



Annual Meeting on April 8th at Historic Woman’s Club

The stately Santa Monica Bay Woman’s Club (1210 4th Street), a Classical Revival two-story structure built in 1914, will be the site of the annual meeting on Sunday, April 8, from 2-4pm. Board elections, the President’s year in review, and the 2018 Preservation Awards will be presented. Award recipients will describe their projects with accompanying illustrations.

The Club began as a history and current affairs class organized by suffragette and community activist Elmira Stephens. The first meeting of this study group was held in a private home on the corner of Fourth Street and Wilshire Boulevard. By 1905, with Stephens as president, “The History Class” became the Woman’s Club of Santa Monica, now known as the Santa Monica Bay Woman’s Club with an initial membership of 88 women.

In 1914, the members opened their Clubhouse on Fourth Street with funds provided, in part, by wealthy businesswoman and landowner Arcadia Bandini Stearns de Baker. The building was designed by architect Henry C. Hollwedel who served as the



Photo: Shooting LA

City Building Inspector and guided the construction of the Santa Monica Pier. "The Clubhouse became a hub of activity, a place to meet and socialize, but also a place to raise money for social causes— a center to organ-

ize, to educate, and to celebrate," states the Santa Monica Bay Woman's Club.

By the 1950s, membership had grown to 700, and the members were involved in
ANNUAL MEETING continues on page 4

Julia Morgan Legacy Day

The Conservancy celebrates Julia Morgan, California’s first female architect, at the Annenberg Community Beach House (415 Pacific Coast Hwy) on Sunday, March 11, from 11 am – 2 pm.

Morgan designed the Beach House’s Georgian Revival estate and 100-foot-long pool in the 1920s for media tycoon William Randolph Hearst and silent film star Marion Davies. During her prolific career, Morgan designed over 700 buildings including Hearst Castle in San Simeon, the Greek Theatre at UC Berkeley and Mills College in Oakland.



Born in San Francisco in 1872, Morgan graduated with a degree in civil engineering

JULIA MORGAN continues on page 4

Pier Bridge Proposals Raise Concerns

The City of Santa Monica, working with the California Department of Transportation (Caltrans), is proposing to replace the Pier Bridge between the iconic Pier sign and the historic Pier to meet current seismic and Americans with Disabilities Act (ADA) standards. A Draft Environmental Impact Report (DEIR) proposes two alternatives that double the width of the existing bridge, and a third that adds a new Moss Avenue bridge for cars only.

There is growing consensus in the preservation community that current proposals have unacceptably negative impacts on the nearby historic structures, including the Pier itself, the carousel building (the Loeff Hippodrome is a National Historic

Landmark), and the recently designated properties along the east side of Ocean Front Walk. In addition, the DEIR fails to consider all reasonable alternatives, including the elimination of parking on the Pier deck. The Landmarks Commission discussed the DEIR at its February meeting, offering detailed negative feedback to staff. The Conservancy and others are preparing comments that outline concerns in all three proposals.

Comments on the DEIR are due March 15. To see the document and diagrams of the proposal, look under Pier Upgrades for "Pier Bridge Replacement Project" at www.smgov.net/Departments/OPM. And watch for a news item with the Conservancy’s position at www.smconservancy.org.

Conservancy Awarded \$10,000 Grant, page 4

OUR MISSION

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

JOIN US

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

Membership information is available on p. 7.

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Visit the Preservation Resource Center:

2520 2nd St., Santa Monica, CA 90405
Open Saturday, Sunday and Wednesday
11 am - 2 pm and by appointment

THE NEWSLETTER STAFF

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Tom Hofer	Kay Pattison
Sherrill Kushner	Robin Tung
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This newsletter is supported in part by a grant from the City of Santa Monica and the Santa Monica Arts Commission.

MESSAGE FROM THE PRESIDENT

Last November, before the year-end holidays were in full swing, your Conservancy Board dedicated a Saturday to a facilitated Board Retreat. With our successful capital campaign behind us and the Preservation Resource Center in operation, we felt it was time to re-examine our organizational structure and program objectives to ensure our continued success. We aimed, not for a dramatic change in direction, but a renewed focus on long-term priorities like expansion of our educational programs and community outreach, enabled by revitalization of the committees which accomplish so much of our work.



