



May/June 2023 · Volume 45 Number 3

2023 Preservation Awards Celebration July 27 · 3-7 P.M. · Television City HOLLYWOOD HOLLYWOOD

Photos: Edinburgh Bungalow Court, the Hollywoood Sign, Tail o' the Pup, the City of Long Beach Suburbanization and Race Historic Context Statement, First Congregational Church of Long Beach, Carthay Neighborhoods Historic District, All Seasons Brewing Co., Downtown L.A. Proper Hotel.

Celebrating the Pride, Passion, and Power of Historic Preservation!

As preservationists, we are proud protectors of L.A.'s built environment and the layered stories it tells. That's why since 1982, the L.A. Conservancy has recognized excellence in historic preservation, honoring projects that work to preserve our historic places and spaces while celebrating our shared cultural histories.

Congratulations to our 2023 Preservation Awards Winners: All Seasons Brewing Co., Carthay Neighborhoods Historic District, Downtown L.A. Proper Hotel, Edinburgh Bungalow Court, First Congregational Church of Long Beach, the Hollywood Sign, the Long Beach Suburbanization and Race Historic Context Statement, and Tail o' the Pup!

This year's winners illustrate what historic preservation in L.A. is all about: the civic pride, the sense of purpose, the passion, and of course, the patience. There are stories of friends and neighbors banding together to preserve their homes, neighborhoods, and sense of identity. Unsung advocates working to document under-told stories in communities of color to ensure those legacies are not erased from history. And triumphant examples of how old can be made new again by bringing life to long-neglected historic buildings through adaptive reuse.

The future of L.A. County is stronger when historic preservation projects like these continue to connect people with the places and spaces that hold our cultural heritage. We hope you join us in recognizing these remarkable projects at the 2023 Preservation Awards Celebration on July 27, 2023, at the legendary Television City! For full details, *visit: laconservancy.org/awards*.

2023 Preservation Awards Jury

CHAIR: Devon Barnes (Principal, Gruen Associates). **JURY: Arturo Chavez** (General Manager, El Pueblo Historic Monument) / **Jessica Hencier** (Project Manager at Craig Lawson & Co., LLC) / **Andrea Mauk** (Real Estate Professional, Writer, Artist, and Community Preservation Advocate) / **John Schwab-Sims** (President, Glendale Historical Society)

A Message from Linda Dishman

Dear Members,

As many of you know, I will be retiring from the Los Angeles Conservancy in November. I wish to thank you for the many touching well-wishes I've received over the past few weeks. I will certainly miss you and everyone I've grown to know over these thirty-one years at the Conservancy.

When I first came on as Executive Director in 1992, historic preservation in L.A. was in a very different place. And while our advocacy battles continue to be long and challenging, I hold tremendous pride in what we've accomplished together. Yes, we've achieved many tangible successes, such as the triumphant adaptive reuse of historic places like the Cathedral of St. Vibiana. But we've also strengthened our preservation ordinances, expanded our education initiatives, and remain steadfast in our resolve to preserve L.A.'s shared cultural heritage.

The future of the Conservancy—and historic preservation in L.A. County—is bright. I am confident our dedicated Board of Directors, talented staff, passionate volunteers, and dedicated members like you will continue to lead the charge as protectors of our built environment.

I am eager to watch the Conservancy continue to flourish under new leadership, ensuring that our history remains central to the future of Los Angeles County.

Warmly, Linda Dishman President and CEO

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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 and the Kenneth T. and Eileen L. Norris Foundation.

On Sale Now: "Irangeles: A Driving Tour"



Our newest self-guided driving tour is coming to you in May and it's a celebration of Iranian history, heritage, and experience in Los Angeles! L.A. is home to the largest concentration of Iranians in the United States. Rich in religious and ethnic diversity, Iranian and 'Persian' heritage

is not bound by national borders but by cultural identity and tradition.

"Irangeles: A Driving Tour" is a fascinating journey through unique areas in L.A. County that are significant for their connection to Iranian communities: Tehrangeles in Westwood, Reseda, Woodland Hills, and Encino in the San Fernando Valley, Glendale, the Jewelry District in downtown L.A., and Pico-Robertson in West Los Angeles.

