Preservation Advocacy in a Down Economy

by Adrian Scott Fine

Historic buildings and places are often at risk, perhaps never more so than in the extremes of both boom and bust economies. When times are good, intense pressure for new development can often spell demolition for historic buildings. On the flip side, a troubled economy can sometimes be good and bad for preservation: development slowdowns can buy time and provide a cooling-off period to reconsider demolition, though historic buildings may also languish for years without an active use and suffer from demolition by neglect.

Preservation has a central role to play in a down economy. In addition to great challenges, the current recession presents an opportunity for the Conservancy to more proactively advocate for plans and policies that will reinforce preservation values in the future.

Busier Than Ever

With the implosion of the real estate market in Southern California—from the high rate of mortgage foreclosures to relatively scarce access to financing—it is easy to assume that few development projects are in the works. Yet our advocacy staff is actually busier than ever.

While it is true that many projects are on hold and we do not expect to see a lot of groundbreaking ceremonies in the near future, projects are queuing up. The number of environmental...
Recruit Members for a Chance to Win VIP Last Remaining Seats Tickets!

As a member of the Conservancy, you play an active role in protecting the landmarks and neighborhoods that make Los Angeles unique. You’re also a valuable ambassador. When you talk to your friends, family, and colleagues about our shared mission, your passion inspires others. That’s why we’re asking for your help in our 2011 membership drive.

From now until April 30, each time you recruit a new Conservancy member or purchase a new gift membership, we will enter you into a drawing for two VIP reserved seats at a 2011 Last Remaining Seats screening!

You have seven chances to win. While you can win only once, you can enter an unlimited number of times. The more members you recruit, or gift memberships you purchase, the more chances you have to win!

You already provide critical support to the Conservancy through your annual membership. By encouraging new membership, you will help expand our influence and impact on the community. To guarantee your entry into the Last Remaining Seats drawing, be sure to use this special web page to purchase memberships (and tell your friends to): http://lac.laconservancy.org/drive (note that it’s not at www.laconservancy.org).

If you have any questions about the membership drive, please contact Abby Matthews, membership assistant, at amatthews@laconservancy.org or (213) 430-4201. Thank you!

Renew Your Membership Automatically

Now it’s easier than ever to support the Conservancy—by renewing your membership automatically! When you renew online, you can choose to automatically renew for one year, two years, or indefinitely. Your credit card will be charged once a year, and your generosity will support the Conservancy’s efforts for years to come.

Automatic renewals are both convenient and environmentally friendly. You’ll enjoy uninterrupted service and will no longer receive renewal notices in the mail, saving on paper and postage. Simply visit the membership section of laconservancy.org and choose “Automatic Renewal” on the membership form. Thank you!

Preservation Award Applications Due January 31

We’re accepting applications for the 30th Annual Los Angeles Conservancy Preservation Awards, honoring outstanding achievement in the field of historic preservation. Selected by an independent jury, award recipients vary widely, from restoration and rehabilitation projects to advocacy and education efforts. Eligible projects must be located in Los Angeles County and must have been completed by December 31, 2010.

The Conservancy must receive all 2011 applications by January 31. You can download an application at laconservancy.org/awards or request one by calling the office at (213) 623-2489. Good luck!
Preservation Issues in the News

by Flora Chou, Adrian Scott Fine, Karina Muñiz, and Marcello Vavala

**Moore House**

Many thanks to the more than 350 people who commented on the draft environmental impact report (DEIR) regarding the Moore House in Palos Verdes Estates.

Designed by Lloyd Wright (the son of Frank Lloyd Wright), the highly intact 1959 residence is proposed for demolition by its owners to make way for a new custom home. Since the City of Palos Verdes Estates has no historic preservation ordinance or local preservation protections, public participation in the environmental review process is essential to prevent the home’s demolition.

Despite a large outcry in June from nearly 300 concerned citizens, the DEIR released in October concludes that the Moore House cannot be feasibly renovated to meet the owners’ needs for updated living space. It fails to identify and evaluate a single reuse alternative that would maintain the home’s eligibility for listing as a historic resource.

