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**Georgian Hotel
Raises \$7,200 for the
Conservancy**



Georgian Hotel owner Ted Broedlow; Carol Lemlein, Santa Monica Conservancy President; Kay Pattison, leader of the Santa Monica Conservancy's Downtown Walking Tours; and Georgian Hotel General Manager Juan Viramontes

The landmark Georgian Hotel's 80th anniversary was celebrated with a unique fundraising effort in support of the Santa Monica Conservancy. In October the anniversary was marked with an Old Hollywood-themed gala benefitting the Conservancy (see December 2013 newsletter). In addition, the hotel created a special Georgian Hotel/Santa Monica Conservancy Matching Fund which offered hotel guests the opportunity to donate to the Conservancy, which the hotel matched. The result totaled \$7,200 donated to the Conservancy.

In accepting the donation, Conservancy President Carol Lemlein said, "Hotel leaders have been strong partners to the Conservancy and we are deeply appreciative." The Georgian is one of the historic buildings featured in the Conservancy's weekly Downtown Walking Tour.

**FINALLY!
We Have the Go-Ahead
for the Shotgun House!**



Permit Specialist Linnea Henandez presents the building permit to Juan Padilla of the Minardos Group, Mario Fonda-Bonardi and Carol Lemlein. Now work can begin at the Preservation Resource Center site next to the Ocean Park Library.

PHOTO: Niina Fresco



Annual Meeting & Preservation Awards

The Conservancy's 2014 Annual Meeting and Preservation Awards took place at the historic Hotel Casa Del Mar on the afternoon of February 9. Approximately 150 members and friends attended, many of them arriving early for a tour of the Hotel.

The Preservation Awards recognized exemplary contributions to the preservation and revitalization of Santa Monica's historic resources. Two Conservancy volunteers also received recognition for outstanding service. See insert for details of the awards.

Board President Carol Lemlein gave a brief overview of the Conservancy's accomplishments in 2013 and the challenges ahead, including a threat to the City's Mills Act Contract program, our strongest incentive for preservation. Carol also responded to questions on the 5th Street Post Office, the *Building a Neighborhood Curriculum*, and the

ANNUAL MEETING *continues on page 4*



PRESERVATION AWARD WINNERS: BACK ROW: Stephen Friddle (Casa Del Mar), Helen and Tony Berlant (Berlant Studio and Residence), Ursula Kress, Dwight Flowers

FRONT ROW: Miriam Mulder, Karen Ginsberg, and Isa Naomi Okuyama (City of Santa Monica, Camera Obscura), Kendra Sosothikul and Jonathan Ang (W.P. Herbert House), Gabriel Sandoval and David Golubchik (Brecht House)

Mills Act Incentives Threatened

The Mills Act, the state program that reduces property taxes on designated historic properties with approved restoration and maintenance plans, is Santa Monica's only concrete incentive for historic preservation. The Landmarks Commission has been working to improve Santa Monica's application and monitoring process by proposing explicit standards that ensure that contracts fulfill the intent and public purpose of the Mills Act. In March, the City Council will be asked to consider those recommendations, and to place limits both on the value of any individual contract and on the total value of contracts approved each year.

The Conservancy Board supports the Landmarks Commission recommendations, but is adamantly opposed to the proposed limits on the number and value of Mills Act contracts. To date, 57 historic buildings have been restored and rehabilitated using these contracts, at an average cost to the city of \$2,300 per contract per year. The City's total annual cost of this investment in

the preservation of its historic properties is less than 0.3 % of property tax receipts!

Given Santa Monica's high property values, some are concerned that the impact of the Mills Act on the City budget could be much greater in the future. We believe that the data does not support that concern. Fewer than 10% of the City's properties are potentially eligible for the Mills Act, and only a small percentage of these are likely to seek designation. Furthermore, we do not see evidence of a rush to apply. In the 22-year life of the program, only two years, 2005 and 2006, have had more than 5 contracts approved.

Why then, is the Conservancy so concerned about a cap on the contracts? We believe it will create a disincentive to designate and apply for a contract because of factors out of the property owner's control. After investing the significant funds necessary to produce an application, the owner of a modest property could find that the



This landmark at 642 Kensington Road received a Mills Act contract in 2013

number of submitted applications exceeds the cap and be forced to wait to re-apply. A limit on the value of a contract could also discourage a buyer from the purchase and rehabilitation of a valuable property in poor condition, resulting in another loss to Santa Monica's historic character.

Please watch your email and the Conservancy website for additional discussion of this issue once the staff report is published!

