



LOS ANGELES CONSERVANCY NEWS



September / October 2020 · Volume 42 Number 4



Participants and staff of the L.A. Conservancy's first Leadership Boot Camp program

Community Leadership Boot Camp Kicks Off!

by Adrian Scott Fine

Have you ever wanted to know more about the inner workings of preservation and how to save a threatened historic place?

It turns out you are not alone which is why the Conservancy launched our new Community Leadership Boot Camp program on August 12. Following more than a month of instruction and interactive programming, on September 16 we welcomed twelve new Boot Camp graduates. In 2021 our plan is to offer additional Boot Camps so soon more graduates will join the ranks!

Boot Camp is all about the old proverb that says, "If you want to go fast, go alone. If you want to go far, go together." In other words, it often takes a village of people to advocate and build support for preservation, whether at the building, street, neighborhood or citywide level. Boot Camp graduate Andrea Minton who has called herself an "armchair activist" now wants to get more involved. "[Boot Camp] went by so fast and I'm definitely interested in doing more, craving this as I'm looking at things completely different now."

As older and historic neighborhoods throughout L.A. quickly change, not always with preservation in mind, people are asking what they can do to help and how to get involved. Many have a shared goal of wanting to ensure the architectural and cultural fabric of L.A. neighborhoods is preserved, even as change still occurs.

Vivian Escalante—a preservation advocate and one of our Boot Camp graduates—speaks to this, wanting to see preservation a part Boyle Heights' future. Sharing how the Boot Camp group projects connected classmates, Escalante says, "It got me out of my comfort zone, hearing different viewpoints and ways to work with others."

Boot Camp is all about empowerment and providing a space in which participants can learn

Please see BOOT CAMP on page 6

Rediscover Historic Downtown Los Angeles

The L.A. Conservancy's award-winning tours have returned! We are easing back into our historic walking tour program with docent-led live virtual tours and in-person household tours of Historic Downtown. Explore some of L.A.'s most beloved landmarks, such as the Central Library and the Bradbury Building on a tour that meets your comfort level.

If you miss L.A. as much as we do, this tour is for you!

Historic Downtown Virtual Tours

Wednesdays at 6 p.m. on Zoom
Member Rate: \$8 / General Public: \$12

Historic Downtown Virtual Tours for Private Groups

Dates and times flexible on Zoom
Member Rate: \$60 per group of up to 15
General Public: \$90
(That's as little as \$4 per person for a private tour for your friends, family, or colleagues!)

Historic Downtown In-Person Walking Tours for Households

Saturdays at 10 a.m.
Member Rate: \$50 per group of up to 5
General Public: \$75
Safety is our number one priority. This tour is for guests residing in the same household. Face coverings over both mouth and nose are required at all times for guests and docents. Temperature checks will occur before all tours. Social distancing of at least six feet should be maintained between docents, staff, and other individuals who have not been isolating together.

And, yes, we will roll out additional tours in the coming months! Visit laconservancy.org/upcoming-events to register or learn more.

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LOS ANGELES CONSERVANCY

The Los Angeles Conservancy is a nonprofit membership organization that works through education and advocacy to recognize, preserve, and revitalize the historic architectural and cultural resources of Los Angeles County.



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Major funding for the Los Angeles Conservancy's programs is provided by the LaFetra Foundation, the Kenneth T. and Eileen L. Norris Foundation, and the Ralph M. Parsons Foundation.

Let's Take A Driving Tour Through '70s L.A.

This fall, take a self-guided drive back in time to the 1970's with the Conservancy's digital guide: ***Rolling Through the '70s: A Weekend in Los Angeles***.

The '70s were a time of change and experimentation, especially in Los Angeles. New architectural styles, clothing trends, and cultural movements emerged, pushing the boundaries of the status quo. Today, architecturally and culturally significant sites associated with the decade remain throughout Los Angeles County.

Rolling Through the '70s features a weekend-full itinerary of places to see, legacy restaurants to try, and businesses to visit. You'll learn about why buildings from this era matter and must be protected for future generations.

