SANTA MONICA CONSERVANCY

NEWS

Vol 6 No 3

ENSURING THAT THE PAST HAS A FUTURE SEPTEMBER 2008

HOME AS ART ON SEPTEMBER 21

by Ruthan Lehrer



FILM AT THE AERO

Beneath the Aero Theatre marquee are James White of the Isherwood Foundation, Don Bachardy, our honoree, and film makers Tina Masacara and Guido Santi. Nearly 200 people filled the theater to watch the documentary, "Chris & Don: A Love Story," hosted by the Conservancy in June. More on Pg. 4 and Back Cover.



SMC ON PARADE

Marcello Vavala and Sherrill Kushner carry an SMC banner in the "down home" parade on Main Street. Photo courtesy of Cheryl Ann. More on Page 7.



Details on Page 3

Our fall exclusive fund-raising reception at the Wosk residence, Sunday September 21 from 3 – 5 pm, offers an exceptional experience of art and architecture. Miriam Wosk is a mixed media painter and collage artist who has created a unique environment for her home and studio in a 1926 Mediterranean house on Adelaide Drive.

Architect Steven Ehrlich of Culver City. an acclaimed modernist, was commissioned to build a new art studio and to update the house. The architectural changes respect the home's original historic character and presence on the street. The rear studio is a light-filled lofty space with a roof of arched steel bow trusses, not visible from Adelaide Drive. Subtle remodeling of the exterior façade has opened up the ground floor windows and added French doors leading to an enlarged patio deck. The living room, office, library and bedrooms are in their original configurations, while other rooms in the central part of the house have been opened up to form a transition to the spacious modern studio. The library is an extraordinary room - the shelves lining the walls are filled with art books, and an Art Deco chandelier originally from the Wiltern Theatre hangs over the large library table.

Wosk's paintings and collages are vibrant, colorful and richly textured works that are set off in Ehrlich's light-filled minimalist and serene setting. Her creative vision has transformed the ordinary artifacts of domestic interiors into an artistic experience, filled with color and imagination. "Home As Art" is the theme of this special event. Don't miss out on an extraordinary afternoon. Architect Steven Ehrlich and artist Miriam Wosk will both be present at the reception to discuss the architecture and art.

Tickets are \$250 per person, and space is limited. Checks may be mailed to Santa Monica Conservancy, P.O. Box 653, Santa Monica 90406; please provide your contact information. Confirmation and further details will be provided. For updates on the event and electronic payment, check our website: www.smconservancy.org.



THE CONSERVANCY BOARD OF DIRECTORS

Our board comes from neighborhoods throughout the city and includes:

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Those interested in supporting the Conservancy at the highest Patron or Circle levels can learn more by calling our phone number at (310) 496-3146.

THE NEWS STAFF

Alice Allen Dick Orton
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Sherrill Kushner Judy Parsons

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



SAVE THE DATE HOLIDAY PARTY DECEMBER 7

Our annual festivities will take place on Sunday, December 7th, in the afternoon. Free to members, the location will be a private home of historic architectural interest. We always throw a great party, so be sure to save the date....and bring your friends to join the Santa Monica Conservancy.

MESSAGE FROM THE PRESIDENT



What a great year for the Conservancy! As this issue goes to press, we have a record number of over 100 new members. With the sup-

port of dozens of enthusiastic volunteers, we are providing you with a wide range of entertaining and informative programming described elsewhere in this newsletter.

We have taken initial steps toward achieving improved incentives for preservation by testifying at the Land Use and Circulation Element hearings before the Landmarks Commission and the City Council. We reinforced the importance of preservation and reuse of our historic buildings as a key practice in achieving sustainable development.

The Conservancy has embarked on a membership development campaign, and is offering new perks and incentives for higher level memberships. For example, members who join at the Patron level for \$1,000 will receive two complimentary tickets to the reception at the Wosk residence on September 21.

Another thing we are focusing on is improving our infrastructure to support you as members. By the time you receive this newsletter, we expect have our new membership database and on-line payment system in place. It may have been obvious only to those of you who experienced difficulty with membership acknowledgements and/or mailings, but our old system was literally bursting at the seams. Thank you to Board members Nina Fresco

CORRECTIONS

We apologize to Miriam Wosk and Cristi Walden for misspelling their names in photo captions in the June issue of the newsletter.

