiday party for more than two hundred Conservancy members and friends in his beautiful 1927 Tudor home. In addition to the ever-popular chili dishes prepared by volunteers Kitty Bartholomew,

Phyllis Conkle and Mary Ann Hays, we received very generous food donations from Marmalade Café, cookies from Pioneer Boulangerie, and hors d'oeuvres from Trader Joe's. Thanks to our volunteers Alice Allen, Margaret Bach, Kate Bransfield,

Claudia Brentwood, Mary Ann Hays, Ursula Kress, Sherrill Kushner, Bob Lehrer, Ruthann Lehrer, Eric Natwig, Nancy O'Neill, Dick Orton (photographer), Judy Parsons, Ruth Shari, and especially Phyllis Conkle – the party impresario.

ANNUAL MEETING



CONTINUED FROM PAGE 1

While a fire glowed in the large fireplace, President Carol Lemlein conducted the meeting. Lemlein summarized the accomplishments of the organization during the past year, and board members were unanimously elected. They are: Sarah Barnard, Mario Fonda-Bernardi and Barbara Whitney joining the re-elected incumbents Michael Folonis, Nina Fresco, Ruthann Lehrer, and Susan McCarthy.

Ten preservation awards were given and the recipients each said a few words about their projects or service. (See Preservation Awards Supplement) The committee that selected the awardees included Michael Folonis, Mike Deasy, Margaret Bach, Carol Lemlein and Ruthann Lehrer.

Dr. Ken Breisch followed with a well-researched, illustrated lecture on Miles Playhouse, its history and architecture. The meeting concluded with fabulous refreshments under the massive wooden beams and wrought iron appointments inside one of the city's architectural treasures.

Thanks to our host, Justin Yoffe, Cultural Affairs Supervisor for Miles Memorial Playhouse for accommodating our meeting. Thanks also go to SM Conservancy volunteers Sarah Barnard, Kitty Bartholomew, Phyllis Conkle, Mary Ann Hays, Ursula Kress, Sherrill Kushner, Bob Lehrer and Ruthann Lehrer, and photographer Dick Orton. Councilman and Mrs. Miles surely would have been pleased.



Top: On a clear but cold winter Saturday, members gathered for the meeting.

Above: Thankfully the Playhouse had a warm, welcoming, working fireplace.

Right: Mary Ann Hays, Phyllis Conkle, and Kitty Bartholomew put together a great table.

Below: Joel Brand and Nancy Greenstein, co-chairs for Pier Centennial; Kent Smith, PRC president, Ben Franz-Knight, Exec. Director, PRC with Carol Lemlein. See more about this award in the special supplement.





INTRODUCING THE PEOPLE AND HISTORY OF THE BEACH HOUSE

We have two great opportunities to learn more about the people and history of the Annenberg Community Beach House! The Santa Monica Conservancy invites members and the public to its Winter Lecture Series – and seeks interested volunteers to train for the Annenberg Community Beach House Docent Program.

WINTER LECTURES

Our Winter Lecture series is underway, focusing on the people and history of the Beach House, which opened to great acclaim last spring and has become a premiere destination in Santa Monica. The site combines new buildings with the restored 1929 Georgian Revival Guest House and 100-foot swimming pool with decorative tile and marble. Both the house and pool were designed by renowned architect Julia Morgan for William Randolph (WR) Hearst as gifts to his loyal companion, actress Marion Davies. Davies, who starred in both silent and talking films, was a preeminent Hollywood hostess; she and Hearst reigned as virtual royalty, hosting film luminaries and heads of state.



Historic photos: Courtesy Marc Wanamaker, Bison Archives

WINTER LECTURE SERIES

The lecture series provides stories of the site's vivid personalities – WR Hearst, Ms. Davies, and Julia Morgan – as well as insights into the innovative adaptive reuse that has transformed the site for public use.