One large task before us is moving to a new system for managing all of our membership, donation, and event data, as well as payment processing and email. The system we have used since 2009—centuries old in technology time—has been obsolete by its supplier. We have spent the past few months reviewing potential replacements, looking for one flexible enough to meet our needs, easy to use for you and for those who work with the product internally, and priced appropriately for an organization our size. Fortunately, a City grant program, open only to recipients of the Cultural Affairs Organizational Support Program grants, offered funding to support projects that enhance an organization's medium-to-long term sustainability. We were successful with a proposal for funding the costs of our data transition to the new system as well as additions to our technology infrastructure to support the expansion of our educational programs.

I am happy to tell you that we have made a very good start on these efforts, and you should soon begin seeing the results. In the meantime, I am continually amazed by how many people I meet who care a great deal about our community but have never heard of the Conservancy. While we work to broaden our impact, you can help by telling your friends and colleagues about the Conservancy—what it means to you and how they can get involved. Invite them to the Downtown Walking Tour or bring them to the Preservation Resource Center. Our Annual Meeting on April 8 is another great way to introduce friends to the Conservancy as we celebrate the winners of our annual Preservation Awards.

Carol Lemlein

U.S. Green Building Council Awards Resource Center



Attending the ceremony were (left to right): Kirk and Cassy Aoyagi of FormLA Landscaping, Peyton Hall of Historic Resources Group, Mario Fonda-Bonardi of Fonda-Bonardi and Hohman Architects, and John Zinner and Beth Brownlie of Zinner Consultants. Photo: Zinner Consultants

Caron Pelletier

By Robin Tung



“Architecture can teach you so much about a place and its people, and preservation is important for ensuring we protect the buildings and places that connect us to the past and our community’s history,” says Caron Pelletier, a docent for the Conservancy’s

Downtown Walking Tour.

Pelletier was introduced to the Conservancy six years ago when she and her husband signed up to take a walking tour after moving to Santa Monica. “Our tour guide ... looked so familiar to me, and I soon discovered why - we were neighbors!” Desiring to learn more about her neighborhood and inspired by her love of teaching, Pelletier signed up to become a docent. Her Masters in Decorative Arts and experience as a museum educator create a rich experience for those who attend her tours.

A native of Wichita, KS, “The Air Capital,”

Pelletier grew up surrounded by airplanes and today, one of her favorite places is the Santa Monica Airport where she and her three-year-old daughter enjoy spending time together learning about planes. Downtown Los Angeles, the Huntington Library and Botanical Gardens, Hearst Castle, New Orleans, and the Art Deco Historic District of Miami also rank among her favorite places.

In addition to her love of architecture and history, Pelletier loves to travel, spend time outdoors with her family and serve on the Board of the Santa Monica Youth Orchestra, a tuition-free music program for young musicians.



Photos: Sarah Prikryl

Happy Birthday Marion 2018

By Libby Pachares

Marion Davies, silent film star and philanthropist, was honored at her annual birthday bash at the Annenberg Community Beach House on Sunday, January 14. Davies was famous for throwing spectacular parties at the Beach House in the 1920s and '30s, with guests like Charlie Chaplin, Bette Davis, and



Joan Crawford. To recreate the party atmosphere, docents dressed as these celebrities and guests arrived in vintage attire. Danny Meyer and the LA Love Band played music from the era, and dancers from the Santa Monica Arthur Murray Dance Studio performed while magician Tom Frank entertained.

Party guests captured themselves as silent MARION DAVIES *continues on page 6*

Rita Schneir, Docent Extraordinaire

By Kay Pattison

On a lovely Saturday morning in September, tour guide Rita Schneir greeted tourists and locals at Hostelling International for the Downtown Walking Tour. Schneir's stories and details of the city's architecture, culture and history engaged her tour group as they covered six blocks in about two delightful hours. When the tour ended, Schneir considered that the morning had been very successful, but didn't anticipate just how amazing it had been for tour-goer Lisa



Bellm of San Francisco. Bellm donated \$500 to the Conservancy “in honor of Docent Rita Schneir.” This wonderful surprise is now known among the Downtown Walking Tour docents as “Rita’s \$500 Tip.”

