

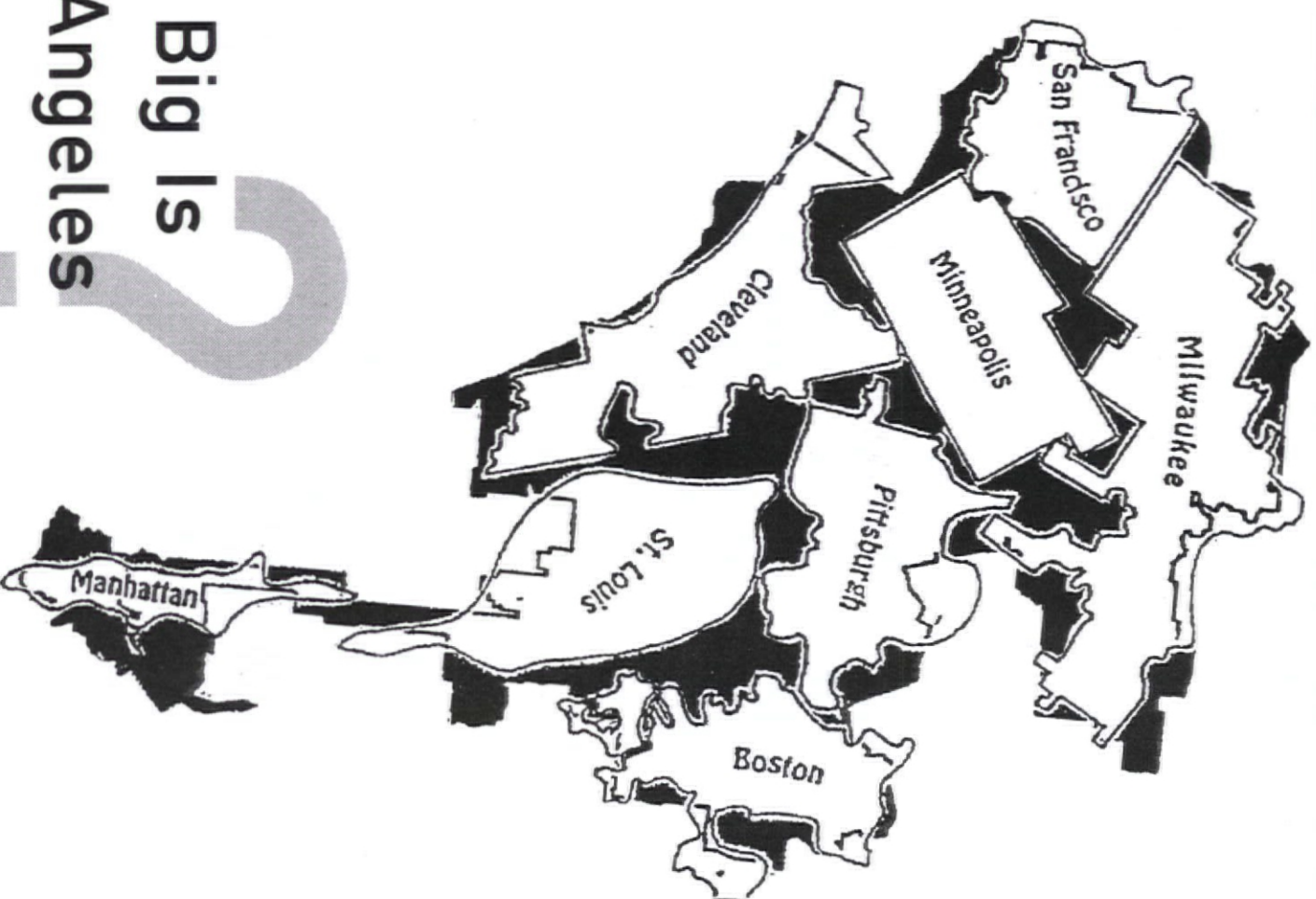
# L.A. Architect

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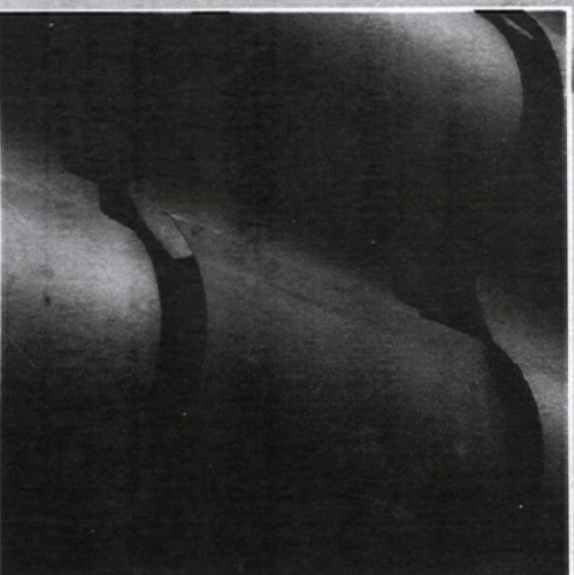
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# Calendar

... Lots of things on in September. ...

## Tuesday 1

**AIA/LA Young Architects Forum** 6:30pm.

**Districting Area 3 Meeting,**

**Azteca Restaurant**

**Exhibition Frank Lloyd Wright's Olive Hill** models and drawings of unbuilt projects for Aline Barnsdall prepared by students of SciARC, Hollyhock House, Barnsdall Art Park, through January 17.

**Exhibition Clay 1925-1975: Potters to Artists** sponsored by LACMA, Pacific Design Center Green Rotunda, Floor 1, through Feb. 26. 310/657-0800.

**Exhibition The Century of Tung Ch'i-ch'ang** LACMA, through Sept. 20.

**Exhibition Sculptural Architecture: Abstract Visions of Architecture,** West Gallery Visual Arts Center, Cal State Fullerton, through Sept. 25. 714/773-3262

**Exhibition After Nature-Holland** featuring Aad Danker, Justus Donker, Jurriaan van Hall, Gijs Donker and Peter Klanshorst, 8764 Beverly Blvd., through Sept. 26. 310/657-0633.

**Exhibition American Rococo, 1750-1775: Elegance in Ornament** decorative arts, LACMA, through Sept. 27.

**Exhibition/Sale The Phoenix Project** student work embodying the philosophy transforming salvaged materials into useful objects, Gallery of Functional Art, SCI-Arc, through Sept. 30.

**Exhibition Otto Dix—Graphics: Selections from the Robert Gore Rikkind Center for German**

**Expressionist Studies,** LACMA, through Oct. 4.

**Exhibition Martin Puryear** retrospective mid-career survey, MOCA, through Oct. 4.

**Exhibition Emmet Gowin: Photographs,** LACMA, through Oct. 11.

**Exhibition Discoveries! French Masterpieces from St. Etienne** at the Santa Barbara Museum of Art, through Oct. 25. 805/963-4364.

**Exhibition Elaine De Kooning: A Retrospective** at the Santa Barbara Museum of Art, through Nov. 1. 805/963-4364.

**Exhibition Clay 1925—1975: Potters to Artists** Center Green Rotunda, Floor 1, Pacific Design Center, through Feb. 26. 310/657-0800.

## Wednesday 2

**CCAIA Governance Meeting** 11am

**Executive Committee** 4pm

**Exhibition Neutra**

**Architecture- The View from Inside** Helen Lindhurst galleries at USC Watt Hall, through October 2. 213/666-1806.

**Symposium The Neutra Centennial—A Historic Review** featuring Dion Neutra introducing Robert Winter, art historian. USC Watt Hall, 7pm. 213/666-1806.

## Thursday 3

**AIA/LA Government Relations** 5pm. @ LAX

**Urban Design** 6:30pm

## Sunday 6

**Movie Silent Movie Series** featuring comedians from the 1920's, Homestead Museum, 1pm. 818/968-8492.

## Tuesday 8

**AIA/LA Associates** 6:30pm.

## Wednesday 9

**AIA/LA L.A. Architect** 7:30am.

**International Practice** 6pm  
**Exhibition/Opening George Herms: The Secret Archives** a survey of sculpture and reliefs, with a reception on Sept. 13, L.A. Municipal Art Gallery, Barnsdall Art Park, 213/485-4581.

**Symposium The User Speaks—The Foundation of the Neutra Approach** Dion Neutra moderates a panel of 'consumers' of the Neutra environment, USC Watt Hall, 7pm. 213/666-1806.

## Thursday 10

**AIA/LA 94 Convention** 6pm

## Saturday 12

**Exhibition opening Listening to the City** featuring architects Heather Kurze, Marg Ann Ray, Barbara Bestor and Sara Mac Donald, SCI-ARC, through Oct. 8. 310/574-1123.

## Sunday 13

**Movie Silent Movie Series** featuring comedians from the 1920's, Homestead Museum, 1pm. 818/968-8492.

## Monday 14

**AIA/LA 94 Centennial** 6pm

**Resources** 6pm.

**Symposium Survival Thru Design Revisited I: Is Biorealism Alive and Well?** Moderated by Raymond Kappe, featuring Dean Victor Regnier, Prof. Achva Benzinberg Stein

and David Nixon, USC Watt Hall, 7pm. 213/666-1806.

## Tuesday 15

**AIA/LA Past President Lunch** 12pm at Juniors

**Young Architect's Forum** 7pm.

## Wednesday 16

**AIA/LA Health Committee** 3:30pm.

**Finance Committee** 3pm.

**Executive Committee** 4pm.

**Board of Directors** 5:30pm

## Thursday 17

**AIA/LA Moshe Safdie @ LACMA's Bing Theatre,** 8pm.

## Saturday 19

**AIA/LA A Site Visit to Kaiser Baldwin Park** presenter: HMC Group and Kaiser.

**Tour Murals of East Los**

Angeles sponsored by SPARC, with continental breakfast and box lunch, 685 Venice Blvd., 9am. 310-822-9560. \$35.

## Monday 21

**Symposium Survival Thru Design Revisited II: The Toxic Environment; What Have We Learned Since the 50's?** with moderator Marvin Malecha featuring Dr. Raymond Neutra, John Laisle, and Simon Turner. USC Watt Hall, 7pm. 213/666-1806.

## Tuesday 22

**AIA/LA CADD Committee @ Gruen Assoc.,** 6pm

## Thursday 24

**AIA/LA Pro Practice Committee** 5:45pm.  
**AIA Education Needs in the Next 30 Years: Scholastic**

**Preparation for Corporate and Public Architecture,** Corporate Architects Committee, New Orleans, LA. 202/626-7539.

## Friday 25

**CCAIA Executive Committee** Sacramento.

## Sunday 27

**Seminar Remodel, Restore and Renew** by Pasadena Heritage, Aardvark Architects, Inc., and the Cultural Heritage Committee of the Pasadena Board of Realtors, 9am to 12pm, La Casita Del Arroyo, Pasadena. 818/793-0617. \$25. Reservations requested.

**Program Conversation with the Artist** featuring George Herms, L.A. Municipal Art Gallery, Barnsdall Art Park, 3pm. 213/485-4581.

## Monday 28

**Symposium Survival Thru Design Revisited III: Designing the Built Environment using Computer Stored Knowledge** Moderated by Dion Neutra, featuring Ken Stowe, Charles Eastman and Chris Gorman. USC Watt Hall, 7pm. 213/666-1806.

## Wednesday 30

**AIA/LA Executive Committee** 4pm.  
**Codes Committee** 5pm.

## October 2

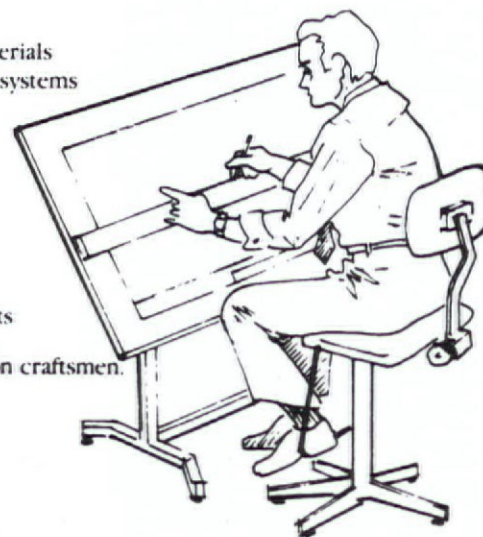
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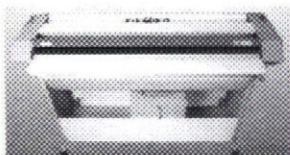
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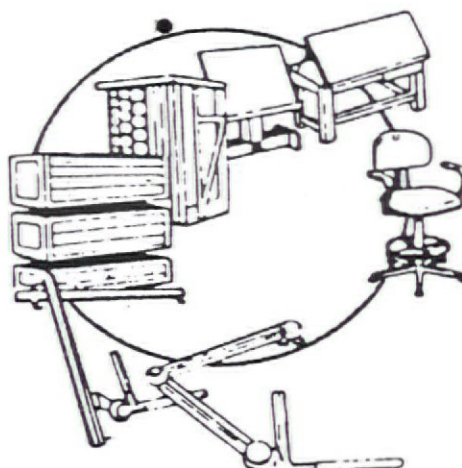


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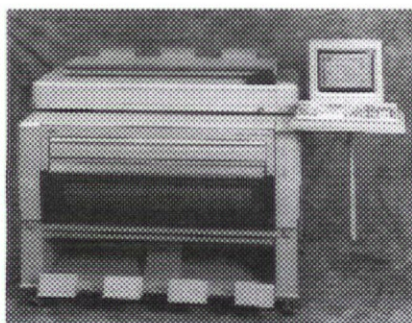


