

P.O. Box 653 Santa Monica, California 90406-0653

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Featuring

- Tour of the Kappe House
- Conversation with Ray and Shelly Kappe
- Elegant hors d'oeuvres

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Please include the number of tickets desired, plus your email and phone number.

Space is limited; early reservations advised. Reservation deadline Sept. 5

Anniversary Party Alert

Saturday October 13

We'll be lighting the candles on our birthday cake at a celebration of our 10th anniversary at the future site of our Preservation Resource Center in the Shotgun House, 2nd Street and Norman Place in Ocean Park

- Refreshments
- Music
- Tours
- Scavenger Hunt

Details coming soon!



SANTA MONICA CONSERVANCY Soleheating Our Architectural Heritage

September 2012 • *Vol 10 No 3*

Fall Salon Award-Winning Kappe House



by Ruthann Lehrer

Members and friends of the Santa Monica Conservancy will have an unparalleled opportunity to attend a tour, reception and conversation on September 15, at the home of Ray Kappe, FAIA. Kappe has been a driving force of the local architectural scene throughout his 60-year career and his role as a founder of the Southern California Institute of Architecture in 1972. He and his wife, Shelly, have generously agreed to open their Rustic Canyon home for this event.

The Kappe house, an award-winning masterpiece built in 1968, is one of the most important works of contemporary architecture in the region. Its structural and design innovations, as well as its breathtaking beauty and hillside placement, have inspired architects and students for nearly 50 years. A bridge over a creek leads to the front door, and after climbing Kappe's trademark wood butcher block stairs in a confined space - - the continued on page 7

Julia Morgan 2012 at the Beach House

Julia Morgan 2012, a state-wide festival celebrating the life and work of California's first licensed female architect, is coming this fall to the Annenberg Community Beach House! Morgan, the first female civil engineering graduate of UC Berkeley, created more than 700 structures in California, leaving a great architectural and cultural legacy that has gained increasing public appreciation in recent years.

Opening events at the ACBH will be held Sunday October 14th, and will include guest house tours, a panel discussion and a gallery exhibit reception. Special tours will be offered by Santa Monica Conservancy docents on three Sundays: October 21, November 4, November 11 and on Monday, November 12, between 11am and 4 pm each day. Our special docent tours will focus on Morgan's life and work, highlighting her relationship to the Hearst family. The former estate of Marion Davies and William Randolph continued on page 6

Conservancy Announces Capital Campaign Pages 4-5

Conservancy to join Coastal Cleanup Day by Alison Jefferson and Carol Lemlein

Conservancy docents will offer insights into the community history of the Santa Monica beach area sometimes known as the "Inkwell" on Coastal Cleanup Day on September 15, which is coordinated by Heal the Bay of Los Angeles County. This program calls attention to the common interests and values of the historic preservation and environmental communities. The effort is part of a broader collaboration with the California Historical Society, makers of the film "White Wash" and various local African American groups to inspire a more diverse audience to learn about our local watersheds, the ocean and our shared community history.

The Inkwell was a section of beach between the end of Pico Boulevard and Bicknell Street where African Americans gathered from the 1920's to the 1960's, long after racial restrictions on public beaches were invalidated in 1927. Conservancy docents will be located at Bay Street and Ocean Front Walk, where the City of Santa Monica installed a plaque in 2008 recognizing this important gathering place, as well as Nick Gabaldon the first documented surfer of African and Mexican American descent. They will also provide information on the California Wash, a work of landscape sculpture located at the beach end of Pico Boulevard which reflects on

the transformations of this site that are the inevitable outcomes of urbanization. Both these sites were featured in the Conservancy's 2010 Adventures Tour.

Coastal Cleanup Day volunteer registration will take place on the beach at the end of Pico Blvd. at Lifeguard Tower 20, September 15, 2012, 9:00 am-Noon. All cleanup supplies will be provided, but volunteers are encouraged to bring a bucket from home to reduce the waste at the event. Parking will be available in the lot 4 S south of Casa Del Mar.