This beautifully designed digital guide by local artist Katrine Karimpour takes you through five neighborhoods known for Iranian culture and cuisine. The interactive experience features audio clips from community members, plus an all-Iranian music playlist curated by Iranian writer and visual artist Arash Saedinia to connect you to places as you drive.

Order your copy today! Cost: \$18 Conservancy members, \$22 general public. Tickets and full tour details at: **!aconservancy.org/irangeles**.



In Memoriam: Suzanne Rheinstein (1945 - 2023)

The Conservancy is saddened by the loss of our friend and former board member, the legendary interior designer Suzanne Rheinstein. She passed away in March 2023 following a long battle with cancer. A New Orleans native, her love of preservation came early.

Suzanne was on the Conservancy Board from 1987 to 1993

serving as Secretary and then later the VP of Education/Community Relations on the Executive Committee. Expanding our membership was a priority to her and she was a Lifetime Cornerstone member. A longtime resident of Windsor Square, Suzanne and her husband Fred were part of the Windsor Square Association organizing committee that helped the neighborhood be designated as a Historic Preservation Overlay Zone (HPOZ) in 2004.

"Suzanne was our secret weapon in the effort to secure the Windsor Square Historic Preservation Overlay Zone," Priscilla Wright, longtime friend and colleague of Suzanne's told the *Larchmont Buzz*.

Facing well-organized, well-financed, and heated political opposition, the Rheinsteins and their neighbors mobilized and marched right into the fire with the slogan, "GoHPOZ!" They brainstormed strategies, held community meetings and block parties, posted hundreds of lawn signs, and even began sporting custom "GoHPOZ" sneakers—a must-have for any fashionable preservationist. Their efforts won a LA Conservancy Preservation Award in 2005.

Suzanne was truly one-of-a-kind. Her talent as a natural born designer buoyed her to national acclaim, and she also published books on the subject. Her final book, "A Welcoming Elegance," was released just days before her passing.

Last Remaining Seats Returns to Broadway!



On June 3-17, the L.A. Conservancy is taking its beloved classic movie series back to its roots with an all-Broadway lineup! We're screening six classic films in three of L.A.'s most ornate and historic movie palaces: The Orpheum, The Los Angeles, and the Million Dollar theatres.

This year, we're excited to present a 50th anniversary screening of ENTER THE DRAGON (1973), a Pride Month screening of AUNTIE MAME (1958), a 35mm presentation of Alfred Hitchock's VERTIGO (1958), and more! We're also delighted to roll out the red carpet for fantastic special guests including film critic Leonard Maltin, fashion historian Kimberly Truhler, and historic theatre scholar Ross Melnick. Our LRS

Volunteer Committee is also excited to bring back fan favorites such as our theatre scavenger hunts, photo stations, fashion shows ... plus they have a few new surprises up their sleeves. Don't miss out on the fun! Tickets on sale: \$18 members, \$22 general.

laconservancy.org/lrs.

Saturday, June 3



METROPOLIS (1927) The Orpheum Theatre

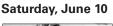
Fritz Lang's silent masterpiece is a science fiction epic you have to see to believe. Presented with live musical accompaniment.



8PM

ENTER THE DRAGON (1973) The Orpheum Theatre

Our opening night film is a 50th anniversary screening of the martial arts classic that made Bruce Lee a legend and icon.



2PM

PLANET OF THE APES (1968) The Los Angeles Theatre

'It's a madhouse' of sci-fi fun with this iconic cult classic featuring Charlton Heston...and one of the best film endings ever.



8PM

THE PHILADELPHIA STORY (1940) The Los Angeles Theatre

Cary Grant, Katharine Hepburn, and James Stewart dazzle in this stylish, sophisticated rom-com. Hosted by Kimberly Truhler.



2PM

AUNTIE MAME (1958) The Million Dollar Theatre

Break out the champagne daaahlings; everyone's favorite Auntie is back! Featuring a panel discussion hosted by Ross Melnick.



8PM

VERTIGO (1958) The Million Dollar Theatre

Murder and obsession rage against the roar of the San Francisco Bay in Hitchcock's daring thriller. Hosted by Leonard Maltin.

