

# Walk in the History of Santa Monica

## Stop #1

The northernmost part of Palisades Park  
The Totem Pole

- This totem pole was not carved by the Gabrielino Indians who lived here. They could not carve anything. Technologically they were backward. They had no agriculture as we know it, no pottery, no metal working, no advanced wood carving. But in knowing how to live, they were in advance of us. For example, they had very little crime. Most of us work 5 days per week in order to enjoy Saturday and Sunday. They instead worked only 2 days and enjoyed 5. Who has the best system? (1A)
- Incidentally, we, in the U.S., have less leisure time than any other industrial nation. We get on the average only 9 days of paid vacation per year compared to 40 days in Italy, 35 days in France and 33 days in Germany. 40% in U.S. work over 50 hours per week. (1A)

## Stop #2

The Eucalyptus trees near Totem Pole  
Palisades Park

- The Eucalyptus trees are all native of Australia. How did they get here?
- A super salesman from Australia convinced the Southern Pacific Railroad to plant them, telling the railroad how fast they grow and how great they would be for railway ties. They were fast growing all right. But whenever an attempt was made to drive a nail in them, they split. When an attempt was made to drill a hole through them, they split. In short, they were worthless as construction material.

## Stop #3

From fence looking down on Pacific Coast Highway  
Near totem pole  
Millionaires Row

- In the 1920's the homes along what is now the Pacific Coast Highway were those of the millionaires of that day:

At 237, was that of Louis B. Mayer (MGM) (2)  
At 270, was that of J. Paul Getty  
At 415, was that of Marion Davies (3)  
At 443, was that of Harold Lloyd  
At 546, was that of Darryl Zanuch (20<sup>th</sup> Century Fox)

At 605, was that of Harry Warner (Warner Bros)  
At 705, was that of Douglas Fairbanks

#### Stop #4

The Millennium Wall

- The mayor and city council of Amarillo, Texas reasoned that if we ever get into an all-out nuclear war, everything on the surface would be wiped out. So that future generations would know what we were like, they buried in a time capsule one of each machine, one typewriter, one adding machine, one calculator, etc. Santa Monica decided to do the same and erected this millennium wall to indicate where the time capsule was buried. But, so far, the time capsule contains only artifacts of the Gabrielino Indians and a scroll with 500 names. Any future archeologist that digs this up may conclude in Santa Monica they only progressed as far as the Stone Age.

#### Stop #5

Tree leaning over the path near the fence  
New Zealand Christmas Tree

- This New Zealand Christmas tree is not a conifer.

#### Stop #6

View over fence of bike path on beach below  
Opposite Georgina

- Under pressure from the bicycle owners, the Board of Supervisors approved the building of 1,800 miles of bike paths in Los Angeles County. The path below was to go from Temescal Canyon in one continuous strip to the Palos Verde Estates. But the wealthy of Marina del Rey objected. So you can only bicycle as far as Washington Boulevard. Then you have to detour via city streets until the path starts again on the other side of the channel. (18)
- Because of the sad state of California finances, the whole schedule of bike path installations has been suspended with no construction in 2003 or 2004.

#### Stop #7

Along fence overlooking the beach below  
Opposite Marquerita

- Back in 1890, the female bathing attire kept the entire body covered with only the face exposed. By 1894, bare arms were exposed. By 1918, both bare arms and bare legs got exposed. By 1949, the daring were appearing in two piece bikinis. In 2004, we now have the maximum exposure of flesh legally allowed. (4)

### Stop #8

View over fence of open ocean below  
Opposite Alta Ave

- Due to the dumping of industrial waste into Santa Monica Bay, the ocean was so polluted that brittle stars and crabs were dying. To stop further pollution, Congress passed the Pure Water Act in 1972 prohibiting any further pollution. But they did not vote any money to enforce it. That was when corporate lawyer Fleishlifounds resigned his position to found Bay Keepers. In his own private yacht, he passed out warning notices and prepared for legal suits. In 1985, he was joined by Mike Gold in Heal the Bay. By 1993, all industrial dumping stopped. In 2002 Montrose Chemicals Chris Craft and others agreed to pay up to \$73,000,000 into a fund to clean the bottom of the bay. Now the main effort is to get governmental agencies, such as the Hyperion, to do a better job of water purification.

