



North of Montana Association

1112 Montana Ave. #516, Santa Monica, CA 90403 // SMNOMA.org

We are the only non-profit, all-volunteer group of residents recognized by the city as representing our North of Montana neighborhood and are committed to protecting and enhancing the quality of life in our community.

## WHAT NOMA HAS BEEN UP TO THIS YEAR

- Successfully urged the City Council to seek a modification in the City’s certified Housing Element to protect the Neighborhood Commercial Districts, including Montana Ave.
- Discussed with Airport2Parks representative the future of the Santa Monica Airport after its closure in 2028. Santa Monicaans voted in 2016 to convert that land into a park.
- Gave regular reports on crime and safety from our Neighborhood Resource Officers.
- Actively monitored changes in the School District’s modernization plans for our neighborhood schools, with special attention to registered historic resources.
- State Senator Ben Allen spoke to NOMA at our Annual Meeting in February about his legislative interests including climate change.
- Advocated that the City take a reasoned approach to the use of the Builder’s Remedy following the filing of 16 applications for more than 4000 new housing units across the city.
- Heard from the Fire Chief Danny Alvarez about establishing a permanent fire station on the Santa Monica Beach.
- Bird-dogged the final stages of the Housing Element as changes were made to the zoning standards. Additionally, we continued to work with statewide groups to resist state legislation that would eliminate single-family neighborhoods and further take away local control of City planning and zoning.
- Assisted and advocated the establishment of 325 Georgina as a Landmark.
- Engaged with the two new members of Council Jesse Zwick and Carolyn Torosis at our monthly zoom meeting about residents’ concerns and community needs. Lana Negrete and Phil Brock also joined NOMA’s zoom meetings.
- Presented a debate about the future of the City Hall Murals.
- NOMA was the only Neighborhood Association to participate in the 4th of July parade. NOMA joined other neighborhood groups in August at the National Night Out.
- Two candidate forums were sponsored by NOMA, Friends of Sunset Park, and WILMONT for the Santa Monica Malibu School Board, Santa Monica City College Board and City Council.

We remain a center and clearing-house for information pertinent to our neighborhood and are passionate advocates for our community. We hope you will agree and stay involved by joining us or renewing your membership online or via check (see details on page 2). Sincerest thanks for your continued support!

### The NOMA Board:

- Nancy Coleman, *Chair*
- Danilo Bach, *Vice-Chair*
- Victor Fresco, *Treasurer*
- Jeff Brecht
- Phillis Dudick
- Sue Edwards
- Jeff Gordon
- Ann Greenspun
- Todd James
- Evelyn Lauchenauer
- Bruce Leddy
- Elizabeth Lerer
- Steve Lissik
- Sonya Fox Sultan

## Montana Avenue in Peril?

By Bruce Leddy

Take a stroll under the beautiful Indian laurel fig trees, past small shops and family-owned businesses, great restaurants and unique health stores, and you’ll see why Montana Avenue is one of the most charming, pedestrian-friendly shopping districts in the L.A. area.

Recent changes to the local zoning code, however, have put the beloved avenue’s status in jeopardy. Santa Monica was forced to upzone nearly all areas of the city in response to the state’s demand for massive additional housing (nearly 9000 new units by 2029). This means streets like Montana would be rezoned to allow up to 5-story buildings. Given the extremely high property values, owners will rush to build to the allowable limit to maximize return on their properties. This would spell the end of Montana as a relaxed and sunny shopping street.

Fortunately, the Planning Commission has proposed exempting the Neighborhood Commercial districts (Montana, Main Street, Pico, and Ocean Park) from upzoning, and City Council agreed. (Continued on page 2)

**Montana Ave**

**Which classic Montana Avenue business do you think has been here the longest?**

- A. Vic’s/Esquire Barber Shop, 1020 Montana
- B. Fireside Cellars, 1421 Montana
- C. The Aero Theater, 1328 Montana
- D. The Farms grocery, 2830 Montana
- E. Bottled Poetry (f/k/a/ Duck Blind), 1102 Montana

For the answer, visit our website [smnoma.org](http://smnoma.org)

## Montana Avenue (Continued from page 1)

The issue now goes to the state which previously approved the upzoning proposal as part of the city's Housing Element, the plan that the city is required to draft every seven years to demonstrate how it will accommodate state housing demands. No one knows how the state will react to revisiting the zoning plan of Santa Monica's Housing Element, given that last year's review and approval process was long and contentious.

