



LEFT: Historic photo of a bustling Broadway at Seventh Street, with Loew's State Theatre in the foreground. Photo courtesy Los Angeles Public Library. RIGHT: Grand Central Market. Photo by LAC staff.



Get Ready to Celebrate! The 1960s Turn 50

by Trudi Sandmeier

In 2010, buildings constructed in 1960 will turn fifty. While turning fifty strikes fear in the hearts of many Angelenos, it's actually good for important buildings. In historic preservation, fifty years is the general threshold for when buildings and structures may be officially considered old enough to have acquired historic significance, particularly in terms of the National Register of Historic Places. Los Angeles has always pushed the envelope by recognizing places and spaces that are significant despite their being younger than fifty, but crossing this line means it won't be such a struggle.

The decade of the 1960s was an amazing time. Against the national backdrop of the Kennedy era, the civil rights movement, the space race, and the Age of Aquarius, Los Angeles developed its freeway system, the aerospace industry flourished, and the population boomed.

Can't think of any '60s buildings that are historic? What about the iconic 1961 LAX Theme Building by powerhouse architects William Pereira, Charles Luckman, Paul Williams, and Welton Becket? Or the 1960 Case Study House #22/Stahl House by Pierre Koenig, captured by master photographer Julius Shulman as the epitome of Modern chic? The 1963 Cinerama Dome in Hollywood? The 1966 Century Plaza Hotel in Century City? Or even the 1968 Donut Hole in La Puente, the drive-thru bakery shaped like a doughnut?

Although the Conservancy and our Modern Committee have advocated on behalf of mid-century resources for twenty-five years, recent efforts have focused more and more on structures of

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Broadway Initiative Marks a Decade of Fostering Historic Downtown's Renaissance

by Cindy Olnick

In 1999, the Los Angeles Conservancy set an ambitious agenda to help foster historic downtown's renewal, naming it the Broadway Initiative. Ten years later—thanks to the heroic and ongoing efforts of many, many people—the city's Historic Core has thousands of residents, a vibrant arts and culture scene, new services and amenities, and powerful momentum for ongoing renewal. We're proud to be part of this transformation; here's a brief look back at our efforts to date.

Flashback: 1990s

In the mid-1990s, Broadway was a lively, pedestrian-filled retail district by day but desolate by night. Many of its most important historic buildings sat largely vacant. The Conservancy had long worked to foster historic downtown's renewal through technical assistance, legislative advocacy, and educational programs such as our Last Remaining Seats film series and weekly walking tours. Yet in the wake of the hard-fought (and ultimately successful) battle to save the former Cathedral of St. Vibiana, the Conservancy was seeking a way to pursue preservation more proactively. Our Commercial Centers Task Force selected the Broadway corridor as an area of focus, largely because of its high concentration of underused historic resources.

The Conservancy envisioned a targeted Broadway Initiative as a way to take a hands-on leadership role in helping to enhance the area's existing vitality and realize its potential as a vibrant, 24-hour urban community. The initiative would also allow the Conservancy to expand beyond its traditional role of protecting specific historic buildings by fostering the revitalization of an entire district. While called the Broadway Initiative, the effort also encompassed the highly intact historic areas of Spring and Main Streets between Third and Ninth Streets.

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Thanks to the Getty Research Institute for access to the Julius Shulman photography archive.

In Memoriam: Julius Shulman (1910-2009)

Julius Shulman, the legendary architectural photographer who advanced preservation by promoting the beauty and value of Los Angeles' built environment, passed away July 15 at age 98. He died at his home, in the 1950 Hollywood Hills landmark designed for him by Raphael Soriano.

One of the most famous architectural photographers in the world, Shulman witnessed—and captured—almost a century of Los Angeles' architectural history. It was the twentieth century, when Los Angeles came of age, and he documented its transformation into a modern metropolis.

He was, of course, best known for his pioneering work in photographing the mid-century modernism that bloomed in Southern California and largely defined the region. He worked with virtually every Los Angeles architect of the period—Richard Neutra, Pierre Koenig, John Lautner, Charles and Ray Eames, Craig Ellwood, Albert Frey, A. C. Martin, Harwell Harris, and countless others.

Far more than documenting these works, Shulman played a key role in propagating the image (literally and figuratively) of Southern California as the center of mid-century modernism and the ideal of modern living. He carefully staged his compositions, arranging toys, household objects, and people just so. The prime example of this technique was his 1960 image of Koenig's Case Study House #22 (The Stahl House), known by many as simply "the one with the girls"—two young women perched behind glass walls with the vast lights of Los Angeles flickering below.

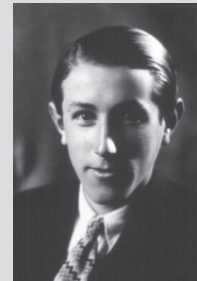
Modernism wasn't all he photographed, however. Shulman's incomparable eye captured the vast range of landmarks throughout the region, from the 1876 Cathedral of St. Vibiana to Watts Towers to Disney Hall. Some of his most remarkable works capture the city's dramatic urban development, particularly on Bunker Hill: vacant Victorian homes on wheels, ready for transport, with the powerful Union Bank tower rising behind. Or giant swaths of land completely cleared and leveled, awaiting "urban renewal."

The son of Russian Jewish immigrants, Shulman was born October 10, 1910 in Brooklyn. His early years on a farm in Connecticut inspired his lifelong love of nature. The family moved to Los Angeles in 1920, where his parents started a dry goods store in Boyle Heights. After graduating from Roosevelt High School, Shulman attended UCLA and UC Berkeley, auditing classes in a wide range of subjects.