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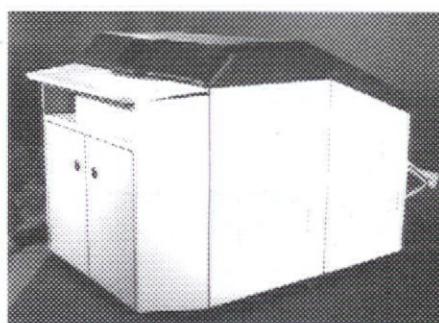
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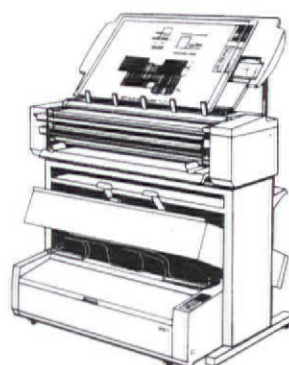
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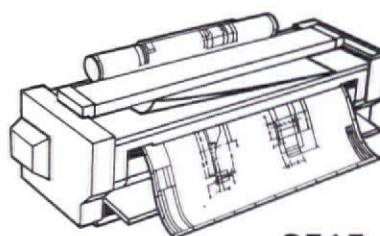
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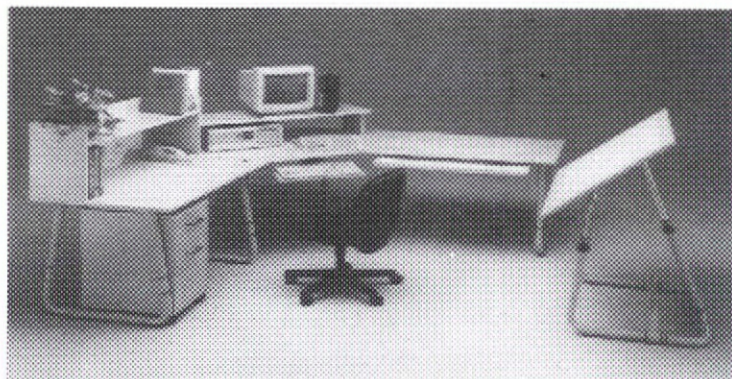
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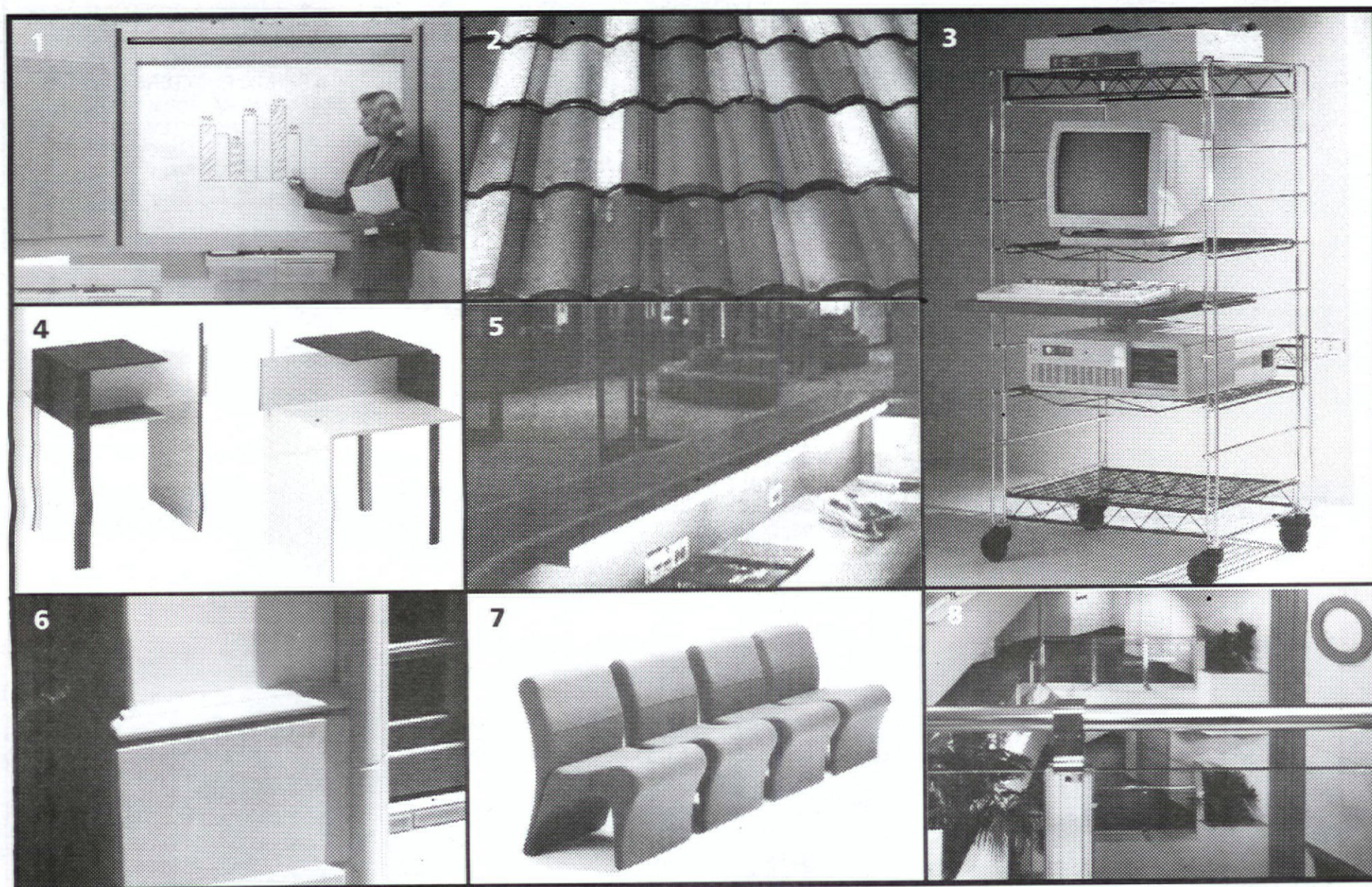
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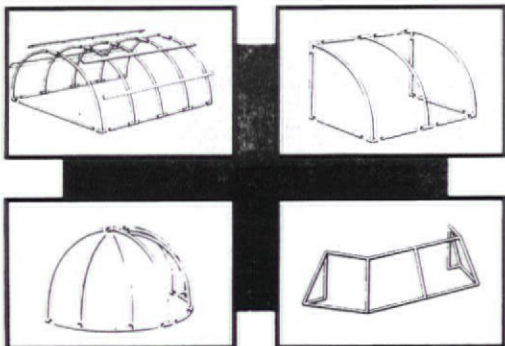


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## Some events for the Fall...

Pre-and Re-Views Continued...

### Freeman House On Show

As part of the campaign for the restoration of Frank Lloyd Wright's remarkable Freeman House, the USC School of Architecture is making the house available for tours and other events. One of the most original and spectacular of Wright's small block houses, the Freeman house was conceived for and became a hub of L.A.'s avant-garde in the 1920s.

The campaign will not only support restoration efforts, but will also fund an Architect in Residence program to allow internationally recognized Architects to study and teach at USC. Hour-long tours take place each Saturday, usually at 4:00pm. Call for reservations and information at 213-851-0671.

### South Pasadena Tour

In spite of nationwide protest from the preservation community, Caltrans is pushing ahead with plans to extend the 710 Long Beach Freeway through the historic neighborhoods in El Sereno, South Pasadena, and southwest Pasadena. The federal government is requiring Caltrans to hold mitigation meetings with representatives from the affected cities before final approval of the EIS (Environmental Impact Statement) will be considered. These meetings will begin in September.

If this freeway were ever to be built, the result could be among the biggest losses of historic resources in the state's history. It is not too late to let Governor Pete Wilson hear from those opposed to this \$1 billion folly.

On Sunday, October 4th, the South Pasadena Preservation Foundation will sponsor a tour of homes threatened by the freeway. Participants will stroll through tree-lined, turn-of-the-century neighborhoods, with homes in the Craftsman, Mission Revival, Victorian, Tudor and other period styles. Six

homes will be open for interior tours from 10 a.m. to 4p.m. Tickets are \$12 for members of historic preservation groups and \$15 for non-members and will be on sale at the South Pasadena Historical Museum, 913 Meridian Avenue, beginning at 9:45. For further information, call 818-799-9089 or 818-799-7161.

### Designs For Living

Watch out for DESIGNS FOR LIVING, a large-scale 12 month wall calendar documenting the Southern California homes of Frank Lloyd Wright, Richard Neutra, John Lautner, Rudolph Schindler, Charles and Ray Eames, Irving Gill, and others.

All photography is by LA-based architectural photographer Julius Shulman, Hon AIA. Featuring an introduction by L.A. educator, writer and historian Dr. Robert Winter. For further information, contact John Dorman at 213-344-1600 (Fax 213-256-9999.)

DESIGNS FOR LIVING is published by Photoventures Publishing.

### Festival Of Trees

The Festival of Trees, an internationally recognized holiday celebration, will make its L.A. debut November 24-29, as a benefit for Five Acres, the therapeutic treatment center for abused and neglected children in Altadena that serves all of Southern California. Fifty designer-decorated Christmas trees will be displayed and then sold at the five-day festival at The Pasadena Center Conference Building.

Festival of Trees also includes entertainment, and a variety of special activities. This unique event is part of an international festival of trees which began 25 years ago and is now celebrated in 150 cities throughout the world.

The Pasadena-based festival is being organized by a committee of volunteers in support of Five Acres, the Boys' and Girls' Aid Society of Los Angeles

County, which has served nearly 10,000 children and their families since its founding as an orphanage in 1888. Among its varied services are an emergency respite center, residential and school facilities, home-based services, and foster care and deaf services programs.

### Volunteers Needed

The committee is actively seeking sponsors and designers for the event. Volunteers are also needed in other capacities. For additional information contact Sheila Storrer at (818) 798-6793 or (213) 681-4827 ext. FOT (368).

### Sweet Charity for Venice Family Clinic

Top Los Angeles designers, architects, and artists are coming together to transform an historic Bel Air mansion into the 1992 Sweet Chair-ity Design House, which will be open to the public for one month beginning Oct 2. Proceeds will benefit the Venice Family Clinic, which provides free comprehensive medical care to low income and homeless individuals from all over Los Angeles.

Among the more than 40 designers participating in the project are award-winning architect Steven Ehrlich, Van-Martin Rowe (who will create a Celestial Observatory for the homeowners), Luis Ortega (who is transforming the bar area into a Moroccan Water Bar), and singer/designer Dionne Warwick.

The Design House will also contain functional artwork - creative furniture and objects for the home - donated by artists such as Laddie John Dill, Susan Landau, Pamela Weir Quinton and Joel Stearns. This artwork will be sold at the Clinic's fourth annual Sweet Chair-ity Auction on November 1.

For information on tickets and event shuttle service call 310-392-8630, x208.

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# Re+Previews

Ray Ryan reporting on LA architects abroad. . .

## Ten California Architects Abroad

21 Portman Square is the rather stately location of the RIBA's Heinz Gallery - the Architectural Library and Drawings Collection funded for the British Institute. For July, the Heinz is harboring an exhibit entitled "Ten California Architects." One is tempted to state that this exhibition exhibits nothing so much as its own ineptitude.

First, some local color. Post-election practice continues in recession with the total debts of Canary Dock developers Olympia & York estimated at over \$19 billion. Stirling suffers sudden death and never realizes a major intervention in the capitol. The IRA's recent bomb has purportedly caused financially far greater destruction than the LA Riots. Thus the yearning for West Coast verve.

"Ten California Architects" has ostensibly the merit of introducing the non-glitterati to London. UK design reportage inevitably focuses on the glamour boys of the avant-garde like Frank and Thom and Eric. "Bravo!" of course for these indigenous experimenters but tough on the others whom foreign editors tend to disregard. The curatorial decision, then, to host a catholic selection had promise.

The Ten are a somewhat motley crew\*\*. There is an appropriate geographical spread from across the state; with three architects from San Francisco (including Sea Ranch), one from Fresno, four from Los Angeles and two from San Diego. The styles and methodologies of these practitioners also vary - from spare and rational to florid and expressionistic. Despite the Goff-like creations of Kellogg and Dyson, there is a sense that choices were made so as not to offend.

A short, weak description for visitors to the exhibition waffles about connections of the ten California Architect "with the land in its varied spaces, with its people from diverse cultures, and with its communities" - but none of this is explicated, cross-referenced, or analyzed. If the culture

is so diverse, why then are there nine males and ten "Anglo" sounding names? There is no clue as to whereabouts within the multifarious State such household names as Temecula or Pleasant Hill might be located.

The room is rectangular with glazed cabinets embedded into all four sides and two skeletal screens set up symmetrically within the space. Each surface exhibits the work of an individual architect except that Kellogg and Dyson share the wall to the right of the entrance and Esherick and Kappe share the panel farthest away and facing out. The chosen media are sketch, formal drawing (both presentation and working) and photography with none of those sassy now quintessentially Angeleno models. Designers are generally allowed a few projects. All are habitations, most being single-family dwellings and affluent-looking ones to boot. Did anybody say "diversity?"

Not only is the general standard of presentation poor with amateurishly cut card, lifting Letratone and sagging frames, but there are some real howlers. What is one to make of a professional Institute which, however indirectly, accredits a Charles Moore drawing to John Lautner and classifies an Ehrlich interior as the Kappe Residence?

It's not, of course, that the work is awful. Real architects like Ray Kappe and AA-hero John Lautner will always rise above such situations. The questions, surely, are why this non-event was promulgated in the first place and, then, why so incompletely. One would be better off buying a good book. Unfortunately, Ten Californian Architects by Scott and Ann Zimmerman, which was to have accompanied the show, will not now be available until the fall.

