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1987 ROSES & LEMONS AWARDS BREAKFAST

**THURSDAY APRIL 23, 1987
THE BILTMORE HOTEL
LOS ANGELES**

BREAKFAST

WELCOME
Frank Jansen

GUEST SPEAKER
Professor Hamblet
Manchester University
England

The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster, and encourage the orderly and planned growth of Los Angeles. The group consists of individual representatives of all the major fields of development: real estate, banking, international investment groups, architects and engineers, urban planners, investment brokers, insurance development organizations, and governmental agencies. Meeting on a bi-monthly basis, the group maintains a profile of current business activity through featured guest speakers as recruited by its members. This type of professional interface encourages and supports sound principles of developing a better quality of life for Downtown Los Angeles.

PRESENTATION OF ROSE AWARDS

Frank Jansen and Lauren Melendrez

- | | |
|--|-------------------------|
| I. STRUCTURES: | II. RENOVATION: |
| The Biltmore Tower | Brunswick Square |
| The Federal Reserve Bank | Giannini Place |
| The Museum of Contemporary Art | 818 West Seventh Street |
| III. CIVIC/PRIVATE COMMITMENT: | |
| Stu Ketcham | |
| Key role in the establishment of the downtown YMCA | |
| Metropolitan Structures | |
| Supporting in many ways, the Museum of Contemporary Art in L.A. | |
| Andy Raubeson | |
| Continuing work in providing low cost, single room occupancy housing in Skid Row | |
| IV. GOOD IDEAS (WE'D LIKE TO SEE MORE): | |
| The Downtown People Mover | |
| The Paseo System | |
| Pershing Square Rehabilitation | |
| V. OTHER: | |
| The Bonaventure Hotel, Flower Street Renovation | |
| Cardini Restaurant, The Hilton Hotel | |
| McDonald's Restaurant, The Fine Arts Building | |

PRESENTATION OF LEMON AWARD
Howard Reback

ADJOURNMENT

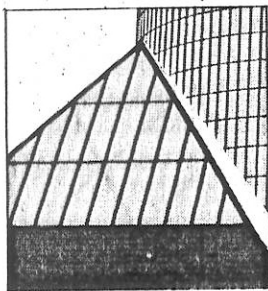
Sam Hall Kaplan

Designer Roses and Lemons of '87

Springtime downtown is harvest time for roses and lemons, which is what the Downtown Breakfast Club has labeled its annual awards for the best, and worst, recent design efforts in and around the center city.

And for me it's a time to sit back and comment on the choices, bearing in mind that the club is not a gaggle of critics, but rather a loose association of individuals in the development field who meet every month or so to ponder the drift of downtown design.

This year the club's coveted rose for the best new structure went to the Museum of Contemporary Art, at 250 S. Grand Ave., which sits like



Los Angeles Times

Honor for MOCA: Museum's pyramidal skylight, against backdrop of downtown tower.

chiseled jewels at the base of an emerging California Plaza inviting exploration.

It was a predictable choice. Since opening last December the museum, designed by Arata Isozaki with an assist by Gruen & Associates, has garnered wide praise for the simple geometric shapes and lush finishes of its exterior, and the quality of the light and space of its

Please see KAPLAN, Page 4



Inside View

ASTROLOGY: Carroll Righter. Page 4.

BRIDGE: Alfred Sheinwold. Page 2.

DAY HIKE: Sea view at Torrey Pines. Page 6.

ENTERTAINING: Bridal shower. Page 2.

One of the perennial problems gardeners face: confusing weather. Page 4.

KAPLAN

Continued from Page 1 interior.

In the category of the best new renovation, winning a rose was 818 West 7th St. A former furniture store (Barker Bros.) designed with a flair in 1925 in an Italian Renaissance revival style, it was converted with equal flair into an office building last year by the Hammerson Group.

Of particular merit, and worth a detour to view, is the restoration of 818's vaulted, marble-clad lobby, which as originally designed by the firm of Culet & Bellman is said to have been inspired by the Strozzi Palace in Florence. The respectful restoration completed last year was handled by the Feola/Deenihan Partnership.

In the club's inspired category of "other," the Bonaventure Hotel won a rose for renovating its Flower Street facade to make it friendlier to pedestrians. The renovation has made it easier to find the entry to the hotel and the shops there.

Winning a rose in the "good idea" category was the proposed plan to redesign Pershing Square. Now being refined, the plan features an undulating landscape based on a grid marked by "thematic modules" representing aspects of the city's history, life styles and geography. It is an imaginative design by the firm of SITE Projects of New York, which won the commission in a heralded international competition last year.

Whether the plan will ever make it out of the club's good idea category into the best renovation category depends on the perseverance of the Pershing Square Management Assn. Until then, the troubled park unfortunately remains a space most people avoid.

Interestingly, both the park and

the Bonaventure Hotel were previous recipients of the club's notorious lemon award; the park for its deteriorated condition and the hotel for its former Flower Street facade. Apparently it is possible to make lemonade out of lemons.

This possibility flavors the club's selection for a lemon this year. The award made Thursday went to the bulky, glaring white parking structure just east of the Harbor Freeway at 2nd Street, adjoining the ambitious Promenade development. It was designed by Kamnitzner & Cotton, with Abraham Shapiro & Associates, for the development team of Goldrich & Kest and Shappell Industries.