OUR MISSION

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

THE BOARD OF DIRECTORS

Our board comes from neighborhoods throughout the city:

Carol Lemlein, *President*
Susan McCarthy, *Vice-President*
John Zinner, *Vice-President*
Tom Cleys, *Treasurer*
Sherrill Kushner, *Secretary*
Bruce Cameron
Mike Deasy
Kaitlin Drisko
Michael W. Folonis, FAIA
Mario Fonda-Bonardi, AIA
Nina Fresco
Chris Gray
David Kaplan
Ruthann Lehrer
Tom Neary
Laurel Schmidt

Emeritus:

Ken Breisch
Doris Sosin

HOW TO CONTACT THE 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

MEMBERSHIPS

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

See page 7 for membership information.

THE NEWS STAFF

Alice Allen
Barbara Kaplan
Ruthann Lehrer
Carol Lemlein
Nadine G. Messier
Nancy O'Neill
Kay Pattison
Laurel Schmidt
Barbara Whitney

Message from the President

Carol Lemlein



By the time you receive this newsletter, the odyssey of the Shotgun House may have been completed with its arrival at its new home next to the Ocean Park Library. I congratulate all of you who helped to make that happen, whether you were there 14 years ago when the house was saved from demolition or are our most recent donor – we all share the dream of making it a useful part of our community as the new Preservation Resource Center!

I'd also like to welcome Tom Neary to the Board. He has worked closely with us as Capital Campaign manager and brings an extensive knowledge of both preservation and the local business community. He was profiled in the September 2012 Newsletter, available on our website.

Lastly, we're spending a lot of time on city policies affecting historic preservation, and I'd like to thank Board member Nina Fresco for taking the lead on it. We have been working closely with Landmarks Commissioners and with local land use attorney Ken Kutcher, of Harding Larmore Kutcher and Kozal, to develop a common position on changes needed to make the draft Zoning Ordinance (ZO) as preservation-friendly as possible. We hope that the new ZO will make it feasible for owners of historic structures to update their buildings without being required to make alterations that would destroy their historic integrity. The ZO should identify which properties are considered historic, when historic properties may be treated differently than the norm, and describe when the State Historic Building Code can be applied.

In addition to ensuring that owners are not forced by code to make changes that destroy the historic character of their properties, the new ordinance needs to require review when proposals are made to remove important exterior features of a historic resource.

We believe that these recommendations provide important protections for the properties that lend so much character, context and cultural significance to life in Santa Monica; we hope you will join us in asking the Planning Commission and City Council to support them.

Carol

REMEMBERING

Shirley Temple Black 1928-2014

Shirley Temple was born at Santa Monica Hospital April 23, 1928, the third child of Gertrude and George Temple. The Temple family lived in Spanish-style homes at 948 24th Street and 259 19th Street before moving to Brentwood for a home offering the

privacy that now movie-star Shirley required. Local residents of a certain age have told our Downtown Walking Tour docents of seeing little Shirley and her mother shopping in the now-demolished Henshey's Department store.

New Owner for Fifth Street Post Office

The United States Postal Service announced in December that Skydance Productions purchased the Fifth Street Post Office building. The sale price was not confirmed. The Conservancy worked closely with the Landmarks Commission and the City Attorney's office to define an extensive protective covenant which was included in the terms of the sale.

The Landmarks Commission, which had been prevented from nominating the Post Office as a city landmark because of the property's federal ownership, made the nomination at its meeting in January. The

new owners, who have hired preservation architect Robert Chattel, are expected to support the designation. It is anticipated to be on the Commission's agenda for March 10.

Skydance Productions was founded by David Ellison in 2006 and is currently located on the Paramount lot where they work with Paramount on major films such as the "Mission Impossible" and "Terminator" franchises.

The post office, built in 1938 as part of the Works Project Administration, was closed in June, 2013.

VOLUNTEER PROFILE

Libby Motika— Perpetual Learner

by Laurel Schmidt



Libby Motika became a volunteer with the Santa Monica Conservancy for the

same reason that she does almost everything else in her life — to learn. She's fascinated with life: art, architecture, horticulture, languages, literature, human dynamics, politics, poetry. You name it, she's given it some thought. But Libby's no dabbler. When a subject peaks her curiosity, she plunges in head first. It's immersion or nothing but she has more than enough energy to pull it off.

