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**1988  
ROSES & LEMONS  
AWARDS BREAKFAST**

**THURSDAY MAY 12, 1988  
THE BILTMORE HOTEL  
LOS ANGELES**

## **BREAKFAST**

### **WELCOME**

**Frank Jansen**

### **KEYNOTE SPEAKER**

**Perry S. Herst Jr.  
President, Tishman West  
Management**

*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**

- |  |   |
|--|---|
| <b>I. STRUCTURES:</b><br>The Biltmore Tower<br>The Federal Reserve Bank<br>1000 Wilshire   | <b>II. RENOVATION:</b><br>Engine Co. 28-Offices<br>Hilton Hotel<br>Grand Central Market |
| <b>III. CIVIC/PRIVATE COMMITMENT:</b><br>Lillian Disney<br>\$50 Million donation to the Music Center<br>Center City West Association<br>Funding planning and transportation study for area west of the Harbor Freeway<br>Andy Raubeson<br>Continuing work in low-cost, single-room occupancy housing in Skid Row<br>Bill Burke<br>Bringing the marathon to Los Angeles |   |
| <b>IV. GOOD IDEAS (WE'D LIKE TO SEE MORE):</b><br>Ninth Street Summer Day Camp and Latchkey Program<br>Gridlock Law<br>DASH  |   |

## **PRESENTATION OF LEMON AWARD**

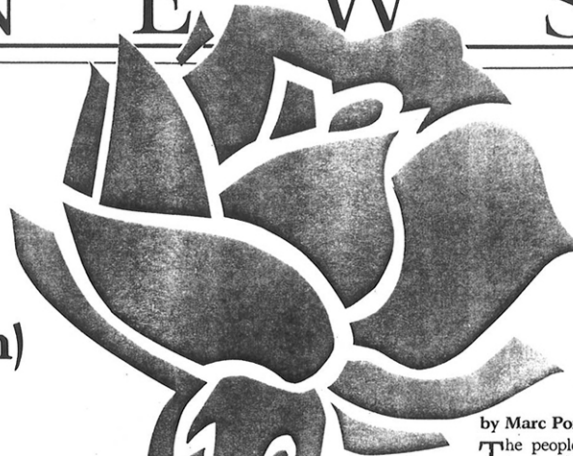
**Howard Reback**

## **ADJOURNMENT**

# DOWNTOWN NEWS

**ENTERTAINMENT**  
Your Complete Downtown Guide

## 1988 Roses (and a Lemon) for City Builders



**The Downtown  
Breakfast Club Has  
Awarded Its Annual  
Prizes to New  
Buildings, Terrific  
People, and...Others**

by Marc Porter Zasada

The people who create large office buildings are not practical people, pointed out Perry Herst last week. They are dreamers, optimists—like children with tinker toys or building blocks.

Herst, president of Tishman West Management, was called in to set the tone of the Downtown Breakfast Club's annual Roses & Lemons awards. (More of his speech is covered in an article on page 8).

Every year Downtown's most eager dreamers gather at this ceremony to lay praise and blame in the

This year, the traditional Rose Awards went to the

Biltmore Tower, Engine Co. No. 28, Lillian Disney, and the Ninth Street Summer Day Camp program.