### RAYMUND RYAN

\*\*Rebecca Binder, Arthur Dyson, Steven Ehrlich, Joseph Esherick, Ray Kappe, Kendrick Kellogg, John Lautner, Donald William MacDonald, Charles Moore, and Rob Wellington Quigley.

## More L.A. Architects At Large

California, and Los Angeles in particular, has been represented several times recently in the international architectural conference community. In mid-June, Dr. Andreas Papadakis, editor of Architectural Design, hosted "Theory and Experimentation," an

"intellectual extravaganza" which gathered (with the notable exception of architectural advocate Prince (Charles) of Wales) over sixty prominent architects and critics from Europe, the Americas and the Far East. From Los Angeles were the architects Eric Owen Moss, FAIA; Thom Mayne AIA, Morphosis; UCLA professor Dagmar Richter; and Wolf Prix of Coop Himmelblau, L.A. and Vienna. Moss, Mayne and Prix immediately traveled to Vienna for a more intimate conference sponsored by the Österreichisches Museum für Angewandte Kunst (M-A-K); the Austrian Museum for Applied Arts.

Entitled "The End Of Architecture?", the conference was simultaneously praised and criticized in the Vienna press for the close, and closed, nature of the event. Just this last month, a somewhat different kind of conference took place in Mexico City. Jointly sponsored by the Los Angeles Trade-Technical College, USC School of Architecture, Revista Arquitectura and Instituto Nacional de Bellas Artes, the "Primer

Encuentro Binacional de Arquitectura" brought together architects from Mexico City, Los Angeles, and New York. Representing the different factions of LA Architecture were John Mutlow, AIA; Thom Mayne, Eric Moss, FAIA; and Panos Koulermos. The program, organized by Trade-Tech Professor Marcela Oliva-Aguilar was, according to Moss, "more regional, more focused on place" than the two earlier events. "It was, in a sense, more innocent, and perhaps more clumsy, but more genuine." Catalogues/publications will result from each conference, and will be made available for sale to

the public later this year.

The work of another prominent Los Angeles architect, the inimitable John Lautner, FAIA, has been recently traveling the globe. Recent stops include Vienna, at the Hochschule für Angewandte Kunst, Harvard, at the GSD, Vancouver, at the League For Studies in Architecture, Chicago, at the Graham Foundation (where it was the most successful exhibit in the history of the organization), and New York, at the National Institute for Architectural Education.

Talks with slides and film were given in many more places...Hope this distinguished Angeleno will repatriate his exhibit to this city and remind us all why he is one of the founding fathers of California design.

MARY EAVES MITCHELL

## Coming Exhibitions Angels and Franciscans:

On September 26, the exhibit Angels and Franciscans: Innovative Architecture from Los Angeles and San Francisco opens at 65 Thompson Street, the Castelli/Gagosian Gallery in New York City's SoHo. The show "explores the generation of architects borne of the pioneering vision of Frank Gehry." Curated by Susan deMenil and Bill Lacy, and designed by Frank Gehry, FAIA, the uniquely Californian exhibition features works by Los Angeles architects Frank D. Israel, Koning Eisenberg, Lubowicki Lanier, Morphosis, and Eric Owen Moss, FAIA. Franciscans are Craig Hodgetts & Hsin Ming Fung; Holt Hinshaw Pfau Jones; Mark Mack; Stanley Saitowitz; and Studio Works. Gehry will be represented by his designs for the Penn Station/Madison square Garden redevelopment. A catalogue, published by Gagosian/Rizzoli International will be available by late September.

## Mike Davis Moved On

Celebrated Urban theorist Mike Davis is being displaced from his house in Boyle Heights, as it is being leveled to make way for a transplanted Victorian home.

He is seeking a quiet

Pre-and Re-Views continues next page...

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# Book Review

Michael Webb on past glory and Modern revisited . .

## Pyramids, Cathedrals, and Gardens

Architecture: the Natural and the Manmade Vincent Scully. (New York: St. Martin's Press, \$40 hard cover.)

Scully is a living national treasure and this masterly set of essays distills the insights he has gained in a lifetime of research and teaching. Professionals can recapture, in these pages, the sense of wonder that first kindled their love of architecture; students will have their eyes opened and their imaginations stretched. For Scully ranges over the entire history of building - from Mesopotamia to modernism - as it relates to the natural world. The scope of the inquiry is dazzling, but so are the leaps across centuries, from Sumerian ziggurats to the massing diagrams of Hugh Ferriss, from the facade of Notre Dame de Paris to the plan of the garden at Chantilly, from Greek temples to late Corbu.

Early chapters on the sacred mountains and temples of antiquity are densely erudite. Then, with Hadrian's Villa and the Pantheon, the text seems to soar, borne up on gusts of passion. There's a brilliant analysis of the contradictions in French gothic cathedrals and in classic gardens. Scully makes you think that you are reading about Chartres and Versailles for the first time; you cannot wait to go back and see those familiar landmarks through his fresh eyes. Equally provocative and rewarding are the chapters that explore the links between Renaissance fortifications, gardens and urban planning, and the enduring influence of Palladio.

His fury is as impressive as his enthusiasm. He characterizes the Boston City Hall as an "uncouth monster, laying about itself with Neanderthalic roarings and tearing the very center of Boston to pieces." He finds affinities in unlikely places: "One can imagine the Villa Savoie alighting on the Parterre du Midi at

Versailles like some space ship seeking its proper home." And, in his evocation of memorials to the soldiers of the first World War and those of Vietnam, he comments: "Lutyens' Thiepval menaces the living, ferociously guards the dead. But in Maya Lin's memorial the ground opens up for all of us. We are drawn into it, touching the cool face of death with our hand. . . . The impulse remains to respect the integrity of the earth, to find a truth in it and, beyond dying, to shape a community with it for the common good."

This book is sure to become a classic; one can hope that the publisher will make a serious effort to improve the quality of illustrations in future editions. There are 500, and at least half are unreadable or inaccurate. Scully's text deserves better; perhaps readers could be given the choice between a standard and de luxe edition.

## Modern, Then and Now

The International Style: Exhibition 15 and the Museum of Modern Art (Terence Riley: New York: Rizzoli International. \$29.95 paperback.)

Today, when every other magazine is busy celebrating (or inventing) the trend of the month, it is hard to realize that the International Modern Style flourished for ten years before it was formally baptized - by Henry-Russell Hitchcock and Philip Johnson in a 1932 exhibition at New York's Museum of Modern Art. Mies, Corbu, Oud, and Gropius were the stars; Wright was reluctantly included; Neutra and other Americans were modestly represented. Attendance at MoMA's cramped 12th floor galleries was sparse; the reviews were tepid, even when the show went on the road (including a brief stop at Bullock's Wilshire.) Only in retrospect was it recognized as a landmark, perhaps the most influential architectural exhibition ever mounted. Last spring, Columbia University's Graduate

School of Architecture restaged the exhibition and produced this catalog. It chronicles the missionary zeal of Hitchcock and Johnson as they criss-crossed Europe in search of material, lobbied their elders for support, wrote a companion book, and debated who would be allowed in their pantheon (Wright wanted out, Shindler wanted in, and the Bowman Brothers kept their place even after the curators discovered they had built nothing besides their own office.)

Riley (a MoMA curator) has reconstructed the installation and the photographs that were displayed to illustrate the breadth of the movement. His catalogue reads as an elegy for the idealistic phase of modernism; an era when architects still believed they could shape the future.

Modern Architecture: A Critical History. Third edition Revised and enlarged. (Kenneth Frampton: New York: Thames and Hudson. \$14.95 paperback.)

The innocence and architectural certainties of 1932 have been replaced in 1992 by dense and rigorous analysis of the 57 varieties of modernism. Frampton analyzes its evolution from Boule and Ledoux to current work in Finland, France, Spain, and Japan. His eclecticism and sharp judgments are displayed in the juxtaposition of Bofill's "photogenic scenography" with the sensitive and site-specific works of Alvaro Siza Vieira, the Portuguese architect who won this year's Pritzker Prize. Opinionated, demanding, and highly selective: Frampton's updated survey remains the best pocket guide to the highways and a few of the byways of 20th-century architecture

Richard Neutra (Edited by Manfred Sack. Zurich: Artemis Verlag; distributed by Rizzoli International. \$24.95 paperback.)

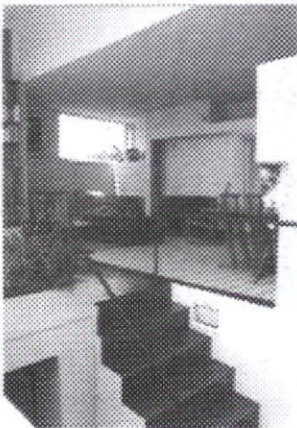
A summary of the three volume study by Will Boesinger, this portable guide

comprises brief notes (in German and English), photos and plans of 70 buildings and projects, plus essays by critic Manfred Sack, Dion Neutra and Sigfried Giedion. It is a valuable supplement to Thomas Hines' authoritative Richard Neutra and the Search for Modern Architecture (Oxford, 1982.) Here is a European perspective on the architect who admired "the achievements of Henry Ford as much as those of Frank Lloyd Wright [since] both for him represent America." Sack offers a terse summary of Neutra's achievement and eclipse, and crisp descriptions of his buildings, early and late, residential and public, classic and unfamiliar. As a bonus, there is a selection of the furniture and lighting that Neutra designed for specific houses - which has recently been put into production by a firm in Italy.

Architecture: A Modern View (Richard Rogers. New York: Thames and Hudson. \$9.95 paperback.)

In this illustrated transcript of a 1990 lecture in London, Rogers defiantly proclaims his continuing belief in the modernist creed. (Men have been burned at the stake for lesser heresies!) He concedes its failures, but blames the practitioners more than the underlying principles. "Progressive and extraordinary diverse at its beginning - much more than its critics will acknowledge - Modernism continues to live on in the most interesting of today's architecture," he declares. "Post-Modernism, obsessed with money and fashion, has not produced rigorous design or a better environment. . . ." The buildings he illustrates - including the Pompidou Center, Lloyd's, and a fish market transformed into a banking center - offer more convincing support for his arguments than his schematic sketches for transforming London.

MICHAEL WEBB



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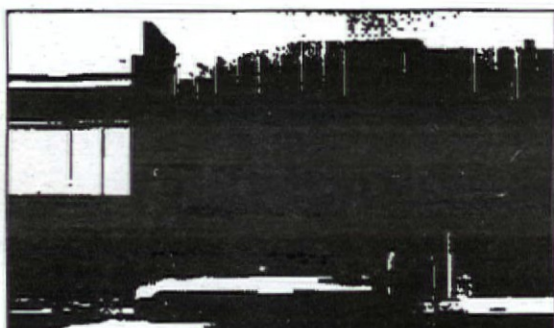
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# L.A. Architect

Works in Progress . . . L.A. and L.A. Architect . . .



## Coalition Goes To Work

The Design Professionals Coalition agreed on August 7 to assist four Los Angeles neighborhoods create their own development plans. The agreement signals an increasingly direct role in community affairs by the Coalition, a group about 15 design organizations including the Chapter, NOMA and AIA. Formed shortly after the Los Angeles riots, the Coalition is intended to connect design professionals with efforts to rebuild the city. Neighborhoods requesting assistance include Crenshaw, Vernon-Slauson, Vernon Central and Hoover-Adams. "The Coalition will be a resource for information and a connection to further resources for these areas," said Michaela Prida Wells, Coalition co-chair. The organization plans to assist neighborhood-based planning efforts, by training local residents to gather information and conduct community meetings.

According to Wells, the Coalition is also planning a monthly series of public design charrettes. Tentatively scheduled for October is a charrette for the design of "center city" housing in South Central Los Angeles. The organization has approached the Chapter and the city's Housing Preservation and Production Dept. to co-sponsor the event. The Coalition is also considering the provision of design services to specific inner-city projects. Those projects include urban design for an intersection, architectural design of a police substation, and review of plans for a community center, all in the Pico Union area; the design of prototype housing and temporary open-air markets, both in South Central; and a study for the adaptive reuse of a building in Inglewood.

Separately, the Los Angeles Office of Local Initiatives Support Coalition (LISC), a national organization which provides capital and technical assistance to projects in low-income areas, agreed in August to provide \$70,000 to each of four planning areas. The money is intended for salaries of professional community planners.

## Hillside Ordinance Approved

The Los Angeles City Council approved the long-debated Hillside Ordinance in July, effectively reducing the size of most new construction and remodeling in the city's hilly areas. The Chapter had opposed the version of the ordinance which finally won approval. Prior to the vote, Chapter President Richard Appel wrote Councilman Marvin Brande that the ordinance would be "an environmental, architectural and administrative nightmare. We are convinced, after extensive testing of the requirements, that this version will encourage architecture that will be a blight on the hillside." Appel added that the ordinance "will require that almost every permit application seek variances or hardship exemption in order that even reasonable houses can be constructed."

Under the approved version of the ordinance, owners of a lot with a 50-foot frontage on a 50-degree slope, would allow a house no larger than 2,400 square feet. Owners of a 50-foot frontage on a 67-degree slope can build only 2,000 square feet. "The resulting building would be a box with a flat roof," said Bruce Sternberg, chairman of the Hillside Ordinance Task Force.

The ordinance sets a 16-foot height limit on most sites and 45-foot limit on houses built on slopes of greater than 67 degrees. Houses on standard lots can cover no more than 40 percent of the buildable area. Additional parking spaces are required for each 1,000 square foot above 2,400 square feet of new or remodeled residential construction.

According to Sternberg, the building formula "is a purely political ordinance that absolutely disregarded what the design community, the building community, and even the Hillside Federation had wanted." The federation, a powerful homeowner's lobby, had backed the AIA version of the ordinance.

