



CITY OF SANTA MONICA

Historic Preservation Element



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Table of Contents

Introduction 1

Planning Process..... 5

Historic Development..... 7

Legal Basis for Preservation 19

Resource Designations 23

Goals and Objectives..... 29

Santa Monica Historic Preservation Element Implementation Policies 37

For More Information 51

Designated National, State, and Local Historic Resources Located in the City of Santa Monica ... 53

Introduction

The City of Santa Monica is strongly committed to historic preservation. This commitment is reflected in the programs and policies of the City including a Landmarks and Historic Districts Ordinance, three major historic resources surveys and two survey updates conducted since 1982, an established Landmarks Commission, and the recognition of the City by the State Office of Historic Preservation as a Certified Local Government.

These programs and policies represent a remarkable start, putting Santa Monica ahead of many cities in its preservation efforts. The Landmarks Ordinance includes key provisions essential to an effective local preservation program such as criteria and processes for designation, regulation of historic resources, and incentives for preservation.

Much has been learned about the history of the City and the types of historic resources found in Santa Monica. More than forty historic landmarks have been designated as well as two historic districts. In addition, approximately 1,300 potential historic resources have been identified, an important step in developing a comprehensive preservation program.

The Landmarks Commission meets regularly and has played an important role in shaping the development of Santa Monica's historic preservation program. The Landmarks Commission's members meet professional criteria established in the City's Landmark Ordinance which are based on the requirements of the Certified Local Government program.

Preservation of historic resources has been important to the City of Santa Monica and its residents for decades. The local preservation movement began as the City responded to increased development pressures during the 1960s and 1970s.

One catalyst was the threatened demolition of the Santa Monica Pier which led to the formation of the "Save the Santa Monica Bay" advocacy group and a lawsuit to save the Pier. In 1973, the City Council voted not to demolish the Pier.

Preservation politics began to change as the Santa Monica Centennial approached in 1975, and the City Council created the Historical Site Committee. The Committee helped develop standards and procedures for designating and preserving historic sites in the City. The City Council, following the community interest in



Aerial view of downtown Santa Monica, c.1930. (HRG)

preserving local landmarks, adopted the Landmarks and Historic District Ordinance on March 24, 1976.

Support for preservation in Santa Monica continues. In the past several years, the community has organized to nominate Landmarks and a Historic District, oppose demolition of potential historic buildings, preserve historic multi-family housing, and prevent demolition of earthquake damaged historic resources.

The support for preservation in the community and the programs and policies in place are the foundation upon which a comprehensive preservation program can be built. This Historic Preservation Element integrates existing programs

and policies and creates new avenues for the preservation of landmarks.

Relationship to the General Plan

The purpose of this Historic Preservation Element is to establish a long-range vision for the protection of historic resources in the City of Santa Monica and to provide implementation strategies to achieve that vision. The Element is part of the Santa Monica General Plan and it is organized into goals, objectives, and policies.

California cities are required to prepare and adopt comprehensive, long-range general plans consisting of seven mandated elements: Land Use, Housing, Circulation, Open Space, Noise,

Conservation, and Safety under the California Governmental Code, Section 65300 (*et seq.*). The General Plan is intended to describe the City's vision for future development. The General Plan sets broad policies; City ordinances and administrative procedures are used to implement the plan. The General Plan is legally binding, and any new development approved by the City must be consistent with it.

Historic preservation is an optional additional element permitted under state law. Santa Monica has decided to prepare and adopt an Historic Preservation Element to focus attention on the preservation of historic resources and devote special consideration to planning involving these resources. With the preparation and adoption of the Element, historic preservation policies will become equal to policies in any of the mandated elements.

The preservation of historic buildings enhances the quality of life in Santa Monica. It improves the quality of the built environment, encourages respect and appreciation for the community's history and culture, maintains the character of the

City, and contributes to the City's economic stability.

The Element will serve as a guide for elected officials, City staff, and citizens for the future. It supplements the Landmarks and Historic Districts Ordinance, originally adopted in 1976 and amended in 1987 and 1991.

The Element is organized into goals, objectives, and policies.

A **goal** is a broad statement of intended direction and purpose.

An **objective** is a statement of a desired accomplishment within a specific time frame.

A **policy** is a specific statement guiding action and implying a clear commitment.

The Element also includes background information on its development, the development history of Santa Monica, and the legal basis for historic preservation.

Planning Process

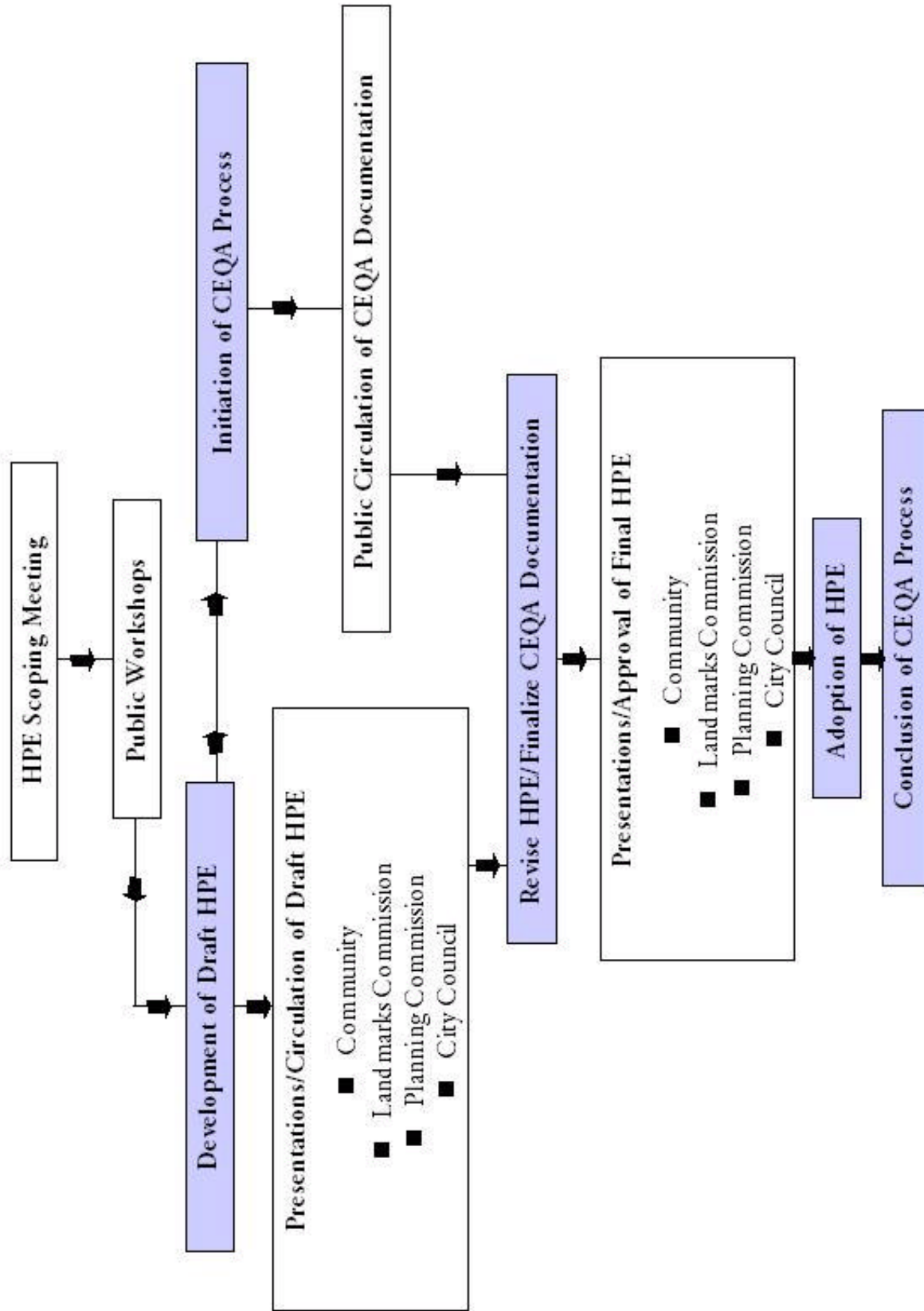
The Santa Monica City Council initiated planning for the Historic Preservation Element in 1999. The Element was developed through a comprehensive process that included both technical research and public participation.

One of the first steps in the process was the preparation of an Existing Conditions Report. This report documents the current planning and regulatory environment for historic preservation in Santa Monica. To provide context, the report contains a brief history of Santa Monica; describes past preservation efforts; delineates criteria regarding historic significance; and summarizes the designation programs, regulations and incentives affecting historic resources identified in the City.

The views of the community were expressed in a series of public meetings and workshops as the result of an extensive public outreach program. The process was designed with multiple opportunities for discussion. Based on discussions in the public meetings, key issues were identified and related to proposed goals for inclusion in the historic preservation element. Further discussion helped to refine the goals and develop subsequent objectives.

During the public workshops, draft goals and objectives were discussed in detail and specific policies for implementing the objectives were developed. Community issues related to preservation were identified and integrated into the Element.

Santa Monica Historic Preservation Element (HPE) Process



Historic Development

Early Inhabitants

Human habitation of the Southern California area can be traced back at least 10,000 years, to the end of the last Ice Age. Little information about these early cultures is available due to intensive development of the area and loss of archaeological sites that may have existed.

For the one thousand years prior to the arrival of the Europeans, much of the Los Angeles Basin was home to the Tongva people, Shoshonean-speaking hunters and gatherers who lived in scores of villages scattered throughout the area along the rivers and marshes and near the ocean. The Tongva, whom the Spaniards would later call the Gabrieleños after their association with the San Gabriel Mission, numbered between 5,000 and 10,000 when the Europeans first arrived in California.

Archaeological remains have been found at about forty locations in Los Angeles County including sites in the west Los Angeles area and several of the Channel Islands including San Clemente, Santa Catalina, and San Nicholas. The Tongvas' neighbors to the west were the Chumash people. The Chumash occupied the four northern Channel

Islands, the continental interior to the edge of the San Joaquin Valley, and the coastal area along the Malibu coast north to Morro Bay. Santa Monica was an area where these cultures may have overlapped.

The Colonial Era

The first Europeans first arrived California in 1542. A Portuguese navigator, Juan Cabrillo, sailing under the flag of Spain, commanded the first expedition along the California coast. As he passed Southern California, he named several local features, including San Pedro Bay, and he visited Catalina Island and Santa Monica. Cabrillo dropped anchor in what is thought to be Santa Monica Bay on October 9, 1542.

Although Spain claimed the territory, it was not explored until 1769 when the King of Spain sent a party of missionaries to colonize California, creating missions one day's journey apart throughout the state. Many of the soldiers of these early exploration parties were subsequently granted large tracts of land in payment for their services. This was the beginning of the rancho system in California.

Historic Development



Marquez Adobe, c.1840. (LAPL)

When California became Mexican territory in 1822, the area around Santa Monica was still unclaimed. The nearest rancho was at Malibu, a piece of which had been granted to Jose Tapia in 1804. In 1828, Don Francisco Sepulveda took possession of “a place called San Vicente,” which actually included the original town of Santa Monica. Sepulveda’s holdings bordered the ocean and stretched from Santa Monica Canyon on the north to Pico Boulevard on the south, extending east to what is present-day Westwood.

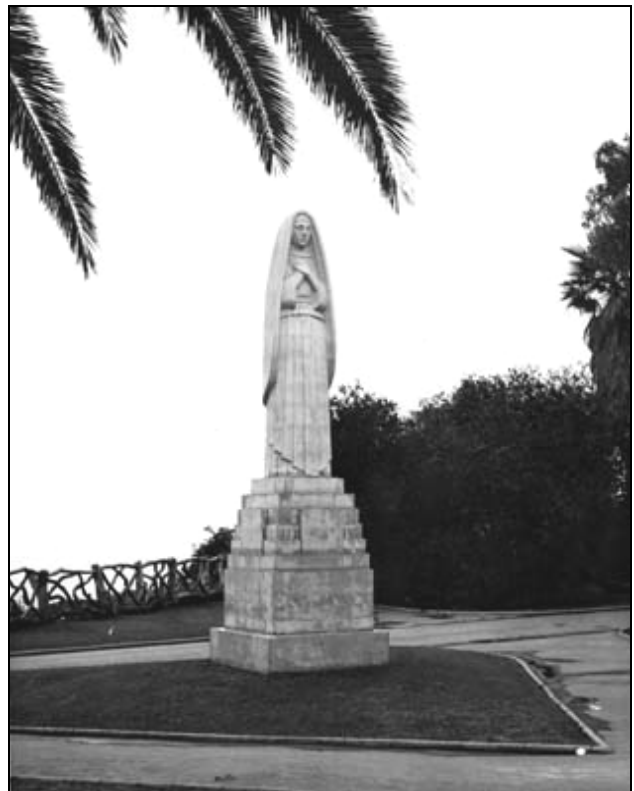
Ownership of Santa Monica was in dispute throughout the 1840s. The Reyes and Marquez families disputed the Sepulveda claim. A Board of Land Commissioners settled the argument in 1851, a year after California became part of the United States, by deeding Sepulveda the 30,000 acres known as “Rancho San Vicente y Santa Monica” and deeding the Reyes-Marquez families the 6,000 acres known as “Boca de Santa Monica.” Ysidro Reyes built the first structure in what is now Santa Monica in 1839. It was an adobe located near Seventh Street and Adelaide Drive. The adobe was demolished in 1906.

