



Jul/Aug 2019 · Volume 41 Number 4



Thanks in large part to the Adaptive Reuse Ordinance, downtown Los Angeles is once again a thriving neighborhood. Photo by Adrian Scott Fine/L.A. Conservancy.

The Ordinance: Why It Matters

L.A.'s Adaptive Reuse Ordinance helped launch downtown's revitalization.

Some of the outcomes of the ordinance include the creation of **new housing**, the **revitalization** of neighborhoods, the **preservation** of historic architecture, and much more.

Adaptive Reuse Ordinance: 20 Years of Preservation in Downtown Los Angeles

The City of Los Angeles passed the Adaptive Reuse Ordinance (ARO) in 1999, making it easier to convert downtown's vacant and underutilized buildings for new uses such as housing and hotels.

That same year, the Conservancy launched our Broadway Initiative to work with property owners, developers, and architects to maximize the opportunity of the ordinance.

Twenty years later, the ordinance—which the Central City Association spearheaded—remains a strong preservation tool that has expanded throughout the city. Adaptive reuse projects revitalize neighborhoods and meet the current needs of communities, all while preserving our architectural heritage.

Kick-Starting Downtown's Renaissance

In 1999, before the ordinance went into effect, there were about 18,000 residents and 11,626 residential units in downtown,

according to the Downtown Center Business Improvement District (BID).

Shortly after the ordinance passed, Killefer Flammang Architects and Degenkolb Engineers conducted a pro bono survey for the Conservancy identifying fifty historic buildings in the Historic Core 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 addition to the report, the Conservancy—in partnership with the Fashion District, Historic Core, and Downtown Center BIDs, and with support from the Getty Grant Program's "Preserve LA" initiative—produced design guidelines.

The user-friendly, illustrated document spells out historically sensitive design for new and existing structures in the area, including

storefronts and signage.

Thanks in part to the ARO, today, the Downtown Center BID reports that there are over 46,000 residential units (many of which are historic), with another 5,000 currently under construction, and an estimated 79,525 people living in downtown.

See pages 4-5 to read several case studies of adaptive reuse projects in downtown L.A., including the very first project to make use of the ordinance.

Please see ARO on page 4

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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.

Upcoming Events

For more information and to register for our upcoming events, visit laconservancy.org/events.

July - September 6

MODERN BY MOONLIGHT: Our popular summer tour returns! A nighttime twist on the Modern Skyline walking tour, Modern by Moonlight explores the skyscrapers and plazas of Bunker Hill in the soft glow of twilight (Fridays at 7 p.m.; 2 hours; \$10 members and youth 17 and under, \$15 general public; laconservancy.org/moonlight)

Through November

PAST MEETS PRESENT: Coinciding with the Downtown Art Walk, this tour explores how the architectural treasures of the past have become a unique location for nightlife and a growing urban population (second Thursdays at 5:30 p.m.; 1.5 hours; \$10 members and youth 17 and under, \$15 general public; laconservancy.org/pastpresent)

October 19

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CULVER CITY TOUR: Join us on an exploration of historic Culver City! This special event includes exclusive tour access to Sony Studios and Helms Bakery, two optional lectures, plus a self-paced tour of over 20 historic sites. Member pre-sale begins August 28 at 10 a.m. (9:30 a.m. and 12:30 p.m.; allow 3+ hours to visit all sites; \$40 members and youth 17 and under, \$50 general public; general public sale begins September 4 at 10 a.m.; *laconservancy.org/culvercity*)

October 20

HAYDEN TRACT TOUR: Discover the eclectic architecture of this former industrial and manufacturing zone. Make sure you're signed up for E-News to be among the first to learn more. Member pre-sale begins August 28 at 10 a.m. (2 hours; \$20 members and youth 17 and under, \$25 general public; general public sale begins September 4 at 10 a.m.; laconservancy.org/hayden)

Thanks for joining us at Last Remaining Seats—you made it another great season!



The Orpheum Theatre. Photo by Mike Hume

Welcome New Board Members

The Conservancy has a highly active Board of Directors representing various professions and diverse interests in historic preservation and cultural heritage. On July 1, we welcomed six new board members to the Conservancy's Board of Directors:

Galina Krivitsky is an attorney at Seyfarth Shaw specializing in a variety of commercial real estate transactions.

Kevin Lane is a creative entrepreneur with an avocational passion for historic preservation and conservation of architecture and design. In the past eighteen years, Kevin has restored and conserved eight historic architectural properties in California.

Jingbo Lou is an architect whose work centers on historic preservation and community revitalization. He served as developer, architect, and general contractor on the Hotel Normandie, a Historic-Cultural Monument revitalized in 2015.

Steven McCall spent most of his working years in the public sector, mainly in the Court System at both the Superior Court of the County of Los Angeles and the Appellate Court of the State of California. He is a longtime member and volunteer docent of the Conservancy.

Michiko Shepherd is senior vice president, human resources for Warner Media.

Raymond Rindone is senior vice president of financial management at City National Bank.

We are grateful for their unique talents, expertise, and perspectives to help lead us into the future.