FEBRUARY 27

Marc Wanamaker on Hollywood's Gold Coast.
Cari Beauchamp on William Randolph Hearst.

MARCH 13

Elaina Archer, documentary filmmaker, presenting "The True Story of Marion Davies" and discussing her research on the film star.
Kay Pattison on WR Hearst, Marion Davies, and their relationship.

MARCH 27

Christy McAvoy, Historic Resources Group, on the historic structures.
John Berley, Frederick Fisher Partners Architects, on the rebirth of the site.

MEMORIAL PARK
1401 OLYMPIC BLVD.
2:00 – 5:00 PM

Tickets: \$10 per lecture
www.smconservancy.org,
call 310-496-3146

NEW DOCENT TRAINING CLASS

Volunteers are needed for the second docent class for the Annenberg Community Beach House. Become a part of this fabulous site, meet interesting people, and learn the fascinating history where Hollywood and Santa Monica intersect! To learn more, visit the website www.beachhouse.smgov.net.

The docent training program begins with the lecture series and continues with on-site training in April. A written docent manual is provided for additional material and to serve as an ongoing reference book. The service requirement is 6 hours per month, in two shifts of 3 hours each.

New docents will be joining an enthusiastic and dedicated group of volunteers who have been staffing the site since last year. Although training has begun, space may still be available for additional docent trainees who can fulfill the training and service requirements. Contact the Conservancy at (310)496-3146 or at www.smconservancy.org.

There is no charge for the lecture series for those accepted into the docent training program.

LANDMARKS COMMISSION REPORT

by Margaret Bach



The newly renovated, Streamline Moderne Shangri-La Hotel has been a striking presence on Ocean Avenue since 1939. Photo courtesy of the Shangri-La

From High to Low. Landmarks come in all shapes and sizes. Some are grand, and some are unassuming – yet significant – elements of the City’s landscape. Over the past months, the Landmarks Commission’s three designations have embraced this full range of building types.

The **Shangri-La Hotel**, a prominent visual landmark in the City, is a graceful Streamline Moderne-style hotel at the corner of Ocean and Arizona. Built in 1939, the hotel was recognized as the first “Class A” apartment building erected in Los Angeles County after the 1929 stock market crash, and was noted in such periodicals as *California Arts and Architecture* and *Architectural Concrete*. The architect, William E. Foster, was a prolific local architect, designing such buildings as the Pilgrim Lutheran Church, and a Streamline Moderne apartment building at 212 San Vicente, among others. The recently restored Shangri-La was recognized by the Santa Monica Conservancy with a 2009 Preservation Award.

The **Mar Vista Apartments**, at the corner of 2nd Street and Arizona, is a remarkably intact 78-room, three-story apartment building designed in the Renaissance Revival style, rare for Santa Monica. Built in 1914, the building is an early surviving example of multi-family residences in the City and exhibits a high level of architectural detailing and materials, including distinctive brick masonry construction and classical architectural elements, still apparent today.

The modest bungalow court at 1047 9th Street is comprised of three American Colonial Revival style cottages, designed and fabricated by Pacific Ready-Cut, the largest and most prolific prefabricated home kit company in the West. Constructed in 1923, they stand today in remarkably intact condition – built as depicted in the company’s catalog. The small houses offer an excellent example of housing constructed for middle- and working-class families in the City and are an important example of the development of Santa Monica’s residential neighborhoods. The owner of the property has appealed this designation, to be heard by the City Council in March.