After returning from Berkeley in 1936, a chance meeting with architect Richard Neutra turned him from a hobbyist into a professional photographer. Neutra introduced Shulman to other modernist architects, and the rest is architectural history. In 2004, the Getty Research Institute acquired Shulman's archive of more than 260,000 negatives, prints, and transparencies, ensuring the preservation of this uniquely rich and influential body of work.

Shulman was always very generous to the Conservancy, donating dozens of photos to our own archive and letting us use his images free of charge. He always welcomed staff and volunteers to his home studio, where he would share his thoughts and observations before sending us off with a print or two to aid our preservation efforts. He opened his home to hundreds of modernism fans in 2004 for our special "20/20/20" tour that celebrated the twentieth anniversary of our volunteer Modern Committee. Shulman was nothing if not direct; his spirited exchange with Conservancy board member Ben Stiller at our 2005 annual meeting (about the photography book *Looking at Los Angeles*) is still talked about today.

Fans from around the world hold fond memories of "Uncle Julius" holding court in his home studio, surrounded by a century's worth of memorabilia, including a letter of admiration from Frank Lloyd Wright. Like Wright, Shulman was truly a legend, and his influence will continue for decades to come. His family has graciously suggested donations to the Conservancy in Shulman's honor. We appreciate their generosity, and our thoughts are with them.



ABOVE: Julius Shulman in his Roosevelt High School graduation photo, 1928. Photo courtesy Julius Shulman. LEFT: Several years later, signing *Looking at Los Angeles* at the Conservancy's 2005 annual meeting. Photo by Larry Underhill.

Preservation Issues In The News

by Mike Buhler, Flora Chou, Karina Muñiz, and Marcello Vavala

Southwest Marine Shipyard (Port of Los Angeles)

The Conservancy has been working to save the historic Southwest Marine Shipyard at the Port of Los Angeles for almost three years. Proposed for demolition in 2006, the shipyard has more recently been threatened with having its slips filled in with contaminated dredge spoils.

In June, the Conservancy and Gambol Industries, the shipyard's former caretaker, entered into a memorandum of understanding with the Port of Los Angeles to drop their appeals of the certification of the environmental impact report (EIR) for the port's channel deepening project. Although the slips have been altered over time, the Conservancy was concerned that filling them in would nullify the shipyard's historic function and limit opportunities for reusing the adjacent buildings by cutting off their access to the water.

Through talks facilitated by Councilmember Janice Hahn, the port agreed to a one-year exclusive negotiating period. This gives Gambol the opportunity to work with the port on a detailed business plan to return the shipyard to its historic use as a shipbuilding and repair facility, and explore alternatives to completely filling in the slips. Under the agreement, the port is free to move forward with planned demolition work at the site of the slips, but it will not initiate construction of the foundation that would fill the slips before February 2010.

Significantly, the port also agreed to permanently shelve the 2006 EIR for the proposed demolition of the Southwest Marine Buildings, and will require a new EIR for any future proposal to raze structures in the National Register-eligible historic district. The Conservancy is grateful for the leadership of Councilmember Hahn in crafting a process for reuse of the site. We look forward to working with all parties in developing a win-win solution.



World War II-era shipyard building. Photo courtesy Los Angeles Harbor Department.



ABOVE: The 1966 Century Plaza Hotel on Avenue of the Stars and Constellation Boulevard in Century City. Photo courtesy *the-hotels.com*. RIGHT: The proposed development for the site. The two 49-story towers would include condos, office and retail space, and a boutique hotel. Image courtesy Pei, Cobb, Freed & Partners Architects LLP, 2009.

Century Plaza Hotel

In July, the case for the Century Plaza Hotel as a cultural resource received a huge boost when newly elected District 5 Councilmember Paul Koretz introduced a motion directing the city's Planning Department to prepare a nomination to designate the hotel a City of Los Angeles Historic-Cultural Monument. The nomination is likely to be reviewed by the Cultural Heritage Commission in the fall. We would like to thank Councilmember Koretz for his leadership in protecting the historic hotel.

The environmental review process for Next Century Associates' development project, which seeks to replace the 1966 Century Plaza Hotel with two 49-story towers, kicked off in June with the release of the Notice of Preparation of an environmental impact report. The EIR process will consider the environmental consequences of the proposed project, including demolition of the Century Plaza Hotel, and evaluate a range of alternatives that would lessen or avoid such impacts.

In this first phase of the process, the public had an opportunity to learn about the proposed replacement project at a scoping meeting on July 16 and submit comments on its potential environmental impacts and alternatives that should be considered in the EIR. The Conservancy and 200 of our supporters submitted comments on the significance of the hotel to ensure that it would be recognized as a historical resource in the EIR (something we can't assume will happen).

As we await the release of the draft EIR, the Conservancy continues to work with neighborhood



groups and other organizations that support saving the hotel. We are grateful to have the support of the Beverlywood Homes Association, Comstock Hills Homeowners Association, Holmby-Westwood Property Owners Association, Tract No. 7260 Association, Westwood Hills Property Owners Association, Westwood Homeowners Association, and Westwood South of Santa Monica Blvd. Homeowners Association.

If you haven't pledged your support of the Century Plaza's preservation, now's the time! Visit savecenturyplaza.org to join over 1,200 people from around the nation and the world who've already taken the pledge.

Los Angeles Cultural Heritage Ordinance Revisions

In response to concerns raised about the latest revisions to the proposed new Los Angeles Cultural Heritage Ordinance, the city's Planning Commission voted on July 9 to continue the hearing on the ordinance until September 10. The revised ordinance would dramatically enhance preservation in Los Angeles by clarifying critical, yet often unclear, procedures. The most significant change would allow the city to deny, not merely delay, a local landmark's demolition.

The July 9 Planning Commission hearing was itself a continuance of a prior hearing on June 11, in which the commission asked the city's Office of

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Highlights of a Decade of Renewal (Not at all comprehensive)

Early 1990s

- Developer Ira Yellin foreshadows downtown's revival with the Yellin Company's Grand Central Square project, restoring and rehabilitating the Grand Central Market, Million Dollar Theatre building, and Bradbury Building.

