



## Celebrate the Holidays with Us on Dec. 1!

We're delighted to celebrate the holidays in the magnificent landmarked Merle Norman House with our gracious hosts Shugi and Alexander Cassini. This year's holiday party will take place on **Saturday, December 1, from 3-5 pm** at 2523 3rd Street in Santa Monica.

Built in 1935 for cosmetics entrepreneur Merle Norman, this Mediterranean Revival residence is embellished with stunning Art Deco décor from the '30s as well as Alex's eclectic art collection and photographs of his illustrious family, including his Uncle Oleg, a notable fashion designer and his father Igor, a society columnist.

Enjoy refreshments, wine and the company of neighbors and friends. Free to members, this party is our opportunity to thank you for helping us make an impact on preservation in Santa Monica. Invite your friends and neighbors! Guests are welcome to apply their \$20 admission fee toward membership at the party. Please RSVP by November 28 online at [www.smconservancy.org](http://www.smconservancy.org), by email at [rsvp@smconservancy.org](mailto:rsvp@smconservancy.org), or by voicemail at 310-496-3146.



Parkinson House. Photo: Stephen Gee

## Conservancy Nominates Landmark and Historic District for Designation

The Conservancy has nominated a residence and a group of cottages for landmark and historic district designation respectively.

### Woodacres Estate

The historic residence is that of famed architect John Parkinson, one of the most prolific, masterful, and influential architects of Los Angeles. He designed the 1896 Homer Laughlin Building (Grand Central Market), the city's first high-rise at 4th and Spring Streets (Braly Block) in 1904, as well as many commercial office buildings downtown in Beaux-Arts and

Art Deco styles. Highlights of his career include the Alexandria Hotel, the Los Angeles Coliseum, the USC campus, L.A. City Hall (in collaboration with others), Bullocks Wilshire and Union Station (his last work).

Parkinson, a native of England, traveled to the U.S. with only a toolbox and five dollars and settled in Napa where he worked as a stair-builder, taking on architectural commissions in his spare time. In 1889, he moved to Seattle but when his real estate investments soured and

DESIGNATIONS *continues on page 4*

## Call for Nominations: 2019 Preservation Awards

As we look forward to the new year, it's time to think about presenting our 2019 Preservation Awards at our Annual Meeting. Every year the Conservancy celebrates the preservation of Santa Monica's architectural and cultural heritage by honoring exemplary projects and contributors with our Preservation Awards. Since 2004, award-winning projects have included residences, commercial and institutional buildings, both small and large. These projects have entailed restoration, renovation, rehabilitation and adaptive reuse as well as additions to historic buildings and homes. Awards are also presented to individuals for their stewardship of historic properties as well as for community service as volunteers and advocates of preservation.

Nominate a project, person, structure or group for a 2019 Award by sending an email to [awards@smconservancy.org](mailto:awards@smconservancy.org). Identify the project or person and provide a brief statement of why you believe this nominee should receive an award as well as any contact information



A recipient of a 2018 Stewardship Award, the Entenza House at 475 Mesa Road, is owned by Mike Deasy. Photo: Michael Folonis Architects

you may have for the nominee. The deadline for nominations is **January 30, 2019**.

**President's Column: Home Savings and Demolition Review, page 2**

## 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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Santa Monica, CA 90406

### Visit the Preservation Resource Center:

2520 2nd St., Santa Monica, CA 90405  
Open Wednesday & Friday - Sunday  
12 - 3 pm and by appointment

## THE NEWSLETTER STAFF

Tom Hofer	Steve Loeper
Sherrill Kushner	Libby Pachares
Ruthann Lehrer	Robin Tung
Carol Lemlein	Sarah Weber

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

Holiday Greetings to our members and friends! I hope I will be seeing many of you at our Holiday Party on December 1. While many of you may have seen the Merle Norman House before, it will be a rare treat to celebrate the holidays there with you.

In the years that I have been writing this column, for December I usually pause a bit from my reflections on the challenges facing us as preservation advocates to celebrate our recent successes. Unfortunately, with this year's challenges that doesn't seem appropriate.

First and foremost in our minds is the settlement of the years-long litigation over the landmark designation of the former Home Savings building at 26th St. and Wilshire Blvd. We now have the final terms of the settlement. It not only sets aside the designation and makes provisions for removal of the artwork, including the Millard Sheets mosaic, the sculptures and the stained glass, it also pays \$250,000 to the owner—and removes all due process for an application for demolition, eliminating any possibility of public review and comment. *We are outraged by these terms, negating significant aspects of our landmarks ordinance and demolition code and appearing to ensure the destruction of this iconic Santa Monica landmark!*

I also want to provide an update on the changes in Santa Monica's process for demolition review, which I addressed in the October column. By the time you read this, we expect an interim ordinance intended to resolve the legal challenges to the long-standing practice of Landmarks Commission review of all properties over 40 years old to be nearing approval.