Staff Announcements

Nationwide Search for a New L.A. **Conservancy Leader**

As we prepare to say goodbye to Linda Dishman, our leader of 31 years, the L.A. Conservancy's Board of Directors is working to ensure a smooth transition for the organization. The Board is on task to select the next leader to drive the organization into the future. This is a nationwide search and is being conducted with the help of Envision Consulting. We will keep you updated on the progression of the search and welcome any questions or comments to be addressed to us at:

info@laconservancy.org.

Good Luck, Erik Van Breene

The Conservancy recently said goodbye to our terrific Preservation Coordinator, Erik Van Breene. Erik joined the Conservancy back in 2018 and played an important role within the advocacy team. He is bringing that knowledge and experience to the City of Los Angeles in his new role as Planning Assistant with the City's HPOZ unit. The Conservancy's loss is the City's gain, and we look forward to seeing all of the continued good work he'll be doing in historic preservation. Good luck, Erik!

Welcome, Tatiana Godinez

We are delighted to welcome Tatiana Godinez to the communications team as our new Communications Assistant! Tatiana came on board in April, and is already making an impact within the team. A graduate from University of California, Santa Cruz, she comes to us with both digital marketing and nonprofit experience in advancing brand missions and values. Born and raised in Los Angeles, she brings with her a deep love for Los Angeles history and a desire to help preserve its significant cultural resources. Welcome, Tatiana!



Credit: Adrian Scott Fine / L.A. Conservancy

THE COVINA BOWL: NOT A STRIKE, BUT STILL SPARED!

Perfection is rare in both the game of bowling and preservation. While we strive for knockout strikes and win-win outcomes in both, we tend to get more spares and the occasional gutter ball. However, this does not dissuade the Conservancy and our many advocates from pressing for optimal preservation, even though unique circumstances sometimes call for different outcomes, including partial preservation approaches.

The 1956 Covina Bowl is a great example of an iconic historic place that survives today, albeit without all of its original core components.

When it first opened, the Covina Bowl was unlike anything else around in how it looked and operated. Distinctively Googie in overall form, it is also exotic with Polynesian and Egyptian flare and details that make it stand out-starting with its canopy entrance and steeply-pitched A-frame roof.

The Covina Bowl was designed to allow you to step out of your day-to-day normal and into another world where you could bowl, dine, and bring the entire family. More than just bowling lanes, the Covina Bowl and others like it included restaurants, cocktail lounges, coffee shops, banquet rooms, and sometimes even child daycare.

The Covina Bowl was an immediate smash success. Later expanding in size with additional lanes, it became a model that influenced bowling centers nationwide.

The architects of the Covina Bowl, Powers, Daly and DeRosa, became masters of the form, designing nearly fifty bowling alleys across California from 1955-62. During this timeframe, the number of bowling alleys nearly doubled to eleven thousand nationwide, in part due to the introduction of the automatic pin setter.

In the last twenty years or so, the heyday of bowling has changed a lot, from a once affordable outing to a trendy, urban, and expensive affair. Sprawling bowling alleys are increasingly more profitable for their land and redevelopment potential, so one by one, these unique recreational escapes are disappearing.

In March 2017, the once-vibrant Covina Bowl closed, and in the less than two years that followed, the building became a haven for squatters and vandalism. Preservationists feared the building would go up in flames. This could have easily happened had three things not happened.

First, the Conservancy and longtime members of the Modern Committee anticipated the threat before closure. They worked to have the Covina Bowl determined eligible for listing on the National Register of Historic Places, ensuring it would be treated as a historic place if contemplated for demolition in

the future. **Second**, the City of Covina agreed to work with the Conservancy and the Friends of the Covina Bowl to seek out and support a preservation-based outcome. **Lastly**, following a string of developers proposing to save only the building's A-frame entrance as little more than a kiosk, Trumark Homes stepped forward, purchased the property in 2019, and agreed to an approach that offered meaningful preservation.