1997

- Conservancy's Commercial Centers Task Force begins exploring Broadway as a potential area of focus for proactive preservation.

1998

- Developer Tom Gilmore announces plans to convert the San Fernando, Continental, and Hellman buildings at Fourth and Main Streets into housing, which he names the Old Bank District.

1999

- City of Los Angeles passes Adaptive Reuse Ordinance to streamline and encourage conversion of vacant commercial buildings into housing.
- Tokai Bank of California commits to invest \$10 million in revitalization projects in the Historic Core.
- Conservancy officially launches Broadway Initiative with announcement of \$100,000 grant from the Andy Warhol Foundation.

2000

- Killefer Flammang Architects and Degenkolb Engineers survey Historic Core, identifying fifty buildings suitable for housing conversion.
- \$1 million appropriated from 2001-2 federal budget to support downtown revitalization.

2001

- Orpheum Theatre owner Steve Needleman completes \$3.5 million rehabilitation of theatre.
- Conservancy holds first of several annual Historic Downtown Loft Tours.

2002

- Conservancy releases Historic Downtown Los Angeles Design Guidelines.
- Conservancy produces *Shop Broadway* brochure.

2003

- Conservancy releases *Housing Conversion in Downtown Los Angeles*, a comprehensive report on the burgeoning downtown L.A. housing market.
- Los Angeles City Council designates the area between 2nd and 9th Streets and Main and Spring Streets in Downtown Los Angeles as Gallery Row.
- Conservancy produces bilingual *Kids' Guide to Broadway*.
- Conservancy and Downtown Center BID launch monthly Downtown Housing Bus Tour to promote the leasing of over 2,400 residential units then under construction downtown.

BROADWAY INITIATIVE continued from page 1

With a \$100,000 grant from the Andy Warhol Foundation, secured with the help of Foundation Trustee and past Los Angeles City Councilman Joel Wachs, the Conservancy launched the Broadway Initiative in July 1999. The program created a full-time staff position devoted to the effort. Three people have served as Broadway Initiative Coordinator over the years: Thomas Nagel (1999-2000), Amy Anderson (2000-2003), and Trudi Sandmeier (2003-2006), now the Conservancy's director of education.

Priorities included making the Broadway corridor comfortable, safe, and inviting; forging a strong and ongoing connection to the Latino community that has made Broadway a bustling shopping district for decades; expanding cultural and entertainment programming, especially in the Broadway theatres; and facilitating housing development—particularly converting vacant commercial buildings into residential space.

"Re-invigorating the area with a lively mix of housing, office, shopping, and entertainment activities, if accomplished with sensitivity, is the surest bet for its long-term preservation," wrote then-Broadway Initiative Coordinator Amy Anderson in 2001.

Widespread Support

Success, of course, would rely on the ongoing commitment of stakeholders in the area. The Conservancy partnered with property owners and operators, merchants, developers, business associations and improvement districts, city and state agencies, and others. The business improvement districts (BIDs) were instrumental in providing security and maintenance, and visionary developers such as Gilmore Associates and Izek Shomof pursued residential projects years before big lenders had the confidence to invest heavily in the area. Tokai Bank was the exception, committing to invest \$10 million in the Historic Core as early as 1999.

Over the years, the Broadway Initiative continued to benefit from major donors including Mary Jean and Walter J. Thomson, the Los Angeles Community Redevelopment Agency and Cultural Affairs Commission, the Producers Guild of America Foundation, and Washington Mutual Bank. Since then, Bank of America has become the Initiative's largest single donor, having given more than \$150,000 since 2003, and it remains a crucial source of support.



LEFT: Chester Williams Building (Curllett & Beelman, 1926) midway through a facade cleaning process.



ABOVE: After facade cleaning and removal of non-historic signage. Photos by LAC staff (2006).

Strategic Direction and Technical Assistance

Also key to the initiative's success was the city's Adaptive Reuse Ordinance, adopted in April 1999 to ease the process of transforming vacant, mostly historic downtown buildings into housing. In 2000, Killefer Flammang Architects (KFA) and Degenkolb Engineers conducted a *pro bono* survey identifying fifty buildings in the Historic Core that were suitable for conversion into housing. Based on the survey, the Conservancy created a database to track the design characteristics, economic factors, and other elements of these housing conversion projects, releasing a comprehensive report in 2003. In 2007, KFA revisited the survey and found that half of the fifty buildings had been converted.

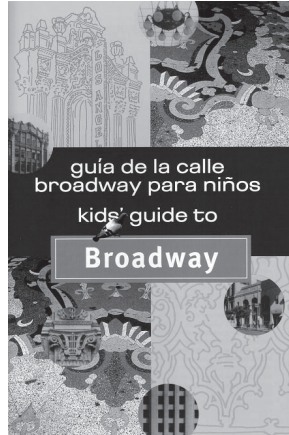
In 2002, the Conservancy released a set of design guidelines for both residential and commercial property owners. This easy-to-use document spelled out historically sensitive design of new and existing structures in the area, including storefronts and signage. The guidelines were produced in partnership with the Fashion District, Historic Downtown, and Downtown Center business improvement districts, and with support from the Getty Grant Program's "Preserve LA" program.

With the assistance of Congresswoman Lucille Roybal-Allard and the U.S. Small Business Administration, the Conservancy created a Historic Broadway Grant Program in 2004. This program provided \$1 million to enhance the visual and historic character of fifteen buildings in the Broadway National Register Historic District.