Libby worked for over twenty years as a journalist for the *Palisadian Post*, one of LA's oldest publications, dating back to 1928. Her position as senior editor of the Lifestyle section was a perfect match for her wide-ranging curiosity because it gave her the excuse to investigate everything from Jurassic gardens to the latest production of

Euripides' *Trojan Women* at the Getty Villa, which is how she found her way to the Santa Monica Conservancy. While writing a piece on the Downtown Walking Tours she became fascinated with the history of Santa Monica. Following her impulse to know more, she got involved. Now she's an enthusiastic member of the Planning Committee. At monthly meetings she and other volunteers plan lectures, tours and the annual Holiday Party.

In typical Libby fashion, she has enrolled in a summer course at USC — *Fundamentals of Heritage Conservation* — which examines the history and philosophy of the conservation movement. Libby's other passions include early morning bike rides, meditation and her family — Tom, Stephen and Caren.

The Civic Working Group Gets to Work!

The nine member group, created by the City Council last year to help develop a financeable and publicly supportable plan to revitalize the now-closed Civic Auditorium, met in January and named Conservancy Board Member Nina Fresco as its Chair and Iao Katagiri as Vice Chair. Other members of the group are Linda Bozung, Phil Brock, Fred Deni, Frank Gruber, Philip J. Orosco, Jodi Summers and Carey Wayne Upton. They are expected to make a final report back to Council in May 2015.

The CWG will be holding regular public meetings on the fourth Monday of the month at 6:30 pm in the Civic East Wing. To learn more about the group's members and the work that has been done so far, visit www.savethecivic.org. You can also sign up to be kept informed on the City's Civic Auditorium website, www.smgov.net/departments/ccs/civicauditorium.

Become a Beach House Docent!

For the first time in several years, the Santa Monica Conservancy is opening a new training class for volunteers interested in being a docent at the Annenberg Community Beach House. Docents learn about the three major people connected to the site — William Randolph (WR) Hearst, Marion Davies, and architect Julia Morgan — as well as stories of Hollywood in Santa Monica and the history of the Gold Coast beach.

Docents are expected to work two three-hour shifts per month, offering tours of the Marion Davies guest house and the site. Interested candidates are advised to visit the Beach House and take a tour if they have not already done so. Trainees will attend three lectures in April, followed by on-site training. Prior experience as a docent is not required; one only needs an interest in interacting with people. An application form will be sent to all those who request it by contacting info@smconservancy.org.

People and History of the Beach House

These lectures are free for docent trainees; the public may attend all three for \$25, or \$10 per individual lecture.



April 5: Writer Cari Beachamp on WR Hearst; historian Marc Wanamaker on Hollywood in Santa Monica and the glory days of Hearst and Davies.

April 12: Consultant Christy McAvoy on the history of the Beach House site; architect John Berley of Fred Fisher and Partners Architects, on the transformation of the site.

April 19: Film historian Elaina Archer will present her documentary on Marion Davies; docent Kay Pattison will discuss Marion and her relationship with Hearst.

The lectures will be held at Ken Edwards Center, 1527 4th Street from 2 - 4 pm. Parking is available on site as well as at Santa Monica Place.

Meet India Bushnell



India Bushnell

and the Santa Monica Conservancy. This internship has allowed me to get behind the camera again to document structures and explore Santa Monica. Leaving and returning to California, for the first time I really *looked* at the city in close detail with an artistic eye. It has allowed me to notice that the city is more beautiful than I ever knew before. Now I have learned to really look and see this place for what it is. I feel so lucky to know where I come from and where I get to come home to.

My name is India Bushnell. I am 19 years old and I have been interning with the Conservancy. Currently, I am enrolled at Bennington College and as part of

the curriculum, I am required to organize a two month long Field Work Term. I chose to come back home to LA to intern with two different companies: a film company

future of the Civic Auditorium during a brief Q & A.

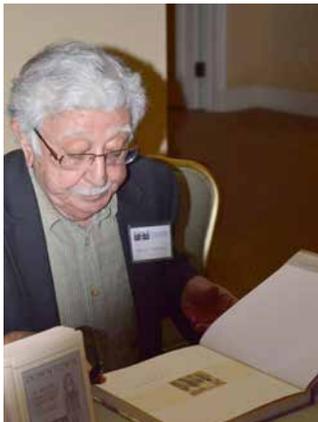
During the business portion of the meeting, members elected Tom Neary, Conservancy Capital Campaign Chair and former Chair of the Chamber of Commerce, to the Board of Directors, and reelected current Board members David Kaplan, Sherrill Kushner, Carol Lemlein, and John Zinner.

