

**Multi-Family Residence**  
**1401 Palisades Beach Road**  
**Santa Monica, California**  
City Landmark Assessment Report

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Prepared for:  
City of Santa Monica  
Planning Division

Prepared by:  
PCR Services Corporation  
Santa Monica, California

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**Multi-Family Residence**  
1401 Palisades Beach Road  
City of Santa Monica  
APN: 4293-007-019  
City Landmark Assessment and Evaluation

## **BACKGROUND INFORMATION**

### Description of site or structure, note any major alterations and dates of alterations

The subject property is situated on the west side of Palisades Beach Road (Pacific Coast Highway) on Lots 12 and 13 of the Sunset Beach Tract in the City of Santa Monica. The subject property fronts west and is located along The Promenade (Ocean Front Walk) and the Pacific Ocean.

This property has been previously identified and evaluated in the City's Historic Resources Inventory (Phase 1 & 2) as a contributor to a potential district called the "Sunset Beach Tract District." At that time, the subject property was given a National Register status code rating of 5D (now referred to as the California Historical Resource Status Code with an equivalent code of 5D2). The potential district included approximately 22 mostly multi-family beach houses along the beach side of Pacific Coast Highway, from approximately Arizona Avenue to just north of the Santa Monica Pier. Since the property was evaluated in 1986, a large number of contributing properties to the district have been replaced with new infill construction or have been substantially modified with a resulting loss of overall physical and historical integrity.

The subject property consists of two, two-story buildings: a main beach-facing dwelling and a rear (east) street-facing residence. The first improvement, which is the main residence that faces onto "The Promenade" (also referred to as "Ocean Front Walk") and the beach, was built in 1909, according to tax assessor records. The second improvement, which abuts Palisades Beach Road (Pacific Coast Highway), is noted with a construction date of 1912. City directories and historic photographs of the Sunset Beach Tract (See Appendix) suggest that the main structure, an apartment building, was approximately the sixth building erected along The Promenade when it was built in 1909. Of wood frame construction, the main beach-facing residence is capped with a front facing gable with shallow eaves with exposed rafters. The dwelling is clad with wood shingles on the upper portion of the building and shiplap siding along the building's lower portion. Fenestration on secondary south, east, and north elevations consists primarily of wood frame, multipane-over-one, double-hung sash with simple wood surrounds. Punctuating the gable faces are a small window on the west elevation and an attic vent on the east elevation. A second story, full-length porch enclosed by a continuous band of wood-frame casement windows and a shed roof fronts the west (primary) elevation of the building. Below it, wood frame fixed and sash windows with transoms atop a brick masonry balustrade enclose much of the once open first floor porch

area. A recessed entry space centered between the enclosed first floor porches leads to ground floor apartments and a narrow staircase. Located on the south side of the main building is a wood framed glazed windscreen that shelters a brick patio area partially covered by a wooden trellis. The rear (east) elevation of the main building features an exterior wooden staircase with “X” patterned railing. Below the staircase is a projecting first floor addition.

The street-facing dwelling is situated perpendicular to the main building on the east end of the parcel and shares some of the main building’s architectural features. Capped by a side gabled roof with shallow eaves and exposed rafter tails, the street-facing residence features wood shiplap siding on its east and west elevations and wood shingle cladding on its north and south elevations. Like the main building, fenestration on the west and east elevations consists primarily of wood frame, multipane-over-one, double hung sash with simple surrounds. The double-hung windows punctuating the building’s north and south elevations are vinyl. A narrow recessed entry area leads from the sidewalk into the center portion of the building. A side gate located on the south end of the dwelling fronts a brick path leading to a central courtyard between the two buildings. Additional apartment entrances to both dwellings are accessed from the courtyard. A small masonry chimney rises from the north end of the street-facing building’s ridgeline. A shiplap wood fence topped by an “X” patterned railing separates the entire property from “The Promenade” and the beach.

There are few building permits for this property on file with the City. The earliest permit on file is dated November 1944, which was requested by then-owner Ralph A. McDonald for the conversion and repair of the property. This permit lists the use of the existing building as an apartment with eight units. A note at the bottom of the permit states that the work would include the rebuilding of the stairs, the addition of plumbing, and the repair of dry rot damage to the interior. It is unclear, however, which of the two properties this work is for since it is not specified on the permit. An additional permit on record for the property notes the construction of a fence over six feet high along the southern property line in 1950. This permit lists the existing buildings on site as one residence and one apartment building with Zara B. McDonald noted as property owner. A third permit requested by then-owner Ralph McDonald was for the repair of the east wall of the street-facing building that was apparently damaged from an automobile running into it. According to the permit, which was dated November 1986, the repair work was estimated at \$800.

### Statement of Architectural Significance

The property at 1401 Palisades Beach Road is a good example of a pair of relatively modest beachside residences that, while primarily vernacular in design, reflect elements of the Shingle style that was associated with seaside resorts of the northeastern states in the years between 1880 and the early 1910s. The Shingle style began and reached its

highest expression in fashionable summer destinations such as Newport, Cape Cod, eastern Long Island, and coastal Maine. From this fashionable base, well publicized in contemporary architectural magazines, the style spread throughout the country, and scattered examples can be found today in all regions, including Southern California. In Santa Monica, the Shingle style never gained the wide popularity of its contemporaries such as the massed plan vernacular cottage that appeared throughout the City's seaside neighborhoods around the turn of the twentieth century and, after 1905, the Craftsman style. As a result, Shingle style houses are relatively uncommon in the City.

In "A Field Guide to American Houses," authors Virginia and Lee McAlester describe the Shingle style's identifying features:

Wall cladding and roofing of continuous wood shingles (shingled walls may occur on second story only; original wooden roofing now replaced by composition shingles on most examples); shingled walls without interruption at corners (no corner boards); asymmetrical façade with irregular, steeply pitched roof line; roofs usually have intersecting cross gables and multi-level eaves; commonly with extensive porches (may be small or absent in urban examples).

The authors also list the Shingle style's variants and details:

Unlike most of the 19<sup>th</sup>-century styles that preceded it, the Shingle style does not emphasize decorative detailing at doors, windows, cornices, porches or on wall surfaces. Instead it aims for the effect of a complex shape enclosed within a smooth surface (the shingled exterior) which unifies the irregular outline of the house. Most variants and details are designed to enhance either the irregularity of the shape or the uniformity of its surface. Decorative detailing, when present, is used sparingly.

Features that characterize this building type and style include wood shingle siding on exterior elevations (sometimes on second stories only); lack of corner boards (shingled elevations meet at corners without interruption); gable roof; lack of decorative detailing at doors, windows, cornices, porches, or on the surface of exterior elevations; porch supports that are either slender, unadorned wooden posts or massive piers of stone or shingle cladding; multipane-over-one, double-hung sash windows; simple window surrounds; and wide porches.

While the subject property's vernacular features include rectangular footprints, gabled roofs, and wood sash fenestration, its other exterior architectural elements appear to have been influenced by the Shingle style. Specifically, the subject property's wood shingle siding that originally covered the majority of both buildings' exterior surfaces, wood-framed multipane-over-one, double-hung sash fenestration, simple wood surrounds, lack of corner boards, and absence of applied ornamentation and wide porches on first and

second stories of the ocean-facing dwelling are all characteristics of the style as applied to modest dwellings. That the subject property lacks an irregular floor plan, turrets, tall chimneys, and asymmetrical forms does not diminish the influence that the Shingle style had on the two beach dwellings.