This is a clear problem, as the California Environmental Quality Act requires consideration of alternatives that can avoid or lessen negative impacts on historic resources. The Conservancy strongly believes that the Moore House can be modified and expanded in a sensitive way that would address preservation concerns as well as several of the owners’ stated project goals.

Continued public pressure from members like you has greatly bolstered this effort. For the latest news and opportunities to make your voice heard, subscribe to our Preservation Action Alerts e-mail list at laconservancy.org (“Sign Up for E-News”).

**Van de Kamp’s Bakery**

Twenty years after it closed, the historic Van de Kamp’s Holland Dutch Bakery building in Glassell Park reopened in October 2010 as the centerpiece of the Los Angeles Community College District’s new Van de Kamp Innovation Center. The adaptive reuse of the 1930 Dutch Renaissance Revival-style building caps the decades-long advocacy efforts of the Conservancy and the Van de Kamp’s Coalition, launches a new phase in the life of this beloved landmark, and exemplifies the integration of preservation and sustainability.

Located on Fletcher Drive at San Fernando Road, the Van de Kamp’s Bakery building served for decades as headquarters for the company’s chain of bakeries and coffee shops. The company reinforced its corporate image through architecture with the stepped gables, red-tile roof, and brick arches of its headquarters building, which served for a time as the company logo.

Van de Kamp’s closed in 1990. With the prominent building facing an uncertain future, the Conservancy nominated it for Historic-Cultural Monument status in 1992. Although only the front façade was designated, the historic status ensured that preservation alternatives were considered when plans for a big-box store and fast-food restaurant threatened the building with demolition in 1999.

Ultimately, the Los Angeles Community College District (LACCD) stepped in to redevelop the site, which now features the rehabilitated bakery building along with new classroom and multipurpose space.

The Van de Kamp’s project blends historic preservation, new construction, and LEED certification—a combination we hope to see more of in the future. By reusing existing resources, preservation is inherently sustainable. Yet new technologies and approaches constantly emerge for achieving sustainability goals. Historic buildings can “go green” while still embracing new tools and techniques, preserving our heritage as part of an overall sustainability strategy.

On November 13, the Conservancy partnered with the U.S. Green Building Council Los Angeles Chapter and LACCD to showcase the Van de Kamp Innovation Center. A packed audience of nearly 100 guests enjoyed Van de Kamp’s baked goods, heard from members of the project team, and toured the revitalized “Taj Mahal of All Bakeries.”

**Southwest Marine Shipyard**

On December 16, as this newsletter went to press, the Los Angeles Board of Harbor Commissioners decided to end negotiations with Gambol Industries regarding the historic Southwest Marine Shipyard at Terminal Island (see photo in cover story, page 6). The board also decided not to designate the site for use as a shipyard. Gambol Industries has proposed to reopen the site for shipbuilding and a repair facility, although the Port has resisted the plan for nearly two years.

We’ve worked for four years to prevent demolition of the shipyard, the last vestige of San Pedro’s once mighty but little-known World War II shipbuilding industry. Twenty-six destroyers were constructed and launched from this site. The original shipyard is remarkably intact today, with thirteen of sixteen

The Van de Kamp’s Holland Dutch Bakery building (1930) recently reopened after rehabilitation and LEED certification. Photo by Conservancy staff.
Marian Gibbons (1921 – 2010)

Marian Gibbons, a pioneer in the local historic preservation movement, passed away December 8 at the age of 89. Gibbons co-founded the nonprofit organization Hollywood Heritage in 1980 and served as its founding president, remaining on the board until earlier this year.

A native of Ohio, Gibbons helped build blimps at the Goodyear plant during World War II. She grew enchanted with Hollywood while living briefly in North Hollywood with her husband in the late 1940s. When she returned to Los Angeles in the late 1970s, Gibbons became an activist after seeing Hollywood in decline.

Hollywood Heritage became a driving force for preservation, fighting for historic resources, restoring properties such as Wattles Mansion and the Janes House, and nominating a stretch of Hollywood Boulevard for listing as a National Register historic district.