### Stop #9

Palisades Park opposite Palisades Avenue

- Once there were many fish in Santa Monica Bay. But, as boat load after boat load of fish were caught, the yield declined. From 100 fishing boats per day in the 1950's, it declined to only one boat per day.
- When the Pew Commission completed its 3-year study, they recommended to President Bush the creation of a national system of reserves where temporarily no fishing would be allowed. So far President Bush has never acted on their recommendations.

### Stop #10

Rose Garden opposite Palisades Avenue  
Statue of Mrs. Baker

- The people who made the money in the great gold rush of 1849 were not the miners but those who sold them the equipment such as shovels, sluice pans, etc. That was the start of the fortune of George Hearst, father of William Randolph Hearst, the fortune of Crocker who founded the Crocker banks, and Leland Stanford, founder of Stanford University. It was also the start of the fortune of Robert Baker who raised sheep and sold the meat to the gold miners. From these profits he was able to buy all of what is now Santa Monica. He was joined by Senator Jones. Together they built a long wharf that was to be the shipping port for the city of Los Angeles. Because of a depression, they had to sell out to Collin Huntington of

the Southern Pacific Railroad. The Southern Pacific tried for over a year to convince Congress to make Santa Monica the port for Los Angeles. When the Corps of Engineers settled instead on San Pedro, depression settled on Santa Monica. Colonel Parker gave to the city of Santa Monica what is now Palisades Park in the name of his wife. So nowhere in Santa Monica is there a statue to the founder Colonel Baker. Only there are statues of Senator Jones and to Mrs. Baker

- The moral is: if you want to be remembered by posterity, make the gift in your name, not that of your wife.

### Stop #11

The Montana Avenue Landslide

- There have been 30 landslides in Santa Monica since 1930 and this is the worst. To try to save the remaining Palisades Park, the city has installed piping all under this park. So when it rains, most of this water runs into the Ocean Avenue storm drain and not over the eroded edge of the park.

### Stop #12

The Incline

From end of Washington Avenue down to Pacific Coast Highway below

- Compare to appearance in 1900



### Stop #13

The Beacon Overlook

- This is an art project of the City of Santa Monica. It is designed to look, like the brow of a ship. The beacon is lit up at night.

### Stop #14

The Cabrillo Monument

- Cabrillo was seeking the Northwest Passage when he landed here. In his report back to Spain he stated that he saw no evidence of gold here. As a result of that report, nobody came back to California for over 200 years. When they did finally come back, it was not to settle but to convert the Indians to Christianity.

### **Stop #15**

Palisades Park  
On ocean side of the path  
Just past the Beacon Overlook  
United Nations Plaque

- Note this small plaque flush with the surface and compare the six monuments. You will see later on this walk each devoted to a branch of our armed services. It illustrates the size of our commitment to mediation through the United Nations vs our commitment to solving problems thru the military

### **Stop #16**

The Senator Jones Memorial  
Facing toward the ocean

- Compare to the lack of any monument to the other founder of Santa Monica, Col. Robert Baker.

### **Stop #17**

Palisades Park  
Between Washington Ave & Santa Monica Pier  
The Homeless

- Up to 1995, the city would regularly feed the homeless. Finally the city fathers came to realize this was a mistake. As long as the homeless were being fed, they made no effort to improve themselves.
- Every year after 1995, the city would give 3,000 of these homeless a chance to improve themselves. For a whole year these people were instructed how they could improve themselves. At the end of each year, approximately 1,000 would be rehabilitated. The other 2,000 were dumped back on the street.
- Because of the sad state of California finances, many programs have been cut. But no reduction so far has been made in the rehabilitation of the homeless.