## Coliseum Expansion Killed

The planned expansion of the Los Angeles Memorial Coliseum has been killed, as a result of a failure by the Coliseum's private manager to sell luxury seats. The announcement came shortly after developer Wayne Ratkovich completed work on a proposal to enlarge and renovate the historic stadium.

The developer had recommended a scaled-down expansion plan for the historic structure, which has been the subject of expansion plans for nearly 70 years.

In December, Spectacor, a private company which operates the publicly owned stadium, announced a \$240 million expansion plan, including the addition of 15,000 club seats and 782 luxury suites. Spectacor was unable to find lenders for the project.

In April, Spectacor hired Ratkovich, best known for historic renovation projects in Los Angeles, to reformulate the expansion plan. Ratkovich's \$116 million plan called for only 4,000 club seats and 150 luxury suites. The developer also devised an ingenious construction schedule, with work occurring on the football field off season. Ratkovich had envisioned work starting next year. In August, however, Spectacor management announced that renovation work had been put on hold indefinitely.

## Critic Turns Actor

Sam Hall Kaplan has found a way to supplement his income during the recession—by becoming a television actor. Kaplan, the former architectural critic of the Los Angeles Times and currently a vice president of Jones Corp., started his new career in the classic Hollywood way: he was spotted by a talent agency. "I was hired to supervise the building of sand castles for a sequence of 'Beverly Hills 90210,'" and they asked me to play a judge for sand-castle contests."

His debut aired on August 20. Shortly after filming, agents approached the bearded Kaplan, whose curls have lodged deeply into the eyes of many architects, to do screen tests for both "L.A. Law" and "Civil Wars." Kaplan has already found himself typecast, however. In both screen tests, he is playing a courtroom judge. "I've gone from critic to judge. Not a very great distance," says Kaplan.

MORRIS NEWMAN  
News Editor

ILLUSTRATION  
409 South Robertson  
Boulevard, remodel of  
a 2-story office building  
for Magidson, by  
Michael Capetian,  
with assistance from  
Denny Song Kee,  
Mark Lee.  
Photo: Peter Capetian  
Below:  
Sam Hall Kaplan



## Design Decisions

Logo, titles and captions in "StreeType", a sans serif typeface altered to make reference to "USA Metric", the freeways' sign typeface. Clear, bold, homage to auto-cultural Los Angeles.

"Ticker tape" runs throughout, carrying sub-heads, intros, etc. A quick read for the 3-minute culture. "Letter Gothic" typeface denotes high-speed information processing.

Margin carries captions, notes, etc. Criss-crosses with "Ticker tape" to frame body text. Asymmetricality, layering, abstraction and modular system homage to freedom of modern planning.

## Morris, Dehan, Sherr

Body text in serif face "Perpetua", designed, following classical proportions, by Eric Gill. Readable, timeless, and celebrates the craftsmanship of recent L.A. architecture.

\* We could not locate the preferred digital version of "USA Metric", and would appreciate any information leading to its purchase. Please call the editor.

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# New Look →

## L.A. Architect moves forward: thanks to Robin,

For enormous help recently with L.A. Architect, the Editor would like to thank:

**MORRIS NEWMAN,**  
**SHERRY SNELL**  
**ROBIN COTTLE**  
**ANTHONY GEORGE,**  
**DEHAN GLANZ**  
**LISA POUND**  
**MICHAEL WEBB**  
**ELLEN COHN**  
**MITZI MARCH MOGUL**

Over the last year L.A. Architect has expanded editorial coverage, and advertising, and we are presently tackling distribution and mailing (yes, there have been problems with delivery and we apologize to all affected). Long overdue, however, is a redesign.

L.A. Architect is a test case for the feasibility of Desk Top Publishing. It is produced by one person (with volunteer assistance), who undertakes copy input, editing, typesetting, photographic reproduction and layout, on one Macintosh computer system. This involves a combination of sophisticated word-processing and graphic software packages, which can be difficult and time-consuming, but also permit cost-savings, flexibility and creative freedom.

Wishing to fully realize the potential of the system, I have, with generous assistance from talented graphic designer Robin Cottle, endeavored to create a fresh new face for L.A. Architect. Our intention was to achieve clarity, legibility, and structural rigor, as well as flexibility and a strong identity for a paper dealing with the-

unique design environment of Los Angeles.

While certain fundamentals have been laid down (see DESIGN DECISIONS EXPLAINED), this is not seen as the definitive design, but rather a project in progress, for which comments and ideas are welcome.

The design also serves the purpose of defining sections of the paper; this month we introduce two new regular features, complete with own logos: HABITAT, celebrating an holistic approach to architecture, edited by Walter Scott Perry; and HORRORS, a design critique, by Aaron Betsky. More will follow.

L.A. Architect cannot (for budgetary reasons, amongst others), and is not intended to be, a glossy design review perpetuating the star-system, but rather a low-cost, inclusive, news and reviews paper reflecting social/economic realities, as well as celebrating design, and catering to a broad architectural community. Ideas, contributions, news and assistance are always welcomed. So keep in touch with the editor at 213 380-5177. FRANCES ANDERTON



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## Con Howe, Planning Director, speaks to L.A.A.

### L.A. Architect talks to Con Howe, new Planning Director, City of Los Angeles, about the future of the Planning Department.

**L.A. Architect.** The Zucker Report depicted a Planning Department in disarray: lack of morale, operational dysfunction; an inefficient department focused not on planning, but on case processing.

**Con Howe.** The Zucker audit criticisms are generally on target. Some issues permeate throughout city government: case processing is a problem in all City agencies.

This is now being addressed in response to the Rebuild LA effort. A city-wide task force of all agencies is meeting twice a week to coordinate their work, respond to development proposals, and get the rebuild effort off the ground. In addition, a Development Process Task Force is implementing recommendations from the Zucker Report and undertaking systematic changes in interagency case processing procedures. The public approvals process cannot remain as cumbersome and sequential as it is now.

**L.A.A.** What about Design Review Boards? Will more design standards further limit artistic and professional freedom?

**C.H.** There is no freedom now. The applicant spends months sifting through agencies. The regulations which now guide development need to be reconsidered in favor of standards which will lead to better overall projects. This should be done by building types. A vitally important place to start is in multi-family housing. First, more multi-family housing is urgently needed in the city. Second, there has not been a lot of design exploration. Most projects seem to follow a formula. We need to do a simple analysis: why is one project attractive, and the project next door lousy? Look at actual projects in the field. Shape zoning to encourage desirable development and discourage undesirable projects. Develop standards. Be better educated about which projects are successful and economically able to be produced. I don't want to make housing production more costly or difficult. I don't believe it's necessary.

I think with the right standards we can transform people's attitudes and acceptance of multi-family housing. People want practical solutions. Rather than focus on density, how can we make new development attractive?

Developing new building forms to fit into and enhance existing neighborhoods may be the most important task we face. If buildings of higher density could fit in well, this might defuse the issue of density as a political problem. People need architects to assist in visualizing their communities, and the city needs architects to provide a visual image of standards. In New York, we put in place lower density contextual zoning which integrated new buildings with existing neighborhoods. We met with architects and small developers to develop the standards. Here in Los Angeles we need to research good examples, find out what makes them good and then consider trade-offs among issues such as parking, landscape, and other factors to achieve the desired qualities. The future of this city is small developers who cannot afford to deal with endless discretionary actions. They need a predictable as-of-right review process.

**L.A.A.** Are you looking at changing the way the Planning Department is organized?

**C.H.** One goal is to get the case processing and planning functions much better integrated. What are the cases we've worked on for the last two years, and how have we affected them? Then take this information into account in our Neighborhood Planning and in our General Plan Elements. Given static staff levels, due to the City's budget problems, it is important to combine functions in ways that cut across Neighborhood Planning, Balanced Growth, Case Processing, and Hearing Examiners.

**L.A.A.** How can morale in the Department be improved?

**C.H.** Organizations, be they public or private sector, don't depend upon one person. All answers and directions don't come from the top down—or shouldn't. That isn't how a professional organization works. I'm only an agent. My responsibility is to provide leadership, to set the professional tone and standard. I can lead, but each individual has to take responsibility and develop their own resources. They are professionals, not sheep.

**L.A.A.** How will this city, so dependent on the car, absorb rail? Will there be a shift in development patterns?

**C.H.** This issue is unfolding before our eyes. In the long term the rail system will provide us, whether we currently use the bus or the car, with additional choice in how we move about and use the city. The car will not go away and rail will be viable for some but not all activities.

In terms of urban form, certain patterns may emerge. The strength of Los Angeles is in the single-family neighborhoods and protecting these is essential. Rail may add new higher density corridors. But this needs to be supported by both the market and policy. And this will only be acceptable to the community at large if these mixed-use residential corridors are more attractive than the existing commercial corridors. Putting density in the right locations and concentrating commercial uses, be they neighborhood or community scaled, protects the single-family neighborhoods. We see miles and miles of commercially zoned avenues. This overzoning has spread the retail activity too thinly. These corridors have no vitality, no sense of place. Contrast them with Larchmont Village: a concentration of retail surrounded by residential. It suggests taking a finer grain look at what works well in our city, what doesn't and what other prototypes we would want to create. Then we can develop the zoning to support what works, to conserve existing neighborhoods and to provide appropriate development opportunities.

**L.A.A.** Your summary of the first three months on the job?

**C.H.** One of the few advantages in being a newcomer is that one can ask, Why is it this way?

There is an underlying philosophical problem: over the years, bureaucrats and elected officials have shown an increasing tendency to make development approvals very discretionary. My own preference is to make development more an as-of-right process with strong, appropriate safeguards.

As people in neighborhoods saw undesirable, disruptive development patterns they asked, "How can we stop it?" and the answer was by making development more and more discretionary. I believe there is a better way. If we analyze development standards and ordinances we can define acceptable and desirable patterns of by-right development. We can simplify the process and reduce staff workload.

—Con Howe

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# Planning

... Bill Christopher on planning in L.A. ...

## Bill Christopher, AIA, gives his opinion on the troubled state of Planning in Los Angeles.

### Farewell to Bill Luddy

Bill Luddy, Executive Director of the Carpenters/Contractors Cooperation Committee, leaves the City Planning Commission this month to take a position on the board of the Metropolitan Water District.

Bill's leadership guided the Commission through the fields of planning sown with land mines and littered with the remains of past failures. His tenured produced breakthroughs such as the Mullholland Specific Plan, the Ventura Boulevard Specific Plan and the Central City West Specific Plan, as well as the Hillside Ordinance.

I had the distinct pleasure of serving with Bill on the Commission for several years and I am aware of just how much he will be missed. -B.C.

An Architect draws all these plans  
And thinks he'll build a better land  
A better future for Mankind  
But then he soon finds out in time  
That no one really gives a damn  
About his plans, or fellow Man.  
-Carl Hall  
Writer, Los Angeles

### Rebuilding / Short Term

Post-Riot Los Angeles still faces a variety of serious planning and design challenges. To the outside world, the short term efforts to Rebuild seem to focus on the immediate issue of replacing one mini-mall for another without stepping back to determine why the past approach went up in flames. Hopes that a fresh look would derive new visions for the inner city appear to be dimming. The furor over rebuilding the liquor stores is a classic case. On the one hand, the merchants are demanding reparations and the right to reconstruct, while the community is rebelling and fighting the apparent over-concentration. The City in the middle seems powerless, or chooses not to exercise its powers, by failing to address the grievances of either side.

### Rebuilding / Long Term

The longer term Rebuild L.A. efforts to bring the likes of General Motors and Vons back to the inner city are laudable. Jobs are crucial to the survival of the inner city. But jobs alone will not save the riot-torn areas. As demonstrated by the 1965 riots, the early attempts to recruit employers will be undermined over time by the lack of complimentary community resources. Most Rebuild LA efforts seem to be geared to happen with minimal community outreach.

Typical of this viewpoint, Assemblyman Curtis Tucker, working with the support of officials of Rebuild LA, introduced legislation (AB394 & AB3325) in Sacramento which, in effect, would have declared fully half of the City blighted, including desirable areas untouched by violence. These bills would have subjected those areas of the City to the immediate imposition of CRA Project Areas with no questions asked and would have suspended the requirements of CEQA. Along the way, the provisions of redevelopment law requiring a local Project Area to monitor the actions of the CRA would also be sidestepped. All of this was to be done without the benefit of public debate: hardly the stuff of enlightened public policy.

### Lack of Funds

A lack of sufficient funding for long term planning in this city sets up this dynamic. Without modern plans in place, the City is scrambling to meet the demands of the next century, while trying to cope with current problems. Given the recession, public sector budgets are exercises in deficit reduction at all levels of government. In this atmosphere, the fiscal debate between more street cops and more planners almost certainly produces more cops at the expense of the City's ability to plan for anticipated conditions in the coming years, necessitating even more cops in future budget discussions.

### Zucker Audit = \$25, 000, 000

The Management Audit of the Planning Department done last year underlined the need to inject the department with a strong sense of design and re-orientation toward actual planning, as opposed to ritual case processing. Unfortunately, the audit placed a \$25, 000, 000 price tag on that change of heart. Since that time, no one has come up with a convincing method of securing the funding to make this happen. Yet the riots underlined the fact that we must assess the City's destiny at a visceral level. We must reinvent the city, rather than rebuild it.

### Bernson Bond Issue

In response, Councilman Hal Bernson, Chair of the Planning and Land Use Management Committee of the City Council (PLUM), has proposed a revenue bond that would provide funds for the department to make the managerial changes advocated in the audit and fast-track a plan revision program. We need, however, more than that. Among other immediate problems, the City is facing a series of Warner-Ridge-type lawsuits which threaten to undermine a significant portion of the City's zoning.

