



Anniversary
Celebration **20**
Years!
**SANTA MONICA
CONSERVANCY**

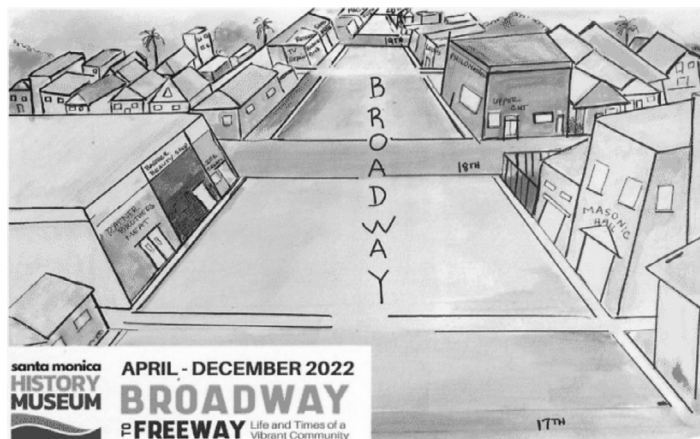
THE SANTA MONICA CONSERVANCY ANNOUNCES 2023 PRESERVATION AWARDS

The Santa Monica Conservancy is recognizing seven exemplary contributors to the preservation of Santa Monica's architectural and cultural heritage. Congratulations to the individuals, businesses and teams for their preservation, advocacy and stewardship in our city.

CULTURAL HERITAGE AWARD

BROADWAY TO FREEWAY: LIFE AND TIMES
OF A VIBRANT COMMUNITY
EXHIBITION AT THE SANTA MONICA HISTORY MUSEUM
WITH THE QUINN RESEARCH CENTER

The Santa Monica History Museum's exhibition *Broadway to Freeway: Life and Times of a Vibrant Community* featured the tight-knit neighborhood along Broadway, built by African American, Mexican American and immigrant communities in the mid-20th century. With period photographs, advertisements, oral histories, and songs drawn from the collections of the Quinn Research Center, the Museum, and the Santa Monica Public Library, the exhibit focused on the neighborhood's families, businesses, churches, and civic and educational institutions. The community was forcibly displaced, and many of its buildings demolished in the 1960s to build the 10 Freeway. *Broadway to Freeway* has



Artwork by Jeanine Harrington-Brinker

helped bring the stories, meaning and impact of this historically significant community back into public memory.



Photo by Douglas Friedman

REHABILITATION AWARD

THE GEORGIAN HOTEL,
1415 OCEAN AVENUE

The Georgian Hotel has been one of the most iconic buildings in Santa Monica since it first opened in 1933. Almost a century later, the property's newest owners, BLVD Hospitality and ESI Ventures, have completed a thorough rehabilitation program that honors its glamorous history and Art Deco styling, while simultaneously creating an environment that will inspire new stories. Starting in 2020, the team meticulously researched the story of the hotel to inform the historically inspired rehabilitation.

BLVD broke ground on the project in 2022 with renovation of the 84 guest rooms, ground floor lobby restaurant, meeting and event spaces and The Georgian Room, formerly a speakeasy known as The Red Griffin. The Georgian's pattern and color inspiration mark significant historic design movements that were drawn from the diverse history of the Art Deco movement, as it traveled east to west. BLVD took care throughout the project to substantially modernize building systems and utilize high-efficiency lighting and plumbing solutions to meet today's hospitality sustainability standards.

MEDIA AWARD

THE STREET SEEN, MARK GORMAN
OPNEWS.SUBSTACK.COM

Ocean Park local and street historian Mark Gorman has published his popular blog, *The Street Seen*, twice a month since January of 2020. His work focuses on the people, places and forces that have shaped Santa Monica's Ocean Park

neighborhood over time. By investigating this relatively small collection of streets from Lincoln Boulevard to the ocean, and Pico Boulevard to the southern border at Venice, Gorman has built a comprehensive context for un-



derstanding the neighborhood today. His self-described "intermittent observations (without commentary)," prove that the remaining traces of the history of Ocean Park are everywhere. Gorman's blog demonstrates both affection for and deep curiosity about Ocean Park that have undoubtedly increased the public's shared appreciation for local heritage and contributed to the neighborhood's sense of community.



Image courtesy of 18th Street Arts Center

CULTURAL HERITAGE AWARD

CULTURE MAPPING 90404, 18TH STREET ARTS CENTER
 CULTUREMAPPING90404.ORG

Initiated by 18th Street Arts Center (18SAC), *Culture Mapping 90404* is a community produced GIS (Geographic Information System) story map that highlights the history and cultural assets of the city's Pico neighborhood. Since many cultural assets carry historic significance, the process of collecting and sharing their stories is central to keeping history alive through place. This is especially important in the Pico Neighborhood which until recently, was largely ignored by history keepers and unknown to new residents. In collaboration with the Alliance for California Traditional Arts, 18SAC trained community volunteers to document the people, places, events, and organizations that serve as anchors of the Pico community for inclusion in the map. Since 2015, over 150 oral histories have been gathered and made available on the website. The map informs city policy, strategies in community-building and a number of 18SAC artist-led projects. Earlier this year, the center was awarded a \$3.3 million dollar grant from the California Arts Council to expand the project into other communities statewide.

ADAPTIVE REUSE AWARD

SEARS BUILDING, 302 COLORADO AVENUE

Designed by architect Rowland H. Crawford (Brentwood Country Mart, Times-Mirror Building), the former Sears department store opened in 1946 to capitalize on post-war consumer demand. Sears closed its downtown Santa Monica store in 2017 and the designated City landmark was purchased by real estate investment firm Seritage Growth Properties who launched an ambitious program to adaptively reuse the building as retail and office space. The project team referenced original photographs and design/construction drawings to replicate original materials and details, removed years of ad hoc modifications and successfully brought the building back to its original clean art deco styling. Structural modifications included interior concrete shear walls and carbon fiber reinforcing of the existing structure. In addition, the team worked to bring in more natural light through a large skylight on the roof and a central opening and smaller skylights on the third floor while preserving the intact historic façades.



Photo by Mel Melcon, Los Angeles Times

VOLUNTEER AWARD

CATHERINE CONKLE

Catherine Conkle's contributions to the Conservancy demonstrate a deep affection for the city, commitment to preservation and an astute sensibility. As the youngest member of our Board of Directors, Conkle founded the Preservation Next affinity group in 2019 to cultivate the next generation of preservationists. Members meet for lectures, tours, and social events and connect over the issues they care about. Conkle believes that historic preservation helps us tell the story of the community, while also celebrating architecture, design, and sustainability. She particularly loves learning about the inspirations and motivations of the people who create the built environment. Conkle previously chaired the Preservation Resource Center Committee and was instrumental in the development of the virtual tour capability.



VOLUNTEER AWARD

ROBIN VENTURELLI

Robin Venturelli became a charter docent for the Annenberg Community Beach House tour program in 2009. Ever since, she has made many outstanding and significant contributions to the program and social cohesion of the group, due to her enthusiasm, spirit, and care she brings to the program and her fellow docents. As a member of the Docent Council, Venturelli creates a video screening of the year-in-review for each annual Volunteer Party. She also has compiled collections of vintage music to animate the Council's get-togethers. Perhaps her most enchanting contribution is her portrayal of Marion Davies at Beach House's annual Marion Davies birthday celebrations. Her sparkle and vivacity capture Marion's personality, allowing partygoers to feel as if Marion Davies were actually present.



Robin Venturelli as Marion Davies