

March 1997

Bulk Rate  
U.S. Postage Paid  
Pacific Rim Mailers

# L.A. Architect

Published by the  
Los Angeles Chapter,  
American Institute  
of Architects:  
Pacific Design Center  
8687 Melrose Avenue  
Suite M3  
Los Angeles, CA 90069  
Tel: (310) 785-1809  
\$4.00

Coming in the  
April/May Issue:  
Who's Designing  
Downtown Los Angeles?  
Plus More!



## Inside:

BOMA Conference Review  
Rick Keating Discusses the  
10-Minute Diamond Plan

a  
designing  
the  
living  
for  
4  
the  
Hollywood  
IDCA  
June 5-8, 1997  
with international design conference in aspen

INDUSTRY LEADERS,  
CRITICS AND TOP DESIGNERS EXPLORE  
THE NEW REACHES OF HOLLYWOOD—ITS NEW TECHNOLOGY,  
NEW CORPORATE ALIGNMENTS, NEW FIELDS OF  
ENDEAVOR AND  
NEW DESIGN OPPORTUNITIES.

SPACE IS LIMITED.

Further information: 970.925.2257  
fax: 970.925.8495  
e-mail [idca@csn.net](mailto:idca@csn.net)  
IDCA, Box 664, Aspen, CO 81612.

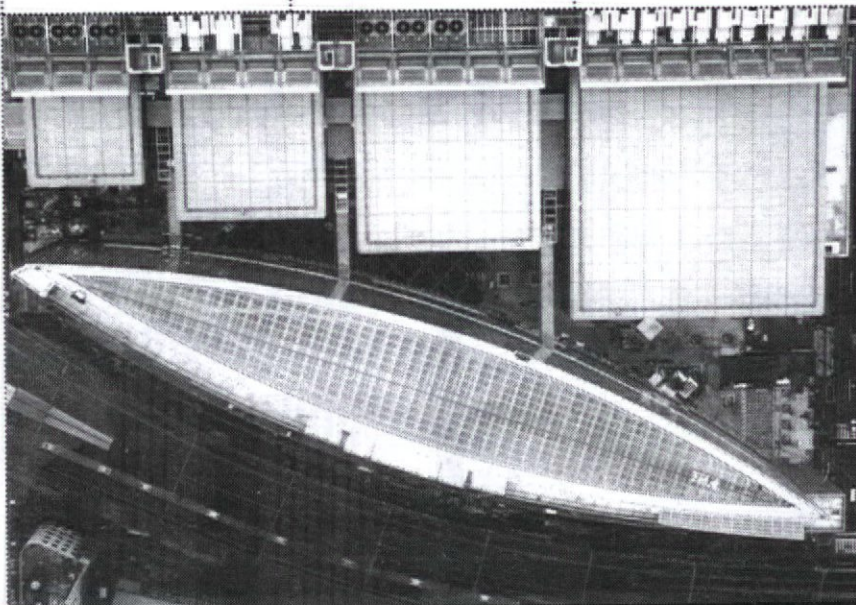
Or see our website [idca.org](http://idca.org) for complete  
information and registration form.

chairs:  
Gil Friesen, Armyan Bernstein



# March

Pictured from top to bottom are images of the Tokyo International Forum by Rafeal Viñoly Architects, PC. Keynote speaker in the *Masters of Architecture Series* March 6 at 6:30 p.m.



7  
L.A. Architect March 1997

Sunday      Monday      Tuesday      Wednesday      Thursday      Friday      Saturday

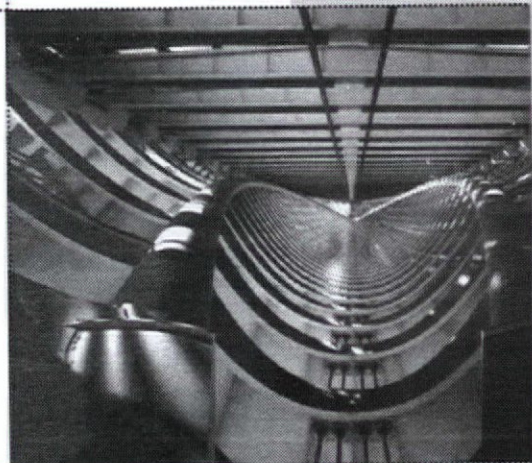
March 2

**March 3**  
7:00 p.m.  
*Secrets of the Sun: An Evening with Light*  
Sculptor Peter Erskine at PDC Conference Center (DLF)