### Long Range Planning Trust Fund

Hence, a Long Range Planning Trust Fund must be established to provide an on-going source of funds for the planning process. The people of the City must be convinced that a donation of \$1.00 per parcel or acre of land per year to such a fund will help to insure the long-term value of their property. Such a fund would provide the resources to update the General Plan and the Community Plans of the City, making them recognizable blueprints for the future build-out of sustainable communities. AB1246 (Katz) is the legislative mechanism being developed to make this program a reality.

### Advanced Community Planning Program

The process which has been envisioned to implement this effort is an Advanced Community Planning Program that would allow the City to contract with consultant designers and planners to develop the individual community processes, tailored to local concerns. The overall coordination would be provided by a task force within the Department made up of contract employees outside the bounds of civil service. This mechanism would allow the director to mix outside experts with staff planners, in hopes of developing a cadre of planners dedicated to bringing the City to life through the implementation of design-oriented planning initiatives.

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# HrO's

Aaron Betsky opens a design debate . . . Join in

9 L.A. Architect September 1992

## Sometimes it Seems as if Nobody Cares

While architects scour the street for clients that only want what they saw on TV and the city ignores whatever brilliant ideas designers might have for the rebuilding of our complex landscape along more beautiful and socially responsible lines, the rest of the world goes along its merry way, building mini-malls and covering the Southland in stucco parodies of homes and tilt-up boxes garlanded only with graphics. Sometimes somebody does decide they want, uh, actually something, well . . . different; you know, original and provocative, and so they hire one of the big guns from the East Coast.

It's the same old story: a fight for love and glory that doesn't even make it on to late nite television, let alone prime time. Why is it that architecture gets no respect in this (or most other) towns? Let me list the ways.

**1. The Climate/Traditions of Los Angeles**, a.k.a. NIMBY Rules! Survival here means walls, shade and water, not enclosure, structure and representation. From the missions to what Mike Davis calls the "make my day" architecture in which we all engage, this city is about private realms carved out from what is perceived of as an environment made inhospitable either by the extremities of our geography or the social and physical refuse of our industrial engine. The niceties of good form often seem irrelevant in this social context.

**2. The Modern Condition**, a.k.a. The Tear-Down Syndrome. It is perhaps a gross misappropriation of our natural resources to create structures that are designed to last when our uses for them change yearly, if not weekly. We all move, change our minds and need to adjust to the continual flux of modern life. Buildings just stand in the way, especially if they are designed to look like and house something specific.

**3. The Culture Industry**, a.k.a. Get Me Rewrite. What we try to do functionally with buildings can be done much more easily with graphics, singe, projection, or, heaven preserve us, the kind of propping we call interior design and space planning. Architecture then is just another medium of artistic expression in the age of Jesse Helms and Tipper Gore, and it can't even get naked. Even if it represents family values, almost nobody can afford them because our ways of making architecture take up so much money.

**4. The Professional Dilemma**, a.k.a. Nobody Loves Us. Let's face it: we just haven't managed to corner the market on legally binding price gouging the way doctors and lawyers have. Do we want to? The A.I.A. thinks so, but then we would be the butt of countless lawyer-type jokes. Perhaps it is better to be the dapper, idealistic and starving artist who sells his wife to build his vision in the latest Adrian Lynn film, currently lensing against a backdrop of models bought off the backs of those starving SCI-Arc students.

**5. The Howard Roark Syndrome**, a.k.a. Father Knows Best. Our reaction to much of the above has been to reassert architecture as the realization of the good, the true, and the beautiful. Funny that most people find it ridiculous, ugly, and useless. Perhaps architecture is a valid form of investigation, but then as soon as it is built, it becomes something that the client. Moreover, what we think is good might just possibly be influenced by the fact that we are mostly male and mostly white, as well as mostly middle class (at least in aspiration.)

**6. The Ethical Dilemma**, a.k.a. You Can't Fool All the People All the Time. So if we are a service profession and just need to learn how to provide the best, most slavish service to our clients, who are our clients? The guy signing the check, the community in which we live,

the ethical principles of the A.I.A. or the community defined by zoning and building codes? All of these clients make conflicting and mutually exclusive demands on our work.

**7. The Philosophical Dilemma**, a.k.a. The Death of Architecture. In a world in which we have doubts about both the object and the subject, and in which simulation, projection, and the possession of knowledge define our reality, what the hell are we trying to make buildings for? Architecture had a certain place in a society based on capitalist structures. What is to become of architecture in Postmodern society?

There are answers possible to each of these questions, and there are actually some honorable attempts in built form that have risen up out of the miasma of Los Angeles in recent years.

Rather than just sit around and moan, the AIA/LA Design Committee proposes to show how architecture can re-imagine a better Los Angeles. Starting with a specific site that is the subject of a major planning study, the Pico-Union Neighborhood, the Committee proposes to create a design that shows how the infrastructure and forms of the area could be re-invented. Intended as a critical study of both the physical landscape and the social, economic and legal forces that define our building practices, this design will not accept all given conditions and rules, but set out to figure out how our city could be transformed - even if it means rewriting the rules and our roles. The result will be a provocative design that will be presented at the 1994 National Convention, just down the street from the site. The design process will be open to all members of the Committee (which is, of course, open to all members of AIA/LA) Come to the next meeting.

AARON BETSKY  
CO-CHAIR, LA/AIA DESIGN COMMITTEE

I would argue that it is exactly the difficulties of making architecture that, if recognized, can allow us to make good buildings. The problem is that it is much easier to ignore these questions and to make do by indulging in the kind of mediocre built compromises that only make us look more useless and perhaps even evil. All of these issues have become a matter of intense discussion at the recent meetings of the AIA/LA Design Committee.

I will be writing a monthly column, in which I will examine the built environment, whether created by architects or by the nameless others who are always to blame. You'll find the excuses listed here, one through seven. Write only if you come up with another one. -A.B.

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# Habitat

Walter Scott Perry on an holistic architecture. . . .

This column has an attitude. There is a crisis. We are living on a shrinking building site without the survival services of clean air and water, safe waste disposal, or a non-toxic environment. Our situation is made worse by the exponential growth of our own species and plain, self serving greed. Can we survive?

L.A. and the bio-region of Southern California have led the way before. As the emerging cultural, political and economic epicenter of the Pan Pacific Rim, Los Angeles must again lead. Help give expression to the emerging paradigm: that of the inter-connected and inter-dependent, non-hierarchical thought patterns that result in creative solutions that benefit mankind everywhere: locally, regionally, and globally. -W.S.P.

## Eco-Home: Living an Ideal

"I didn't start out thinking I was going to solve the world's problems," says Julia Russell, mother and patriot. She has launched an environmental movement short on cash and political clout, but long on clarity and commitment. Conceived during the drought of 1977, Russell's Eco-Home movement eventually became a reality in 1988, after a decade of trickle-down, me-first politics and attitudes that led to oil spills, medical waste washing up on beaches and Nimbyism regarding the treatment of urban garbage.

The idea of Eco-Home originated with a middle-class mother in Silver Lake, who no longer wanted to be part of the problem, but instead to attempt a solution, and to share the fruits of her work and discoveries with anyone who care to listen and learn.

Russell started out by selling her car, replacing it with a large tricycle. With a rototiller, she ploughed of her thirsty front lawn, planted drought-tolerant vegetation and installed a simple grey-water irrigation system. With a green thumb and hard work, Russell turned her small lot into a living laboratory of energy conservation and sustainability, complete with solar-powered heated and electricity. Almost single-handedly and without fanfare, she has created a working-class, low-budget biosphere, by using the basic principle of her Yankee upbringing: common sense, strength of character, and basic decency.

Russell's long-range goal is to develop the Eco-Home network. She wants to propagate the concept of Eco-Home and build a demonstration in every community in America, if possible. Russell has a growing library and cross-reference information network, and has started to reach out nationally with Ecolution, a quarterly newsletter which acts as a clarion call to all those who want to participate in the movement's network. In this upside-down election year, the notion of self-reliance as a political reality seems to be an idea whose time has come. This idea takes on greater meaning when one observes the growing line of curious people standing outside a wooden bungalow on Russell Avenue to hear a tall, gray-haired woman deliver a simple message: "Don't ever think that one person doesn't make a difference."

WALTER SCOTT PERRY

**Cities should bloom, not just survive.** The word "sustainability" is finding its way into common usage almost as quickly as "recycled" and "biodegradable" have but, perhaps even more than those other terms, it is often not fully understood. Sustainable Cities, Concepts and Strategies for Eco-City Development. (Edited by Bob Walter, Lois Arkin, and Richard Crenshaw) is a recently-published, wide ranging book that clarifies the complex matrix of "sustainability" for lay persons and professional alike. Reviewed in next issue.



## Unpave L.A.!

### Environmentalists Join to Restore L.A.'s Watershed

It's no secret that the built environment has caused a lot of problems to living creatures in Los Angeles. The Westside Urban Forum invited representatives of 'Unpave L.A.', a coalition of environmental groups and public officials, to discuss the issues regarding storm drainage, water re-use, and toxic reduction in a panel moderated by Dorothy Green.

A \$400 million plan to add more concrete to the Los Angeles River, continuing the old approach to storm drain management which has given us toxic beaches and a concrete environment, was the main target of the panel. Lewis MacAdams, founder and director of Friends of the L.A. River, opposes the Los Angeles County Drainage Area (LACDA) project which is proposed by the U.S. Army of Engineers and endorsed by the L.A. County Public Works. He noted that L.A. County is planning to budget \$200 million to fund LACDA, with \$200 million coming from the federal government.

Unpave L.A. proposes an integrated approach to flood control, including the capturing of storm water for re-use rather than sending this precious resource back to the ocean through miles of concrete, dragging toxic elements along its path. Andy Lipkis of Treepeople commented that "We've got water, and we're throwing it away!" He suggested that we collect water as much as possible, using plants for natural filtration and irrigation instead of concrete which costs hundreds of millions of dollars.

Adi Lieberman of Heal the Bay said that California is the nation's leader in coastal pollution. Heal the Bay has been working with the City of Santa Monica on a Model Land-Use Ordinance which will provide architects and home builders with guidelines to reduce both the volume and toxicity of urban run-off.

Chuck Ellis, representing the City of Los Angeles as the Public Information Director of the city's Storm Water Division of Public Works, appeared to be in agreement with the problems and solutions of the environmental activists. He addressed city regulations regard-

ing water run-off from industrial properties, and the variation of soils in different areas of the city. He also mentioned a controversial plan to build a freshwater harbor in Belmont Heights.

Robert Harris, FAIA agreed with the panelists and stressed the benefits of green space and the amenities of regional parks to all communities along the L.A. River. He emphasized that regional parks as part of the flood system could be an antidote to the Army Corps of Engineers raising the concrete river walls. Call 310/270-4151 for information about Unpave L.A., or call Heal the Bay at 310/394-4552 for information regarding the model land-use ordinance.

ELLEN COHN

# TREE

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Above center:  
Julia Russell, in the  
garden of Eco-Home.



## attacked . . . Mitzi March Mogul responds. . .

would not have been fast enough nor efficient enough to handle the current volume of people. We should have started years ago, and the reasons why we didn't are another story entirely, but now we have got to make decisions which will affect the future of the city.

Lets study the Expo Light Rail. Let me emphasize that while I support the concept of mass transit, each situation is different and must be explored thoroughly. Mass transit at all costs will not be advantageous for this city.

First of all, I did not take "sides" on this issue. I do believe that light rail is one answer to a mass transportation scheme, and I do believe that Exposition is one route which should be used. You suggest Santa Monica or Wilshire Blvds. as alternate routes; rather they should be additional routes. The original rails along Exposition Blvd. were laid for freight cars (lots of noise!) before there were houses there. In fact, the neighborhood developed in part because the railroad was there.

Historically, communities develop in proximity to transportation access: waterways, railroad, even major highways. (When traffic was routed to the new interstate, businesses and communities along Route 66 suffered greatly.) The communities of Rancho Park, Cheviot Hills, etc., while pleasant and suburban-feeling, can hardly be considered historic, so this is not an issue of preservation. In the May issue of LA Architect I also discussed the proposed six and a half mile freeway extension through South Pasadena, to which I am firmly opposed. In South Pas. considerable amounts of housing, historic and otherwise, would be lost. To my knowledge, the Exposition Light Rail would not destroy housing stock.

You suggested that travel time from Expo Park to Santa Monica currently is 40 minutes. At what time of day would that be? 2:00A.M. maybe, but not peak hours.

There are several ways of interpreting the facts, and both sides manipulate numbers to prove their points. Friends of the Expo Right-of-Way seem also to pull their statistics out of thin air. The real point is, right now, no decisions have been made: it is still in the preliminary study phase. Even Culver City has not yet made a decision to support it or not. They have asked LACTC to look at alternate routes to passage through their city, and they have asked the agency to study locations for two stations within Culver City. The issue of ridership demand is also specious. LACTC actually has estimated 50,000 daily trips. They count each time someone boards—it may be the same person on a return trip. The method for defining trips is the same for the freeway. You halved the projected LRT demand, but not the Santa Monica Freeway statistics. The average daily trips on the Santa Monica Freeway, between the Harbor Freeway interchange and Lincoln Blvd. are between 166,000-307,000. That figure is higher at the junction, where cars are crossing back and forth between freeways. These are the latest available 1991 statistics, so where you get a number like 450,000 is a mystery.

Your assertion that electric busses have been proven appropriate is also a non sequitur. Since Los Angeles does not have electric busses, there is no way to accurately prove or disprove their desir-

ability. They may have been proven elsewhere, but so have subways (which I do not support in Los Angeles), monorails, trolleys and rail. Electric trolleys are slower, with less ridership capacity, but are more maneuverable. A planned spur from the Blue Line, from Washington down Flower to Exposition Park, would connect directly to a light rail line on Exposition Boulevard. To have trolleys at that point would require a transfer, involving more time and inconvenience. It is believed that those things would dissuade people from using the system.