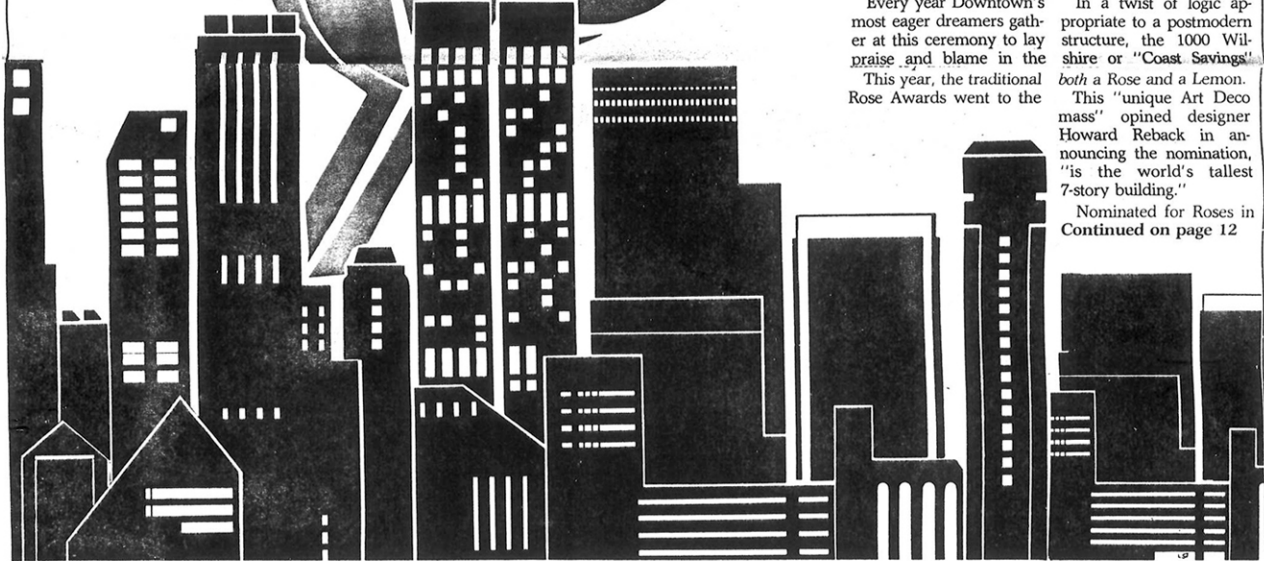
The traditional Lemon went to the L.A. Mall, labelled a "continuing failure of public development."

In the "structures" category, the Federal Reserve Bank building on Grand Avenue and the 1000 Wilshire building were nominated for Roses, along with the winning Biltmore Tower.

In a twist of logic appropriate to a postmodern structure, the 1000 Wilshire or "Coast Savings"

both a Rose and a Lemon. This "unique Art Deco mass" opined designer Howard Reback in announcing the nomination, "is the world's tallest 7-story building."

Nominated for Roses in  
Continued on page 12



### Let's Call It 'Historic Urban'

New Name, Focus for 'Middle Earth'

by Steve Sibilsky

What's in a name? Sometimes plenty. Last week the City held a big party to declare a large chunk of Downtown as our "Historic Urban Center."

The idea is to focus at-

tention on what has been variously referred to as "the Unrenovated part of Downtown," "Middle Earth," or "The Broadway-Spring Corridor." The Mayor calls it "the Heart of the City."

Continued on page 4

### Bookstore a 100-Year Veteran Downtown

Fowler Brothers Celebrates

by Jon Krampner

Fowler Brothers, at 717 W. 7th Street, is not only the oldest bookstore in Los Angeles, celebrating its centennial in 1988. It's also played a key role in the city's literary history.

In the 1920s, as Fowler

Brothers President Siegfred Lindstrom observes, all the big Hollywood stars came Downtown to shop, and many of them came into Fowler Brothers. Because of its popularity, the store became linked to one of

Continued on page 10

### Paramedics React to the E.R. Crisis

"We Don't Do Wallet Triage"

by Steve Sibilsky

When they begin turning away the ambulances at Cal Medical and Good Samaritan hospitals on June 1, it won't matter who is on the stretcher inside. Overdosed drug addicts, bullet-riddled gang

victims, or pale and frightened CEOs felled by the stress of the 25th floor, all ride to the hospital in the same red vehicles.

"We don't do wallet triage," says Alan Cowen, chief paramedic and con-

Continued on page 6

**Business . . . . . 8**  
Gung-Ho Amateurs in Real Estate?

**Dance . . . . . 11**  
Not Too Late to Catch Joffrey

**Weekly Calendar . . . . . 13**  
What to Do, Where to Do It

# 1000 Wilshire Nominated For Both Lemon & Rose

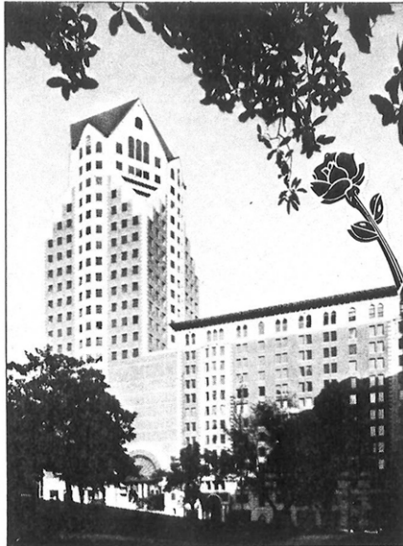
*But Biltmore Tower Takes the Most Coveted Rose*

Continued from page 1 the "renovations" category, along with winner Engine Co. No. 28, were the Hilton Hotel (which has completed a major facelift) and the Grand Central Market (which is in the midst of a major facelift).