March 4

**March 5**  
6:30 p.m.  
AFLA Meeting

**March 6**  
6:30 p.m.  
*Masters of Architecture Lecture Series:*  
*Raphael Vinoly*  
6:30 p.m. Urban Design Committee Meeting at Barton Myers Associates



March 9

**March 10**  
6:00 – 10:00 p.m. ARE  
Pre-Design Prep Class

**March 11**  
7:00 p.m. Associates Meeting

**March 12**  
7:30 a.m. LA Architect Editorial Board Meeting  
6:00 p.m. Government Relations Committee Meeting

**March 13**  
5:15 p.m.  
Building Performance & Regulations (Codes) Committee Meeting

March 14

March 15

March 16

March 17

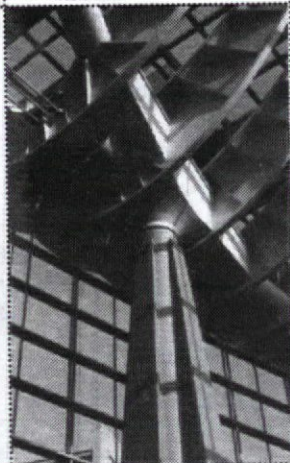
**March 18**  
6:00 p.m. Interior Architecture Committee Meeting (Location TBD)  
6:30 p.m. Interior Architecture & Design Competition Exhibit and Reception  
8:30 a.m. – 6:00 p.m. *Harmony of Design - John Saladino Keynote Speaker*, Laguna Design Center

**March 19**  
8:00 – 9:30 a.m. *Breakfast with Architects*, PDC  
8:00 – 10:00 a.m.  
10:00 a.m. – 12:00 p.m. Professional Development Seminar: *How to Bill & Get Paid*  
1:30 – 3:30 p.m. *Ian Schrager: "Hotel as Theater,"* PDC Green Theater

**March 20**  
10:00 – 11:30 a.m. *Metamorphosis: The Light That Changes Light*  
1:30 – 3:30 p.m. *How to Market Your Firm & Increase Business*  
4:00 – 5:30 p.m. Future of Technology, PDC  
5:00 – 7:30 p.m. Shaw Reception

March 21

March 22



March 24

**March 25**  
4:00 p.m. AIA/LA Executive Committee Meeting  
5:30 – 8:00 p.m. AIA/LA Board Meeting

March 26

**March 27**  
6:00 p.m. Professional Practice Committee Meeting Presentation by Ed Takahashi  
6:30 p.m. International Committee Meeting

March 28

March 29

March 30

March 31

## Highlights in April

**Wednesday, April 2**  
The Society of Architectural Historians, Southern California Chapter (SAH/SCC) presents, *Casa California: Landmark Residences of the Spanish Colonial Revival in Los Angeles*, by author Elizabeth McMillan. A tour will follow this program on April 13th.  
**Tuesday, April 15**  
The AIA/LA Committee on the Environment will present *Stefanos Polyzoïdes* of Moule Polyzoïdes to discuss for the first time, *Civano*, an energy efficient home development in Tucson emphasizing sustainable technologies.

For additional information on listed events call the sponsoring organizations:

Designers Lighting Forum (DLF)  
818 343-5762  
Pacific Design Center  
310 657-0800  
Laguna Design Center  
714 643-2929  
SAH/SCC  
800 95AHSCC

All meetings take place at the Chapter Office: Pacific Design Center, 8687 Melrose Ave., Suite M3, Los Angeles, CA 90069 (unless noted otherwise).

For additional information regarding calendar events, (310) 785-1809.



## Martin Eli Weil

Restoration Architect

Consultation services for architects and owners with designated buildings or buildings in historic districts that must meet local, state and Federal historic preservation guidelines.

