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Celebrate the season at our Annual Holiday Party

SUNDAY, DECEMBER 7 3pm - 5pm

1936 La Mesa Drive



- Free for Santa Monica Conservancy members
- Guests are welcome for \$20, applied toward membership if they join at the party

RSVP by December 3

ONLINE: www.smconservancy.org EMAIL: rsvp@smconservancy.org

Or leave a message at: 310-496-3146

Join or renew your membership online or at the door

COMING IN 2015

MARION DAVIES' BIRTHDAY PARTY!

Sunday, January 11 11am-2pm Annenberg Community Beach House 425 Pacific Coast Highway

Event is free. Fee for on-site parking. annenbergbeachhouse.com

2015 ANNUAL MEETING & PRESERVATION AWARDS

Sunday, February 8 3pm

Hotel Casa Del Mar 1910 Ocean Way

RSVP by February 4 rsvp@smconservancy.org Or leave a message at: 310-496-3146



SANTA MONICA

Celebrating Our Architectural Heritage

SANTA MONICA CONSERVANCY Celebrating Our Architectural Heritage

December 2014 • Vol 12 No 4

Annual Holiday Party on La Mesa Drive

embers are invited to attend the annual Holiday Party on Sunday, December 7, from 3-5pm. The event takes place in a stately historic Mediterranean Revival home on La Mesa Drive, hosted by Gisela and Jeff Friedman.

Built in 1926, this home contributes a majestic presence on a street containing numerous historic houses. While the architect's name is unknown, builder C.L Freeman was responsible for several other La Mesa homes, and his work helped to shape Santa Monica's urban development.

The exterior of the house has been restored by the Friedmans, who have lived there for ten years. Inside previous renovations had expanded the kitchen and family living areas at the rear. With arches, coved ceilings, richly grained wood floors and French doors leading outside, the house maintains its original architectural character. The beautiful wrought iron stair



1936 La Mesa Drive

rail and hand carved paneled wood front for their support. Guests are welcome for enhances the house.

The party is free to members as thanks 496-3146.

door are inspired re-creations of missing an entry fee of \$20 or free if they join. historical features. The landscape installed Advance reservations are recommended as by the Friedmans complements and this party is very popular. Reserve online at www.smconservancy.org or by calling 310-

Call for Nominations, 2015 Preservation Awards



2012 award winner Baxter House

very year the Conservancy presents Preservation Awards to individuals and projects that represent exemplary contributions to the preservation of Santa Monica's architectural and cultural heritage. These awards showcase the accomplishments of those who have invested time and resources in the revitalization of Santa Monica's historic places.

Since 2004, the Santa Monica Conservancy has recognized dozens of projects, and the

AWARDS continues on page 4

2015 Annual Meeting and Preservation Awards

We are pleased to announce that the historic Hotel Casa Del Mar will once again host the Conservancy Annual Meeting and Preservation Awards. The Club Casa Del Mar building, completed in 1926 as one of the City's grandest beach clubs, stands today as a reminder of Santa Monica's development as a prominent beach resort community. Los Angeles-based architect Charles F. Plummer designed the Italian Renaissance Revival Style building, one of the few examples of such in Santa Monica. As one of the only remaining examples of the 1920s beach clubs that once dominated Santa Monica's coast, the Club Casa Del Mar building represents an important link to the City's past.

will include the presentation of the Annual Preservation Awards, a review of 2014, an update on the Preservation Resource Center and the election of board members. Historian



Hotel Casa Del Mar

Alison Jefferson will give a talk on the nearby Inkwell monument which commemorates a popular African American gathering place during the Jim Crow era.

Refreshments will be served and a no-host The February 8 meeting begins at 3pm and bar will be open. The event is free. However, space is limited, and advance reservations are advised by February 4. Place your reservation by sending email to rsvp@smconservancy.org

ANNUAL MEETING continues on page 5

Protecting Historic Courtyard Housing PAGE 2

1 www.smconservancv.org

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

Protecting our Historic Courtyard Housing

Carol Lemlein



Concerns about threats to historically significant courtyard housing – from the bungalow courts of the early 20th century to the garden apartments prevalent in the 30s, 40s and 50s – have been on the minds of preservation advocates for years and are now in the news on several fronts.

