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**1986  
ROSES & LEMONS  
AWARDS BREAKFAST**

**THURSDAY, MAY 1, 1986  
LOS ANGELES THEATRE CENTER  
LOS ANGELES**

## BREAKFAST

Adjournment to theatre

### WELCOME

Donald Battjes

### GUEST SPEAKER

Harry Hufford  
Chief Administrative Officer  
Gibson Dunn & Crutcher

### PRESENTATION OF ROSE AWARDS

Frank Jansen and Lauren Melendrez

*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.*

#### I. STRUCTURES:

California Plaza  
Citicorp Plaza  
American Trading Building

#### II. HISTORIC PRESERVATION:

The Biltmore Hotel  
The Garfield Building  
818 West Seventh Street

#### III. CIVIC/PRIVATE COMMITMENT:

MaryAnn Bonino, PhD.  
Recreating classical music in architectural spaces through  
an innovative and on-going concert series with the Dacamara Society.

William McClelland  
Instituting activities for the senior citizens of downtown  
through regularly scheduled breakfast performances with the  
Grand Peoples Company.

Alice Callaghan  
Providing relocation services and daily social services to the  
immigrant families of Skid Row with Las Familias de los Pueblos.

#### IV. OTHER:

Downtown Women's Center Facility  
Los Angeles Theatre Center  
Seventh Market Place

### PRESENTATION OF LEMON AWARD

Howard Reback

ADJOURNMENT

May 5, 1986

# Roses and Lemons

*Citicorp Is the  
Big Winner,  
Sculpture the  
Big Loser.*

by Marc Zasada

The Downtown Breakfast Club bestowed its yearly Roses and Lemons to central city projects, and for the first time, one effort has plucked two roses.

Citicorp Plaza, perhaps best known to Downtowners as the home of the new Seventh Market Place shopping mall, got the award for best structure. And the mall itself garnered a rose in the "other" category.

Citicorp beat out the enormous multi-use project, California Plaza, which will include the Museum of Contemporary Art, the Bella Lewitzky Dance Gallery and more by the end of this year. Perhaps the club will give them the Rose for '86.

Also nominated was the relatively unknown American Trading Building on the west side of the Harbor Freeway, which the Downtown executive and developer club thought particularly well-designed.

The Rose for historic preservation went, as everyone expected, to the Biltmore Hotel. But also nominated were the Garfield Building and 818 West Seventh Street.

Nominated for civic  
Continued on page 19

photo by T. Chornear

## OWNTOWN CALEND

### Roses Are Given & Lemons Thrown

Continued from page 1  
commitment were Alice Callaghan, who runs Las Familias del Pueblo, a Skid Row agency that has moved more than 200 families with children out of blighted City East; and William McClelland, the man behind the Grand Peoples Company, which sponsors breakfast-time theater for senior citizens. But the Rose went to MaryAnn Bonino, who has been recreating classical

Center residence and the Los Angeles Theatre Center.

Each year, however, the highest anticipation is for the Downtown Lemon award—to that structure which most detracts from life Downtown. Howard Reback has become a sort of minor celebrity for his presentation of this honor.

Nominated this year were the Wilshire Finance Building, that huge pyramid-on-a-rectangle across the Harbor Freeway, and the continuing presence of the Jesus Saves sign on top of the old Church of the Open Door. The survival of the sign, by the way, has been almost assured by the probable purchase of the building by preacher Gene Scott.

But the winner of the 1985 Lemon Award was the outdoor sculpture at the International Plaza, at the corner of Ninth and Figueroa. As Reback put it, "the piece added a new dimension to the term 'mixed-use development.'"

*And a Lemon to the  
sculpture at 9th and  
Figueroa.*

music in historic buildings around town, including the Embassy Hotel, through the Da Camara Society.

Feeling guilty perhaps for choosing art over public service, the club presented checks to both Callaghan and McClelland.

Also nominated in the "other category" were the new Downtown Women's

**Lemon Trees** . . . It was time, last Thursday, for me to again pass on my mantle as critic to the Downtown Breakfast Club, if only for a day to allow the association to make its annual "roses and lemons" awards.

As usual, the loose association of development types concerned with the shape and look of downtown, made some barbed judgments about a couple of projects, praised others and honored three individuals.

While most of the proceedings focused on the "roses" and accented the positive, it was the "lemons" that generated the most interest and comments. It seems the proof of the puddings of criticism is in its tartness.

The club this year bestowed its lemon award for the worst addition to the downtown landscape to the sculptural work cluttering up the forecourt of the new

office tower at the corner of Figueroa and 9th streets.

Funded in part by the city's Community Redevelopment Agency, the sculpture by American artist Eugene Sturman, which includes a time capsule, was called by the club a "visual abuse of public funds." Time, unfortunately, will not heal this abuse.

Runner-up for a "lemon" was the Wilshire Finance Building. The group's comment was that the building at 1100 Wilshire Blvd. resembles a classic television set from the 1950s, the one with the free-form tube sitting awkwardly on its base. The logo on the building does not help.

The engineering might be innovative, but the design by the firm of Albert C. Martin is uninspired, to say the least. Making it worse is that the tower has taken advantage of the site's permissive zoning to stand out like a twisted mistake against the skyline, an argument if there ever was for height limitations in select districts.

A "rose" was given in the structure category to Citicorp Plaza, for being "a major commitment to provide downtown with a quality facility through its architecture, partnership structuring and location." The club was very kind to the 42-story building at 7th and Figueroa streets designed by the Chicago office of Skidmore Owings & Merrill. It looks like the box the Wilshire Finance building came in.

In the category of "other," a "rose" was given to Seventh Market Place, designed with a flair by the Jerde Partnership. The club declared that the project provided "a dynamic sense of people space to satisfy a drought of urban landscaping downtown." Here the club was on target.

Also winning a "rose" was the Biltmore Hotel restoration, for "a magnificent effort to restore and preserve an elaborate part of Los Angeles' architectural heritage."

The restoration of the rich interior, directed by Seattle architect Barnett Schorr, is quite attractive, but I still find it hard to forgive the new owners for turning the hotel's back on Pershing Square by moving the main entrance to Grand Avenue. It is not the way one should treat a public space in need.

The three individuals winning "roses" were Mary-Ann Bonino for her commitment to bring music into the city's classic environments; William McClelland for his work with senior citizens downtown, and Alice Callaghan for her service to the immigrant families of Skid Row.

Runner-up for "roses" included California Plaza, the American Trading Building, the Garfield Building, 818 West 7th Street, the Downtown Women's Center and the Los Angeles Theatre Center.

The awards were given out at the theater center on Spring Street. Then, for the club members, it was back to the development game, hopefully inspired by the whiff of roses.

**The Central Library** . . . is one of the Los Angeles' more magnificent, singular structures, an architectural experience, as well as a valued resource.

If anything survives the fire that ravaged the landmark last Tuesday it must be a renewed dedication to restore the structure, and its operation, to its past glory. The city's fledgling heritage deserves no less.

The restoration has been planned for some time as part of the ambitious Library Square proposal. But as usual with anything of imagination in the city, the package has languished, with various agencies nibbling away at it as if it should last them to their collective retirements.

It is time the plan be stamped urgent and processed, with the restoration of the library being made top priority.

L.A. TIMES 10/24/86

SALL HALL KAPLAN