I found the choice surprising, for the firm of Kamnitzner & Cotton has produced some of the city's more sensitively designed residential complexes, such as the Vista Montoya development in the Pico Union area. With this in mind, and as a professional second-guesser, I thought I would see the parking structure for myself.

Recently expanded from 888 spaces to 1,052, the parking structure at present indeed is, in a word, ugly, just as the club implied with its award. Certainly it is in contrast to the relatively well scaled and detailed housing and commercial development it serves.

But while viewing this ignoble addition to downtown, I noticed that a few planters were being strategically placed on the raw structure. A call to the spokesperson for the developer revealed that the parking structure is not yet finished, and that extensive landscaping is planned to soften its harsh view.

Until then this picker will leave the club's lemon on the tree, to see if it ripens into sweeter fruit, as the developer and architects promise; or perhaps in time even into a rose.

Kaplan also appears in *The Times' Real Estate section.*

CLIVE HOTTENWALL ASSOC., INC.
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LOS ANGELES, CALIF. 90014

REAL ESTATE

Sweet and sour: Old Lemon recipients come up smelling like Roses this year

A pair of black sheep were returned to the fold last week as one-time "winners" of the embarrassing Lemon award were given prestigious Rose awards by the Downtown Breakfast Club.

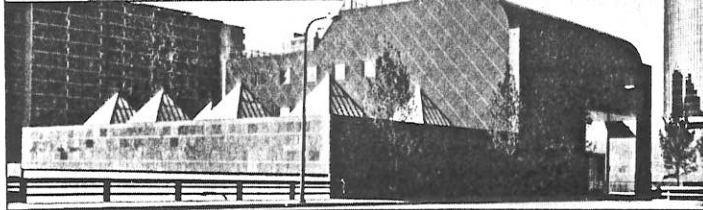
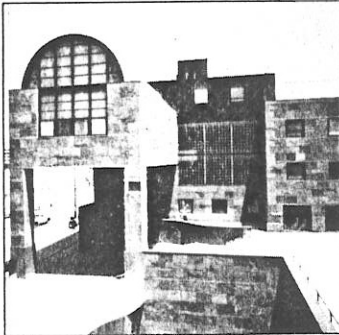
The Bonaventure received a Rose for a renovation that changed its Flower Street

front from a bunker-like wall to a pedestrian-friendly main entrance that improved the aesthetic appeal at the sidewalk level. The hotel had received a Lemon in 1981, the first year the Breakfast Club gave the award.

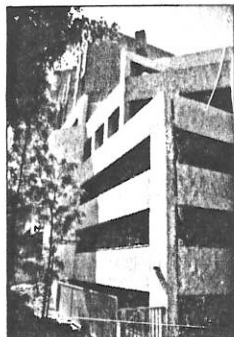
And Pershing Square, which remains mostly in the same forlorn state that earned it a 1983 Lemon, earned a 1987 "good idea" Rose for the Pershing Square Management Association's planned \$17 million makeover.

The Downtown Breakfast Club is a group of real estate development professionals who annually single out major contributions to — and detractions from — the design scape of the central business district.

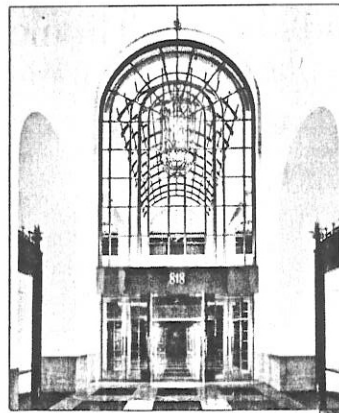
The year's not-so-coveted Lemon went to the white parking structure that adjoins Promenade Towers, which designer Howard Reback described as "a cement blob" that "stands out as a sore thumb" lacking



The Museum of Contemporary Art, recently opened in California Plaza, won a Rose award for Best Structure in the annual Downtown Breakfast Club competition



Garnering this year's Lemon award was the parking structure at Promenade Towers, referred to during the ceremony as 'a concrete blob'



Beaux Arts grandeur of 1926

The restored Barker Bros. Building at 818 W. Seventh St. won a Rose for renovation



"humanistic scale" or "contextual relation to its adjoining structure, Promenade Towers."

On the plus side, Reback said, developer Goldrich & Kest's garage had "saved Caltrans the money it would take to build a barrier against the Harbor Freeway."

Other Roses this year were as follows:

- The rose for Best Structure went to the newly opened Museum of Contemporary Art. Japanese architect Arata Isozaki designed the \$23 million museum.

- Stuart M. Ketchum won his Rose for civic commitment. Ketchum contributed time, money and leadership to the 17-year effort to replace the downtown YMCA, which was built in 1908 and razed in 1969.

- A Rose for renovation went to the 818 W. Seventh St. Building, which has been restored by Hammerson Property (West U.S.A.) Corp. Built in 1926, the Beaux Arts-style building once housed the Barker Bros. retail store. It has been reopened as an office building.

The first Lemon runner-up was the County of Los Angeles, "for allowing the homeless to exist on our streets. Someone has to take some responsibility for these people," Reback said.

