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**1989
ROSES & LEMONS
AWARDS BREAKFAST**

**THURSDAY MAY 4, 1989
THE BILTMORE HOTEL
LOS ANGELES**

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.

BREAKFAST

WELCOME & INTRODUCTION

John Matthews, Chairman

PRESENTATION OF ROSE AWARDS

Bill Feathers
Gerald Trimble
Bob Massey
Lauren Meléndrez

- | | | | |
|------|---|-----|---|
| I. | STRUCTURES:
Home Savings Tower
California Medical Center
Arco Center/Transpacific | II. | RENOVATION:
Engine Co. 28—Restaurant
Archiplan |
| III. | CIVIC/PRIVATE COMMITMENT:
Dollar Days
David Carpenter, Chairman of the Board, Transamerica Corp.
Central Library Volunteers | | |
| IV. | GOOD IDEAS (WE'D LIKE TO SEE MORE):
Children's Plaza
Charo Child Care Center
Embassy Residential College | | |

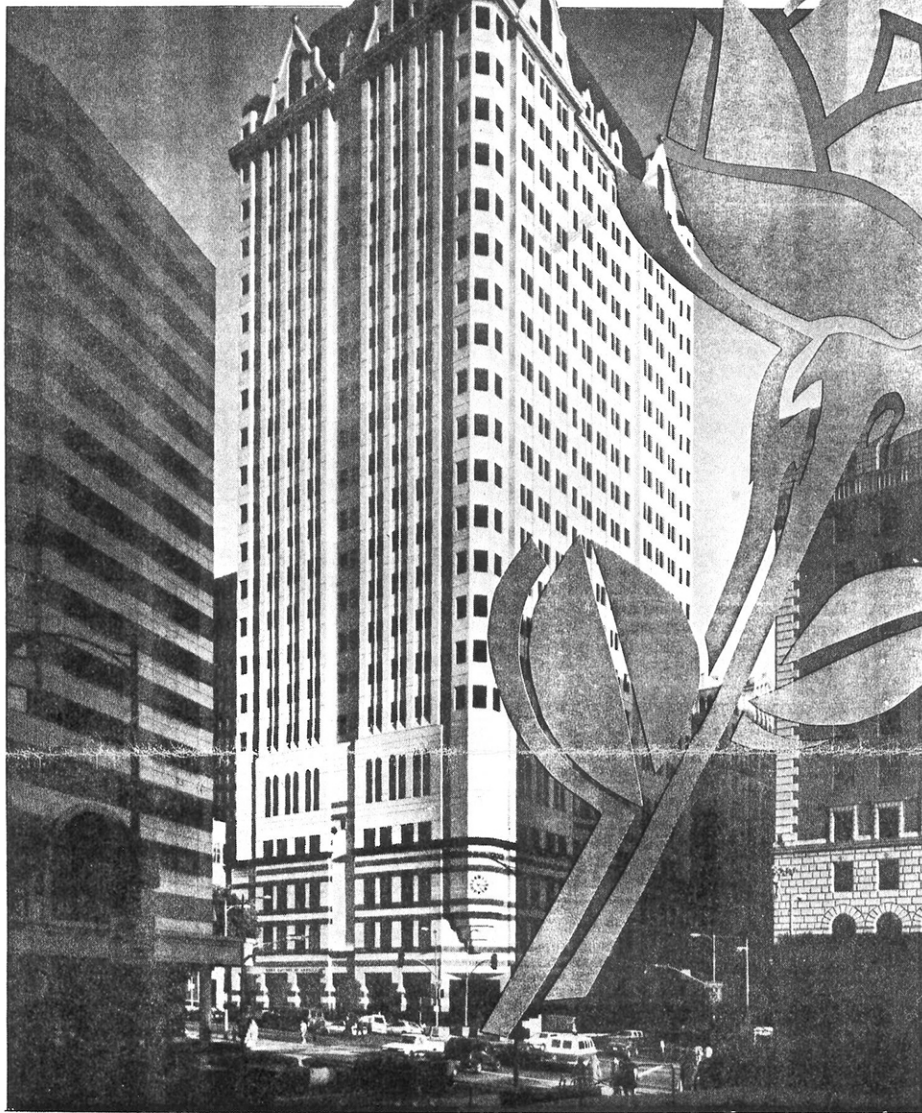
PRESENTATION OF LEMON AWARD

Howard Reback

ADJOURNMENT

DOWNTOWN NEWS

**HEALTH SPECIAL
IN SEARCH OF ORGANICS**



Four Roses and a Big Lemon

by Marc Porter Zasada

When the Home Savings Tower, newly built at the corner of Seventh & Figueroa Streets, received the 1989 Rose for Best Structure last week, many of us sighed with relief.