The board also approved a second three-year term for:

David Cocke, President, Structural Focus

Anna Jacobson, Senior Preconstruction Manager, Morley Builders

Diane Keaton, Academy Award-winning actor, director, producer, and author

Eric Needleman, Principal, The Spirited Group LLC

Seven board members completed their terms, but remain dedicated supporters of the Conservancy. For their outstanding service, we offer our deepest thanks to Corinna Cherian, Maxine Greenspan, David Martin, Andy Meyers, Stacy Paek, Jan Westman, and Ray Wu.

Jenelle Pope Leaves the Conservancy

After nearly three years in the Conservancy's development department, Development Manager Jenelle Pope left the Conservancy in May.

Jenelle led our Cornerstone membership program and planned our fundraising events, including our Preservation Awards Luncheon and annual benefit. She also wrote grant applications for the Conservancy's programs and operations.

Thank you, Jenelle, for your lasting contributions to the Conservancy!

Special Promotion For Conservancy **Members Only**

The Wiltern is offering Conservancy members an exclusive discount on its film series, Movie Night at The Wiltern!

Use code **LACON5** to save \$5 on each ticket.* Visit wiltern.com/movienight to purchase tickets.

*Good for up to 8 tickets per screening at the discounted rate. Movie Night at The Wiltern is a general admission, seated event. Seating on level 2 is a reserved section for VIP ticket holders.

We're Winners!

The votes are in for Los Angeles Downtown News' 31st annual Best of Downtown Awards.

This year, we won **Best Downtown** Tours and Best Downtown Event (for Last Remaining Seats)!

The Downtown News Best of Downtown issue celebrates the best of L.A. businesses. This year, thousands of readers cast their ballots over a threeweek period.

If you haven't taken one of our awardwinning walking tours or joined us for a Last Remaining Seats screening, now you have a great reason!

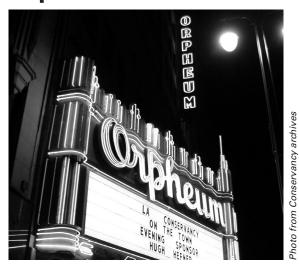
Learn more about our tours at laconservancy.org/tours. Learn more about Last Remaining Seats at laconservancy.org/lrs.

Old Bank District



Located in the Historic Core, the district comprises three historic office buildings (the 1903 Hellman, the 1904 Continental, and the 1907 San Fernando). Following WWII, banks and businesses moved away from the area, leaving many turn-of-thecentury buildings underused. In 2000, Gilmore Associates reimagined the three buildings and coined them the Old Bank District, becoming the city's first project completed under the ARO and adding 230 residential units to downtown L.A.The project earned a Conservancy Preservation Award.

Orpheum Lofts



The magnificent 1926 theatre and its twelve-story office tower were built as the fourth and final home of the famed Orpheum vaudeville circuit in L.A. In 2001, the Beaux-Arts building became the first theatre restored under the ARO. In 2001, developer Steve Needleman brought the theatre back to life and converted its upper floors into the Orpheum Lofts (37 live/work units). Its remarkable renovation earned a Conservancy Preservation Award.

The Standard



The former Superior Oil B examples of the Corpora and one of the strongest Beelman's later career. In 2 Partners LLC rehabilitated marbled-clad twelve-story hotel. With 207 rooms, blaze the trail for adaptive project earned a Conserv

Eastern Columbia Lofts



Built in just nine months, the 1930 Art Deco icon once housed a popular department store. In the 1950s, upper floors were converted into office space and housed many nonprofits, including the Conservancy at one point. The building languished for decades until 2006, when the Kor Group beautifully converted it into 140 luxury condos. The project earned a Conservancy Preservation Award.

National City Tower Lofts



The 1924 Beaux-Arts tower originally housed National City Bank of Los Angeles. The bank anchored the southern end of the Spring Street Financial District, also known as the "Wall Street of the West." In 2008, developers Shariar and Shahram Afshani converted the Walker & Eisen-designed building to 93 residential units and named it National City Tower.

Spring Arcad



The 1924 Spring Arcade twelve-story towers con signed to imitate the Bur Topped by a KRKD radio from Spring Street to Broad Management restored to transformed the towers in the store of t

d, DTLA



uilding is one of the finest te Moderne style in L.A. designs of architect Claud 002, developers 550 Hotel l and reinvented the 1955 landmark as The Standard the trendy hotel helped reuse in downtown. The ancy Preservation Award.

Pegasus Apartments



The 1949 Mobil Oil/General Petroleum Building was the first office building constructed in downtown following WWII. Spanning a full block of Flower Street, it represents a significant stage in the evolution of high-rise office buildings in the city. In 2003, the Kor Group converted the building into 322 residential units. Renamed Pegasus Apartments after the Mobil Oil symbol, the transformation earned a Conservancy Preservation Award.

Pacific Electric Lofts



The 1904 Huntington Building once housed Pacific Electric Railway's headquarters. Named after the company's founder Henry Huntington, the Beaux-Arts landmark was the largest office building in the city upon its completion. After decades of incompatible alterations, Killefer Flammang Architects stepped in in 2005 and converted the building into 314 residential units. The project earned a Conservancy Preservation Award.

e Building



Building is actually two nected by a skylight delington Arcade in London. tower, the building spans dway. In 2010, Downtown he shopping arcade and nto 143 residential units.