The organization also exemplified the growth of the preservation movement in Los Angeles. Hollywood Heritage was founded three years after Pasadena Heritage and two years after the Los Angeles Conservancy. While preservation-oriented community groups have long existed, the official incorporation of these three groups as 501(c)3 nonprofits signaled a coming-of-age for the cause.

“The three organizations considered themselves a family, helping to build the movement,” said Christy Johnson McAvoy, co-founder of Hollywood Heritage and past president of the Conservancy. “It was the beginning of the local preservation network organizationally. We were growing up as a movement, and we drew strength from each others’ credibility and successes.”

Special Thanks to the Walking Tour Docents Who Gave Tours in 2010!

Many thanks to our sixty-eight walking tour docents, who last year collectively gave 650 tours to more than 7,500 guests!

Alice Allen  Erica Hayward
Janis Ashley  Michael Henderson
Ron Barnett  Randall Henderson
Reem Baroody  Ann Hobbs
David Berman  Gordon Johnson
Kenon Breazeale  Holly Kane
Bob Brennan  Deke Keasbey
Margaret Briggs  Nancy Lilienthal
Christopher Brown *  Eric Lynnxwiler
Robert Brown  Ron Mackovich
Michael Burr  Patricia McGovern
Gail Burton  Deanne Neiman
Norman Carter  Steven Ort
Bud Coffey  David Peake
Pamela Corante  Kay Pegram
Laura Crockett  John Pesetski
Jay Cywan  Paul Polacek
Marie Demir *  Barbara Pritzkat
Julie Downey *  Joan Renner
Sharon Eastman  Chris Rini
Marcia Enger  Dennis Ritchey
Annabel Lee Enriquez  Stewart Rupp **
Gregory Figueroa  Zahid Saeed
John Ghini *  Bruce Scottow **
Michael Goldstein *  Judy Siegel
Erica Hahn  Herb Silverman

* Gave fifteen or more tours in 2010
** Gave thirty or more tours in 2010

HUGHES continued from page 1

craft with the materials shortages imposed during World War II, Hughes built an enormous redwood-framed double hangar. His laboratories were stocked with the finest equipment and staffed by leading engineers and scientists, many of whom would achieve their own fame. This production facility, including its accompanying laboratories, remained the heart of the billionaire’s aviation empire for decades.

While the “Spruce Goose” is currently housed in Oregon, eleven of the original campus buildings remain on the now twenty-eight-acre site. An exciting $50 million historic preservation development project by the Ratkovich Company will adapt the remaining structures for creative use, including design, technology, and movie production. The site will gain another layer of history, one that channels the innovative spirit of the aviators of the twentieth century into the entrepreneurs of the twenty-first.

The Hercules Campus, as the site is now known, has seldom been open to the public. In wartime, the airfield rarely even appeared on maps. The Conservancy is thrilled to offer this unprecedented tour, and we hope to see you there.

Tickets for the tour are $20 for Conservancy members ($25 for the general public; $10 for kids twelve and under) and are available at laconservancy.org.
My Favorite Landmark

by J. Eric Lynxwiler, Los Angeles Conservancy member and volunteer; co-author of Wilshire Boulevard: Grand Concourse of Los Angeles.

CLARK BUILDING (1930)
3000-3008 Wilshire Boulevard,
Los Angeles (Wilshire Center)

“The Earl Stendahl Gallery began
with a shop at the Ambassador Hotel
and moved to larger digs in the Clark
Building at 3006 Wilshire. This 1930
French Provincial-style complex still
stands near Lafayette Park, and its
exhibitions celebrating cutting-edge
artists Diego Rivera, David Alfaro
Siqueiros, and Dean Cornwell still
resonate. It was Stendahl who intro-
duced Pre-Columbian cultural artifacts
to the North American art world, yet his
greatest coup may be the controversi-
al 1939 exhibit of Picasso’s massive
painting, the anti-war Guernica.”

Explore 150 buildings, a thousand
photos, and dozens of personal stories
(add your own!) at the Conservancy’s
updated Curating the City: Wilshire
Blvd. website, curatingthecity.org.

What’s YOUR Favorite Landmark?

We all have at least one historic place that’s particularly near and dear to our heart. In this
column, back by popular demand, we’ll spotlight some of the many local landmarks that have
special meaning to you, our members.