What prompted this generosity? Certainly, Santa Monica’s architectural gems and origins are fascinating but it is all in the telling and that's where Schneir shines. Using her storytelling gifts with enthusiasm, humor and joy, her personality glows, as does her sensitivity and caring for others. A native Angelino, Schneir has been leading tours for 10 years. Thank you, Rita Schneir for your dazzling volunteer work and Lisa Bellm for recognizing one of our treasured docents!

Native Plant Garden Tour in April Features Conservancy Garden

The Theodore Payne Foundation for Wild Flowers and Native Plants is sponsoring a two-day, self-guided journey through more than 30 of the region’s most beautiful and inspiring private and public landscapes. The garden tour will be open on Saturday and Sunday, **April 14 and 15, from 10 am – 5 pm.** Half of the gardens will be featured on each day with the Preservation Resource Center garden presented on the first day of the tour.

Every garden on the tour contains at least 50% native plants. These natural spaces are created in harmony with southern California’s climate, soil and native vegetation and wildlife. Garden owners, designers and docents will be on-site to greet visitors. Children are welcome but must be supervised at all times. Tickets are available at the Theodore Payne Foundation in Sun Valley (10459 Tuxford Street) and other designated ticket sale locations. For more information, go to www.nativeplantgardentour.org or email gardentour@theodorepayne.org.



The Preservation Resource Center garden. Photo: FormLA Landscaping

Docents Enjoy Magical Day at Sunnylands

By Libby Pachares

On January 3, Conservancy docents toured Sunnylands in Rancho Mirage thanks to the formidable efforts of Docent Council member Phillis Dudick. The original departure, set for the previous month, was delayed due to the Southern California fires.

Sunnylands, the 200-acre desert oasis and winter retreat of philanthropists Leonore and Walter Annenberg, was opened to the docents with exclusive access and a guided tour of the historic mid-century modern house designed by A. Quincy Jones. Its Hollywood Regency interiors were created by Ted Graber and Marion Davies' friend and

frequent Beach House guest William Haines. Strolling through the immaculately maintained gardens gave one the feeling of walking through an impressionist painting from the Annenberg's own impressive collection, further enhanced by the beautiful California light streaming through the cloud-covered skies.

A tour of the Visitor's Center, designed by Annenberg Beach House architect Fred-eric Fisher and Partners, revealed its thoughtful references to the historic estate. *Carved Narrative*, a special art exhibit featuring the work of José and Tomás Chávez Morado, was presented as part of *Pacific Standard Time: LA/LA*, "an ambitious exploration of Latin American and Latino art



Jan Jackson, Renee Zepezauer, Phillis Dudick, Linda Androlia, Bill Androlia and Alene Castro. Photo: Phillis Dudick.

in dialogue with Los Angeles." Referred to as the "Camp David of the West," Sunnylands has hosted seven former U.S. Presidents and now serves as a high-level retreat center devoted to international understanding and public good.



Christina Hildebrand, Jill Orcutt, Belinda Botts, Marguerite Kummrow and Howard Botts.



Caitlin and Tyler Tabit and Ruth Shari. Photos: Rich Schmitt

A Magical Holiday Party

We thank our gracious hostess Pat Knop for welcoming guests into her magnificent home, which featured extraordinary paintings, sculpture and textiles. We are grateful for the creativity and organizational skills of party planner Phyllis Conkle. Thank you to all of our valiant volunteers: Diane Citron, Phillis Dudick, Susan

Eve, Jean Fleet, Michael Fleet, Dwight Flowers, Mary Ann Hays, Jan Jackson, Jane Koehler, Ruthann Lehrer, Diane Locklear, Fran Lyness, Diane Miller, Libby Motika, Kristin Shank and Ruth Shari. The delectable food was provided by Greg and Yunnice Kim Morena of The Albright on the Santa Monica Pier.