The second Lemon runner-up was the city's Sixth and Gladys streets park, which has been barricaded with a chain-link fence.

Breakfast Club officer Lauren Melendrez and Frank Jansen presented the awards.

— Roger Vincent

Paramount lease valued at \$7.3 million

Leases

LOCATION: Paramount Plaza, 3550 Wilshire Blvd., Los Angeles.

LESSEE: Chapman Mid-Wilshire Properties Ltd.

LESSOR: Mid-Wilshire Associates.

SIZE: 24,050 sq. ft.

CONSIDERATION: \$7.3 million.

BROKER: Merritt Real Estate Group and Morgan Equities represented the principals.

LOCATION: Grand Central Business Centre, Glendale.

LESSEE: Kirk Paner Co.

4800 Oak Grove Drive. Developer JPL is a branch of the National Aeronautics and Space Administration that designs microchips for spacecraft. The facility will include an "ultraclean room" where products will be designed in a totally dust-free environment. Completion is scheduled for January.

PROJECT: Mission Plaza, Mission Hills.

DEVELOPER: Mission Plaza Associates.

SIZE: 39,000 sq. ft.

COST: \$5 million.

CONTRACTOR: Yoni Properties.

DESIGNER: J. Michael Nolan.

DESCRIPTION: Construction has nearly

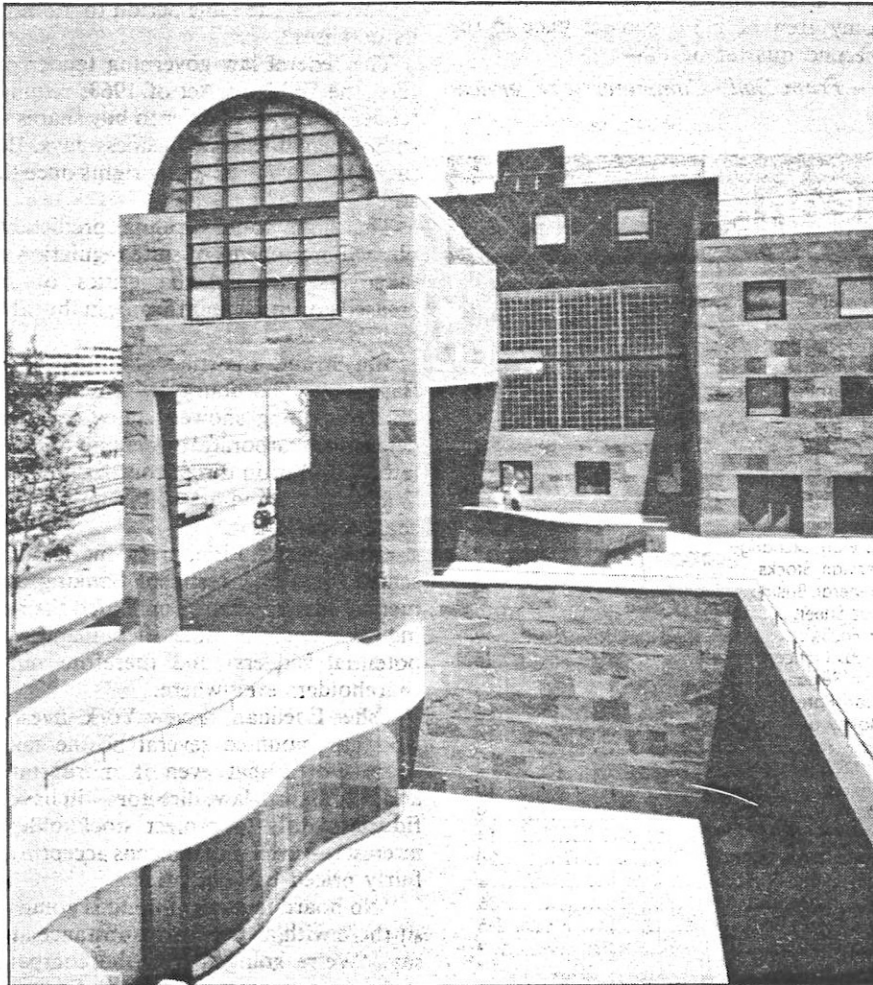
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A rose . . . and a lemon

The Museum of Contemporary Art, left, was deemed a "rose" by the Downtown Breakfast Club Thursday at the seventh annual Roses and Lemon awards held at the Biltmore hotel. The Promenade Towers parking structure, below, was rated a "lemon" for its "whimsical coloration of white and concrete gray." See story, page 3.



BARRY MUNGER/Daily Commerce

Real Estate

Officials try to quell Valley residents' fears over development

By DAVID SILVER
Daily Commerce Staff Writer

More than 100 Valley residents who attended a town hall meeting at Grant High School in North Hollywood Wednesday night heard city officials discuss future plans to reduce development and traffic congestion in the San Fernando Valley.

Highlighting what has become an explosive political issue, Councilman Zev Yaroslavsky, who represents the Valley community of Sherman Oaks, told the audience that the issues of development and traffic congestion have become dominant concerns among Los Angeles residents since the slow-growth initiative, Proposition U, passed in November.

"What it (the proposition) did was reduce (development) density in half and provoke public debate for the first time in 40 years," he said.