If there’s a historic structure in Los Angeles that makes your heart skip a beat, let us know.
Simply e-mail news@laconservancy.org with “My Favorite Landmark” in the subject line (or
call the office at 213-623-2489). Tell us why your favorite L.A. County landmark means so
much to you, and we might feature you in a future issue!

Volunteer Committee Officers, 2010-2011

Congratulations and thanks to the newly elected officers of our volunteer committees!

Modern Committee (ModCom)
Chair: Regina O’Brien
Vice Chair: Sarah Farris-Gilbert
Commercial Chair: Charlie Fisher
Residential Chair: Steven Kyle
Education/Outreach Chair:
Rachel Gould
Membership Development Chair: Chris Green

Historic Theatres Committee (HTC)
Chair: Michael Zoldessy
Vice Chair: Scott Benson
Recorder: Mariah Montgomery
Last Remaining Seats Subcommittee Chair:
Ken Gehrig

Our Members Have Spoken! And
the Winner Is…
Sunset Boulevard

Thank you to the nearly 500
members who voted in our Fan
Favorite poll to select a film for
the 25th Annual Last Remaining
Seats (LRS)! The votes are in, and
this special screening will feature
the 1950 classic Sunset Boulevard
(subject to print availability).

Starring Gloria Swanson and
William Holden and directed by
Billy Wilder, this iconic film follows
the story of a struggling Hollywood
screenwriter who inadvertently
winds up at the home of a fading
star of the silent screen. This sar-
donic look at Hollywood features
an Academy Award®-winning
script that climaxes in one of the
cinema’s best-known scenes.

Sunset Boulevard last screened
To see how the other Fan Fa-
vorite candidates ranked, and for
lineups from all the previous LRS
seasons, visit laconservancy.org.
ISSUES continued from page 3

buildings deemed eligible for listing in the National Register of Historic Places.

The Conservancy supports Gambol in their efforts to revitalize this rare collection of buildings. The project would preserve irreplaceable structures, maintain the shipyard’s historic function, require no public funding, and provide much-needed jobs. Yet the Port has a poor track record in preservation, including attempting to demolish the entire shipyard in 2006.

Many thanks to those of you who wrote to the City on this issue. We don’t yet know what the next steps will be, but we will keep you posted.

HPOZ Preservation Plans

On December 9, the Los Angeles City Planning Commission approved preservation plans for sixteen Historic Preservation Overlay Zones (HPOZs). For the first time, all of the city’s HPOZs (twenty-seven total) have clear guidelines for protecting their unique character. The plans will give property owners and HPOZ boards far greater clarity and certainty, streamline the approval process for minor changes to save time for both owners and City staff, and clear the path for other neighborhoods to pursue historic designation. HPOZ boards will continue to review major alterations and play a vital role in protecting their historic districts.

We applaud the HPOZ boards for their hard work in adapting the preservation plan template to the specific conditions in their neighborhoods, and in working with the City’s Office of Historic Resources to help the HPOZ program remain sustainable during the current budget crisis. For more information, visit laconservancy.org/neighborhoods.

ECONOMY continued from page 1

impact reports (EIRs) we analyze has doubled since before the recession. Developers, cities, and institutions are actively pursuing project approvals now so that they’re ready to launch as soon as demand and financing return—a key motivation for developers, since time equals money.

Locally, the approvals needed for development projects are known as entitlements. Securing development entitlements can take years, and the process can be unpredictable. In California, projects that may have an adverse impact on the environment—including historic resources—usually involve environmental review under the California Environmental Quality Act (CEQA). This planning process allows for public input and requires consideration of alternatives that avoid or minimize impacts on historic places. For more information, download our new brochure about CEQA at laconservancy.org.

Even after becoming fully entitled, a project might not break ground for years, depending on financing or other changes in market conditions. Some entitled projects never come to fruition at all, but they still need to be monitored. As a result, the flurry of planning activity currently taking place could stay with us in some form for a decade or longer.