City Awards Conservancy \$10,000 Grant

The City of Santa Monica has awarded a Strategic Sustainability Initiative grant of \$10,000 to the Santa Monica Conservancy. The grant, which must be matched with Conservancy funds, is being used to upgrade our technological needs in order to support member services and educational outreach, and increase efficiency in maintaining our organizational processes and communications.

New software, a major element of our proposal, has been purchased and will be fully implemented in mid-2018. As a donor, member, docent and/or volunteer, you will be able to log into your individual account to access and update contact and membership information at

your convenience, as well as view purchases and upcoming events. The new system will also vastly improve your user experience with an enhanced email system and easier, clearer payment processing for memberships, gifts and event admission. In addition, you will have the option for monthly or quarterly giving as well as quick and secure mobile payments at events.

We look forward to introducing our new system to you, and will keep you updated on our progress throughout the year. We are excited to take this big step forward toward a new level of effectiveness, and appreciate the support from the City and our donors for making this possible.

ANNUAL MEETING *continued from page 1*

numerous activities such as organizing Red Cross activities, hosting USO parties for servicemen during WWII as well as participating in the Needlework Guild and the Well-Baby Clinic.

Today, more than 100 years after the founding of the Club, its members support local charities by organizing cultural events for the community, preserving its Historic Landmark Clubhouse (landmarked in 1991) for future generations and continuing the tradition of being a social meeting place.

JULIA MORGAN *continued from page 1*

from UC Berkeley where she developed a keen interest in architecture and became the first woman to be educated at the Ecole des Beaux-Arts in Paris. Her designs were characterized by her use of the California vernacular enhanced with features from the Arts and Crafts movement. She retired in the early 1950s and led a reclusive life until her death in 1957. In 2014, Morgan was posthumously awarded an AIA Gold Medal.

This free celebration will feature tours of the Beach House and an illustrated lecture by Karen McNeill, Ph.D. about Morgan's life, career and projects. Dr. McNeill, whose work has been supported by the National Endowment for the Humanities and the Autry National Center among others, is completing a biography about Julia Morgan. All ages are welcome and reservations are recommended at www.annenbergbeachhouse.com.

Ocean Park Library Centennial

By Sherrill Kushner

The Ocean Park Library celebrates its 100th birthday this year and is hosting programming to honor its heritage and modern day offerings.

On Saturday, March 10, at 3 pm, the Conservancy will co-host a talk by Conservancy board member emeritus and USC professor Ken Breisch on the history of Carnegie libraries in the United States and how the Ocean Park branch was funded and built. Breisch is the author of the recently published *American Libraries 1730-1950*. All ages are welcome to these free events and more information can be found at www.smpl.org/OceanParkBranch.aspx.

Ocean Park Library is one of nearly 1700 Carnegie libraries built in the United States with money donated by Scottish-American industrialist and philanthropist Andrew Carnegie. Carnegie also built libraries in Britain, Ireland, Canada, Australia, New Zealand, Serbia, the Caribbean and Fiji.

Nearly all of Carnegie's libraries were built according to "The Carnegie Formula," which required that the town had to: "demonstrate the need for a public library; provide the building site; ... annually provide ten percent of the cost of the library's construction to support its operation; and, provide free service to all."

In addition, the municipal government had to pass an ordinance that guaranteed support for the library in perpetuity. Carnegie's offers came at a peak of town development and library expansion in the U.S.

Carnegie libraries were known for their ef-



Photo: Carnegie Libraries of California

ficient design-- allowing a single librarian to supervise the entire library from a centrally located charging desk with an unencumbered view of the bookshelves lining the perimeter walls. The design also created the opportunity for people to browse and discover books on their own. Before, patrons had to ask a clerk to retrieve books from closed stacks.

For women and children, the new library offered unfamiliar freedom. Many earlier libraries had been exclusively adult affairs with separate reading rooms divided by gender. Carnegie's libraries featured open reading rooms, including special spaces for children.