As with many architectural styles, it is the prominent high style examples that are typically depicted as the idiom's iconic representations. Less commonly illustrated are the modest, vernacular interpretations of the style that also appeared at the time. Just as the modest massed plan vernacular cottage incorporated architectural features common to large Queen Anne style houses of the period (hipped roofs, shallow eaves, clapboard siding, wood-framed elongated double-hung sash windows, partial-width front entry porches) and the Colonial Revival style (Doric porch posts, unadorned cornices, modest entablatures), so, too, did the subject property borrow from stately examples of the east coast Shingle style. In sum, it is not surprising that elements of the Shingle style would have appeared on a pair of Santa Monica beach dwellings constructed during the time period when the style was associated with the wealthy seaside residences that had been erected along America's northeastern coasts.

As relates to the development of the Sunset Beach tract, historic photograph dated circa 1914 depicts both dwellings as they appeared shortly after construction (See Appendix). At that time period, the Sunset Beach tract consisted primarily of modest beach cottages. In contrast, the subject property's pair of two-story buildings appear to be the largest and most prominent dwellings in the tract. Remarkably, when comparing the architectural details of the subject property as depicted in the historic photograph with current conditions, much remains unchanged. Specifically, the fenestration of both dwellings, including the multipane-over-one sash windows and their arrangement on visible elevations, appears to be original. Additionally, the early photograph depicts the porch and balcony combination on the west side of the beach-facing residence, although their enclosure was a later modification. City directories as early as 1912 confirm that the beach-facing residence operated as an apartment building and was not constructed as a single-family dwelling. Records for the street-facing dwelling are less clear in this regard, suggesting that the building may have been built as a single-family residence that was later converted for multi-family use.<sup>1</sup>

As noted, the shiplap siding on the street-facing building's east and west elevations is not original. It also appears that the wood shingle cladding on the street-facing building's north and south elevations has been replaced with in-kind materials in recent years. Notably, the in-kind shingle cladding of both the first and second stories is consistent with the 1914 photograph that depicts shingle cladding on both stories at that time (See Appendix). Of the pairs of chimneys that once crowned both dwellings, only one

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<sup>1</sup> The earliest entry in city directories for the 1401\_ address appears in 1947. Prior to that time the street-facing building was not separately identified in city directories.

chimney, located near the north end of the street-facing residence, is extant. Other alterations visible from the public right-of-way include the wood fence surrounding the property, windscreen and trellis, and brick patio.

Scattered examples of vernacular beach houses exhibiting Shingle style elements still exist in a few areas of Santa Monica, particularly in Ocean Park. However, many of these types of late nineteenth and early twentieth century residences have been lost due to development pressures and major alterations. As such, the subject property consists of good examples of modest vernacular multi-family seaside residences exhibiting Shingle style influences that display a moderate to high level of physical integrity from the first decades of the twentieth century.

### Statement of Historical Importance

**Santa Monica.** In 1875, the original townsite of Santa Monica was surveyed, including all the land extending from Colorado Street on the south to Montana on the north, and from 26<sup>th</sup> Street on the east to the Pacific Ocean on the west. Between 1893 and the 1920s, the community operated as a tourist attraction, visited mostly by wealthy patrons. Those areas just outside of the incorporated city limits were semi-rural in setting and were populated with scattered residences. After the advent of the automobile in the 1920s, Santa Monica experienced a significant building boom, with homes being constructed in the tracts north of Montana and east of Seventh Street for year-round residents.

**Sunset Beach Tract.**<sup>2</sup> The Sunset Beach Tract, also known as Ocean Front Walk or The Promenade, stretches along the beach from just north of the Santa Monica Pier to approximately Arizona Avenue. On May 18, 1900, the *Los Angeles Times* reprinted an article from the *Santa Monica Outlook* announcing plans for the leasing of lots for cottage construction along 1087 feet of beach frontage in the new Sunset Beach Tract. Developers Robert C. Gillis and Eli P. Clark subdivided the tract into 44 lots. A 16 foot plank boardwalk lit by arc lights was to be installed along the beach side of the tract and a new paved road constructed on the tract's east side between the development and the Southern Pacific right of way. Although lot sizes were to have been 25 feet by 130 feet, the actual depth of parcels never exceeded 100 feet. "Reasonable restrictions" were to be placed on tenants, the article continued, "requiring the cottages to cost a certain amount, a general style of architecture and equal distance from the plank walk and height from the ground."

It would be almost another decade before the Sunset Beach Tract was substantially

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<sup>2</sup> Excerpted from "Santa Monica Historical Resources Inventory, 1985-1986 Final Report" by Leslie Heumann prepared for the City of Santa Monica.

improved, however, with most parcels developed between 1909 and 1932. Despite the intentions of the initial developers, constructed buildings exhibited a variety of styles including turn-of-the-century vernacular, Craftsman, and Streamline Moderne designs. Additionally, heights varied from one to three stories and lots were combined to allow clusters of small single-room vacation cottages and apartments.

The Sunset Beach Tract is modest in its scale in comparison to the so-called “Gold Coast” which stretches along the beach north from Arizona Avenue to the city limits. Developed in the 1920s and 1930s, the “Gold Coast’s” elegant beach homes designed in a variety of popular revival styles were quite different from the small, vernacular dwellings of Sunset Beach. The Sunset Beach Tract is more representative of the idiosyncratic nature of a typical beach community. Given the unit density of the parcels, particularly on the north two-thirds of the tract, it appears that the dwellings were probably built as short-term rentals. In later decades, yearlong residency became the norm. The Sunset Beach Tract was strategically situated directly north of the North Beach Bath House and Plunge so as to take full advantage of the area’s recreational amenities.

Prior to the Second World War, the majority of properties erected in the Sunset Beach Tract were for vacationing transients who came to enjoy Santa Monica’s many seaside attractions. The subject property was erected for just this purpose, housing tourists for many decades until economic, social, and population trends evolved in the area such that short-term accommodations became longer-term apartments for professionals, artists, and blue-collar workers, especially after 1950.

When surveyed as part of the City’s Historic Resources Inventory (1983, revised 1986), most of the buildings within the Sunset Beach Tract appearing on the 1918 Sanborn map still existed. According to these inventory reports, photographs from the 1940s depicted the tract much as it was in the mid-1980s. Since that time, however, increasing development pressures and the desire for higher density has led to the replacement of most of the modest apartments and cottages with large, multi-family buildings. Due to these new structures, along with inappropriate alterations to many of the remaining dwellings, the feeling of an informal beach community that once lined The Promenade has been lost.

The subject property’s two dwellings, and the modest Craftsman style cottage located at 1419 Palisades Beach Road erected in 1911, represent the best remaining examples of the small cluster of early residences, single-and multi-family, that were constructed along the south end of the Sunset Beach Tract between 1901 and 1912. Despite the enclosure of the porch and balcony of the beach-facing dwelling, installation of vinyl sash windows on the east dwelling’s north and south elevations, and replacement of wood shingle cladding with shiplap siding on both residences, the subject property continues to strongly reflect

its association with the early development history of the Sunset Beach Tract. Both of the subject property's buildings remain representative examples of modest apartments designed for a transient beach community.