This debate was evident Wednesday night as local residents and presidents of

Valley homeowner groups expressed their fears of increased development and traffic congestion to a panel comprised of Yaroslavsky, fellow Councilmen Joel Wachs, Marvin Braude and Michael Woo, and Donald Howery and Kenneth Topping, general managers of the city transportation and planning departments, respectively.

Wachs represents the northeast part of the Valley, Braude the southwest portion, and Woo the southeast.

Voicing a common complaint, Gerald Silver, president of the Homeowners of Encino organization, said, "There have been too many three- and four-story buildings constructed at intersections where there was no use for (them)."

As an example, he mentioned the Fujita office building in Encino, which takes up an entire city block and is only 15 percent occupied. "Nine homes were destroyed because of it, and for what," he asked. "We don't want the Valley to

become Manhattanized."

David Read, who has lived in Van Nuys for 20 years, said it's frightening to see all of the development that is transforming the Valley.

"There is a big development going on at the Sepulveda Basin that is going to destroy a major recreation area for families," said Read, who is president of the Van Nuys Homeowners Association. "It's depressing," he said.

In trying to allay these fears, Kenneth Topping told the audience, "We have 32 separate projects in the Valley that we are studying for better land use and traffic control."

He said in the next few years, the planning department will be looking at community plans to make sure no areas become too dense with development.

"There will be a different picture (in the future) when it comes to land use," he promised.

The plan also calls for limiting congested traffic patterns that have sprouted

throughout the Valley because of all the development, said Donald Howery, general manager of the Department of Transportation.

"We are working to make the traffic in the Valley more tolerable," he said. "This includes the TRIP (Traffic Reduction Improved Plan) program."

This entails more ride-sharing, staggered working hours and a computer-controlled traffic light system, and adding an extra lane on both sides of the Ventura Freeway (101).

He said traffic is growing in the city by 2 percent a year, as compared with 3.5 percent to 6 percent in the San Fernando Valley.

"We can handle five more years of traffic growth at the present rate," he said.

The meeting was the third in a series of community forums established by council members who began representing Valley areas as a result of last year's redistricting.

Seventh Annual Roses and Lemons Awards

Ceremony honoring developers ends in 'sour note'

By BARRY MUNGER
Daily Commerce Staff Writer

The emcee was grave. About 300 leading members of the Los Angeles development community, gathered for a breakfast awards ceremony at the Biltmore Hotel's Crystal Room Thursday, grew hushed.

Departing from the procedure used for the previous winners, the emcee suggested that, for any developer or architect associated with the final award, "It might be best if you don't come up to the stage."

The winner? The Promenade Tower parking structure, cited for its "seemingly unfinished" mien of white and concrete gray.

"We kind of look at it as a concrete blob to decorate our freeway system," the emcee said.

So went the finale of the Seventh Annual Roses and Lemons Awards, a ceremony that honors the best and ridicules the worst of downtown Los Angeles planning.

The event is hosted by the Downtown Breakfast Club, a group of 28 development professionals who say sharing a bimonthly meal helps them "recognize, foster, and encourage the orderly and planned growth of Los Angeles."

Winners at the ceremony receive roses, and losers have the names of their project inscribed on a rogues' gallery trophy that

features a lemon under plexiglass.

The big winner at this year's ceremony was the Museum of Contemporary Art, located on Grand Street, which won in the category of "best new structure."

Other nominees for "best new structure" were the Biltmore Tower, the 14-story office addition to the Biltmore Hotel, and the Federal Reserve Bank.

In the field of "renovation," the rose went to 818 West Seventh Street, better known as the Barker Bros. Building. The architect for the project was Brenda Levin.

Other awards were given out for "civic/private commitment," "good ideas," and "other," a hodgepodge category.

The commitment award went to Stuart Ketcham, whom the presenters called "Mr. Downtown" for his role in the creation of the Downtown YMCA.

The proposed rehabilitation of Pershing Square Park took the rose for "good idea."

And the Bonaventure Hotel was honored for its renovation of its Flower Street facade.

Although the lemon award traditionally lends a sour note to the proceedings, there is hope for future lemon recipients: two rose winners this year, Pershing Square Park and the Bonaventure hotel, were previously hit with lemons.

Said a spokesman for the Pershing Square Park project, "I figure if we moved up from a lemon to a single rose this year, we should move up to a dozen roses by the time we break ground."

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NEW

HOMES & REAL ESTATE

G Los Angeles
Herald Examiner
Sunday
April 26, 1987
Supplement to Classified

MOCA comes out smelling like a Rose

Last Thursday, the Downtown Breakfast Club awarded the Museum of Contemporary Arts its prestigious Rose Award for Best Structure, while the Promenade Parking Structure won the Lemon Award for its sour mark on the downtown landscape.

Presenting the awards at the Biltmore Hotel, where approximately 300 attended the banquet, were Breakfast Club Chairman Frank Johnson of Chicago Title Co. and Club Secretary Lauren Melendrez of Carlson/Melendrez Asso-

ciates. Member Howard Reback, chairman of Reback Design, presented the Lemon Award.

The 818 West Seventh Street Building (Barker Bros.) won the award in the category of Renovation; the Bonaventure Hotel won in the category of "Other" for its Flower Street renovation; and the Pershing Square Rehabilitation won the award in the Good Idea category.