Los Angeles Heritage Commission, State Office of Historic Preservation, Secretary of the Interior's Standards, Historic Preservation Overlay Zones, Historic Preservation Tax Credits, Building Assessments/Reports, Paint Analysis

(213) 734-9734

Lic. #634648

INSURED • BONDED

### OFFER TILE AND MARBLE

TILE AND MARBLE CONTRACTOR

12737 Hortense St.  
Studio City, CA 91604

Offer Steuer  
Office (818) 766-3030  
Pager (818) 513-7216

Jacobus & Yuang, Inc.

MBE/DBE Available

Construction Consultants

[Caltrans, LACMTA,  
City of LA]

**Cobus Malan & Steve Hsieh**  
Principals each have 20 years related experience!

Cost Estimating - Value Engineering - Scheduling

520 So. Grand Avenue, Suite 360, Los Angeles, CA 90071  
Tel (213) 688-1341 Fax (213) 688-1342

## Lisa Gimmy

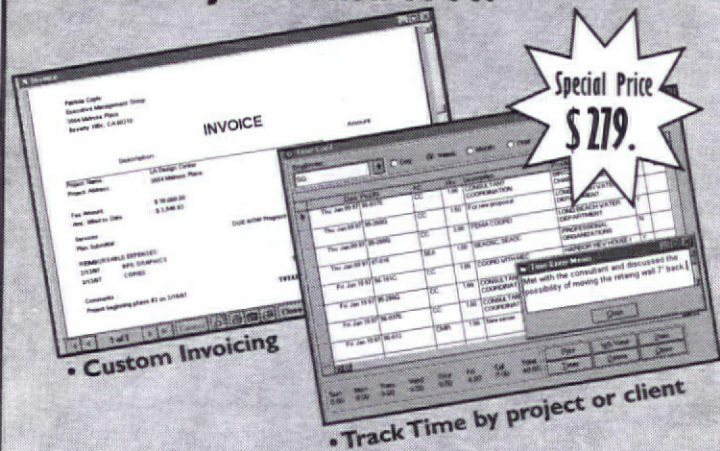
Landscape Architecture

310 451-2213  
1119 Colorado Ave. Suite 19  
Santa Monica, CA 90401

## Try BillQuick™

The Intelligent Solution for Time Billing Professionals

For 30 Days ... Risk Free!



• Custom Invoicing

• Track Time by project or client

### The Perfect Billing Package for Architects

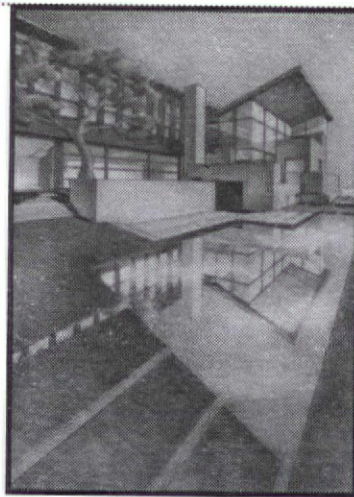
- Quick & Easy to use
- Network Compatible
- FAX or E-Mail Bills & Reports
- Custom Invoices & Reports
- Intelligent Automated Billing
- Unlimited Users & Data Entry
- Built-In Report Designer
- Microsoft Access Compatible
- Stand Alone Time Sheet
- Multiple Projects per Client
- For Windows 3.1, '95 & NT
- Stopwatch to Track Time
- Free Unlimited Tech Support
- Handles Multiple Contract Types

### Three Easy Ways to Order BillQuick™

- Toll Free 1-888-Bill Now (1-888-245-5669)
- <http://www.bqe.com>
- By FAX (310) 530-0184

BQE Software Inc  
1852 Lomita Blvd, Lomita CA 9071  
E-Mail [sales@bqe.com](mailto:sales@bqe.com)

L.A. Architect actively solicits contributions of articles, opinions, graphics, letters, and suggestions on content for consideration.  
Contact Rochelle Mills, Editor: (310) 785-1813