Sure, the Downtown community has generally applauded Ahmanson's new vision for the Downtown Skyline—but there have been the dissenters. Most of those are professional architectural critics, schooled in the orthodoxies of the Modernist movement, who could never be satisfied with a building in harmony with history and the human soul.

Designed by architect Tim Vreeland of Albert C. Martin & Associates and built by Ahmanson Commercial Develop-
Continued on page 4

The new Home Savings Tower took the 1989 "Best Structure" Rose.

Relentless Preacher Returns Downtown

Gene Scott Leases Broadway Theater

by Eleanor Parks
Eccentric televangelist Dr. Gene Scott has taken out a ten-year lease on the classic United Artists Theater, at Ninth and Broadway.

Scott apparently intends to hold Sunday services in the famous movie palace, and it is thought that he will discontinue the showing of films.

The United Artists, one of the most beautiful relics of the golden age of

Hollywood, continues to be owned by Metropolitan Theaters, which has controlled many of the Broadway theaters for 65 years.

Metropolitan president Bruce Corwin said he was elated by the deal after the signing last week: "Business is not good. The United Artists has been open, closed, open in recent years, with a very spotty record of both film
Continued on page 9

LUMMIS AT LARGE

Joe Frank Takes on Terror

by Suzanne Lummis
This is the story of the two Joe Franks. The first is *A Voice* on your car radio, (89.9 KCRW-fm) a low, deep voice that almost purrs. It tells absurd, funny stories in which the sublime, the mundane, and the grotesque are in constant juxtaposition. It tells stories tinged with melancholy and unnameable foreboding.

Perhaps sometime in a

slow moving lane of the Harbor, at dusk, or sailing over the 405 ramp to the 10, nearing midnight, you will hear the Voice telling you of a man who looks out into the rain and realizes that unless he leaves this house, this wife, his old life, before the rain stops he's doomed.

The second Joe Frank walks onto the stage at the Museum of Contemporary Art (MOCA) audi-
Continued on page 20

Studying the Streets in Downtown 101

From Skid Row to Bunker Hill

by Gayle Caldwell

A group of nervous, well-dressed USC students is walking through Skid Row. At night. They move closer together as they head down Fifth Street. Leaning up against an abandoned building, two men watch the group with suspicious eyes.

"What do you think we are," one calls out resentfully, "animals in a zoo?"
Working Downtown,

you might consider yourself pretty well acquainted with the area. But until you have taken Downtown 101, you've got a lot to learn.

"It seems important to me," says the instructor, "that my students know more about the problems and strengths of Downtown Los Angeles (which she feels is a microcosm of the larger city) than they would by driving in to a
Continued on page 8

Business on 10

Health on 12

Mother's Day on 16

Rose Awards Concentrate on the Human Side of Downtown

Childcare Center, Library Volunteers, a Cozy Grill and a "Humanistic" Skyscraper Take Prizes

"Neo-Geo-Futurist" Steel Concept Over Freeway Gets the Dreaded Lemon

Continued from page 1
 ment, the Home Savings Tower was consciously constructed in a "French Chateau" style. The new Tower certainly does not "fit in" with the surrounding, boxtop skyscrapers, but we predict that it will be there long after the boxtops are torn down. The 1989 Rose



At the new Charo Child Care Center in City Hall South, which took a Rose.

METRO RED LINE (METRO RAIL) ANTICIPATED WEEKNIGHT/WEEKEND HILL STREET CLOSURES

CIVIC CENTER STATION AREA

The First & Hill Street intersection will be closed in order to relocate the METRO RED LINE tunnel digging machine.

CLOSED TO THRU TRAFFIC ON HILL ST. FROM TEMPLE TO 2ND STREET AND ON 1ST STREET FROM OLIVE TO BROADWAY.

WHEN: Weeknights - May 8 thru May 12, 1989.
Beginning at 8:30 p.m. until the following morning at 5:30 a.m.

AND

Weekend - May 13 (Saturday) until May 14 (Sunday). The intersection will be closed during evening & night time hours.

FIFTH & HILL STATION AREA

CLOSED TO THRU TRAFFIC ON HILL ST. FROM 3RD TO 5TH STREETS AND ON 4TH STREET FROM OLIVE TO BROADWAY.