Lillian Disney, a woman who does not seek publicity or awards (and whose photograph rarely appears in print), was awarded a Rose for her staggering \$50 million gift to the Music Center for a new concert hall. Her attorney accepted the flower in her absence.

Also nominated for their civic/private commitment were Center City West Associates, for funding a joint specific plan with the City to give a direction to the "West Bank" of the Harbor Freeway. Additional nominees included Andy Raubeson, director of the CRA's Single Room Occupancy Hotel program in Skid Row; and Bill Burke, the man responsible for bringing the L.A. Marathon to L.A.

Each year, the "Good Ideas (We'd Like to See More of)" category causes some confusion among Downtowners. The point of this award is to encourage concepts which have not quite reached their potential. Hence the nominations for the gridlock



The Biltmore Tower office building.

law and the DASH minibus system. The winner, however, was the Ninth Street Summer Day Camp and Latchkey program, profiled here in the Downtown News on April 28th.

The Day Camp, only in its third year of operation, provides a summertime haven for Skid Row children who would otherwise have to spend their out-of-school months on the mean streets and in the

mean hotels of the Row. The latchkey program operates after school, year-round. Both are funded entirely by private donations.

Reback, who obviously "Relishes his role as "Keeper of the Lemon," took his audience on a tour of the L.A. Mall to point out the odd kiosks, uninviting graphics, empty sign frames, littered sidewalks, and dark shopping area of the publicly-operated center. The Mall, agreed

*The Little Firehouse that Could*



by Marc Porter Zasada Engine Company No. 28, the little office building on Figueroa near Seventh Street was given a lot of attention last week as it garnered awards from both the Los Angeles Conservancy and the Downtown Breakfast Club.

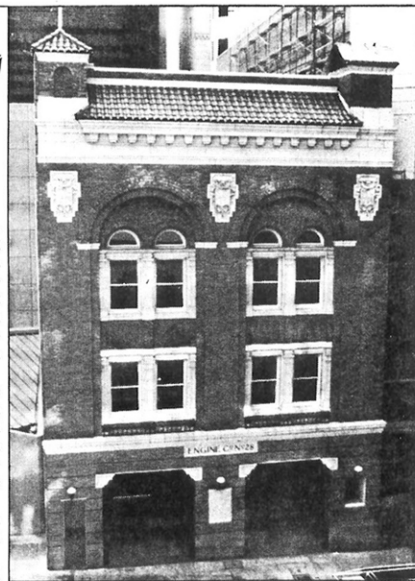
The interior of the former firehouse has been renovated into a beautiful office area, complete with the original vaulted skylights and even the firepole intact.

The lavish use of green granite is worth a visit all on its own.

A restaurant is still planned for the ground floor.

The Conservancy honored the renovation for "adaptive reuse entirely consistent with historic preservation standards," while the Downtown Breakfast Club bestowed a coveted "Rose" award.

The firehouse was built in 1912 and renovated over the last two years by Engine Company No. 28,



Engine Company No. 28.

Ltd.—Peter Mullin and Linda Griego general partners; Hugh Biele and David Bradley, limited partners. The architect for the project was Jim Porter of Altoon & Porter, with Walker & Associates doing the interior design.

"It's been a long haul," said Linda Griego after the ceremonies last week, "but

it was worthwhile. This building was only going to open when it was good and ready to open. Everytime we tried to push the job, we ran into a problem...."

The restaurant is scheduled to open this summer, with an upscale Americana menu—recipes contributed by firestations around the country.

club members, has fallen on hard times, poorly kept up. "The place is a mess," said one, off the record. "Clearly deserves a Lemon."