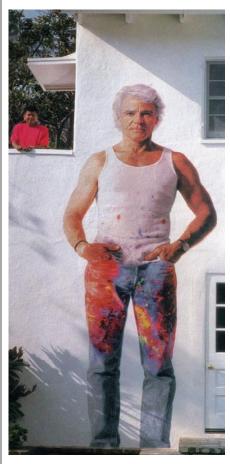
What a great and Joel Brand for their work on this project.

What else should your Board be doing to make the Conservancy more effective and your membership more meaningful? Give us a call at 310-496-3146 or send email to info@smconservancy.org.

And thanks for your support.

Carol

CITY PHOTO QUIZ



DO YOU KNOW WHERE THIS IS?

A mural by Ken Twitchell. Who is it and where is it? See page 6 for the answer.

PAGE 3

ZUCKY'S REBORN

by Marcello Vavala



Zucky's photo by Marcello Vavala

There's new life at the corner of Wilshire Boulevard and Fifth Street in Santa Monica these days. The eye-catching building that was home to Zucky's Delicatessen for nearly 40 years now serves as an equally distinctive branch of First Republic Bank. And while patrons are now opening checking accounts instead of ordering corned beef sandwiches, the building's legacy as a Googie-style delicatessen and coffee shop has been preserved through a sensitive rehabilitation and adaptive reuse.

Designed by Santa Monica-based architect Weldon J. Fulton in 1954, this bold and distinctive building represented a new trend that was popularized throughout the next decade by scores of other restaurants and roadside establishments in the region. Referred to today as Googie, a term coined from the boldly-designed Googie's coffee shop that once graced the Sunset Strip, the style is characterized by contrasting building materials, bold angles, expansive glass windows, and oversized signage.

CONTINUED ON PAGE 6

LANDMARKS BUS TOUR OCT. 5TH, 2-5 PM



Imagine taking a tour of Santa Monica that covered all portions of the city, detailing Santa Monica's history and development and showcasing many of the city's designated landmarks.

That opportunity will once again be available this October when the Conservancy offers its 4th Annual Landmarks Bus Tour. Ride a modern Big Blue Bus with tour leader Marcello Vavala, architectural historian and Santa Monica Conservancy board director, and discover the history and architectural significance of the city's well known and lesser-known landmarks. Marcello Vavala is Preservation Associate at the Los Angeles Conservancy and has researched and led special tours for that organization. He also leads Saturday tours at El Pueblo State Historic Park.

The tour begins at the Deprtment of Motor Vehicles parking lot at 2:00 p.m. and covers all parts of the city and includes architectural gems, cultural landmarks, trees and signs. Highlights of the tour include Oscar Neimeyer's modernist Strick House; the iconic Santa Monica Pier, the Art Deco Bay Cities Guaranty Building; Merle Norman's former residence and cosmetics headquarters; the ornate Spanish Colonial Revival Parkhurst Building; several John Byers-designed homes; the WPA-era City Hall and modernist Civic Auditorium; the Zephyr Surf Shop, birthplace of extreme skateboarding; and more.

The event will include two stops with minimal walking where participants will depart the bus for closer inspection of a landmark. There will be no interior site visits. Reservations may be made on the website: www.smconservancy.org or by using the flyer tear-off sent to members' homes. Tickets are...

\$30 members

\$35 nonmembers

\$45 newly joining members

(ticket + membership discount)

Checks should be mailed to Santa Monica Conservancy, P.O. Box 653, Santa Monica CA 90406-0653. If you choose to mail your check, please do so before September 27. Be sure to provide your contact information for reservation confirmation. Reservations will be held at check-in at the DMV, 2235 Colorado Boulevard at Cloverfield.

VOLUNTEER PROFILE NANCY O'NEILL

by Judy Parsons



Say hi to Nancy O'Neill, new board member, who brings a great deal of Santa Monica history to the Santa Monica Conservancy.

