



National Trust *for* Historic Preservation

**Preservation  
Leadership Forum**



**LOS ANGELES  
CONSERVANCY**



National Trust *for* Historic Preservation

**Where Women  
Made History**

*Telling the full American story.*

# **Our Missing History: Building a Toolkit for Change**

**MARCH 31, 2026**

**Watch the Webinar Recording: [act.savingplaces.org/LAWLToolkit](https://act.savingplaces.org/LAWLToolkit)**


# FEATURING

- **Chris Morris, Senior Director for Preservation Programs/Where Women Made History, National Trust for Historic Preservation**
- **Arabella Delgado, Lead Researcher, Los Angeles Women's Landmarks Project**



# WHERE IT STARTED





# SurveyLA

Los Angeles Historic Resources Survey

- **503 square miles**
- **880,000 parcels**
- **More than 1,320 Historic Cultural Monuments**
- **Only 2% designated for women's history and achievement**

# THE FUNDAMENTAL PROBLEM

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5%

**National  
Historic  
Landmarks**

2%

**Los Angeles  
Historic  
Cultural  
Monuments**

2%

**National  
Parks  
and Park  
Units**

?

**National  
Register of  
Historic  
Places**

# A RADICALLY DIFFERENT APPROACH

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Fundamentally **transform the designation process** to begin correcting decades of systematic exclusion of diverse women's history and achievements.

**Establish a new national model for designation** of historic places in which gender and racial equity is the norm.

Reposition preservation and landmark designation as **opportunities for public engagement and student education.**

Encourage and model **equity across all aspects of the project.**

# SCOPE OF THE PROBLEM

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**Women's history is not adequately conveyed**, whether intentionally or unintentionally. As a result, this history is not a part of designations.

In cases where women are included in the designation, **their contributions are diminished and/or overshadowed** by other histories.

Even in sites designated specifically for women's history, that **history is rarely intersectional**.

Significance statements often **minimize women's contributions** through gendered language and/or insufficient research.

**Professionalization of the process** makes nominations difficult for the average community member to carry out.

Name: Eagle Rock Women's Twentieth Century Clubhouse  
Address: 5101-5105 Hermosa Ave.; 1841-1855 Colorado Blvd.  
HCM Number: 537 | Date Adopted: 7/2/1991

Basic Information	
Community Area Plan: Northeast Los Angeles	Architect: Not listed on form
Council District: 14	Architectural Style: Craftsman
Ownership: Private	Original Use: Clubhouse
HPOZ: n/a	Current Use: Clubhouse/ Event Space
NRHP: added 7/30/2013	Integrity: Excellent
Date Built: 1915	Period of Significance: 1915 - present
Original Form Prepared By: Jeffrey B. Samudio, The Eagle Rock Association	

#### Overview of Current Significance Statement

At the time of nomination, the form did not have present-day criteria. Instead, themes are given to check off. Preparer marked the following themes: architecture, arts & leisure, exploration/settlement, government, and social education. This would equate to Criterion 1 (broad social history) and Criterion 3 (architecture) of the present-day nomination form. However, Historic Places LA only attributes its significance to broad history.

The significance statement and architectural description is incredibly brief, as the preparer mainly relies on attached supplementary materials to argue for significance.

The physical description of the building includes the following featured:

- Craftsman style
- Consisting of lounge, meeting hall, and banquet kitchen
- Triangular roof knee bracing
- Large, open overhanging eaves
- Decorative iron tie-back braces of the masonry stoops
- Elaborate stained glass windows
- Curved attic dormer vents
- Half domed entry doors
- Set in park-like setting with mature vegetation

Preparer also noted that the banquet kitchen was added in 1954 and the fireplace was removed 1971 after earthquake damage

In terms of broad social significance, a brief historical timeline is given. The club was founded in 1903, incorporated in 1907 and joined the California Federation of Women's Clubs in 1908. In 1910, the Eagle Rock Women's Twentieth Century club introduced legislation on women's suffrage to the Women's Federation. In 1915, the clubhouse on Colorado and Hermost opened. They helped sponsor the Carnegie Library and construction of the Eagle Rock Bowl

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in the same year. They were also the home of the Northwest Chamber Orchestra in 1984 and rehearsal home for the California Lyric Grand Opera in the late 1970s. Aside from this timeline, the club is noted as a "site of community meeting, recitals, and receptions" (2).