### **Stop #18**

Palisades Park facing Wilshire Blvd  
The Statue of Santa Monica

- Do any of you women aim to become saints? When Santa Monica lived 323 to 387 A.D., no one regarded her as a saint. The first saint was proclaimed by the Pope in 793 A.D. Four hundred years later. In 1234 A.D., Pope Gregory IX decreed only the Pope can confer sainthood. Is it worthwhile waiting over 400 years after death to receive this honor?

### Stop #19

Palisades Park  
 Across from Your Season Restaurant  
 1337 Ocean Ave  
 The Six Pillars

- The pillars are dedicated to the U.S. Army, U.S. Navy, U.S. Marines, U.S. Air Force and the U.S. Coast Guard and their honored dead. Again, compare the size of these monuments with the single flat plaque to the United Nations.

### Stop #20

Palisades Park opposite Santa Monica Blvd  
 Will Rogers Plaque

- This plaque indicates how far an American Indian can go in White Man's society if he adopts the White Man's ways. Will Rogers wrote columns for 350 newspapers, appeared in 50 silent movies. 21 talkies and wrote 6 books. Will remembered once "his folks did not come over on the Mayflower, but we met them at the boat".

### Stop #21

1450 Ocean Ave  
 Santa Monica Senior Center

- The Center has a daily program for senior citizens that includes card games, piano playing, movies, exercises, dances and parties. It also sponsors frequent trips to attractions of Southern California.
- Upstairs is the Camera Obscura which preceded the camera in portraying current images.
- The Camera Obscura was developed by the Chinese in 5<sup>th</sup> Century B.C. The quality was improved in the 16<sup>th</sup> Century A.D. by the addition of a convex lens in the aperture and a mirror to reflect the image down on the viewing surface. In the 19<sup>th</sup> Century the ordinary camera was invented by placing a sheet of light sensitive paper on the viewing surface.

## Stop #22

Between Santa Monica Blvd & Broadway  
Rodman Coastal Cannon

- This cannon is a breech loaded, spiral grooved model designed to have no recoil. This type was developed in the American Civil War
- The development of the cannon marked the end of feudalism. No longer would stone castles protect against enemy assault. Since only the king could afford to manufacture them, this resulted in strengthening the king's rule and diminishing the power of the nobles.
- During the 100 year war, at one point England occupied 1/3 of France. With the use of the cannon, the French succeeded in driving the English completely out of their country.

## Stop #23

Ocean Blvd between Broadway & Colorado  
The Blue Bus

- The University of North Carolina's study of all the bus systems in the U.S. rated the Santa Monica Blue Bus the best for the 4<sup>th</sup> time.
- All are powered by liquefied natural gas, which is the fuel with least smog production. The city police cars and the parking enforcement vehicles are also on natural gas.

## Stop #24

The Santa Monica Pier

- All the early Santa Monica Piers were destroyed by storms. Finally in 1983 the pier was so well constructed that it has survived all storms since.
- At the bottom of the pier, UCLA operates a Discovery Center displaying all sorts of sea life such as star fish, sea urchins, sea cucumbers and sea anemones.

## Stop #25

Below the pier  
The Santa Monica Runoff Recycling Facility

- Year by year, our society becomes more automated. Since 1915 the traffic cops at every major intersection have been replaced by traffic lights. Since 1951, the elevator operators have been replaced by push button electricity. No longer do we have to travel downtown within certain prescribed hours to do our banking. Now we can do so at any hour of the day or night at the nearest ATM machines. Look at this facility. Do you see workmen operating

machinery? The facility is filtering out all the solid matter in the Ocean Avenue storm drain. Ultra violet light is purifying the water. But you see no workmen because there are none. The whole process is automated. Once a day, someone checks to be sure everything is going smoothly. That takes only a few minutes. The rest of the time the facility runs itself.

### Stop #26

1540 2<sup>nd</sup> Street  
McDonald's Restaurant

- After World War II, often both husband and wife are working. No longer is a visit to the restaurant a rare occasion.

In 1948, the restaurant was 24% of the food budget  
In 1985, the restaurant was 43% of the food budget

- The McDonald's are now 11,000 in numbers in 52 countries of the world. In none of them is a real cook. Instead the flashing yellow lights alert the waiter it is time to turn over the hamburger. Flashing red lights let him know it is time to remove from the oven and place in the bun.