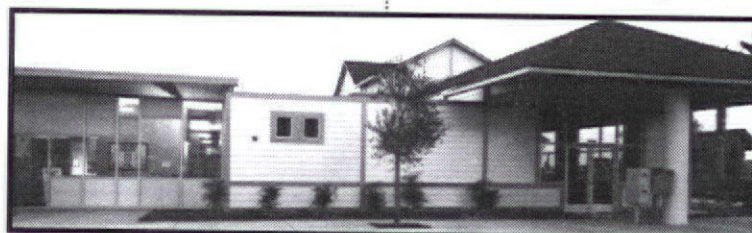
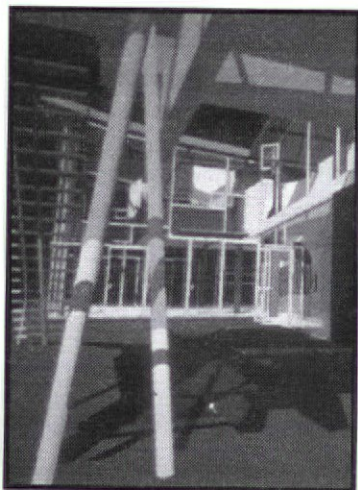


## Los Angeles Architects in Quito Biennial

Four Los Angeles Architecture firms were represented at the tenth Pan-American Biennial of Architecture in Quito, Ecuador. The Biennial focused upon the work created by architects practicing in the Americas and projects being realized in the Americas by international architects. The Los Angeles representation included the Ivan Reitman Studios by Barton Myers & Associates; the Silver Residence by Peter Nicholas (Chicago) with Richard Corsini; the Chatsworth Train Station & Childcare Center, and Beverly West Square by Aleks Istanbulu John Kaliski Architecture and City Design, and the Goldhammer residence by Lorcan O'Herlihy.

Altogether, 350 exhibitors from North and South America participated. Aleks Istanbulu John Kaliski Architecture was among the finalists in the category of Architecture. The winning submission, UPB Library in Bogota, went to Xavier Vera of Bogota, Colombia.

The Quito Biennial is exclusively dedicated to architecture and its related disciplines. The US representation was organized by Richard Zurita and Miguel Angel Baltierra of New York City. (Baltierra is a contributing writer to LAA). —RDM



Top: Rendering of Silver Residence, Peter Nicholas and Richard Corsini

Middle: Goldhammer Residence, Lorcan O'Herlihy

Lower: Chatsworth Train Station and Childcare Center, Aleks Istanbulu John Kaliski Architecture and City Design

## WestWeek 1997 Events

### WestWeek 1997 Pre-Party

The AIA Los Angeles will host a reception for the 1997 AIA/LA Interior Architecture & Design Competition, Tuesday, March 18. The reception, sponsored by Sitag International, will start at 6:30 pm in the Chapter office. The slide presentation, which will show the winning submissions, will take place at 7:30 pm in the PDC Blue Conference Room. The reception is open to all AIA members, students, competition participants and guests. RSVP to the Chapter office.

An exhibit featuring the competition entries will also be on view at the Chapter office through the end of March.

The AIA/LA and the PDC will co-sponsor Ian Schrager's presentation: **Hotel as Theater** at the PDC Center Green Theater, Wednesday, March 19, at 1:30 pm. Ted Tanaka will perform the introduction; Edie Lee Cohen, of *Interior Design* magazine will moderate.

Professional Development Courses: The AIA/LA will offer two professional development courses. The first, **How to Bill and Get Paid**, will be conducted by Michael Hricak, FAIA and Mark DiCecco, AIA, Wednesday, March 19, from 10: am - 12:00 pm. A second course and panel presentation, **How to Market Your Firm and Increase Business**, will be lead by Edie Lee Cohen (*Interior Design Magazine*), Christine Anderson (Christine Anderson Associates) and Danette Riddle (DMJM)—all marketing and/or editorial professionals. This course will take place Thursday, March 20, from 1:30 - 3:30pm. Each class qualifies participant for four (4) AIA CEU'S. Registration is \$15 for AIA members, \$20 for non-members. Pre-register through the Chapter office.

AIA/LA WestWeek Cocktail Party will take place Thursday evening, March 20, from 5:00 - 7:00 p.m., Sponsored by Shaw Contract, it is open to all.

Artimide, a major sponsor of the **Masters of Architecture Series**, will unveil their revolutionary new lighting concept in their exhibit and discussion, **Metamorfosi: the Light that changes Light**, March 20 at Space G271. The discussion will be led by Susan Szenasy, editor

in chief of *Metropolis* magazine.

