



SANTA MONICA CONSERVANCY NEWS

VOL 8 No 2

ENSURING THAT THE PAST HAS A FUTURE

JUNE 2010

DISCOVER PALISADES PARK ON JUNE 13 by Ruthann Lehrer



The pergola is one of Palisades Park's best-known features and is used in the logo of the Conservancy.

Palisades Park is one of Santa Monica's most familiar places... and is almost as old as the City itself. But how much do you really know about it? On Sunday June 13, 3 - 6 pm, you are invited to a docent-led tour of this rich cultural landscape, including its history and development, geology, landscape design and plants, commemorative monuments and historic structures.

Palisades Park, which has been a City landmark since 2007, sits on land donated by Santa Monica's founders and held permanently in the public domain. It encompasses breathtaking views of both coastline and mountains. This brand-new and comprehensive tour will allow participants to explore the park's many facets, from trees and planting beds, especially native and drought-tolerant plants, to its geology, and the adjacent landmark buildings on

Ocean Avenue. The tour will conclude with an exhibition of historic postcards and watercolors in the Senior Center, where refreshments will be served.

Tour tickets are \$10 for members, and \$15 for nonmembers. Shuttle buses will take participants to the north end of the park in order to begin the one-way southbound tour. Ticket information can be found on the Back Cover and at www.smconservancy.org.

This program has been made possible in part by a grant from the City of Santa Monica and the Santa Monica Arts Commission. Jonathan Froines, a student in USC's historic preservation program, researched both the geology and horticulture of the Park. Additional research and tour development was provided by Mary Ann Hays, Nancy O'Neill and Kay Pattison.

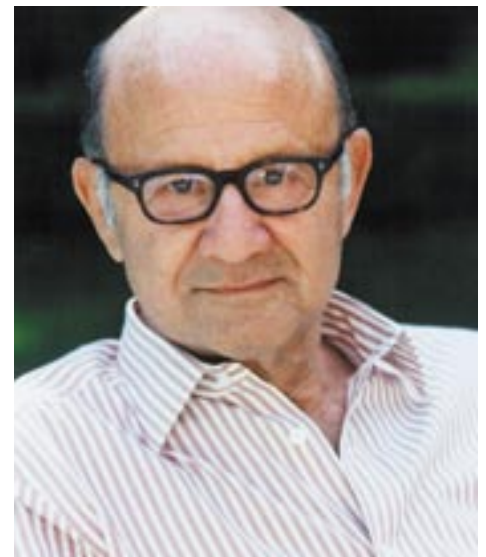
SANTA MONICA TO HOST CALIFORNIA PRESERVATION CONFERENCE IN THE SPRING OF 2011

The California Preservation Foundation has selected Santa Monica to be the site of the annual California Preservation Conference in the Spring of 2011. The Santa Monica Conservancy played a leadership role in bringing the Conference to Santa Monica, and will serve as local host organization working with the California Preservation Foundation and local partners including the Los Angeles Conservancy, the Los

Angeles Heritage Alliance, La Senora Research Institute, and local chapters of the Society of Architectural Historians and the US Green Building Council. The Santa Monica Convention and Visitors Bureau, as well as members of the City's Planning and Community Development and Community and Cultural Services departments are also participating in the planning.

CONTINUED ON PAGE 3

IN REMEMBRANCE OF MAX PALEVSKY by Sherrill Kushner



Max Palevsky, computer visionary, film producer, art collector, political activist and major philanthropist, died of heart failure on May 5. In the late 1990s his donation saved the endangered Aero Theater, which has been restored and is now managed by the American Cinematheque.