The intersection of 4th & Hill will be closed to complete the installation of a sewer line which will run across the intersection.

Access will be provided for parking lots and deliveries to local tenants. Please pay attention to detour signs, flagpersons and Traffic Control Officers.

WHEN: Weekend - May 12 thru May 14, 1989.
Beginning Friday evening, 7:00 p.m. until Monday morning at 5:30 a.m.

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means that developers can expect applause for creating buildings with pleasing lines and human indulgences—even if those buildings dare to learn from the past.

Breakfast Club

The Rose award came from the Downtown Breakfast Club, a loose collection of Downtown real estate, banking, investment, architectural, and planning professionals that meets bi-monthly to discuss the direction of development of Downtown.

Over the years, the "Roses and Lemon" awards from the group have become a prestigious event in the Downtown community. There was even a camera from Channel 4 on hand last week, though they were most interested in the "Lemon"—which we will get to in a moment.

Also nominated in the "Best Structures" category were the new buildings at California Medical Center and the Arco Cen-

ter development across the Harbor Freeway.

Renovation

The Rose for "Best Renovation" went to the new restaurant inside Engine Company No. 28, right next to the Home Savings

Tower along Figueroa.

Restaurant critics have compared it to a cozy San Francisco grill, with the same kind of instant history that Ahmanson manufactured next door. Already it seems as if Engine Co. 28 has been a

Union Bank

Continued from page 2
 type here, but I must take exception to some of Mr. Clark's bizarre and ignorant assertions about both the original building and our plaza remodeling. Possibly Mr. Clark is at a disadvantage, as he seems to know few of the details of the actual proposal, relying instead on an active imagination. (Incidentally, the rendering which you printed does not completely reflect the current state of the project.)

The current plaza is and has always been the least successful aspect of the original design. Only a small portion of the plaza is currently used, or useable. The re-construction will not reduce the amount of open space. On the contrary, the proposed project will make a currently-unusable intermediate level accessible while providing tables, chairs and umbrellas for the patrons of the food es-

tablishments which will occupy the street level.

There will be additional landscaping at the mezzanine level as well as street level, where palm trees will be set in a continuous planter along Figueroa Street.

Regarding the issue of style, the building does indeed have an inset window wall and a dominant structural frame with the vertical elements emphasized—more properly referred to as "Miesian" than "International Style," as Mr. Clark suggests. The building skin is a combination of painted concrete and aluminum, all of rather massive profile. The addition, which does not touch the existing tower, will be clad in aluminum panels, painted to compliment the building colors—not in "heavy, stone blocks."

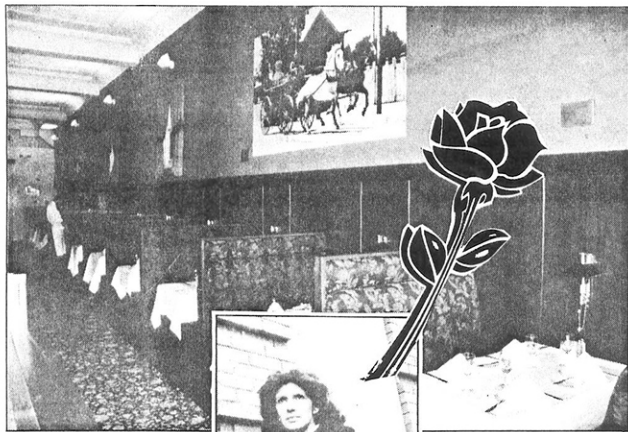
If curved lines are "incongruous with those of the building," perhaps Mr. Clark could explain the presence of the building's award-winning park designed by Eckbo, Dean, Austin & Williams at the same time as the original

building, with only curved lines. Apparently, this eminent landscape architecture firm felt as we do that the tower was best set off by a podium of a somewhat different character.

All of this, however, is to quibble with a critique hardly worthy of the name. More disturbing to me is the manner of its publication. I take offense at your editorial implication that our design constitutes "malpractice." No one with genuine knowledge of architecture or urban design would support that characterization of the project, and I am confident that, when completed, the renovation will be deemed successful in every regard.

Edward S. Levin, AIA
 Director of Architecture
 Rothenberg Sawaya

Editor's Note: We apologize for the headline on last week's letter. The letter-writer thought the design of the new plaza was poor, but not "malpractice," which has a specific, legal meaning in the world of architecture.



Linda Griego pioneered Engine Co. 28 restaurant, above.