#### Person(s) of Historical Importance

Sunset Beach Tract co-owners Robert C. Gillis and Eli P. Clark were prominent businessmen and influential developers in the City of Santa Monica. Clark, along with Moses H. Sherman (founder of the town Sherman, later changed to West Hollywood), built the first electric railway line into Santa Monica. Gillis was the primary partner in the Santa Monica Land and Water Company that was a major developer of expansive new tracts in the City, particularly along the ocean. He was elected a City Trustee in 1896 and was at one time the owner of the *Santa Monica Evening Outlook* newspaper. Following the subdivision of the Sunset Beach Tract, Gillis' Santa Monica Land and Water Company subdivided the adjacent "Gold Coast" tract to the north.

City records do not indicate the name of the original architect or owner initially associated with the subject property. However, according to the 1912 Santa Monica City Directory, Conrad Bartels was listed as the proprietor of apartments located at 1401 Sunset Beach (the earliest street name associated with the tract). (See City Directory Research). Because of the year of occupancy, it appears likely that Bartels was the initial property owner. The 1913-14 directory identifies the subject property as the Elk Horn Apartments, Conrad Bartels proprietor, at 1401 Ocean Front Promenade (the second street name associated with the tract). Additionally, a historic photo postcard dated 1914 that was reprinted in Ernest Marquez' book "Santa Monica Beach, a Collector's Pictorial History" depicts the subject property's two buildings with a handwritten message noting "...I am keeping buissy {sic} as I have plenty to tend to although I have two ladies to tend to my houses. The other side is {sic} two of my houses from the rear" (See Appendix). Author Marquez translates the signature as "Conrad Bartolo," although city directories consistently identify the name as "Conrad Bartels" of the subject property. The 1914 postcard, therefore, appears to confirm not only the identity of Conrad Bartels as subject property owner, but provides an early view of the subject property and other buildings located along the south end of the Sunset Beach tract. Also of note, in addition to being the Elkhorn Apartments' proprietor, the 1918 city directory lists Conrad Bartels as the proprietor of the Sunny Courts Apartments situated towards the north end of the Sandy Beach tract at 1309 The Promenade (since demolished).

Bartels continued to be associated with the subject property as proprietor until 1920. The following year, the 1921-22 directory lists Mrs. Anna E. Zahn as the proprietor of the Elkhorn Apartments. For almost 65 years, from 1921 until 1986, it was the subject property's rear building that housed Anna Zahn, her daughter Zara, and their respective husbands. From 1925 until his death in 1939, Henry Gelzen was the subject property's proprietor of record. The 1940 directory indicates that Mrs. Anna Gelezen (note different



spelling) widow of Henry, had taken over as the apartment manager. Four years later, in 1944, a building permit for apartment building repairs was issued to owner R.A. McDonald. The 1947 directory lists Ralph A. and Zera McDonald (note misspelling of Zara) as the managers of the Elkhorn apartments, indicating that Ralph and Zara had married and were now the property's owner/managers. The 1952-53 directory identifies the subject property as the "Sandy Bay House," a name still associated with the beach-facing dwelling as indicated by the twin life preservers with the "Sandy Bay House" name printed on each one that are attached to the west elevation.

## **Tom Zahn**

Famed surfer and lifeguard Thomas (Tom or Tommy) Zahn was the son of longtime subject property owner and resident apartment manager Zara Zahn McDonald. Tom Zahn's extraordinary life that was devoted to the sea has been documented in *Los Angeles Times* articles, city directories, building permits, and a detailed biographical titled "Tommy Zahn: For the Pure Joy of it All." Tom Zahn was born in 1924 in Santa Monica to Zara Zahn, who, as noted, would later become the proprietor of the subject property. Following World War II, Tom Zahn became known both for his outstanding surfing ability and for his skill as a paddleboard racer, winning three famous consecutive victories (1956-1958) in the Catalina Island to Manhattan Beach paddleboard race as reported in the *Los Angeles Times*.<sup>3</sup> The biographical booklet of Tom Zahn includes a photograph dated 1956 of a young Zahn standing with his surfboard in the brick courtyard of the subject property.

Along with his success as a surfer and paddleboarder, Zahn was employed off and on as a lifeguard in Newport Beach, Los Angeles County, and Honolulu, Hawaii. While in Hawaii, Zahn became the two-time winner of the Surf Life Saving Association of Hawaii Rough Water Swimming Championships. For seven years (1967 to 1973), Tom Zahn was a lifeguard training officer in Santa Monica. Starting in 1974, Zahn started work as the skipper of the Los Angeles County rescue boat known as "Baywatch-Santa Monica," a job that he held for the remainder of his career as a lifeguard, retiring in 1987 due to the effects of a hip injury. Four years later, in 1991, Tom Zahn died of cancer at the age of 67.

Among Tom Zahn's many achievements was the Los Angeles County Medal of Valor presented to him in 1984 when Zahn was officially credited with rescuing 1,634 swimmers, responding to 1,216 boat distress calls, and performing 20 resuscitations (near drownings) in the previous ten years. The 40+ year time span of Tom Zahn's fame as a surfer, paddleboarder, and lifeguard corresponds with the postwar fame that Southern California's seaside communities, such as Santa Monica, achieved as the playground for the youth culture as represented in movies and television. As such, Tom Zahn became

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<sup>3</sup> *Los Angeles Times*, "Zahn Repeats Race Victory," August 18, 1958, p.C7.

the physical embodiment of Southern California's beach culture. As relates to Zahn's period of residency at the street-facing residence of his mother Zara, new evidence provided to the City suggests that Zahn lived in numerous dwellings throughout his life and, as a result, the subject property was not the location most closely associated with his aquatic and life-saving triumphs.

Regarding the other occupants who at one time resided at 1401 Palisades Beach Road, our current research did not identify any tenants who appeared to be historically significant whose specific contributions to history can be identified or directly connected to this property. Although the city directory information was somewhat sparse in terms of identifying occupants and their professions, the history of the tract suggests that the subject property's tenants would have been seasonal transients in the years prior to World War II. After the war, city directories indicate that an increasing number of tenants were becoming local residents including a physician, inspector (Douglas Aircraft), Los Angeles policeman, dancer, physical therapist (Kabat-Kaiser Institute), nurse, and retirees.

Although the building's original architect was not identified, the DPR record completed in 1986 lists E. Bearcroft or Mr. Spencer as builders. The 1912 city directory lists Edwin Bearcroft as a local carpenter, although he does not appear in later directories. There was no listing found for a Mr. Spencer that would indicate association with the building trades.

#### Statement of other significance

No evidence was discovered in the current research process to indicate other significance. Further, the property does not appear to meet criteria for high aesthetic or artistic value as it is defined in *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*.

#### Is the structure representative of a style in the City that is no longer prevalent?

As a building type, modest beach dwellings were once much more common in the older sections of the city such as Ocean Park, the Sunset Beach area, and in and around the original townsite of Santa Monica. However, increasing development pressures and the desire for higher density have resulted in the loss of many turn-of-the-century cottages and multi-family dwellings through inappropriate alterations or total replacement with larger buildings. This particular pair of buildings located at 1401 Palisades Beach Road retains their original sense of scale, massing, fenestration, location, and most materials. In addition, the subject property's two multi-family seaside residences, while vernacular in massing and plan, exhibit Shingle style influences that are no longer prevalent in the City's seaside neighborhoods.