There is such a lack of detail in even the most basic of information (like the architect) that the significance of the building and its history doesn't really come through. There needs to be more information on the kinds of services and programs that the club offers to the community. Additionally, a single mention of suffrage legislation is not enough to argue for significance. What was the club's involvement in the suffrage movement? Were there any notable figures in the movement that were also members?

The only time a specific woman is mentioned is in the context of the club's original meeting at the home of Mrs. Philip W. Parker.

Source documents are minimal. They include a brief write-up of the Club's history of its website, *A Field Guide to American Houses*, and some permits (attached documents are illegible).

#### Potential for Women's Heritage Amendment

As with the HCM nominations of other women's clubs, there needs to be more detail into the actual programs and causes that the club was a part of. In particular, if a reference is made to women's suffrage, there needs to be a more thorough history of the club's involvement in the movement to make an argument for significance to broad social history.

The attached documents contain information that needs to be researched further and included in the significance statement. For example, the "History" page of the Club notes that they petitioned for Occidental College to accept women when the school moved to Eagle Rock in 1922. This is a piece of local history that really contributes to the Club's significance. The page also indicates that the Club created scholarship funds for women and maintained a "well-baby" clinic for 35 years. These are the types of programs and mission that really tie the Club to the community and showcase how important it is for Eagle Rock.

This is definitely a site that needs input from the Club itself. Might be worth interviewing club members or seeing if they keep their own records/archives.

#### Resources for Further Research

NPS Form – <https://npgallery.nps.gov/GetAsset/9f9022b4-464e-4a9e-9b1b-0f8acb8c2513>

Club website – <https://www.womenscluber.org/>

Write Up -

# DECISIONS DRIVEN BY IMPACT

Critical decisions about where to invest our limited time and resources are guided by a **detailed impact scoring system**. This prompts us and our partners to consider a wide number of variables—political and owner support, community partnerships, potential threats, diversity of representation and geography, ability to set a precedent—that are likely to result in the greatest impact.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
			Council District	Property Owner	Community Plan Area of HCM Representation	Underrepresented Neighborhood	Intersectional History	Community Interest	Owner Support	Council Member Support	Integrity	Other Interested Groups	Level of Work	Threat Level	Precedent Setting	Overall Score
1	HCM	Name			Highest Representation Hollywood - 220 Wilshire - 166 Northeast Los Angeles - 152 Downtown - 143 South Los Angeles - 123 Silver Lake - Echo Park - Elysian Valley - 97	Na - 0 Yes - 1 Don't know - ?	Na - 0 Yes - 1 Don't know - ?	Na - 0 Yes - 1 Don't know - ?	Na - 0 Yes - 1 Don't know - ?	Na - 0 Yes - 1 Don't know - ?	Na - 0 Yes - 1 Don't know - ?	Na - 0 Potentially but need to contact and create partnership - 1 Identified person or group has interest and is willing to partner - 2 Don't know - ?	Difficult to access info, significant time or resources needed to do amendment - 0 Doable with a longer time frame - 1 Reasonable level of work for project to am within desired time frame - 2 Don't know - ?	Na threat - 0 Potential threat - 1 Significant/immediate threat - 2 Don't know - ?	Adherer to traditional practice - 0 Challenger traditional practice OR narrative - 1 Challenger traditional methods AND narrative - 2 Don't know - ?	11-14 - Very high 8-10 - High 5-7 - Medium 0-4 - Low
3	6	Bradbury Building	14	Downtown Properties LLC, affiliate of Gau Capital Partners	Downtown/ 143	0	1	1	1	1	1	2	1	0	1	9
4	12	Hollighock House	13	City of LA	Hollywood/ 220	0	0	1	1	1	1	2	1	1	1	9