Downtown redoubt for years, a joint with class, but a joint nonetheless.

The old firehouse was restored by a group headed by Linda Griego, who began the project way back in 1983—and hoped to have it open by the 1984 Olympics. Co-development partners were Peter Mullin and Jerry Magnin. The design was by Carol Dudman and Jim Cooke.

Also nominated in the category was the innovative warehouse-conversion for the offices of Archiplan, in the loft district.

Civic/Private Commitment

All the volunteers who have given time over the last three years to save the books in the Central Library won the Rose for "Civic/Private Commitment." Some 1,800 volunteers are at work right now, setting up the Temporary Library, which will open on Spring Street May 20.

Numerous Downtown corporations gave paid leave to their employees to work on the project after the Library issued its call for help in 1986. And many have personally dedicated hundreds of hours of volunteer time to the huge effort.

Also nominated in the category were Downtown Dollar Days, the grassroots effort to collect money from Downtown workers for Skid Row projects; and David Carpenter of Transamerica, who has worked to keep the emergency room open at California Medical Center.

Good Ideas

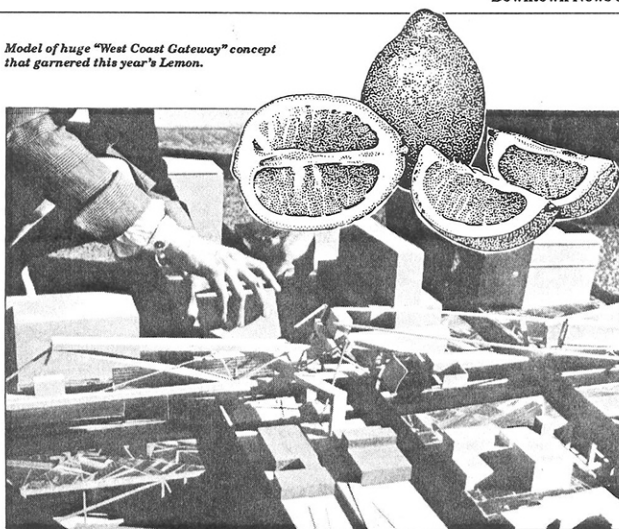
The Charo Child Care Center, a joint City/Federal Government creation in the City Hall South building, won the Rose for "Good Ideas—We'd Like to See More." Members commented on the care that was taken in designing the center, and the high quality of its program.

That a Rose would go to a such a center shows the new importance Downtown is placing on the development of quality

Child Care.

Also nominated in the category were the Children's Plaza concept from the L.A. Children's Museum, which would like to take over and transform the L.A. Mall into a major cultural/tourist attraction; and the Embassy Hotel Residential College,

Model of huge "West Coast Gateway" concept that garnered this year's Lemon.



created by USC from the bankrupt Embassy Hotel at Ninth and Grand.

Lemon

And then, of course, there was the Lemon Award, which is given its especially tart character each year by presenter

and interior designer, Howard Reback.

Past lemon winners have included the L.A. Mall, the WCT building in City West, and the Eugene Sturman sculpture which uglifies the corner of Ninth and Figueroa.

And this year's winner? Something which has not been built, and probably never will: the winner of the West Coast Gateway Design competition. The so-called "Clouds of Steel," designed by Hani

Continued on page 7

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Nick Tell, Attorney Manhattan Beach

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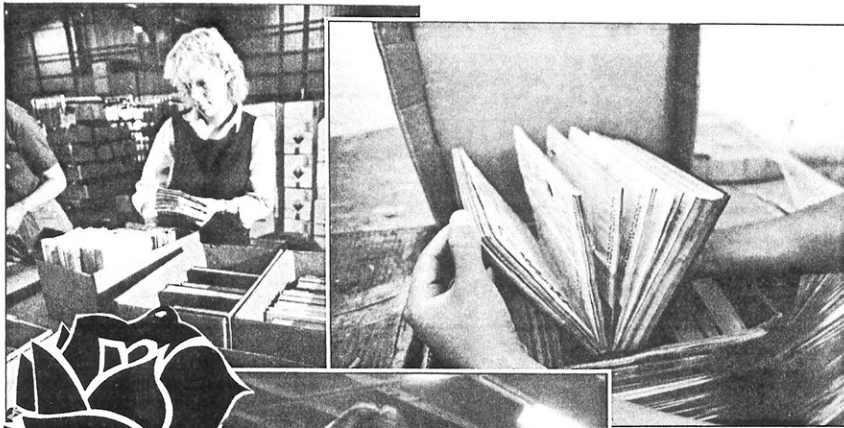
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Roses & Lemon Named for 1989