The Santa Monica Conservancy honored Palevsky in July 2006 at a screening of the film "Fun with Dick and Jane," which he produced. The honor was offered in recognition of

CONTINUED ON PAGE 3

THE CONSERVANCY BOARD OF DIRECTORS

Our board comes from neighborhoods throughout the city and includes:

- Carol Lemlein, President
- John Zinner, Vice-President
- Tom Cleys, Treasurer
- Susan McCarthy, Secretary
- Sarah Barnard
- Ken Breisch
- Bruce Cameron
- Mike Deasy
- Michael W. Folonis, FAIA
- Mario Fonda-Bonardi
- Nina Fresco
- David Kaplan
- Sherrill Kushner
- Ruthann Lehrer
- Nancy O'Neill
- Barbara Whitney
- Doris Sosin, Emeritus

MEMBERSHIP DUES

Individual Membership	\$35
Household Membership	\$45
Low Income Membership	\$15
Sustaining Membership	\$100
Supporting Membership	\$250

To support the Conservancy at higher levels, or with a business membership, call (310) 496-3146.

THE NEWS STAFF

- Alice Allen
- Margaret Bach
- Sherrill Kushner
- Ruthann Lehrer
- Nancy O'Neill
- Dick Orton
- Kay Pattison
- Judy Parsons
- Barbara Whitney
- Susan Zinner

HOW TO CONTACT THE SANTA MONICA CONSERVANCY

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

Website www.smconservancy.org

E-mail info@smconservancy.org

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



MESSAGE FROM THE PRESIDENT Carol Lemlein

Over the past few months, the Conservancy Board has been focusing on making the Preservation Resource Center at the Shotgun House a reality. One aspect of this work has been talking to members and other prospective supporters about how best to communicate the purpose and mission of the Conservancy. Several consultants have offered their services pro bono to help us achieve this goal.

An important outcome of this effort is a new logo and tagline, which you are beginning to see on Conservancy material. You may have already noticed it on invitations to the Palisades Park tour and at our booth at the Santa Monica Festival.

The Board and the Communications Committee talked at great length about what the Conservancy stands for and how that should be represented in the illustration and tagline. This was really hard work! We wanted to find a way to include

the significance of culturally and historically important structures and places. Our conclusion was that it was better to be concise than to be comprehensive. The resulting focus is on architecture – to be broadly interpreted as the built environment.

The tagline - "Celebrating our Architectural Heritage" - was developed with the assistance of member Elizabeth Riel. Our new logo, developed with Chris Preston and Peter Simpson Cook, is a more graphic representation of Joan Charles' delightful pergola drawing that has been our logo until now. You'll see more of the work we did with Chris and Peter over the coming months as their graphics are incorporated into both the website and newsletter design. We hope you will be as pleased as we are with the Conservancy's new look.

Thank you to all.

Carol

PHOTO QUIZ See page 6 for the answer.



Do you recognize this house? It's no longer in its original location but you've driven by it many times. See page 6 for the answer. Photo courtesy of the Santa Monica Public Library Image Archives.

VOLUNTEER PROFILE by Sherrill Kushner

MARY ANN HAYS



Mary Ann Hays grew up in a house in Cincinnati that had been built by her grandfather in 1894 and inherited by her father. Since then she has always felt comfortable in old houses and her children now live in older homes. Mary Ann's family split their time between Ohio and Southern California, with homes in both places. She spent summers working as a hospital aide at Santa Monica Hospital and went on fishing boats out of Santa Monica.

Mary Ann's dad enjoyed art and traveled widely, collecting along the way. She has followed that tradition. She and her husband Tom live in a stately Craftsman home in Santa Mon-

ica which they bought in 1999. "It was love at first sight," says Mary Ann about the house. "Old houses have charm and mystery that new houses don't." The Hays residence was one of the homes featured on the Conservancy Adelaide Drive tour in 2008 and their gardens were part of our Landscapes tour in 2009. Through the years, Mary Ann and Tom have enhanced their home with a collection of decorative arts — from textiles to pottery to fine art.

