

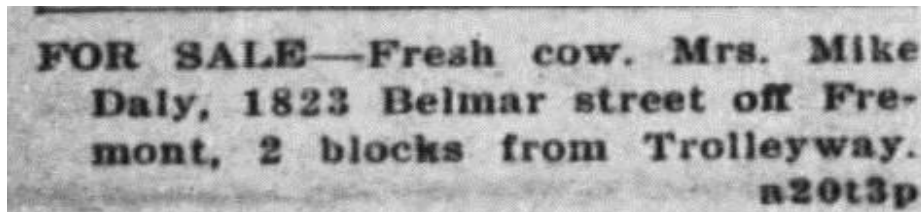
## Attachment F

### About Belmar Triangle

#### Information from Santa Monica Public Library resources

The name Belmar has long been associated with the area where the Santa Monica Civic Auditorium is currently located.

References to “Belmar street” appear in *The Daily Outlook* as early as 1909. This advertisement places “Belmar street” near Trolleyway.<sup>1</sup> Later notations in *The Daily Outlook* show a variation on the name of the street in an article outlining a special ordinance brought by the Mayor and City Council to improve a portion of Fremont Avenue, which is described in relation to Belmar Place.<sup>2</sup>



The 1915-1916 *Santa Monica City Directory* describes the location of Belmar Place as north from Pico Blvd. between Main and 3<sup>rd</sup> to the Pacific Electric railway passenger station on Trolleyway. Five residents appear at 1803, 1821, 1825, and 1826. One apartment building, La Bonita with furnished rooms, was located at 1811 Belmar. The structures at 1801, 1817, 1820, 1824 and the rear of 1826 were vacant.<sup>3</sup>

By 1922, all of the structures on Belmar were occupied. <sup>4</sup> The number of residents rose to 17 in 1930. <sup>5</sup> In 1940 on, The Elks Club was located at 1807 Belmar Place, dedicated to African-American community members.

To draw tourists to Santa Monica, City government wanted to build a Civic Auditorium. By 1958 construction began after demolition of the residential triangle on the southeast corner between the diagonal Third Street/Main Street, Fourth Street, and Pico Blvd, that included Belmar. Eminent Domain was invoked to obtain this area for the civic project, where African-American residents and a few businesses serving them were located. The area was directly north of the Inkwel, designated the Black only beach in Santa Monica.



This image was described as “Slum clearance preparation for the Civic Center project photographed by Clyde V. Fitzgerald, Sanitation Inspector. 6



Proposed design of the Santa Monica Civic Auditorium by Fred Barrienbrock, architect [n.d] 7

## Notes

1. **The Daily Outlook**, April 20 1909, p.1 [Digital Santa Monica Outlook Newspaper October 1875-May 1920] <http://digital.smpl.org/cdm4/search.php>
2. **The Daily Outlook**, February 7, 1912, p.3 [Digital Santa Monica Outlook Newspaper October 1875-May 1920] <http://digital.smpl.org/cdm4/search.php>
3. **The Santa Monica City Directory**, 1915-16, p. 336.
4. **The Santa Monica City Directory**, 1921-22, p. 533.
5. **The Santa Monica City Directory**, 1930, p. 534.
6. **Santa Monica Public Library Image Archives** – “Burning a derelict house on Belmar Place between Main and Third Streets, north of Pico, on July 1, 1953
7. **Santa Monica Public Library Image Archives** – N370 [n.d.]

## Resources consulted

California Studies BLOG “Frank Gruber to give talk at Santa Monica History Museum on the history and fate of the Belmar Triangle, Feb. 20,” February 17, 2011, retrieved March 10, 2012.

<http://californiastudiesblog.wordpress.com/>

Historic Resources Technical Report Santa Monica Civic Center Specific Plan: Historic Resources Survey, Evaluation and Analysis of Project Impacts. Prepared by PCR Services Corporation, March 2004.

King, Lincoln. *Santa Monica city directory*. S.& K. Publications.

Santa Monica Public Library Image Archives

<http://digital.sm>

*Santa Monica Outlook Newspaper October 1875 –May 1920*

<http://digital.smpl.org/index.php>

*Santa Monica Mirror*, “Santa Monica historian to present talk on destroyed Belmar Triangle tonight,” Oct 2, 2011, retrieved March 10, 2012.

<http://www.smmirror.com/#mode=picks>

LookOut News, “Frank Gruber to shed light on Belmar Triangle.”

[http://www.surfsantamonica.com/ssm\\_site/the\\_lookout/news/News-2011/September-2011/09\\_29\\_2011\\_Frank\\_Gruber\\_to\\_Shine\\_Light\\_on\\_Lost\\_Belmar\\_Triangle.html](http://www.surfsantamonica.com/ssm_site/the_lookout/news/News-2011/September-2011/09_29_2011_Frank_Gruber_to_Shine_Light_on_Lost_Belmar_Triangle.html)

LookOut columns, “Bad news then and now.”

[http://www.surfsantamonica.com/ssm\\_site/the\\_lookout/columns/FrankGruber/FG-2011/03\\_2011/03\\_14\\_2011\\_Bad\\_Business\\_Then\\_and\\_Now.html](http://www.surfsantamonica.com/ssm_site/the_lookout/columns/FrankGruber/FG-2011/03_2011/03_14_2011_Bad_Business_Then_and_Now.html)