The definition of 'meaningful' is decidedly subjective and can be imperfect, as not all of Covina Bowl remains today. The section of the building that once housed the bowling lanes is gone. It was separated from the rest of the structure to make room for new housing on the site. What remains is the core, including the entrance, banquet space, and coffee shop area, preserved intact on the interior but awaiting a new use and tenant improvements. On the outside, the building has been cleaned and repainted, the signage restored, and it now looks better than it has in years.

Through the guidance of architectural historian Jennifer Mermilliod, Trumark and the City developed and implemented preservation measures as part of the approval of the new housing project. In the process, Trumark capitalized on the Mid-Century Modern style and look of the Covina Bowl, designing new housing and overall branding, marketing it by its historic name, and applying its distinctive font. Overall, 132 new housing units will be added to the site once fully built out.

Given the practical needs for additional housing, saving part of the Covina Bowl is something to acknowledge and we thank those who helped make this possible. Too many other historic places like this have been needlessly lost when creative alternatives are available. While it may take a little more energy and coordination, the outcome is so much better.

Recently the City of Covina designated the Covina Bowl as a local historic landmark, so it now has additional protections for the future. All we need now is an end user for the remaining portion of the Covina Bowl, as Trumark hopes to attract a tenant that compliments the housing. Admittedly this is not a perfect winwin or strikes all the way, but we did "spare" the Covina Bowl, and that's worth celebrating!

PRESERVATION SNAPSHOTS

1360 N. Vine Street Project, Hollywood



A project by the Onni Group near Sunset and Vine calls for a new highrise tower alongside the preservation of a grouping of six existing historic bungalows.

Located within the Afton Square Historic District, the project contemplates either office or residential use for the tower component and either residential or commercial use for the

bungalows. The Afton Square Historic District was designated a California Register historic district following the 1994 earthquake and remains eligible for listing on the National Register of Historic Places.

The Conservancy has met with the project team to encourage them to rehabilitate and use the bungalows as residences, which was their original use. This would further reinforce the historic character of the residential district, in addition to creating much-needed housing for the area. As proposed, the historic bungalows will be temporarily relocated offsite to accommodate subterranean parking and be placed in a similar configuration and rehabilitated as part of the project scope. We see the proposed project as a win-win that successfully incorporates meaningful historic preservation with adjacent new development.

Saks Fifth Avenue



The Conservancy is meeting with the project team from Hudson's Bay Company (HBC) on the plan to rehabilitate and adaptively reuse the historic Saks Fifth Avenue Building in Beverly Hills.

Originally designed by notable architects Parkinson & Parkinson and Paul R. Williams, the original Saks Fifth Avenue Building was built in

1938 and later expanded in 1939 and 1947. The prominent Saks Fifth Avenue in New York chose Wilshire Boulevard for its first Southern California location, making this building both historically and architecturally significant.

The overall project encompasses six parcels spanning two blocks along Wilshire Boulevard. It plans to restore the Saks Fifth Avenue Building on the exterior, relocate the women's store to the former Barney's (built in the '90s), and add infill construction with office buildings on existing and adjacent parking lots.

The Conservancy supports this project and appreciates HBC's sensitivity toward the rehabilitation, infill development, and overall planning for the historic resources.

MEMBERSHIP MATTERS: A Q&A with Traci Lew



Recently, our Development Manager Derek Richardson checked in with Conservancy member and Last Remaining Seats Volunteer Committee Chair, Traci Lew. A proud cat mom, she has lived in Los Angeles since 2004 and is an artist specializing in line

drawings of her favorite buildings, both in L.A. and globally. Lew is also one of the main creative forces behind the fantastic photo stations that engage guests at LRS each year!

DR: What compelled you to join the Conservancy?

TL: I love the architecture of Los Angeles! I found out about the Conservancy via an Urban Studies class years before and I loved everything the Conservancy was doing (tours, advocacy, etc.). I think most people don't see the value in the incredibly varied architectural history in L.A., and volunteering really makes you appreciate it in a whole new light.

DR: What are some of your favorite historic places in L.A.?

LH: Anything Frank Lloyd Wright or John Lautner, but especially the Ennis House and the Sheats-Goldstein house, respectively. I am also partial to the Chinese and Los Angeles Theatres.

DR: Why do you think Last Remaining Seats has remained so popular over the decades?