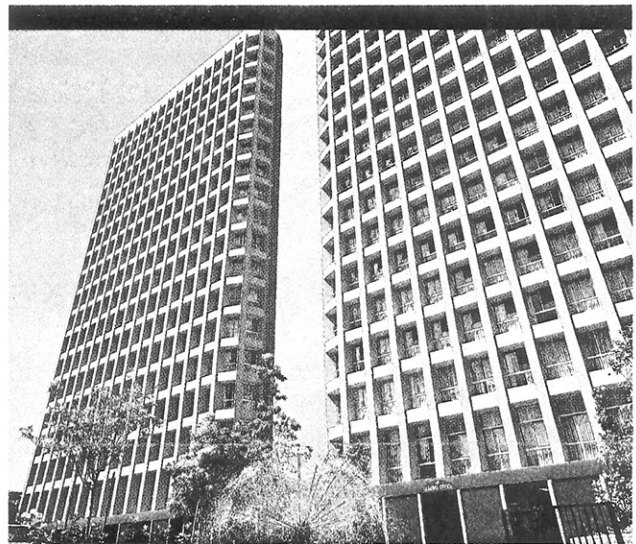
Continued from page 5
Rashid and Lise Couture, would rise three to four stories above the Santa Ana Freeway, and run four blocks—dominating the skyline with a confused mass of steel, cantilevered aquariums, and video screens.

Reback quoted the Downtown News, which pressed Rashid into describing the concept behind the structure, and fi-

nally elicited the response that it was designed as a kind of "Neo-Geo-Futurist" structure.

Rashid used the term because he did not like the contemporary term "deconstructivism" for buildings which look like large piles of scrap metal.

Also nominated for a lemon were the continuing, but unfruitful efforts to renovate Pershing Square.



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DOWNTOWN NEWS

Lapels for Less

We visit the Garment District to Find Some Low-Budget, High Style for Men This Spring

by Jack Skelley

Most everyone knows that Downtown's garment district is a goldmine of discount stores. The manufacturers' outlets and sub-retail priced stores on Los Angeles Street and beyond lie waiting to be explored by bargain hunters with taste.

Prices are low because many of these clothes are stitched together right Downtown, often right in the back room.

But will you really discover a discount suit that won't fray at first wearing? And once you've found a good quality getup, can you expect much from the store in terms of service?

This week, our fashion photographer takes up Man's Quest for Discount Springwear.

"Not all discounters carry the same quality. You can get what you pay for, or you can get more than you pay for," says Alan Roseman of Roseman and Associates, a 15,000 square foot store located on Olympic Boulevard.

We're talking industrial coatracks, unfinished walls, and fluorescent lighting straight out of a sweatshop—but the labels inside the long ranks of men's suit jackets feature names like Yves St. Laurent and Bill Blass.

The prices are right, but what about service? According to Roseman, men's discount shopping needn't be an annoying experience. The salesman can be more expert than those in department stores, and he should be an advisor. A good salesman will explain

Continued on page 13



Model: Raul Ojeda Photo: Marc Porter Zasada Clothing courtesy Roseman & Associates

Bradbury Building Bought by Yellin

Historic Gem to Be Renovated

by Teresa Austin
Developer Ira Yellin is buying the classic Bradbury Building from the family which has owned it for 40 years. Escrow was scheduled to close last Friday.

Yellin plans to renovate the building as part of his "Grand Central Square" concept for Broadway between Third and Fourth. He already controls the Grand Central Market, Continued on page 10

AWARD PREVIEW Roses & Lemon Nominees Announced

by Marc Porter Zasada
The Oscars may still be news, but here in the heart of the boomtown, our attention is already turning to the Roses & Lemon awards, which will be presented at Downtown's annual breakfast event on May 4.

This week, we present the nominees.

The Roses and Lemons are awarded by the Downtown Breakfast Club, a collection of Downtown real estate people (and others) which meets each week to ruminate. Continued on page 9

Leading Pegasus to Skid Row

Barbara Frost Is a Missionary

by Teresa Austin
At Christmastime, a series of reports began to arrive at the Downtown News from the corner of Fifth and Crockery streets, in Skid Row.

