

ROUTE

1. 300 TULLOCH
2. VARIETY ARTS CLUB
3. BILTMORE HOTEL
4. THE S. OLIVE RESIDENCE
5. CHILDREN'S MUSEUM
6. THE PANTRY
7. JAPANESE VILLAGE PLAZA
8. SKID ROW DEVELOPMENT
(CRA)
9. ARCO - CIVIC & CULTURAL
ADJUSTMENTS
10. QUINN BUILDING
11. I. A. CHAPTER - A. I. A.
FOR SAVING CENTRAL LIBRARY
12. BROADWAY STREET SCENE

LEMON

1. BASE OF BOVAVENTURE
2. TRIFORIUM
3. REDWAY SYSTEM



IN COOPERATION WITH

General Bank of Commerce

PRESENTS

1981
DOWNTOWN LOS ANGELES
RECOGNITION
AWARDS LUNCHEON

Thursday, March 26th
12:00 Noon

Los Angeles Chamber of Commerce
Dining Room

"The purpose of The Downtown
Breakfast Club is to recognize and foster
the orderly and planned growth of
Downtown Los Angeles"

FORMED 1977

**DOWNTOWN
BREAKFAST CLUB MEMBERS**

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AWARDS PROGRAM COMMITTEE

William Feathers — *Chairman*

Don Battjes — *Chairman,*
Rules and Applicants Committee

Tom Meeker,
Michael C. Clark — *Awards Selection Committee*

Harvey Perloff,
Dean Architecture UCLA

John Pastier,
Architectural Critic

Edgardo Contini,
Urban Planner

William Feathers

R. Gene Thurman — *Chairman,*
Arrangements Committee

Ginny Vaughn — *Arrangements Coordinator*

LUNCHEON PROGRAM

11:30 — Cocktails

12:15 — Lunch

12:50 — Downtown Los Angeles
Recognition Awards

Bunker Hill Associates:

Martin Seaton, Senior Vice President
Cadillac Fairview of California

Presentation

“Downtown Los Angeles 1981 - 1986”

Nathan Shapell, President
Shapell Government Housing

Jona Goldrich, Partner
Goldrich Kest Inc.

1:40 — Finish

**DOWNTOWN
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Vice President
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Mr. Timothy H. Walker
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'Roses' and 'Lemons' Hit Local Targets

Twelve "Roses" and three "Lemons" were features of the first annual Real Estate Awards Luncheon held by the Downtown Breakfast Club at the Los Angeles Area Chamber of Commerce on March 26. The event was intended to highlight the better, and the worse, in downtown redevelopment activity during 1980.

Judges who determined the awards were Edgardo Contini, Urban Innovations Group; Harvey Perloff, Dean of School of Architecture, UCLA; and John Pastier, Architectural Critic and author. Michael C. Clark, a member of the Downtown Breakfast Club, and each of the three judges listed above, made the presentations.

Recipients of the "Roses" were saluted with an engraved cup and a description of each achievement was read into the record:

800 TRACTION ARTIST STUDIOS

This project combining artist studios and related businesses provides a positive proof that buildings and even neighborhoods considered obsolete can be recycled with practicality and sensitivity.

VARIETY ARTS THEATRE

An imaginative adaptive re-use which has infused the downtown area with an attractive nighttime activity.

BILTMORE HOTEL

A brilliant model of historic preservation combined with tasteful, selective modernization. Not only has it contributed to convention activity but reestablished its original standard of quality.

740 SOUTH OLIVE RESIDENCE

Successful remodelling of a former commercial building into senior citizen housing, exercising social conscience and economic ingenuity to create an important new use.

CHILDREN'S MUSEUM

An innovative public institution in a retail setting which adds an exciting, welcome -- and unexpected -- dimension to L.A.'s downtown.

THE PANTRY

A landmark local eatery that has successfully resisted the forces of change and the whims of fashion, and by doing so, becoming a downtown tradition.

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'Roses'

Continued from page 1.

JAPANESE VILLAGE PLAZA

For applying perception and sensitivity to an existing physical environment at the same time rejuvenating economic activity within a neighborhood scale.

CRA SKID ROW PROGRAM

For developing a program designed to cope with a complex social problem, resisting the temptation to find merely a narrow physical solution.

ARCO

To an enlightened member of the business community, for its continuing and very substantial support of civic and artistic endeavors in the downtown area -- and its concern for the future as well as the present.

OVIATT BUILDING

For selective historic preservation in conjunction with a commercial recycling that represents a vote of confidence in an overlooked downtown district.

AIA (LOS ANGELES CHAPTER)

For serving as a continuing voice of responsibility in the safeguard of the Central Library an important civic and architectural landmark

THE BROADWAY STREET SCENE

To all those who have contributed to the continued health of Broadway as an economic social entity and as the city's most active pedestrian street.

In contrast to the plaudits, or "roses," a group of three "lemons" was described:

BASE OF THE BONAVENTURE HOTEL

An ambitious architectural conception which -- whatever its positive elements -- contributes an ambience of utter desolation to its streetscape and substantial disregard for the pedestrian traffic it induces.

TRIFORIUM

A monument of horrendous taste, demonstrating not only an irresponsible process of selection but an extravagant misuse of public funds.

THE ELEVATED PEDWAY

A system which effectively robs the street level of the human vitality so urgently needed downtown.

"The luncheon is designed to be an annual event. It is our hope to spotlight the ongoing projects in downtown Los Angeles that make the best contribution to redevelopment, and perhaps to point out a few projects that the judges deem to be eyesores," states William A. Feathers, President of the Breakfast Club.

Although not presented with the jury's awards, the members of Bunker Hill Associates who are negotiating rights to develop an eleven acre mini-city atop Bunker Hill were also honored with a special commendation award. They were Cadillac-Fairview of California, Shappell Government Housing, and Goldrich Kest Inc.

Feathers also presented a special commendation award to the General Bank of Commerce for its outstanding contribution to the awards presentation.