Marketing, Promotion, and Education

The Broadway Initiative also placed a premium on filling historic buildings downtown with people, businesses, and entertainment. This involved marketing the Broadway theatres to presenters and producers, as well as partnering with arts and entertainment organizations to expand cultural programming in the district. The initiative's Cultural Partnership Program continues to promote the variety of events in historic venues. Partnering with groups such as the city's Historic Downtown Retail Project, the Conservancy holds periodic workshops to advise small business owners about economic incentives, practical tips, and resources.

Broader outreach to the public included a host of educational tours throughout the district, a fun guide to unique shopping experiences on Broadway, and a bilingual *Kids' Guide to Broadway*.



ABOVE: Bilingual *Kids' Guide to Broadway*, produced in 2003.

LEFT: *Shop Broadway* brochure, produced in 2002.

New Momentum, More to Do

Since 2006, the Conservancy has woven the Broadway Initiative Coordinator position into its ongoing advocacy efforts. We continue to pursue and support preservation efforts in the area, including active participation in Bringing Back Broadway, launched in 2008 by Los Angeles City Councilmember José Huizar.

In May 2009, Bringing Back Broadway released two major planning documents to guide future improvements and development: the Historic Broadway Streetscape Infrastructure and Improvement Plan and the Broadway Entertainment Overlay Zone & Design Guide, the latter based largely on the Broadway Initiative's Historic Downtown Design Guidelines.

Historic downtown is a different place than it was a decade ago—still very diverse and authentic, but now infused with new life, energy, and excitement. According to the Downtown Center Business Improvement District, more than 41,000 people now reside downtown. Since the city's Adaptive Reuse Ordinance was adopted in 1999, more than 4,900 residential units have been created in forty historic buildings throughout downtown Los Angeles (beyond the historic core). Dozens of buildings have taken advantage of historic rehabilitation tax credits, and more than thirty Mills Act contracts exist to provide valuable tax relief to downtown property owners.

Clearly, much work remains to be done. Broadway retail spaces still sit vacant. Many of the Latino shoppers who have sustained Broadway businesses for decades are turning to new locales, such as Huntington Park. Such venerable institutions as the 1935 Clifton's Brookdale Cafeteria are struggling through the current recession. Yet the vision and momentum continue. The Conservancy remains firmly committed to working with all downtown stakeholders to return the district to its rightful place as a center of entertainment and civic life in Los Angeles.



Broadway's vibrant retail district. Photo by LAC staff.

Highlights of a Decade of Renewal continued from page 4

2004

- Historic Broadway Grant Program awards \$1 million in design assistance, facade rehabilitation, and performing arts grants.
- Conservancy holds the first of many small business assistance workshops, sponsored by Bank of America and in partnership with groups including the Los Angeles Mayor's office and Community Development Department (CDD).
- CDD creates the Historic Downtown Retail Project to stimulate retail recruitment and investment in the area.
- More than 3,000 housing units under construction.
- First monthly Downtown Art Walk takes place, with eight galleries and seventy-five visitors.
- Conservancy's Cultural Partnership Program co-sponsors U.S. premiere of *Alma: Widow of the Four Arts* at the Los Angeles Theatre.

2005

- Conservancy's Spring on Spring tour brings 1,000 people to Spring Street for a sneak peek at the latest in downtown's urban renaissance.
- Conservancy receives \$100,000 grant for facade rehabilitation and reconstruction at the 1905 Pacific Electric Building, from HGTV's Restore America initiative (in partnership with the National Trust for Historic Preservation).
- New amenities for residents emerge, from dry cleaners to restaurants, filling vacant retail spaces on Spring and Main Streets.

2007

- Conservancy's Mainly Main tour brings 800 people to the newest area of downtown revitalization, Main Street.
- Killefer Flammang Architects updates survey of historic downtown housing conversions, reporting that twenty-five Historic Core buildings had been transformed for residential use since 2000.

2008

- Conservancy joins Councilmember Huizar and others in announcing the Bringing Back Broadway effort, building on the momentum of downtown's ongoing revitalization.

2009

- Conservancy reworks Spring Street walking tour into Downtown Renaissance: Spring + Main.
- Bringing Back Broadway releases Historic Broadway Streetscape Infrastructure and Improvement Plan and Broadway Entertainment Overlay Zone & Design Guide.
- Monthly Downtown Art Walk regularly draws more than 5,000 people.
- Over 15,000 housing units built since 1999, including nearly 5,000 in historic buildings.



Tom entertains the audience with historic photos and stories about early L.A. Photo by Larry Underhill.

Annual Meeting Showcases Work of Tom Zimmerman

Thanks to everyone who joined us for the Conservancy's 2009 annual meeting, held in June at the Farmers and Merchants Bank building (Morgan and Walls, 1905) in downtown Los Angeles. We were honored to have as our special guest Tom Zimmerman, a long-time Conservancy supporter and noted architectural photographer. Tom shared some great stories and insights behind the birth of Los Angeles as a modern metropolis, including the early marketing campaigns that helped "sell" the city to the rest of the nation.

Tom signed copies of his latest book, *Downtown in Detail* (Angel City Press), which includes a foreword by Linda Dishman, the Conservancy's executive director. Tom's other books include *Paradise Promoted* and *Light and Illusion: The Hollywood Portraits of Ray Jones*.

For decades, Tom has captured the beauty and hidden details of the buildings that make Los Angeles unique. In addition to highlighting the remarkable artistry and craftsmanship in these treasures, Tom's photographs show what's hidden in plain view at the tops and inside of buildings, details that many of us haven't seen before. We appreciate Tom's longstanding generosity in providing images for our preservation advocacy and education.