Suspending demolition review by the Commission resulted in a very significant burden on the Conservancy, neighborhood associations and the public to evaluate the designation-worthiness of properties proposed for demolition. During the first four months, our own Advocacy Committee reviewed over 40 properties. We conducted research, including in some cases, extensive conversations with the owners and/or their architects before deciding whether or not to submit a designation application. Several neighborhood groups also engaged in these efforts. Although it strained our research capacity, it has resulted in some very positive benefits by introducing us to the owners of historic properties and promoting public understanding of the criteria for and potential benefits of designation. Nonetheless, we expect to file at least two applications for properties we believe should be protected from demolition by the time you read this.

The proposed new process will incorporate in the demolition application an *automatic* request for Commission review of any property over 40 years old to determine whether it meets one or more of the criteria for designation. Then a series of actions flow from that:

- Within the 75-day waiting period applicable to all demolition applications, the Landmarks Commission would hold a public hearing at which, *based only on the contents of the application and public testimony*, the Commission would determine whether there was sufficient evidence to proceed to a full designation hearing.

*This means that it will still be up to the Conservancy and others to identify properties that may have architectural, historic or cultural merits not obvious from the demo application.*

- If the Commission votes yes, a consultant's report would be ordered and the designation hearing would be held as currently defined in the Municipal Code.

- If the Commission votes no, an application could still be filed *by the public* within the 75-day period.

This proposal returns the Commission to a significant role while continuing to engage the Conservancy—and the preservation-minded public—much more directly in the process. Although it will still stretch our resources, the process could lead to even stronger demolition protection than we have had in the past. *And we will still need your help letting us know when a demo sign appears on a property you believe to be significant!*

We look forward to working with you in 2019 to provide even greater protections for our historic places.



Carol Lemlein

## VOLUNTEER PROFILE

# Steve Loeper

When Steve Loeper moved to Santa Monica nine years ago, he joined the Conservancy as a way of connecting with his new community and supporting historic places. Having grown up in the San Fernando Valley where historic buildings and vintage homes were rare in the Valley's post-war sprawl, he appreciates Santa Monica's rich architectural heritage.



"I'm most interested in adaptive reuse," says Loeper, "where the essence of a historical structure is maintained, even as it's brought into the pulse of a vibrant tourist and tech-driven community." His favorite examples include the promising Sears project in downtown Santa Monica and the mixed-used complex at Wilshire and 7th Street, as well as the neighborhood surrounding Adelaide Drive.

Last year, after retiring as a reporter, editor and manager in news and entertainment at *The Associated Press*, Loeper began volunteering in the Conservancy's Program Commit-

tee. He worked tirelessly in planning and coordinating this year's Walking Tour of Adelaide Drive and Summer Speaker Series at the landmark Rapp Saloon. His background, organization and energy have helped bring these successful programs to fruition. "For me, organizing these events is not unlike the productions I used to run for Oscar and Emmy coverage," said Loeper.

Aside from his volunteer projects, Loeper enjoys cars, photography, exercising and exploring the Santa Monica Mountains. And while he's no longer working long hours at the AP, he continues to be a media junkie!



The William S. Hart Museum in Newhall. Photo: William S. Hart Museum

## Docent Council Screening and Adventures

### *The Florodora Girl*

This fall, Conservancy docents screened Marion Davies' *The Florodora Girl*, the first film ever screened at the Pantages Theater when it opened in 1930. Davies' signature antics, including her comic flailing about in the ocean, filmed in front of her famed Santa Monica Beach House, were enjoyed by all. The event, hosted at the Main Branch of the Santa Monica Library, was enhanced by Kay Pattison's lively introduction and refreshments provided by Docent Council member Linda Androlia.

### William S. Hart Museum

In November, docents visited the William S. Hart Museum in Newhall near Santa Monica Clarita. Hart, a silent film star, made Western cowboy films in the early 1900s. Docents toured Hart's Spanish Revival mansion, viewed the art and Native-American artifacts on display, and visited the live farm animals at the Animal Barnyard and Dog Graveyard, the final resting place for 11 of Hart's beloved dogs. The day was capped off with lunch at

The Saugus Cafe, a roadside diner that was once frequented by actors such as Clark Gable, John Wayne and Marlene Dietrich when they were in the area filming Westerns. Hats off to Docent Council Robin Venturelli for planning this fun event!