## Does the structure contribute to a potential historic district?

The subject property was previously identified and evaluated in the City's Historic Resources Inventory (Phase 1 & 2) as a contributor to a potential district called the "Sunset Beach Tract District." The original DPR 523 inventory form prepared for this potential historic district noted that the district included approximately 22 relatively unaltered, mostly multi-family dwellings along the beach side of Pacific Coast Highway (Palisades Beach Road) from just north of the Santa Monica Pier to approximately Arizona Avenue. The City's recently combined (merged) historic resources inventory lists 24 contributors to this potential district. Nonetheless, the district was initially comprised of a vast majority of intact properties. However, since 1986 a substantial number of contributing properties to the district have been demolished and replaced with new construction or have been substantially altered. In a recent reconnaissance-level survey completed of the district only 2 properties were identified as "fully contributing" to the district (the subject property and the cottage located at 1419 Palisades Beach road). Another nine properties were assessed as "altered contributors" because of moderate modifications made to them over the years.<sup>4</sup> Further, an additional 23 properties were noted as "non-contributors" to the potential district because they were of new construction or had undergone severe alterations compromising their overall integrity greatly. Given the considerable loss of integrity to the properties previously identified as contributors to the district, a potential Sunset Beach Tract Historic District no longer appears to exist. For further information regarding the physical condition of the Sunset Beach Tract District and the findings and conclusions of the survey please refer to the table included in the Miscellaneous Attachments section of this report.

## **CONCLUSION**

In summary, based on current research and the above assessment, the property located at 1401 Palisades Beach Road appears to meet some of the City of Santa Monica's Landmark Criteria. The property was evaluated according to statutory criteria as follows:

### Landmark Criteria:

9.36.100(a)(1) It exemplifies, symbolizes, or manifests elements of the cultural, social, economic, political or architectural history of the City.

The subject property (consisting of both dwellings) is a good example of a pair of modest multi-family beach residences erected during the first dozen years of the twentieth century that are primarily vernacular in design but that also exhibit elements of the Shingle style of architecture. The buildings at 1401 Palisades Beach Road retain a moderate to high degree of architectural and historical integrity in their design,

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<sup>4</sup> The property located at 1317 Palisades Beach Road includes two dwellings; one is an altered contributor and the other is a non-contributor. As a result, the property is counted under both categories.

workmanship, and materials, including the retention of form, mass, scale, wood shingle cladding, fenestration, and porch configuration associated with beach dwellings influenced by the Shingle style. As a result, the property exemplifies the built history surrounding resort community residential development in Santa Monica during this time period. Additionally, the subject property's historical integrity in terms of location and association with the Sunset Beach Tract relate the feeling of vacation apartment living, particularly along the beach north of the Santa Monica Pier during the 1910s. Therefore, the subject property appears to satisfy this criterion.

9.36.100(a)(2) It has aesthetic or artistic interest or value, or other noteworthy interest or value.

The subject property does not possess sufficient aesthetic or artistic value necessary for designation under this criterion.

9.36.100(a)(3) It is identified with historic personages or with important events in local, state or national history.

Although prominent Santa Monica developers Eli P. Clark and Robert C. Gillis were initially associated with the Sunset Beach Tract, they were not specifically associated with the subject property. Similarly, while the subject property (particularly the rear building) was the longtime home of Zara Zahn McDonald, mother of legendary surfer, paddleboard champion, and lifeguard Tom Zahn, evidence suggests that the subject property was not the location most closely associated with Tom Zahn's lifetime of achievements. Additionally, current research did not reveal any information on the property's other tenants to indicate historical significance or notability. Therefore, the subject property does not appear to satisfy this criterion.

9.36.100(a)(4) It embodies distinguishing architectural characteristics valuable to a study of a period, style, method of construction, or the use of indigenous materials or craftsmanship, or is a unique or rare example of an architectural design, detail or historical type valuable to such a study.

The property appears to satisfy this criterion. The subject property is a good example of a pair of modest multi-family seaside dwellings of primarily vernacular design that also exhibit Shingle style influences. These influences include the wood shingle cladding, lack of corner boards, wood frame multipane-over-one sash fenestration, simple wood surrounds, absence of applied ornamentation, porch configuration, and other characteristic elements of the Shingle style in their overall design. Despite the enclosure of the main building's ocean-facing porches, the shiplap siding that covers portions of both buildings' elevations, and the replacement of wood windows with vinyl fenestration on the rear building's north and south elevations, the property retains a considerable level of architectural integrity to adequately reflect its historical context. Although the two dwellings were larger in size than many of the early beach houses that were once typical of the Sunset Beach Tract, they remain highly representative of the materials, workmanship, location, and setting of dwellings that once existed along The Promenade

in the early decades of the twentieth century in Santa Monica.

9.36.100(a)(5) It is a significant or a representative example of the work or product of a notable builder, designer or architect.

Because original building permits were not located during the current survey process, the initial architect of the subject property, if any, could not be identified. However, the DPR form prepared in 1986 identifies the builder as E. Bearcroft or Mr. Spencer. While no information regarding a Mr. Spencer was uncovered, Edwin Bearcroft, a local carpenter, was not found to be a notable member of his profession. Therefore, the property does not appear to meet this criterion.

9.36.100(a)(6) It has a unique location, a singular physical characteristic, or is an established and familiar visual feature of a neighborhood, community or the City.

The property is located along the west side of Pacific Coast Highway in the Sunset Beach area of the City just north of the Santa Monica Pier. This strip of oceanfront property with its beach residences along The Promenade is in a unique and highly visible location within the City. The subject property is among the few remaining mostly original beach dwellings in the Sunset Beach Tract due to the intrusion of numerous multi-story residences over the years. By virtue of the fact that this pair of buildings has been in the tract since their construction in 1909 and 1912, the property has become an established feature of the area and may satisfy this criterion.