WestWeek 1997 takes place Wednesday & Thursday, March 19 & 20, at the Pacific Design Center. For a complete listing of programs and events, contact the PDC directly at (310) 657-0800.

## Home Tour Candidates Sought

If you have a recently completed residential project which you and its owners would like to showcase in one of our upcoming AIA/LA Home Tours...Here's your chance!

Please submit color photographs (interior and exterior) and a brief description of the property (i.e. address, approx. square footage, description of neighborhood, location of lot—hillside, flats, etc.) to our offices by April 20 for consideration. No formal presentation is required.

All submissions will be reviewed and selections made based upon practical tour criteria (including availability of other projects in the vicinity, parking, etc.)

This is an opportunity for you to have your work viewed by the general public. Only four homes will be chosen per tour.

For additional information and guidelines, contact Thomas Mann at the Chapter office.

**Please Note:** Only work by licensed AIA members is eligible for Home Tours.

## Classifieds

### Architectural Job Captain:

Immediate opening for individual with experience in commercial retail design, CADD production and proven skills in staff and project management.

Resume, salary history and letter of interest to:  
Courtney Architects,  
656 Santa Rosa St., #3A  
San Luis Obispo, CA 93401

Offices Available to share with Architect in unique building in the Sunset & Fairfax area. Security building. Street parking available.

\$380.00 - \$425.00  
(213) 882-6345

Successful, small, long-time, Downtown vicinity architectural firm with ongoing contracts seeks merger with another successful firm(s) with ongoing contracts to form a larger entity. Send verifiable background information to:

ARCHITECT  
P.O. Box 86291  
Los Angeles, CA 90086

Wonder what's going on with

L.A. Architect?

Find out next issue!



# Survival Guide for the Next Century

## Course 2001: Urban Space Odyssey

Read this article to learn:

- Current trends in urban real estate which will affect your business
- The movers and shakers in the Los Angeles area, and what they think about the future
- How technology affects real estate leasing and the importance of flexible infrastructure
- Services most needed by your clients in the next few years
- How changes in the various industries affect lease trends
- Prospective tenants for existing buildings

## Report of the BOMA Real Estate Summit

If you have never attended a BOMA national conference (or, for that matter, do not even know what a BOMA is) there could not have been a better place to start than at this year's annual event, held in Los Angeles on December 11, 1996. Members of the Building Owners and Managers Association (BOMA) include commercial property owners, builders, brokers, developers, legal and accounting professionals, property managers, and—as yet—very few architects. They gathered for the very interesting symposium of this most innovative real estate conference in the nation, brilliantly orchestrated by Carl Muhlstein of PM Realty Group.

The premier event was a live coast-to-coast video conference linking nationally recognized leaders in the fields of real estate development: John Cushman III, Los Angeles; Stephen Siegel of Edward S. Gordon Co., New York; and John Buck, Chicago. Moderated by local ex-football hero Gary Beban (CB Commercial), the panel brought together ideas and perceptions about the real estate world, in real time, painting a remarkably consistent picture of the US market. The discussions were lively and quick, with the majority of time spent describing change as the common denominator in Real Estate and scrutinizing the favorite subject familiar to most U.S. cities: Survival of urban real estate and the need to revitalize the depressed economies in downtown urban areas in the face of change.

The speakers all had their differences in perspective, and it was interesting to note the similarity of their conclusions: Urban Entertainment Centers, they said, are the new focus for revitalizing urban downtowns, with a healthy mix of residential, retail, and entertainment features.

**Question:** So what's so new about that? Planners and Architects have been talking about that forever.

**Answer:** The problem finally has an audience. Take advantage of it.

**Survival Tip #1:** Urban Entertainment Center (UEC) is the buzz

word for the next decade. There has always been a need to revitalize urban centers which have changed use, with successful retail conversions in such cities as Boston, Baltimore, Denver, Portland, and others. The current trend is to focus on entertainment as the attraction to draw crowds for the retail component. Planners, Architects and Designers need to understand the mix which works best in different circumstances, locations and budgets.

**Survival Tip #2:** Marketing People who attend the BOMA conference are the most influential players in dealing with issues which affect the work of Architects and Planners. Yet the event is not saturated with Architects. It is a great place to network, to listen to current hot topics and find out what some of your potential clients are thinking.