You might already know this long-time conservancy member and her interest in history, because she's the former Principal Librarian for Reference Services at the Santa Monica Library. After 31 years — much of it spent as the library's local history specialist — she retired last year. And now the conservancy has her on its board!

"Over the years I made Santa Monica's history and architecture my specialty, so it was a natural union when I found the Santa Monica Conservancy," she said.

"I'm hoping through my work with the conservancy, I can help educate our youth to respect and value our city's rich history and unique architecture. I also look forward to grant writing and preserving the conservancy's archives." Nancy recently assisted in research for the downtown walking tours.

"Living in Topanga for 18 years made me aware of the importance of preserving the history and character of a community," she said. For the last 25 years she's called Santa Monica home. "I've come to love the downtown – or what's left of the old buildings."

And Nancy knows downtown Santa Monica pretty well. "Because of the proximity of the library, I could walk around the neighborhood looking at the architectural details on buildings and wonderfully restored hotels. I even enjoy those 'dingbat' apartments that often have a woman's name," she laughed.

She may be retired but the love of books and research is still a part of her life. In fact, she hopes to begin research on a particular part of SM history. So, you might say today she's "booked up" with projects and plans. And, in the future we might be looking for her book at the library.

FALL PRESERVATION EVENTS



"Between Earth and Heaven: The Architecture of John Lautner" July 13 - October 12

Hammer Museum at UCLA 10899 Wilshire Blvd Los Angeles, CA 90024

310-443-7000

This exhibition brings Lautner's work beyond the world of architecture and design, where he has achieved cult-like status. A wealth of archival materials, including never-before-seen drawings, architectural renderings, study models, and construction photographs offer visitors insight into how the structures and spaces unfolded in Lautner's mind See website for gallery hours, ticket prices and related events

http://www.hammer.ucla.edu/exhibitions/139/



Annual Cemetery Tour at Hollywood Forever October 11. 10:00 a.m. - 2:00 p.m.

Art Deco Society of Los Angeles Address: P.O. Box 972 Hollywood, California 90078

310-659-3326

This gorgeous old site is the final resting place for a pantheon of performers, including Rudolph Valentino, Douglas Fairbanks, Marion Davies, C.B. DeMille and other high flying Angelenos. Tours start at 10:00 a.m. and run every half hour, with the last tour leaving at 12:00 p.m.

The tour is FREE for ADSLA members, \$13 for non-members http://adsla.org/



17th Annual Craftsman Weekend October 17-19

Pasadena Heritage 651 South Saint John Avenue Pasadena, California 91105-2913

626-441-6333

The weekend's offerings will include a tour of significant Craftsman-era houses, exhibits by antique dealers specializing in the Arts & Crafts Movement, modern craftsmen specializing in the period style, and a lecture series by nationally prominent Craftsman Movement experts.

See website for schedule of events and ticket information

www.pasadenaheritage.org

ISHERWOOD/BACHARDY EVENTS

The screening and reception honoring Christopher Isherwood and Don Bachardy were successful thanks to the help and support of the following people.

EVENT SPONSORS:

Kate Bransfield, Coldwell Banker Fred Lauing, Sales Manager, University of Wisconsin Press

Michael Rosenthal, Publisher.

Santa Monica Mirror

EVENT DONORS:

Steven Ehrlich and Nancy Griffin. Steven Ehrlich Architects Peter and Liz Goulds, L.A. Louver Gallery, Inc. Michael Deasy, Deasy/ Penner & Partners

Gloria Stuart Walter Hill

VERY SPECIAL THANKS TO: Don Bachardy

Shane Guffogg Tina Mascara Guido Santi Zeitgeist Films The staff of American Cinemateque

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Nina Fresco Ellen Holden Ursula Kress Nancy O'Neill Judy Parsons Ruth Shari Nat Zappia

SPECIAL THANKS TO:

Sherrill Kushner, Event Chair Ruthann Lehrer. Program Committee Chair

Carol Lemlein, President

Dick Orton, Graphics and Publications

WELCOME TO OUR NEW MEMBERS

We would like to acknowledge and welcome new members who joined us in the past three months.