Not only is Mary Ann an admirer, she's a hands-on craftsman herself. "I'm drawn to crafts because it is fascinating to see how different cultures beautify their surroundings and solve problems. Crafts originated with people's usage. It's what connects them to daily life and makes it appealing and intriguing." She has tried her hand at creating pottery, wood carving, drawing, model ship building, fabric dyeing, and even some furniture building. She believes that learning what skills are needed to do craft work makes you appreciate it all the more.

The Conservancy has benefited from Mary Ann's dedication and hard work as a member of the Program Committee and on the Board nominating committee. "I like working with the Conservancy because I believe in valuing our heritage...that's what we are. It's like respecting your elders. I owe my town that kind of respect and honoring and saving things that are valuable, like architecture, is a good part of that."

CPF CONFERENCE CONTINUED FROM PAGE 1

The Conference will offer four days of workshops, educational sessions, tours and meetings on the theme "Preservation on the Edge." It presents an opportunity to showcase preservation, sustainability and heritage tourism initiatives in the City of Santa Monica and the region, and will give members of the Santa Monica community, City staff and public officials the opportunity to learn from and network with their counterparts from other cities and organizations across the state. Recognizing the educational and financial benefits to the local community, the Santa Monica City Council recently voted unanimously to support the Conference as a sponsor.

BE PART OF THE CONFERENCE

Conservancy members and others interested in making proposals for Conference sessions and workshops may download information and the application at www.californiapreservation.org. Prospective volunteers for the Conference should send email to info@smconservancy.org or call 310-496-3146.

PALEVSKY, CONTINUED FROM PAGE 1



Conservancy tribute to Max Palevsky at the Aero Theater, July 17, 2006, moderator Peter Bart, Ed McMahon, Jane Fonda, Max Palevsky and George Segal.

Palevsky's financial support of the historic Aero Theatre in Santa Monica which now bears his name.

The American Cinematheque noted that it was "eternally grateful to Max Palevsky for sharing his passion for the movies with

the people of Los Angeles. His generous contribution enabled us to reopen the Aero Theatre, which in just five short years has become a beloved institution for film lovers."

A resident of Los Angeles since 1950, the longtime art collector bequeathed his collection

of Arts & Crafts furniture and Japanese prints to the Los Angeles County Museum of Art.

The Conservancy extends its condolences to his wife, Jodie Evans, and his family. This generous man will surely be missed.

DESIGNATED LANDMARK: GUSSIE MORAN HOUSE



Gussie Moran House, located at 1323 Ocean Avenue, was built between 1887 and 1891. The architect is unknown. It was designated a landmark January 27, 1979. Photo from the Santa Monica Library Image Archives

Imagine the little town of Santa Monica in the late 1880s. Although many structures were architecturally undistinguished, prestigious Ocean Avenue filled up with imposing

Victorian homes.

At 1323 Ocean Avenue, the house that was started in 1887 contained hallmarks of the popular Queen Anne style. The house had

a steeply pitched roof with a prominent front gable and an expansive L-shaped front porch. The walls were covered with plain and fish-scale shingles, adding texture and interest to flat surfaces. A few years later a whimsical tower with a conical roof was added to this “domestic castle.”

This house is notable as well for its famous resident—Gertrude “Gorgeous Gussie” Moran. Born in Santa Monica, Gussie Moran took up tennis early, won several single and doubles championships, and by 1949 was playing on the Centre Court at Wimbledon.

Moran wasn’t just a tennis champion, she was “one of the great originals.” At Wimbledon she created a scandal by wearing a shockingly short skirt with matching, visible lace panties. While tournament officials debated her ouster, photographers scrambled for the best shots of her risqué attire. When newspapers around the world published the photos, Gussie Moran became known worldwide and attendance at women’s tennis matches soared. Moran later toured professionally, played herself in the movies, and worked as a radio host. She lived in the house until 1986.

Today a modern building occupies the back portion of the lot, but a tidy front garden calls to mind the Victorian neighborhood.