Stu Ketchum, president of Ketchum Company Real Estate Invest-

ments, won the honor in the category of Civic/Private Commitment for his vast contributions to the downtown YMCA.

Other nominees for Best Structure were the Biltmore Tower and the Federal Reserve Bank; Renovation nominations went to Brunswick Square and Giannini Place; Developer Andy Raubeson and Metropolitan Structures were nominated for Civic/Private Commitment for contributions to low-cost housing in Skid Row and support of the Museum of Contemporary Art, re-

spectively; The Downtown People Mover and architect Jon Jerde's Paseo System were nominated in the Good Idea category; and the Cardini Restaurant in the Hilton Hotel and McDonald's Restaurant in the Fine Arts Building were nominated in the Other category.

Rose Award winners Pershing Square and the Bonaventure Hotel Flower Street Renovation were previously winners of Lemon Awards.

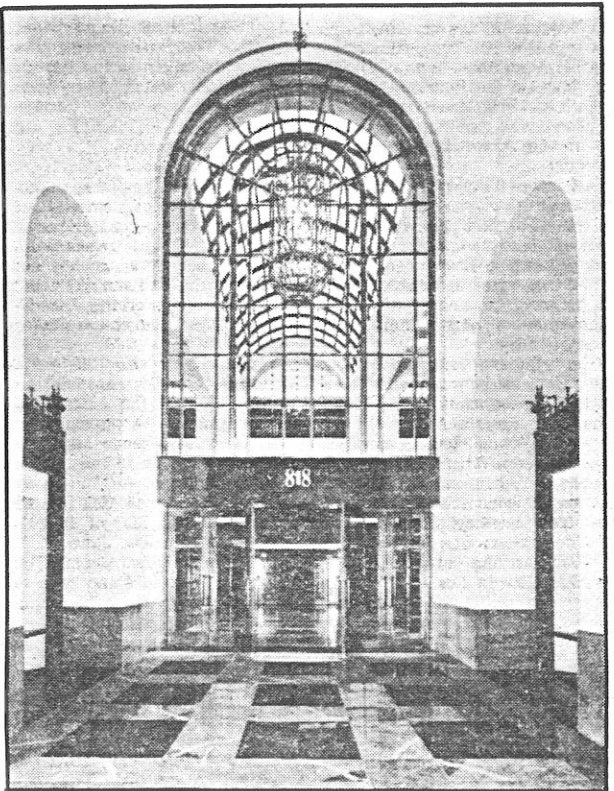
Architecture Professor Gil Hamblet of Manchester University, England was guest speaker.

"The style of architecture in downtown is early reminiscence," he told the audience. And to the Lemon Award winner, he said, "You've ruined part of your city by a declaration of faith in retarded development."

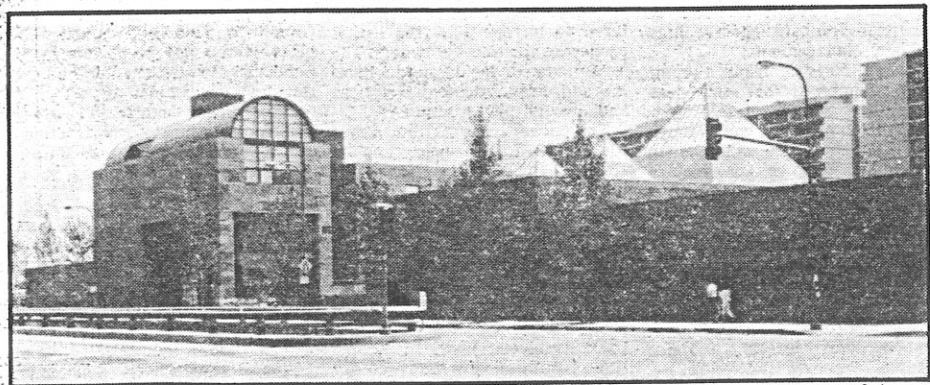
It was later discovered that Hamblet was an imposter. He is an executive at TRW and was brought in as a prank for humorous enlightenment at the 7:30 a.m. banquet.

The Downtown Breakfast Club is an organization comprised of key people in the major fields of development who meet regularly to encourage and support sound principles of developing a better quality of life for downtown Los Angeles.

There are presently 27 members in non-competing fields.



The 818 West Seventh Street Building won a Rose Award for best renovation.



Designed by Arata Isozaki, the Museum of Contemporary Art won the top Rose Award for best structure in Downtown L.A.