Historic District Formation: By the time you receive this newsletter, Council may have acted to modify the process of forming a historic district in an effort to encourage preservation of the threatened "San Vicente Boulevard Multi-Family Residence District" (west of 7th Street) as well as other potential historic districts throughout the city. Changes made in 2003 to the Landmarks Ordinance are believed by many to have been a barrier to the formation of new districts. We believe that the increased requirement for public discussion of the impact of a historic district on property owners is an improvement that should be retained. However, allowing a majority of property owners within a proposed district to petition to disallow formation of the district has had the effect of prematurely shutting off discussion and placed an unnecessary burden on those trying to create the district. Despite dozens of potential districts described in the Historic Resource Inventory and several attempts in varied parts of the City, no new district has been formed since 2000 when the Bay Street Craftsman Cluster (137, 141, 145 and 147 Bay Street) was designated. Santa Monica's only other historic district is the Third Street Neighborhood on the south side of Ocean Park Boulevard.

423 Ocean Avenue: The draft Environmental Impact Report on the 423 Ocean Avenue project – that would demolish a landmark with 16 vacant courtyard apartments and replace them with a 13-unit condominium project – has recently been published. The Conservancy's response to the report confirms our continued objection to the project, and our belief that a rehabilitation and preservation alternative for the courtyard is feasible. It is our understanding that an environmentally superior alternative may be considered feasible under CEQA even if it is more costly or fails to meet all project objectives. We believe that when the economic hardship case filed by the owners is analyzed by the Landmarks Commission, it will be shown that the owner can receive a reasonable return by rehabilitating the property for reuse and taking advantage of such landmark incentives as the Mills Act. In fact, one of the 2-bedroom apartments vacated under the Ellis Act in 2011 was renting for over \$3800/month, and at least 10 of the 16 apartments can be rented at market rate after rehabilitation.

Finally, I'd like to draw your attention to the article on the **2014 Mills Act contracts** on page 6. This is a highly unusual set of five Mills Act contracts since it includes two historic multifamily residential properties and a downtown commercial structure. Owners of such structures are frequently surprised to learn that the City's incentives for designated properties are not restricted to single family homes. We congratulate all five owners for their commitment to preservation and maintenance of their historic properties – and are proud to live in a city that places a priority on historic preservation. —*Carol*

Remebering Maynard Ostrow



When you walk down the Santa Monica Pier or view it from Palisades Park and see hundreds of people enjoying the rides and the restaurants, you can thank Maynard Ostrow, one of Santa Monica's preservation heroes who died recently after a long illness.

In the 1970s, the Santa Monica City Council had plans to tear down the Pier and replace it with an artificial island with a convention center and hotel. Fortunately, through the efforts of Ostrow and others, the

successful Save the Pier campaign saved our iconic symbol of Santa Monica from demolition.

Ostrow became an amusement business innovator at age 15 when he began traveling with carnivals. In 1972 Maynard and his wife Sheila opened the bumper car ride near the pier's west end. The electric cars, powered by an overhead grid, quickly became a favorite attraction.

A 40-year resident of Santa Monica, he also served as a board member of the Ocean Park Community Center, the Santa Monica Symphony, and WISE and Healthy Aging. He and Sheila have been among Santa Monica's most involved and generous residents.

VOLUNTEER PROFILE

Phillis Dudick: Connection and Community

by Jan Jackson



ou can't help but catch the enthusiasm I when Phillis Dudick lights up with her passion for connection and community. Born to a first generation American family

in Minneapolis, Phillis spent her childhood docent for the Annenberg Community Beach in San Diego's now historic Talmadge Park. In her new and growing neighborhood, she learned at an early age that pulling together could accomplish a great deal to enhance lives. Phillis naturally took on leadership in high school, at the Old Globe Theatre and in college, ensuring that people found entertaining and meaningful ways to come together for the common good. She parlayed her talents into a successful career as a Community Manager for the City of Los Angeles.

As Phillis says, her passion is "to have a cohesive group who share a common experience which is important to enhance and uplift our community."

Phillis has called Santa Monica her home for over 25 years. Seeing an ad for a local talk on early movie residents of the City, she noted it mentioned a new location that was looking for volunteers. True to form, she became a

House -- it literally had "community" written all over it. She immediately involved herself helping build the cohesive group of volunteers who enhance the Conservancy presence at the Beach House for local residents and visitors from all over the world.

