Los Angeles Conservancy Preservation Awards
2021 Application Information

Important Deadlines
Early Bird Deadline: Wednesday, December 16, 2020 (Application Fee $100)
Final Deadline: Wednesday, December 30, 2020 (Application Fee $150)

The Los Angeles Conservancy welcomes applications for its 40th Annual Preservation Awards, honoring outstanding achievement in historic preservation. An independent jury of distinguished architects, preservation professionals, and business and community leaders selects awards. We will present the awards at a luncheon in 2021. This event is subject to change due to implications of COVID-19.

Everything in this document is relevant to your application. Please read it carefully, and contact us if you have any questions.

Eligibility
The types of projects eligible for a Preservation Award include:

» Construction projects: restoration, rehabilitation, or adaptive reuse of a residential, commercial, or institutional structure
» Preservation plans, programs, policies, or studies
» Educational programs in historic preservation (courses, publications, conferences, etc.)
» Grassroots preservation efforts by an individual or group
» Cultural landscapes (eligible for the Royce Neuschatz Award, established to honor the former Conservancy Board member and advocate for open space in the urban environment)

To qualify for a Preservation Award, a project must:

» Demonstrate outstanding achievement in the field of historic preservation
» Be located in Los Angeles County
» Be completed by the date the application is submitted (projects completed before 2020 are eligible, as are previously nominated projects that did not receive an award)
» (For construction projects) Meet the Secretary of the Interior’s Standards for the Treatment of Historic Properties
» (For cultural landscape projects) Follow the Secretary of the Interior’s Guidelines for the Treatment of Cultural Landscapes
Submission Instructions

The Conservancy must receive all applications by 5:00 p.m. on Wednesday, December 16, 2020.

Please submit your application at laconservancy.org/awards where you can:

» Pay the nonrefundable processing fee ($100 by December 16, $150 by December 16)
» Provide a link** to your application files through a file-sharing service (like Dropbox, Box, etc.).

Your application files include:

- Project Application and Narrative document* (Microsoft Word)
- Project Team spreadsheet* (Microsoft Excel)
- Project Photos presentation* (16:9 Microsoft PowerPoint)
- Folder with Individual JPEG Images (See “Images”); and
- Photo Credits for Completed Project Images (Microsoft Excel)

* Templates for documents can be found at laconservancy.org/awards.
** After uploading your files, select your file-sharing service’s option to create or generate a unique URL (link) for the file. Enter this URL when you submit your application.

IMPORTANT: Please follow the following naming conventions in labeling the application materials.

Main Application Folder: (Project Name)

Application: 1_Application-Project_Name
Project Team: 2_Project_Team-Project_Name
Powerpoint: 3_PowerPoint-Project_Name

Photo Folder: Photos (Project Name)
Photo Files Standard Resolution: Project_Name-(photo number)
Photo Files High Resolution: Project_Name-High_Res-(photo Number)
File photo note: Provide photo credits for each photo.

Confirmation of Receipt

» We confirm receipt of all applications and payments. If you do not receive confirmation by 5 p.m. on Wednesday, December 30, please contact Erik Van Breene at vanbreene@laconservancy.org.
Images and video

By submitting photos or videos of the project, you grant the Los Angeles Conservancy permission to reprint, publish, and use for distribution these assets in the Preservation Awards Luncheon live or recorded program, publicity and publications, such as press releases, program books, newsletters, Los Angeles Conservancy website, social media, and other materials or programs about the Los Angeles Conservancy and/or the Preservation Awards.

Please submit:

» **Project photos presentation (Microsoft PowerPoint)**
  o Please place individual JPEG images in slide presentation; **one image per slide and please provide captions below photo when necessary to provide context.** Add additional PPT slides as necessary to accommodate your number of photos. Use black background only. **Do not include company logos, watermarks, or any other graphics/designs on slide.**
  o Photos DO NOT need to follow automatic sizing in PowerPoint.

» **Individual images 40 – 50 JPEG images** (preferred, but no hard minimum or maximum). New this year, we are accepting video in addition to photos to help tell your project’s story.

» **Photo Credits for Completed Project Images (Microsoft Excel)**
  o In a Microsoft Excel spreadsheet, please submit credit information for high-resolution images of the completed project and any videos submitted. All photos must have credits.

Photos should be JPEG images (at least 150 dpi, but preferably higher), in color (except for historic photos), and include:

» Historic views of the structure, site, area, and/or people involved in the story
» The structure/site/project over the years, showing its evolution
» The site (exterior, interior, detail) before the project began
» The preservation work in progress and the people involved with the project (the workers completing work; for non-construction projects: events, organizing meetings, press clips, etc.)
» The completed project (corresponding to “before” images if possible)
» People at the completed project/using the work completed (people celebrating at reopening event, people at community events, people using the spaces for their intended purpose, etc.)
» Any other images that help tell the story of the project and its positive impact on the community and/or the field of preservation

**High-Resolution Images of the Completed Project**

In addition, please include:

» 3 – 5 high-resolution (300 dpi) JPEG color images of the completed project, both horizontal and vertical if possible
» Credit information for each image in a Microsoft Word document.
Application Tips

Tell a compelling, succinct story.

In addition to recognizing outstanding achievement, the Awards convey the value of historic preservation to a wide audience. Successful applications tell the story of their project in the most compelling way, encompassing:

» The project’s historical context
» Specific goals of the project
» Specific challenges the project team had to overcome
» The project’s benefits to the community
» The broader lessons to be drawn from the project

Use a range of descriptive, high-quality images and video.

Quality images are essential to conveying a project’s importance, challenges, and impact. Although Conservancy staff members may conduct site visits for nominated projects so that we can answer the jury’s questions, jury members themselves typically cannot visit each project nominated for an award. We will contact you separately to arrange site access, if necessary. As a result, the photos and videos submitted with an application are often the only way the jury can visualize a project.

Other qualities the jury looks for in choosing Preservation Award recipients include:

» Geographic diversity – projects throughout Los Angeles County
» A range of project types – residential, commercial, institutional structures; landscape projects; planning, grassroots advocacy, and educational projects
» Community diversity – projects that positively affect the wide range of communities and neighborhoods throughout Los Angeles County

Questions?

Contact Erik Van Breene at vanbreene@laconservancy.org. Thanks for your interest, and good luck!