Previous Lemon winners have included the WCT building on the west side of the Freeway and the parking structure at the Promenade Towers. The structure, we note, has been recently repainted and planted by Goldrich & Kest—redeeming itself aesthetically and proving the civic value of the yearly Lemon ceremony.

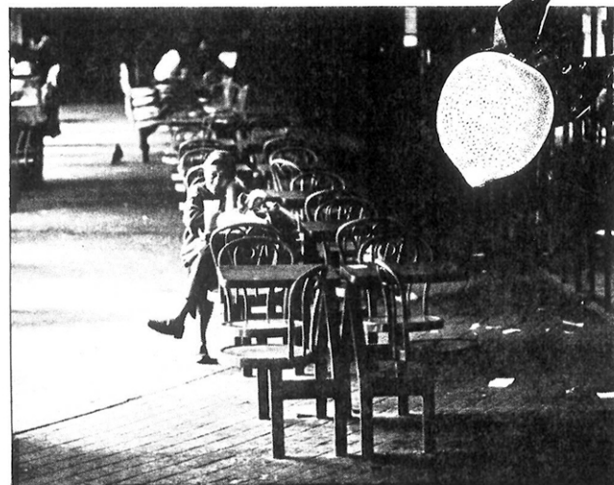
Perhaps the L.A. Mall will find similar encouragement in 1988.



The 1000 Wilshire Building



Lillian and Walt Disney.



Litter at L.A. Mall discourages visitors.

# DOWNTOWN NEWS

**SPECIAL EDITION**  
Guide to All Ongoing Projects

## Away With the Pith Helmet, On With the Tie

*'Cultural Anthropologists' Try To Move Into the Corporate Consulting Business*

by Steve Sibilsky  
Anthropologists, too, have become image-conscious. The new anthropologist does not wear a pith helmet, and may spend very little time in unpronounceable lands.

The Downtown anthropologists of the '80s cannot afford to let stereotypes go unchallenged, for they have focused their binoculars on board rooms and grass huts and village wells.

"We have a lot to offer to the business and urban development community," asserts Ricardo Gonzalves, president of the Southern California Applied Anthropology Network (SCAAN). "Our problem is in finding an effective way to communicate to those people just what it is we can do for them."

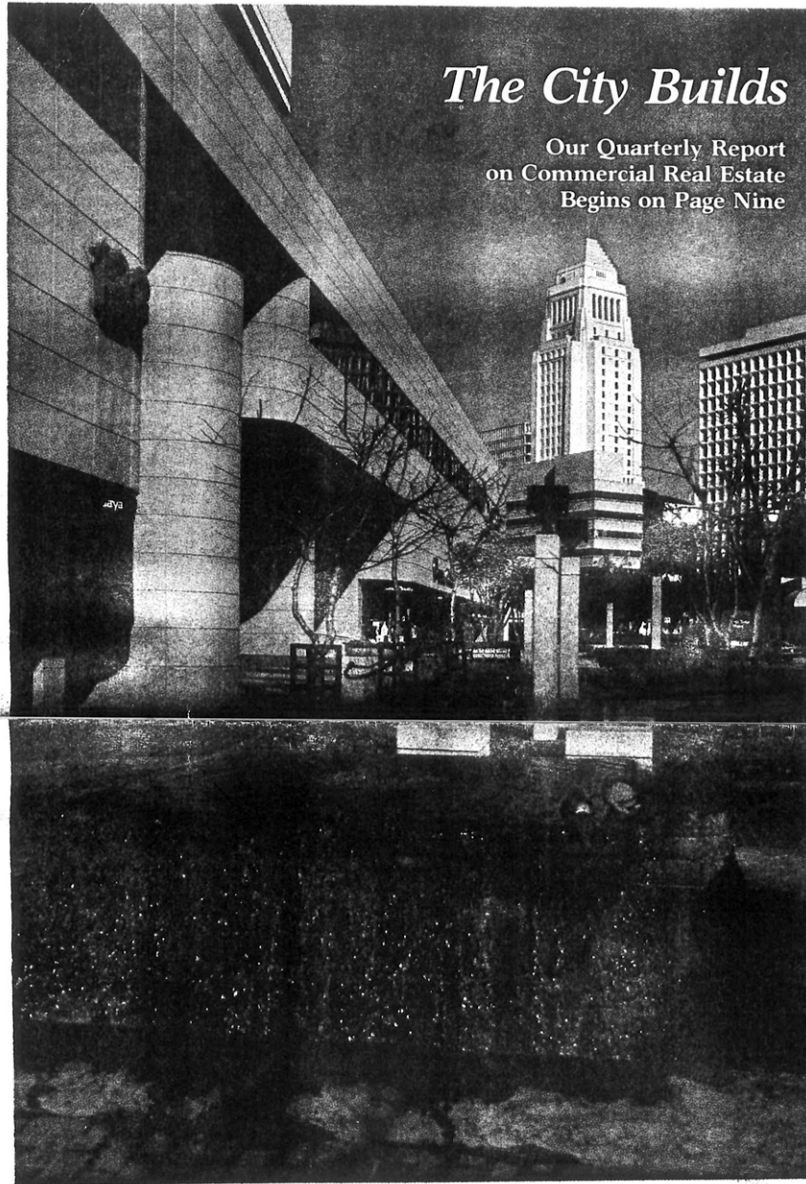
"Anthropology has had a decidedly 'anti-establishment' flavor over the years," explains Brian Betley, Ph.D. Currently a senior partner of C-B Benefit Plans and formerly the director of education for U.S. Life Insurance, he is a good example of the "new anthropologists."