### Holiday Trip to San Luis Obispo

Docent Council member Phillis Dudick has been busy planning the upcoming Docent Holiday Excursion to San Luis Obispo on January 10-11. Trip highlights will include a private tour of Julia Morgan's special collection at Cal Poly San Luis Obispo, a tour of Mission San Luis Obispo and a visit to the Julia Morgan-designed Monday Club. The Monday Club was founded in November of 1924 to empower women and provide a medium for them to contribute to the community, less than a decade after women battled for the right to vote. Built in 1934, the Monday Club building is a modest California Mission style structure that was placed on the National Register of Historic Places in 2016.

## New Permanent Hours for the Shotgun House

by Sarah Weber

The Preservation Resource Center at the Shotgun House will continue to be open from 12-3 pm on Wednesday, Friday, Saturday, and Sunday. These extended hours resulted in increased visitation over the summer and will allow more people to access and learn about the last intact Shotgun House in Santa Monica. Each year, the Shotgun House receives nearly 2,000 visitors from all over the world. In 2018, it has welcomed visitors from 30 different states and 20 different countries though more than 70% of visitors come from Santa Monica and Greater Los Angeles. The Preservation Resource Center enables residents and tourists to learn about local history and our shared built environment.

## Busy Bee Sign Saved



When Busy Bee Hardware closed in 2017 after nearly 100 years of business, residents were sad to say goodbye to the beloved neon sign. But now the animated Busy Bee sign lives on at the Museum of Neon Art in Glendale. The sign is now part of MONA's exhibit, KINETIC ENERGY: Art That Won't Sit Still. Photo: Santa Monica Daily Press

## Woodlawn Cemetery and Mausoleum, a Historic Resource

Cemeteries double as resting places for the deceased and repositories of history for the living. Our own Woodlawn Cemetery on 14th Street in Santa Monica reflects the people who made significant contributions in the arts, entertainment, music, science and sports, as well as the ordinary people who lived and worked in Santa Monica.

Actor and preservationist Leo Carrillo, who played a key role in the state's acquisition of Hearst Castle and the Anza-Borrego Desert State Park, is interred here along with surf pioneer Nick Gabaldon; jazz musician Red Norvo; astronaut Sally Ride; E.C. Segar, the creator of "Popeye"; tennis champion May Sutton; and Jesse Unruh, who served as State Assemblyman, Speaker of the Assembly and State Treasurer. Notable actors at Woodlawn include Barbara Billingsley from "Leave it to Beaver," Paul Henreid, who starred in the movie *Casablanca*, Irene Ryan of "The Beverly Hillbillies," and Hal Smith from "The Andy



Photo: Santa Monica Mirror

Griffith Show."

The City of Santa Monica purchased the 26-acre cemetery in 1897. Built in 1922, its historic mausoleum features handmade stained-glass windows and ironwork. The halls feature exquisite imported marble and granite

from Italy. The rotunda walls are adorned with large colorful tapestries painted by artist Hugo Ballin, who is also buried at Woodlawn. Woodlawn reflects the architecture of early Spanish California, and is one of the first public mausoleums constructed in California.

DESIGNATIONS *continued from page 1*

construction slowed during a severe national depression, Parkinson moved to Los Angeles and opened his architecture office in 1894.

Parkinson purchased 22 acres north of San Vicente Boulevard from the Santa Monica Land and Water Company. In 1920, he built

Woodacres, his two-story Italian Renaissance-style home where he lived until his death in 1935.

### 4th Street Corner Historic District

On five parcels at the corner of 4th Street and Ocean Park Boulevard, development was triggered when Ocean Park Boulevard opened as a thoroughfare to Los Angeles in December

1917. The proposed district includes intact examples of the final build-out of the Ocean Park neighborhood representing late Victorian Cottage, Craftsman, and Mission Revival styles.

Thanks to the Advocacy Committee for its work on these nominations. David Kaplan brought the Parkinson house to our attention and Ruthann Lehrer and Roberta O'Donnell prepared the application. Nina Fresco prepared the historic district application.