Your narrow-mindedness is revealed in an early sentence, "...so that citizens from another neighborhood can get to the beach area...". 1. Heaven forbid that citizens from another community should want to take the shortest possible route through "your" neighborhood (you only bought the house, not the entire surrounding area); 2. Did it ever occur to you that folks may want to travel from west to east or to points between mid city and the beach? I stand by my statement regarding racism. I have attended several of the public meetings and witnessed the behaviors and remarks which I reported in the May issue. As a resident of Central Los Angeles, I resent the suggestion that either I or my neighbors would a) want to burgle homes on the Westside, or b) would be so stupid as to use public transportation to do it!

Although I am a proponent of historic preservation, I do not view the past through rose-colored glasses. Nostalgia is great when one is lifting a glass with old friends, but there are better arguments for preserving architecture than sentimentality. I believe that preservation and development are not mutually exclusive, rather when they co-exist, the best of both is achieved. I have no desire to live in the past. I want to see my city grow and be strong and beautiful.

Your "primary objections" are unrealistic. This is a city, and rapidly growing. Increasing noise and traffic congestion come with the territory, and no one is exempt. If peace and quiet are your heart's desire, perhaps a move to another part of the state or country is in order. Protecting the sanctity of your neighborhood? That is the most self-righteous, pretentious remark I've heard in a long time. Your neighborhood is neither spiritual nor sacred, and given the recent social upheavals, your attitude is shameful.

In the final (preliminary) analysis, it is too soon to make a definitive recommendation for or against Light Rail. That is why there are such things called Preliminary Planning Study. The suggestions, desires, even the complaints of the public are a necessary component of such a study, but they should be based upon intelligent and informed opinions and experiences. It seems to me that if we have already started constructing Light Rail and Underground systems we ought to stick with them and make them expansive, user-friendly, and operationally successful, not over-extend ourselves into yet another system. Otherwise, we will end up with a Medusa—the head unable to control the snakes with which it is stuck.

Mitzi March Mogul, President, Art Deco Society

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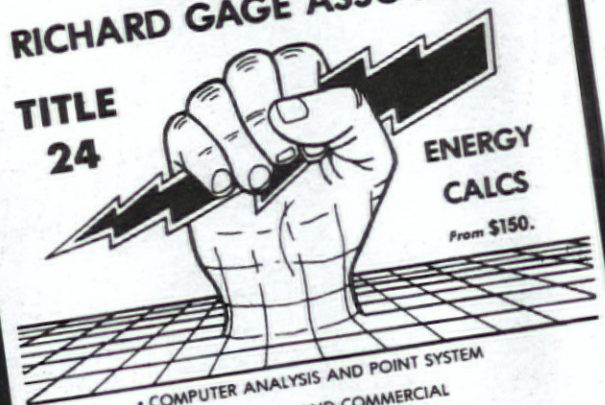
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# Letters to L.A. Architect

## Galaxy defended. . . NIMBY's v Public Transport

From Mitchell E. Sawasy:

In order to establish credibility, I believe that one must work from the basis of fact. This letter should help to clarify the credits of "Love It Or Loathe It: Ghastly Galaxy" (July/August 1992). Although I do not totally disagree with Mr. Betsky's observations, I do feel that the developers have, in fact, exhibited a great deal of courage in developing the project. Despite the head lock of CRA, the flight of other "national" developers of other "Hollywood Projects," and the economy, they have followed through with their commitment. The developers have risked much - and could gain much - on the Hollywood Galaxy project. We see very little evidence of other sources coming to the plate to help renew "Hollywood." Had our firm been responsible for the design of Hollywood Galaxy, I'm sure the project would not have been realized as we see it today. But we were not the Design Architect. In fact, Rothenberg Sawasy Architects (RSA) did not become involved in the project until after the permit was issued. After extensive review and input from the CRA, the Design Architects - Maxwell Starkman Christianson & Vidal - received approvals to build the project. My firm's responsibility consisted of clarifying the construction documents for bidding purposes and participating in the construction process as Coordinating Architect. I hope next time that Mr. Betsky hands out the accolades to those who deserve them most.

Mitchell E. Sawasy AIA, Principal, Rothenberg Sawasy Architects, Inc.

To Mitzi March Mogul from Steve Kunin:

Your section "NIMBY'S v Public Transport" in your column "Preservation Round-up" in the May 1992 edition of the L.A. Architect is so entirely biased, misinformed, and misleading that a public retraction and explanation of your misrepresentation should be issued immediately. I am still trying to understand how a preservationist such as yourself could take sides with a public agency (the Los Angeles Transportation Commission) which is proposing to run a railroad through a number of single-family neighborhoods and by doing so, will destroy those neighborhoods. Contrary to your opinion, it is homeowner's groups such as ours which are trying to preserve the quality of life which is slowly slipping away in this city. Destroying a neighborhood so that citizens from another neighborhood can get to the "beach area" is the most ridiculous and ill-conceived concept of city planning and preservation of which I have ever heard. Contrary to your unfounded accusations, racism and fear are not factors in our opposition to the proposed route through our neighborhoods. Reasonable and sensible transportation engineering and planning issues are factors in our opposition. Our primary objections are inappropriate noise levels, additional traffic congestion with considerable north-south automobile traffic, and inadequate ridership support within walking distance of proposed stations to justify cost. The homeowners in the Rancho Park and Cheviot Hills areas have had reason to become informed. We know that this proposal would destroy the quality of life along the right-of-way due to excessive noise levels; it has happened to residential neighborhoods

in Sacramento and Long Beach. Consider: The Exposition Boulevard rail line is estimated to cost over 500 million dollars without any grade separations. It will cost one billion dollars if it is put underground to avoid congestion with automobile traffic from Washington Boulevard to I-405. Total cost for a trolley bus route is 200 million dollars (Exposition ROW Preliminary Planning Study.) The travel time from Exposition Park to 17th street in Santa Monica by rail transit is estimated at 38 minutes. This time does not include travel time to the Exposition Park Station or time from the 17th Street to the beach. Current travel time by automobile from Exposition Park to the beach on I-10 is 40 minutes (Exposition ROW Prelim. Study.) In order to boost ridership on the existing Long Beach line, parallel passenger-preferred bus routes have been curtailed. The Rapid Transit District has stated publicly that rail routes and bus routes serve different needs and preferences in the transportation system. That is to say that one system does not and cannot supplant the other (R. Gebhart, Feb. 18, 1992.) In order to provide rider safety on the Blue Line, the Los Angeles Sheriff Deputies patrol the right-of-way and ride on selected trains. The Culver City Council is not supporting the use of the ROW for rail transit and in fact has requested that the LACTC study alternate routes where the Exposition Boulevard ROW traverses their city boundary. Although patronage demand studies have not been made by LACTC, they estimate a projected demand of 25,000 one-way daily trips by the year 2010. The Santa Monica Freeway, which approximately parallels the Exposition Boulevard ROW currently handles over 450,000 daily trips. At 1.2 riders per car, that is 540,000 people who use the freeway every day. Electric busses have proven to be the most economical and environmentally appropriate means of public transportation for multi-core cities such as Los Angeles (Mel Weber, UC Berkeley, and Martin Wachs, UCLA.) Over half a million people currently traverse our neighborhood on the existing streets and freeways every day. We are familiar with public transportation and are not afraid of it. However, we believe that public transportation funds should be spent wisely and sensibly along corridors and routes which serve the greatest good. The Exposition Corridor right-of-way traverses a great number of single-family neighborhoods of very low density. There are many other corridors such as Wilshire and Santa Monica Boulevards which are obviously far better suited to support the ridership demands, capital and operating costs of rail transportation. Instead of your knee-jerk "rail transportation is good" attitude, I suggest that you and David Saffer, whom you quote, become familiar with the facts before espousing opinions in architectural journals.

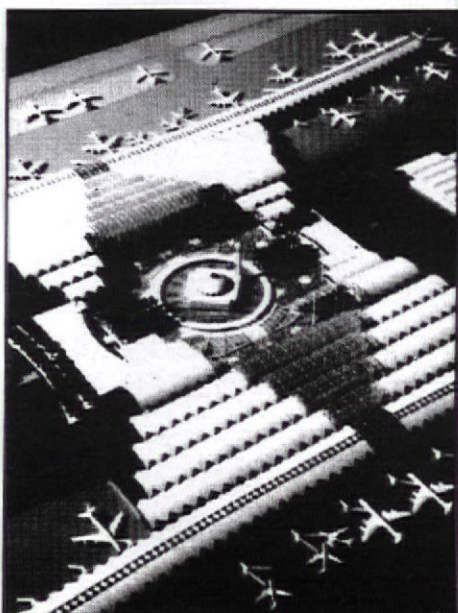
Steve Kunin, President, Westwood Gardens Civic Association

### Author's response

Those of us who are native to Los Angeles (admittedly in the minority) remember the trolleys and busses. It was an excellent system. But understand this: that system would have had to be upgraded to accommodate the incredible growth that this city has undergone. It

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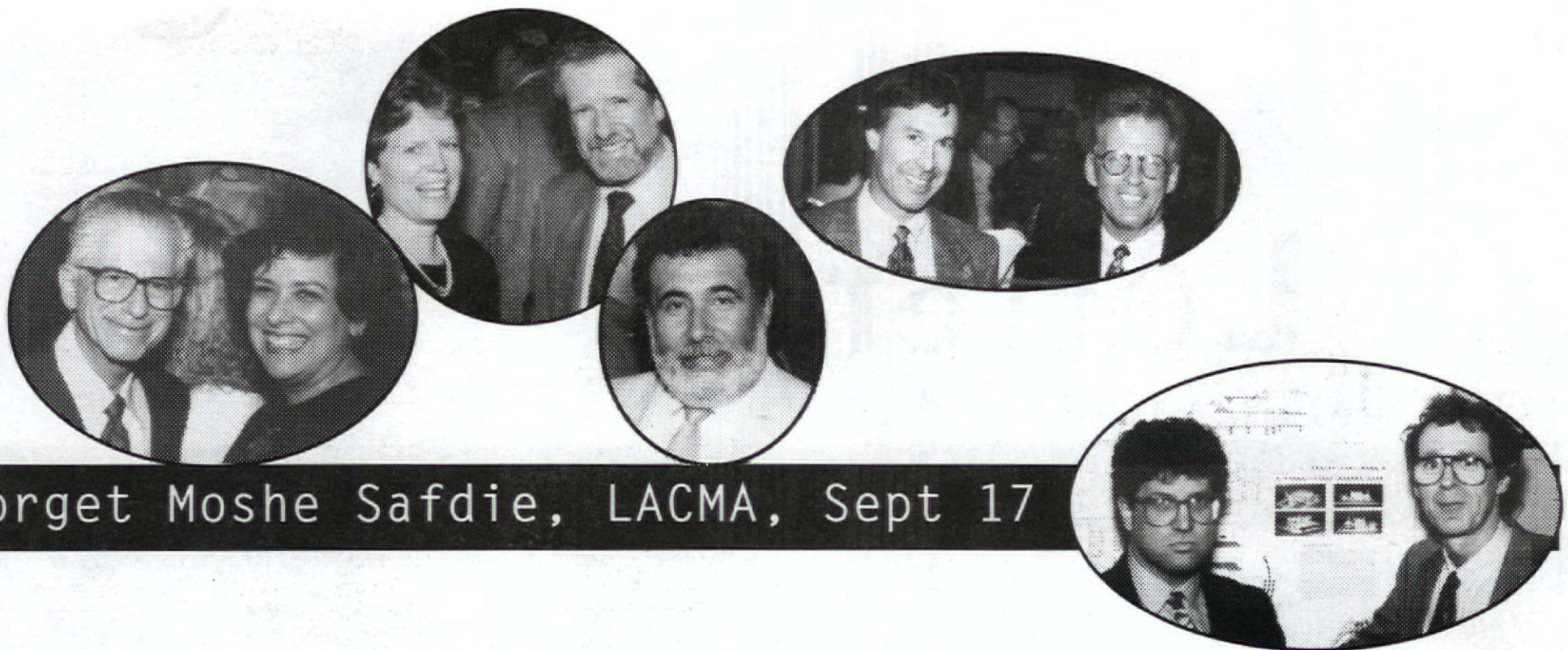
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forget Moshe Safdie, LACMA, Sept 17

Univisions' KMEX television station in Los Angeles. **Carlos Chavez-Andonegui AIA** is responsible for design, document production and construction administration.

The **Inland Valley Development Agency**, a joint powers agency of local governments in San Bernardino County, has selected **Johnson Fain & Pereira Associates** to create a master plan for a 400-acre portion of the Norton Air Force Base. The 50-year-old military base is scheduled for closing in 1996, and is expected to be converted to commercial uses.

Included on the Johnson Fain and Pereira Team are **ASL Consulting Engineers** of Arcadia, landscape architect **Emmet Wemple Associates** of Los Angeles; the financial consulting firm of **Hamilton, Rabinowitz & Alschuler** of Los Angeles; **Aviation Systems Associates** of Torrance; the environmental consulting firm **Mittlehauser Corp.** of Los Angeles; and the traffic consultants **Linscott Law and Greenspan** of Costa Mesa.

#### Opened:

Separately, in Guam, another **Johnson Fain and Pereira** project has opened: the first phase of homes in the 3,000-unit **LeoPalace**. Described as the largest master-planned resort community in the South Pacific Basin, the homes adjoin a 45-hole golf course, a hotel/conference center, and tennis/sports complex with an Olympic pool.