### Stop #27

395 Santa Monica Place

- In 1959, the downtown merchants were all complaining of lack of business. A study by the Santa Monica City Council concluded a mall was needed. So 3<sup>rd</sup> Street was closed off and made into a mall. Business was still lousy. So in 1980 the city arranged for the erection of Santa Monica Place, a totally enclosed mall where shoppers could shop all day regardless of the weather outside. This was a success for the merchants inside Santa Monica Place, but left the other merchants outside on 3<sup>rd</sup> Street even worse. So the city brought in upscale shops but priced out all the surplus stores, the Montgomery Ward, and the 5 & 10's. That still is the status.
- In 1999 Santa Monica Place was sold for \$130,000,000, resulting in a capital gain of \$76,000,000. Among the new owners is the Ontario Teachers Union.

### Stop #28

Arizona between 2<sup>nd</sup> & 3<sup>rd</sup> Streets  
Farmers Market

- Every Saturday between 8:30am and 1:00pm, this area is closed off for Farmers Market. It is closed off also on Wednesdays from 9:00am to 3:00pm. Here farmers bring their produce for direct sale to the public.

- You will not save any money buying direct from the farmers. What you will gain is quality and choice.
- The supermarkets cannot wait until tomatoes ripen. Instead they are picked while still green and placed in an oven with ethylene gas. That treatment changes the color from green to red. The farmers that come here pick the tomatoes the same morning, which results in the best possible taste. The other advantage is choice. Often there are 9 kinds of lettuce offered. Another unusual offering is the giant watermelon radish, white on the outside and pink inside.
- The downtown Farmers Market was so popular that another Farmers Market is now open at Pico and Cloverfield. The merchants pay a 4½ tax to the city, so the program is self supporting. The market has a long list of other farmers anxious to join in the program.

### **Stop #29**

1323 Ocean Avenue  
The Gussie Moran House

- This building was built in 1887 for the then world tennis star Gussie Moran. It sold for \$2,100,000 in 1999 and now serves as an office building for a film production company.

### **Stop #30**

1221 Ocean Ave  
The Ocean Avenue Apartments

- A one bedroom apartment leases for between \$9,100 and \$11,300 per month with a minimum lease of 3 months. The higher the elevation, the higher the price.
- In Santa Monica, apartments outnumber single family homes by 4 to 1. The age of the occupants is 24% over 55 years of age.

### **Stop #31**

1201 Ocean Ave  
The Former Lawrence Welk Plaza

- At last check, the penthouse was renting for between \$13,000 and \$15,000 per month.

### **Stop #32**

The Fairmont Miramar Hotel

- This location was the original home of Senator John P. Jones, one of the founders of Santa Monica. <sup>(9)</sup> The Morelton Bay Fig Tree is the second oldest in California.
- The building has been so completely altered from the original it is unrecognizable. Now it has 302 rooms, the cheapest of which rent of \$389 per night. How many nights can you afford?
- One of the former owners was King Gillette. King asked an advisor what business he should enter. He was told to make something that can be used only one day and then must be replaced the next. So he made the replaceable safety razor and made a fortune.

**Stop #33**

Corner California Ave & <sup>OCEAN AVE</sup> ~~Wilshire Blvd~~

- A particular 4-unit complex sold in:
  - 1974 for \$ 72,000
  - 1976 for \$100,000
  - 1978 for \$165,000
- Each time the complex was sold, the new owners raised the rent. So, in 4 years the rent was raised 85%. This was going on all over Santa Monica.
- To prevent being priced out of house and home, renters got together and formed Santa Monicans for Renters Rights. They ran a slate in the Santa Monica council election and won. They have been in control ever since except for one year, 1983. They froze the rents in Santa Monica for 16 years. Then the landlords got the State Legislature to punch holes in the local rent control law. The situation in 1999 was that if you never moved, you are paying the same rent as 20 years ago. But if you moved of your own volition, the new landlord can charge any rent he so desires.
- In 2003 the rents of Santa Monica are still a bargain compared to other nearby cities:

Median Rent

Santa Monica	\$ 792 per month
Culver City	\$ 887 per month
Redondo Beach	\$ 995 per month
Hermosa Beach	\$1,146 per month
Manhattan Beach	\$1,358 per month
Malibu	\$1,682 per month

- To be able to provide an affordable place for people of low income living in Santa Monica, the city went into the real estate business. The Community Corporation formed bought and rehabilitated 1,137 units. <sup>(10)</sup> This year, because of the sad situation of the State's finances, the city of Santa Monica has not been able to add any additional units, but they have acquired additional land. <sup>(19)</sup>

### Stop #34

911 2<sup>nd</sup> Street

- This is a typical rehabilitated building of the Community Corporation. Note that it is a neat, well kept structure in a good neighborhood. The exact rent being charged is a secret between the Community Corporation and the tenant. From indirect evidence, the monthly rent for a single individual is believed to be \$304 per month. A similar unit in Manhattan Beach would go for \$1,001.

### Stop #35

Corner Idaho Ave & Ocean Ave

- In 1900, Ocean Avenue was still a dirt path. <sup>(11)</sup> But by 1920 most of the streets in Santa Monica were paved. <sup>(3)</sup> Starting in 1908 the Ford Motor Car Company had mass produced automobiles, each year further reducing the price. Ford had the policy "The customer can have any color car he wants so long as it is black". At the time there was only one make and model: Ford, and that was available only with all cash. But when General Motors started taking away customer after customer by offering many different makes, models and colors, Ford finally had to give in. So 1927 was the last year you could buy a new car for only \$290. Now you can buy any make, model or color car but have to pay thousands of dollars. They call that "progress".

### Stop #36

849 Ocean Ave  
Hotel Oceana

- The last time I checked in 2004, a one bedroom was renting here for \$350 per night. How can they get such high prices? In 1990, the people voted for Proposition S which prohibits the construction of any more hotels along Ocean Avenue or vicinity. Hence hotels like Oceana can charge whatever they please safe in the knowledge that no one is going to come in with a cheaper price.

### Stop #37

603 Ocean Ave  
El Tovar By the Sea

- In June 2004, a two bedroom, 2 ½ bath with parking garage sold for between \$2,500,000 and \$2,700,000. Since the passage of Proposition X, the landlord can convert any rental building to condominiums by obtaining consent of 2/3 of the tenants.

### Stop #38

535 Ocean Avenue  
Oceanaire

- The penthouse, with 8,000 square feet area with sub-zero refrigerator and separate freezer and 360° view, sold for \$10,800,000 in July 2001.

### Stop #39

San Vicente Blvd and Ocean Ave

- The center divider is what was left when the Pacific Electric tracks were removed in the 1940's and replaced by a planting of South African coral trees.
- The Wright Brothers proved flight was possible in 1903. But no American banks would loan them the money to produce airplanes. So the first airplanes were all made in France.
- But by the time Donald Douglas decided to go into the business in 1921, the bankers had changed their mind. Douglas never had a problem with financing. He soon outgrew the facility located where Douglas Park is now located on Wilshire Blvd and moved to Cloverfield. By 1939, he was producing 93% of the passenger airplanes. By 1950, he had 40,000 employees working in the factory on Ocean Boulevard. By 1970, he had outgrown the Santa Monica facility and was shifting production to Long Beach. In 1975, he closed the Santa Monica plant. (16)
- The Santa Monica City Council realized it was unlikely to find another manufacturer of the size of Douglas, so they obtained about 100 smaller manufacturers. Now if any one manufacturer moves out, they feel they could easily replace him. The city remains in a strong economic position.

### Stop #40

The picnic tables near end of Palisades Park

- The history of Santa Monica illustrates the power of organization:
  1. Santa Monicans for Renters Rights froze rents here for 16 years.
  2. Santa Monicans for Renters rights are providing low rents for low rent residents.
  3. Bay Keepers and Heal the Bay have stopped industrial dumping in Santa Monica Bay
  4. The bike clubs got 500 miles of paved bikeway in Los Angeles County.