Rolling Through the '70s: A Weekend in Los Angeles

- Member Rate: \$15 / General Public: \$20
- Digital guide (Downloadable PDF format)
- Driving tour itinerary
- Digital audio files featuring commentaries by experts in '70s architecture, business owners, and community activists
- Digital playlist of '70s music to set the mood
- *Rolling Through the '70s* digital guide will be available for purchase at **laconservancy.org/70sGuide** mid-October.

The Conservancy's **'70s Turn 50** series of panel discussions and docent-led tours comes to an end with our two final events. We hope to see you there.

- **Children of the '70s: Preservation on the Rise** (Thursday, October 15)
- **Don't Call Me Ugly!** (Thursday, October 22 and Thursday, October 29)
- **The '70s and Beyond—Looking Forward** (Thursday, November 19)

For full details, visit laconservancy.org/70s

Save the Date for A Very Kappe Event!

In celebration of '70s architecture and design, the L.A. Conservancy is hosting *Levels of Kappe*, a virtual benefit featuring the daring '70s work of renowned Los Angeles architect Ray Kappe, who died at the age of 92 in November, 2019. Considered one of the great innovators and educators of Modern architecture, Kappe's lifelong love of nature and the environment came together in designs that remain visionary to this day.

Join us on **Thursday, December 3, 2020**, for an exciting presentation that includes a look back at Kappe's history, including his role in the Modernist movement, virtual tours of L.A. area residences he designed in the '70s, and remarks from architecture experts and his wife and architectural historian, Shelly Kappe. You won't want to miss this once-in-a-lifetime opportunity to go inside some of Kappe's most extraordinary 1970s residential designs.

Tickets go on sale in mid-October and start at \$35 for members (\$75 general public, which includes an L.A. Conservancy year-long individual membership). Sponsorships begin at \$500 and include exciting benefits, such as '70s themed gifts. Higher level sponsorships also include '70s themed cocktails and hors d'oeuvres. Learn more at laconservancy.org/kappe.



The Ray Kappe Residence. Photo by Elizabeth Daniels

Preservation Positively Impacts Los Angeles

Support the Conservancy's Preservation Advocacy Fund now and your gift will be doubled!

by Liz Leshin



Throughout the COVID-19 pandemic, despite working from home and social distancing, the Los Angeles Conservancy staff has continued the important and mission-driven day-to-day work of protecting the historic places that tell the story of Los Angeles, and preserving the stories of the diverse people who build, live and work here.

One of the best ways that you can support the Conservancy's urgent work is through a gift to the Preservation Advocacy Fund. And for the third year in a row, **your donation will be doubled, thanks to a challenge from former Conservancy board member Beth Edwards Harris, who is generously offering to match up to \$30,000** for any donations to the Conservancy's Preservation Advocacy Fund by December 31.

In early 2020, the Conservancy released *Preservation Positive Los Angeles*, the first-ever study to provide data demonstrating how preservation and the reuse of older and historic buildings provides real value, and positively impacts every Angeleno.

Some key findings include:

- **Preservation supports affordable housing.** Designated historic districts (Historic Preservation Overlay Zones, HPOZs) have higher density than the rest of the city, protect affordable housing, foster neighborhood stability, and serve as home to a more racially and economically diverse population than the city of Los Angeles as a whole.
- **Rehabilitating existing older and historic buildings for new uses is not**

only cost-effective and good for the environment; it helps generate much-needed housing. Between 1999 and 2019, L.A. created over 12,000 new housing units through the adaptive reuse of historic buildings.

The report identifies challenges as well as opportunities, including how to provide for more affordable housing without harming older and historic neighborhoods. **Through collaboration and community partnerships, the Conservancy** will soon convene with city planners, activists, architects, builders, and others to help us develop a new Preservation Positive Action Agenda, identifying proactive steps that we can collectively take to make Los Angeles a more livable place, respecting our history while looking to the future.

Your tax-deductible gift to the Preservation Advocacy Fund enables us to respond quickly to urgent preservation issues as they arise. Your support also allows the Conservancy to play a leading role in planning the Los Angeles of the future through efforts like *Preservation Positive Los Angeles*.

Please join Beth Edwards Harris and **double your gift to the Preservation Advocacy Fund today** by donating online at laconservancy.org/PAF or contacting Development Manager Gabriela Philo at (347) 563-8579 or gphilo@laconservancy.org. Thank you!