Home inspection seen through the eyes of a 'house master'

By Steve Chagollan

Kenneth Austin is chairman of Housemaster of America, one of the nation's largest home

shoulders of the seller is next to impossible. I think most sellers are not totally aware of the condition of their property, unless its something monumental like the house sliding or the roof working badly. But in

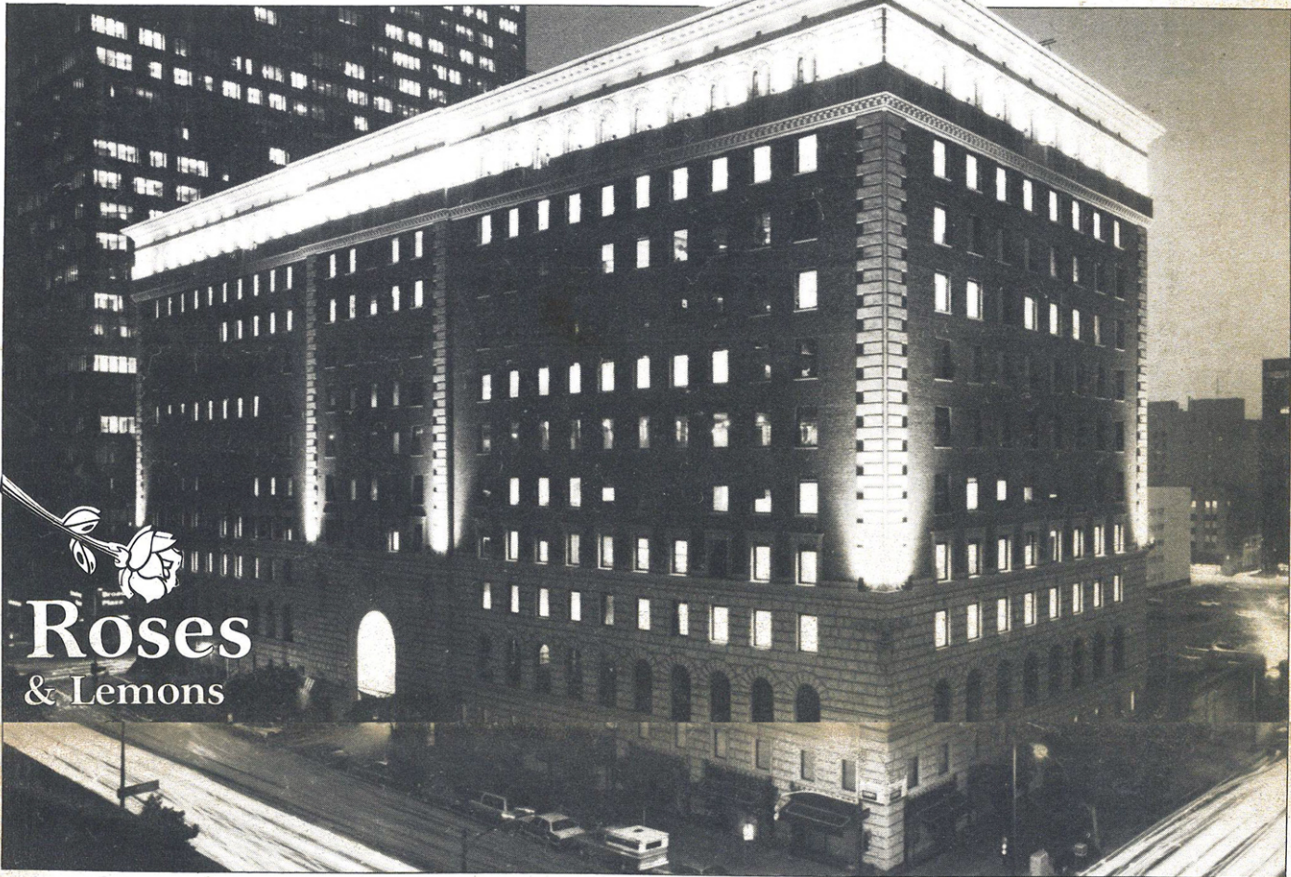
THE NATION'S HOUSING COLUMN

By Kenneth Harney



DOWNTOWN NEWS

EVENTS GUIDE
Downtown Calendar, Page 22




**Roses
& Lemons**

818 West 7th received a Rose for Historic Restoration.

JONATHAN & CALIFORNIA Winds of Change at the Private Clubs

For Women Who Want In, the Issue is Not Civil Rights, the Issue Is Business

by Suzanne Berne
The question is simple: "What is business." But the question is at the heart of a power struggle that may shake the social and financial elite of Los Angeles.
Is a drink with the CEO of a major corporation business, or is it just a drink? How about a drink with a client?
Do you have a constitutional right to have that drink when and where you please? At the Jonathan Club or the California Club, where Jews are few, Hispanics are rare, blacks are extremely rare, and women are not allowed, as members, at all.
The people who want in at Downtown's Jonathan and California Clubs are not civil rights activists,

they are businesspeople who believe they are missing out on the action. They know that the clubs are places where the lines between client and friend are allowed to blur, where it's possible to make a deal on the racquetball court, or find your corporation a lawyer in the pool.
"I don't think we're ever going to get around the fact that the best way to get business is to get to know the person whose business you want," sighs Margaret Henry, past president of the Los Angeles Women Lawyers' Association and a partner in her own firm.
Henry is also the wife of Conway Collis, the state Franchise Tax Board member who recently introduced a regulation against

Continued on page 6

THE DOWNTOWN LUNCHBOX

—Talking Back to George—

Editor's Note: We've asked local personality Riva Rothschild to make forays from her Bunker Hill office and find adventures we can all enjoy in under 60 minutes—including lunch.