LH: I think that LRS has remained popular because it offers a different experience. While there are many movie events in Los Angeles, there aren't an exceptional amount of events where you can watch a classic movie in an incredible movie palace.

DR: What is your favorite LRS memory?

LH: My favorite memory is watching Who Framed Roger Rabbit in the balcony of the Los Angeles Theatre. I had never seen it on the big screen, and it was extra special being able to enjoy it in that format.

DR: Why do you enjoy being on the LRS Commitee?

LH: The Committee's role is to plan the series from start to finish. As a Committee, we choose the films and create the front-of-house experience at each screening, and I love being able to create an experience for guests. Seeing our hard work come to fruition every year is so satisfying. I also love being on the Committee with two of my closest friends in the world!

2023 PRESERVATION AWARD RECIPIENTS

CHAIR AWARD: Edinburgh Bungalow Court (1923) Our 2023 Chair Award winner, Edinburgh Bungalow Court, shows the power of preservation to bring people together to save historic places they care about. Built in 1923 at Edinburgh and Waring Avenues, Edinburgh Bungalow Court may have been unapologetically modest in design, but like so many other bungalow courts built at the time, it has been a valuable source of affordable housing. In 2015, owners of the charming Spanish Colonial Revival style bungalow court sought to demolish its rent-stabilized units and build a small lot subdivision of private homes on the site—sparking a public outcry. Determined neighbors banded together in protest, demanding that this bungalow court be saved. The grassroots "Save 750 Edinburgh" campaign was born,



and the City of Los Angeles initiated a Historic-Cultural Monument (HCM) nomination for Edinburgh. With demolition imminent, HCM status was crucial in buying time and keeping the bungalow court standing. A longtime Conservancy supporter teamed up with a historic rehabilitation specialist to purchase the property with a plan to preserve and rehabilitate it for housing once again. In 2023, Edinburgh Bungalow Court was completed and will soon be filled with a new generation of folks calling it "home sweet home."

All Seasons Brewing Co. (1937) Originally built as the Firestone Tire and Service Center in 1937, All Seasons Brewing Company has been overhauled into a sterling example of adaptive reuse worthy of L.A.'s signature car culture heritage. The service station was designed in Streamline Moderne style with low horizontal lines and curved edges. Its dramatic cantilevered overhang gave it an ultra-modern look, as did its porcelain steel panels and radiant Firestone sign. In 2012, the Art Deco Society of Los Angeles successfully led it to landmark status. When plans emerged to turn the property into a brewery, the project team ensured all the work adhered to the Secretary of Interior



Standards. They used period materials and fixtures to preserve the vintage feel of the space and stripped the facade by hand to repaint it with original colors. L.A. may not have seasons, but this project is having one of the best seasons of its life.

Carthay Neighborhoods Historic District (1920 - 1933) In 2022, after two years of community collaboration, research, analysis, and documentation, residents of three Carthay Historic Preservation Overlay Zones persevered in listing the Carthay Neighborhoods Historic District in the National Register of Historic Places (NRHP). Comprising some of the most exquisite examples of revival-style buildings in L.A.—from Storybook to Mediterranean—these neighborhoods have seen the loss of beloved resources, like the Carthay Circle Theatre. Residents, fearing threats from encroaching development and state legislation increasing densification without adequate oversight,



launched the grassroots "Save Carthays." Seeking stronger protection provided by listing the neighborhoods in the NRHP, a parade of enthusiastic neighbors and supporters rallied together: they raised funds, wrote letters (126 were sent in support of the nomination vs. just 3 letters in opposition), and united at town halls to make their case to preserve Carthay for future years to come.

Long Beach Suburbanization and Race Historic Context Statement (2022) In 2019, the City of Long Beach commissioned a historic context statement to capture the under-told story of the city's diversity, housing segregation, and fight for civil rights. This document, like other historic contexts, is designed to help inform planning efforts and evaluations of places of potential historical significance. The project was daunting; collecting histories that don't exist in print, but in people's lived experiences. The team embraced the challenge, conducting dozens of one-on-one oral interviews and securing family photos and ephemera. After two years, the context statement was published and will provide the City and its



residents with a framework for preserving historic places important to its communities of color.