**Survival Tip #3:** Hot Topics These next four years will continue the major shift in U.S. real estate trends. Greater focus will be placed on revitalizing existing real estate rather than building new construction. American companies are still adjusting to global economic shifts of manufacturing away from the United States. Though companies continue to downsize, consolidate, merge, and so forth, there are expanding industries in finance, service, multi-media entertainment, retail, and communications. Most of the major cities seem to have some of each.

**Q:** Where are the expanding industries and companies going to lease?

**A:** Wherever they can find more flexible spaces, with readily available technical staff, which can accommodate growth easily.

The connectivity of telecommunication allows them greater flexibility to relocate certain divisions closer to less expensive labor pools, i.e. rural U.S., Canada and Mexico.

**Survival Tip #4:** Competition During economic expansion periods, major cities are competing with smaller cities and with suburban and rural areas where land, labor and lifestyle are less expensive. In the current marketplace, a significant amount of space is turning over, in both cities and suburban areas. The glut of vacated urban real estate has forced owners to reconsider their lease rate structures to be more competitive with less expensive areas. Architects and Designers need to be more involved in the success of their clients' businesses by focusing on ways to increase value, efficiency, and return on a fixed facility at a lower cost than the competition.

**Q:** What are building owners and managers most concerned about?

**A:** Keeping their buildings occupied and profitable, with a positive cash flow to investor portfolios.

**Survival Tip #5:** Flexibility In order to survive the transition periods, buildings will need to be flexible and adaptable to a variety of tenants, including some who are on their way down and out. Designers need to understand the dynamics of these tenants in order to serve them well. Permanent, expensive, rigid, long term solu-

tions are "Out." Low cost, short term and flexible solutions are "In."

**Q:** What is happening to Lease Rates and Terms?

**A:** The most significant change in the Real Estate Industry in years is the drop from the typical 5-10-15 year lease term to the current 2-3-5 lease.

**Survival Tip #6:** Creativity Companies in transition are unwilling and unable to predict their long term successes, expansions, and respective space requirements. Today they may be a start-up company of six founders, in six months they could be twenty, and with growing success they could be needing room for two hundred or two thousand. More frequently than not, they are willing to sign short-term leases, with options to change their circumstances totally within the life of the lease. Designers need to be sensitive to their clients' expansion or exit strategies. Building owners, on the other hand, need to be competitive in price. They must protect their income stream with higher rates for the short term risk, but with, therefore, less money for Tenant Improvement allowances, since they cannot recoup their investments within the term of the lease. On a short-term lease, any tenant improvement work which is not re-usable by the next tenant is money wasted by the tenant or the owner. With less T.I. money, greater creativity is required to design space that is both functional and interesting.

This particular teleconference, held during breakfast, was a big hit. It was most informative, and promises to improve in the future as other cities are linked into the teleconference.

Many other interesting discussions took place at the conference, such as these:

**Enterprising Investment Strategies** The new property owners/clients, their values and their goals

**Entertainment and Commercial Real Estate** The new major industry and its needs for success

**Leasing and Marketing**

**Analysis** Current status and trends—local, national, global

**Corporate Communications** The latest technology for your clients and what it needs for support

**On the WWW** Your fax machine is already obsolete... and if you are not on the Web, so are you "Inside the Mind" of Owners This is invaluable insight... and where you need to be **Adaptive Re-Use Technology** makes most buildings unusable to the emerging companies

We could go on and on, reviewing all the lessons learned at this BOMA conference. The best advice we can give is for all Architects and Designers to attend next year, and get involved with your local chapters. It is in your best interest to find out who your clients are, and what are they thinking.

—Rinaldo Veseliza, AIA, president of Artech International, consults with developers and entertainment companies on creative working environments.

## Creative Environments for Professionals

Rinaldo Veseliza, AIA  
President

**ARTECH**  
INTERNATIONAL  
CONSULTANTS

Planning • Architecture • Interior Design  
Product Design • Project Management

3010 Pearl Street • Santa Monica • CA 90405  
Telephone 310-396-3530 • Fax 310-396-3592



## Start the New Year Off Right!

Learn how sustainable design can contribute to your company's competitive advantage: Buy the ERC's CD-ROM on that subject... For just \$79!