As a founding member of the Beach House Docent Council, she continues to introduce ideas and organize events, knowing that showing appreciation for the volunteers keeps everyone uplifted and involved. Phillis also makes a gracious trip coordinator; she currently organizing a docents' journey to Asilomar and Hearst Castle so that the group can learn more about Hearst and Davies' favored architect, Julia Morgan. As Phillis recounted past trips, her bright eyes lit up with a new idea. Watch this space for what's she's cooked up next to bring us all together and connect!

Beach House Docents Out and About

he Annenberg Community Beach House Docent Council arranged special excursions for docents in September and October.

The docents toured Hollywood Forever Cemetery on a sweltering September Sunday to visit Marion Davies' resting place and that of other Hollywood luminaries on an informative tour led by Karie Bible.

Docents also recently enjoyed an afternoon reception and house tour at the 1929 home of silent screen star Norma Talmadge on the Gold Coast of Santa Monica. Other notable residents of the Norman Revival house included Cary Grant, his wife Woolworth heiress Barbara Hutton, Randolph Scott, Irving Berlin, Grace Kelly, Howard Hughes, Roman Polanski and Sharon Tate. Thanks to current owners Jennifer and Royce Diener who generously opened their historic home to the group.



Docent Richard Mestas presents flowers to host Jennifer

Coastal Cleanup Day 2014



Visitors examine the history exhibit and chat with historian Alison Jefferson

early 700 volunteers removed trash from the beach near at the end ${f N}$ of Bay Street in Heal the Bay's annual Coastal Cleanup Day. At the Inkwell Monument, Santa Monica Conservancy volunteers Carol Lemlein and Robin Tung assisted historian Alison Jefferson providing a glimpse into the African American history of the site during the "Jim Crow" era. The event was co-sponsored by the Black Surfers Collective, Santa Monica College, the Santa Monica Conservancy, the California Historical Society and the Los Angeles Black Underwater Explorers.

PHOTO: Carol Lemlein

Happy Birthday, Marion Davies

t is time to break out your feathers and furbelows, spats and sequins. Don your most glamorous duds and join us as we celebrate Marion Davies' Birthday.

Hedda Hopper can't wait to share the latest gossip with you and Janet Klein will sing you back to the carefree and exuberant days of Marion's world. It is fun and it is free so be there! No feather boa or raccoon coat? No problem. You are welcome to wear whatever you choose but please do join us!

See page 8 for more information.



www.smconservancy.org

A Great Celebration at the Bundy House

on Sunday, October 12, over 70 Conservancy members, friends and volunteers gathered at the recently landmarked home of Meredith Stiehm and Tom Smuts. Photographs and fascinating insights into the lives of Thomas Bundy and his wife and tennis celebrity May Sutton Bundy were shared by May Cheney, one of May's granddaughters, and Jeanne Cherry, a collector of tennis memorabilia, who arranged to have a lovely hand-colored photograph of May Sutton Bundy loaned for the event by the Southern California Tennis Association (SCTA). The afternoon was further enlivened by the piano playing of Mark Balling.

Thanks to Michael Folonis Architects for the invitation design, to all who participated in this fundraiser to support the Conservancy's educational programs and particularly to our hosts, Meredith and Tom.





VOLUNTEERS
Phyllis Conkle
Ann Conkle
Catherine Conkle
Richard Dellamora
Susan Eve
Sabra Hitchcock
Jan Jackson
Jane Koehler

Ursula Kress Sherrill Kushner Ruthann Lehrer Fran Lyness Sara Meric Libby Motika Kristin Shank





CLOCKWISE FROM TOP:

Granddaughter May Cheney and Jeanne Cherry are on the sofa, Libby Motika, Evelyn Lauchenauer and Board member Chris Gray are on the left

Our Hosts Tom Smuts and Meredith Stiehm

Courtney Schmitt, with the portrait of May Sutton Bundy

Tom Smuts and Nick Newberry, husband of May Cheney, May Sutton Bundy's granddaughter, look at scans of the original plans by architects Hunt and Burns

PHOTOS: Rich Schmitt Photography

AWARDS continued from page 1

individuals associated with them. These outstanding projects range from small to large in scale and include residences, commercial and institutional buildings, sites and places of significance. The work ranges from restoration, renovation, rehabilitation, and adaptive reuse, to contemporary additions to historic buildings and homes. We are always pleased to recognize individuals for their stewardship of historic properties, as well as for their contributions as volunteers and exceptional community service as advocates of preservation.