TODAY’S PHOTO



Today’s Big Blue Bus

UPCOMING PRESERVATION EVENTS

BLESSING OF THE ANIMALS

Saturday, March 27, 2010

12:00 PM - 5:00 PM

Olvera Street

(213) 625-5045

<http://www.olvera-street.com/html/fiestas.html>

2010 SPRING HOME TOUR

Sunday, March 28, 2010

9:00 AM – 4:00 PM

Pasadena Heritage

(626) 441-6333

<http://pasadenaheritage.org/>

SANTA BARBARA’S FOUNDING DAY

Saturday, April 17, 2010

11:00 AM - 3:00 PM

El Presidio de Santa Bárbara

State Historic Park

(805) 965-0093

<http://www.sbthp.org/>

CALIFORNIA PRESERVATION CONFERENCE, “THE SIERRA NEVADA – PRESERVING A SENSE OF PLACE”

May 12-15, 2010

California Preservation Foundation

(415) 495-0349

www.californiapreservation.org/about_2010.shtml

LAST REMAINING SEATS, CLASSIC MOVIES IN CLASSIC THEATERS

Wednesday Evenings,

May 26 - June 30, 2010

Los Angeles Conservancy

(213) 623-2489

<http://laconservancy.org/>

IN MEMORIAM:

**MAYOR KEN GENSER
(1950-2010)**



The Conservancy is deeply saddened by the passing of Mayor Ken Genser, who was a steadfast and staunch supporter of our mission. Mayor Genser was a dedicated and brilliant public servant, who was on the City Council from 1988 to 2010, and was elected as Mayor three times by his colleagues.

**MARCH 2010
NEW MEMBERS**

- Nels Christianson
 - Terri de la Pena
 - Mireille Dermer
 - Yu-Chu Evans
 - Steve Glenn
 - Joan and Murray Grieff
 - Ida Harding
 - J. Alex Hartzler *
 - Carolyn Karr
 - Amber Kloss
 - Karen and Richard Lemen
 - Stella Moore
 - Susan O'Bryan
 - Nancy Peters
 - Allison Sampson
 - Beverly Schroeder
 - Julia Teweles
- * Sustaining Member or higher

Ken had studied architecture and worked in this field, and formerly resided in the landmark Teriton apartment complex on San Vicente Boulevard. In the 1980s, while working for American Youth Hostel, he was instrumental in their acquisition of the Rapp Saloon and adaptive reuse as the centerpiece of its new Santa Monica facility.

**MARCH 2010
BUSINESS MEMBERS**

- Adamm's Stained Glass *
 - Angel City Press
 - Kate Bransfield, Coldwell Banker
 - Pamela Burton & Company
 - Julie Chambers L Ac
 - Deasy Penner and Partners
 - Morley Builders *
 - Eric Natwig, New West Partners
 - Pankow
 - Mary Ann Powell, Pacific Park
 - Preservation Arts
 - Spectra Company
- * Sponsor or higher

We relied on his analytical and insightful understanding of many issues, particularly concerning historic preservation, neighborhood conservation, and retention of the scale and character of his beloved City. We will miss him greatly.

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SOUTHERN CALIFORNIA
SINCE 1947**

*The Garden Plumbline
Restoration & Addition*

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- Event and tour planning
- Other aspects of our programs.

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SANTA MONICA CONSERVANCY

NEWS

ENSURING THAT THE PAST HAS A FUTURE
SPECIAL SUPPLEMENT

2010 PRESERVATION AWARDS

The Conservancy presented ten Preservation Awards at its 2010 Annual Meeting, recognizing preservation efforts taking place throughout the city and their contribution to making Santa Monica an attractive place to live and work. The recipients ranged from homeowners who have chosen sensitive restoration and renovation rather than allowing demolition of historic structures, to city officials who have recognized and promoted the role of historic preservation.



Attorney Ken Kutcher, photo by Joel Brand.

OUTSTANDING SERVICE AWARD

Attorney Ken Kutcher of the Santa Monica law firm of Harding Larmore Kutcher & Kozal, LLP, was recognized for his pro-bono work on the Shotgun House lease negotiations, and for initiating zoning changes that provide incentives to facilitate new development on large lots with small landmark structures.



Draft LUCE Team representatives Peter James, Dr. Frances Phipps, Hal Phipps and Eileen Fogarty accept their award.