To view the full Preservation Positive Los Angeles study, visit laconservancy.org/preservation-positive.

Corporate Giving Programs Can Increase Your Gift

Corporate giving programs are great ways to maximize your charitable support.

Many employers match donations made by their employees to eligible nonprofit organizations, like the Los Angeles Conservancy. Depending on the corporate giving program, some retirees and their spouses can also take advantage of these programs.

Employer giving programs may include grant opportunities to make a gift or grant to organizations where employees volunteer regularly. If you volunteer with us, this is an easy way to provide the Conservancy with additional financial support.

Contact your employer's Human Resources or community giving department to learn about your company's programs.

Thank you for your support in recognizing, preserving, and revitalizing the historic architectural and cultural resources of Los Angeles County.

Let's Stay Connected!

Due to shortened program lead times caused by COVID-19 and recent delays in postal service deliveries, email has become the most effective way to share important Conservancy news and event information.

Please take a few moments to update your email address on your profile on the Conservancy's website to ensure we can reach you in between newsletters.

You can log in at laconservancy.org/user or email us at info@laconservancy.org and we are happy to update your profile for you.



L-R: Protesters outside the Marine Corps recruiting station 1969, courtesy UCLA Library Digital Collections; Brown Beret Headquarters, courtesy GPA Consulting, Inc.; Ruben F. Salazar Park, photo by Marisela Ramirez/L.A. Conservancy

The Chicano Moratorium: Looking Forward, 50 Years Later

by M. Rosalind Sagara

In August, the Conservancy partnered with the 50th Chicano Moratorium Organizing Committee on “The Chicano Moratorium: Looking Forward, 50 Years Later,” a special live stream panel conversation about a movement of Chicano and Latino anti-Vietnam war activists who organized the pivotal National Chicano Moratorium March in East Los Angeles. The panel included two key organizers of the National Chicano Moratorium Committee, Gloria Arellanes and Rosalio Muñoz, and was moderated by Belinda Faustinos.

In 2015, the Conservancy initiated a project to landmark important places in Los Angeles associated with the Chicano Moratorium. The project breaks new ground in expanding how the public can use existing frameworks to designate important, yet under-represented places to the National Register of Historic Places. The project includes four main components: an amendment to the existing statewide Historic Context on Latinos in the 20th Century, which will now include a subtheme on the Chicano Moratorium in Los Angeles, and three National Register nominations. The nominations include:

Chicano Moratorium March (December 20, 1969)

The first Chicano Moratorium march drew attention to the historic contributions of the Latino community to the U.S. military in past wars and to the disproportionate sacrifices of the community in the Vietnam war. The 1.1-mile march began at Five Points Memorial in the neighborhood of Boyle Heights in Los Angeles and continued south on Indiana Street and east along Michigan Street. The route ended at Obregon Park in unincorporated East L.A. where a final rally took place. This march was the first large-scale Chicano anti-war protest in Los Angeles County and helped garner public support and attention for the Chicano movement.

Brown Beret Headquarters (2639-41 East Fourth Street)

The Brown Beret Headquarters was located in a storefront of a two-story commercial and residential building constructed in 1923, also in Boyle Heights. The Brown Berets were a militant community group patterned after the Black Panthers. Their mission was to mobilize

Chicanos not just against the war, but against the social injustices they faced on the home front. Members of the Brown Berets were instrumental in the formation of the Chicano Moratorium Committee in December 1969. Though the Brown Berets met in several locations during the late 1960s and early 1970s, this location, across from Roosevelt High School, was conveniently located for nearby student members.

National Chicano Moratorium March (August 29, 1970)

The National Chicano Moratorium March was the largest demonstration of Mexican Americans up to that time and became a pivotal moment in the Chicano movement. The 3.26-mile march began at East Third Street in front of the East Los Angeles Civic Center and progressed east on Beverly Boulevard, south on Atlantic Boulevard, west on Whittier Boulevard, and ended at Laguna Park (now Salazar Park).