**Mall of America**, the largest enclosed shopping mall in the nation, opened during August in Bloomington, Minn. **The Jerde Partnership** of Venice is the architect of the 4.2 million square-foot retail and entertainment center. Mall of America is divided into four "shopping streets," including the North Garden; the West Market, an international marketplace; the cosmopolitan South Avenue; and East Broadway, a "contemporary, high-energy avenue," according to the architects. AAt the center of the project is a seven-acre entertainment park, landscaped to look and feel like Northern Minnesota.

#### Awarded

**RTKL Associates Inc.** Los Angeles received the President's "E" Award for Excellence in Exporting in a July ceremony. Senior vice president **David A. Brotman AIA**, senior v.p. **Sudhakar Thakurdesai, AIA**, and vice president **Paul Jacob, AIA** received the award in Washington, D.C., from **Sen. John Seymour**. Created by an executive order of President Kennedy in 1961, the "E" Award recognizes person, firms and organization that contribute significantly to U.S. exports. RTKL has projects in Taipei, Bangkok, Melbourne, and Calgary, Canada.

**Dworsky Associates** of Los Angeles has won the 1992 Kaufman & Broad Urban Beautification Award, in the "Public Use Civic Project" category, for the Beverly Hills Main Post Office. The two-story, 47,000-square-foot building features a 45-foot glass entry tower at the corner of Third Street and Maple Drive. Landscaping includes 40-foot Canary Island pine trees and drought-resistant plants. **Los Angeles Business Council** sponsored the contest.

**M. Arthur Gensler Jr., FAIA**, president of Gensler And Associates Architects, received the Star Award from the Institute of Business Designers (IBD) during the recent Neocon National Contract Design Exposition in Chicago. Also receiving awards are architect **Kurt W. Meyer FAIA**, chairman of **Meyer & Allen Associates**, and developer **William L. Tooley**, chairman of **Tooley & Company Inc.** The event will be held at the Sheraton Grande Hotel in downtown Los Angeles, beginning with a reception at 11:30 a.m., followed by

the luncheon at noon and the program at 12:45 p.m.

#### Donated:

**Biesek Design** of San Luis Obispo has completed a sign project for the Los Angeles Free Clinic. The firm designed completely all interior sign planning for the clinic's Hollywood Health Center on a pro-bono basis in collaboration with **Rasa Bauzam**, the clinic's architectural consultant. The new clinic is intended to serve as a critical resource for sustained medical and social services for the growing number of high-risk, homeless, and abused youth who gather in the Hollywood-Wilshire area. ...

#### Exported:

Beverly Hills-based **Anshen + Allen Architects**, in collaboration with **Dyer Associates** of Cheltenham, England, has won a British design competition to masterplan and design the New District General Hospital for Norfolk and Norwich. The Norwich Health Authority of the United Kingdom made the decision in late June. The program calls for a new 1,200-bed hospital with a "medical village" supporting out-patient, diagnostic and treatment and administrative functions. Also at Anshen + Allen, **David Keiser AIA** has joined the firm as medical planner.

#### Elected:

The University of Texas has invited **Mehrdad Yazdani AIA**, senior project designer and vice president in **Ellerbe Becket Inc.**'s Los Angeles office has been elected to serve a one-year term on the School of Architecture Foundation Advisory Council; the one-year term begins September 1. Mr. Yazdani received his B.A. with highest honors from Texas in 1984.

#### Promoted:

Walt Disney Imagineering has announced three new promotions. **Allen D. Moyer** is senior vice president, Project Management for Euro Disneyland Imagineering; **William R. Sims** is senior vice president, Walt Disney Imagineering-Florida, and **James W. Thomas** is vice president,

Architecture and Facilities Engineering at the company's Glendale headquarters.

#### Announced:

The **Society for Marketing Professional Services (SMPS)** has announced the new Los Angeles Chapter Officers and 1992 Board of Directors. President: **Phyllis Dubinsky Klein**, **Ellerbe Becket**, Vice president/President Elect: **Lori Belateche**, **Dames & Moore**; Secretary: **Susan LeMaster**, **The Arpen Group**. Treasurer: **Lisa Pound**, **Sciupac and Pound**; Past President, **Dan Jacobs**, **Albert C. Martin**.

The 1992 Board of Directors includes **David Dretzka**, **Dretzka & Associates** (Programs); **Sally Smith**, **Dworsky Associates** (Membership); **Andrew Walden**, **Lehrer McGovern Bovis**, (Communications); **Andrew Brown**, **SRP Engineering**, (Sponsorship.) SMPS is a non-profit national society devoted to the needs of professional service marketers in the areas of architecture, engineering, planning, interior design, landscape architecture and construction management. ...

#### Appointed:

**Sharon Simchowitz** has been named Director of business development for **Birtcher Construction Ltd.** of Laguna Niguel. She is responsible for the company's marketing programs in Los Angeles and Orange counties. Also at Birtcher, **Nina Payne** has been named customer service director. ...

**Raymond W. Holdsworth** has been appointed vice president and manager of corporate development at **AECOM Technology Corp.**, the Los Angeles-based parent of five engineering, architectural, environmental, operations and maintenance and construction services firms. ...

#### A bubbly occasion,

from left to right: Mr and Mrs Breton

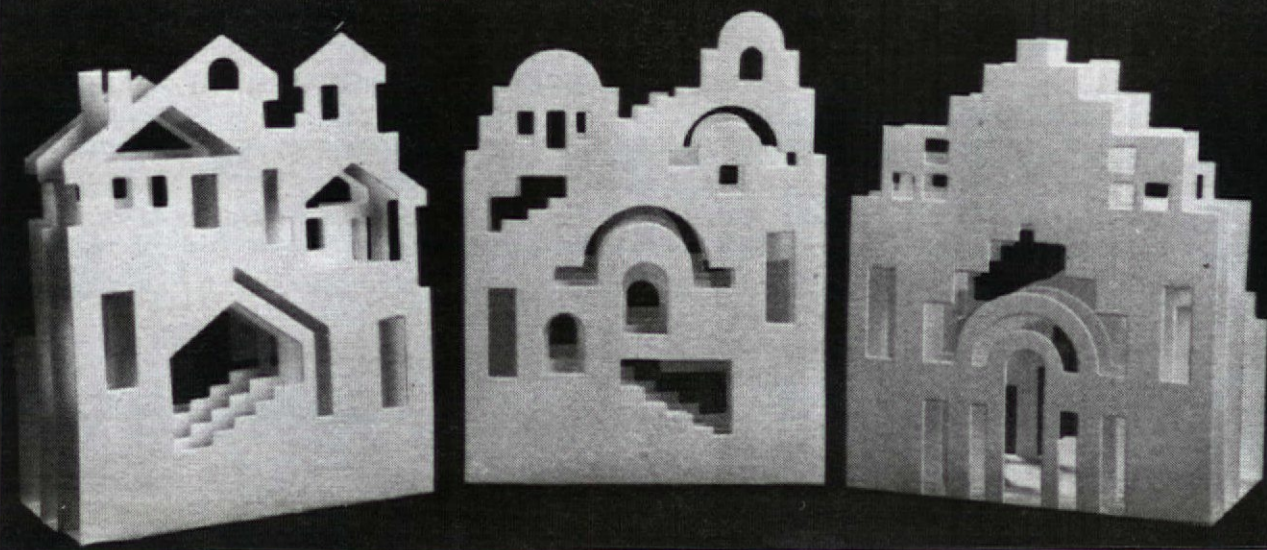
**Washington, Marvin Malecha, and Bernard Zimmerman; Mr and Mrs Laurence Chaffin, Seraphina Lamb; Robert Uyeda and friend; Councilman Marvin Braude and Katherine Diamond; Richard Appel and Diane Evans; Robert Figueroa; Rex Beasley and Raymond Galo; Morris Newman and John Mutlow.**

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the Pacific Design Center on Thursday evening, October 29, 1992 from 5:30 until 7:00 p.m. Cost is \$10.00 for Chapter members, \$15.00 for non-members. Call Bernie Altman at 310 204-2290 or the Chapter office at 213 380-4595 for reservations (by September 25.)

**Effective Negotiating Seminar**  
In association with IFMA (International Facility Management Assoc.), the PDC and IBD, the Professional Practice Committee of AIA/LA is planning a one-day seminar on effective negotiating skills on Saturday, November 7, 1992 at the PDC. Call Subodh Kumar of IFMA at 213 362-4805 for reservations and further information.

**Southern California Edison Programs for Energy Efficiency**  
At the September meeting of the Professional Practice Committee, Walter Jones of Southern California Edison will speak on the utility company's currently available programs for new construction and retrofit of commercial, industrial and residential buildings. Learn how to help end-users evaluate how to take advantage of lower utility rate schedules by specifying or converting from standard to energy-efficient equipment. The meeting will take place on Thursday, September 24 at the Chapter office from 5:45 to 7:00 p.m. Call Bernie Altman at 310 204-2290, Dan Morales at 310 499-5636, or the Chapter office for information.

**Professional Affiliates**  
As members of the Professional Affiliates committee within your organization, we are creating a sounding board designed to bring the latest techniques and technologies to you and expose the many issues that affect your performance in the marketplace. Over the next few months we will be very

active in the AIA as we sponsor lectures, seminars, and speakers on subjects that matter to chapter members. Our goal is to provide information and become a reliable resource to the AIA. BE ON THE LOOKOUT for future events. Contact Nicci Solomons at 213 380-4595.

ROSE ANNE SCHOOF

## Membership News

On Monday, July 27, the L.A. Chapter hosted a party commemorating our 98th birthday, and welcoming new members to the chapter. The chapter office was transformed into a festive setting, complete with a jazz band and guests turned up in force. Tables were set up buffet-style in the conference room, with fresh fruits and vegetables meticulously laid out on trays by the UPSTAGE CAFE. In addition, QUIZNO'S generously provided an array of cold-cuts and cheeses placed among exquisite floral arrangements from ABC FLOWERS AND GIFTS.

### New Members

Rendler, Michael J., *Small Rendler Architects*; Wallock, Steven C., *Yglesias, Wallock Architects*; Oshiro, Mas, *Port of Los Angeles*; Tomaro, Louie M., *Tomaro Design & Development*; Bauza, Rasa J., *Rasa Bauza*; Jansenson, Daniel J., *Gensler & Associates, Architects*; Magaro, Pietro F., *Peter Magaro Architect*; Otavka, Michael A., *ASUCLA*; Brintnall, William E., *Rochlin Baran & Balbona Inc.*; Torbati, Elizabeth, *Rochlin Baran & Balbona Inc.*; Stanislaw, Ralph M., *Johnson Fain and Pereira Associates*.

### Re-Instate

Firschein, William T., *Built Environments*; Roy, Dennis S., *Dennis Roy OAD, Inc.*  
**Associate**  
Smith, Darren A., *Terra Architecture*

& Construction; Heath, Steve T., *Jenkins, Gales & Martinez*; Ahmadian, Mitra, *Federal Reserve Bank*; Geldert, Lanie, *Anshen & Allen Arch.*; Fondevila, Jesus, *Widom, Wein, Cohen Arch.*; Herbach, Patricia J., *H.O.K.*

### Emeritus

Kelford, Craig B., *CBK/AIA, Architects, Inc.*; Aveis, Arnold.

### Student

Clayman, Lori, *SMC*

### Professional Affiliates:

Tomlinson, Robert, *Daniel Mann Johnson Mendenhall*; Smith, Donna L., *Baker Robbins & Company*; Bethany, Dave, *Cascade Construction Co.*

## Competitions and Awards

### Competition

**Accessible Housing Design**  
Architects, builders, and consumers have until October 2 to register for a nationwide competition for accessible housing designs. Sponsored by Rhode Island Housing and Mortgage Finance Corporation, the competition focuses on low-cost modifications to living areas such as kitchens and baths for the physically handicapped. For more information and registration, call Jean Burritt Robertson at 401 751-5566, x267.

### Award

Applications are now being invited for the Rudy Bruner Award, a non-traditional award that identifies and celebrates the difficult process of creating excellence in the urban environment. The award is given every two years by the Rudy Bruner Foundation to developments which demonstrate the successful reconciliation of competing financial, visual, and social factors in the design process. Applicants are not expected to conform to a precon-

ceived criteria of excellence, but rather to describe the product, process, and values, that most contributed to the success of their project; diverse definitions of a quality built-environment are sought. The projects to be assessed are not constrained by scale or time of completion. However, projects should have been in operation long enough to demonstrate success. Projects of any size will be considered as long as they make a contribution to the urban environment. The Selection Committee (which includes, among others, ex-mayor and architect Harvey B. Gantt and Angeleno Denise Fairchild of Local Initiative Support Corp.) is especially interested in innovation in design, modification of standard processes, and inclusion of new participants in the effort to revitalize our cities.

For more information, please write or call the Bruner Foundation; 560 Broadway, New York, New York, 10012. 212 334-9844 Fax: 212 334-9842

## People and Projects

### Selected:

**Rochlin Baran & Balbona Inc.** is the architect of the Thomas and Dorothy Leavey Cancer Center and Betty Weiland Ambulatory Surgery Center at Northridge Hospital Medical Center. The complex broke ground in August. The 18, 500-square-foot complex is to contain five separate outpatient stations for treatment, a day-hospital treatment facility, radiation therapy service, a new 25-million-electron-volt linear accelerator, a data center, a laser room, four operating rooms and waiting and examination area.

ADM Architects has been selected to design new interiors for

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# AIA/LA



design awards entries

## Which Way AIA?

At the 1991 Convention in Washington, AIA broke with tradition and elected its first educator as President and first woman as President-Elect. At the same time, it resolved to recast itself embracing architects in government, corporate practice, military, education, manufacturing, along with those in traditional practice. The Board of Directors meeting and the Convention '92 that followed in Boston this year have proven to be mechanisms for accelerated change. The Board has acted decisively to support Continuing Education as a requirement for membership in the Institute. A pilot program will begin in January, 1993 and full compliance will be required by January, 1996 and thereafter. This is so that members of the Institute can maintain higher standards than that of their colleagues.