## CITY DIRECTORY RESEARCH

### 1401 Palisades Beach Road

#### Entry

1912	Bartels, Conrad apartments, 1401 Sunset Beach
1913-14	Elk Horn Apartments Bartels, Conrad, proprietor, 1401 Ocean Front Promenade (address name changed from Sunset Beach) Lathridge, M.
1915-16	Elkhorn Apartments, 1401 Ocean Front Promenade Bartels, Conrad, proprietor
1917	Elkhorn Apartments, 1401 Ocean Front Promenade Bartels, Conrad, proprietor Holt, George A. (Mary J.), photo player
1918	Elkhorn Apartments, 1401 Ocean Front Promenade Bartels, Conrad, proprietor 1309 and 1401 Ocean Front Promenade (Note: 1309 Ocean Front Promenade was listed as the Sunny Courts Apartments) Holt, George A. (Mary J.), photo player Zahn, Hannah E. Mrs. Zahn, Sarah B.
1919-20	Elkhorn Apartments, 1401 The Promenade (address name changed from Ocean Front Promenade) Holt, George A. (Mary J.) Jennings, William Williams, Elizabeth Mrs. Zahn, Hannah E. Mrs.
1921-22	1401 The Promenade Smith, Otis Zahn, Anna E. Mrs., proprietor, Elkhorn Apartments
1923-24	No listing
1925	Elkhorn Apartments, 1401 The Promenade Gelzen, Henry (Annie), proprietor, Elkhorn Apartments
1927	Elkhorn Apartments, 1401 The Promenade Gelzen, Henry (Annie), proprietor, Elkhorn Apartments
1928	Elkhorn Apartments, 1401 The Promenade Gelzen, Henry (Annie), proprietor, Elkhorn Apartments Stanford, Margaret Mrs.
1930-31	Elkhorn Apartments, 1401 The Promenade Gelzen, Henry (Annie), proprietor, Elkhorn Apartments Stanford, Margaret Mrs.
1933	Elkhorn Apartments, 1401 The Promenade Gelzen, Henry (Annie), proprietor, Elkhorn Apartments
1936	Elkhorn Apartments, 1401 The Promenade Gelzen, Henry (Annie), proprietor, Elkhorn Apartments

1938	Elkhorn Apartments, 1401 The Promenade Brewster, Alvin (Roberta) Collins, Robert Dunsmore, Mary B. Mrs Gelzen, Henry (Annie), proprietor, Elkhorn Apartments Reisner, Charles B. (Ellen)
1940	Elkhorn Apartments, 1401 Ocean Front (address name changed from The Promenade) Gelzen, Anna Mrs (widow Henry), manager, Elkhorn Apartments
1947-48	Elkhorn Apartments, 1401 Ocean Front Hull, Robert P. (Barbara J.), physician 1401_: McDonald, Ralph A. (Zera), manager, Elkhorn Apartments
1952-53	1401: Sandy Bay House 1401a: Bernstein, Bob, inspector, Douglas 1401b: Wrinkle, George, police (Los Angeles) 1401c: Nichols, Maurice (Pauline) 1401d: Green, Ray 1401e: Siegel, Richard A. 1401f: Richmond, Frank, employee, Douglas 1401g: Leonard, Larry (Pamela), dancer 1401h: Biazioni, Rita, physical therapist, Kabat-Kaiser Institute 1401 ½: McDonald, Ralph A. (Zara B.), manager, Sandy Bay House
1954	1401: Sandy Bay House 1401 ½: McDonald, Ralph A., manager
1958-59	1401: Sandy Bay House 1401f: Conners, William F. 1401g: Kennedy, George 1401 ½: McDonald, Ralph A., manager
1960-61	1401: Sandy Bay House Apartments Bicker, Alline, nurse, St. John's Hospital

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[www.surfresearch.com.au/1956\\_Olympics.htm](http://www.surfresearch.com.au/1956_Olympics.htm)

## PHOTOGRAPHS



*Palisades Beach Road, looking northwest. Subject property is second from left.*



*Subject property, east elevations, looking west.*



*The Promenade, looking northeast. Subject property on right.*



*Beach-facing dwelling, primary (west) elevation, looking east.*



*Beach-facing dwelling, secondary (north) elevation, looking east.*



*Beach-facing dwelling, secondary (south) elevation and windscreen, looking east.*



*Beach-facing dwelling, rear (east) elevation, looking northwest.*



*Beach-facing dwelling, window detail, looking east.*



*Beach-facing dwelling, entrance area, looking east.*



*Street-facing dwelling, primary (east) elevation, looking southwest.*



*Street-facing dwelling, secondary (north) elevation, looking southwest.*



*Street-facing dwelling, secondary (south) elevation, looking northwest.*



*Street-facing dwelling, rear (west) elevation, looking northeast.*



*Street-facing dwelling, south entry gate, looking west.*



**MISCELLENOUS ATTACHMENTS**

**Additional Photographs**

**Current Tax Assessor Map**

**Sanborn Fire Insurance Map (1918)**

**Sanborn Fire Insurance Map (1918-1950)**

**District Table**

**PHOTOGRAPH**

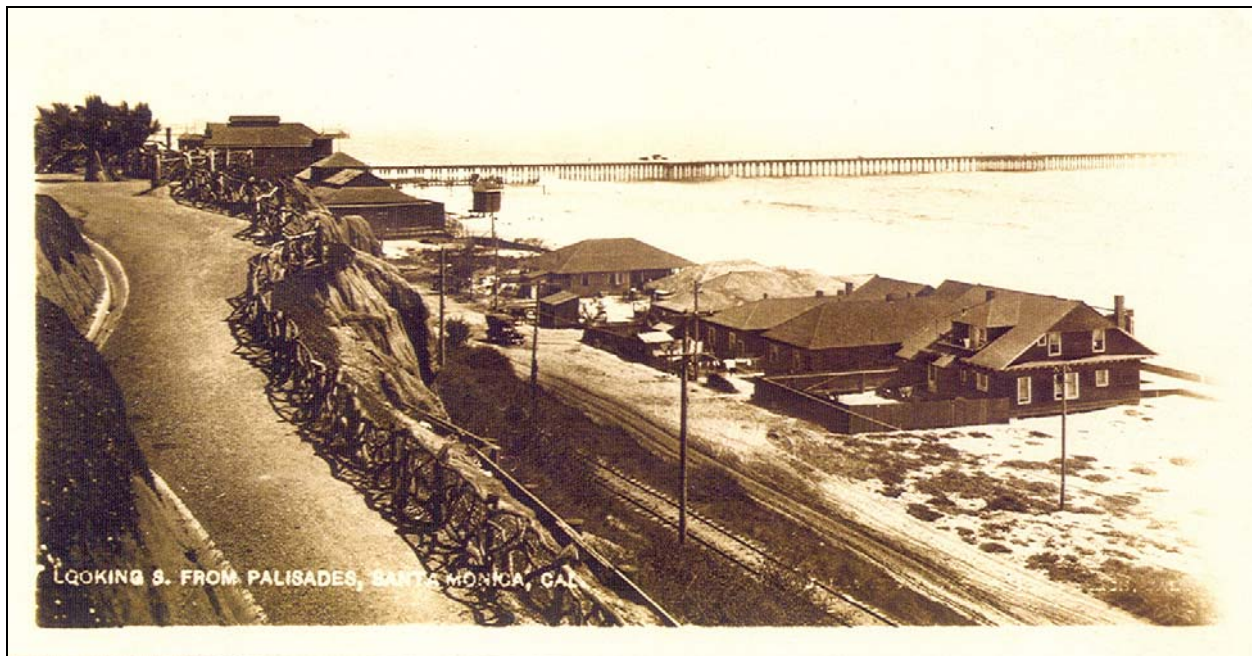
**Sunset Beach Tract, 1901**



*Source: "Santa Monica Beach: A Collector's Pictorial History," by Ernest Marquez, 2004.*

**PHOTOGRAPH**

**Sunset Beach Tract, 1910**



*Source: "Santa Monica Beach: A Collector's Pictorial History," by Ernest Marquez, 2004.*

## PHOTOGRAPH

### Sunset Beach Tract, 1914. Subject Property in Center of Photograph



#### HOMES AT SUNSET BEACH, 1914

A closer view of the homes built on Sunset Beach, this real-photo postcard (sent to a Miss Josephine Schweitzer in Stockton, California) carries a handwritten message on the back that reads:

Dear Friend, your N.J. card received. Hope you and all the folks are well. I ges {sic} you had plenty of rain for a fine crop this year and plenty work. I am keeping myself buissy {sic} as I have plenty to tend to although I have two ladies to tend to my houses. I find enough for myself to keep buissy {sics}. The other side is {sic} 2 of my houses from the rear. My regards to all the folks. Respectively {sic} yours, Conrad Bartolo.