See p. 6 for details on a presentation of "White Wash" on September 16.

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 Bernard

Bruce Cameron

Mike Deasy

Michael W. Folonis, FAIA

Mario Fonda-Bonardi

Nina Fresco

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Christyne Lawson

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Barbara Whitney

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Ken Breisch

Doris Sosin

How to Contact The Santa Monica Conservancy

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

Website: www.smconservancy.org E-mail: 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 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

For some time we have been quietly engaged in the Conservancy's first major fundraising campaign, seeking support for the rehabilitation of the Shotgun House to serve as a Preservation Resource Center, and for resources to expand our educational outreach and policy impact.

After conducting a feasibility study, we set a campaign goal of \$1.6 Million. We are pleased to tell you that over \$850,000 has been raised to date, including grants from the Ralph M.



Parsons Foundation, the Mark Benjamin Foundation and the National Trust for Historic Preservation, as well as gifts from our Board, members, and friends from the community. The City of Santa Monica funded site preparation and we received essential architectural and legal services pro-bono. Of special note is a \$250,000 planned gift from the organization's founding president, Tom Cleys. All have significantly advanced the campaign. (See centerfold for details).

It is now time to ask you to put your support of our mission into action by making a generous campaign contribution and, if you can, volunteering to help us to reach out to the larger community.

Connecting with our Historic Places:

We Envision a Community Where...

Community members can identify historic places and architecturally significant structures in neighborhoods and know that they are not frozen in time, but are adaptable, with sensitive modification, to changing needs;

School children learn about the city's architectural heritage and historic places and why they are important to preserve;

Public officials support enactment and implementation of effective preservation incentives:

Owners know whether their property has potential historic value, appreciate its special attributes, understand that interior as well as appropriate exterior modification is possible even for landmarked structures, and are aware of incentives available to landmark owners. A property's potential historic significance is known to the owner well in advance of contemplating remodel. Demolition requests for such properties are rare;

Realtors and developers highlight attributes that make a property a potential landmark in marketing, have working knowledge of the federal, state and local tax and fee incentives that are associated with landmarked structures, and understand that historic places retain their value and help to maintain desirable neighborhood character;

Architects include successful adaptive reuse projects in their portfolios, help clients understand the environmental and other benefits of preservation and take advantage of incentives that encourage adaptive reuse to give properties that are potentially landmark worthy contemporary relevance and utility;

Visitors (regional, national and international) cite Santa Monica's historically significant structures and places, our gracious neighborhoods and parks, our shopping streets and our historic hotels and pier as highlights of their stay and a reason for return; and

The Santa Monica Conservancy is widely recognized as the go-to organization for assistance in understanding our architectural heritage and historic places, making use of the benefits and incentives associated with their preservation, and identifying and advocating the best ways to conserve the energy, values and craftsmanship of earlier times that are embodied in them.

Living in a Landmark



Gary and Peter Klausner did the tour on their bikes

More than 300 Conservancy members and friends found out first hand what it means to live with history during the recent Living in a Landmark Tour and Reception. Homeowners proudly showed how landmarked houses are not frozen in time, but evolve and change to meet the needs of successive owners. Thank you to the homeowners who opened their homes and shared their stories:

- Anne Troutman and Aleks Istanbullu
- Mike Salazar and Lou D'Elia
- Earl and Myra Pomerantz
- Victor and Diane Fresco
- Barbara Whitney
- Tory and Cameron Strang

Special thanks go to our event sponsors deasy/penner&partners and JR's Comedy Club for donating cookies for the refreshments at the John and Anna George House. This event would not have been possible without the enthusiastic help of our docents and volunteers: Ruthann Lehrer, tour coordinator, Nina Fresco, graphics and Phyllis Conkle, caterer extraordinaire

Docent Council News

Two Spring Field Trips by Libby Pachares and Ruthann Lehrer

program, Marlene St. Peter for her assistance, and the gracious Sunnylands staff for their warm welcome.

Annenberg Docents at Will Rogers State Historic Park.