"During the '60s particularly, an anti-American sentiment was common in the Third World areas where anthropologists normally worked," he explains. "You had to spend half your time just reassuring people you weren't working for the CIA."

While field work was no picnic in the Viet Nam era, those were the "good old days" for anthropologists compared to the present.

There just aren't many uncharted island kingdoms or primitive tribes around anymore. And the few that remain are increasingly de-

Continued on page 6



## The City Builds

Our Quarterly Report on Commercial Real Estate Begins on Page Nine

Pigeons wash at Weller Court in Little Tokyo. Photo by Aldo Panzieri

## Who Will Snag a Rose, & Who a Lemon?

*Nominations for Yearly Prizes Revealed*

by Marc Porter Zasada  
There are developers who, like doting mothers, have no eye for the shortcomings of their children.

Any passerby will tell you that there are ugly new buildings and there are beautiful new buildings, not merely large and small, successful and unsuccessful, modern and postmodern.

But too often the cannaught, the developer, standing at the foot of his or her Goliath, often sees only how impressively the giant's shadow falls across the pavement, and how much a triple-net lease will pull.

The most thick-skinned of these developers, or so architects complain, learned their trade in the suburbs, where passersby, apparently, couldn't tell the difference.

Downtown, they must be reminded, is not the suburbs.

Fortunately for future tourists to the central city, we have our share of enlightened developers: those who will take the care to replace the stage makeup on a classic building, or raise a skyscraper with a touch of class, whimsy, or simple humanity.

Too often, their efforts go unnoticed amid the fray of our continuing real estate boom.

Hence the phenomenal reception that Downtown has given to the annual Downtown Breakfast Club's Rose & Lemon Awards.

The Breakfast Club is an eclectic group of mostly real estate people, which meets every other Thursday morning for coffee

Continued on page 3

## Koll in Wings for 'Jesus Saves'?

by Steve Sibilsky  
Some \$27.5 million dollars will be divided between the now Glendora-based Church of the Open Door and their partner in the "Jesus Saves" church at 550 S. Hope St. That is the grand total of all payments and forfeited depos-

its the group has racked up in the course of selling the property three times.

Dr. Gene Scott, the noted televangelist, was the first to lay his money down—a \$6.5 million non-refundable deposit. That went poof when Scott failed

Continued on page 4

### THEATER REVIEW

## A Facile 'Promise' Juggles Pop Culture

by John C. Mahoney  
*The Promise*, the second production from the Los Angeles Theatre Center's Latino Theatre Lab director Jose Luis Valenzuela, promises magic and mysticism, reality and illusion: the cultural resonance of Puerto Rico. Sadly,

those are the qualities it fails to deliver.