The program concluded with an illustrated talk about the history of the Santa Monica

beachfront by historian Ernest Marquez, author of numerous books including *Santa Monica Beach, a Collector's Pictorial History*. Mr. Marquez, whose unparalleled collection of historic photographs was recently acquired by the Huntington Library, was a recipient of the Conservancy's Presidents' Award in 2012 for his commitment to the preservation of Santa Monica's early history and that of the families of the Rancho Boca de Santa Monica.

Many people contributed to the success of the afternoon: Stephen Friddle, Director of Catering and Conference Services of the

Hotel Casa Del Mar, for providing the tour, refreshments, and technical support; the Board Nominating Committee - Susan McCarthy, Chair, Laurel Schmidt, Chris Gray, Libby Pachares and Bob Knight; volunteers Fran Lyness, Jane Wiedlea Koehler, and Program Committee member Susan Eve, who made the connection to the Hotel; intern India Bushnell, photographer; Kate Bransfield of Coldwell Banker, sponsor; and finally Ernest Marquez, for once again sharing his knowledge of Santa Monica's early history, and Sharon Kilbride, who assisted with the book signing.



CLOCKWISE FROM TOP LEFT:
The day set a record for Annual Meeting attendance
Tom Cleys conducted the Board election
Stephen Friddle led a tour of the historic hotel
President Carol Lemlein presided
Director of Community and Cultural Services
Karen Ginsburg with the Camera Obscura Award
After the meeting, Ernie Marquez signed his books

PHOTOS: India Bushnell

Spring Tour Preview



John Byers' W. P. Herbert House, 2014 Preservation Award winner for Restoration will be included in the Conservancy's Spring Tour. Details coming soon!

Holiday Party 2013

The Conservancy owes thanks to the many supporters who made the 2013 Holiday Party a great success. First, to our generous hosts, Jan Goodman and Jerry Manpearl, and second to our inimitable party creator, Phyllis Conkle.

We also thank the many party helpers: Dwight Flowers, Ursula Kress, Libby Motika, Laurel Schmidt, Mary Ann Hays, Diane Locklear, Ruthann Lehrer, Alice Allen, Ruth Shari, and Susan McCarthy for their contributions, and Robin Venturelli for her music selection during the party.

We are grateful for our generous sponsors and donors: Daniel Scott Johnson, Merrill Lynch, Mary Ann and Tom Hays, Steven Cerasale and Mary Katherine Cocharo, and to Border Grill for the donation of their delicious taquitos, which were enjoyed by all.



Hosts Jan Goodman and Jerry Manpearl

PHOTOS: Rich Schmitt

Happy Birthday Marion!

The third annual birthday celebration for Marion Davies at the Annenberg Community Beach House recreated the festive ambience of the parties she hosted at the site in the 1920s, '30s and '40s. Presented by the Docent Council in partnership with the City of Santa Monica, the party attracted a large crowd, many in vintage attire.

Special guests were Eddie Bierman and actress Mary Carlisle (age 99), both of whom knew Marion personally. Marc Wanamaker and Michael Yakaitis brought a full-size oil painting of Marion in costume for her film "Little Old New York" (1923), for the occasion. Photos from the collection of Michael Yakaitis were also shown, as well as Marion's film "The Bachelor Father" (1931).

Flowers were provided by Marlene St. Peter, and the musical entertainment by singer Janet Klein and guitarist Michael Reynolds delighted all attendees. Drinks were donated by Fred Deni of Back on the Beach Cafe and cupcakes were provided by Vanilla Bake Shop in Santa Monica.

Thanks go to docents Jeff Burt, Phyllis Barnard, Maureen Murphy, Margi Falk, Morris Kushner, Jean Hasselquist, Patty Godon-Tann, and Fran Lyness who helped Docent Council members Dorothy Jewell, Kay Pattison, Elaine Cohen, Phillis Dudick, Robin Venturrelli, Marlene St. Peter, Libby Pachares, Audree Fowler, and Ruthann Lehrer. The enthusiastic support of Nan Friedman, Manager of the Annenberg Community Beach House, was indispensable.