The Docent Council continues to have fun and build community while pursuing its continuing education goals; interested Conservancy members are encouraged to consider joining us as docents. Recent highlights of our activities included a trip to Sunnylands (the recently opened Annenberg estate) and the Will Rogers Ranch House in Pacific Palisades.

The June excursion to Sunnylands provided a chance to see both an important piece of architecture and the latest example of Walter and Leonore Annenberg's philanthropy after the estate was rededicated to public use as a conference center. The mid-century modern home was designed by A. Quincy Jones in the mid-1960s. A new Visitor Center has been added by Frederick Fisher and Partners Architects, who also guided the Annenberg Community Beach House renovations. Sustainability was a guiding principle at both sites and both received LEED Gold ratings. Displayed at Sunnylands are the Annenberg's decorative arts collection and furnishings designed by William Haines, one of Marion Davies' Hollywood co-stars. Thanks go to docent Phyllis Dudick for organizing the

Earlier in the spring, docents were treated to two special tours of the Will Rogers Ranch House. ACBH docent Jean Hasselquist, who also serves as a Will Rogers State Park docent, painted a vivid picture of the life and times of Will Rogers for the group, which enriched their understanding of this important historical site. Special thanks to Conservancy docents Jean Hasselquist, Kay Pattison and Robin Venturelli for their time and energy in arranging this program.

We're on the radio!



Annenberg docent Harvey Kern described the docent program during KNX Radio's July 13 "On Your Corner" broadcasts from Santa Monica. Carol Lemlein and Ruthann Lehrer also participated in segments describing the Bay Cities Guaranty (Clock Tower) Building and Palisades Park.

Landmark Tour Volunteers

Sandy Abrahams Ansley Allen Elena Allen John Apodaca Liz Bell Donna Benton Phyllis Bernard Sharon Blunk Michelle Boll Ellen Castin Julie Cole Mary Pat Cooney Carolyn Coughlin- Grimm Clare Ellinger Emily Esposito Susan Eve Viviana Flores Gena Garrett Maralee Grantham Teri Grochowski Martha Gruft Valerie Hiss Frauke Hogue Harlan Hogue Lesley Holden Leslie Hope Dwayne Howard Glen Howell Natalie Jones Robin Kirk Ursula Kress Morris Kushner Fran Lyness Meryl Maler Ernie Marquez Susan Mcdonough Alan Melgaard Sara Meric Libby Motika Tish Nettleship Dale Newman Nancy O'Neill Tom O'Connor Marianne O'Donnell Thomasine Rogas Mira Saab Susana Schuarzberg Ruth Shari Denise Simon Maria Sirotti Christie Smith (check-in) Virginia Smith-Rader Achee Stevenson Victoria Talbot Kathi Tompkins Danielle Tosaya Summer Wedertz

Reception **Volunteers**

Nelson White

Ann Conkle Catherine Conkle Dwight Flowers Sherrill Kushner John Zinner

Connecting with our Historic Places: The Campaign for



Rendering by Fonda-Bonardi and Hohman, Architects

The Santa Monica Conservancy has completed more than half of a \$1.6M fundraising campaign. Attaining this goal will enable the Conservancy to rehabilitate one of the last remaining shotgun houses in the City, locate it in a cluster of historic structures in Ocean Park, open and staff it as a Preservation Resource Center for the community and launch an engaging elementary school curriculum, "Building a Neighborhood."

The Shotgun House dates from the early 20th century, when many such structures dotted Ocean Park, serving as simple homes and affordable vacation accommodations. The diminutive house, on a long-term lease from the City, will be rehabilitated and sited on 2nd Street, across from the Ocean Park Branch. Entitlements are in hand and plan-check is nearly complete. Achieving our funding goal will make it possible for rehabilitation to go

forward this fall.

A professionally staffed **Preservation Resource Center** at the Shotgun House will promote the benefits associated with reuse of older and historic structures. Government regulations and red-tape can be daunting to someone weighing preservation against demolition. Property owners need easy, informal access to helpful information and examples that answer questions such as:

Can a structure's distinctive or historic characteristics be retained while ensuring that it serves the contemporary needs of my family or business? What are the tax advantages of historic preservation and how can my property qualify? Are preservation and green building objectives complementary? How can a historic property best be marketed for sale?