by Riva Rothschild
Last week I had lunch with a bunch of people who seemed mad as hell. I doubt they're going to take it anymore.
We had assembled within Arco Plaza to absorb the wisdom of George "Eighty-Seven on your AM dial" Putnam, who expounds there from the glass-enclosed broadcast booth of KIEV radio.
Benches surround the booth, and audiences are invited to sit and react to whatever it is that George happens to be saying. If you visit weekdays between noon and 1 p.m. (the hours of his "Talk Back" phone-in show), chances are he'll be saying something incendiary.
"Dumb, dumb, dumb! Why are people so darn dumb?" he wondered over the air the day I stopped by. I don't think he expected an answer, because he immediately added, "The ludicrous things that come out of some people's mouths!" Many in the audience nodded, others just looked at the floor. Feeling personally chastized, I called to mind some of the ludicrous things I had said recently, some in print, some about Grand

Continued on page 19

BUSINESS One Year Into the Signage Law

Will Distinctive Buildings Obviate Need for Signage? 'Good Citizen' Exceptions

by James O'Toole
L.A. has always been a town awash in unregulated neon, commercial rooftop sculptures, and billboards so big and garish even an airline pilot could read them during lift-off. None of that has really changed, but for almost a year now, the City has been quietly operating under its first regulation of what some call 'visual pollution.'
And while there was great concern that the City would suddenly be performing a Big Brother role in this area, stifling our local brand of "creativity," those fears now appear to have been unfounded.
The ordinance, approved by the City Council last spring, is, however, comprehensive. It covers

everything from small on-site identity, to highway billboard monsters, theater marquees, wall signs, street-level advertisements and corporate tower insignias. While broad in scope, the law's aim is simple: protect public safety first, environmental impact second, and weigh both against the individual's considerable right to be spotted in a competitive marketplace.
Though the ordinance also encompasses high-rise signage, Downtown has its own set of rules, prepared nearly two years ago by staff of the Community Redevelopment Agency. These guidelines go a lot further in terms of regulation.
Here, building-top sign

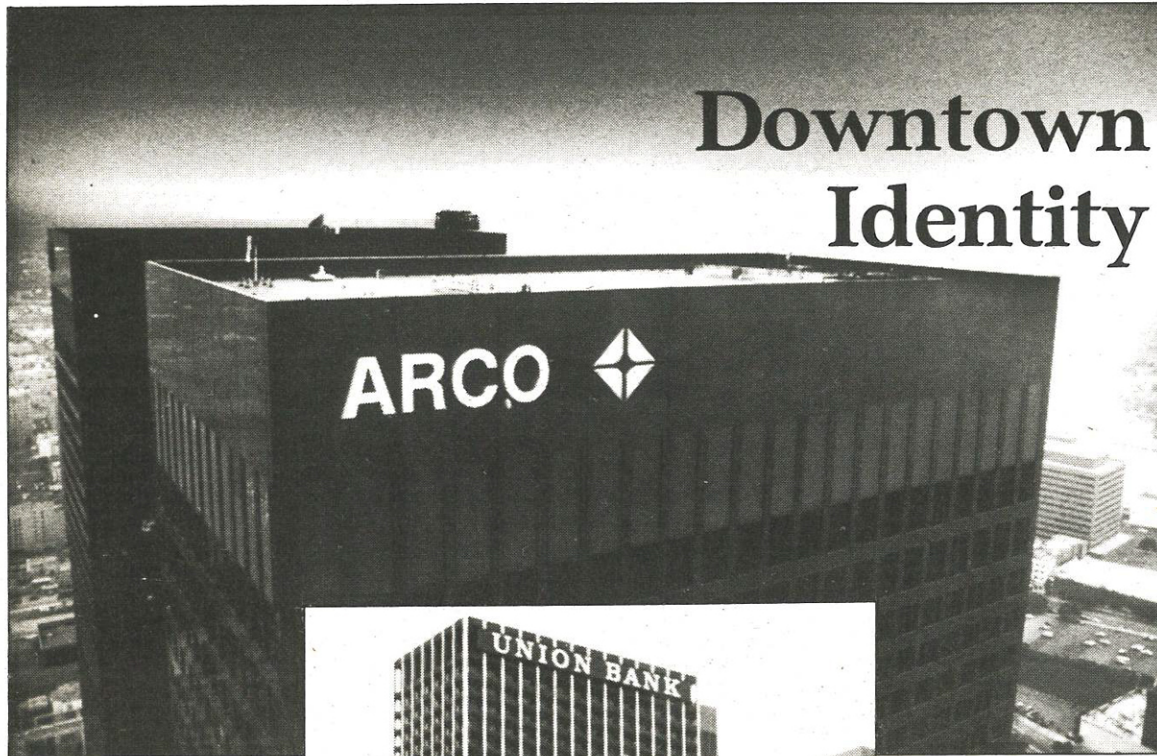
Continued on page 10

Health, Beauty, Fitness 13
Ionizers Return

Cinco De Mayo 18
Big Event on Pershing Square

L.A. Festival Plans 21
A Leap Into World Culture

Downtown Identity



Continued from page 1 proposals must not only meet the minimal public safety and environmental standards, but they must also meet criteria having to do with their size, shape, placement—even their color, how they're lit, and what materials are used.

The rules provoked a lot of controversy as they were approved by the CRA board last January. Opponents argued that the right to have a commercial sign was one protected by the constitution, and since no regulation had ever

CRA board: Arco's. The big sign *did not* much conform with the rules, but it was approved anyway.