UNEXPECTED SANTA MONICA



- Have you ever visited the offices above the Carousel at the Pier?
- Do you know how to find the grave of the creator of Popeye at Woodlawn Cemetery?
- Did you realize there are artist studios at the Santa Monica airport?

These are just some of the unique locations that will be featured on a self-guided tour of hidden treasures of Santa Monica. Mark your calendar for August 15 and be prepared to see your home town in a whole new light.

CONSERVANCY AT 3RD ANNUAL LA HERITAGE DAY

by Carol Lemlein



Intern Elizabeth Gallo and Nelson White greeting visitors to the Conservancy exhibit at LA Heritage Day. Carol Lemlein and Eric Natwig also participated.

Conservancy volunteers joined dozens of participating preservation organizations, museums and historical societies at the 3rd Annual Los Angeles Heritage Day, held April 11 at the Heritage Square Museum off the Arroyo Seco Parkway (110 Freeway) in Los Angeles. Over 1,200 people attended from as far away as Newport Beach and Santa Barbara.

The L.A. Heritage Alliance was formed in 2008 to help leverage the efforts of the region’s more than 200 historical organizations, societies, and museums dedicated to preserving and promoting the rich and varied histories, industries, and individuals that helped Southern California become the place it is today.

For more information see:
<http://laheritage.blogspot.com>.

MEET THE INTERNS



Elizabeth Gullo and Wendell Keller

The Conservancy is pleased to welcome our first student interns: Elizabeth Gullo, a 4th year interior design student from Villa Maria College in Buffalo, NY, and Wendell Keller, a LEED-AP (Leadership in Energy and Environmental Design Accredited Professional) currently pursuing his MBA at

the San Francisco Institute of Architecture.

The students are assisting the Conservancy with special projects such as preparing presentation materials for community events, developing a historic preservation glossary for elementary school students and serving along side other Conservancy volunteers at events like the lecture series and Los Angeles Heritage Day.

The internship program has benefits for the students as well, helping to build a new generation of preservationists. When asked about his internship experience so far, Wendell explained that “working with the Conservancy has given [him] more insight and appreciation for historic preservation and its relevance for a sustainable future.”



VOLUNTEERS NEEDED!

Support the Conservancy by donating your time and skills

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

CALL 310-496-3146

www.smconservancy.org

NEWS FROM THE ANNENBERG COMMUNITY BEACH HOUSE by Ruthann Lehrer



Docents react to seeing Marion Davies on screen in the silent comedy, “The Patsy.”

New docent trainees and the public were treated to three lectures on the cultural and architectural history of the Annenberg Community Beach House in March. The Conservancy is grateful to volunteers Sarah Barnard, Ursula Kress, Diane Locklear, Nancy O’Neill, Judy Parsons and intern Elizabeth Gullo who each helped with the program.

The new docents will soon begin giving free guided tours of the site. The Conservancy is proud of its role as the City’s partner in providing interpretative services with this enthusiastic and dedicated group of volunteers.

On April 26, the docents gathered for a social evening, in anticipation of the busy summer season ahead. New docents-in-training had an opportunity to meet those

who had served for the year since the Beach House opened. The highlight of the evening was a screening of “The Patsy,” a 1928 silent film comedy starring Marion Davies.

Nan Friedman, Manager of the Beach House, thanked the volunteers for their invaluable work as tour guides and for making the visitor experience both more personal and educational. The City presented certificates of appreciation to the docents for their dedicated service to the Beach House.

The Conservancy sends its thanks to Fred Deni, proprietor of Back on the Beach Cafe, who provided a lavish spread of hors d’oeuvres for the party. Thanks also go to Eileen Kawas, who handles docent scheduling, for her contributions to this event.