Do you know a project, person, structure or group you would recommend for a 2015 Award? If so, please fill out a simple nomination form on the Conservancy's website, www.smconservancy.org, identifying the project, and giving a brief statement of why you have nominated it, along with a photograph, if possible. This year's awards jury – Margaret Bach, Mike Deasy, Michael Folonis, David Kaplan, and Ruthann Lehrer – is eager to hear from you. Deadline for nominations is December 15, 2014.

The awards presentation will be held at the Conservancy's 2015 Annual Meeting, February 8, at Casa del Mar – it's a not-to-be

missed event, as we celebrate, recognize, and are inspired by, the people and the projects that bring preservation to life in Santa Monica.

Preservation Awards Guidelines

You don't need to specify what category you think fits your nomination, but the definitions below may be helpful:

Restoration: work to bring a building back to its historically authentic condition.

Rehabilitation: a broad term meaning bringing a historic resource back into service.

Renovation: includes remodeling and renewing, and can include the addition of contemporary design elements to a historic structure.

Adaptive Reuse: the adaptation of a historic structure to a new use, ideally with minimal impact on the structure's character-defining features.

Stewardship: long-term care and maintenance of a historic building or place.

Volunteer and Service: recognition for outstanding contributions by individuals and groups in preservation efforts with the Santa Monica Conservancy.

President's Award: recognition for an outstanding contribution by an individual or group that exemplifies excellence in commitment to preservation, stewardship, and/or promoting Santa Monica's history.

David G. Cameron Preservation Award: an exceptional honor, named in memory of one of Santa Monica's pre-eminent preservationists, presented only when the occasion merits "to individuals or organizations in recognition of their outstanding accomplishments in preserving Santa Monica's unique heritage, and for promoting the value of historic preservation in the City."



Smiling winners of the 2014 Awards

or by calling 310-496-3146.

We thank Klaus Mennekes, Vice President & Managing Director of Hotel Casa Del Mar and Shutters on the Beach, for the Hotel's generous support. The hotel is located at 1910 Ocean Way, one block west of Pico Blvd. and Ocean Ave., Santa Monica, CA 90405. Parking is available on the street and in the adjacent beach lots.

Remembering John Bohn



Santa Monica lost another civic leader in October with the passing of former city council member and businessman John Bohn. A Conservancy

member, he played a seminal role in ensuring a successful future for Santa Monica's Third Street Promenade. During his tenure on the City Council the 2nd and 4th Street parking structures were built. Without them we would not be enjoying the eclectic facades of the businesses on our world famous downtown walk street today.

Five New Mills Act Contracts Approved

Santa Monica's most important preservation incentive was granted to the owners of five landmarks at the October 28 meeting of the City Council. This action brings to 62 the City's total number of Mills Act contracts, which enable a property tax reduction for owners who commit to an approved plan of restoration and maintenance.

The properties newly approved are:

A recently designated Spanish Colonial Revival adobe residence designed by Architect John Byers for E.J. Carrillo at 1602 Georgina.

A cluster of three intact 1923 Pacific Ready-Cut Homes located at 1047 9th Street, designated in 2009 when threatened with demolition and recently returned to the rental market.

The 1929 Bay Cities Guaranty (Clocktower) Building, an iconic 12-story Art Deco downtown building at 225 Santa Monica Boulevard featured on the Conservancy's Downtown Walking Tour.

A 1937 Streamline Moderne courtyard apartment complex at 947-953 11th Street, designated in 2014.

The 1913 Bundy House, an American Colonial Revival residence designed by prominent Los Angeles architects Hunt and Burns for real estate magnate Thomas Bundy and his wife, tennis celebrity May Sutton Bundy, the first American to win at Wimbledon.

Under the provisions of the Santa Monica Landmark Ordinance, Structures of Merit and contributing structures in designated Historic Districts are also eligible to apply for Mills Act contracts; several have done so since the program was first authorized in 1991.



Spanish Colonial Revival at 1602 Georgina



One of the three homes at 1047 9th Street



Art Deco Bay Cities Guaranty Building



Streamline Moderne courtyard at 947 11th Street

Shotgun House Progress Report

When the shotgun house was saved from demolition, all but one original window on the north side of the house had been destroyed. Restoration contractor Spectra Corporation restored the one original window (shown here on the left) and fabricated five more to replace the missing windows, which have now been installed.