Located on Whittier Boulevard near Ciela Avenue is a single-story commercial building (now Mission Furniture) that housed El

Barrio Free Clinic. This building was identified as a contributor to this nomination. Established by the Brown Berets in 1969, and led by female members of the organization, El Barrio Free Clinic was the first free clinic in East L.A. and represented the community service mission of the organization. Through the clinic, the Brown Berets sought to improve the lives of the Chicano community by providing access to healthcare, education, and resources that could offer opportunities for economic growth and political empowerment. Many early Moratorium Committee meetings took place at this location.

Another important contributor to the nomination housed the Silver Dollar Café. This is where prominent journalist Ruben Salazar, who was covering the march for the Los Angeles Times and KMEX, died after being struck by a tear gas projectile which was fired into the bar by L.A. County Sheriff Deputy Thomas Wilson. The violent outcome to the march convinced many Chicano activists and community members to focus on the struggles of the Chicano community.

Fifty years after the National Chicano Moratorium March, we look to the people and places associated with this event and related movement that help tell an important story about L.A. and our struggles for civil rights and social justice. In August 2020, the State Historical Resources Commission recommended the Chicano Moratorium in Los Angeles for listing to the National Register of Historic Places. The nominations now go to the National Park Service for final approval.



Photo by Sal Castro, Security Pacific National Bank Collection/Los Angeles Public Library

Preservation Snapshot: DTLA 2040 Plan Released



In 2003, adaptive reuse was a key component of the Central City Community Plan. Photo by Adrian Scott Fine

On August 6, 2020 the City of Los Angeles released its Draft Environmental Impact Report (EIR) for the Downtown Los Angeles Community Plan Update, known as DTLA 2040. When adopted, the Plan will be the first of the City's thirty-five Community Plans to use the city's most comprehensive zoning code update, re:code LA, the city's new comprehensive zoning code update.

Community Plans help guide growth and development by stating what can and cannot be built in a specific area. They play an important role in preserving the unique character of older and historic neighborhoods.

The City first began working on DTLA 2040 in 2014. Field visits, land use surveys, data collection, and general input from community stakeholders helped to create initial goals and policies which were then shared with community stakeholders. Early on, the L.A. Conservancy worked closely with the City's Planning staff to ensure historic preservation policies were an important part of DTLA 2040. We organized meetings with city staff, preservation professionals, and community members.

After six years of work, the City released the DTLA 2040 Draft EIR. This marks the first major opportunity for public comments on the proposed plan before it is further vetted within the City and through a series of public hearings, all leading to a Final EIR and adoption.

The Plan offers a number of new provisions

as part of the re:code LA zoning and more contextual-based guidance. It also includes important incentives for preservation such as an updated adaptive reuse ordinance and a pilot Transfer of Floor Area Ratio (TFAR) incentive program for the Arts District. While we see the plan as headed in the right direction, we are not without some concerns.

For example, the Plan does not fully support compatible new development (in terms of height and scale) within designated and eligible historic districts that include the Spring Street Financial District, Broadway Theatre and Commercial District, the Arts District, Little Tokyo Historic District, and Chinatown Districts. We will continue to press for ways to strengthen these proposed provisions.

DTLA 2040 introduces a new "Village" designation for some low- to mid-scale areas within downtown, supporting their role as historic and cultural destinations. We believe this approach could be applied elsewhere within downtown to both help preserve existing affordable housing units and legacy businesses.

We encourage all Conservancy members to review the Downtown Community Plan Draft EIR and to submit comments by December 4. Join us for a virtual meeting on DTLA 2040 on October 8, 12-1 p.m. Learn more at: http://bit.ly/DTLA_2040

For more information on DTLA 2040 visit: <http://bit.ly/DTLA2040Info>

BOOT CAMP continued from page 1



In January of this year, residents were able to successfully advocate for the preservation of the Santa Fe Art Colony in downtown Los Angeles. It is this kind of strong community leadership that the Conservancy hopes to build with its Boot Camp program. Photo by Adrian Scott Fine/L.A. Conservancy

about preservation advocacy, and better understand various strategies and tools that can be applied. This leadership program engages community advocates throughout Los Angeles County, helping them become better informed and skilled in advocating for preservation-based outcomes.