CLOCKWISE FROM TOP:
 The docents in their "glad rags"
 Visitors welcomed by costumed docent
 Docent Jeff Burt as Hearst
 Entertainers Janet Klein and Michael Reynolds
 "Charlie Chaplin" greets actress Mary Carlyle



PHOTOS: Catherine Lacey



LEFT TO RIGHT:
 Members socialized poolside
 Landmarks Commission Chair Ruth Shari bartending
 Ursula Kress with the traditional Holiday Party chili



by Barbara Kaplan

The creation of a new Zoning Ordinance is an immense effort intended to incorporate the land use goals of the Land Use and Circulation Element (LUCE) into a document that will govern growth in Santa Monica over the next twenty years. A subcommittee of the Landmarks Commission



New landmark 2600 Wilshire Blvd, the former Home Savings building

will work closely with the Commission as a whole, the Planning Commission, planning staff and members of the public to advocate for language in the ordinance that supports historic preservation. Along with the Santa Monica Conservancy, the group will work to include language that recognizes the importance of protecting historic resources in Santa Monica and that provides guidance, flexibility and incentives when any historic resource is a part of a building project.

The Landmarks Commission has recently initiated actions on several historic resources. The Juniper Building, at 301 Wilshire Boulevard, was nominated for landmark designation last December 9, and is slated for review March 10. The Post Office building at Fifth and Arizona was nominated for landmark designation on January 13 and will

also be considered March 10. The Home Savings Bank building at 2600 Wilshire Boulevard, with artwork by Millard Sheets, was designated a Santa Monica Historic Landmark in December, but has been appealed to the City Council. An appeal to overturn the designation of the Mayfair Theater terrazzo sidewalk paving at 210 Santa Monica Boulevard as Santa Monica's 106th city landmark has been withdrawn. Lastly, the 100-year-old Bundy House at 401 25th Street was nominated for landmark status at the February Landmarks Commission meeting.

The Landmarks Commission is also pleased to congratulate the Santa Monica Conservancy and its perseverance in completing the entitlement process for the Shotgun House, a designated Historic Landmark, thus allowing its relocation and restoration process to proceed.

**PARTNER EVENT:
Free Lecture at USC**

TUESDAY, MARCH 11
7pm

USC School of Architecture
Pierre Koenig Lecture Hall,
Watt Hall, Room 1
(basement)

Dr. Ned Kaufman of Kaufman Heritage Conservation and Columbia University will lecture on rethinking the economics of heritage and historic preservation as a tool for achieving social justice, and how the field is forging new interdisciplinary alliances with public history, folklore, community planning, and tourism. Book signing and reception to follow.



39TH ANNUAL
CALIFORNIA PRESERVATION CONFERENCE

Redefining Preservation:
Dialogues and Directions in
Cultural Heritage

TUESDAY, APRIL 22 -
FRIDAY, APRIL 25

California Preservation Foundation
see website for details
www.californiapreservation.org

NEW MEMBERS

- | | |
|--------------------------------|------------------------------------|
| Mary Bosak | Walter Meyer |
| Michael Cogley | Caron Pelletier |
| Anne and Tim Corcoran | Janet Robertson |
| Jean and Michael Fleet | Jim Saletnik and Dr. Maureen Chung |
| Jane Guthrie | Margery Somers |
| Sabra Hitchcock | Victoria Talbot |
| Anne-Marie LaFayette | Summer Vaughn and Chris White |
| Norman Lesh | Juan Viramontes, The Georgian |
| Jerry Manpearl and Jan Goodman | |

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- Georgian Hotel *
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- La Senora Research Institute *
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2014 SPRING PRESERVATION EVENTS

TOUR

Remarkable Historic Homes of Pasadena

SUNDAY / MARCH 30

Pasadena Heritage

(626) 441-6333

www.pasadenaheritage.org

EVENT

L.A. Heritage Day

SUNDAY / APRIL 27 / 11AM-4PM

L.A. Heritage Alliance

www.laheritage.blogspot.com

TOUR

Spring Tour of Wilshire Temple Campus

SUNDAY / APRIL 27

Los Angeles Conservancy

(213) 623-2489

www.laconservancy.org

TOUR

Rose Bowl Stadium Tours

WEEKLY, THURSDAY - SUNDAY /

10:30AM & 12:30PM

Rose Bowl Stadium

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www.rosebowlstadium.com/tours



Charmont Apartments, 1929
2012 Stewardship Award
Susan Connolly

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- \$100 Sustaining \$2500 Landmark Patron

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- \$500 Business Sponsor
- \$1000 Business Patron
- \$2500 Landmark Business Patron

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EMAIL _____

COMPANY (IF APPLICABLE) _____

For Gift Memberships, please provide new member information here.

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COMPANY (IF APPLICABLE) _____

- 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 make your contribution to
www.smconservancy.org or by check, payable to:
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10 AM every Saturday. • \$10 (\$5 for members)
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- Reservations suggested
- Call: 310-496-3146
- email: dwt@smconservancy.org.

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