Community members including property owners, prospective buyers, public officials, neighborhood groups, realtors, and architects will have access to workshops, individual consultations and a resource library at the Preservation Resource Center. *Achieving*

Volunteer Profile

Tom Neary, Capital Campaign Chair by Sherrill Kushner



Talented volunteer Tom Neary is chair of the Conservancy's fundraising campaign, supporting both the Preservation Resource Center and our organization's future financial stability. Tom is VP of Business Development for local contracting firm Morley Builders, and brings a long-standing commitment to the Conservancy. "The broader world of preservation, including renovation and adaptive reuse, has been an interest since I was a kid watching my parents and older brother put sweat equity into their renovation of older properties in the Midwest. Add the

exposure I received to its long-term value - both in school and in my career -- and it's easy for me to say 'yes' to getting involved. Moreover, Santa Monica has been a wonderful place to work these past fifteen years; it's both an honor and a pleasure to collaborate with the great people affiliated with the Santa Monica Conservancy."

Tom earned his BA in Urban Studies at the University of Nebraska, focusing on housing design standards and the adaptive reuse of urban structures for residential and mixed-use development, and also worked for the Peace Corps in Latin America. In addition to his more than 25 years in business development, he has served on many boards, including the California Preservation Foundation, the Santa Monica Chamber of Commerce, the Urban Land Institute and U.S. Green Building Morley Builders has completed many notable local projects, including the Santa Monica Main Library, the Shore Hotel, the Cathedral of Our Lady of the Angels, the Getty Villa renovation, and California Science Center expansion. Tom is married to Peggy and they have two children.

Campaign Cabinet

Huell Howser, Honorary Chair Tom Neary, Chair Stephen McAvoy, Vice Chair Susan McCarthy, Secretary Tom Cleys, Treasurer **Joel Brand** Ken Breisch, Ph D Robert Chattel, AIA Mike Deasy Michael W Folonis, FAIA Mario Fonda-Bonardi, AIA Chris Gray Peyton Hall, FAIA Sherrill Kushner Carol Lemlein Brenda Levin, FAIA Christy McAvoy George Minardos Doris Sosin and Rolfe Wyer

the Preservation Resource Center

our funding goal will allow us to provide a supportive, non-bureaucratic source of practical information.

The hands-on "Building a Neighborhood" curriculum fulfills State of California standards for social studies and the visual arts. It focuses on the evolution of the Third Street Historic District, giving elementary school students an appreciation for how the story of a community and its residents is reflected in the changing materials, styles, and uses of its buildings. "Building a Neighborhood" has been reviewed in draft form and endorsed by SMMUSD educators and administrators. Achieving our funding goal will make it possible to train and provide classroom teachers with detailed lesson plans, photographs, maps, municipal records, punch-out models of historic houses and a field trip itinerary.



Telling the story of the Beach House



Shotgun House Update

Progress continues to be made toward the Conservancy's Preservation Resource Center in the Shotgun House. Architect and Board Member Mario Fonda-Bonardi, AIA, met recently with Historic Resources Group's Peyton Hall, FAIA, (shown on the left) our historic preservation consultant, to review the historic features of the building. This is necessary to ensure that the rehabilitation meets the U.S. Secretary of Interior's Standards for preserving historic buildings.

Protecting our Heritage

The Santa Monica Conservancy is the only local, non-governmental organization solely focused on the important mission of preservation. We carry out that mission by:

- Raising community awareness of our architectural heritage through tours, lectures and other educational events.
- Encouraging the City to improve incentives for preservation and make the regulatory processes for landmarking and adaptive reuse easier and more attractive to property owners.
- Working closely with residents concerned about the loss of our special places to develop widespread support for their preservation.
- Directly advocating for saving buildings that connect us more closely to our community's heritage.