The name Santa Monica can be traced back to the Spanish Colonial era. The word “Santa” means saint and Santa Monica means Saint Monica. Saint Monica is one of the saints recognized by the

Catholic Church. Saint Monica was the mother of Saint Augustine. The story of how Santa Monica got its name is a colorful one:

On May 4, 1769, legend has it that Spanish soldiers exploring the area stopped at a spring (the current site of University High School in Los Angeles) to refresh themselves. The spring reminded the soldiers of the tears that Saint Monica shed for her erring son, who was later to become Saint Augustine. May 4 happened to be Saint Monica’s Day on the religious calendar, thus giving rise to the derivation of the name for the area.

More than one hundred years later, in the 1870s, City founders chose the name Santa Monica to reflect this heritage. A statue to Saint Monica in Palisades Park represents this history.



St. Monica’s statue in Palisades Park, 1937. (LAPL)



Port of Los Angeles (Santa Monica) Wharf, c.1874. (HRG)

Early Development

By the 1860s, parts of Boca de Santa Monica, particularly the canyon, had become popular summer campgrounds for Los Angeles area residents seeking an escape from the heat of the more arid inland metropolis. The mesa, however, received little attention until Colonel R.S. Baker, a cattleman from Rhode Island via San Francisco, decided to operate a sheep ranch on the flat expanse. He purchased the Sepulveda rancho in 1872 and subsequently purchased portions of the Reyes-Marquez property to the northwest as well.

In 1874, Colonel Baker acquired a partner, Senator John Percival Jones. Jones, who later came to be known as the founder of Santa Monica, was born in England, raised in Ohio, and made his fortune in the Nevada silver mines. Like Jones, many of the late 19th century residents of Santa Monica were immigrants. They came from several different countries including Mexico, Peru, Holland, Germany, England, Ireland, and Syria.

A man of many interests, Jones was involved in railroad development and conceived the idea of a townsite on the ocean as the terminus of a Southern California rail system. Jones and Baker organized the Los Angeles and Independence

Historic Development

Railroad to link the mines of Colorado and Nevada to the ocean. They secured rights-of-way and commenced the construction of a wharf. In 1875, the same year that the Southern Pacific Railroad began service to Los Angeles, the original townsite of Santa Monica was surveyed.

The townsite extended from Colorado Street on the south to Montana Street on the north, and from the Pacific Ocean on the west to 26th Street on the east. North-south streets were numbered; east-west streets were named for states of the Union.



Senator John Jones' Residence - Miramar, demolished. (HRG)

Santa Monica's promoters encouraged the development of parks, a plaza, and a university as well as providing ample homesites. The first sale of lots, taking place on July 15, 1875, was preceded by appropriate hyperbole in newspapers as far away as San Francisco. Even in a state known for its flamboyant rhetoric regarding real estate, the statements made by the auctioneer were considered most extravagant:

... we will sell at public outcry to the highest bidder the Pacific Ocean, draped with a western sky of scarlet and gold; we will sell a bay filled with white winged ships; we will sell a southern horizon, rimmed with a choice of purple mountains... we will sell a frostless, bracing, warm yet languid air, braided in with

sunshine and odored with the breath of flowers... The title to the land will be guaranteed by the present owner. The title to the ocean and the sunset, the hills and the clouds, the breath of life giving ozone and the song of the birds is guaranteed by the beneficent God who bestowed them...

The last months of 1875 were busy ones by all accounts. Several of Los Angeles' prominent citizens built places of business in the town. One brick commercial building, erected by William Rapp on Second Street, is still extant. By November, the railroad had been completed to Santa Monica, two hotels were attracting patrons, a variety of businesses had opened, and 615 lots had been sold.



Rapp Saloon, 1875. (SMPL)

The auspicious beginning soon began to crumble, however, as rival rail lines determined to destroy the shipping and transportation activities of the Los Angeles and Independence Railroad. The line was acquired by Central Pacific in 1877 after Senator Jones determined that it was losing money, and he could not complete the line east of Los Angeles as originally planned. Rates were increased, rendering operations at the wharf uneconomical. By 1879 the Southern Pacific had ordered the removal of the wharf, and Santa Monica's hopes for a port were moribund. The

population of Santa Monica is estimated to have dropped from 900 in 1876 to 400 in 1880.

Associated Landmarks

- Rapp Saloon (1875)
1438 Second Street

A Resort Community

The City invented itself as a resort community in the “boom” of the 1880s. People flocked to Southern California during this decade, and hotels like the Arcadia (1887) and the Santa Monica (1875) catered to the wealthy tourist. Both tourists and health-seekers found the balmy climate delightful, and many decided to become permanent residents. The City was officially incorporated in November of 1886.

Ever the dominant presence in Santa Monica, the Pacific Ocean continued to be responsible for the City’s prosperity and appeal. Picture postcards detailed the construction of numerous hotels and bath houses.

Attempts at resurrecting the maritime industry failed again in 1893 when San Pedro was selected over Santa Monica as the port of Los Angeles. Instead, a series of pleasure piers were created, including the present Municipal Pier.

In Ocean Park, a series of piers and other tourist attractions were erected in the late 19th century by Abbot Kinney and his associates. Recognizing that a rail link to Los Angeles would be the key to development of the area, in 1893 Kinney donated land for the right of way and a depot to the Santa Fe railroad. The community itself took the name Ocean Park in 1895. In 1898 the Ocean Park Pier was developed, with adjacent Pier Street one of the area's early commercial streets.

During this period, people of varied ethnic, religious, and national backgrounds lived in Santa Monica and Ocean Park. Families of Spanish and Mexican descent continued to live in the area, including descendents of the Reyes, Marquez, Machado, and Del Valle families. Arcadia Bandini married Colonel Baker in 1871 and lived with her husband on Ocean Avenue until 1894.

Around the turn-of-the-century, the first African Americans moved to Santa Monica. Also during this period, at the northern border of the City, Japanese, Finnish, and Russian fishermen lived together in a small settlement. Jewish families were also among the earliest residents of Santa Monica and purchased some of the first lots at the time the city was platted.

Associated Landmarks

- Santa Monica Pier
(1909, 1917, 1924, 1990)

Residential Development (1880-1945)

During the 1880s and 1890s, new homes were being constructed in areas close to the ocean.



First Roy Jones House, 1894. (SMPL)



Santa Monica Beach and Pier, c.1924. (HRG)

These homes were designed in a variety of styles including Queen Anne Eastlake, Shingle Style, and Colonial Revival. Built by wealthy Easterners and Santa Monica founders, these homes exemplify Victorian seaside living in California.

Associated Landmarks

- Gussie Moran House (1891)
1323 Ocean Avenue
- Moses Hostetter House (1893)
2601 Second Street
- First Roy Jones House (1894)
2612 Main Street

Around the turn of the century, whole neighborhoods of beach cottages such as the Central Beach Tract emerged, testimony to the City's continuing love affair with the sea. Santa Monica continued to establish its reputation as a

playground by the sea. In Ocean Park, for example, Kinney and his associates subdivided land into a series of small, narrow lots, usually 25 feet wide and 100 feet deep to allow citizens of more modest means to enjoy the climate.

The Third Street Neighborhood Historic District, which is comprised of thirty-eight buildings constructed between 1875 and 1930, is a good example of the evolution of design and architectural styles during this period. The district includes several hipped roof, turn-of-the-century cottages and Craftsman bungalows from the first quarter of the century.

Small beach cottages and bungalows were built in a variety of architectural styles including Craftsman, Spanish Colonial Revival, and Mission Revival. Bungalow courts and other courtyard housing forms were also developed primarily during the period between 1915 and 1930.

Associated Landmarks

- Hollister Court
(from 1904 through the 1920s)
2402 Fourth Street and
2401 Third Street
- Horatio West Court (1919)
140 Hollister Avenue
- The Palama (1922)
211 Alta Avenue
- Potential Ocean Park Bungalow Courts
District (15 bungalow courts built between
1908 and 1928)



Entrance to a home in Santa Monica, c.1920. (HRG)

Not all of the new homes were small, however. Opulent beach cottages were also developed during this period on then Roosevelt Highway, which became known as the Gold Coast. By the 1920s, the movie world was spending a significant amount of its leisure time there.

The Gold Coast, which has been identified as a potential historic district, consists of 36 beach houses and clubs. All of these buildings are located on the beach side of Pacific Coast Highway. The majority of the buildings were designed in the popular revival styles, with Spanish and American Colonial Revival being the most prevalent. Prominent architects as well as staff

from the movies studios' art departments were involved in designing the houses.

Associated Landmarks

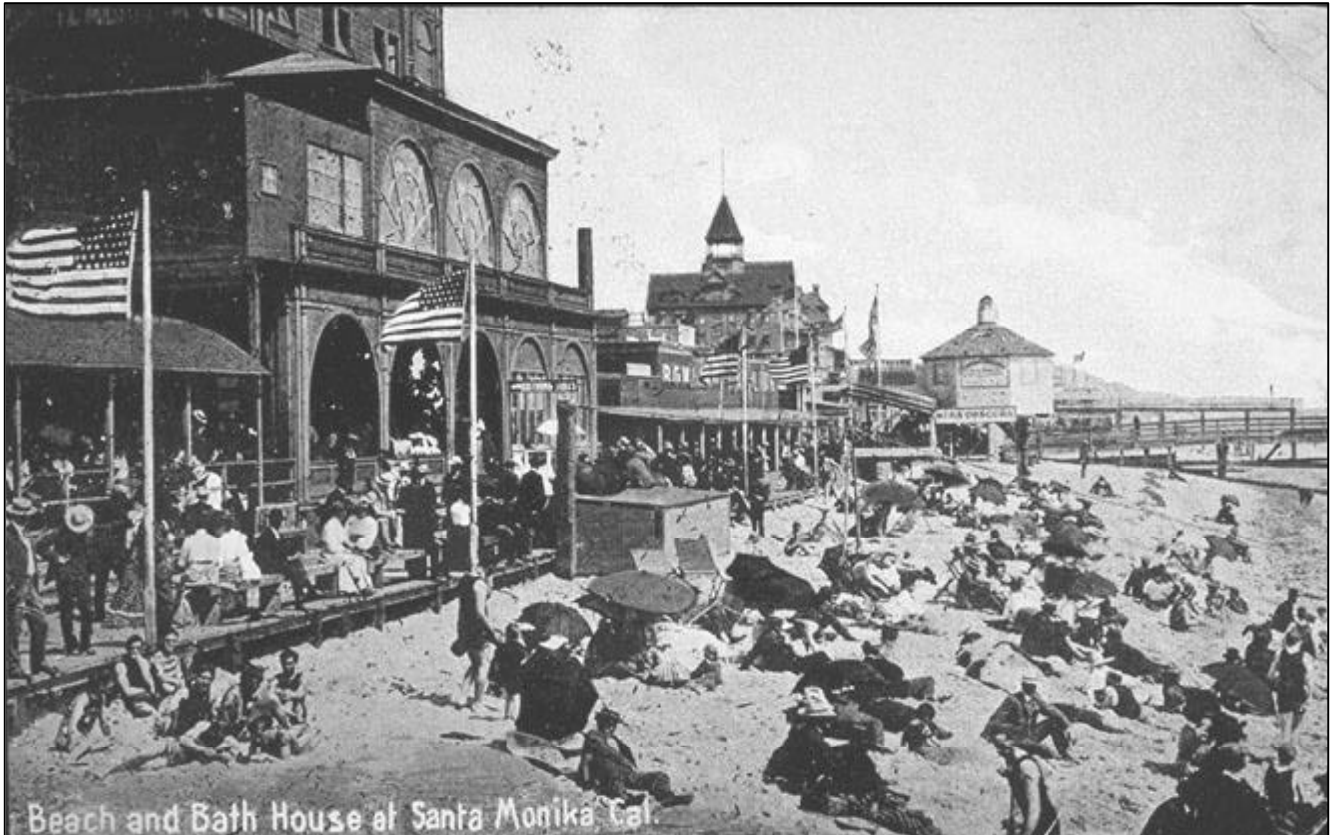
- Marion Davies Estate, North Guest House
(1929)
321 Palisades Beach Road



Marion Davies and her Colonial Beach House, c.1938. (HRG)

The close proximity to the ocean was no doubt a strong attraction to prospective year-round residents, as well. While bungalows were being constructed near the ocean in the central and southern parts of Santa Monica, larger homes, many in the Craftsman style, were constructed north of Montana Avenue.