Stay informed on this and other important issues by attending NOMA's monthly online meetings. Hear from local officials and stake-holders, and ask the questions you want answered. Find out how to advocate for what you want in your city. Your voice matters!

Our monthly Zoom meeting is at 7:00 PM on the first Thursday of every month: <https://us02web.zoom.us/j/81526517066>. Join us!

## Our Neighborhood Schools - Planning for the Future, Preserving the Past

by Margaret Bach,  
Facilities District Advisory Committee Member

It took the demolition of the History Building at Samohi in 2020 to alert the Santa Monica community to the threat to the school district's historic buildings. Spearheaded by the Santa Monica Conservancy, a campaign ensued to promote historic preservation policies and procedures district-wide.

In February 2021, the SMMUSD board, responding to community pressures, adopted the district's first historical resources policy and administration regulation. The timing was critical, as the district was in the midst of finalizing facilities master plans for its elementary and middle school campuses.

The two elementary schools that serve the north of Montana neighborhoods are notable for their historic character. Roosevelt, in particular, is a rich repository of 1930s WPA-era planning and design - developed by master architects Marsh, Smith and Powell. Franklin's two-story main building, also designed by Marsh, Smith and Powell, is of this same historical period and represents an important moment in the development of Santa Monica's schools. Renovation and reuse of all of the identified historic buildings, where feasible in relation to the over-all campus master plan - will result in beautiful neighborhood campuses as they evolve, in phases, over the next decades.

Find the Historic Resource Report on SMMUSD's website:  
[www.SMMUSD.org/CampusAssessments](http://www.SMMUSD.org/CampusAssessments)

## NOMA "Makes Music" June 21st



NOMA will join with cities around the world for **Make Music Day 2023**, celebrating the first day of summer **Wednesday, June 21, in Palisades Park (Ocean Avenue at Georgina) from 5 to 8 pm**. The **international music day** began in France over 40 years ago.

Enjoy music, magic and merriment, refreshments and the summer solstice. The event features **music for all to enjoy with Captain Dan 4 Kids, The Roxbury Brass Band, bluegrass with The Red Coyote Band, Cliffhangers Jazz Ensemble, and more.**

**Many thanks to our community partners including Andrew's Cheese Shop, Montana Merchants Association, Pavilions, Peet's Coffee, Santa Monica Public Library/Montana Branch, Trader Joe's, Zibby's Bookshop.**

**"Make Music Day" Bento Boxes** (for 2) will be available at **Andrew's Cheese Shop** with advance reservation (\$35). Call 310-393-3308 for information. To **volunteer for Make Music Day**, email [nomaboard@gmail.com](mailto:nomaboard@gmail.com) or go to [smnoma.org](http://smnoma.org) for volunteer sign up and event information.

## MEMBERSHIP FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

E-mail \_\_\_\_\_

*NOMA does not share or sell email addresses.  
If you do not wish to receive further USPS mail from NOMA, please notify us of your street address for removal from the list.*

## ANNUAL DUES

NOMA is the City-recognized organization that represents the interests of our neighborhood. If you paid your dues in January 2023 you need not pay now.

- \$30 Household
- \$50 Supporter/business
- \$100 Sponsor
- \$250 Partner
- Other

— New — Renewal

Dues can be paid online:  
<http://www.smnoma.org/join-noma.html>

Please make check payable to "NOMA" and mail to:

NOMA  
1112 Montana Ave., #516  
Santa Monica, CA 90403

*(NOMA is a 501(c)(4) organization; dues and contributions are not tax-deductible)*