Ace Hotel, DTLA



The 1927 United Artists Theatre and adjoining tower were built as the flagship for the production company formed by D.W. Griffith, Mary Pickford, Douglas Fairbanks, and Charlie Chaplin. The thirteen-story Spanish Gothic building once housed Texaco and became known as the Petroleum Building. In 2012, the building was converted into a boutique hotel with 166 rooms and 16 suites, and the theatre restored as an event and performance space. This spectacular project earned a Conservancy Preservation Award.

NoMad Los Angeles



The 1923 Neoclassical building once housed the Bank of Italy's L.A. headquarters. Its lavish exterior includes whimsical images of American coins sculpted in the terra cotta framing the elaborate bronze front doors. The building fell into decline, succumbing to age and blight, as businesses moved. In 2018, developer Sydell Group revived this cultural landmark as the NoMad Hotel with 241 rooms.

Volunteer Steve Markham 1922 - 2019



Steve Markham at our volunteer party in 2013. Photo by Larry Underhill.

Beloved longtime Conservancy member and Last Remaining Seats volunteer Steve Markham passed away in June at the age of 97.

A true renaissance man, Steve's varied careers during his life included performer, director, violinist, symphony conductor, recording engineer/producer, and radio broadcaster.

Steve joined the Last Remaining Seats Committee in 1988 during the program's second season. Since then, Steve was a fixture at screenings and an integral part of the series.

Steve's remarkable career began early. As a teenager, he was an award-winning baton twirler. His talent secured him a gig at the Orpheum Theatre in 1941, but he was drafted into the army before he could perform.

After serving overseas, Steve resumed his career in entertainment, working for CBS radio, ABC radio, and hosting for L.A.'s classical music radio station, KFAC. In the 1980s, he developed a love for vintage theatrical drapes and began amassing a marvelous collection. Now a fan-favorite tradition, his spectacular curtain display at the Orpheum steals the show every year it is performed during Last Remaining Seats.

A devoted preservationist, Steve helped found the Friends of the Orpheum Theatre, a group focused on preserving the historic theatres on Broadway.

We are deeply saddened by the loss of such a wonderful spirit, and grateful for Steve's long-standing support.

For more on Steve's remarkable life, visit hollywoodforever.com/steve-markham.

Preservation Snapshots

After several years of working closely with the developer of the Robertson Lane Project, collectively we found a way to preserve most of The Factory in West Hollywood, striking a balance between old and new.

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The latest updates to this plan preserve 92% of the building's existing length and nearly 80% of the entire building (the previous approved project called to save only 55%).

The 1929 Factory building embodies a number of significant historical patterns in West Hollywood, from the development of the entertainment industry to the rise of nightlife visibly catering to the gay community.

After twenty years of operation, the Westwood Village restaurant Tanino Ristorante, located in the former Kelly Music Building, closed in June. This prompted concerns about the building's

In response, the Conservancy nominated the 1930 building for local Historic-Cultural Monument (HCM) designation. Funded through the West Village Historic Preservation Fund, the nomination is part of our ongoing work in the village. It was taken under consideration by the Cultural Heritage Commission (CHC) on July 18.*

The building is one of the earliest commercial architecture commissions by master architect Paul R. Williams, and part of the early development of Westwood Village.

In June 2019, the Conservancy submitted an HCM nomination for the Santa Fe Art Colony in the Arts District.

It was taken under consideration by the CHC on July 18.*

Constructed in 1916 for the C.B. Van Vorst Furniture Manufacturing Company, the site was converted to live-work artist lofts in 1988, becoming the city's first publicly subsidized artists' housing.

In June 2018, Miami-based developer Fifteen Group—owners of the historic Wyvernwood Garden Apartments—acguired the complex with the intention of upgrading the lofts into luxury properties.

HCM designation would offer protection in the form of preservation design review for the historic complex.

In June, the Little Tokyo Historical Society nominated the 1911 Tudor-Craftsmanstyle Tokio Florist/Sakai-Kozawa Residence for HCM designation. It was taken under consideration by the CHC on July 18.* The Conservancy helped prepare and supports the nomination.

In December 2018, the owners listed the property for sale, leaving its future uncertain. The Silver Lake home and its landscaped grounds are significant for their association with the Sakai-Kozawa family and their longtime floral business, Tokio Florist, which operated from the site between 1960 and 2006. The business lasted seventy-eight years, halting operations during WWII due to the forced removal and incarceration of Japanese Americans, including the Sakai family.

*While under consideration, the sites are protected from demolition. This is the first step in a several month process.

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APRIL 30 / JULY 5

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ART DECO

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BROADWAY THEATRE DISTRICT Saturdays, 10 a.m.

HISTORIC DOWNTOWN
Wednesdays, 11 a.m.
Saturdays, 10 a.m.

MILLENNIUM BILTMORE HOTEL Sundays, 2 p.m.

UNION STATION Saturdays, 10 a.m.

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