The Craftsman style was first developed in Southern California in the landscape surrounding the Arroyo Seco in Pasadena and northeast Los Angeles. The natural bluffs and lush plant growth of Santa Monica provided a similar environment to which the style was easily adapted. The Craftsman style in Southern California placed an emphasis on integration of usually small, single-family houses with their surroundings, the use of broad porches and deep overhangs to provide shelter from the sun, and the use of expressed wood framing and natural cladding materials. In smaller and less expensive examples, these characteristics are usually present in simpler form.



North Beach Bathhouse and Santa Monica Pier, c.1900. (SMPL)

As early as 1896, a reliable interurban rail line had made it possible to commute to Los Angeles, but it was the advent of the automobile which gave significant momentum to the building boom which Santa Monica experienced in the 1920s. Whereas a significant portion of the first homes built in the older sections of the City such as the Palisades Tract were originally used as retirement homes or vacation retreats, the tracts north of Montana and East of Seventh Street were developed for year-round residents.

Associated Landmarks

- Second Roy Jones House (1907)
130 Adelaide Drive
- Henry Weaver House (1910)
142 Adelaide Drive

- Aeroplane Bungalow (1912)
315 Tenth Street
- Potential Adelaide Drive and Adelaide Place Historic District
- Potential Palisades Tract Historic District

A number of luxury high-rise apartments and apartment-hotels were constructed in the late 1920s and early 1930s in Santa Monica. These buildings were constructed in response to an increase in Santa Monica's population and a greater demand for multifamily housing. Many of these buildings were constructed in the area south of Montana Avenue and west of Seventh Street, near Palisades Park and the central business district. The buildings were designed in a variety of styles including Spanish Colonial Revival and Art Deco.

Associated Landmarks

- Sovereign Apartments (1928)
205 Washington Avenue
- Charmont Apartments (1929)
330 California Avenue



Sovereign Apartments, 1928. (HRG)

Commercial and Institutional Areas

The commercial area, located along Second, Third, and Fourth Streets between Wilshire and Colorado Boulevards, reflected the development of the City as well. Closely integrated with residences in the nineteenth-century community, the commercial district expanded with the burgeoning population. A few surviving residences changed use; some were moved to other sites.

Civic and commercial buildings were constructed in a variety of architectural styles in the nineteenth and early twentieth century. The Old Santa Monica City Hall (demolished) at Fourth Street and Santa Monica Boulevard was constructed in the Mission Revival style. The Keller Block (1456-60 Third Street Promenade; 1892) is an example of the Romanesque Revival Style. In Ocean Park, Main Street developed as the primary commercial street; its buildings constructed in a brick commercial vernacular style.

Associated Landmarks

- Parkhurst Building (1927)
185 Pier Avenue

As downtown Santa Monica developed, these buildings were joined by Renaissance Revival edifices like the S.H. Kress Company (1351-53 Third Street Promenade; 1924) and Spanish Colonial Revival structures such as the Churrigueresque commercial building at 1503-59 Fourth Street (1927).

The beachfront area was redeveloped in the 1920s. Near the site where the Arcadia once stood, elegant beach clubs such as the Deauville, the Edgewater, and the Casa Del Mar attracted wealthy patrons to the seaside in the 1920s and '30s.



Parkhurst Building, 1927. (HRG)

Associated Landmarks

- Casa Del Mar (1926)
1910 Ocean Front Walk
(National Register of Historic Places)
(not listed as a Santa Monica Landmark)

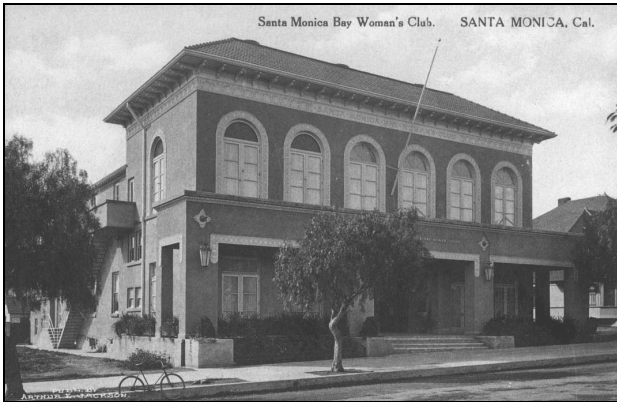
Beginning in the 1920s, new architectural styles found favor including Art Deco and Streamline Moderne. The Art Deco designed Lido Hotel at

Historic Development

1455 Fourth Street (1931) is a good example. It was also during this period that Santa Monica's first skyscraper, the Bay Cities Guaranty Building, was completed at 225 Santa Monica Boulevard in 1929.

Associated Landmarks

- Lido Hotel (1931)
1455 Fourth Street
- Georgian Hotel (1931)
1415 Ocean Avenue



Santa Monica Bay Woman's Club, 1914. (HRG)

Numerous other important civic, religious, and institutional buildings were constructed in the first part of the twentieth century, including schools, libraries, and churches. These buildings have played a major role in the life of the community.

Associated Landmarks

- Ocean Park Library (1917)
2601 Main Street
- Miles Playhouse (1929)
1130 Lincoln Boulevard
- Santa Monica City Hall (1938)
1685 Main Street

- Santa Monica Bay Woman's Club Building (1914)
1210 Fourth Street

While tourism had always been the primary industry of the City, other companies contributed to the community's economic base, as well. The Merle Norman Cosmetics company, for example, which was founded in the 1920s, built its Streamline Moderne Style headquarters at 2525 Main Street.

Perhaps the best known industry was Douglas Aircraft, which leased the abandoned buildings of the Herman Film Corporation at 2345 Wilshire Boulevard to build the Douglas World Cruiser in 1922. The company, which soon moved to what is now Santa Monica Airport, became well-known for its innovations in the field of global flight and became a primary contractor for manufacturing aircraft during World War II.



Douglas Aircraft, Santa Monica Factory, 1920. (SMPL)

Associated Landmarks

- Santa Monica Airport Rotating Beacon Tower (1928)
adjacent to 3223 Donald Loop



Santa Monica Civic Auditorium, 1958. (SMPL)

Postwar Development

A postwar building boom began in 1946 with the construction of whole residential tracts of single-family residences. The construction of multi-family housing became a major factor in planning and zoning issues as the City's population continued to grow. While single-family neighborhoods occupy the greater percentage of residential zoned acreage, the population of multi-family areas is greater.

New commercial styles were developed during the early post-war era such as "Googie." The former Penguins Coffee Shop at 1670 Lincoln Boulevard is one example of this style.

Santa Monica, like other communities in Southern California, became a laboratory for new ideas in residential design in the post-war period as well.

A series of model houses developed during this period, located primarily in the southeastern section of the City, have been identified as a potential historic district.

In 1958, the Santa Monica Civic Auditorium, with its signature concrete pylons, was completed on the south end of the Civic Center. The Santa Monica Freeway was completed in 1966, linking Santa Monica to the vast expressway network developed in the Los Angeles area. The population of Santa Monica continued to grow during this period, reaching a total of 88,280 residents in 1970. People from various parts of the United States and the world continued to choose Santa Monica as home, the expanding cultural diversity of the population reflecting the varied ethnic, religious, and national backgrounds of the earliest Santa Monica citizens.

Historic Development

Associated Landmarks

- Santa Monica Civic Auditorium (1958)
1855 Main Street

The Current Context

Within the past decades, Santa Monica has been continuously transformed. Modest single-family houses are being replaced by larger homes or by condominium units throughout the City.

Neighborhoods south of the freeway are experiencing a growth of multi-family housing, ranging from high-rise towers constructed in the 1960s to the two- and three-story townhouses which continue to be developed today.

Near the southeast corner of the City, a small industrial section, which includes studio and entertainment-related uses, has grown up around Olympic Boulevard, and an office park has developed off Ocean Park Boulevard. In addition, several new large office complexes have been constructed along Colorado Boulevard in the eastern part of the City.

In the downtown area, a series of changes have transformed the commercial center. Third Street was closed in 1963 and transformed into a pedestrian mall. A regional retail center was added in 1980, Santa Monica Place. In the late 1980s, the Third Street Mall was redeveloped as a regional entertainment and shopping street and renamed the Third Street Promenade. In other parts of the downtown area, multi-story office buildings are beginning to line Wilshire Boulevard and other major streets.

Now over one hundred years old, Santa Monica maintains a strong identity in the Southern

California area. The ocean continues to play a major role in the life of the community, as the modern day resident or tourist continues to marvel at the western sky, the bay, the warm air, and the sunsets which were used to sell Santa Monica real estate a century ago. Landmarks and historic and cultural resources from each era of the City's development reinforce the sense of place, a physical continuity that relates the past to the present.

Further Research

The various historic themes discussed in this section are not exhaustive. Other contexts that need to be explored include the ethnic and cultural diversity in Santa Monica, industrial architecture, historic landscapes, and post-World War II development. Continuing research is also needed to ensure a comprehensive history of Santa Monica: its residents, landmarks, and natural features.

Legal Basis for Preservation

The identification and protection of historic resources is supported by federal, state, and local regulation. The following discussion provides an overview.

Federal Regulation

National Historic Preservation Act

The National Historic Preservation Act (NHPA), which was most recently amended in 1992, created the framework for preservation activity in the United States. The NHPA redefined and expanded the National Register of Historic Places which had been established by the Historic Sites Act of 1935; created the position of State Historic Preservation Officer (SHPO) to administer state preservation programs; established the Certified Local Government Program; and set up the Historic Preservation Fund to fund the provisions of the Act.

Section 106 of the National Historic Preservation Act requires, through a consultation process with the Advisory Council on Historic Preservation, that the effects of all federal undertakings on properties listed in or eligible for listing in the National Register be taken into account.

Amendments to the National Historic Preservation Act

The 1980 amendments to the National Historic Preservation Act of 1966 provided for the establishment of a Certified Local Government program. This program allows for direct local government participation and integration in a comprehensive statewide historic preservation planning process. CLGs are eligible, on a competitive basis, for special matching grants.

In 1992 the City of Santa Monica became a Certified Local Government under the provisions set forth in the National Historic Preservation Act described above. In order to be a CLG, cities must adopt an historic preservation ordinance; select a qualified preservation commission; provide for adequate public participation; and conduct a comprehensive historic and architectural survey.

As a CLG, Santa Monica directly participates in the nomination of historic properties to the National Register of Historic Places and performs other preservation functions delegated by the SHPO under the National Historic Preservation Act. These may include the responsibility to review and comment on development projects for compliance with federal and state environmental

regulations, including such activities as Section 106 reviews, review of National Register nominations, and review of rehabilitation plans for projects seeking the Federal Rehabilitation Tax Credit.

National Environmental Policy Act

The intent of the National Environmental Policy Act is to protect the natural and built environment, including historic properties, from adverse effects resulting from federal actions. Before a federal agency may proceed with a proposed action, it must first perform an environmental assessment to determine whether the action could have any significant effect on the environment. If it is determined that the action may have an effect on the environment, the agency must then prepare an Environmental Impact Statement (EIS) which identifies all environmental impacts resulting from the action and lists mitigation measures and project alternatives which avoid or minimize adverse impacts.

Impacts involving historic properties are usually assessed in coordination with the process established under the National Historic Preservation Act of 1966. Normally, the Section 106 process must be completed before the Environmental Assessment or EIS can be finalized.

State Codes and Regulations

California Environmental Quality Act

The California Environmental Quality Act (CEQA) was enacted in 1970 and most recently modified in 1998. The basic purpose of CEQA is to inform governmental decision makers and the public about the potential significant adverse effects, if any, of proposed activities and projects.

It also provides opportunities for the public and for other agencies to review and comment on draft environmental documents. As environmental policy, CEQA requires that environmental protection be given significant consideration in the decision making process. Historic resources are included under environmental protection. Thus, any project or action which constitutes a significant adverse effect on a historic resource also has a significant effect on the environment and shall comply with the State CEQA Guidelines.

When the California Register of Historical Resources was established in 1992, the Legislature also amended CEQA to clarify which cultural resources are significant, as well as which project impacts are considered to be significantly adverse. A “substantial adverse change” means “demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired.”

CEQA defines an historical resource as a resource listed in, or determined eligible for listing, in the California Register of Historical Resources. All properties on the California Register are to be considered under CEQA. However, because a property does not appear on the California Register does not mean it is not significant and therefore exempt from CEQA consideration. Similar to Section 106 and the National Register, all resources determined eligible for the California Register are also to be considered under CEQA.

Public agencies must treat some resources as significant under CEQA unless the “preponderance of evidence demonstrates” that the resource is not historically or culturally significant. These resources include locally designated properties and properties evaluated as significant in cultural resources surveys which meet California Register of Historical Resources criteria and California

Office of Historic Preservation Survey Methodology.

Substantial adverse change in the significance of an historical resource is viewed as a significant effect on the environment. CEQA prohibits the use of a categorical exemption for projects which may cause a substantial adverse change.