BEACH HOUSE SUMMER SCHEDULE

UNTIL JUNE 20

Beach House open weekends
Marion Davies Guest House staffed by docents 10:00 am – 4:00 pm
Guided tours 11:00 am, 1:00 pm and 3:00 pm
No reservations required for tours

JUNE 5

Guest House closed for a special event

JUNE 21 TO LABOR DAY

Beach House open every day except Wednesdays
Marion Davies Guest House staffed by docents 10:00 am – 4:00 pm
Guided tours 11:00 am, 1:00 pm and 3:00 pm
No reservations required for tours

JUNE 22 – SEPTEMBER 7

Cultural programs each Tuesday evening at 6:30 pm
Programs are free, but reservations are required
Tour of the Guest House at 5:15 pm

JULY 21 – 23 AND 28 – 30

4:30 – 6:00 pm
“Shakespeare Santa Monica” performance in the Guest House
Program is free, but reservations are required

Check the City’s website:
www.beachhouse@smgov.net,
for up-to-date information about hours, events and planning your visit.

LANDMARKS COMMISSION REPORT



Onion Dome to return to the Looff Hippodrome Building

by Margaret Bach

EVOLVING LANDMARKS

Santa Monica's landmarks continue to evolve in response to changing needs or through efforts to renovate and restore. Several matters coming before the Landmarks Commission recently highlight the Commission's role in stewardship of the City's Landmarks.

DOING TIME AT THE SANTA MONICA CITY HALL

The Commission reviewed and approved a salvage report for the now-shuttered City Hall Jail, currently undergoing adaptive

reuse as a computer network facility. One original jail cell will be retained and restored in place, as an artifact of times gone by and as a small exhibition space. The project mitigation (required by the Federal project funding) stipulated that all salvageable items be offered to the public, free-of-charge. The result: three salvaged door knob sets found their way to new owners: the Santa Monica Historical Museum; the Santa Monica Police Department archives; and a long-time employee of the department, now set to retire. Santa Monica residents will be relieved to learn that the City still maintains a jail located in the new Public Safety and Police Building.

THE ONION DOME RETURNS TO THE LOOFF HIPPODROME BUILDING

The Commission approved plans to reconstruct the original onion dome atop the landmark 1916 carousel building on the Santa Monica Pier (originally the Looff Hippodrome Building). The replacement dome has been designed to match the profile and massing of the original feature. It will bring the building closer to its original fanciful blend of Moorish and Byzantine elements.

UPCOMING PRESERVATION EVENTS

"THEIR RIGHTS AND NOTHING LESS": A CELEBRATION OF WOMEN'S SUFFRAGE

Fridays, Saturdays and Sundays,
June 5 - September 26, 12-4 pm
Heritage Square Museum
(323) 225-2700

http://www.heritagesquare.org/calendar_of_events.htm

10TH ANNUAL ANTIQUE & CONTEMPORARY TILE SALE

Saturday, June 12, 9 am-4 pm
California Heritage Museum
(310) 392-8537

<http://web.mac.com/calmuseum/Site/Upcoming.html>

CELEBRATION ON THE COLORADO STREET BRIDGE

Saturday, July 10, 6 pm - 11 pm
Pasadena Heritage
(626) 441-6333

<http://www.pasadenaheritage.org>

DOWNTOWN SUNSET TOURS

July 14 - August 25, 5:30 pm
Los Angeles Conservancy
(213) 623-2489

http://laconservancy.org/tours/tours_main.php4

OLD SPANISH DAYS FIESTA 2010

August 4 - 8, 2010

Old Spanish Days in Santa Barbara, Inc.,
Santa Barbara Trust for
Historic Preservation
(805) 962-8101

<http://www.oldspanishdays-fiesta.org/>

EXHIBITION "HOME LANDS, HOW WOMEN MADE THE WEST"

Ongoing through August 22
Autry National Center
(323) 667-2000

<http://theautry.org/exhibitions/home-lands>

MARCH WITH US JULY 4TH!