"It's a flexible policy," says Jeff Skorneck, one of the CRA's key planners for the central business district. "But there were a few things that bothered us.

"To begin with, there was some discussion over why, after all this time, that Arco should even want a skyline sign," Skorneck explains. "Bank of America has always had its name on the south tower, yet the complex has

wasn't too far from what others already had."

Skorneck says that Arco had decided they wanted the identity, perhaps due to the fact that they had sold the building, but still constituted its biggest tenant. He explains that the plastic letters are in the same style as the Arco service stations and something the corporation wanted to retain, as was the lighting—this, he says, is a subjective area, open to negotiation.

Up on Bunker Hill, however, such things are not so easy. Because it was the Agency who originally

south Crocker Center Tower. "We decided that the letters were enough of a logo to qualify," says Skorneck. "They have national recognition, and since (IBM) cooperated on the facade and lighting, we went along.

"Evaluation is always on a case-by-case basis."

Another skyline sign soon to be in view is atop the Reliance Tower at Seventh and Figueroa: Coast Savings. "This is really well-designed," Skorneck says. "They really took the trouble to integrate the letters into the architecture of the build-

PLAGUE

By Scott Dikkers



ROSES AND LEMONS

MOCA Building Gets Architecture Rose

by Marc Zasada

The Downtown Breakfast Club, which has grown to be the watchdog of public taste in the central city, has announced its annual Roses and Lemons Awards.

The Club is a loose association of real estate experts, which meets bi-weekly to discuss the changing shape of the city.

The new Museum of Contemporary Art won this year's most coveted rose. It was named "best structure," a somewhat prosaic term meaning "excellence in architecture."

The choice surprised no one: architect Arata Isozaki's unpredictable geometries and soaring gallery spaces have brought the museum, part of the gigantic California Plaza complex now being built at the top of Grand Avenue, worldwide praise.

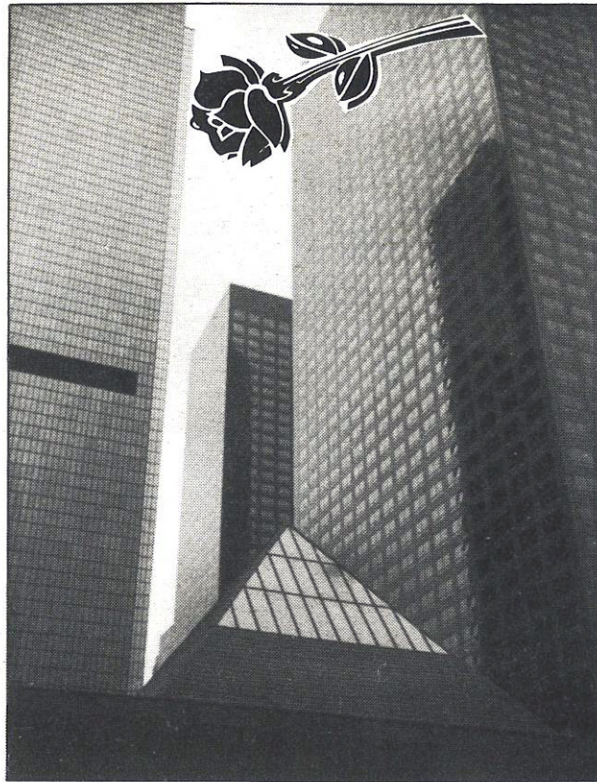
Trailing the winner were two other nominees: the charming-if-self-conscious Biltmore Place Tower (now nearly complete at 5th & Grand), and the stately-if-bureaucratic Federal Reserve Bank (on Grand at 9th).

The Rose for Civic/Private Commitment (meaning a private citizen or group deeply involved in civic affairs), went easily to developer Stuart Ketchum, who all-but-singlehandedly created the Downtown YMCA—not only through his civic zeal, but with



Stu Ketchum.

about a million dollars of his own money. The building has added immeasurably to the life of Bunker Hill.



MOCA Skylight.

Others nominated for the Commitment Rose: Andy Raubeson who renovates Skid Row Housing for SRO, and California Plaza, for allowing MOCA to share its space.

Not surprisingly, the 818 West Seventh Street building, formerly known as the Barker Brothers Building, won the Rose for historic renovation. Hammerson Properties completely redid the structure, tearing out a whole floor in the lobby to

create one of the finest entryways in a Downtown building. Underground, they turned the former furniture warehouse into a parking garage—making the building economically viable in a way that historic restorations often are not. Outside, Hammerson has floodlit the building at night (see our front cover), and has given the whole thing a charm and a life which has anchored historic Seventh Street firmly to Flower.

Last year, 818 won an award from the Building

Owners and Managers Association, and it has been featured in numerous national articles on "new uses for old buildings."

Other nominees were Giannini Place, just up 7th at Olive, a gorgeous restoration by Peter Beale; and Brunswick Square, in Little Tokyo, which completely remade an old structure into a postmodern gem at 2nd and Central.

A somewhat nebulous Rose for "good ideas we would like to see more of" went to the plan to revamp Pershing Square.

Pershing Square Plan.



photo by M. Zasada