California State Historical Building Code

The City of Santa Monica's preservation ordinance allows the use of the State Historic Building Code (SHBC). The intent of the SHBC is to protect California's architectural heritage by recognizing the unique construction problems inherent in historic buildings and by providing an alternative code to deal with these problems. The regulations of the SHBC are applicable for all issues regarding building code compliance for qualified historical buildings or properties. The definition of a "qualified historical building or property" under the SHBC is "any building, site, structure, object, district, or collection of structures, and their associated sites, deemed of importance to the history, architecture or culture of an area by an appropriate local, state, or federal governmental jurisdiction." Qualified buildings include City of Santa Monica Landmarks, Structures of Merit, and Historic District contributors; buildings listed in or determined eligible for listing in the California Register of Historical Resources and National Register of Historic Places; State Historical Landmarks; and State Points of Historical Interest.

In addition, other properties listed on officially adopted registers, inventories, and surveys may qualify. Applicants should work with the Planning and Community Development Department to assure that the building is recognized as a qualified site early in any project planning process. State and local agencies, and, under certain conditions,

individual property owners, may request opinions from the State Historical Building Safety Board (SHBSB) and staff in Sacramento regarding use and interpretation of the SHBC.

Local Level Regulations

City of Santa Monica Landmarks and Historic District Ordinance

The Santa Monica Landmarks and Historic Districts Ordinance was adopted by the City of Santa Monica in 1976 amended in 1987 and 1991. The ordinance established a Landmarks Commission with the power to designate Structures of Merit and Landmarks, and to make recommendations to the City Council regarding the designation of potential Historic Districts.

The ordinance established criteria and procedures for designating historic resources and instituted requirements for Certificates of Appropriateness for alterations or demolitions of historic resources. Other sections of the ordinance include an economic hardship provision, requirements and exemptions for maintenance and repair of resources, and procedures to respond to unsafe conditions.

In addition to regulatory requirements, the ordinance provides for preservation incentives including waivers of fees and zoning regulations, use of the California Historical Building Code, and the Mills Act property tax reduction contracts.

The ordinance requires a Certificate of Appropriateness for any proposed alterations, restorations, construction, removal, relocation, or demolition, in whole or in part, of or to a Structure of Merit, Landmark or Landmark Parcel, or to a building or structure located within a Historic District.

Certificates are issued by the Landmarks Commission or the City Council if a determination can be made in accordance with any of the criteria stated in Section 9.36.140 of the Santa Monica Zoning Code. Generally, the proposed work should not detrimentally change, destroy, or adversely affect any exterior features of a protected resource and should be compatible with the character of the resource.

City of Santa Monica Third Street Neighborhood Historic District Ordinance

The ordinance (Ord. No. 1535(CCS)) establishing the Third Street Neighborhood Historic District was adopted on August 7, 1990, and amended on July 23, 1991. The District covers an area generally bounded on the east by the rear property line of the parcels on the east side of Third Street; on the south by Hill Street; on the west by the rear property line of the parcels on the west side of Second Street; and on the north by Ocean Park Boulevard. Standards for the District were adopted under separate ordinance and established procedures and criteria for the regulation of projects within the district.

City of Santa Monica Demolition Ordinance

The City of Santa Monica Demolition Ordinance was passed in 1992 as Section 9.04.10.16.010 of the Municipal Code. An important aspect of this code provision requires that the City cannot issue demolition permits for structures 50 years or older until the application has been sent for review to the Landmarks Commission. The ordinance provides

a period of sixty days during which an application for the designation of the structure as a structure of merit, a landmark or a historic district may be filed. If no application for designation is filed the demolition may proceed subject to all other legal requirements. However, if an application for designation is filed, the structure is then subject to the designation procedures of Landmarks and Historic Districts Ordinance.

On May 3, 2000, as part of an emergency ordinance (Ord. No. 1971 (CCS)) designed to protect neighborhood character, the age of structures subject to review was changed to those that are 40 years or older. The emergency ordinance, originally adopted to cover a period of 45 days, was extended by another interim ordinance (Ord. No. 1977 (CCS)) on June 13, 2000, for two years and was further extended by interim ordinance (ORD. No. 2042 (CCS)) and is effective until June 13, 2004.

City of Santa Monica Code Section 9.04.18.020

This section of the Santa Monica Municipal Code provides that nonconforming features removed from any existing building designated a City of Santa Monica Landmark, listed on the California Register of Historic Resources, or listed on the National Register of Historic Places may be replaced if the Landmarks Commission determines that such feature contributes to the building's historic architectural integrity and that the reconstruction conforms to the Secretary of the Interior's Standards for Rehabilitation.

Resource Designations

Historic resources may be designated at the federal, state, and local levels. Current landmark designations available in Santa Monica include: National Historic Landmarks, National Register of Historic Places, California Register of Historical Resources, California Registered Historical Landmarks, California Points of Historical Interest, and Santa Monica Landmarks, Historic Districts, Structures of Merit, and Points of Interest. While some programs place emphasis on architectural character, all use basic criteria relating to a property's place in important events or patterns of development, association with important personages, and architectural significance.

At the time of publication of this plan, two Santa Monica Historic Districts, forty-two Santa Monica Landmarks, three Santa Monica Structures of Merit, and five Santa Monica Points of Historic Interest have been designated. Other designations in the City include seven National Register properties, each of which are also listed in the California Register, and one National Historic Landmark, the Loeff Hippodrome Building located on the Santa Monica Pier.

As a result of the Santa Monica Historic Resources Inventory, numerous other properties have been

identified as potentially eligible for designation. Inventory documentation, including standardized forms and a database, are kept on file at the City Planning and Community Development Offices.

National Historic Landmark

The National Historic Landmark program is conducted by the National Park Service to identify, designate, and protect cultural resources of national significance that commemorate and illustrate United States history and culture. National Historic Landmarks are identified by special theme studies prepared in conjunction with National Park Service professionals as an additional level of documentation in the National Register designation process. Information is compiled on the history, significance, and integrity of the property, and a statement on its relationship to the criteria for determining significance is prepared. Nominations are then reviewed by the National Park Service Advisory Board, which forwards recommendations for designation to the Secretary of the Interior for a final decision. National Historic Landmarks are afforded the same limited protections and benefits as properties listed in the National Register of Historic Places.

Table 1

National Historic Landmarks in Santa Monica

Santa Monica Looff Hippodrome (Carousel Building)	176 Santa Monica Pier
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National Register of Historic Places

The National Register of Historic Places is an authoritative guide to be used by federal, state, and municipal governments, private groups, and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment.

Buildings, districts, objects, structures, and sites may be placed in the National Register. To be eligible for listing in the National Register, a property must generally be over fifty years old and must be significant in American history, architecture, archaeology, engineering, or culture. In addition to possessing significance, a property must retain its integrity of location, design, feeling, association, setting, workmanship, and materials. Properties that no longer reflect their historic significance due to damage or alterations are not eligible for listing in the National Register. The National Register is administered by the National Park Service. Nominations are made to SOHP, reviewed by the State Historical Resources Commission (SHRC), and accepted by the Keeper of the National Register.

Owner consent is required for individual listing in the National Register of privately owned buildings. If the owner objects to having the building listed in the National Register, the building may be given a formal “determination of eligibility” if it meets the criteria. A majority of owners within a district must approve for a district to be listed.

Listing in the National Register is primarily honorary and does not in and of itself protect designated properties from demolition or inappropriate alterations. State and municipal laws and regulations may apply to properties listed in the National Register. For example, demolition or inappropriate alteration of National Register properties may be subject to the California Environmental Quality Act (CEQA). National Register properties are eligible to use certain financial incentives, including the federal rehabilitation tax credit and conservation easements.

Table 2

National Register Properties in Santa Monica

Santa Monica Looff Hippodrome (Carousel Building)	176 Santa Monica Pier
Horatio West Court	140 Hollister Avenue
Parkhurst Building	185 Pier Avenue
Charmont Apartments	330 California Avenue
Sovereign Hotel	205 Washington Avenue
Henry Weaver House	142 Adelaide Drive
Casa Del Mar	1910 Ocean Front Walk



Merry-Go-Round on Santa Monica Pier, 1966. (LAPL)

California Register of Historical Resources

The California Register is an authoritative guide in California used by State and municipal agencies, private groups, and citizens to identify, evaluate, register, and protect the state's significant historical and archeological resources.

The criteria for listing in the California Register are patterned upon National Register criteria. The California Register consists of resources that are listed automatically through other designations and those that must be nominated through an application and public hearing process.

Nominations to the California Register are first submitted to the local government for comment. The local government has 90 days to submit comments to the State Office of Historic Preservation. SOHP will notify the property owner and place the item on the next available agenda for the State Historical Resources Commission.

Listing in the California Register requires the consent of the property owner. If the property owner objects to such listing, they must do so in writing. The SHRC reviews the nomination and makes a decision. If it is determined that the property meets the criteria for listing, but the owner has objected, the property will be formally

determined eligible for listing in the California Register but not actually listed therein.

The oldest designation program in California, California Registered Historical Landmarks, now State Historical Landmarks (SHL), evolved from efforts by private organizations around the turn of the twentieth century. In 1931, the first 20 landmarks were officially named by the state; their selection reflected an emphasis on well-known places and events in California history, such as missions, early settlements, battlegrounds, and gold rush sites. A series of modifications of the program ensued, eventually resulting in specific criteria for designation and a process of review by the State Historical Resources Commission.

Currently, over 1,000 SHLs have been designated in California, although none are located in Santa Monica. SHLs from No. 770 onward are automatically listed in the California Register and, thus, enjoy regulatory protection under CEQA, as well as eligibility for State incentive programs such as the Mills Act and the State Historical Building Code. Earlier SHLs may also qualify under a procedure established by the California Register. SHLs are marked by plaques and highway directional signs.

Table 3
California Register Properties in Santa Monica

Santa Monica Looff Hippodrome (Carousel Building)	176 Santa Monica Pier
Horatio West Court	140 Hollister Avenue
Parkhurst Building	185 Pier Avenue
Charmont Apartments	330 California Avenue
Sovereign Hotel	205 Washington Avenue
Henry Weaver House	142 Adelaide Drive
Casa Del Mar	1910 Ocean Front Walk



Casa Del Mar, 1926. (LAPL)

California Points of Historical Interest

The California Point of Historical Interest Program was established in 1965 to accommodate an increased interest in recognizing local historic properties not able to meet the restrictive criteria of the State Historical Landmarks program. The criteria for the Points are the same as those that govern the Landmark program, but are directed to local (city or county) areas. California Points of Historical Interest do not have direct regulatory protection, but are eligible for official landmark plaques and highway directional signs. Applications for Points of Interest are reviewed by the Los Angeles County Historical Landmarks and Records Commission.

Santa Monica Landmarks, Structures of Merit, and Historic Districts

The Santa Monica Landmarks and Historic Districts Ordinance includes criteria and procedures for designating City of Santa Monica

Landmarks, Structures of Merit, and Historic Districts. Landmarks may include structures, natural features, or any type of improvement to a property that is found to have particular architectural or historical significance to the City.

The City's Landmarks Commission reviews applications for designation at the local level. The Landmarks Commission may also designate Structures of Merit. Structures of Merit are improvements that, due to age, architectural design, or potential for inclusion in a future historic district, contribute to Santa Monica's cultural identity but do not exhibit the outstanding qualities typically associated with a landmark structure.

Santa Monica Points of Interest are determined through resolution by the Landmarks Commission. This category of recognition is intended to supplement the City's local landmark designations, and is not used often by the Landmarks Commission. There are currently five City of Santa Monica Points of Interest. Points of Interest are not subject to regulation as are the City Landmarks and Structures of Merit.