Bill and Kate Baumann Debbie Bernstein Mr and Mrs Paul Blount

Dee Bost Kate Bransfield

Peter Braun and Susanne

Homann Jackie Bridgeman

Thea Brodkin

Marilyn Butler Robert Cannon William Clark

Gloria Cohen Jennifer Conrad

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Ethan Goldstine Alex and Nina Gorby Peter and Liz Goulds Kim and Kristine Halverson

Sandra Hampton Ellen Holden Wesley Hough Con Howe and

Katherine Welch Howe

Sherry Johnson

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FALL PRESERVATION EVENTS



A New and Native Beauty: The Art and Craft of Greene & Greene Oct. 18, 2008 - Jan. 26, 2009

The Huntington Library and Gardens 1151 Oxford Road San Marino, CA 91108

626-405-2100

Exhibition comprises some 200 works drawn from The Huntington's collections and more than 30 other lenders. The exhibition will include furniture, decorative arts, architectural drawings, photographs, watercolors, and related materials, some of which have never been on public display.

See website for ticket prices and gallery schedule

http://www.huntington.org/Information/greene.htm



Halloween Haunted House Tour October 26, 2008, 1:00 - 4:00pm

Grier Musser Museum 403 South Bonnie Brae Street Los Angeles, CA 90057

213-413-1814

The museum will celebrate Halloween with ghost, goblins, and witches. The entire museum will be decorated. This special day includes guided tours at 1:00 and 2:30pm and refreshment.

\$12.00 per adult, and \$6.00 per child.

http://www.griermussermuseum.com



Dia De Los Muertos Celebration Saturday, November 1st - Sunday, November 2nd, 10:00 a.m. - 9:00 p.m

El Pueblo de Los Angeles Historical Monument (Olvera Street) Sepulveda House, 622 N. Main Street, Los Angeles, California 90012 213-628-1274

Enjoy colorful, ancient Mexican ceremony in remembrance of departed loved ones, beautifully decorated altars and entertainment including piñata breaking, children workshops, face painting, strolling Mariachi and Ballet Folklorico. Also, Saturday, Oct. 25 - Sunday, Nov. 2, Pre-Columbian Novenario procession and blessings nightly at 7:00 p.m.

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

WELCOME TO OUR NEW MEMBERS

We would like to acknowledge and welcome new members who joined us in the past three months.

Brian Kaiser Carolyn Kane Judith Kanner Jasveer Kavanaugh Leah Ketcham Gaby Rodgers Leiber Mel Leventhal Barbara Mack and Norman Levine Susanna Friedlander and John Meador Danna Meyer Margaret Miller Natalie Morris Gerda Newbold and John Adler Matthew Peppler Pam Popelka

Reese Relfe

Jonathan Jordan

Sharon Reyes-Siebuhr Michael Rosenthal Mark Shickler Pamela Singleton Gloria Stuart John and Johanna Stutsman Robin and Irwin Thaler Stacia Thompson Becky Upchurch Richard and Marjorie Wagnon Cristi Walden Henry and Janet Waxman Larry Williams Katie and Dan Woods

Gary Zembow

ADELAIDE TOUR THANK YOU.

Thanks to all the volunteers who helped make the May 4 tour of Adelaide Drive a smashing success.

Elena Allen Marjorie Annapa, Kitty Bartholomew Deborah Bellini Julie Berger Stephanie Villet Berman Megan Berry John Blanchette Mike Bone Kate Bransfield Charlotte Bryant Laura Burkett Judy Castle Winston Chappell Sabina Cheng Barbara Clare Phyllis Conkle Mary Dodds Clare Ellinger Claudia Flanders **Dwight Flowers**

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Lambert Stepanich
Kimberly Varney
Marcello Vavala
Cristi Walden
Caprice Walker
Nelson White

Judy Parsons

Thanks again to the homeowners and sponsors listed in the previous newsletter.

LANDMARKS COMMISSION REPORT By Nina Frecso



Third Street looking south from Wilshire, 1965, Fred E. Basten Collection, photo courtesy of the Santa Monica Public Library Image Archives.

1202 Third Street Promenade:

In a continuing effort to designate the most significant buildings in Santa Monica's downtown, the Landmarks Commission set its sights on the JC Penney Building at the corner of the Third Street Promenade and Wilshire Boulevard.