The Conservancy is fortunate to have hundreds of talented and dedicated volunteers, but each year some rise to an even higher level or reach a milestone of long-term service. These volunteers were honored with the Conservancy's Volunteer Recognition Award at our annual meeting on June 14. We also presented an organizational award to the Santa Monica Conservancy for creating strong educational programs, including a docent-led tour program, and numerous advocacy efforts. This year's volunteer award recipients are pictured left-right: Barbara Pritzkat (15 years of service), Jay Lopez, Alice Allen, Steve Vilarino, Margit Meeker (15 years of service), Michael Palumbo, Norma Jacobs (25 years of service), Salman Ismail, Charlene Nichols, Chris Nichols, Rachel Gould, Alan Leib, Lanna Pian, Wendy Heimann-Nunes, Edie Shapiro, and Lauren Everett. Not pictured: Marcia Hanford, Laurel Neiswander, and the Santa Monica Conservancy. Photo by Larry Underhill.

Abby Matthews Joins Conservancy Staff as Membership Assistant

The Conservancy is excited to welcome Abby Matthews as our new membership assistant. A native of Lodi, California, Abby holds a bachelor's degree in political science from UCLA. Before joining the Conservancy, she interned for MS&L, an international communications firm. Abby loves Los Angeles because of its unique culture, vibrant arts community, and historic architecture. As membership assistant, Abby will maintain the bulk of the Conservancy's membership records and help coordinate direct mail and other campaigns to strengthen our membership numbers. She looks forward to sharing her passion for preservation with prospective members and building the Conservancy's constituency through creative outreach. Please join us in welcoming Abby to the Conservancy.



April Arrozal Leaves Conservancy Staff

On a sadder note, Membership Coordinator April Arrozal left the Conservancy in June to accept a scholarship as a Fulbright student fellow in South Korea, where she now lives with a local family and teaches English. We will miss April's boundless enthusiasm and deep commitment to member services. In only a year and a half, she made great and lasting contributions to the Conservancy, particularly in creating our new membership brochure and enhancing renewal materials. We are sad to see April go, but we know she'll have an amazing experience in South Korea.

Thanks to Getty Intern Lauren Perez

This summer, the Conservancy was fortunate to have Lauren Perez as our summer intern from the Getty Foundation's Multicultural Undergraduate Internship Program. A senior at USC, Lauren is double majoring in print journalism and history with a minor in business. Her summer projects with the advocacy staff included a multimedia oral history project in Boyle Heights, research for a mapping project of Los Angeles County's historic districts, and ongoing advocacy-related research on issues such as the Century Plaza Hotel and the City of Los Angeles' Cultural Heritage Ordinance revisions. We greatly enjoyed having Lauren in the office this summer and appreciate her valuable contributions to the Conservancy.



Preservation in the City without Limits

The Conservancy is proud to participate in the Association for Preservation Technology International's (APT) 41st Annual Conference, which takes place November 2-6 at the Millennium Biltmore Hotel Los Angeles downtown. With a primary theme of "Preservation in the City without Limits," the conference will examine the range of factors and ramifications of preserving Los Angeles' modern metropolis rich with historic resources.

A variety of workshops, a symposium, field sessions, and exhibits fall into four tracks: Material Matters: Preservation of Historic Building Materials; Preserving Modernism and Postwar Heritage; The Public Domain: Infrastructure of Urban/Suburban Landscapes; and LA Unconfidential: Lessons Learned in Preserving the World City. The tracks will provide hands-on experience with unusual building materials and the chance to participate in lectures and discussions with some of the preservation industry's leading experts. Attendees can also tour Los Angeles-area treasures such as Frank Lloyd Wright's Freeman House, Rudolph Schindler's Elliot House, and the Richard and Dion Neutra VDL Research House II.

Of special note is the conference's opening session on **Tuesday, November 3**, with keynote speaker Kevin Starr. Professor of history at the University of Southern California, Starr is also the author of the well-known *Americans and the California Dream* book series. He will speak about preservation in an age of economic challenge.

For more information, visit aptconference.org.



LEFT: Richard Neutra atop the Richard and Dion Neutra VDL Research House II (1966). Photo ©J. Paul Getty Trust. Used with permission. Julius Shulman Photography Archive, Research Library at the Getty Research Institute. RIGHT: The Department of Water and Power Building (Albert C. Martin & Associates, 1965). Photo by LAC staff.

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the sixties. We hope that by zeroing in on resources from this decade before they are threatened, we can identify, protect, and preserve more of these gems before it's too late.

Beginning in September and continuing until the summer of 2010, the Conservancy will be highlighting the many fascinating themes and historic buildings of the '60s. From panel discussions to special tours, picnics to movies, the next ten months will be filled with fun and interesting opportunities to explore the amazing resources from this era.

So, let's get this party started! Join us at 8 p.m. on **Wednesday, September 30** in the auditorium of the iconic Department of Water and Power Building (Albert C. Martin & Associates, 1965) for our '60s kickoff event—a panel discussion about the opportunities and challenges of preserving '60s architecture. Admission is \$10 for the general public and \$5 for Conservancy members. In addition, audience members will be eligible for a special prize drawing: two free tickets to our November 8 tour, *It's a Mod, Mod, Mod, Mod City!* Visit laconservancy.org for reservations.

In addition to events, on September 30 we will also launch the "Top 60 of the '60s," a list of the top ten 1960s buildings in each of six building type categories: ecclesiastical, civic/institutional, residential, commercial/retail, industrial/manufacturing, and culturally significant (buildings significant for their cultural associations rather than their architecture). Visit the Conservancy website or Facebook page to submit your suggestions, vote on your favorites, and see the latest updates.

And so, fellow Angelenos, in the spirit of the '60s: Ask not what preservation can do for you—ask what you can do for preservation.



Historic San Pedro Post Office. Photo from LAC archives.

Are You Game?

Do you have an eye for details? The Conservancy and new partner Out of the Box Events are teaming up to bring you a new way to see historic Los Angeles—unique scavenger hunts! Designed to engage the novice visitor as well as the seasoned resident, participants will explore parts of the city rarely noticed by most Angelenos.