Horatio West Court, 1919. (HRG)

Table 4
Santa Monica Landmarks

Rapp Saloon	1438 Second Street	Henry Weyse/Charles Morris House	401 Ocean Avenue
Miles Playhouse	1130 Lincoln Boulevard	Hollister Court	2402 Fourth Street and 2401 Third Street
Loeff Hippodrome (Carousel Building)	Santa Monica Pier—Foot of Colorado Avenue	Santa Monica Bay Woman's Club Building	1210 Fourth Street
Santa Monica Pier	Foot of Colorado Avenue	Vanity Fair Apartments	822 Third Street
Miramar Moreton Bay Fig Tree	Ocean Ave. at Wilshire Blvd.	Gillis House	406 Adelaide Drive
Methodist Episcopal Church	2621 Second Street	Henshey's Tegner Building & Annex (demolished)	402-420 Santa Monica Blvd.
Ocean Park Library	2601 Main Street	Mayfair Theatre a.k.a. Majestic Theatre	212-216 Santa Monica Blvd.
Parkhurst Building	185 Pier Avenue	Charmont Apartments	330 California Avenue
First Roy Jones House	2612 Main Street	Georgian Hotel	1415 Ocean Avenue
Horatio West Court	140 Hollister Avenue	Sovereign Apt/Hotel	205 Washington Avenue
Santa Monica City Hall	1685 Main Street	Merle Norman House	2523 Third Street
California Live Oak Tree (removed)	1443 Tenth Street	Shingle Style House (demolished)	1127 Sixth Street
Oregon Avenue Sidewalk sign west	Santa Monica Blvd. and Fifth Street	Second Roy Jones House	130 Adelaide Drive
Marion Davies Estate, North Guest House and Pool	321 Palisades Beach Rd located at 415 P.C.H.	Charles Warren Brown House	2504 Third Street
John W. & Anna George House	2424 Fourth Street	Shotgun House	2712 Second Street
John Byers Office	246 2 Twenty-Sixth Street	Aeroplane Bungalow	315 Tenth Street
Donald B. Parkinson House (demolished)	1605 San Vicente Blvd.	Fones Residence	555 Seventh Street
Gussie Moran House	1323 Ocean Avenue	The Palama	211 Alta Avenue
Santa Monica Airport Rotating Beacon Tower	Adjacent to 3223 Donald Loop	Victorian House	1333 Ocean Avenue
Henry Weaver House	142 Adelaide Drive	Lido Hotel	1455 Fourth Street
Moses Hostetter House	2601 Second Street	Isaac Milbank House	236 Adelaide Drive
		Santa Monica Civic Auditorium	1855 Main Street



Henry Weaver House, 1910. (HRG)

**Table 5
Santa Monica Structures of Merit**

Residence	506 Adelaide Drive
Baxter Residence	1140 Seventh Street
Spanish Colonial-Style Residence	224 18th Street

Historic districts are designated by the City Council upon recommendation of the Landmarks Commission. They may be either geographically defined areas or noncontiguous groupings of structures that represent a particular architectural or historical period, reflect geographical settlement or growth patterns, or that are associated with significant architects, historical events, or persons.

Currently, there are two designated historic districts within the City—the Third Street Neighborhood Historic District and the Bay Street Cluster. Both historic districts are located in the Ocean Park area.

**Table 6
Santa Monica Historic Districts**

Third Street Neighborhood Historic District	East: Third Street West: Second Street North: Ocean Park Blvd. South: Hill Street
Bay Street Cluster	137, 141, 145, and 147 Bay Street

**Table 7
Santa Monica Points of Historic Interest**

Los Angeles and Independence Railroad Right of Way	Railroad Right of Way
Clover Field	Santa Monica Municipal Airport
Site of Santa Monica Hotel	1500 block of Ocean Avenue
Memorial Open Air Theatre	At Santa Monica High School
Site of Marion Davies Estate, North Guest House and Pool	321-415 Palisades Beach Road
Muscle Beach	South of the Santa Monica Pier

Goals and Objectives

To preserve the historic built environment of Santa Monica for future generations requires putting commitments into action. These goals and objectives have been developed to provide direction for the future development of the City of Santa Monica's historic preservation program. By adopting these goals and objectives as part of the General Plan, Santa Monica reaffirms its commitment to historic preservation.

Six major goals have been developed based on an analysis of the preservation program in Santa Monica and its needs for the future. The goals are organized around areas of preservation policy: funding, coordination, implementation, and evaluation programs and policies; the identification and evaluation of historic resources; public awareness; protection of historic resources; incentives; and integration with community development programs.

The purpose of the Santa Monica General Plan and the Historic Preservation Element is to outline a vision of the future. The goals and objectives listed here describe that vision and explain the actions that need to be taken to achieve it.

In total, more than thirty-five objectives have been included to operationalize the six goals, reflecting

the diversity and breadth of preservation concerns in Santa Monica. These objectives define ways in which the goals can be accomplished and how preservation is connected to other important policy concerns in the City such as zoning and planning, affordable housing, protecting open space and views, sustainability.

The goals and objectives are interrelated. For example, identification and evaluation of historic resources (Goal 2) is essential to the preservation program. To effectively protect historic resources (Goal 4) requires an on-going commitment to identification and designation. Public awareness (Goal 3) affects each of the other goals. Together the six goals comprise a comprehensive program.

While Santa Monica has several components of a well-designed preservation program in place, including a strong preservation ordinance and Certified Local Government status, the City preservation program can be improved and expanded by taking the actions outlined here.

If successful, preservation will be better integrated into City procedures or interdepartmental decisions. Historic surveys will be conducted regularly and the City Historic Resources Inventory will be kept up to date. The public will

Goals and Objectives

have a good understanding of preservation, why it is important, and how the City supports it. Expert technical assistance will provide owners of historic properties with the tools to maintain these resources and allow them to take advantage of incentives for preservation. Connections between historic preservation and community development programs will be strengthened.

Based on this vision, the following goals and objectives have been adopted. The final section of this document describes implementation policies that will be used to achieve these goals.

GOAL 1: Develop and implement a comprehensive, citywide, historic preservation program.

A comprehensive historic preservation program is needed to ensure the protection of historic resources in Santa Monica. Decisions affecting historic resources are made daily throughout City government. The Planning and Community Development Department, Environmental and Public Works Management Department, Resource Management Department, Library, and the Community and Cultural Services Department are involved in historic preservation decisions and must coordinate their actions.



Santa Monica City Hall, 1938. (HRG)

In addition, the Landmarks Commission, Architectural Review Board, and Planning

Commission must coordinate their actions to work effectively together.

Training for City staff and Commissioners in historic preservation will greatly improve coordination and decision-making. Training topics could include the Secretary of the Interior's Standards for Rehabilitation, environmental review for historic resources, and tax credits and incentives.

Special attention will be required to effectively integrate historic preservation policies with environmental sustainability, rent control, and affordable housing goals.

Objectives

- 1.1: Prioritize preservation planning tasks and activities on a citywide basis at the City Council level.
- 1.2: Integrate historic preservation into the operations of City departments.
- 1.3: Review the consistency of historic preservation policies with zoning and planning regulations and the general plan and update as necessary.
- 1.4: Research and develop innovative policies for preserving historic properties.
- 1.5: Improve coordination between the Landmarks Commission, the Architectural Review Board, and the Planning Commission.
- 1.6: Review the procedures of the Landmarks Commission.
- 1.7: Evaluate the effectiveness of the City's preservation programs on a regular

basis and make policy changes and program updates as necessary.

- 1.8: Maintain Certified Local Government program status.
- 1.9: Ensure that historic preservation planning is culturally inclusive and reflective of the unique background and diversity of neighborhoods in the City.
- 1.10: Strengthen preservation partnerships with other government agencies and state and local preservation groups.
- 1.11: Promote historic preservation as sustainable development and promote sustainable reuse of historic properties.

GOAL 2: Identify and evaluate historic and cultural resources on a regular basis.

A current inventory of historic resources is essential to preservation planning. It is the foundation of any preservation effort.

Historic and cultural resource surveys provide City officials, residents, and other stakeholders with a framework for the integration of historic resources into community planning. Surveys allow the Landmarks Commission and the City Council the opportunity to make decisions about historic designations with the knowledge of how particular resources fit into the fabric of the City and how these resources are significant to the City's history. Surveys furnish property owners, developers, and the community with a good sense of what historic resources the City considers important, thereby providing predictability to the development process.

As the community grows and changes over time, some historic and cultural resources will be lost to demolition or inappropriate alteration, while others

may be recognized for the first time. Consistently updating and maintaining the inventory of the City's historic and cultural resources allows decision-makers and the public to make informed and supportable decisions about protection of such resources and the appropriate place of development.



Aerial photo of the Palisades. (LAPL)

The Santa Monica Historic Resources Inventory was implemented in three phases between 1982 and 1994. An update was conducted in 1995 to evaluate the effects of the Northridge Earthquake. A second update was completed in 1998. It evaluated changes in the Third Street Promenade area and Central Business District.

The State Office of Historic Preservation recommends that surveys be updated every five years. Survey updates are needed in several areas in Santa Monica.

Objectives

- 2.1: Update and maintain the Santa Monica Historic Resources Inventory by adopting a regular survey, inventory, and evaluation program.

Goals and Objectives

- 2.2: Review the identified property types in the current inventory and conduct additional surveys to identify types and contexts.
- 2.3: Make the City's inventory of historic and cultural resources available to the public, City staff, and decision-makers.

GOAL 3: Increase public awareness of the history of Santa Monica and historic preservation in the City.

Educating the citizens of Santa Monica is essential to the development of an effective historic preservation program. Education and outreach to the community should include both information about the history of the City and information about historic preservation policies and practices.

In each of the five public meetings held to discuss the proposed Historic Preservation Element, the topic of public awareness was discussed at length. Santa Monicans are curious about, and interested in, the history of their City and how it is reflected in the built environment.

The issues of rehabilitation and/or sensitive additions to historic single-family homes require more attention. Public information on ways to "rehab right" would be helpful to homeowners. In addition, special efforts to work with realtors and other targeted populations would not only help preserve historic homes, but would also result in better retention of historic buildings and neighborhood character and would increase property values.



Ocean Park Library, 1917. (HRG)

A continued, strong commitment to public participation in historic preservation decision-making is needed. Citizen awareness of survey efforts, Landmarks Commission meetings, and other processes will help ensure the protection of historic resources in Santa Monica.

Heritage education programs in the schools can create a sense of pride in Santa Monica and a stronger feeling of connection to the City. Plaques, public art, and exhibits that direct attention to historic resources are a powerful way to illustrate and interpret the history of the built environment.

Objectives

- 3.1: Support the continued development of the Santa Monica City Library Local History Collection and support the distribution of historic preservation informational materials through the library.
- 3.2: Promote the benefits of owning historic property.
- 3.3: Promote heritage education in local schools.

- 3.4: Increase public access to historic preservation documents.
- 3.5: Promote the City's historic and cultural resources through a variety of programs and activities related to all cultural and ethnic groups in Santa Monica.
- 3.6: Encourage public comment and participation in preservation decision making.
- 3.7: Promote continued research on Santa Monica history.
- 3.8: Encourage the installation of plaques and/or public art related to historic buildings and sites in the City.

GOAL 4: Protect historic and cultural resources from demolition and inappropriate alterations.

Federal, state, and local regulations that protect historic and cultural resources are based on identification and designation. The City of Santa Monica has adopted regulations to protect resources which enables the City to comply with state and federal law.

The rate of demolition of historic resources has generated a high level of concern in Santa Monica. Through an interim ordinance, all buildings or structures that are proposed to be demolished that are forty years or older now must be reviewed by the Landmarks Commission. This provision has allowed for greater review, but a large number of potentially historic properties continue to be demolished.

Protection of historic resources is closely connected to designation. Without a survey update that provides a comprehensive analysis of the effects of demolitions and other changes over the

past fifteen to twenty years, the effects of some of these demolitions may not be known. Urgent action is required to analyze the changes. Particular attention must be paid to the question of the status of potential historic districts previously identified by surveys in areas where demolitions have occurred.



Ocean Park Bathhouse, demolished. (HRG)

Inappropriate alterations and/or additions to historic resources raise other important concerns. Historic resources, and/or the context in which they are meaningful, may be damaged due to alteration or addition.

The purpose of this goal is to refine the procedures and mechanisms within the City of Santa Monica that protect these resources and integrate such policies into all compliance programs in the City.

Objectives

- 4.1: Discourage the demolition or inappropriate alteration of historic buildings.
- 4.2: Revise the demolition ordinance and clarify procedures related to its implementation.
- 4.3: Ensure compliance with the California Environmental Quality Act (CEQA)

Goals and Objectives

and Section 106 of the National Historic Preservation Act.

- 4.4: Seek designation for historic resources.
- 4.5: Protect historic views and landscapes.
- 4.6: Encourage salvaging of architectural elements that would otherwise be transported to landfills as a result of demolition.

GOAL 5: Promote the preservation of historic and cultural resources through incentives and technical assistance.

Incentives are an effective way to encourage the preservation of historic resources in Santa Monica. Federal tax credits, property tax abatement, and conservation easements provide such financial incentives.

Federal tax credits are designed to promote investment in historic buildings. Investors in qualified historic rehabilitation projects can receive a tax credit equal to 20 percent of rehabilitation expenditures.

The Mills Act is a California law which allows for reduced property taxes for eligible historic properties. Property owners must agree to a historic property contract with a city, county, or



Charmont Apartments, 1929. (HRG)

local government agency. Santa Monica is one of several local communities that offers Mills Act contracts.

Conservation easements allow owners of historic properties to earn a significant one-time income tax deduction through a donation to a qualifying preservation organization. An easement legally restricts the future development of a property by allowing a preservation organization to review changes to the property in perpetuity. The use of conservation easements in Santa Monica may be an important new preservation tool and deserves special attention.

Equally as important as these financial incentives are time-saving incentives for properties that meet the Secretary of the Interior's Standards and technical assistance in rehabilitation projects.

The aggressive promotion of the incentives currently available under federal, state, and local ordinances, will result in many more historic and cultural resources in Santa Monica being preserved for future generations.