The reports were very personal, and very Christian observations from a woman named Barbara

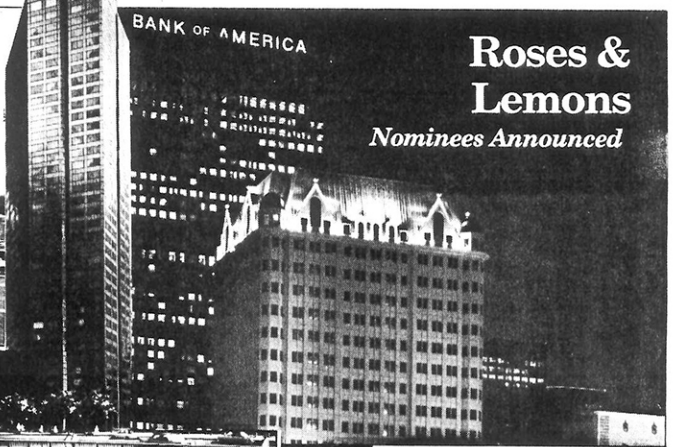
Frost, who was keeping a kind of vigil in the area.

We were intrigued, and when we began to hear about Frost from other quarters, we thought we should go down and meet her for ourselves.

It turns out that Barbara Frost has lived on Continued on page 6



California Medical Center.

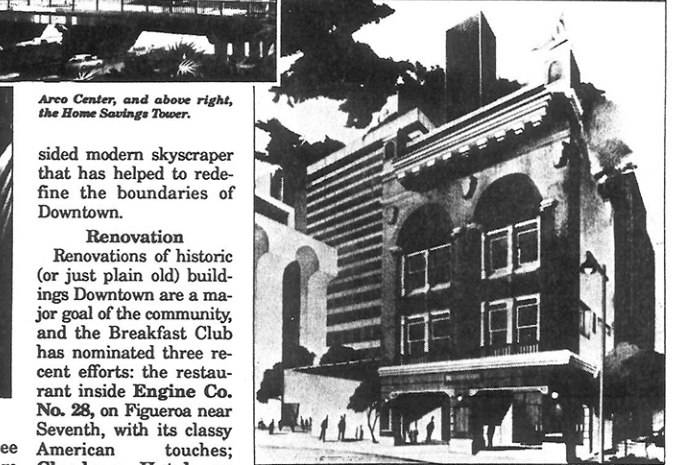


Roses & Lemons

Nominees Announced



The interior of Archiplan.



Drawing of Engine Co. No. 28.

Arco Center, and above right, the Home Savings Tower.

Continued from page 1
 nate about the direction of the boom. Each year they award four sweet roses to outstanding efforts by the community—and a bitter lemon to the, well, outstanding lemon of the year.

Past Roses have gone to the Biltmore renovation, to Seventh Market Place, and to the 818 West Sev-

enth Street Building. Past Lemons have gone to the WCT building on the west side of the freeway, the Eugene Sturman Sculpture at Ninth & Figueroa, and the L.A. Mall.

This year's nominees include some major new Downtown enterprises:

Structures

In the category of

"Structures," the three nominees for a Rose are the Home Savings Tower at 7th & Figueroa, which features that spectacular French chateau roof; the new buildings at the California Medical Center, with their creative twists of red brickwork; and the Arco Center at 7th Street and the Harbor Freeway, a six-

sided modern skyscraper that has helped to redefine the boundaries of Downtown.

Renovation

Renovations of historic (or just plain old) buildings Downtown are a major goal of the community, and the Breakfast Club has nominated three recent efforts: the restaurant inside Engine Co. No. 28, on Figueroa near Seventh, with its classy American touches; Checkers Hotel, on Grand near the Library, which will soon open as a small luxury hotel within the shell of the old Mayflower; and the Downtown offices of Archiplan, which opened up a 1909 industrial warehouse into an interior Disneyland of architectural gestures.

Commitment

Nominees for their "Civic/Private Commitment" to the Downtown area include Dollar Days, a grassroots effort which collects dollar bills from Downtown employees for five worthy Downtown causes; David

Carpenter, chairman of the board, Transamerica Occidental, who has spearheaded numerous Downtown civic projects; and the Temporary Library & all the Library Volunteers who will soon open their operation
 Continued on page 10

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Nominees for Rose & Lemon Awards

Breakfast Club Event in May

Continued from page 9 on Spring Street.

Good Ideas
This category has always been a bit fluid, and carries a subtitle: "Good Ideas—We'd Like to See More." This year the nominees are **Biddy Mason's Place**, a small

plaza within the Broadway/Spring Center, sponsored by the CRA to commemorate the first African-American property owner Downtown; **Charo Child Care Center**, the new operation in City Hall South for public employees; and the **Em-**

bassy Hotel, an historic building converted into a residential education center by USC.