Keeping an eye on a development project often takes years of involvement and ongoing advocacy. For example, the Conservancy has been working for four years to save the historic Southwest Marine Shipyard at the Port of Los Angeles. The 1917 shipyard is one of the oldest shipbuilding and repair facilities at the Port, as well as the last remaining link to Terminal Island’s significant role in the World War II emergency shipbuilding program. The site remains remarkably intact today, with thirteen of the sixteen remaining structures deemed eligible for listing as a National Register historic district. We continue to press for their adaptive reuse (see update on page 3).

Another recent example is the twenty-year master plan for Loyola Marymount University. In late 2009, the Conservancy responded to a draft EIR, urging the City to reconsider the University’s midcentury architectural legacy, most notably the 1963 Edward T. Foley Center, designed by Edward Durell Stone. The final EIR and development agreement require additional review of plans for the Foley Center if demolition or exterior alterations are proposed within the next twenty years.

Seizing the Opportunity for Proactive Outreach

As the troubled economy lingers on, a clear pattern has emerged: development entitlements will likely continue to accrue in anticipation of economic recovery. Ultimately what this means for preservation advocacy is partly an increased workload, but more importantly, the need—and opportunity—to think more broadly in terms of preservation advocacy.

The Conservancy has long pursued proactive approaches toward historic preservation; the current recession has allowed us to do even more. We’ve been able to identify and reach out to cities, neighborhoods, and other areas whose preservation policies are lacking—and for the most part, they’ve been receptive. We’ve made great strides in unincorporated East Los Angeles, where residents are banding together to protect and celebrate their rich heritage.

As you know, rehabilitating historic buildings fuels economic development and creates skilled jobs. Most historic rehabilitation projects are labor-intensive, in some cases as much as forty percent more so than new construction. Preservation can and should play a key role in our economic recovery; the Conservancy will make every effort to ensure that it does.
SEPTEMBER 30 / NOVEMBER 30
MEMBERSHIP REPORT

The Los Angeles Conservancy would like to acknowledge the generous contributions of our new Supporting members, and the new and renewing members of our Sustaining, Benefactor, and Cornerstone groups.