Local library planners and their architects were allowed to select the library's architectural style as long as it didn't impair the efficiency of the interior. Buildings were constructed in a variety of styles, typically simple and formal, welcoming patrons through a prominent doorway, nearly always accessed via a staircase, because the structures were raised to accommodate public assembly rooms in the basement. The Ocean Park building, built in the Neoclassical style, opened its doors in

OCEAN PARK LIBRARY *continues on page 6*

Business Membership Task Force

By Kaitlin Drisko

Our Board has convened a Business Membership Task Force, chaired by Board Secretary Kaitlin Drisko, to research and evaluate opportunities for expanding our business membership program.

The Task Force identified certain businesses that own or manage historic properties (realtors, commercial property managers, and financial services), businesses for which preservation of our beach community is important (hotels and tourism organizations) as well as businesses involved directly in preservation (craftsmen, designers and construction industry professionals). The Task Force surveyed key representatives from these groups to explore what might attract them to join an advocacy and educational nonprofit. Marketing benefits, gain-

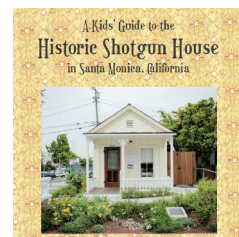
ing exposure to people and businesses, connecting to potential clients and keeping community interests in mind were significant responses. This spring the Task Force will provide final recommendations to the Board.

Sustained support from corporations and businesses is an important component in our efforts to protect Santa Monica's rich cultural heritage and historic resources. Making membership attractive to businesses as recurring members can provide stability and reliable income to our organization. Business sponsorship of annual and special events are another way to engage businesses with Conservancy members and residents, while they build brand awareness and a profile as contributing to the well-being of our community. If you have or know of a business that may be interested in membership, please contact info@smconservancy.org.

New Kids' Guide to the Shotgun House

By Sherrill Kushner

With a house as unique as ours, we felt that a kids' guide would be a helpful companion for children who visit and tour the Shotgun



House with our docents. The 16-page booklet features fascinating details and stories about the house, its owners and residents over the years, and how it was saved from demolition, rehabilitated, moved (on wheels!) and adapted for a new use as our Preservation Resource Center.

The kids' guide also includes fun facts about what life in Santa Monica was like in the 1890s when the house was built, historic photographs and activities like decorating your own shotgun house and drawing plants from our drought-resistant garden. Stop by and bring your children and grandchildren for a tour and a complimentary guide today. The Preservation Resource Center (2520 Second Street) is open Wednesday, Saturday and Sunday from 11 am - 2pm.



Laurel Schmidt with youth from the Martin Luther King, Jr. Recreation Center. Photo: Alison Rose Jefferson

Special Shotgun House Tours Offered

In an effort to promote greater familiarity with the work of the Conservancy and local preservation, the Conservancy is offering special tours of the Preservation Resource Center to school, senior, social, volunteer and service groups. The tours, which are available on Wednesdays and on other days by appointment, will include stories about the rescue and rehabilitation of the Shotgun House and Santa Monica history.

If you are part of or know of a group that may be interested in participating, please contact us at info@smconservancy.org.

Landmarks Commission Report

By Amy Green, Commissioner

At last December's meeting, the Wilmont Neighborhood Association put forth a landmark application for a 100-year-old sycamore tree at 1122 California Avenue. The president of the WNA and dozens of residents spoke passionately in favor of landmarking, but City staff and the new owners of the property on which the tree stands did not recommend landmarking the tree. The Commission chose to postpone a decision in order to undertake further study.

The Landmarks Commission returned to City Council Chambers on January 8, having held meetings in the SMI Training Room until the new City Services Building was completed. The Commission discussed the possibility of designating a block on 11th Street (between Wilshire and Arizona) as a historic bungalow district. Since two of the key proponents for the district were ill and could not attend the meeting, the Commission postponed any official decision on the designation until the proponents could be heard. The Commission still chose to hear from the City's preservation consultant who gave her preliminary assessment report and concluded that there were insufficient intact historic structures to warrant this designation. However, there will be future discussions regarding this matter in spring.

The Commission approved a Structure of Merit designation for 2518 4th Street after reviewing a demolition permit. In addition Certificates of Appropriateness were given to projects that included new signage at the Santa Monica Pier and City Hall.