Why is architect, Mario Fonda-Bonardi smiling? Because the shotgun house just passed another city inspection

5

www.smconservancy.org

Landmarks Commisssion Report

by Barbara Kaplan

our new landmarks for the City of Santa Monica were recently designated by the Landmarks Commission.

The Junipher Building, at 301 Santa Monica Boulevard, was constructed in 1912, with additions and modifications in the 1920's. This four-story brick vernacular Beaux Arts-style building represents the transition of Santa Monica's central business district from a residential area to a thriving commercial zone.

The BPOE Building, a former Elks Lodge built in 1926 at 3001-3011 Main Street, was also designated a local landmark. It is an excellent example of Italian Renaissance Revival architecture of the 1920's, and illustrates both the growth of fraternal organizations in the years after World War I and

the peak of commercial development in Santa Monica just prior to the Great Depression.

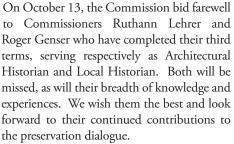
Another new landmark is the Vawter House (est. ca.1899) at 504 Pier Avenue, a vernacular hybrid of an original Queen Annestyle residence at the corner of 4th and Marine Streets that was remodeled into an American Foursquare and relocated to its present location in 1907-08. The Vawter House encompasses

both economic and social development patterns of early Ocean Park, since E.J. Vawter and his family were very involved in both its development and that of Santa Monica.

The final designation was given to the Voss Apartments, a two-story Streamline Moderne multi-family apartment court at 947-953 11th Street. Constructed in 1937, it is a representative example of the style as it applied to an apartment courtyard complex of the 1930's.

Other actions by the Landmarks Commission include the granting of a Certificate of Appropriateness for 128 Hollister Avenue, approving the construction

> of a new two-story addition to an existing Santa Monica city landmark, an American Foursquare single family residence, and another for a façade remodel and sign plans for tenant improvements to a storefront located in the landmarked Keller Block Building at 223 Broadway.





Vawter House at 504 Pier Avenue

in 1907-08. The Vawter House encompasses the preservation dialogue.

Landmarks Commision Changing of the Guard



Margaret Bach



Laura O'Neill



Dolores Sloan

The Landmarks Commission has recently undergone its most significant change in membership in many years. Ruthann Lehrer, who served in the position of Architectural Historian, and Roger Genser, who served as Local Historian, had each served three full terms and were no longer eligible for reappointment.

Council appointed Commissioner Margaret Bach, who was also up for reappointment, to the position of Local Historian, recognizing her extensive knowledge of local history. In addition to having served previously on the Commission, Bach was a founding member of the Los Angeles Conservancy and, in 1978, its first president.

Santa Monica resident Laura O'Neill was appointed to the position of Architectural Historian. O'Neill is a historic preservation consultant with GPA Consulting in Los Angeles. She has written historical resource reports for both CEQA and Section 106 compliance, as well as National Register, California Register, and local landmark applications. Her experience also includes Mills Act and Federal Rehabilitation Tax Credit applications, as well as large-scale historical resource surveys and context statements.

Dolores Sloan, also a Santa Monica resident (a requirement for membership on the Commission), was appointed to the remaining open seat. A published writer on Jewish history, Sloan brings a unique perspective on the region's diverse cultural heritage and the many ways that local residents see themselves in relation to the community and region in which they live.

NEW MEMBERS

Lois Banner
Jeanne and Jim Cherry*
Alvin Epstein
Bob Lynn and Sara Abbott
Joe Nachison
Jeanne and Gary Newman*
Linda Piera-Avila
Christie Savage
Michelle and Brad Schrupp
Dolores Sloan and Dennis New

*NEW PATRON MEMBERS

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2014 WINTER PRESERVATION EVENTS

*BUSINESS SPONSOR OR HIGHER LEVEL

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Tooley Interests*

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www.thebanningmuseum.org

EXHIBIT

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santamonicahistory.org

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Charmont Apartments, 1929 2012 Stewardship Award Susan Connally

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□ \$100 Sustaining □ \$2500 Landmark Patron

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□ \$2500 Landmark Business Patron

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For Gift Memberships, please provide new member information here.

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COMPANY (IF APPLICABLE)

I would like to volunteer for the Conservancy

l'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: Santa Monica Conservancy P.O. Box 653, Santa Monica, CA 90406-0653

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