CORPORATE GRANITE
CORNERSTONE ($2,500 - $4,999)
Interscape Construction, Inc.
Sheppard Mullin Richter & Hampton, LLP
GRANITE CORNERSTONE
($2,500 - $4,999)
James S. Hayes and Catherine Keig
Watling Foundation
CORPORATE LIMESTONE
CORNERSTONE ($1,000 - $2,499)
Glen Dale Landscape Architecture
Marmol Radziner and Associates
Sapphos Environmental
Valley Economic Development Center
LIMESTONE CORNERSTONE
($1,000 - $2,499)
David Caruso
Dan Castellana and Deb Lacusta
Linda Dishman and John Hinrichs
Kiki and David Gindler
Elizabeth Edwards Harris
Thomas R. and Noreen D. Miller
Jim Thilking
BENEFACCTOR ($500)
Anonymous
Vince Bertoni and Damon Hein
Douglas and Barbara Hadsell
Royal Kennedy-Rogders and
Johnathon Rodgers
Adrienne Kisson
Tony Morris
John Schwartz
SUSTAINING ($250)
Joni and Miles Benickes
Dorothy and Leo Bradby
Robert Brush
Martha Chase
Aileen Comora
Brian Curran and Kevin MacLe llen
Sue Derickson
Alice R. Dick
Snowdy Dodson
Eastern Talent Agency and
Scot Benson
Roger Gandron and Brian Blake
Barbara Haley
Elisa Wiley Harrison
Diana H. Honeycutt
Don Hunt
Sal A. Ladestro
Victoria Lafontaine and Larry Barrett
Larry Layne - NOVA
Development Company
Elizabeth Mahoney
Nathan Marsak
Alan Merson
Carol Mitchell
Lauren Nakasuji
Craig Nickoloff and Amy Spector
Vincent Poli mmer and
Regina Mundekis
Bradley Roe
Janet and Maxwell Salter
Martin and Melrose Schwartz
Mary Serles and Brad Cornell
Robert Shiel
Mary Anne Singer
Robert Stiefel
Brian Studler
Esther Sung and Martin Gremm
Suzanne Sutton
Pam Taylor
Richard W. Titus
Jon and Ann Vitti
Alin H. Wall
Joan Weinstein
H Brian and Lisa Winkelspecht
Linda S. Wohl
Edward Yu
SUPPORTING ($100)
Sandra Abrahams
Jessica Aichs and Jeff Eggleston
Jane Aldrich and Richard Williams
Marion Al-Harthi
Diana Austin
Craig Bartelt
Jerome H. Bishop
Barbara A. Blake
Amy Bli sten
Bridget Bloom
Muriel Bodek
Ann J. Bolton
Ken and Carol Carlson
Steve Chucovich
Pamela Citation
Shelley Clark and Lisa Cisnerox
Mr. and Mrs. Bud Cohn
Don and Betta Cook
Roger D. Cook
Kay and John Davis
Dayle DeBry
David and Georgianna de la Torre
Michael Ellenberg and
Sarah Johnston
Nazi lle Elmasian
Ernestine S. Elster
Jeanne Fannan
Richard Farmer and Kirsten Lee
Cezanne and Sarah Farris-Gilbert
José Fernandez
Laney Fluk
Judy and Arnold Fishman
Ruth Finkman
Shirley Fredricks
Martin Freedman
Debra Friedland
Edwin S. Friendly, III
David Gajda
Johnathan Gale
Scott Goldfarb
Lorraine Grimaldi
Barbara Hester
David and Shirley Hickman
Sandra Howe
Fran It o
Norma Jacobs and
Francois de Roeg e
Lane Jensen and Lindsay Tomasic
Kathy Kaloni
D. Kates
Jacqueline D. Kelly
Carol Kemp
Tracy King and Michael Davis
Helena and Boyd Krout
Pamela Kurtz
Patricia W. Lambsone
K elly Leffler and I lana Milch
Leeb a Lessin
Susan Levin
Ray Lorme and Geraldine Lorme
Dan Mar mafelsk y and Sandra Klein
Edelfridus Matzak-Yahalom
Jason May
Susan Mazzei and Richard King
Gregory and Giovanna Melton
Lynee Miller
Louisa Moore
Alden and Jane Munson
Michael and Cathay Nash
Richard Paddor
Peter Paszterko
Doug and Patricia Patterson
Bernard and Jeri Pavek
Evelyn Perl
Jay Platt and Kathleen Dunleavy
Richard Prendergast
Helen R. Richards
Barney and Lila Robles
Kate and Tom Runyan
Rick Schnapka
Michael Schneiderman
Rosemary Serna
Jeffrey Seymour - Seymour
Consulting Group
Janis and Stuart Simon
Harold Slavin
Marion Spencer
Bonnie J. Stone
Ann Sunshine
Willie Thomas
Linda Troipe
Nancy Troy and Wim de Wit
Jerome Unatin
Karen Vondra
John Warren
Andrew and Jennifer Webberly
Rick Wirthlin

Thanks for Going Above and Beyond in 2010!

In addition to membership support, the Conservancy relies on additional financial assistance throughout the year for specific projects, from educational tours to urgent action on advocacy issues. We’d like to express our heartfelt thanks to the foundations, companies, and individuals who provided much-needed sponsorship, underwriting, and in-kind donations for the range of efforts we undertook in 2010. Your generosity is critical to our ability to pursue our mission. There are too many of you to name in these pages; for a complete list, please visit laconservancy.org. Thank you!
HER WILD OAT SCREENING
Friday, January 14, 8 p.m.
Orpheum Theatre

The Los Angeles Theatre Organ Society presents the 1927 silent comedy Her Wild Oat, with live accompaniment on the Orpheum’s Mighty Wurlitzer organ. Visit latos.org for details.

2011 PRESERVATION AWARD APPLICATION DEADLINE
Monday, January 31

We welcome applications for outstanding preservation efforts. Projects must have been completed by December 31, 2010 and be located in L.A. County. See page 2 for details.

SAVE THE DATE!
Hughes Aircraft HQ Tour
Sunday, March 20

Mark your calendar for our big spring tour, featuring the former aviation headquarters of inventor, aviator, and movie producer Howard Hughes. See cover story for details.