Lemons

Okay, we can't tell you who the lemon nominees are—but cast your mind back over the last year of new civic projects, and the winner may be obvious.

The Downtown Breakfast Club may be contacted by writing in care of the University Club, 640 W. Sixth Street, Los Angeles, CA 90017.

Classic Bought

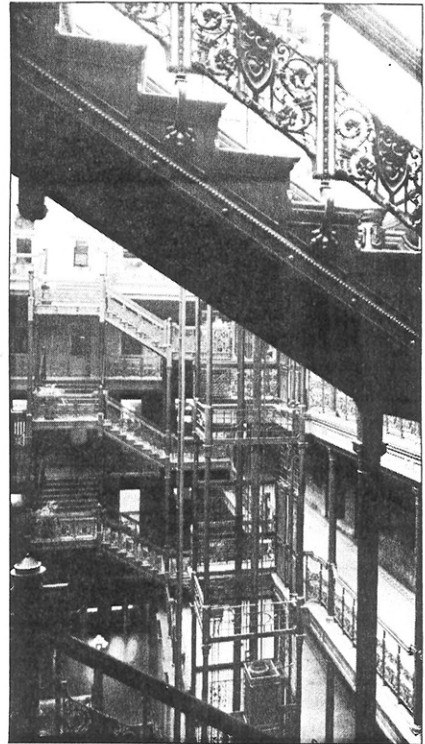
Continued from page 1 the Faye Building and the Million Dollar Theater.

Last week, the board of the Community Redevelopment Agency approved the transfer of an existing \$1 million loan made to Western Management (lead by family member Alden McKelvey), to Yellin and his 304 South Broadway Partnership.

Yellin has been negotiating with the McKelvey family for the past several months. The family was known to be concerned that the building's architecture and history be preserved if sold. The family and the CRA seem to be satisfied that Yellin, already a major player in Downtown's historical district and a proponent of architectural preservation, would treat the major L.A. landmark well.

Unusual History

Built in 1893, the five-story Bradbury Building is one of the most intriguing buildings in the city—a stop on every architectural tour of the area. It features not only an unusual internal design, with a courtyard topped by a skylight and filled with elegant wrought iron railing and wood paneling, but also a unique genesis.



The unusual interior of the Bradbury Building.

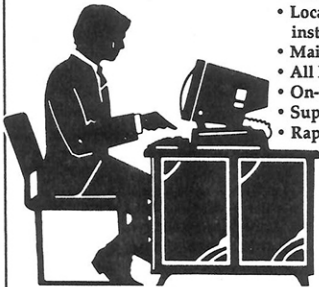
According to legend, real estate and mining tycoon Louis Bradbury realized he was dying and wanted an unusual memorial to bear his name. He commissioned architect Sumner P. Hunt to design the building, but rejected all plans. Inexplicably, he asked one of

Hunt's draftsmen, 32 year-old George Wyman, to design the building.

At first Wyman refused. But he and his wife supposedly contacted his dead brother through a Ouija board, and the brother told him to take the project because it would make him famous.

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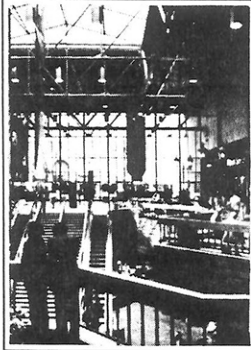
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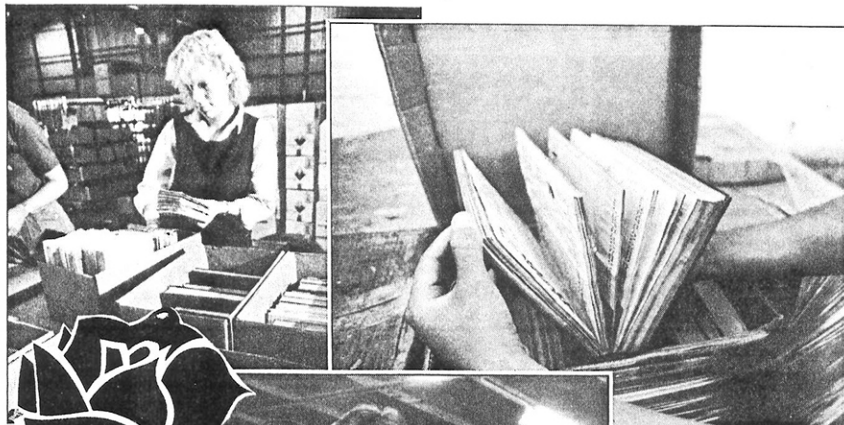
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Roses & Lemon Named for 1989