The Board acted unanimously upon

a motion which supports social, cultural, ethnic, and gender diversity within the profession and the Institute.

The Board strongly supported the concept of the Institute taking a leadership role in establishing an Urban Agenda for America. Acknowledging that architects and staff can and must become involved in improving the urban condition not only by designing buildings but by crafting legislation, public policy, and consensus among residents that their cities can fulfill the promise that has somehow eluded us.

The Board voted unanimously to redefine its financial priorities for the rest of the year and to make available to our chapter \$50,000 in support of our Disaster Emergency Services Committee efforts coordinating those of other committees to respond to the need that is so evident for the people of our region. Another \$2,000 came out of pocket from members in attendance and a commitment was made to lend the support of those responsible at the Institute for governmental affairs, communications, and public relations,

R/UDAT implementation, and fund raising to assist us in whatever way they can in this initial program and on the long term. At present, our intention is to facilitate four workshops in separate but defined cultural zones so as to assist communities in expressing their own issues and goals, and translating those into visions for the future of their communities.

The Convention produced resolutions and positive responses to all these issues from the floor, as well as one addressing AIA's policy for a sustainable environment. Beyond this, the Board had taken action to support the recommendations of the Service Delivery Task Force which, with the issues mentioned above, will measurably affect interaction between the Institute and the membership, such that AIA shall evolve into an organization which is substantially more accessible, accountable, essential, and profoundly conscientious.

**RONALD ALTOON, FAIA**  
DIRECTOR, CALIFORNIA REGION

## Committees

### Cadddd

The CADDD Committee will present a program on INTERGRAPH, one of the most complete turn-key CAD solutions for architectural design, visualization, and drafting. Presented by Alex Maxim and Scott Kramer, from Intelligent CAD Integration, it will take place at Gruen Associates, 6330 San Vicente Blvd, LA 90048. Call the Chapter Office at 213 380 4595 or Matt at 310 798 2700.

### Professional Practice Alternate Dispute Resolution

The Professional Practice Committee, in conjunction with the Mediation Institute, will host a panel discussion on mediation on October 29, 1992. Participants will represent design and legal professionals who have had first-hand experience in mediated settlements of disputes common to the architectural field. The meeting will take place at the Blue Auditorium of

AIA/LA continues on next page . . .



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## Max Factor Threatened

The Max Factor building, which houses the Max Factor Makeup Museum, is on the verge of closure. The owner, Proctor & Gamble, has agreed to keep the museum open till September 1st and has determined to eventually donate the museum artifacts to the proposed Hollywood Entertainment Museum. An RFP has been issued to keep the museum open until that time (est: Fall, 1995) and possibly include other uses within the space. The retail make-up outlet has already been closed and will not re-open.

A combination of three structures, the first of which was erected about 1915, the building was unified in 1935 by S. Charles Lee, with an Art Deco/Regency Revival facade. Max Factor was a pioneer in make-up that looked natural on film, designed to work well under the hot lights with star's individual skin tones. The building represents elegance and theatricality, a symbol of all that Hollywood stood for.

Should the museum close, the future of Hollywood and any proposed revitalization will be a long-shot, at best. Tourists visit Hollywood specifically to see the buildings and artifacts which represent its heyday. They cannot help but be disappointed by the current tackiness and taintness of the Boulevard. This

is one of the best buildings in Hollywood, National Register eligible and, though nominated in 1980 for Los Angeles Historic-Cultural Monument status, the nomination was stalled at the request of the former council member for the district. Proctor & Gamble has reserved the right to reject "any and all offers at its sole discretion." Although they state that factors other than economics will be taken into consideration, there is no guarantee that they will select any of the submitted proposals, thus leaving the building in limbo.

It seems strange that in all the talk about Hollywood revitalization, no one has made Historic Preservation a focal point. Revitalization has a lot to do with marketing and public relations, and time is often spent on these projects creating an image. Hollywood comes complete with its own image, its own handle, but few are capitalizing on it. Instead, millions are spent on mega projects such as the Hollywood Galaxy, while the real Hollywood icons are left to Fate. Proctor & Gamble, whose name is so inextricably linked to another noteworthy structure, Pasadena's Gamble House, are missing the boat, too. Making a commitment to the Max Factor Building could go a long way toward an image of elegance, refinement, and a respect for the best in American ingenuity and heritage, presumably all things for which their products stand.

**MITZI MARCH MOGUL**

### AIA/LA Committees and Chairs:

Architecture for Health, Richard Checel, AIA (818) 405-5340; Design Awards Program, Frank Gehry FAIA (310) 828-6088; Historic Preservation, Timothy John Brandt (818) 769-1486; Interior Architecture, Lauren Rottet, AIA (213) 895-4770; Liability, William Krisel, AIA-E (213) 824-0441; Professional Practice, Bernard Altman, AIA (213) 204-2290; Programs/Professional Development, Bernard Zimmerman, AIA (213) 274-0243; Small Projects (Practice), Donald C. Axon, FAIA (213) 476-4593; Architects in Education, Marvin Malecha, AIA (714) 869-2666; Architects in Government, Maria Campeanu, AIA (213) 620-4517; Architecture for Housing, Manuel Gonzalez, AIA (213) 394-0273; Building/Performance & Regulations, John Petro, AIA (213) 207-8400; Communications/Public Relations, Michael J. Kent, AIA (213) 826-2500; WestWeek, Lauren Rottet, AIA (213) 895-4770; L.A. Architect, Arthur Golding, AIA (213) 622-5955; Government Relations, Victor J. Nahmias, AIA (818) 879-9656; International Relations/Hospitality, Raymond Kappe, FAIA (213) 453-2643; Licensing Task Force, William Krisel, AIA-E (213) 824-0441; Urban Design, Deborah Murphy (213) 485-3402; Associates, Steve Michael Howerton, Assoc. AIA, (310) 830-2611; Real Problems Design Competition, Steve Michael Howerton, Assoc. AIA, (310) 830-2611; Sandcastle Competition, Andrew E. Althaus (805) 496-1101; Student Visions for Architecture, Jeffrey T. Sessions (213) 933-8341; Districting, Gregory Villanueva, AIA (213) 727-6096; Ethics, Herbert Wiedoeft, AIA (213) 413-3131; Fellowship Nominations, P.K. Rebsamen, FAIA (213) 468-9900; Library, James R. Combs, AIA (213) 388-1361; Long Range Planning, Katherine Diamond, AIA (310) 474-3244; Membership, Harlan Hogue, AIA (213) 458-9077; Mentor's Hotline, Morris Verger, FAIA-E (213) 824-2671; Minority & Women's Resources, Donna Jean Brown, AIA (213) 938-9356; Past Presidents Council, Donald C. Axon, AIA (213) 476-4593; Professional Affiliates, Steven M. Gilmore (818) 441-1400; Students Affairs, Michael Hricak, AIA (213) 823-4220/829-2074; Women's Architectural League, Betty Gamble (213) 664-3955; Design Committee, Aaron Betsky, Assoc. AIA (213) 876-4268, Lisa Wightman, AIA (213) 937-9459; International Practice, Jan Muntz, Assoc. AIA (213) 742-7012.

News Continued . . .

Don't forget . . .

## Evaluation Board Reviewed

The Los Angeles County Board of Supervisors is considering a change in the role of the Architectural Evaluation Board (AEB), which was established in 1986 to promote equitable selection among architectural firms for County contracts. The issue currently under review threatens to seriously undermine efforts made since 1966 towards greater distribution of these contracts, particularly to minority and women-owned businesses.

The seven-member volunteer advisory board operates without a County budget contributing time and resources to remedy the selection process. In his motion July 21st to the Board of Supervisors, Supervisor Ed Edelman wrote, "It appears that due to changes in departmental budgeting procedures, decentralization and consolidation of departments, architectural appointments/recommendations by the AEB have been bypassed by departments." The motion moves that the Supervisors' Chief Administrative Officer report to the Board by September 21st "with recommendations on whether the AEB should continue to serve as the County's reference source for architects" or consider the alternatives that "the County departments should take over this function, or a new policy using the AEB with departments should be established."

This board of committed professionals should be used to the best of its ability, especially since the costs to the taxpayers is minimized by board members' volunteer service. Equitable distribution of business must be promoted for design firms now struggling for work in our county.

Architects and other interested professionals should support the equal distribution of architectural contracts throughout firms in the County by encouraging the Board of Supervisors to maintain the Architectural Evaluation Board with a new policy mandating that the County adhere to its recommendations.

**ELLEN COHN**



# L.A. Architect

Works in Progress . . . L.A. and L.A. Architect . . .

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## Coalition Goes To Work

The Design Professionals Coalition agreed on August 7 to assist help four Los Angeles neighborhoods create their own development plans. The agreement signals an increasingly direct role in community affairs by the Coalition, a group about 15 design organizations including the Chapter, NOMA and AAEE. Formed shortly after the Los Angeles riots, the Coalition is intended to connect design professionals with efforts to rebuild the city. Neighborhoods requesting assistance include Crenshaw, Vernon-Slauson, Vernon Central and Hoover-Adams. "The Coalition will be a resource for information and a connection to further resources for these areas," said Michael Pride Wells, Coalition co-chair. The organization plans to assist neighborhood-based planning efforts, by training local residents to gather information and conduct community meetings.

According to Wells, the Coalition is also planning a monthly series of public design charrettes. Tentatively scheduled for October is a charrette for the design of "scatter-site" housing in South Central Los Angeles. The organization has approached the Chapter and the city's Housing Preservation and Production Dept. to co-sponsor the event. The Coalition is also considering the provision of design services to specific inner-city projects. Those projects include urban design for an intersection, architectural design of a police substation, and review of plans for a community center, all in the Pico Union area; the design of prototype housing and temporary open-air markets, both in South Central; and a study for the adaptive reuse of a building in Inglewood.

Separately, the Los Angeles office of Local Initiatives Support Coalition (LISC), a national organization which provides capital and technical assistance to projects in low-income areas, agreed in August to provide \$70,000 to each of ten planning areas. The money is intended for salaries of professional community planners.

## Hillside Ordinance Approved

The Los Angeles City Council approved the long-debated Hillside Ordinance in July, effectively reducing the size of most new construction and remodels in the city's hilly areas. The Chapter had opposed the version of the ordinance which finally won approval. Prior to the vote, Chapter President Richard Appel wrote Councilman Marvin Braude that the ordinance would be "an environmental, architectural and administrative nightmare. We are convinced, after extensive testing of the requirements, that this version will encourage architecture that will be a blight on the hillsides." Appel added that the ordinance "will require that almost every permit application seek variances or hardship exemption in order that even reasonable houses can be constructed."

Under the approved version of the ordinance, owners of a lot with a 50' frontage on a 50-degree slope, would allow a house no larger than 2,400 square feet. Owners of a 50-foot frontage on a 67-degree slope can build only 2,000 square feet. "The resulting building would be a box with a flat roof," said Bruce Sternberg, chairman of the Hillside Ordinance Task Force.

The ordinance sets a 36-foot height limit on most sites and 45-foot limit on houses built on slopes of greater than 67 degrees. Houses on standard lots can cover no more than 40 percent of the buildable area. Additional parking spaces are required for each 1,000 square feet above 2,400 square feet of new or remodeled residential construction.

According to Sternberg, the building formula "is a purely political ordinance that absolutely disregarded what the design community, the building community, and even the Hillside Federation had wanted." The federation, a powerful homeowner's lobby, had backed the AIA version of the ordinance.

## Coliseum Expansion Killed

The planned expansion of the Los Angeles Memorial Coliseum has been killed, as a result of a failure by the Coliseum's private manager to sell luxury seats. The announcement came shortly after developer Wayne Ratkovich completed work on a proposal to enlarge and renovate the historic stadium.

The developer had recommended a scaled-down expansion plan for the historic structure, which has been the subject of expansion plans for nearly 20 years.

In December, Spectacor, a private company which operates the publicly owned stadium, announced a \$240 million expansion plan, including the addition of 15,000 club seats and 282 luxury suites. Spectacor was unable to find lenders for the project.

In April, Spectacor hired Ratkovich, best known for historic renovation projects in Los Angeles, to reformulate the expansion plans. Ratkovich's \$116 million plan called for only 4,000 club seats and 150 luxury suites. The developer also devised an ingenious construction schedule, with work occurring on the football off season. Ratkovich had envisioned work starting next year. In August, however, Spectacor management announced that renovation work had been put on hold indefinitely.

## Critic Turns Actor

Sam Hall Kaplan has found a way to supplement his income during the recession—by becoming a television actor. Kaplan, the former architectural critic of the Los Angeles Times and currently a vice president of Janss Corp., started his new career in the classic Hollywood way: he was spotted by a talent agency. "I was hired to supervise the building of sand castles for a sequence of 'Beverly Hills 91210,' and they asked me to play a judge for sand-castle contest."

His debut aired on August 20. Shortly after filming, agents approached the bearded Kaplan, whose barbs have lodged deeply into the egos of many architects, to do screen tests for both "L.A. Law" and "Civil Wars." Kaplan has already found himself typecast, however. In both screen tests, he is playing a courtroom judge. "I've gone from critic to judge. Not a very great distance," says Kaplan.

MORRIS NEWMAN  
NEWS EDITOR

Top left:

489 South Robertson Boulevard; remodel of a 2-storey office building for Megadrive, by Michael Carapetian, (with assistance from Danny Song Koo, Mark Lee).

PHOTO: Peter Carapetian

Below:

Sam Hall Kaplan