The Santa Monica Conservancy has accomplished much since its founding in 2002. We have advocated for landmark status for important structures including, among others, the Embassy Hotel Apartments, the Builder's Exchange and Phillips Chapel.

We formed support organizations to save the last intact shotgun house in Santa Monica and, more recently, to rally public support for transformation of the historic Marion Davies estate into the Annenberg Community Beach House.

We developed and staff the weekly Downtown Walking Tour and the popular docent program at the Beach House. We have offered tours of La Mesa Drive, Adelaide Drive, the Third Street Historic District, Palisades Park and mid-century homes in Santa Monica Canyon, as well as lectures and workshops on preservation topics. Our most recent project was a tour showing how landmark homes have been adapted over time to meet the needs of their owners.

We advocated for the inclusion of preservation guidelines in the downtown redevelopment plan and convinced the City to recognize preservation as an essential tool for conserving the character of the community in the Land Use and Circulation Element.

We competed successfully to bring the California Preservation Conference to Santa Monica in 2011. The conference offered unparalleled educational programs and tours that highlighted the heritage tourism opportunities in our city to a statewide audience.

Thank You to Our Campaign Contributors

As of August 2012

Landmark \$50,000 and Up

Anonymous

Keystone \$25,000 to \$49,999

The Mark Benjamin Foundation Tom Cleys Sherrill Kushner Susan and Kevin McCarthy The Ralph M. Parsons Foundation

Advocate \$10,000 to \$24,999

Mike Deasy
Tom Fuller and William Kelly
Harding Larmore Kutcher and Kozal
Ruthann and Bob Lehrer
Carol Lemlein and Eric Natwig
Steve & Christy McAvoy
Nancy O'Neill

Steward \$5,000 to \$9,999

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Friend \$2,500 to \$4,999

Ken Breisch and Judy Keller Dudley T. Dougherty Foundation Brenda Levin, FAIA The Mesa West Foundation

In Kind Contributions

City of Santa Monica Fonda-Bonardi and Hohman Architects Harding Larmore Kutcher and Kozal The Minardos Group Historic Resources Group

Join these early supporters with your generous donation in the enclosed envelope!

Conservancy Advocacy Committee Update

by Mike Salazar

Main Post Office: The Conservancy is requesting Section 106 consulting party status, which will give us an advisory role for the protective covenant which must be in place if the Post Office is sold. We have also asked the Landmarks Commission to nominate the building so that it can be designated as a local landmark when it transfers to private ownership

Downtown historic resources: With the new Downtown Specific Plan underway, a strong preservation component is needed to identify potential landmarks and other noteworthy structures for protection. The Advocacy Committee is creating a 'targeted' list of structures within the greater downtown area for consideration of protection by the City and the Landmarks Commission as the Specific Plan is developed.

Revisions to 'substantial remodel' ordinance: Homes listed on the City's Historic Resource Inventory have been essentially demolished due to a weak 'substantial remodel' ordinance that fails to note and protect "character defining" features. New language being proposed for the Zoning Code update

should rectify this omission, requiring exterior features of structures on the Inventory to be identified and reviewed for preservation when a remodel is proposed.

Economic hardship challenge to Landmarks: As this newsletter goes to press, the date for the Landmarks Commission hearing on the City's first challenge of Landmark status due to "economic hardship" - to the beach cottage at 2501 2nd Street (at Mills St.) in Ocean Park – has not yet been set. This challenge is potentially precedent-setting and, if successful, could open a new threat to landmarks throughout the State.

Landmark District ordinance changes: Many provisions of the ordinance to create landmark districts need review and possible revisions to make the formation of historic districts more "neighborhood friendly" and easier for preservation-minded proponents. Allowing one-stop code reviews for non-contributing structures, and clear code standards while in formation are two important changes being requested.