Currently occupied by Banana Republic, this beautiful gateway structure marks the entrance to the pedestrian mall with a towering fluted cylinder. The cantilevered canopy that wraps around the front entrance is original but is now sheathed in stainless steel. There have been some alterations to the Wilshire Boulevard elevation and to the stucco finishes but the overall form and feeling of the building remains.

JC Penney built its stores primarily on small town main streets, which is how downtown was characterized in 1949 when the company built at 1202 Third Street. At the time there were a number of similar department stores in Santa Monica. The only one that remains in operation is Sears, also a designated landmark.

514 Palisades Avenue

A beautiful craftsman home built in 1911 has been added to the designated landmark list. One of the earliest homes constructed on Palisades Avenue, 514 has many fine examples of craftsman features from the deep, overhanging eaves to a stunning stained glass window on the east elevation. The house features multi-paned sash windows and French doors on the front porch and a unique two-part front door which exemplifies one of the key tenets of the craftsman philosophy by encouraging outside fresh air to flow inside. The front porch also features a pergola which further ties the home to nature.

There are four mature Canary date palms in the front yard as well as a California redwood and a Eucalyptus ficifola which contribute to the aesthetics of the property.

New Land Use Element (LUCE)

The City's new Land Use and Circulation Elements (LUCE), which will determine the direction of growth in Santa Monica for the next 20 years or more, has been made public after four years of preparation. The Landmarks Commission has been working closely with the Planning Department on the draft which encourages developers to embrace the rehabilitation and reuse of our historic buildings. The Commission agreed with the policies outlined in the

draft regarding treatment of older and historic buildings, but felt they needed to be referenced more consistently and should be more thoroughly integrated with the entire document.

It was also suggested that more emphasis and specific information be included regarding transfer of development rights for historic properties, adaptive reuse and sustainability. Neighborhoods are described in detail but primarily in terms of their commercial and residential characteristics. What is missing is the critical information about their significant historic resources and potential historic districts and the effect of the scale, feeling and association that groupings of older buildings lend to the different neighborhoods.

Other suggestions were made as well. Overall, the commission's comments were well received and it appears that most of the suggestions can be implemented. The next iteration of the Land Use Element is expected to be published in the fall.

CITY PHOTO QUIZ

This mural, painted by noted Los Angeles muralist Ken Twitchell, was commissioned by Peter and Eileen Norton for the side of their former home on Adelaide. (That's Eileen on the upper left.) The picture is of painter Don Bachardy. Bachardy thinks when the Nortons sold the house they had the mural rolled up and put in storage. But Kris Kuramitsu, curator for Ms Norton's art collection claims it was painted over years ago. Truthfully, we don't know where it is now.

ZUCKY'S CONTINUED FROM PAGE 3

Such an innovative new look undoubtedly appealed to brothers Fred and Harry "Hy" Altman and Hy's wife Wolfine "Zucky," operators of the delicatessen. Hy opened the first Zucky's on the Promenade at Ocean Park in 1946, but the new location on Wilshire would soon become the restaurant's singular address. The restaurant became a Santa Monica institution, with its menu cover attesting as much: "An institution...from a corned beef sandwich." The Wilshire location operated for 39 years before closing in 1993.

After a prolonged period of vacancy, plans to rehabilitate the long-shuttered building came to fruition in 2005. The initially planned renovations, however, would have stripped away

the building's most distinctive features. In addition, the iconic Zucky's signage was slated for removal because it no longer conformed to current standards outlined in the city's sign ordinance.

What followed had all the elements of a preservation success story. After discussions with the Los Angeles Conservancy Modern Committee, who long recognized the site's architectural significance, the owner revised the initial rehabilitation plans to retain the building's character defining features. Meanwhile, the property was brought before the Landmarks Commission for review, which resulted in landmark designation for the iconic wall sign. Great news for fans of Googie architecture,

which is increasingly a topic of focus for architectural historians.