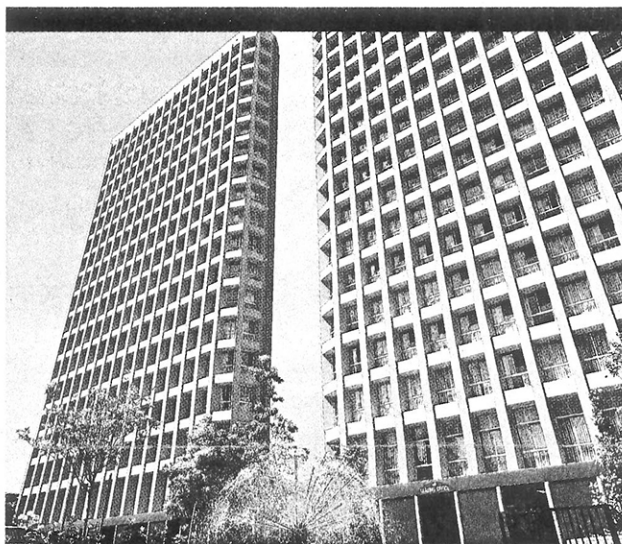
Continued from page 5
Rashid and Lise Couture, would rise three to four stories above the Santa Ana Freeway, and run four blocks—dominating the skyline with a confused mass of steel, cantilevered aquariums, and video screens.

Reback quoted the Downtown News, which pressed Rashid into describing the concept behind the structure, and fi-

nally elicited the response that it was designed as a kind of "Neo-Geo-Futurist" structure.

Rashid used the term because he did not like the contemporary term "deconstructivism" for buildings which look like large piles of scrap metal.

Also nominated for a lemon were the continuing, but unfruitful efforts to renovate Pershing Square.



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Forced Sale Now Slated for June

From facing page Guarantee Building and of Pershing Square.

Eventually, a complex out-of-court settlement, which gave the Conservancy a new voice in Downtown preservation, kept the Houk project alive.

Gibraltar Savings and Loan has been the primary lender in the project with the CRA having offered a partial guarantee. Houk has been openly seeking other financial

partners for the last year or so.

In addition to the Pershing Square Centre project, the adjacent Subway Terminal Building has been for sale for some time. Owners of the Subway Terminal said last week that the building was no longer available.

In any case, the future of the whole city block between Fourth, Fifth, Grand and Olive is now in question.

Hammerson Sells Figueroa Holdings

Continued from page 1 builder, and we have a completely vertical organization—design, building, leasing, management are all in house. We are very, very excited about this deal, we think the Downtown L.A. market is very exciting.”

According to Bruce Merchant, president of Hammerson Properties, there were eight bidders on the project. Ahmanson Commercial Develop-

ment, which owns an adjacent property on Flower Street, did not respond to an invitation to bid.

Ahmanson, however, owns part of the land which was leased to Hammerson until the year 2021. That lease will be sold to Macklowe as well—opening up the possibility of legal conflict among competing development plans on the block.

Around Town

A Rose to Children's Plaza Idea?

Children's Plaza, the ambitious plan for the L.A. Mall which has been put forward by the Children's Museum (see our issue of 4/10), has been nominated for a Rose by the Downtown Breakfast Club.

It is highly unusual for the club to add a project to its award nominees so soon before its annual Roses & Lemon Awards ceremony, to be held May 4. Club members said, however, that the project was such an extraordinarily good idea, that it wanted to nominate Children's Plaza in the "Good Ideas—We'd Like to See More" category.

Biddy Mason's Place, which had been nominated in the category, asked to be withdrawn from the competition for a year, until construction is completed at the site.

"Night in Monte" for Chrysalis

"A night in Monte Carlo" is the theme for the upcoming Chrysalis Center fundraising event, scheduled for May 4 at the Biltmore. All proceeds from the evening will directly benefit the Chrysalis Center, a non-profit, self-help organization assisting Downtown Skid Row residents to be self-sufficient and productive members of society.

The evening, sponsored by the Biltmore and by IBM will run from 6 to 10 p.m. Tickets are \$50 in advance and \$60 at the door, and include gaming chips, wine and appetizers. Call 623-9394 for more information.

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