Objectives

- 5.1: Train City staff to provide technical assistance to property owners concerning the maintenance, rehabilitation, and restoration of historic resources.
- 5.2: Promote and award incentives.
- 5.3: Seek private foundation grants for historic preservation activities in the City.
- 5.4: Continue to provide a streamlined approval process for historic properties that use the Secretary of the Interior's

Standards for Rehabilitation and the California State Historical Building Code.

- 5.5: Lobby for the passage of the Historic Homeowners Tax Credit Bill and other preservation-initiatives in the state and federal legislatures.
- 5.6: Allow for a City tax incentive for historic properties that use the Secretary of the Interior's Standards.

GOAL 6: Integrate historic preservation into the community and economic development strategies.

Historic preservation is a proven, effective community and economic development strategy. Unique historic structures are the signature of many communities and Santa Monica is no exception. The Santa Monica Pier, Craftsman bungalows and courtyard housing, beachfront cottages, and distinguished commercial and civic buildings make Santa Monica a unique place.

Santa Monica is a desirable place to live and work because of its high quality of life. Maintaining and preserving historic and cultural resources is an essential part of maintaining a high quality of life in Santa Monica.

In addition, historic preservation projects result in investment in the local economy. Older buildings provide excellent opportunities for new businesses and incubator space.

City policies to promote tourism, provide affordable housing, and preserve neighborhoods

are examples of policies which involve both historic preservation and economic development. Integrating historic preservation into the efforts of City departments such as Resource Management and Community and Cultural Services can increase the effectiveness of current strategies.



Miles Playhouse, c.1929. (SMPL)

Objectives

- 6.1: Use historic preservation as a basis for neighborhood improvements and community development.
- 6.2: Coordinate historic preservation and housing policies.
- 6.3: Promote historic places.
- 6.4: Incorporate historic preservation goals into City economic development plans.
- 6.5: Review the potential use and strategies for the rehabilitation of City-owned historic properties.

Santa Monica Historic Preservation Element Implementation Policies

	GOAL	OBJECTIVE	POLICIES	PRIORITY
1	<i>Develop and implement a comprehensive, citywide, historic preservation program.</i>	1.1: Prioritize preservation planning tasks and activities on a citywide basis at the City Council level.	1.1.1: Allocate sufficient staff resources to implement the historic preservation program.	1
			1.1.2: Allocate sufficient resources for staff training and technical assistance to the public.	1
			1.1.3: Commit a portion of discretionary federal funds to historic preservation.	1
		1.2: Integrate historic preservation into the operations of City departments.	1.2.1: Improve communication and coordination among City departments, boards, and commissions on preservation issues by sharing information, establishing joint decision making committees or boards when necessary, and/or developing agreements between departments, boards, and commissions.	1
			1.2.2: Provide training for Landmarks Commissioners and City staff on the Secretary of the Interior's Standards, the Santa Monica preservation ordinance, the State Historical Building Code, and other preservation matters.	1
			1.2.3: Incorporate preservation goals, objectives, and policies into workload priorities established by the City Council, the Planning and Community Development Department, and other departments.	2

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

Implementation Policies

	GOAL	OBJECTIVE	POLICIES	PRIORITY
1	Develop and implement a comprehensive, citywide, historic preservation program.	1.2: Integrate historic preservation into the operations of City departments. (Continued)	1.2.4: Create and maintain a supportive climate within the City administration for preservation.	2
			1.2.5: Develop emergency preparedness and disaster response plans for cultural resources.	2
			1.2.6: Incorporate historic preservation into neighborhood planning studies and/or stabilization plans for neighborhoods with high rates of housing demolition.	2
			1.2.7: Encourage communication between City departments regarding programs such as the Heritage Tree Program or similar cultural resources that do not fall under the purview of the Landmarks Commission.	3
		1.3: Review the consistency of historic preservation policies with zoning and planning regulations and the general plan and update as necessary.	1.3.1: Evaluate elements of the general plan for consistency with historic preservation policies as elements are updated.	2
			1.3.2: Ensure that municipal regulations are compatible with preservation.	2
			1.3.3: Conduct a study to identify conflicts between specific zoning regulations and the preservation of historic and cultural resources.	2
			1.3.4: Identify areas of the City where development pressures may result in the demolition of historic resources and evaluate possible alternatives.	2
		1.4: Research and develop innovative policies for preserving historic properties.	1.4.1: Provide training and education opportunities for City staff so that they may become familiar with new and innovative policy approaches.	3
		1.5: Improve coordination between the Landmarks Commission, the Architectural Review Board, and the Planning Commission.	1.5.1: Train Architectural Review Board and Planning Commission members in historic preservation.	2
			1.5.2: Create a procedure to allow Landmarks Commission review of existing historic resources before Architectural Review Board review of new development proposals when demolition is proposed.	1
			1.5.3: Train Architectural Review Board members to evaluate proposed alterations and/or additions to historic resources based on the Secretary of the Interior's Standards.	1

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

	GOAL	OBJECTIVE	POLICIES	PRIORITY
1	Develop and implement a comprehensive, citywide, historic preservation program.	1.6: Review the procedures of the Landmarks Commission.	1.6.1: Create a procedure to allow the Landmarks Commission to review changes in the use and/or maintenance of City-owned landmarks. 1.6.2: Create a procedure to require drafts of ordinances and City initiatives under consideration by the City Council or any other commission that are relevant to historic preservation be submitted to the Landmarks Commission for review.	3 1
		1.7: Evaluate the effectiveness of the City's preservation programs on a regular basis and make policy changes and program updates as necessary.	1.7.1: Update the preservation ordinance to reflect changes in federal, state, and local law. 1.7.2: Update the Historic Preservation Element at least every five years. 1.7.3: Review goals, objectives, and policies annually to determine if implementation measures were successful or need improvement. 1.7.4: Develop new goals, objectives, and policies as needed. 1.7.5: Establish a subcommittee or advisory board including representatives from the appropriate boards and committees to evaluate and make recommendations concerning the effectiveness of the City's preservation program, including the implementation of the Historic Preservation Element.	3 4 3 3 2
		1.8: Participate in the Certified Local Government program.	1.8.1: Maintain Certified Local Government status. 1.8.2: Take advantage of technical assistance programs available through the State Office of Historic Preservation. 1.8.3: Apply for matching grants available through the State Office of Historic Preservation for Certified Local Governments.	3 3 3
		1.9: Ensure that historic preservation planning is culturally inclusive and reflective of the unique background and diversity of neighborhoods in the City.	1.9.1: Make preservation materials available in Spanish and English. 1.9.2: Historic preservation in each of the neighborhoods of the City. 1.9.3: Conduct informational workshops on Develop and implement an outreach plan.	2 3 3

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

Implementation Policies

	GOAL	OBJECTIVE	POLICIES	PRIORITY
1	Develop and implement a comprehensive, citywide, historic preservation program.	1.10: Strengthen preservation partnerships with other government agencies and state and local preservation groups.	1.10.1: Encourage the sponsorship of preservation programs with the Los Angeles Conservancy, California Preservation Foundation, National Trust for Historic Preservation, and other such organizations.	4
			1.10.2: Highlight preservation successes with articles in neighborhood newsletters.	3
			1.10.3: Encourage the development of a Santa Monica historic preservation advocacy group.	3
		1.11: Promote historic preservation as sustainable development and promote sustainable reuse of historic properties.	1.11.1: Coordinate plans between the Planning and Community Development Department, the Environmental and Public Works Management Department, and other departments to prevent adverse impacts on historic resources that could result from sustainability policies.	2
			1.11.2: Develop a guide to sustainability for historic properties.	3
1.11.3: Identify ways in which historic preservation advances or supports sustainability goals.	2			
	1.11.4: Encourage the use of sustainable energy systems in historic buildings.	3		
	1.11.5: Encourage repair not replacement of historic materials in accordance with the Secretary of the Interior's Standards for Rehabilitation.	2		

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	GOAL	OBJECTIVE	POLICIES	PRIORITY
2	Identify and evaluate historic and cultural resources on a regular basis.	2.1: Update and maintain the Santa Monica Historic Resources Inventory by adopting a regular survey, inventory, and evaluation program.	2.1.1: Incorporate CEQA analyses and other cultural resources studies such as Section 106 reviews into the inventory.	2
			2.1.2: Photograph inventoried structures every five years.	4
			2.1.3: Establish criteria and priority areas for yearly survey work based on such factors as the length of time since the last survey, threat of development, new context not represented in the survey, need for public awareness, and substantial demolition of the type as a whole (rarity of type).	1
			2.1.4: Add a public participation component to the survey effort. This could include volunteer training, neighborhood outreach, research, and maintenance of the inventory.	2
			2.1.5: Define and establish survey and survey process terminology to be used in Santa Monica.	1
		2.2: Review the identified property types in the current inventory and conduct additional surveys to identify types and contexts.	2.2.1: Develop or update historic context statements and periods of significance in order to establish the context for evaluating the City's historic resources.	1
			2.2.2: Survey resources by building type, geographic area, decades of development, or cultural associations.	1
			2.2.3: Survey streetscapes that establish a context for historic buildings, structures, objects, sites, and districts.	1
		2.3: Make the City's inventory of historic and cultural resources available to the public, City staff, and decision-makers.	2.3.1: Map the inventory.	2
			2.3.2: Publish the inventory and inventory map on the City website.	3
			2.3.3: Publish contextual, neighborhood, or architectural materials related to the survey.	3
			2.3.4: Disseminate the results of each year's survey effort to City departments and the public.	3

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

Implementation Policies

	GOAL	OBJECTIVE	POLICIES	PRIORITY
3	<i>Increase public awareness of the history of Santa Monica and historic preservation in the City.</i>	3.1: Support the continued development of the Santa Monica City Library Local History Collection and support the distribution of historic preservation informational materials through the library.	3.1.1: Solicit information about the history of the City from the community.	3
			3.1.2: Distribute information about the history of the City and historic preservation through the library.	1
			3.1.3: Increase public awareness of ways to access Santa Monica historic records such as maps, artifacts, newspapers, periodicals, City directories, photographs, oral histories, websites, and books.	1
		3.2: Promote the benefits of owning historic property.	3.2.1: Conduct a workshop for homeowners describing the benefits of owning historic property and the incentives available for rehabilitation.	2
			3.2.2: Conduct a workshop for realtors describing the benefits of owning historic property and the incentives available for rehabilitation.	2
		3.3: Promote heritage education in local schools	3.3.1: Develop age-appropriate materials that describe the importance of Santa Monica history and historic preservation including activity books, walking tours, and slide presentations.	2
			3.3.2: Arrange for preservationists to visit classrooms	2
		3.4: Increase public access to historic preservation documents.	3.4.1: Add the historic inventory list to the City of Santa Monica website.	2
			3.4.2: Notify real estate firms of listings of historic or potentially historic landmarks.	2
			3.4.3: Add information about preservation to the City of Santa Monica website including: definitions of key terms, instructions on filing an application for landmark designation, an explanation of how to get assistance with rehabilitation of a historic property, and an explanation of the Landmarks Commission, the City list of landmarks, policies and ordinances, minutes of Landmarks Commission proceedings, survey work, the history of the City, links to the Santa Monica Public Library Image Archives, and related information about historic preservation.	3

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

	GOAL	OBJECTIVE	POLICIES	PRIORITY
3	<i>Increase public awareness of the history of Santa Monica and historic preservation in the City.</i>	3.5: Promote the City's historic and cultural resources through a variety of programs and activities related to all cultural and ethnic groups in Santa Monica.	3.5.1: Celebrate National Preservation Week.	3
			3.5.2: Participate in City cultural events by setting up a booth or table.	3
			3.5.3: Use cable TV for preservation-related announcements and programming.	3
			3.5.4: Establish a program of walking tours.	3
		3.6: Encourage public comment and participation in preservation decision making.	3.6.1: Encourage participation in surveys, nominations, and landmark hearings.	2
			3.6.2: Inform the public of opportunities for participation through mailings, flyers, etc.	2
			3.6.3: Support the establishment of a citizens committee of neighborhood preservation leaders interested in coordinating their efforts with the City.	3
		3.7: Promote continued research on Santa Monica history.	3.7.1: Coordinate efforts to research the City's history with the Santa Monica Historical Society.	3
			3.7.2: Encourage the publication of a book on the architectural, social, and cultural history of Santa Monica.	4
		3.8: Encourage the installation of plaques and/or public art related to historic buildings and sites in the City.	3.8.1: Evaluate the current plaque program.	3
			3.8.2: Implement a program to increase the number of signs or markers at historic places in the City.	3
			3.8.3: Investigate the possibility of coordinating historic preservation and public art programming.	3