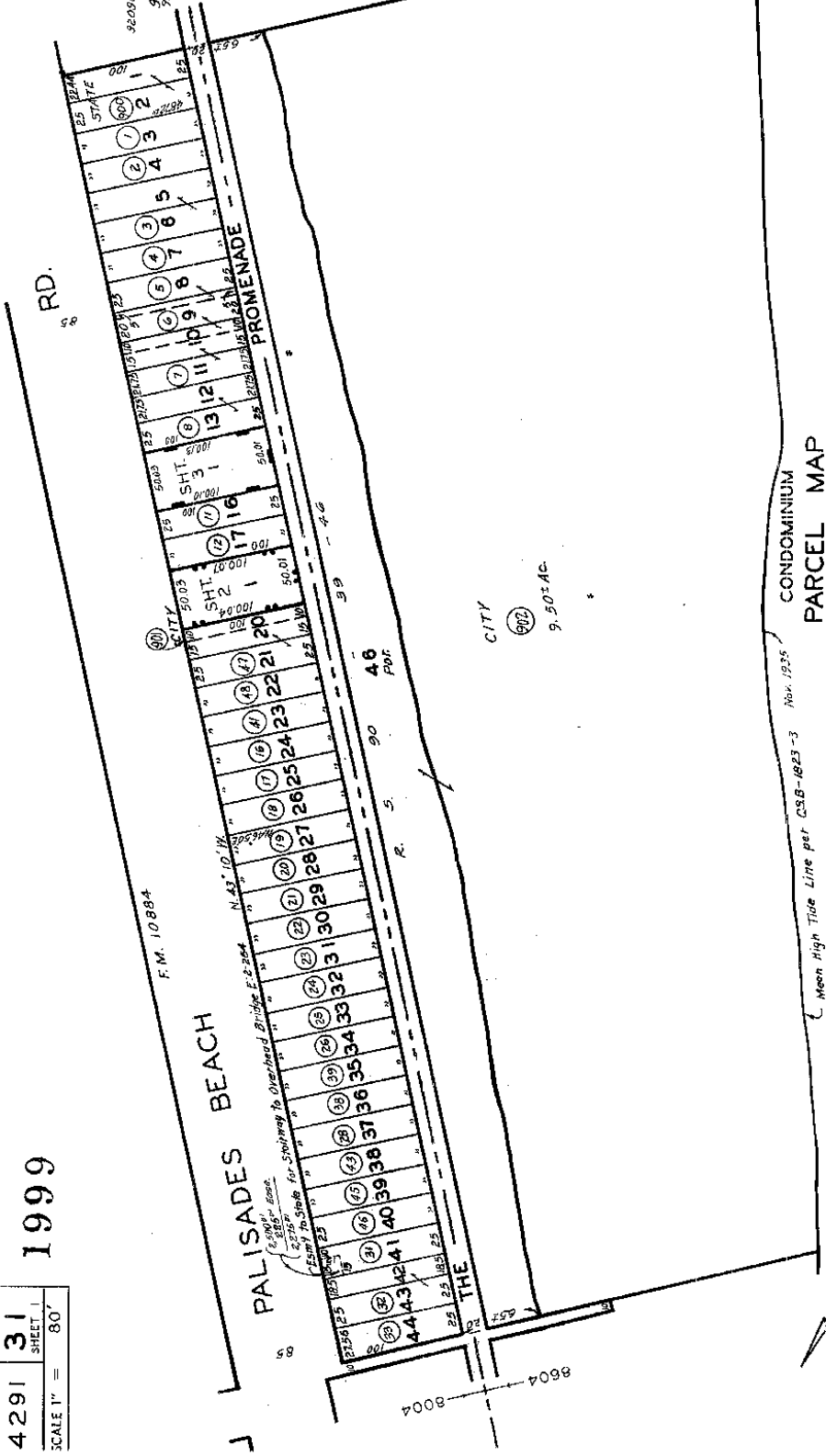
Source: *“Santa Monica Beach: A Collector’s Pictorial History,”* by Ernest Marquez, 2004.

[View Enlarged Map](#) [View Printing Instructions](#)

County of Los Angeles: Rick Auerbach, Assessor

4291 | 31 | SHEET 1  
 SCALE 1" = 80'

REVISED  
 7/12/12  
 800919404  
 8/11/10 206  
 830723392-84  
 860123802-86  
 8711106228-86  
 8903140403001-87  
 9205020713001-87  
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CONDOMINIUM  
 PARCEL MAP  
 P.M. 273-71-72