## TRANSFORMING THE SYSTEM

**We want to change the designation process** to finally allow missing women's history to be added into existing landmark designations:

- Bradbury Building
- Hollyhock House
- Barnsdall Art Park
- Arzner-Morgan Residence
- Ruskin Art Club
- Garment Capital Building
- Casa de Rosas
- Monday Women's Club



*Bradbury Building, celebrating owner and Mexican-American immigrant, Simone Martinez Bradbury*

# MODELING AND INSPIRING CHANGE

**A replicable model with new tools and a clear framework** allows others to follow our example while adjusting to their circumstances and priorities.

**The visibility and impact of our work is expanded** when cities, organizations, and property owners are inspired by our work and take the initiative to add women's history into the historical narratives at their own sites.





## MODELING AND INSPIRING CHANGE

Our approach to **landmark designation prioritizes diverse women's history and achievement.** This provides a clear and very public set of examples for how women's history can and should be incorporated into local landmarks, and sets a new benchmark for future landmarks.



## **DRIVEN BY COMMUNITY PRIORITIES**

Outreach to a wide array of organizations, institutions and individuals ensures the work of LAWL reflects the places and stories of women's history that are most important to local residents and communities.

$$\begin{array}{ccccc} \mathbf{45} & \mathbf{+} & \mathbf{80} & \mathbf{=} & \mathbf{200+} \\ \text{PROJECTS \&} & & \text{PEOPLE} & & \text{POTENTIAL WOMEN'S} \\ \text{ORGANIZATIONS} & & & & \text{LANDMARKS} \end{array}$$



## ENGAGING THE PUBLIC AND EMPOWERING THE NEXT GENERATION

**A new series of tours, events, activities, and trainings by the LA Conservancy** will introduce the public to the many women history-makers highlighted by our research and designations, with a special focus on connecting students, young people, and families to the women who shaped LA.

Nearly a dozen **K-12 curricula meeting CA State Standards and teacher trainings** created with UCLA History and Geography ensures the next generation of students at LAUSD will learn about diverse women's history as an integral part of LA's history.

# ENGAGING THE PUBLIC AND EMPOWERING THE NEXT GENERATION

**Video histories and short-form documentary film** spotlight extraordinary women and the historic places that embody their legacies today.

**Storytelling through the LA Women's Landmarks video series and coordinated social media campaigns** with USC students, extends engagement across multiple platforms.

**Digital engagement anchored by an interactive, GIS-powered StoryMap of Los Angeles women's history** will highlight thematic narratives and invite audiences to explore the city through a new, more inclusive lens.



*Celebrating UCS graduate students as storytellers and historians, and the next generation of women leaders.*

## GETTING STARTED

- Some Simple Steps to Get Started (PDF)
- Slide Deck from March 31, 2026 Webinar (PDF)
- *Story: A Toolkit for Change: Guidance from the Los Angeles Women's Landmarks Project* by Sarah Pawlicki (PDF)

## EVALUATION & ASSESSMENT

- Women's History Research Guide (Spreadsheet)
- How to Evaluate Your Landmarks in 5 Steps (PDF)
- How to Evaluate Your Landmarks in 5 Steps: Los Angeles as a Case Study (PDF)
- Template: Evaluating Historic Sites (PDF)
- Sample Evaluation: Mack Sennett (PDF)
- Template: Setting Priorities with an Impact Score (PDF)
- Template: LAWL Impact Score (Spreadsheet)
- Slide Deck: Women's Heritage in Los Angeles: An Overview of the Representation of Women in Existing Historic-Cultural Monuments in Los Angeles, California (Presented by Arabella Delgado on July 17, 2024) (PDF)

## PARTNERSHIPS

- The Importance of Outreach & Partnerships (PDF)
- *The Alliance Review: Something We All Can Agree On—Women's History is Our History* (2025, No. 4) by Christina Morris

# BUILDING NEW TOOLS FOR CHANGE



## A Toolkit for Change: The Los Angeles Women's Landmarks Project

### Some Simple Steps to Get Started

Meaningful change doesn't happen overnight. It can feel overwhelming to confront the challenge of rethinking how you do the work of historic preservation. But you have already taken the first—and perhaps the most important—step of being curious to learn more about how you can more fully represent women's history and other underappreciated histories in your work. Here are a few simple steps that you can take, either on your own or with colleagues, fellow commissioners, city staff, or partner organizations to begin understanding how women and other communities and identities are represented in your local landmark designations, and how you can do more to ensure they get the equitable recognition they deserve.