## A Special Downtown Walking Tour

On September 27, Conservancy docent Margi Falk led a special art and architecture tour for a group of international museum administrators. The program was initiated by Cultural Affairs administrator Nathan Birn-

baum and included Conservancy volunteers Ruthann Lehrer, Kay Pattison, and Rita Schneir. Shannon Daut, Chris Guerra and cultural planning consultant Lesley Elwood assisted in interpreting art along the way.

## Coastal Cleanup Day 2018

The Conservancy teamed up with Heal the Bay for Coastal Cleanup Day at Santa Monica Beach on September 15. Partnering with Alison Rose Jefferson, Ph.D., we hosted an exhibit at the historic "Inkwell," a landmark monument that commemorates surfer Nick Gabaldon and the two-block stretch of beach at Bay Street frequented by African Americans from the 1920s into the early 1960s.



## Fall Tour Highlights Historic Adelaide

On October 21, the Santa Monica Conservancy hosted its annual architectural tour, a walking exploration of the historic Adelaide neighborhood. Docents shared architectural details and stories as 250 guests toured the interiors of a 1907 Craftsman originally built by Roy Jones, the son of Santa Monica's co-founder, and a 1925 French Norman Revival cottage. Breathtaking ocean and hillside vistas, Torrey pines and ornate lampposts delighted guests as they enjoyed exterior views of the new Frank Gehry residence among others.

The event celebrated not only the history and architectural treasures of Adelaide, but also the neighborhood as an organic, evolving whole— showcasing both the new with the old, the charms with the challenges. The tour also highlighted the structural preservation, vista protection and colorful peripheral features of Adelaide Drive, like its famous stairways and hidden “Left Bank.”

We are grateful to Artie Southam and Beezie Daly for graciously opening their Craftsman home and yard, as well as Sharla and Barry Boehm for inviting guests into their Norman Cottage. We thank our tour sponsor Kate Bransfield of Coldwell Banker Brokerage, Santa Monica for her generous support.

Our thanks to Steve Loeper, Libby Motika,



Guests toured the interior of the Norman Cottage, a 1925 French Norman Revival style home. Photo: Kristina Sado

the Program Committee and tour consultant Adrienne Kisson for her valuable guidance. Our immense gratitude to Docent Coordinator Libby Pachares and our volunteers and docents:

Kathryn Atchison  
Debra Bauer  
Sarah Ben-Hagai  
Evelyn Berger  
Ruth Boorujy  
Cynthia Burt  
Leslie Butchko  
Kathleen Campbell  
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## Origami Houses and Tours at COAST

On October 7, the Conservancy joined thousands of participants for COAST, a celebration of art, sustainability, and mobility with more than two miles of city streets closed to cars and open to pedestrians and bicyclists.

The Conservancy welcomed more than 100 visitors. Conservancy Operations Coordinator Sarah Weber dreamed up the origami activity and Nina Fresco, Marcia Ferreira, Carol Lemlein and Rachel Pietroni staffed our activity table on the Library lawn. Thank you also to our Preservation Resource Center docents Regena Garrett, Patty Godon-Tann, Denise Orlando and Hilda Weiss.



## New Plaques for 3rd Street Neighborhood Historic District

Residents and supporters of the 3rd Street Neighborhood Historic District gather near the new commemorative plaque, installed by the City of Santa Monica nearly 30 years after the Landmarks Commission designated it as a historic district. Photo: Tony Haig

# Landmarks Commission Report

by Ruthann Lehrer and Carol Lemlein,  
Advocacy Co-Chairs

The long-anticipated update to the Santa Monica Historic Resources Inventory (HRI) was released to the Landmarks Commission and to the public in September. The HRI is a survey of all buildings 40 years and older that rates their architectural significance and indicates their potential eligibility for listing as a landmark, Structure of Merit, or contributor to a potential historic district. The survey is updated approximately every ten years by professionals.

The new survey was conducted by Architectural Resources Group and Historic Resources Group, with consultation and input from the community. The Historic Context Statement provides a detailed overview of the main themes of Santa Monica's development, such as residential development, commercial development, institutions and social and cultural history. Some of the main findings included: 855 individual resources rated as significant, of which 337 were not on the prior survey; 20 historic districts identified, of which 8 were not previously listed; and 103 properties appeared individually eligible for the National Register of Historic Places and/or the California Register, of which 39 were not identified in previous surveys.

The updated survey is available on the City's website: [www.smgov.net/Departments/PCD/Historic-Resources-Inventory](http://www.smgov.net/Departments/PCD/Historic-Resources-Inventory).