Written by the Puerto Rican-born playwright Jose Rivera, *The Promise* seems to be more the product of Rivera's life in The States and in the North American media. He treats matters

Continued on page 5

**Entertainment Calendar 8**  
Theater, Music, Nightlife

**Classified . . . . . 31**  
With Expanded Real Estate Section

**Restaurant Review . . . . . 8**  
In Praise of Dim Sum

caught him in the act. Like Bartleby the Scrivner, he quietly returned to doing precisely what he wanted to do.

I also have tried covering my car at night, but inevitably after I cover it, there is a reason to go out and it just gets to be too much hassle.

Finally, I had to realize there are just some things I shouldn't try to control. I should learn, instead, to enjoy a superior being when I see one.

Arthur, after all, is a gentleman with standards. He won't sleep on my car when it is dirty, but he is always there when it is clean and waxed. It's probably just that much more pleasurable to do a full stretch on that slippery surface.

In the end, I had to admit it is my fault. I am sleeping where the car ought to be; I foolishly chose the color black; I won't consistently cover my car; and I keep it clean and waxed most of the time.

The only solution is to wait until the lease is up and next time lease a car the same colors as Arthur.

## Roses Reward Class in City-Building

Continued from page 1 down at the L.A. Athletic Club.

Last year, though the awards ceremony filled the Biltmore's Crystal Ball Room, it retained a certain, well, folksy touch. Downtown, when all is said and done, is a small town.

This year's nominees include the controversial 1000 Wilshire Building, also known as the Coast Savings Tower, which has divided the architectural press.

That's the Italianesque-post-modern black & white granite affair which now greets the 110.

Also nominated for roses in the "structures" category are the new Federal Reserve Bldg. between 9th & Olympic on Grand, and the Biltmore Tower.

Few can doubt that the Fed was built to express its function perfectly: a vault for \$5 billion in cash. But the Biltmore Tower is in a class by itself. Now that

Downtown is used to the change, few would argue that the Tower has not complimented the original building beautifully, and added variety to an often featureless skyline.

It bodes well for the future life of Downtown that there are always so many strong nominees in the category of "Renovation."

This year the Grand Central Market is nominated—somewhat prematurely, perhaps, the renovation is still under way—along with the redo of Engine Co. Number 28 on Figueroa.

Also nominated is the Hilton Hotel, which was greatly reconfigured last year. It now looks like a Hilton.

For Civic/Private commitment, the nominees include Andy Raubeson, who is employed to fight the good fight on Skid Row to upgrade SRO housing; and the Center City West Associates, who are actually paying the Planning Department to plan their area. But who could argue with a rose to Lillian Disney for settling the long-standing question of where to locate the new

Philharmonic Hall with her \$50 million final word?

The final category to confuse voting members is the "Good Ideas (We'd Like to See More)" rose. This includes the Gridlock Law (which does seem to have had an effect Downtown), the DASH bus (of which we certainly need more), and the Ninth Street School Foundation.

The latter, incidentally, has run out of money for its Summer Day Camp, and could use a check or two, even if it wins a rose.

As for the infamous lemon nominees, they are a closely-guarded secret. Rumor has it that one of the rose nominees is also a lemon nominee, and we are assured that by some oversight, no Downtown public sculptures have been included on the list.

The "ceremony" takes place on May 12 at the Biltmore. But you have to be invited by a member to participate.

## Letters

Dear Editor:

Gung hay faat choy! Happy New Year of the Dragon—may you, the Downtown News and all staff members enjoy the many blessings of a healthy, prosperous, and happy new year.

It has been thirteen years since the Civic Center News published my article "Chinese New Year—Doing It Right" and Los Angeles has come a long way in cultural awareness since then.

It was that same year that the Chinese Historical Society of Southern California was founded to recognize the early pioneers and their history, create an increased awareness of our Chinese American heritage, and to out-reach and educate the community about the contributions of

the Chinese in the Southern California area.

We in the community appreciate your coverage of the cultural center developments and especially the upcoming and ongoing New Year celebration. I do wish to point out, however, to avoid confusion, that June 25 will mark the 50th anniversary of New Chinatown. After all the Chinese have been present in Los Angeles for over 135 years but were displaced from the Old Chinatown at El Pueblo and a second time in the 1930s when Union Station was built.

The Society meets regularly on the first Wednesday of each month at 7:30 p.m. at Castelar School.

Angi Ma Wong  
President  
Chinese Historical Society  
of Southern California

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