#### Question the Status Quo

Regardless of your role in the preservation movement, start by asking yourself how you currently do your work and/or participate in the designation process.

- What are your priorities?
- What types of places and projects do you generally work on?
- Have women's stories been *any* part of those projects or designations? If not, why not?

There's no wrong answer here but try to be honest in your assessment of the barriers that stand in the way to a more inclusive preservation practice.

- You simply don't have enough time? There are too many other competing priorities?
- You don't know where or how to start?
- Is it too much work?
- You never thought about it?
- Something else?

#### Start Small

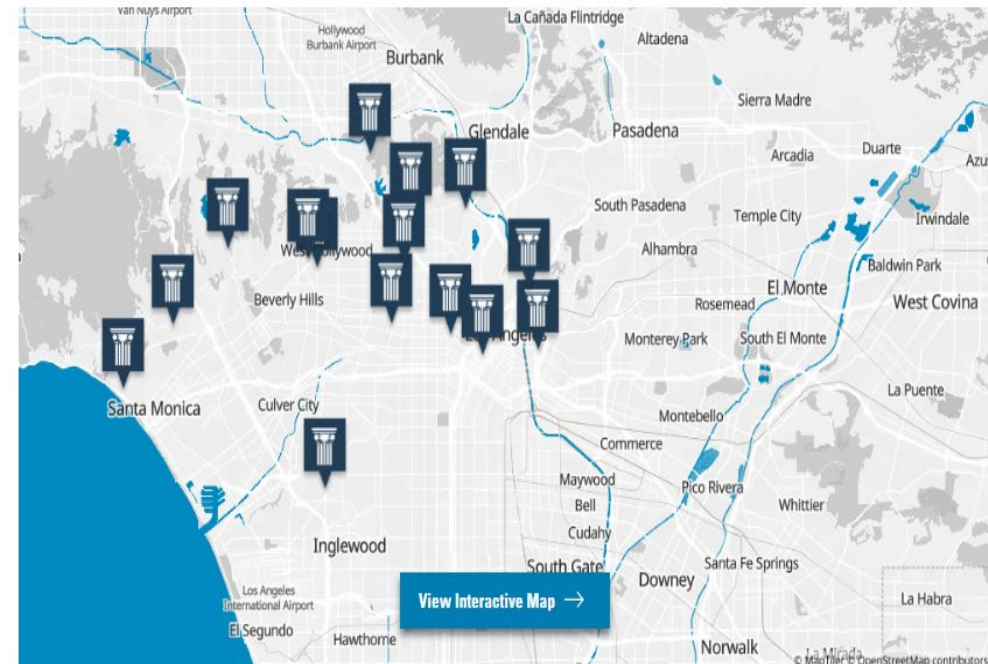
Don't try to change everything at once. Start with a discrete and manageable task, like evaluating a small sample of your existing landmarks. If your community has a designation or landmarking process, choose a few existing nominations (3-5) to review individually or as a

# LEARN MORE AND FOLLOW OUR PROGRESS

ISSUE

## Los Angeles Women's Landmarks Project

*The National Trust for Historic Preservation's Where Women Made History initiative and the L.A. Conservancy are working to address the significant underrepresentation of women and their contributions to Los Angeles landmarks.*



[www.laconservancy.org/save-places/issues/los-angeles-womens-landmarks/](http://www.laconservancy.org/save-places/issues/los-angeles-womens-landmarks/)



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# QUESTIONS & DISCUSSION



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