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

	GOAL	OBJECTIVE	POLICIES	PRIORITY
4	<i>Protect historic and cultural resources from demolition and inappropriate alterations.</i>	4.1: Discourage the demolition or inappropriate alteration of historic buildings.	4.1.1: Ensure the protection of historic resources through the continued enforcement of existing codes.	1
			4.1.2: Conduct workshops for planning, building, and zoning officials to determine which existing codes relate to historic resources and if they are being adequately enforced.	2
			4.1.3: Allow for appropriate additions to and adaptive reuse of historic resources.	2
			4.1.4: Use the Secretary of Interior's Standards to develop design guidelines for the rehabilitation of, addition to, or adaptive reuse of historic resources.	2
		4.2: Revise the demolition ordinance and clarify procedures related to its implementation.	4.2.1: Modify the existing demolition ordinance to clarify procedures.	2
			4.2.2: Adopt rules or procedures for evaluating demolition permit applications by the Commission.	2
			4.2.3: Dedicate staff time and resources to researching properties and submitting evidence to the Landmarks Commission when reviewing applications for demolition permits until the survey can be updated.	1
		4.3: Ensure compliance with the California Environmental Quality Act (CEQA) and Section 106 of the National Historic Preservation Act.	4.3.1: Provide annual training to all staff who perform CEQA and/or Section 106 review involving historic resources.	2
			4.3.2: Keep apprised of changes in CEQA regulations and guidelines as well as court cases involving historic resources.	3
			4.3.3: Establish a definition of historic resources consistent with CEQA.	2
			4.3.4: Review all new development for potential impacts on historic resources as required by the California Environmental Quality Act (CEQA).	1
			4.3.5: Review all alterations to historic properties as required by the California Environmental Quality Act (CEQA) and the Secretary of the Interior's Standards for Rehabilitation.	1
4.3.6: Develop a mechanism to coordinate Section 106, CEQA, and other review procedures for historic and cultural resources.	2			

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

	GOAL	OBJECTIVE	POLICIES	PRIORITY
4	<i>Protect historic and cultural resources from demolition and inappropriate alterations.</i>	4.4: Seek designation for historic resources.	4.4.1: Seek designation for properties eligible for listing in the National Register of Historic Places and/or the California Register of Historic Resources.	2
			4.4.2: Seek designation for properties eligible for listing as Santa Monica Landmarks, Points of Interest, Structures of Merit, or Historic Districts.	2
			4.4.3: Develop a program to designate potential local landmarks identified in the inventory.	3
		4.5: Protect historic views and landscapes.	4.5.1: Maintain and protect streetscapes that establish a context for historic buildings, structures, objects, sites, and districts.	2
			4.5.2: Encourage urban design plans for parks, sidewalks, and other public areas to include historic considerations, protect historic views and landscapes, encourage public access, and promote awareness of the history of the City.	3
		4.6: Encourage salvaging of architectural elements that would otherwise be transported to landfills as a result of demolition.		4

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	GOAL	OBJECTIVE	POLICIES	PRIORITY
5	Promote the preservation of historic and cultural resources through incentives and technical assistance.	5.1: Train City staff to provide technical assistance to property owners concerning the maintenance, rehabilitation, and restoration of historic resources.	5.1.1: Train City staff to provide technical assistance to property owners concerning designation procedures.	1
			5.1.2: Train City staff to provide technical assistance to property owners concerning the Secretary of Interior's Standards for Rehabilitation.	1
			5.1.3: Train City staff to provide technical assistance to property owners concerning Landmarks Commission review.	1
			5.1.4: Train City staff to provide technical assistance to property owners concerning differences in permitting and review processes involving historic buildings.	1
			5.1.5: Train City staff to provide technical assistance to property owners concerning the Mills Act.	1
			5.1.6: Train City staff to provide technical assistance to property owners concerning incentives available under the preservation ordinance including use of the State Historical Building Code, architectural review exemption, fee waivers, and parking and zoning incentives.	1
		5.2: Promote and award incentives.	5.2.1: Encourage property owners to take advantage of incentives by promoting technical assistance services available from City staff.	2
			5.2.2: Create promotional materials such as a brochure that summarize technical assistance services available from City staff and incentives available for rehabilitation.	2
			5.2.3: Encourage the participation of local homeowners in Mills Act related preservation incentives.	2
			5.2.4: Encourage the participation of property owners in the federal Rehabilitation Investment Tax Credit program.	2
			5.2.5: Consider commissioning a study to evaluate the effect of conservation easements on residential real estate in Santa Monica and, if supported by the study, encourage the use of conservation easements.	2

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

	GOAL	OBJECTIVE	POLICIES	PRIORITY
5	Promote the preservation of historic and cultural resources through incentives and technical assistance.	5.3: Seek private foundation grants for historic preservation activities in the City.	5.3.1: Form a task force to study possible grant sources.	3
			5.3.2: Develop a list of properties that may be eligible for grants under the Certified Local Government program, National Trust for Historic Preservation programs, or National Park Service programs Send City staff to grantsmanship training classes.	3
		5.4: Continue to provide a streamlined approval process for historic properties that use the Secretary of the Interior's Standards for Rehabilitation and the California State Historical Building Code.	5.4.1: Assist property owners with application processes	3
			5.4.2: Develop a list of properties that may be eligible for grants under the Certified Local Government program, National Trust for Historic Preservation programs, or National Park Service programs	3
			5.4.3: Use the categorical exemption from environmental review allowed under CEQA for historic properties that use the Secretary of the Interior's Standards for Rehabilitation and the California State Historical Building Code as provided for under State CEQA guidelines where appropriate.	1
			5.4.4: Continue to provide a streamlined approval process for historic properties that use the Secretary of the Interior's Standards for Rehabilitation and the California State Historical Building Code and incorporate it into any future changes in the permitting and review process.	1
5.5: Lobby for the passage of the Historic Homeowners Tax Credit Bill and other preservation-initiatives in the state and federal legislatures.				
5.6: Allow for a City tax incentive for historic properties that use the Secretary of the Interior's Standards.				

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	GOAL	OBJECTIVE	POLICIES	PRIORITY
6	<i>Integrate historic preservation into the community and economic development strategies.</i>	6.1: Use historic preservation as a basis for neighborhood improvements and community development.	6.1.1: Use Community Development Block Grants to fund rehabilitation of historic resources.	2
			6.1.2: Use HUD grants for historic preservation and give additional points to HUD projects which involve rehabilitation when evaluating applications.	2
			6.1.3: Explore the use of TEA-21 transportation grants for historic preservation.	2
			6.1.4: Encourage reuse of historic structures for community services.	3
			6.1.5: Explore the possibility of linking historic preservation efforts to neighborhood-based and youth development activities.	2
			6.1.6: Explore the use of bond measures to fund historic preservation.	3
			6.1.7: Create a revolving fund for assistance to homeowners in rehabilitation of historic structures.	4
		6.2: Coordinate historic preservation and housing policies.	6.2.1: Encourage the reuse of historic structures for affordable housing.	2
			6.2.2: Encourage use of the Low Income Housing Tax Credit program in conjunction with the Rehabilitation Investment Tax Credit in the production of affordable housing.	2
			6.2.3: Form a joint historic multi-family housing task force to explore issues related to rent control, affordable housing, and historic preservation.	2
		6.3: Promote historic places.	6.3.1: Develop a heritage tourism component of the Convention and Visitors Bureau.	2
			6.3.2: Coordinate the promotion of historic Santa Monica with the Convention and Visitors Bureau and jointly develop heritage tourism products with Convention and Visitors Bureau funding.	2
			6.3.3: Publish heritage tourism materials.	3
6.3.4: Highlight preservation success stories in print materials and on the website.	3			

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

	GOAL	OBJECTIVE	POLICIES	PRIORITY
6	<i>Integrate historic preservation into the community and economic development strategies.</i>	6.4: Incorporate historic preservation goals into City economic development plans.	6.4.1: Promote historic preservation as an economic investment with significant multiplier effects.	2
			6.4.2: Coordinate plans between the Planning and Community Development Department, the Redevelopment Agency, the Economic Development Division, and other departments.	1
			6.4.3: Use "Main Street" principles developed by the National Trust for Historic Preservation to guide the development of historic commercial areas.	2
			6.4.4: Identify community commercial centers that serve historic residential areas for potential use of Main Street principles. [Potential areas include 3rd Street Promenade, Main Street in Ocean Park, Montana Avenue, areas of Pico Boulevard, areas of Ocean Park Boulevard.]	2
		6.5: Review the potential use and strategies for the rehabilitation of City-owned historic properties.	6.5.1: Identify City-owned properties that are historic.	2
			6.5.2: Evaluate the potential of these properties as catalysts for neighborhood economic development.	3
			6.5.3: Evaluate the potential of these properties for tourism-related economic development.	3

KEY: 1 = Immediate priority, 2 = Short term priority, 3 = Medium term priority, 4 = Long term priority

For More Information

Historic photographs of Santa Monica are available on the Internet under the “Image Archives” section of the Santa Monica Public Library website at:

<http://www.smpl.org>

The City of Los Angeles Public Library Photograph Collection also includes historic photographs of Santa Monica. It is accessible via the Internet at:

<http://www.lapl.org>

Information about the early history of Ocean Park is available via the Internet at local historian Jeffrey Stanton’s Venice History Website at:

<http://naid.spsr.ucla.edu/venice/>

The Santa Monica Library Local History Collection contains historic photographs and slides, books, videocassettes, and complete microfilm and an index to the Santa Monica Outlook newspaper. The Library also has a file of city directories dating from 1895 to 1961 and Sanborn fire insurance maps from 1887 to 1909.

The Santa Monica Historical Society Museum has a resource library and exhibition galleries that contain historic documents, photographs, negatives, glass plate images, maps, directories, sheet music, paintings, sculptures, textiles, artifacts and editions of the Santa Monica Outlook Newspaper from 1875 to 1998. Information about the museum is available via the Internet at:

<http://www.santamonicahistory.org>

Several Books on the history of the Santa Monica Bay region are available at the Santa Monica Public Library including:

- *Ingersoll’s Century History, Santa Monica Bay Cities* by Luther Ingersoll (1908)
- *History of the Santa Monica Bay Region* by Charles Warren
- *Santa Monica Blue Book* by Charles Warren (1941, 1944, and 1948; edited in 1953 by Carl White)
- *Santa Monica: A Calendar of Events That Made a City* by W.W. Robinson (1935)

More Information

- *The Outlook's Story of Santa Monica* by Kate Cowick (1932)
- *The Bay Area Pageant 1542-1957* by John Daniell
- *Building a City: Life in Santa Monica from 1872* by Elva Ward (1962)

Also available at the Santa Monica Public Library are illustrated histories including:

- *Santa Monica: Portrait of a City, Yesterday and Today* by Les Storrs
- *Santa Monica, Jewel of the Sunset Bay* by Marvin Wolf and Katherine Mader
- *The Santa Monica Pier: A History from 1875 to 1990* by Jeffrey Stanton
- *Santa Monica Bay: Paradise by the Sea* by Fred Basten
- *Palisades Park Panorama, An Illustrated Guide to the Legendary Trees of Santa Monica Bay* by Fred Basten
- *Main Street to Malibu* by Fred Basten
- *Santa Monica Bay: The First 100 Years* by Fred Basten

Other resources related to historic preservation include:

- *The Impact of Historic Preservation on Land Use Planning in Ocean Park, Santa Monica, California* by Karen M. Wenzel
- *How to Research Buildings in Santa Monica* by Leslie Heumann and Paul Gleye
- *Santa Monica's Art Deco Architecture: A Tour* by the Art Deco Society of Los Angeles
- *Looking at Santa Monica* by James W. Lunsford
- *Santa Monica Landmarks* by Amanda Schacter
- *The Santa Monica Historic Resources Inventory* (7 volumes and index)
- *The History of the Third Street Neighborhood Historic District*
- *Third Street Neighborhood Historic District Brochure*

Information about the National Register of Historic Places is available via the Internet at:

<http://www.cr.nps.gov/nr/>

Information about the California Office of Historic Preservation is available via the Internet at:

<http://ohp.cal-parks.ca.gov/>

Designated National, State, and Local Historic Resources Located in the City of Santa Monica