The Landmarks Commission approved the designation of Carousel Park near the pier as



Recipient of a Mills Act contract, Purser Apartments located at 1659 Ocean Front Walk. Photo: Ostashay & Associates Consulting

a cultural landscape in September. The Conservancy joined with the Cultural Landscape Foundation, a national nonprofit dedicated to making our shared landscape heritage more visible, and preservation consultants Chattel, Inc. in co-sponsoring a designation application for the park.

In October the Commission reviewed concept plans for a new three-unit condominium project to be built behind the landmarked Deodar Cedar tree at 918 5th Street. Because the tree occupies one-third of the site, the applicant is requesting several zoning modifications in order to create a viable project. The zoning code permits such flexibility as incentives for projects that are constrained by the preservation of a historic resource; this request must be approved by the Planning Commission.

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## Give Back with Holiday Shopping

Help fund our programs and events when you shop this holiday season. The AmazonSmile Foundation will donate 0.5% of eligible purchases to the Conservancy—and GivingAssistant lets shoppers donate their cash-back on purchases at thousands of stores. Join

today at [givingassistant.org](http://givingassistant.org) and [Smile.Amazon.com](http://Smile.Amazon.com), and select the Santa Monica Conservancy as your nonprofit of choice when you shop. Thank you!



## 2019 WINTERPRESERVATION EVENTS

### TOUR & PROGRESSIVE DINNER

Hearthside in Harvard Heights  
**SUNDAY, DECEMBER 2, 12 - 6:30 PM**

Take a self-guided tour or join the progressive dinner as homeowners serve one course at each festively decorated house along the tour.

*West Adams Heritage Association*  
(323) 909-9242

[www.westadamsheritage.org](http://www.westadamsheritage.org)

### CELEBRATION

Holiday Cocktails at the Biltmore Hotel

**FRIDAY, DECEMBER 7, 6 - 9 PM**

Usher in the holidays Art Deco style at the spectacular Gallery Bar at the Biltmore Hotel. Come as you are or dress up in your holiday-Deco best and enjoy no-host cocktails.

*Art Deco Society of Los Angeles*  
(310) 659-3326

[www.adsla.org](http://www.adsla.org)

### BUS TOUR

Holiday Lights Neon Cruise

**SATURDAY, DECEMBER 15, 7 - 10 PM**

Jump aboard a convertible British bus and enjoy a narrated tour of neon signs, movie marquees and permanent installations of contemporary neon art through Downtown and Hollywood.

*Museum of Neon Art*  
(818) 696-2149

[www.neonmona.org](http://www.neonmona.org)

### WALKING TOUR

Old Pasadena Historic Pubs & Trivia Walking Tour

**SATURDAY, DECEMBER 15, 2 - 5 PM**

Experience the history of some famous and infamous Old Pasadena watering holes and haunts on this guided tour of Pasadena's original downtown. Enjoy beer tastings, architectural details and forgotten lore.

*Pasadena Heritage*  
(626) 441-6333

[www.pasadenaheritage.org](http://www.pasadenaheritage.org)

### OPEN HOUSE

Lanterman House

**SUNDAY, DECEMBER 16, 1 - 4 PM**

Celebrate the holiday season at Lanterman House. Vintage Christmas cards will be on display, carolers will perform in the ballroom and holiday refreshments will be served on the porch.

*Lanterman House*  
(818) 790-1421

[www.lantermanfoundation.org](http://www.lantermanfoundation.org)

**A WARM WELCOME TO OUR NEW MEMBERS!**

Kelly Brumfield-Woods  
 Venita De Souza  
 Pauline Doohan  
 Charles Eggleston  
 Sally Harwell  
 Kate Holt, Andrew Gledhill & Scott Smith

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**Thank you!**

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**CELEBRATE THE HOLIDAYS  
AT OUR ANNUAL PARTY**



Photo: Roger Swenson

**SATURDAY, DECEMBER 1, 3-5 PM**

at the historic Merle Norman House  
2523 3rd Street in Santa Monica

**Free to members**

Guests are welcome to apply their \$20 admission toward membership at the party.

**RSVP BY NOVEMBER 28**

ONLINE: [www.smconservancy.org](http://www.smconservancy.org)  
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Photo: Brad Smith

**BIRTHDAY BASH  
FOR MARION DAVIES**

**SUNDAY, JANUARY 20, 2019,  
11 AM - 2 PM**

**Celebrate the silent screen star & philanthropist!**

Annenberg Community Beach House  
425 Pacific Coast Highway

**Reservations Recommended**  
[www.annenbergbeachhouse.com](http://www.annenbergbeachhouse.com)