For those wanting an opportunity to connect with the Conservancy staff and fellow classmates through a unique one-on-one experience, Boot Camp might be the right fit for you. While we would have loved to do Boot Camp in person, as originally planned, we quickly pivoted and implemented an entirely online format. We learned that we were still able to connect and cultivate effective community advocates.

Minton, Escalante, and other graduates have expressed an interest in an advanced-level Boot Camp which is something the Conservancy is now considering for next year.

We are excited to see what comes from this first class of Boot Camp graduates, and the places they will work to help save. We are just getting started and look forward to the next series of Boot Camps as we work to build a strong base of community leaders throughout L.A., all advocating for saving what makes their communities special.

Consider joining us for an upcoming Boot Camp, with applications and dates to be announced in early 2021.

Thank You For Three Decades and More of Support, Continued

In our last newsletter, we ran a list of Conservancy members of 30 years and more, and found we had left off several of our loyal friends. Here is a supplementary list to our previous list. We give all of our longtime supporters our deepest thanks. Members like you ensure that the places that tell the stories of Los Angeles persist for generations to come. If you have been a member of the Conservancy for thirty or more years and don't see your name in the list below or in the previous newsletter, please let us know so we can correct our records. Contact Liz Leshin, Director of Development at: lleshin@laconservancy.org, or (323) 270-4334.

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The Conservancy acknowledges the generous contributions of our new and upgrading Supporting members, and the new and renewing members of our Sustaining, Benefactor, and Cornerstone groups.

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In Memoriam: Marjorie Fasman (1916-2020)



Marjorie Fasman served on the committee of the Conservancy's first major fundraiser, at the Wiltern Theatre in 1985, personally fabricating each centerpiece like an individual piece of sculpture, according to then Executive Director Ruthann Lehrer.

Marjorie Fasman, a Board member of the Los Angeles Conservancy from 1984-1990, died on July 28, 2020.

A sophisticated philanthropist, creative artist, and dynamic volunteer for numerous nonprofits, Marge was a visionary in putting processes in place to help organizations grow and thrive.

She was instrumental in launching the Conservancy's upper level Cornerstone membership program in 1985, with annual memberships beginning at \$1,000. Income from Cornerstone memberships now makes up nearly half of all Conservancy membership income, providing an ongoing source of stability for the organization.

"Through her commitment, energy, and community connections, Marge Fasman brought the Conservancy to a new level of success," said Ruthann Lehrer, the Conservancy's first Executive Director.

The L.A. Conservancy is grateful for Marjorie's many contributions towards preserving Los Angeles' history.



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A Legacy Business Initiative: One Year Later

The Los Angeles Conservancy launched a legacy business initiative in Fall 2019 to shine a light on the many longstanding businesses in L.A. County. One year later, COVID-19 amplified the challenges already faced by legacy businesses. *Thank you* for your support of these important community anchors!



Photo by M. Rosalind Sagara/L.A. Conservancy

EL AGUILA BAKERY

5028 Huntington Drive South
Los Angeles, CA 90032
(323) 222-1925

Since 1973, El Aguila Bakery has been a beloved fixture in the El Sereno community. This colorful neighborhood panadería serves pan dulce (Mexican sweet bread), tarts, cakes, tamales, and more made fresh daily! For an authentic taste of old Mexico, El Aguila is a must-visit: elaguilabakery.com



Photo courtesy Teak/Wikimedia Commons

ABRIL BOOKSTORE

1022 East Chevy Chase Drive
Glendale, CA 91205
(818) 243-4112

For more than forty years, Abril Bookstore in Glendale has been the go-to source for books on Armenian literature, history, language, art, and cooking. Their music, film, and holiday events, also, touch every aspect of Armenian culture and identity. Find them at their new location: abrilbooks.com



Photo by Linda Dishman/L.A. Conservancy

BALLER HARDWARE

2505 Hyperion Avenue
Los Angeles, CA 90027
(323) 665-4149

Family-owned and operated since 1959, Baller Hardware is a fixture of both the Silver Lake and Los Feliz communities. The knowledgeable staff at this friendly, neighborhood hardware store is always ready to lend a helping hand for your home improvement needs: ballerhardware.com