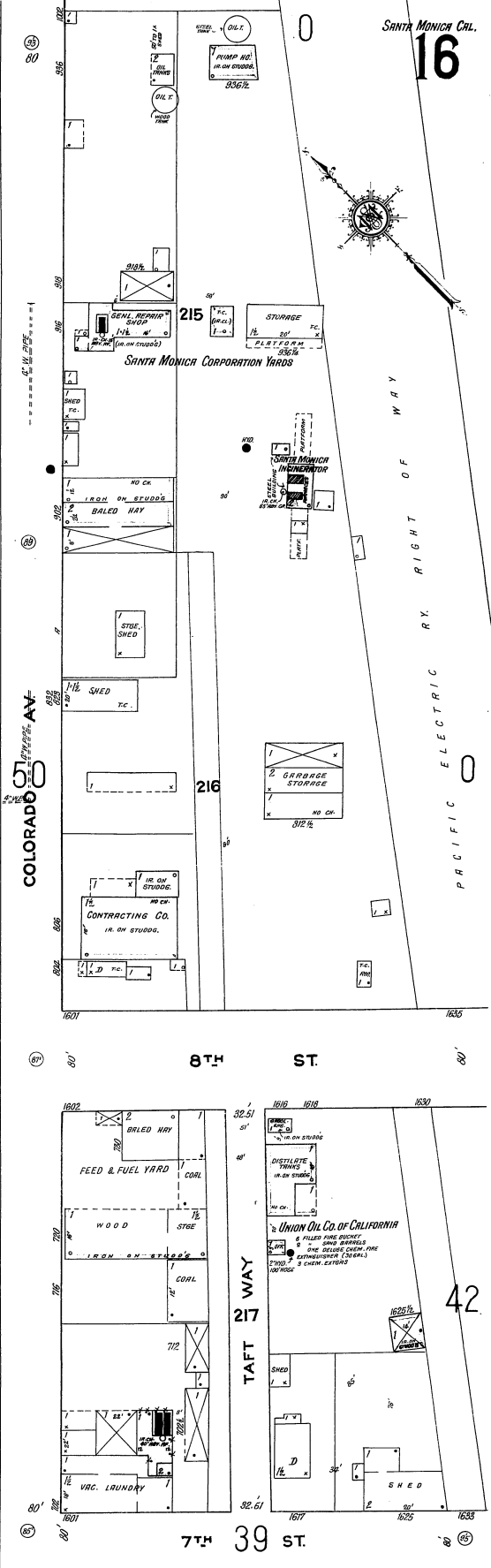
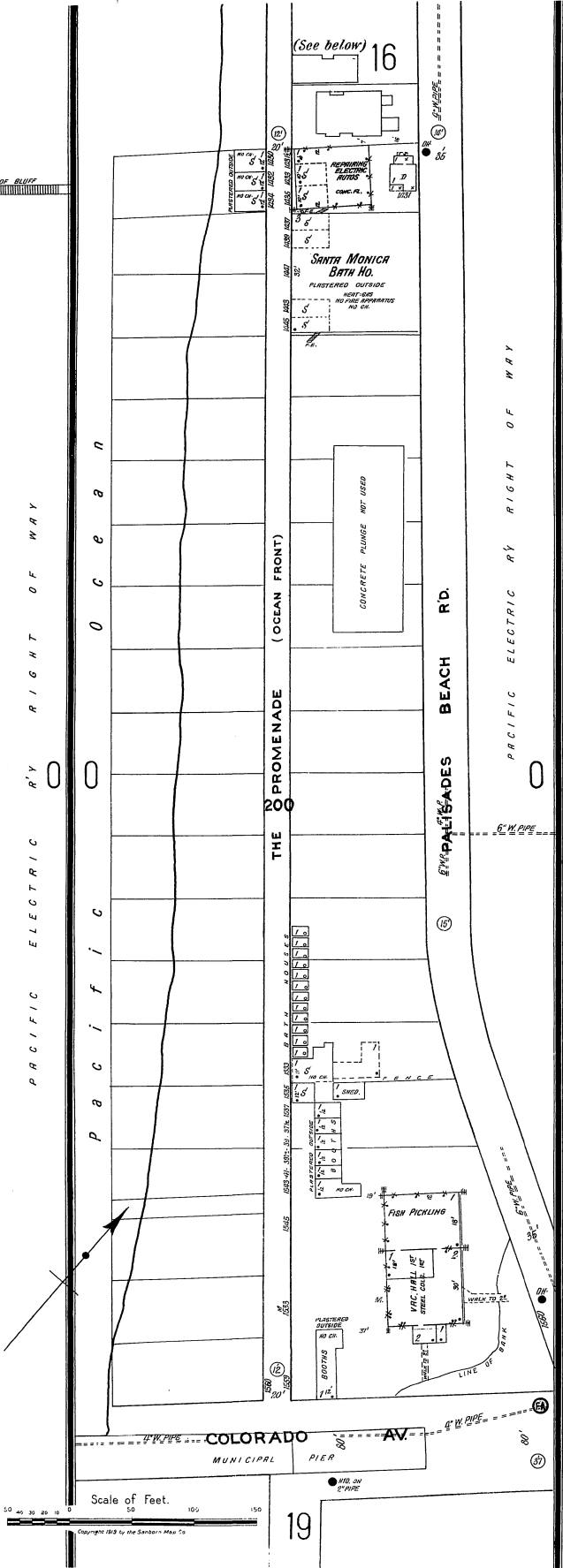
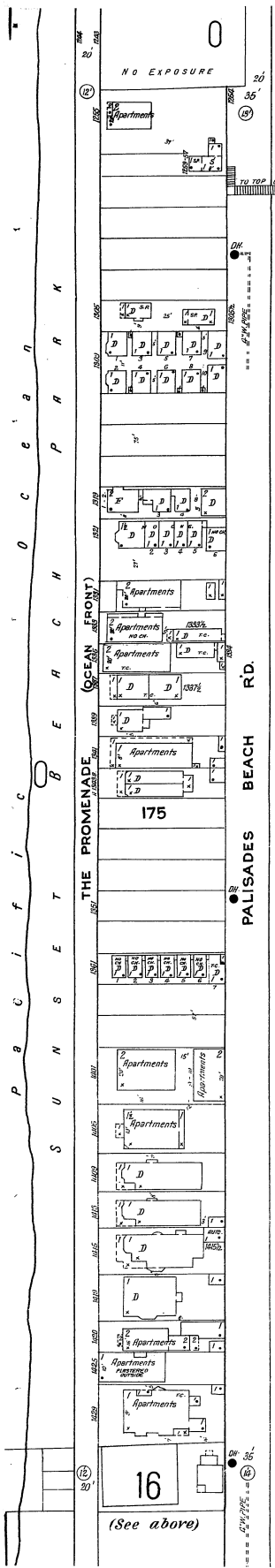
SUNSET BEACH TRACT  
 M.R. 83-10

CONDOMINIUM  
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 P.M. 122-1-2

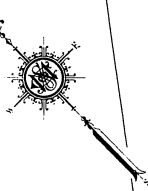
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NO. 1393 FOR PREV. ASSMT. SEE. 326 - 3

ASSESSOR'S MAP  
 COUNTY OF LOS ANGELES, CALIF.