Be a part of the
4th of July
Main Street Parade



To volunteer, call 310-496-3146 or
email: rsvp@smconservancy.org



PHOTO QUIZ ANSWER



ANGEL'S ATTIC

516 Colorado Avenue

The Kuns residence was originally located at the NW corner of 4th and Wilshire. Today it is a museum of antique dollhouses, miniatures, dolls, and toys sponsored by the Angels for Autistic Children for the benefit of the Julia Ann Singer Center. Next time you are in the neighborhood, stop by.

DWT DOCENTS WALK INTO FOURTH YEAR



The colorful, early days of Santa Monica come to life in the Downtown Walking Tours

by Kay Pattison

It may be hard to believe, but we have been leading walking tours through downtown Santa Monica for three years. So far this year 45 people have taken our weekly tour, and in the past year our docents hosted over 200 people.

Our docents have also conducted tours for special groups. We led a Mystery Destination tour for 30 people who did not know where they were going or what they were going to do until they arrived at the destination. (They loved it!) We led a tour for the wives of the Regents of Pepperdine University, one for students at Santa Monica College studying Urban Planning, and one for the Roving Ambassadors of Santa Monica to

showcase the treasures of our downtown.

If you have taken the tour in the past, we recommend you come back to explore the new route. The tour now includes Ocean Avenue ending at the Georgian Hotel. It covers two blocks of Palisades Park where we talk about the Pier, the Gold Coast and the Battle of Santa Monica Bay. We also visit the Hotel Carmel and The Shangri La, in addition to the Georgian Hotel.

It's easy to join the tour. You can go to the website: www.smconservancy.org reserve online using your credit card. Non-members pay \$10, and members pay only \$5. While we recommend making reservations, we also accommodate walk-ups whenever space is available.

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Jan Fryer

Madeline Heller

Nancy and Richard Strick

Jane Wiedlea Koehler

Margarita Wuellner, Ph. D., PCR Services*

* New Business Members

JUNE 2010 BUSINESS MEMBERS

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David Forbes Hibbert, AIA*

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LOOK WHAT'S INSIDE!

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MORE ON THE MARCH CITY PHOTO QUIZ



Photo dated: February 17, 1938. Photo Courtesy of the Los Angeles Public Library Photo Archive

by Debbie Bernstein

Editor's note:

The City Photo Quiz for March asked members to locate the Security-First National Bank shown in the photo of the Bay Area Transit Co. bus. Member Debbie Bernstein's father was one of the partners who rehabilitated the building. Our thanks to Debbie for sharing her insights.

The photo was taken on Fourth Street at Santa Monica Blvd. The Security-First National Bank building still stands. Originally located 50 feet east of Fourth Street on the northeast corner along Santa Monica Blvd, it had a parking lot on the west side along Fourth. In 1925 the storefronts along Fourth were added.



Photo dated: May 31, 2010. Photo by Dick Orton

In 1993, the 401 Partnership purchased the building, which had been slated for demolition. During excavation for reinforcement and preservation, the discovery of massive footings suggested the original building was intended to be much more substantial, perhaps a high-rise. Those plans were likely curtailed by the financial constraints of the Great Depression. Today the building's white brick exterior, though concealed by Shotcrete, a seismic upgrading compound, remains much the same as it did in the 1920's. However, it's now home to local retailers and several high profile entertainment companies that enjoy the complete interior renovation/restoration done in 1993.

PALISADES PARK TOUR TICKET INFORMATION

TICKETS

\$10 for members

\$15 for nonmembers.

Become a first-time Conservancy member at a discounted rate (\$10 for individuals; \$15 for households) and purchase tour tickets at the member's price.

TICKET PURCHASE OPTIONS

(advance tickets recommended):

- **MAIL:** the tear-off from your flyer
- **ONLINE:** www.smconservancy.org
- **ON TOUR DAY:** ask at Conservancy check-in table near the Visitor Center after 2pm. (subject to availability)

Parking in city lots or on the street.
Visitor Center is located at
1400 Ocean Avenue.