

March 28, 2017

Re: Item 6A

Santa Monica City Council:

The Board of the North of Montana Association, on behalf of our neighborhood and members, requests that City Council support the appeal, Item 6A, on the landmark designation of the Home Savings building at 2600 Wilshire Boulevard in order to assure the preservation of its significant contribution to our city.

For our residents, the Home Savings building is a defining feature of our larger community. This monumental building, with its distinctive massing, materials, and wall mosaic enriches this corner and is a singular feature of the area.

The site plan, with its generous setback, provides a needed visual and physical break in the busy commercial boulevard. The wings of the building embrace an open pedestrian plaza containing a sculpture that honors and celebrates the family.

The site presents one of few large-scaled pieces of public art along the two-mile stretch of Wilshire from the city limits to the ocean. The building has regional significance for its association with the eminent internationally-recognized artist and educator, Millard Sheets, designer of its famous mural, who promoted and contributed to public art and fostered the emergence of Southern California as an important art center. The Home Savings building also stands as a tribute to the collaboration between Home Saving's founder, Howard Ahmanson, and Sheets, which gave rise to other Home Savings branch banks in Southern California. We are proud to have one of the most prominent of these in Santa Monica and appreciate that our city's beach culture is featured as an artistic theme in the celebratory mosaic by Sheets that graces the building's exterior.

In the eyes of Santa Monica residents, 2600 Wilshire is already a landmark building and the City Council should reinforce that designation.

For these reasons, we ask City Council to support the appeal and assure the protection of this distinctive building as a protected landmark. The building must be preserved in order to save the mosaic and sculpture and an invaluable piece of our and Southern California's special history.

The NOMA Board