To purchase or for more information,  
Call 310 803-7328 today!

**Energy Resource Center**  
9240 E. Firestone Blvd., Downey

## PICKY PICKY PICKY

HOW ELSE DO YOU GET THE BEST DESIGN BUILD PARTNER?

12727 East Philadelphia Street, Whittier, CA 90601 / Phone: 310-945-8821 / Fax 310-945-1114

10 YEARS OF DESIGN BUILD EXPERIENCE  
We were doing it before it became fashionable

General Contractor  
Construction Management  
Pre-construction Services  
Competitive Bidding  
License No. B605454

## www.teleport.com/~aiatrust



Small Firm Professional Liability

## What Are Architects Saying About Today's AIA Trust?

88% say the AIA Trust is a valuable membership benefit.

94% of those most familiar with the Trust say the Trust's programs are a reason to belong to AIA.

85% of participants in the Trust's programs are very satisfied.

**AIA Trust**  
1-800-552-1093

\*AIA Trust Product Evaluation Study Wiese Research Associates 1996



#### Downtown Planning *cont.*

are created. In this, the 10-Minute Diamond planning team has demonstrated a good sense of history and a direction that more or less flows with the currency of evolution. Of the respondents on the panel at the USC Architectural Guild event, it was interesting to listen to Dan Rosenfeld who has long understood the Robert Moses school of planning. "He who holds the chips defines and wins the game." Rosenfeld, first at the State and now with the City, has wielded the forces in his command to affect where space is leased and how these government leases can be aggregated to save taxpayer dollars. He also has a clear vision about making better cities. His efforts to group state facilities around the existing Reagan building is a noble and correct attempt to prop up the originally questionable location, and the efforts to energize some existing historic buildings—the Luby Building—will create synergy for the "south quadrant" of the diamond. The east quadrant, while anchored by the Geffen Contemporary and Little Tokyo, is also in his hands. With the new 911 Emergency Response Center, Parker Center relocation and associated garage, watch for Rosenfeld to complete this quadrant in one stroke. This is realpolitik planning. Nick Patsonas, panel member along with Carol Schatz, Kevin Starr, and Ira Yellin, spoke of the benefit of transportation induced development, underscoring the divergence of this type of planning with the 10 Minute Diamond's concept of synergy and compactness.

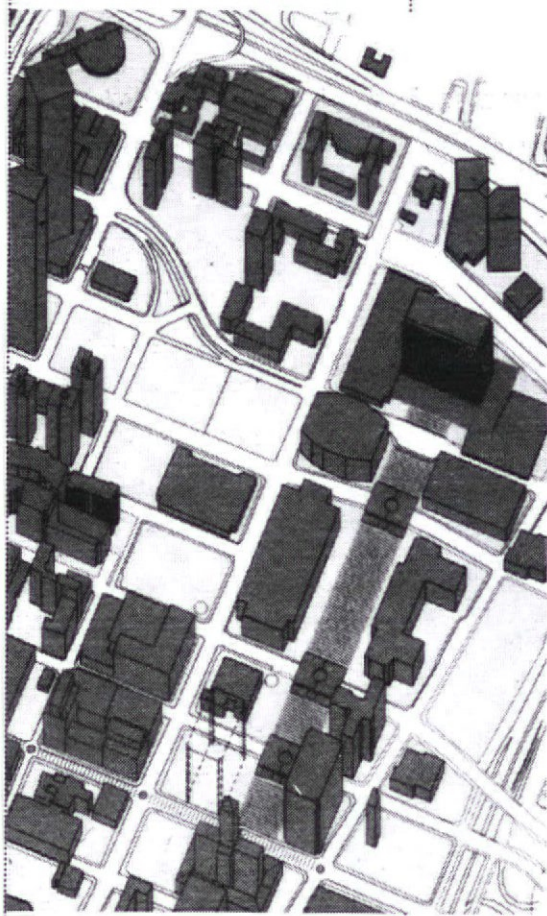
Ira Yellin, ever the committed and graceful dreamer, applauded the vision against a challenge he had made earlier to the design community about assuming a stronger role of leadership. Having created the mall in the west quadrant, it is critical that all building decisions adjacent to it support the open space and reinforce this beginning. Achieving a final landscape is important and is a concern if in providing for more open space south of City Hall, the need to finish the mall is eroded. The alarm bell for the panel discussion revolved around the integration of the inevitable HOV (High Occupancy Vehicle) lanes through the city and what that might do to the desire to integrate Olvera Street and Union Station into the city.