Participants will work in groups of two to six, with maps of the area and a list of clues to solve. On foot, teams will walk (not run) around the neighborhood collecting answers within a defined timeframe. Each correct answer will earn points with bonus points awarded for creativity, and prizes will be awarded to the winning team!

Gather your friends and join us at 2 p.m. on **Saturday, September 12** to explore the streets and stories of historic San Pedro. At 5 p.m. on **Saturday and Sunday, October 24 and 25**, grab your flashlight and join us for a Haunted Hunt of Angelino Heights!

Tickets are \$25 for members and \$30 for the public, and reservations are required. For details, visit laconservancy.org. For tickets, call Out of the Box Events at (323) 799-1374. Hope to see you there!

LAST REMAINING SEATS VOLUNTEER CAST

Alice Allen	Gary Long
Susana Hernandez	Mary Ann Lovato
Araico	Eric Lynxwiler
Darin Barnes	Robert Manners
Katherine Baxter	Steve Markham
Robert Becker	Delores McKinney
Scott Benson	Rob McManus
Karie Bible	Margit Meeker
Robin Bowers	Susana Miller
Bob Brennan	Haeyong Moon
Gail Burton	Jan Wilson Morris
Steve Carrizosa	Pati Nava
Laura F. Cohen	Phuong-Ha Ngo
Julie Courtney	Rita O'Connor
Rory Cunningham	Betty Pettit
Julie Downey	Charles Phoenix
Sharon Eastman	Lanna Pian
Bob Enger	Carol Randall
Marcia Enger	Stacie Rasmussen
Trina Escartin	Jim Ratay
Eric Evavold	Ed Reilly
Lauren Everett	Joan Renner
Marvin Farber	Christina Rice
Josh Fialkov	Jerome Robinson
Howard Fink	Tom Ruff
Lee Fink	David Saffer
Tracy Fink	Kieran Sala
Jason Foo	George Sanchez
Ed Fuentes	Sandra Sandoval
Alex Garcia	Bruce Scottow
Alice Garcia	Lynn Segal
Carmen Garcia	Stanley Sheff
Ken Gehrig	Herb Silverman
Martha Georgelos	Robert Simonton
Michelle Gerdes	Don Solosan
Steve Gerdes	Tom Sutherland
Chris Green	Adrian Suzuki
Rosalind Groesse	John Swartz
Martha Gruft	Nicole Thompson
Laurene Harding	Judy Trapenberg
Nina Haro	Larry Underhill
Wendy Heimann-Nunes	Tony Valdez
Randy Henderson	Steve Vilarino
Bill Hogan	Vince Vitali
Kara Hunter	Daniel Wachtenheim
Fran Ito	Peter Weber
Norma Jacobs	Jan Westman
Laura Janssen	Jeanne Wilson
Thomas Jensen	Mark Wojan
Gaetano Jones	Mary Alice Wollam
Cathy Jurca	Karen Workcuff
Marj Karpen	Hillsman Wright
Ronald Kline	Linda Yaffe
Peter Kunellis	Michael Zoldessy
Penny Kunitani	
Steven Kyle	
Mayela Leang	
Gary Leonard	
Debra Levine	
Jennifer Lewi	

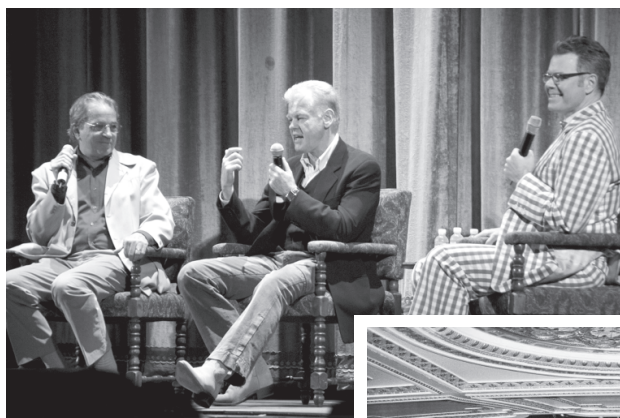
Last Remaining Seats 2009 Brings Thousands to Broadway

This year brought another exciting season of the Conservancy's Last Remaining Seats (LRS) series, which presents classic film and live entertainment in historic theatres. Tickets sold out faster than ever, and in addition to great films, we had exceptional live entertainment. Our twenty-third season took place exclusively in downtown's Broadway Historic Theatre District.

As always, our extraordinary volunteer LRS committee spent countless hours behind the scenes to make the series a success; please see their names at left. The Conservancy also appreciates the generous support of this year's sponsors: Series Star Sponsor the Hollywood Foreign Press Association; Series Supporting Sponsor Steve Bing; Series Sponsors Ed Limato and Suzanne Deal Booth and David G. Booth/Richard and Alison Crowell; Evening Sponsors NBC Universal, Hugh Hefner, Warner Bros., Steve and Cathy Needleman, The Edison and Andrew Meieran, and CRA/The Walt Disney Company; Media Sponsors Los Angeles Downtown News and 89.3 KPCC; and Opening Night Reception Sponsor Bank of America.



ABOVE: Backstage at the Million Dollar Theatre, *Buck Privates* evening host Tony Valdez waits for his cue surrounded by some of the evening's entertainers, members of the Fort MacArthur Museum Association, and Maxwell DeMille. Photo by Larry Underhill.



ABOVE: LRS 2009 kicked off at the Orpheum Theatre with a screening of *The Sting*, ably hosted by the entertaining Charles Phoenix (far right). Before the film, special guests producer Tony Bill and screenwriter David Ward shared their memories of the creation of this 1973 Academy Award Best Picture classic. Photo by Gary Leonard.