City Staff presented information contained

OCEAN PARK LIBRARY *continued from page 5*

1918. The original entry, framed by columns with an arched pediment and a small double staircase, were retained during a major remodel and expansion in 1985. The site was donated by the Tegner family where the original Tegner home once stood.

Today, more than half of those Carnegie libraries in the United States still serve their communities over a century after their construction. Many have been converted for other uses and some have been demolished. California is second only to Indiana in the number of grants to construct Carnegie library buildings. The Ocean Park library is the last Carnegie Library remaining in Santa Monica and one of the few small Carnegie libraries still operating in California. It was landmarked in 1977.



The sycamore proposed for landmark designation at 1122 California Avenue. Photo: The MLS

in a Draft Environmental Impact Report (DEIR) on the Santa Monica Pier Bridge Replacement Project. Representatives of adjacent commercial businesses in designated properties spoke, objecting to the impact of the described alternatives on their operations. Subsequent to the Commission meeting, the deadline for responses to the DEIR was extended to March 15.

MARION DAVIES *continued from page 3*

screen stars courtesy of a fun photo booth, and also tried their hand at one of Davies' favorite past-times: working jigsaw puzzles. The celebration culminated with docents Michael Burton in the role of William Randolph Hearst and Moonie Fishburn as Pola Negri leading a wonderful toast to Marion on what would have been her 121st birthday.

Special guests included film producer and historian Elaina Archer introducing Davies' 1928 film *The Patsy*, and Davies' biographer Lara Fowler. New to the festivities this year was UCLA History of Medicine and Sciences curator Russell Johnson, who displayed original news clippings and correspondence relating to Davies' pediatric philanthropy.

The Conservancy's Docent Council worked closely with Beach House Manager Nan Friedman to plan this celebratory event. Hats off to Nan and all our docents who made this such a special day at The Beach House!

Landmark Criteria

What qualifies as a Santa Monica landmark? A landmark must meet only one of six criteria though many meet more. The criteria refer to characteristics that might be meaningful to the community including its cultural, social, economic, political or architectural history; aesthetic or artistic value; a connection to historic people or events; distinguishing architectural characteristics, materials, craftsmanship, or a rare example of a style; a notable architect; or a unique location or characteristic that makes it an established visual feature of a neighborhood, or the City.

2018 SPRING PRESERVATION EVENTS

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Explore the history, social structure, uses of plants, building methods and significant figures of the Tongva people, the original residents of the Santa Monica Bay area.

Santa Monica History Museum
(310) 395-2290

www.santamonicahistory.org

TOUR

Mar Vista Oval Neighborhood

3RD SATURDAYS, 10 AM

Bungalow, cottage, Craftsman and saltbox architecture from the early 1900s are featured on this walking tour. Discover the famous and infamous residents of this historic area.

Mar Vista Historical Society
(310) 398-2136

www.marvistahistoricalsociety.net

TOUR

Modern Works

SUNDAY, MARCH 26,

9:00 AM - 4:00 PM

This self-driving tour of private homes constructed after 1945 includes hyper-contemporary and experimental home designs, many overlooking the Arroyo.

Pasadena Heritage
(626) 441-6333

www.pasadenaheritage.org

TOUR

Churches of Pasadena

SATURDAY, APRIL 22,

9:00 AM - 12:00 PM

Explore seven downtown Pasadena sites with distinctive architecture and interior decoration on this walking tour.

Pasadena Heritage
(626) 441-6333

www.pasadenaheritage.org

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 Elizabeth Ghysels
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 email: dwt@smconservancy.org

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**2018 ANNUAL MEETING
AND PRESERVATION AWARDS**

Award Presentations
Year in Review
Board Elections

**SUNDAY, APRIL 8
2 - 4 pm**

SANTA MONICA BAY WOMAN'S CLUB
1210 Fourth Street

RSVP at www.smconservancy.org



DOWNTOWN WALKING TOURS

Every Saturday at 10 am
1436 Second Street

\$10 public / \$5 members

RSVP at
www.smconservancy.org



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2520 Second Street

Discover historic
preservation through
our free tour and resources.



Photo: Stephen Schafer