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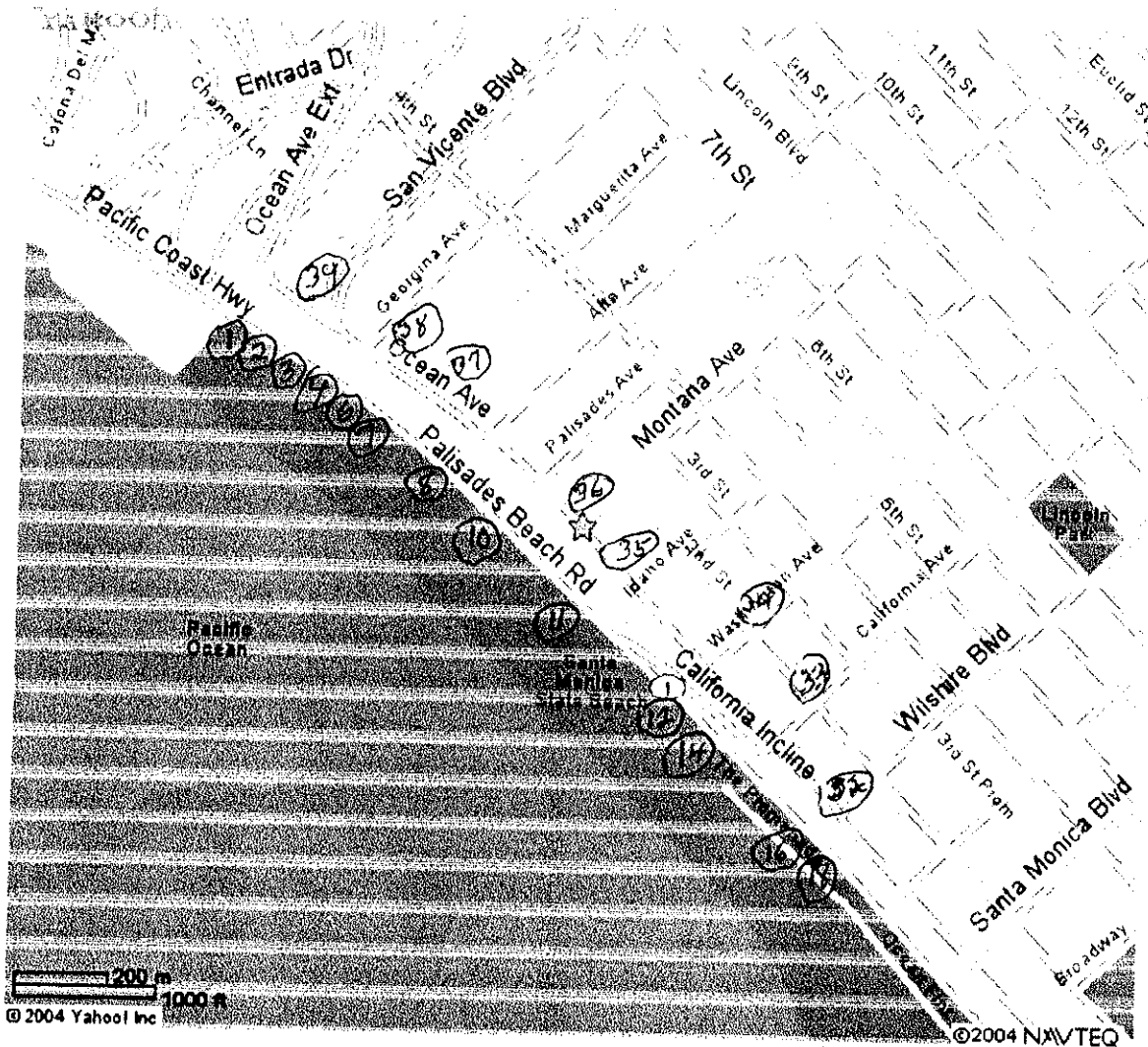