BELOW: Every seat was full for the final night of the series at the Orpheum Theatre to hear film historian Hugh Munro Neely and watch *Pandora's Box* accompanied by organist Robert Israel. Photo by Bob Brennan.



In Memoriam: Bob Mitchell (1912– 2009)

Los Angeles icon and great friend of the Conservancy Bob Mitchell passed away July 4 at age 96. A highly accomplished musician, Bob played the organ at the Conservancy's Last Remaining Seats series for years, starting with the very first season in 1987. You may have seen Bob on the Orpheum Theatre's Mighty Wurlitzer organ at this year's opening night, one of his last performances.

Born in Los Angeles on October 12, 1912, Bob started playing piano at age four and the organ by age ten. In 1924, the twelve-year-old got a job playing organ at the Strand Theatre in Pasadena, where he improvised scores for silent films. Though his silent movie career seemingly ended at age sixteen with the emergence of talkies, Mitchell would go on to revive the accompanist's place in cinema sixty years later in the early 1990s, playing weekly at the Silent Movie Theatre on Fairfax Avenue.

A classically trained organist, at age eighteen Bob became the youngest candidate to receive the degree of Fellow of the American Guild of Organists. He also won a scholarship to the prestigious Eastman School of Music and the New York College of Music. In 1934, Bob became the organist at St. Brendan's Catholic Church in Los Angeles. He founded the Mitchell Choirboys (also known as the Mitchell Singing Boys), which continued for nearly seventy years. The group performed in more than 100 films, toured extensively, and made thousands of radio and TV appearances. It was also one of the first racially integrated professional choirs.

During World War II, Bob served in the Navy and played the keyboard for the Armed Forces Radio Orchestra. Back in Los Angeles, he served as music director for many religious institutions, staff pianist/organist at several radio and television stations, and the first house musician for the Los Angeles Dodgers. He was widely admired as a man of deep faith, boundless energy, and extreme generosity.

Through his performances at Last Remaining Seats, Bob gave countless fans a great gift beyond even his music: an authentic connection to the history of Los Angeles and the movies. The Conservancy is grateful for having Bob as part of our family for so many years. We will greatly miss him.



Bob Mitchell performing on opening night of LRS on May 27, 2009. Photo by Gary Leonard.



TOP: At the screening of *Cabaret*, esteemed actor, evening host, and longtime Conservancy member Michael York and wife Patricia McCallum pose in front of the glowing neon marquee of the Los Angeles Theatre. Photo by Ed Fuentes.

BOTTOM: Capacity crowds line Broadway before the June 25 screening of *A Streetcar Named Desire*. Photo by Don Solosan.



(L-R) Evening host Sergio Mielniczenko, Brazil Consul General Jose Alfredo Graça Lima, *Macunaima* co-star Milton Gonçalves, Dean of Pasadena City College Dr. Ted Valdez Young, and Brazilian Consulate Cultural Affairs Liaison Andrea Souza socialize in the lobby before the June 17 show, co-presented by the Latin American Cinemateca of Los Angeles. Photo by Sonia Paulino.

NATIONAL TRUST LAUNCHES NEW GRANT PROGRAM FOR LOS ANGELES COUNTY

In partnership with the National Trust for Historic Preservation, the Conservancy is very excited to announce a new grant program targeting historic preservation projects in greater Los Angeles County. Applications for the inaugural grant round are due **November 7, 2009**.

Uniting funding from two visionary Los Angeles philanthropic institutions—the Getty Foundation and Ahmanson Foundation—the National Trust for Historic Preservation created the Los Angeles County Preservation Fund to support preservation and community revitalization efforts across the county. The grant fund will be used to support and showcase the breadth of what historic preservation means in the nation's most populous county and to spur additional gifts to help protect the rich cultural heritage of greater Los Angeles.

Grants from the Los Angeles County Preservation Fund will provide seed monies to non-profit organizations and local governments for preservation, stewardship, and community revitalization. Cash awards ranging from **\$5,000** to **\$10,000** (and, in certain cases, more) will be distributed to assist agencies, fledgling groups, and seasoned organizations to overcome obstacles, reinvigorate historic neighborhoods, build public awareness, and contract for professional services. These catalytic grants are intended to build credibility, leverage additional support, and provide momentum to get community preservation projects off the ground.

The Los Angeles County Preservation Fund will be coordinated by the National Trust for Historic Preservation's Western Office in San Francisco, in collaboration with the Conservancy. Eligible applicants include 501(c)(3) nonprofit groups and local governments and agencies. Individuals and private, for-profit businesses are not eligible to apply. Funds may not be used to acquire property or purchase equipment; to conduct academic research; for operating or overhead expenses; or to raise general operating funds toward capital campaign goals.

To request application materials and for help in identifying potentially eligible projects, contact Beth Boylan at the National Trust for Historic Preservation's Western Office at wro@nthp.org or (415) 947-0692. Good luck!

ISSUES continued from page 3

Historic Resources to address various issues raised about the proposed revisions, particularly concerns raised by a group of property owners and business advocates. The continuance allowed for further discussion, with the goal of reaching consensus by July 9.

The Conservancy participated in these discussions, which ultimately yielded a compromise through concessions made on all sides. However, other members of the preservation community strongly opposed one aspect of the compromise: a new limit on the city's ability to protect the interiors of private properties. After public comment by members of community preservation groups, neighborhood councils, and homeowners associations, the Planning Commission expressed a desire to seek a way to include residential interiors in the new ordinance, leading to another continuance to September 10. The Office of Historic Resources and the Conservancy have been working closely with these groups to continue refining the ordinance.

Columbia Savings Building

The Conservancy has nominated the Columbia Savings Building (Irving Shapiro, 1965) for listing in the California Register of Historical Resources. Located at 5220 Wilshire Boulevard, the building is slated for demolition to make way for the massive mixed-use Wilshire and La Brea Project.