THE DAVID CAMERON AWARD

Awarded to Eileen Fogarty, Director, and the City of Santa Monica Planning and Community Development. Creating the November 2009 Draft Land Use and Circulation Element (LUCE) has been a huge effort. Ms. Fogarty, her staff and consultants responded to input from citizens at countless meetings, including the comments and concerns voiced by the Conservancy. The result is a draft which recognizes historic preservation as a core community value, promotes historic preservation incentives, and integrates historic preservation into the planning process.

ABOUT THE DAVID CAMERON AWARD

David G. Cameron was a longtime Santa Monica resident, attorney, historic preservation consultant and preservation activist, who passed away tragically in 1997. He was instrumental in the establishment of the city's first Landmarks Ordinance and a passionate advocate for the preservation of its heritage.

The first David Cameron Award was given in 2008 to architect Mario Fonda-Bonardi in recognition of his tireless work to preserve Santa Monica's landmark Shotgun House.



Lobby of the Embassy Hotel Apartments.

THE STEWARDSHIP AWARD

Michele Nasatir, owner of the Embassy Hotel Apartments at 1001 3rd Street, received the Stewardship Award for outstanding dedication to preserving the magnificent Spanish Colonial Revival architecture and decorative enrichment of this landmark building.



Some of the eclectic participants in the 2009 Pier Centennial.

THE PRESIDENT'S AWARD

Awarded to the Pier Restoration Corporation for the 2009 Pier Centennial celebration commemorating the history of our iconic landmark Pier, with entertaining and educational children's programs that promoted understanding of the Pier's history. The significance of the Pier to Santa Monica cannot be overstated; historic preservation began here with a residents' movement to Save the Pier.



Richard Neutra's Barsha House at 302 Mesa Road.

RESTORATION

Awarded to Scott Lander for his ambitious restoration of Richard Neutra's 1937 Barsha House at 302 Mesa Road. After years of neglect following its 1950s relocation from

North Hollywood to Santa Monica Canyon, it is now a premier example of Neutra's innovative modernism. Restoration is historically authentic work to bring a building back to its original condition.



La Palama at 211 Alta Avenue.

ADAPTIVE REUSE (RESIDENTIAL)

To Stephen Chao, owner of 211 Alta (formerly La Palama) for converting a 1922 Craftsman bungalow court into a single family home, preserving its exterior architecture and streetscape presence.



John Byers adobe at 404 Georgina Avenue.

RENOVATION

Joy Jones, owner of 404 Georgina, an important early (1920) John Byers adobe, received the Renovation Award for rescuing the house from demolition and spearheading a creative renovation that respects its original architectural character. Renovation combines modern design elements with historic rehabilitation.



The dramatic entrance of Red Bull North America.

ADAPTIVE REUSE (COMMERCIAL)

Red Bull North America, Inc., at 1740 Stewart Street, received an award for transforming a vintage industrial building, originally used for manufacturing, into a unique corporate headquarters. The unreinforced masonry walls were stabilized, opened up in front and on top, and transformed into a breathtaking creative space.



Kay Pattison received her award from Conservancy President Carol Lemlein.

VOLUNTEER SERVICE AWARD

To Kay Pattison for her many contributions to the Downtown Walking Tour and the Annenberg Community Beach House docent program. Kay, who began as a downtown tour docent, now manages the tour. As a volunteer for the Beach House program, she has undertaken significant research into the histories of Hearst and Davies, and served as a speaker for the training.



John Byers' Zimmers House at 2101 La Mesa Drive.

REHABILITATION

Cameron Strang, owner of a historic John Byers house at 2101 La Mesa, received the Rehabilitation Award for restoring the original adobe facade and for renovations that respect the original spirit of Byers' Spanish Colonial Revival architecture while updating the home for contemporary use. Rehabilitation is a broad term meaning bringing a building back into service, and for historic buildings, doesn't require strict restoration, but rather conformance with the Secretary of the Interior's Standards for the Treatment of Historic Properties.