During their heyday in the 1950s and 60s, Googie-style coffee shops were a quirky, yet commonplace, feature of the region; their flamboyant architecture helped define the character and optimism of postwar Los Angeles. Today, few examples remain intact countywide and fewer still see a new life through adaptive reuse. The remarkable outcome at Zucky's garnered praise from the preservation community, with building owners Carey-431 Wilshire, LLC receiving a Preservation Design Award from the Santa Monica Conservancy in 2007. Truly a preservation success, and that's something you can bank on.

GOLDEN BIRTHDAY FOR THE SANTA MONICA CIVIC by Sherrill Kushner



Academy Awards held at the Santa Monica Civic Auditorium, April 17, 1961 - Fred E. Basten. Photo courtesy of the Santa Monica Public Library Image Archives

Very special birthday wishes to the Santa Monica Civic Auditorium! June 16 marks this City Landmark's 50th year of operation.

The Civic Auditorium was constructed in 1958 in response to the development of the Santa Monica Civic Center. It remains an excellent example of the International Style (Modern), and is the only such example in Santa Monica of the work of master architect Welton Becket.

The Santa Monica Civic Auditorium has been associated with numerous and diverse public performances like no other facility in the city. These performances have represented the ters and was the stage for a 1967 performance diversity for which Santa Monica has become renown and have attracted audiences from all over Southern California. Musicians who have played the Civic range from Andre Previn and Dave Brubeck in the 1950's, to Pete Seeger, Ella Fitzgerald, Tony Bennett, Joan Baez and Bob Dylan in the 1960's, to Elton John, Ray Charles, Arlo Guthrie, the Beach Boys and the Carpenters in the 1970's. In the peak years of the 1970's there were as many as 60 concerts per year. The auditorium also hosted several prominent comedians in the early years of their careers, such as Bill Cosby and Jonathan Win-

by Beatnik poet Allen Ginsburg. In more recent years, the auditorium has been the site of trade fairs, art expositions, craft shows and environmental showcases featuring the latest in sustainable building and home design.

Technically, the building is also significant for the unique engineering design of its hydraulic floor, the largest in the nation at the time. This was an innovative use of hydraulic technology for adapting an assembly space to accommodate a vast variety of stage performances, athletic events, and exhibitions. It proved to be a forerunner of the hydraulics behind not only flexible seating, but also retractable domes of more contemporary stadiums.

The acoustical design by world-renowned acoustical engineer, Vern O. Knutsen, was applauded as near perfect. Knutsen, a professor and Chancellor of UCLA, was the world's leading authority on architectural acoustics, and a master designer of acoustically significant facilities. Knutsen's principles in architectural acoustics became the foundation for the design of contemporary soundstages. The systems developed by Knutson for the Civic Auditorium are still highly functional and have required minimal maintenance over the years.

The Santa Monica Civic Auditorium replaced a classically inspired facility that had been located at Lick Pier, known as the Ocean Park Municipal Auditorium. It was the third major 20th century Civic Center structure, beginning with the Art Deco style City Hall, designed by Los Angeles architect Donald Parkinson and completed in 1938 and the Los Angeles County Courthouse, which was added in 1951.

BEFORE THE MAIN STREET PARADE



In front of the Civic Auditorium, SMC members marched in the Main Street 4th of July Parade with a model of the shotgun house and a banner reading "The greenest building is one that already exists. The Shotgun House returns to Second Street in 2010." The model of the shotgun house was built by Dick Orton, Kitty Bartholomew provided the wagon which she and Sherrill Kushner decorated. Left to right: Carol Lemlein, Marcello Vavala, Sherrill Kushner, Dick Orton, Kate Bransfield, Kitty Bartholomew, Tom Cleys, Thomasine Rogas. Also participating but not in photo: Carol Agate, Kay Pattison.



SANTA MONICA CONSERVANCY

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BACHARDY PARTY

Top: Don Bachardy, center, talks in his living room at the Conservancy's exclusive reception a few days after the documentary screening. Participants enjoyed the rare treat of meeting Bachardy in person, viewing the amazing art collection, and touring the historic residence and studio in Santa Monica Canyon.

Far Left: sponsors Kate Bransfield and Mike Deasy pose for a picture with Don Bachardy. Left: Ann Morgan enjoys a conversation with Margaret Bach