Downtown L.A. Proper Hotel (1926) Located in the South Park district of downtown L.A., the 13-story Renaissance Revival style Downtown L.A. Proper Hotel was initially the site of the Commercial Club of Southern California: a social club for prominent Angelenos. As is often the case with buildings of its type in downtown, it has seen a number of uses over the years, most notably its stint as a YWCA rehabilitation facility. The YWCA eventually sold it, and the building fell into disrepair. As a historic tax credit rehabilitation, the project maintained much of the original fabric and many of the interior features were kept intact, including the lobby ceiling, racquetball court, and swimming



pool, which were incorporated into the rehabilitation. The adaptive reuse of the building into a modern boutique hotel showcases how historic buildings can be repurposed to serve the local community while adding to the revitalization of a historic district.

First Congregational Church of Long Beach (1915) Located in the heart of downtown Long Beach, the First Congregational Church is a striking example of Italian Romanesque Revival. Built in 1915, its red brick, terra cotta details, and stunning stained-glass windows contribute significantly to the city streetscape. At the same time, the congregation itself is a robust and liberal center for religious worship and social activity. Suffering from seismic shock, saltwater ingress, and many other structural issues, the project team began work in 2019 to repair and restore the exterior terra cotta and the historic rose window. The detailed architectural and engineering design proved



successful, and only the most damaged materials were replaced with new matching elements. The repair and restoration has galvanized the congregation, earning thanks from community members for protecting their city's heritage.

The Hollywood Sign (1923) 2023 marks the centennial of this world-famous icon, and the preservationists behind The Hollywood Sign Trust have made sure it's ready for its close-up! Originally built as an advertisement for the real estate development "Hollywoodland," the 50-foot-high white block letters have become a cultural landmark symbolic of both L.A. and the entertainment industry. Over the years, the sign has weathered everything from neglect to vandalism, but community pride has kept it alive, beginning with its landmark designation in 1973. This was followed by action in 1978 to rebuild and preserve it, with celebrities like Hugh Hefner leading the charge. Since then, the Trust



has rebuilt portions of the sign and has worked to protect it from both human and natural interference. Last year, the landmark was again cleaned up and repainted, this time with materials to protect metals and connections from corrosion. Happy birthday!

Tail o' the Pup (1946) One of the most classic examples of programmatic architecture ever designed is back for a whole new generation of Angelenos to enjoy! First opened in 1946, L.A.'s legendary "Tail o' the Pup" hot dog stand has been immortalized in pop culture by celebrities and artists for more than 76 years. When "The Pup" closed in 2005, the family moved the building into storage and many Angelenos worried for its future. In 2018, the 1933 Group took on the task of bringing it back, acquiring both the brand and original building with the goal of returning it to its original purpose. Proper restoration required a mix of welding in metal fabrication as well as stucco repair, and



Credit: The 1933 Group

a strong location was scouted only blocks away from "The Pup's" original location. The new spot—which is part of a building once used as a studio for L.A. rock band The Doors—opened in 2022. Pop culture and preservation never looked (or tasted) this good!

FEBRUARY 3 / APRIL 15 MEMBERSHIP REPORT

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.

William Bradley

Jay Cambare and

Dr. Loren M. Hill

Thomas Lucero

Morley Builders

Cindy Miscikowski

Gary and Jeanne

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Allyne Winderman

Rosalyn Zakheim and

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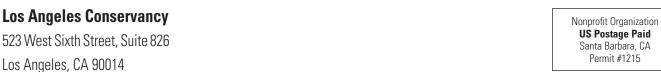
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ANGELINO)
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First Saturdays 9:45 a.m.

ART DECO

Saturdays 10:15 a.m.

BILTMORE HOTEL

Sundays 1:00 p.m.

HISTORIC BROADWAY

Saturdays 10:00 a.m.

HISTORIC DOWNTOWN

Saturdays 9:45 a.m.

M O D E R N S K Y L I N E

Second Saturdays 10:30 a.m.

PAST MEETS PRESENT

Fourth Saturday 11:30 a.m.

UNION STATION

Saturdays 11:00 a.m.