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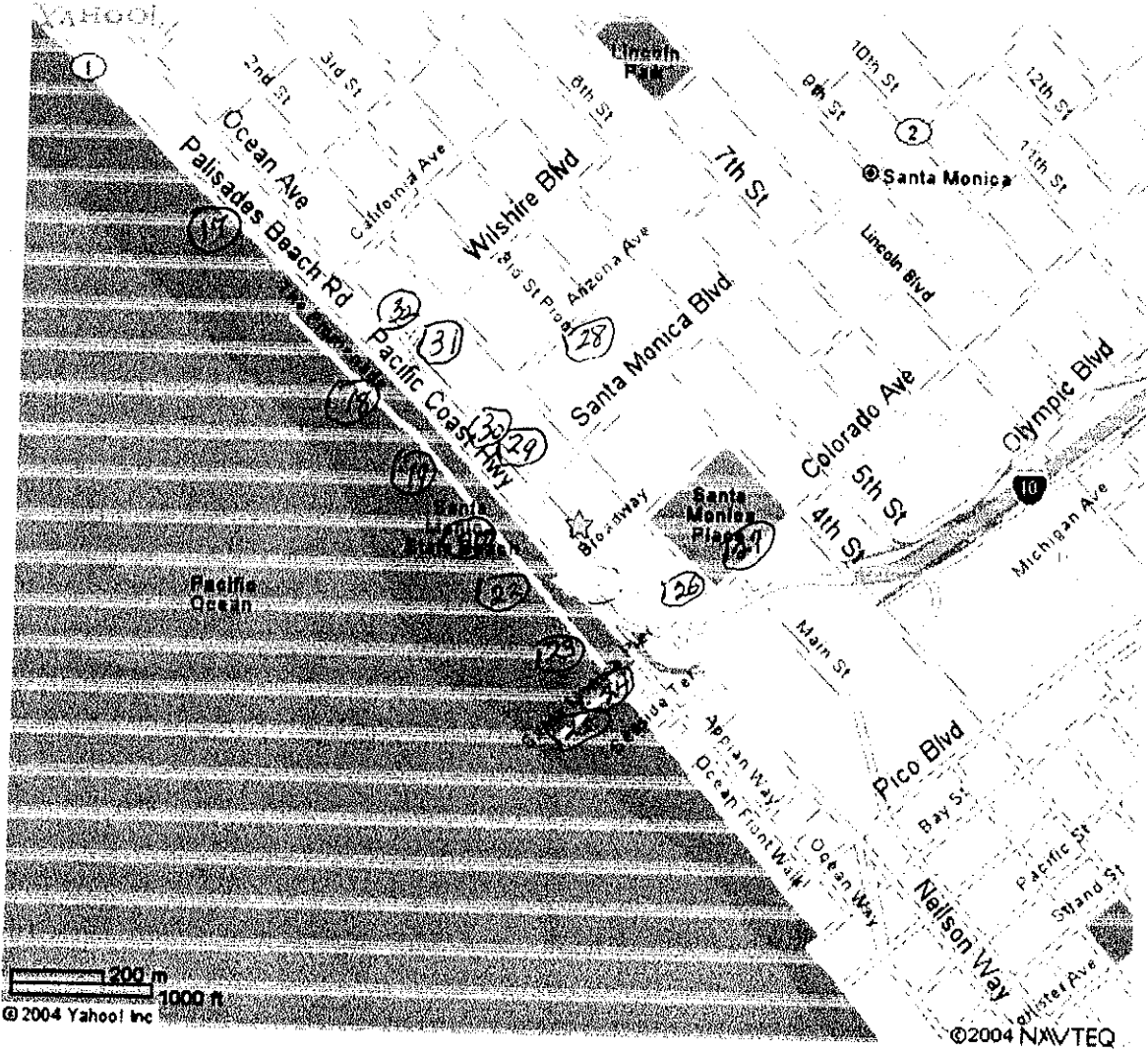
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