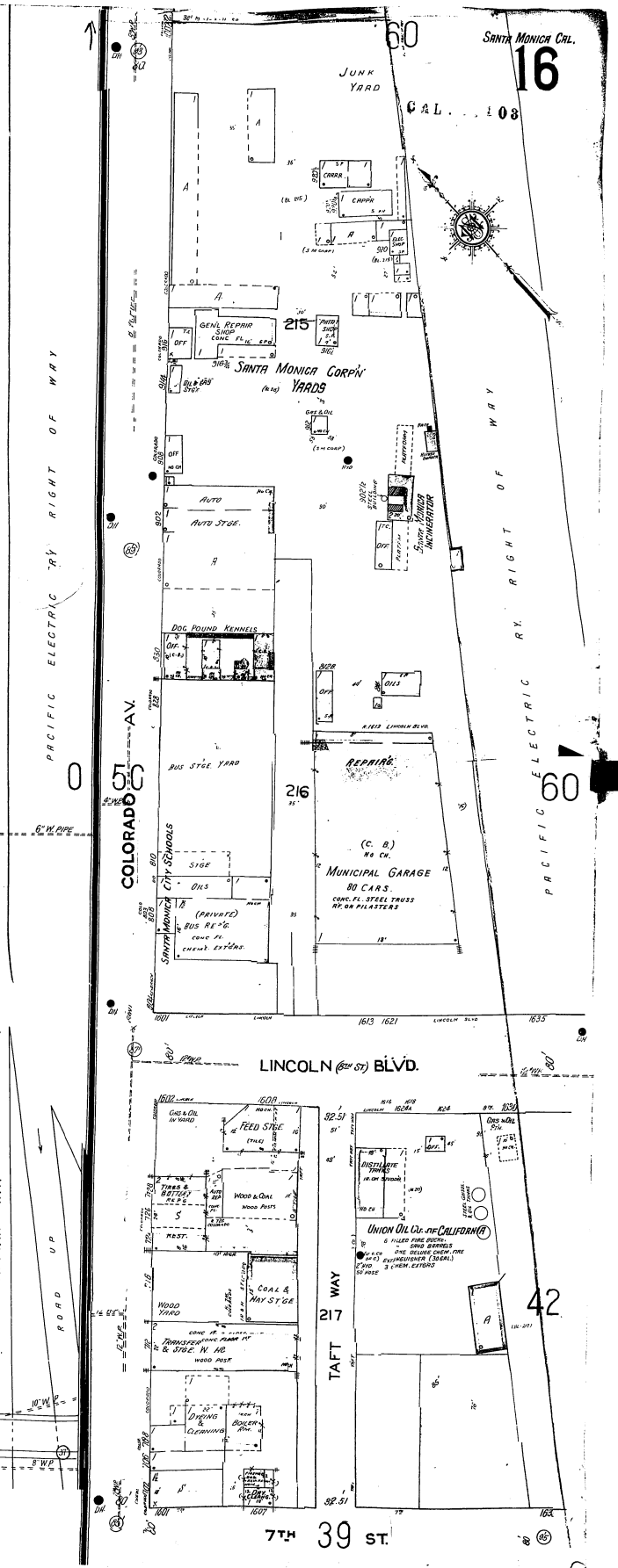
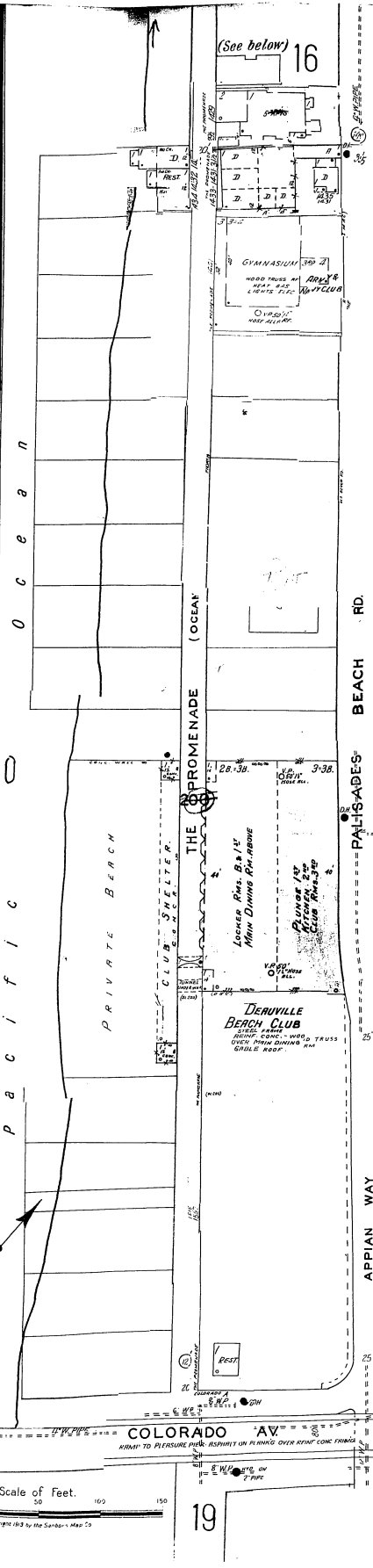
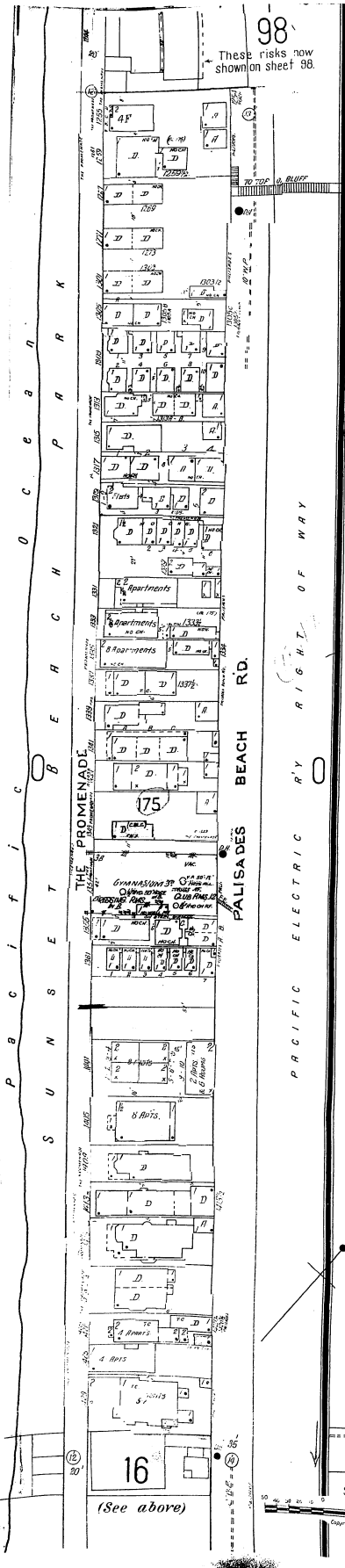


SANTA MONICA CAL. 16



Scale of Feet. 0 50 100 150

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**SUNSET BEACH TRACT (Potential) HISTORIC DISTRICT**

<b>Street Number</b>	<b>Street Name</b>	<b>District Name</b>	<b>Initial Rating (Survey Phase 1&amp;2)</b>	<b>Revised (2004) Reconnaissance Assessment</b>	<b>Comments</b>
1255	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1259-1261	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1267	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	Vacant Lot
1268	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New Building
1271	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	N/A	Doesn't Exist
1273	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New Building
1301	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Altered Contributor	Modified Original MFR
1305	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New Building
1307-1309	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1309	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New Building
1313	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Altered Contributor	Modified Spanish MFR
1315	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Altered Contributor	Modified Spanish SFR
1317	Palisades Beach Road	N/A	Not Previously Listed	Altered and Non Contributor	Modified Original MFR and New Building
1319	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Altered Contributor	Original. Extensive Fire Damage
1321	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1323	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1329	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New Building
1333	Palisades Beach Road	N/A	Not Previously Listed	N/A	Vacant Lot
1335	Palisades Beach Road	N/A	Not Previously Listed	N/A	Vacant Lot
1337	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1339	Palisades Beach Road	N/A	Not Previously Listed	Altered Contributor	Semi-intact Original TOC
1341	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1343	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1343A	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	N/A	Doesn't Exist
1347	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New Building
1351	Palisades Beach Road	Sunset Beach Tract	5*/5D - Contributor	Non Contributor	New Building
1355	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1361	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1362	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New "Tudor" MFR
1401	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Contributor	Intact Shingle MFR
1405	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Altered Contributor	Modified Original MFR
1409	Palisades Beach Road	N/A	Not Previously Listed	Non Contributor	New Building
1413	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Altered Contributor	Modified MFR
1415	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1419	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Contributor	Semi-intact Original Bungalow
1421	Palisades Beach Road	Sunset Beach Tract	5D - Contributor	Non Contributor	New Building
1425	Palisades Beach Road	N/A	Not Previously Listed	Altered Contributor	Extensively Modified MFR



**SUNSET BEACH TRACT (Potential) HISTORIC DISTRICT**

Initial Survey Assessment: 24 Contributors

Revised (2006) Assessment: 2 Contributors  
9 Altered Contributors  
23 Non Contributors

*Note: It appears that the number of properties currently located within this tract has increased over the years due to re-subdivision of parcel lots for new construction.*