Despite detailed information on the building's significance submitted by the Conservancy since October 2008, the final EIR for the project nonetheless concludes that it does not qualify as a historical resource under the California Environmental Quality Act. A determination of eligibility for listing in the California Register would definitively prove the building's historic status and compel consideration in the EIR of alternatives to demolition.

On July 16, the Los Angeles Cultural Heritage Commission voted 4 to 1 to provide general, mostly supportive comments on the nomination to the California Office of Historic Preservation. As part of a new process for reviewing California Register nominations, the Planning and Land Use Management Committee (PLUM) and full City Council will also have the opportunity to provide comments.

Meanwhile, on August 13 the City Planning Commission voted unanimously to recommend certification of the final EIR for the Wilshire and La Brea Project. The Conservancy had urged the commission to defer action on the final EIR until either the nomination is voted on by the State Historical Resources Commission or the EIR is augmented to evaluate alternatives for adaptively reusing the Columbia Savings Building. We will continue to push the city to recognize the building's significance as the project next goes before PLUM, and then on to the full City Council for final approval.



The Columbia Savings Building and 85-foot-tall signage. The unique signage is visually coordinated with the architecture of the building. Photo by Larry Underhill.

Ennis House

In June, the Ennis House Foundation placed the 1924 Frank Lloyd Wright-designed home in Los Feliz on the market. After completing urgent stabilization and restoration work on the house in 2007, the foundation's board focused on analyzing longer-term needs and options for the house. A 2008 study concluded that the foundation would need to generate significant funding to operate at a sustainable level for future years, given the building's ongoing repair and restoration needs. Unable to find the philanthropic resources required despite many conversations with potential funders, the foundation determined that its best option would be to find a private owner with the vision and resources to finish the home's restoration and ensure its proper maintenance.

The foundation has listed the Ennis House at \$15 million with Hilton & Hyland and Dilbeck Realtors in Los Angeles, with international marketing services provided by Christie's Great Estates. The house has a conservation easement to protect it from demolition or insensitive alteration, and a historic structures report to guide future restoration, preservation, and maintenance efforts. The Conservancy supports the foundation's decision and looks forward to working with the new owner to ensure the landmark's long-term preservation.

MAY 22 / JULY 13 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.

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Linda and Jerry Bruckheimer

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Join or renew at laconservancy.org

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☐ Supporting (\$100)
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☐ Benefactor (\$500)
☐ Cornerstone (\$1,000, \$2,500, \$5,000, \$10,000)

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* Less value of premiums; call for details.

The Los Angeles Conservancy is a 501 (c)(3) nonprofit organization. Please mail or fax (credit card payments) this form to receive your membership card entitling you to a full year of benefits. Thank you, and welcome to the Los Angeles Conservancy!

Los Angeles Conservancy
Attn: Membership
523 West Sixth Street, Suite 826
Los Angeles, CA 90014
(213) 623-2489 ■ fax: (213) 623-3909

Buy Groceries, Save a Landmark

Thank you to all of our members who have been participating in the Ralphs/Food-4-Less Community Contribution Program. Each time you use your Ralphs or Food-4-Less Rewards Card, a portion of your total purchase is donated to the Conservancy. Since the Conservancy began its partnership with Ralphs/Food-4-Less three years ago, members have contributed thousands of dollars simply by buying groceries!

If you currently participate in this program, **you must renew your registration** beginning September 1 in order to continue contributing. The process has changed this year.

Simply visit ralphs.com, sign in or register, and click on "Community Contribution Program" on the left side of the page. You can find the Los Angeles Conservancy by name or NPO number (80379).

If you don't have a Ralphs Reward Card, you can get one at the customer service desk of any Ralphs.

If you participate through Food-4-Less, you don't need to re-register your Rewards Card. If you have a Food-4-Less Rewards Card and have not registered it, you can register online at Food4Less.com.

Thank you!

CONSERVANCY WALKING TOURS

Walking tours begin at 10 a.m. except where noted. Tours are \$5 for Conservancy members and children twelve and under; \$10 for the general public. Walk-ins are accepted on most tours. Pre-payment is required on Angelino Heights, Biltmore Hotel, and Broadway Historic Theatre District. For details and reservations, visit laconservancy.org or call (213) 623-2489.

WEEKLY TOURS

Art Deco

Every Saturday

Biltmore Hotel

Every Sunday, 2 p.m.

Broadway Historic Theatre District

Every Saturday

Historic Core

Every Saturday

BI-WEEKLY AND MONTHLY TOURS

Angelino Heights

First Saturday

Downtown Renaissance: Spring & Main

Second and Fourth Saturdays

Evolving Skyline

First and Third Saturdays

Union Station

Third Saturday

Union Station Family Tour

Fourth Saturday, 11 a.m.



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UPCOMING EVENTS



Millennium Biltmore Hotel

APT CONFERENCE

November 2-6, Biltmore Hotel

The Association for Preservation Technology International will host its 41st annual conference in downtown L.A., with a range of workshops, guest speakers, and tours. For details, see page 7 or visit aptconference.org.



LAC archives

HISTORIC LOS ANGELES SCAVENGER HUNTS

Historic San Pedro: Sept. 12, 2 p.m.
Haunted Hunt of Angelino Heights:
October 24 & 25, 5 p.m.

Bring your friends, family, and game face to these fun scavenger hunts of two unique L.A. neighborhoods. For details, see page 7 or visit laconservancy.org.



LAC staff

THE SIXTIES TURN FIFTY

Wednesday, Sept. 30; 8 p.m.
DWP Building, Downtown

Join us to kick off our Sixties Turn Fifty celebrations, where we'll discuss with preservation experts the opportunities and challenges of preserving architecture from the 1960s. See page 1 for details.