NAME	ADDRESS	NHL	NR	CR	SM
Santa Monica Looff Hippodrome (Carousel) Building	Santa Monica Pier	X	X	X	X
Rapp Saloon	1438 Second Street				X
Miles Playhouse	1130 Lincoln Boulevard				X
Santa Monica Pier **	Foot of Colorado Avenue				X
Miramar Moreton Bay Fig Tree	Ocean Ave. at Wilshire Blvd.				X
Methodist Episcopal Church	2621 Second Street				X
Ocean Park Library	2601 Main Street				X
Parkhurst Building	185 Pier Avenue		X	X	X
First Roy Jones House	2612 Main Street				X
Horatio West Court	140 Hollister Avenue		X	X	X
Santa Monica City Hall	1685 Main Street				X
California Live Oak Tree (removed)	1443 Tenth Street				X
Oregon Avenue sidewalk sign west	Santa Monica Blvd. and Fifth Street				X
Marion Davies Estate, North Guest House & Pool	321 Palisades Beach Rd (located at 415 PCH)				X
John W. & Anna George	House, 2424 Fourth Street				X
John Byers' Office	246 Twenty-Sixth Street				X
Donald B. Parkinson House (demolished)	1605 San Vicente Blvd.				X
Gussie Moran House	1323 Ocean Avenue				X
Santa Monica Airport Rotating Beacon Tower	Adjacent to 3223 Donald Loop				X
Henry Weaver House	142 Adelaide Drive		X	X	X
Moses Hostetter House	2601 Second Street				X
Henry Weyse/Charles Morris House	401 Ocean Avenue				X
Hollister Court	2402 Fourth Street and 2401 Third Street				X
Santa Monica Bay Woman's Club Building	1210 Fourth Street				X
Vanity Fair Apartments	822 Third Street				X
Gillis House	406 Adelaide Drive				X
Henshey's Tegner Building & Annex (demolished)	402-420 Santa Monica Blvd.				X
Mayfair Theatre (a.k.a. Majestic Theatre)	212-216 Santa Monica Blvd.				X
Charmont Apartments	330 California Avenue		X	X	X
Georgian Hotel	1415 Ocean Avenue				X
Sovereign Apt/Hotel	205 Washington Avenue		X	X	X
Merle Norman House	2523 Third Street				X
Shingle Style House (demolished)	1127 Sixth Street				X
Second Roy Jones House	130 Adelaide Drive				X
Charles Warren Brown House	2504 Third Street				X

Designated Resources

NAME	ADDRESS	NHL	NR	CR	SM
Shotgun House	2712 Second Street				X
Aeroplane Bungalow	315 Tenth Street				X
Fones Residence	555 Seventh Street				X
The Palama	211 Alta Avenue				X
Third Street Neighborhood Historic District **	Second, Third, Hill, and Beach Streets/Ocean Park Blvd.				X
Casa Del Mar Residence **	1910 Ocean Front Walk		X	X	
Baxter Residence **	506 Adelaide Drive				X
Bay Street Cluster**	1140 Seventh Street				X
Victorian House	137, 141, 145, and 147 Bay Street				X
Spanish Colonial-Style Residence**	1333 Ocean Avenue				X
Lido Hotel	224 18th Street				X
Isaac Milbank House	1455 Fourth Street				X
Santa Monica Civic Auditorium	236 Adelaide Drive				X
	1855 Main Street				X

Key

NHL = The property is listed as a National Historic Landmark.

NR = The property is listed on the National Register of Historic Places

CR = The property is listed on the California Register of Historical Resources

SM = The property is listed as a Santa Monica Landmark or Historic District

** Note

- The Santa Monica Pier and the Looff Hippodrome Carousel Building are listed separately to reflect their different designations.
- The Third Street Neighborhood Historic District includes 38 buildings constructed between 1875 and 1930.
- The residence at 506 Adelaide, the Baxter Residence, and the residence at 224 18th Street are designated as Structures of Merit.
- The Bay Street Cluster is a designated City of Santa Monica Historic District.

Graphic Sources

Postcards and photographs courtesy of:

Historic Resources Group (HRG)

Los Angeles Public Library (LAPL), Security Pacific Collection

Santa Monica Public Library (SMPL)

Santa Monica Historic Resources Inventory

- Phase I 1982-1983
- Phase II 1985-1986
- Phase III 1990-1993
- Post Earthquake Update 1995
- CBD/Promenade Update 1998
- North of Montana Area Update 2001-2002

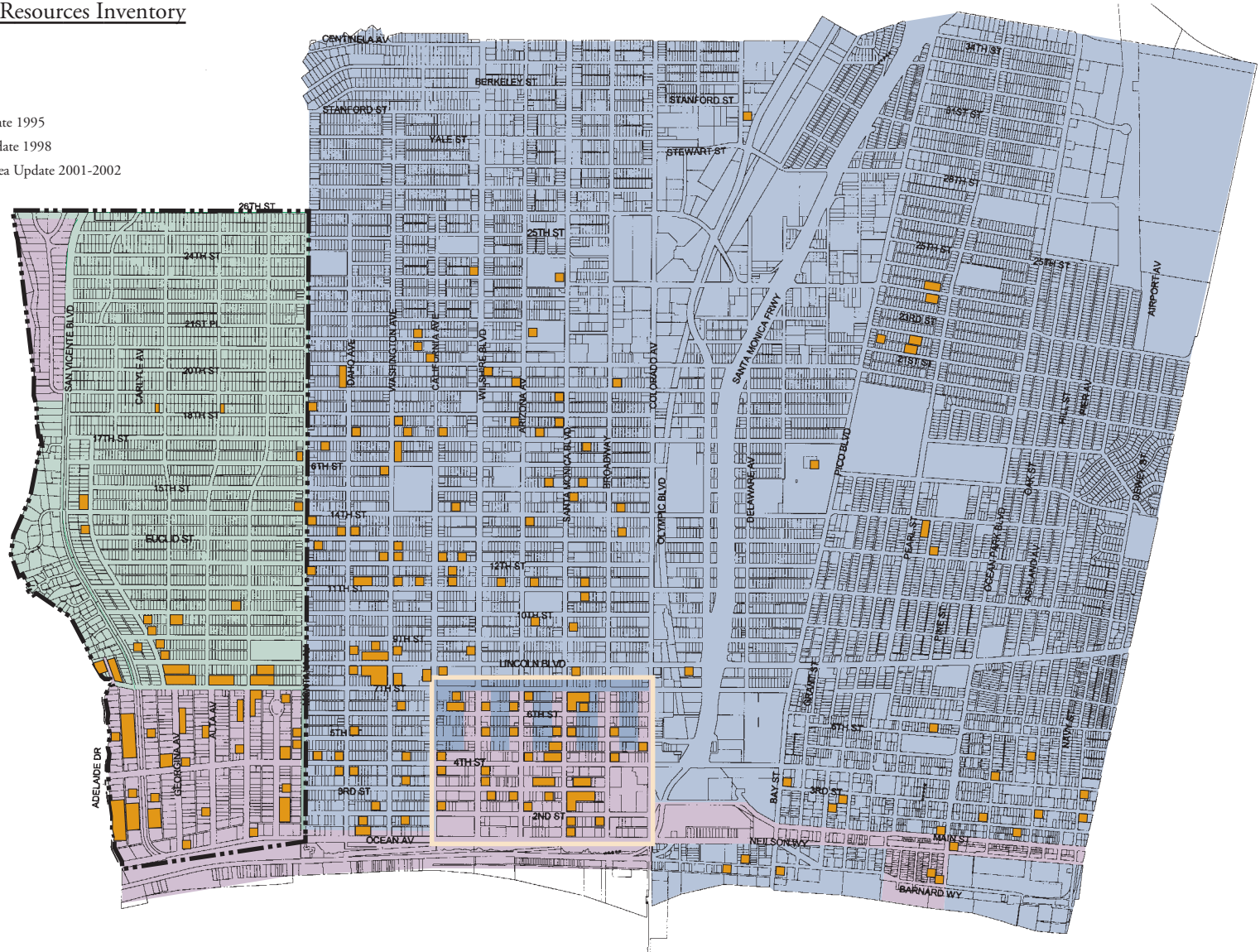


Figure 1
Santa Monica Historic Resources Inventory

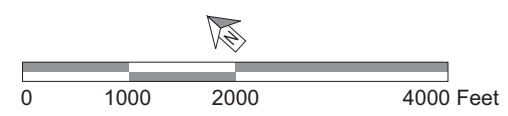
Source: PCR Services Corporation, 2002

Designated Landmarks, Historic Districts, and Structures of Merit

- Historic Landmarks
- Landmark
- Structure of Merit
- Historic District



ID	Address
1	1438 2nd St
2	1130 Lincoln Blvd
3	Santa Monica Pier
4	Santa Monica Pier
5	Ocean Avenue & Wilshire Blvd.
6	2621 2nd St
7	2601 Main St
8	185 Pier Ave
9	2612 Main St
10	140 Hollister Ave
11	1685 Main St
12	1443 10th St (dead and removed)
13	Santa Monica Blvd. & 5th St
14	321 Palisades Beach Rd
15	2424 4th St
16	246 26th St
17	1605 San Vicente Blvd (demolished)
18	1323 Ocean Ave
19	Adj. to 3223 Donald Douglas Loop
20	142 Adelaide Dr
21	2601 2nd St
22	401 Ocean Ave
23	2402 4th St & 2401 3rd St
24	1210 4th St
25	822 3rd St
26	406 Adelaide Dr
27	402-420 Santa Monica Blvd (demolition ordered 8/94)
28	212-216 Santa Monica Blvd
29	330 California Ave
30	1415 Ocean Ave
31	205 Washington Ave
32	2523 3rd St
33	130 Adelaide Dr
34	2504 3rd St
35	S.M. Airport (temporary)
36	315 10th St
37	555 7th St
38	211 Alta Ave
39	1333 Ocean Ave
40	1455 4th St
41	236 Adelaide Drive
42	1855 Main St
SM1	2450 25th St
SM2	506 Adelaide Dr



Source: City of Santa Monica, 2003

Figure 2
Designated Landmarks, Historic Districts,
and Structures of Merit

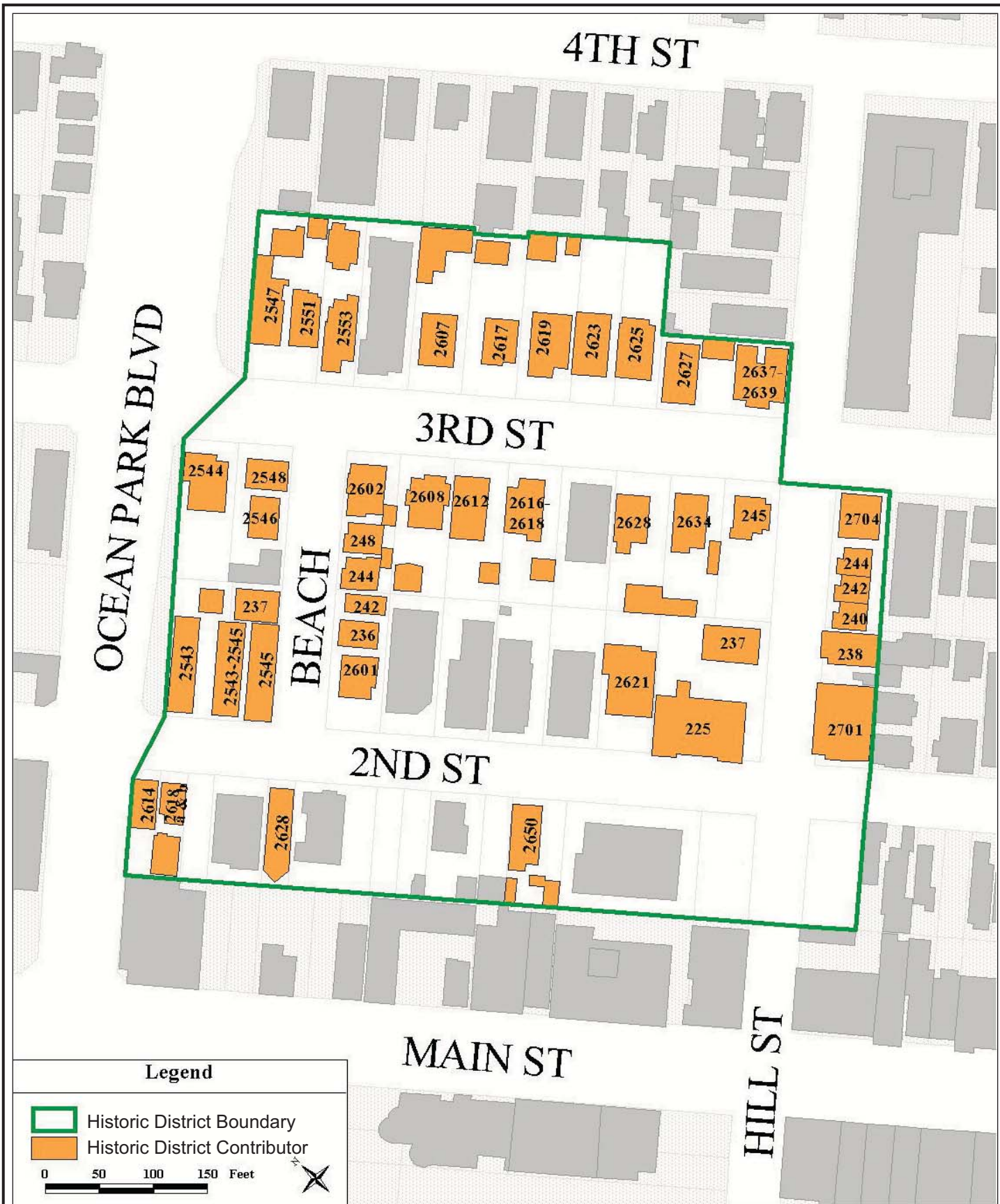


Figure 3
Third Street Neighborhood
Historic District

Source: City of Santa Monica, 2002