2013 Preservation Awards Call for Nominations

Do you know a structure, group or individual who should be honored for excellence in preservation? Past categories have included:

- Restoration
- Adaptive Reuse (Residential and Commercial)
- Renovation
- Stewardship

Winners are listed in the March edition of the Newsletter archived on the website. Nominations due by October 1, 2012

Send your suggestions, including a description and photo(s) supporting your nomination to info@smconservancy.org or P.O. Box 653, Santa Monica, CA 90406

New Landmarks Commission Chair

The Landmarks Commission elected Commissioner Ruth Shari as Chair and Commissioner Margaret Bach as Chair Pro Tem at their July 9 meeting. Shari is the designated California Real Estate Licensee on the Commission and a contributor to our Newsletter as well as a volunteer with the Conservancy Program Committee. John Berley, Nina Fresco, Roger Genser, Barbara Kaplan and Ruthann Lehrer also serve as Commissioners.

Julia Morgan, continued from page 1

Hearst was one of Miss Morgan's important projects in Southern California, and the guest house and pool stand as testimonials to her design talents. Adult and/or family workshops may also be offered on tour days. For more information, go to www.annenbergbeachhouse.com.

In addition, a free lecture on Julia Morgan by Christy McAvoy, principal of the Historic Resources Group, will be held at the Santa Monica Public Library Multi-Purpose Room on Saturday, September 8, at 4 pm. Reservations are required; go to www.smconservancy. org, or leave a message at 310-496-3146.

The festival is sponsored by Landmarks California, a state program supported by the California Cultural and Historical Endowment, and a large network of organizations will contribute to the celebration; more information may be found at www.landmarkscalifornia. org/julia-morgan2012.

Fall Preservation Events

Aloha Spirit, Hawaii's Influence on the California Lifestyle (exhibit)

Through September 30, 2012 California Heritage Museum 310-392-8537 californiaheritagemuseum.org

Preservation Design Awards, AT&T Center, Los Angeles, CA

October 13, 2012 California Preservation Foundation 415-495-0349 www.californiapreservation.org

Home Tour: The Pasadena Progressive Architecture of Douglas Ewing, FAIA

(Self-driving tour, Fee) October 27, 2012 Pasadena Museum of History 626-577-1660, ext. 10

www.pasadenahistory.org

"White Wash" Screening and Discussion

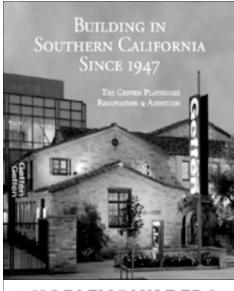
Santa Monica Public Library Sunday, September 16, 2:00 pm MLK Jr. Auditorium 601 Santa Monica Boulevard.

Explore the history of African Americans and water culture, from slavery and civil rights wade-ins to surfing in contemporary times. A discussion with director Ted Woods, Rick Blocker, founder of BlackSurfing. com and Alison Rose Jefferson, historian, follows the screening.

Presented with Heal the Bay, Santa Monica Conservancy, the California Historical Society, and the NAACP.

Free program; limited seating





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Fall Salon, continued from page 1

space opens dramatically to a 75 foot long area. Rooms extend into the surrounding landscape via dramatically cantilevered decks; laminated wood beams run horizontally to create multiple levels, resulting in complex and interconnected spaces. Six sky-lit concrete towers rise into the trees, carrying the structural loads of the house and bringing light into the various living spaces. Glass walls connect with the landscape and contribute to the home's "iconic tree house" moniker. Textural contrasts of pebbly concrete, colored wall panels, transparent glass, and redwood and Douglas fir create a rich visual environment.

This unique home is built on a steep slope and requires stair climbing. It is not accessible for the disabled.

Throughout his career, Kappe has received numerous awards for both his architecture and commitment to education. After initiating the architectural program at Cal Poly Pomona, he and five faculty members created the innovative SCI-Arc, where both he and his wife Shelly taught for many years. Combining creative learning with a challenging interdisciplinary curriculum, the school emphasizes practical problem solving as the foundation of good design. Kappe has long been interested in modular construction and technological innovation and recently he built a pre-fab model home in Santa Monica for LivingHomes that became the first LEED-certified platinum house in the country.

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