Synergy and centrality are the goals of the 10-Minute Diamond and, wherever possible, the core of downtown's future. That is why it is important that the Cathedral stay downtown on whatever site; why the Disney Concert Hall is a must-build; and why the arena and football stadium need to support the Convention Center and southern end of downtown. These are not temporary decisions of the moment: downtown versus the valley, "haves" versus "have-nots." Our center core is vital to the region.

While we're at it, we should also begin thinking about the

impact of high speed rail before that too gets out ahead of the larger concerns. How the rail line will pass through Los Angeles center is of concern because it will have to pass through the station rather than head-in and back-out as does the current Southern Pacific line. This would indicate that the plans for downtown must anticipate how a rail line could move through the eastern edge of downtown, cross the I-5 at grade level and enter the station without crossing east-west HOV lanes currently being planned on the freeway alignment. If the needs for transit and mobility can be the impetus for strategic planning, so too can elements of the regional economy like tourism. Under that heading a complete rationale can be made for how the airport works and what linkages exist for travelers getting from the City's front door through the city to the appropriate destination. So far the transit systems are not being conceived of to sufficiently accommodate an easy transfer from baggage claim to hotel or convention center. Urban hardware like the high speed rail and HOV lanes plus jewels like the Concert Hall, Cathedral, Arena and Football Stadium make up the ingredients for an interesting meal for planners and urban strategists to chew on in the coming years.

—Richard Keating is a partner in DMJM Keating



## An Open Letter to Mayor Bradley

(First published in the *L.A. Architect*, November 1991)

The Honorable Tom Bradley,  
Mayor City of Los Angeles  
Los Angeles, California

Dear Mayor Bradley:

Because Paris is universally praised and Los Angeles universally condemned, I was astonished to discover on my recent first trip to "The City of Light" how similar the two cities really are. The populations of both run

to millions, both confront the effects of urban sprawl and disaffected youth, both are conditioning themselves for participation on a new and vastly enlarged market arena. Paris has the Seine, Los Angeles the Pacific. And Los Angeles has at least two advantages over Paris: the mountains and its magnificent climate.

Now back home in The Village Green, a singularly beautiful area given protected Landmark status by the City of Los Angeles, I wish respectfully to propose a vision for the comprehensive design of Los Angeles. It rests upon several premises, the first concerning the nature of the City:

Los Angeles, like Paris, is a city of great charm, a romantic history, and an esprit which attracts many tourists and new residents.

Like Paris, Los Angeles is made of many centers with unique character, economy, ethnicity, even eccentricity. These centers are often cited as a fault. But the fact is that they contribute to the City's richness and interest. And, as they encourage the interaction of people in public places in both Los Angeles and Paris, they reflect the pluralistic and democratic spirit of both cities.

Indigenous architecture, in Los Angeles as in Paris, is characterized by modest proportion, gracious decoration, and materials and colors that suit the location and the climate.

Like Paris, Los Angeles is blessed with many parks. Obviously, much is already in place here. We need only to pursue it and keep it in view. One of the simplest measures that we can take is to identify in Los Angeles the existing open areas that with relatively little adjustment can become the same "shafts of space" that do so much in Paris to center neighborhoods and make the city environment livable.

A prime target in Los Angeles should be the open area that reaches for six blocks through the Civic Center. Stand on the 15th floor of the Department of Water & Power and face City Hall to the east: In this area which I'm told was once visualized as a plaza, the mind's eye longs for an allee of trees shading an open center with casual seating, small places to eat, a band stand, soft surfaces, small points of interest—and the sight of people enjoying them. The steps necessary to revitalize this now-diluted concept can be as simple as removing an unsightly parking lot, realigning existing trees, and planting more. Or as complex and costly as lowering the cross streets, expanding the complex of parking that exists below grade in some areas, softening

the square edges and intimidating typhoon of water blown by a prodigious fountain, and creating an unbroken surface park, a true urban garden. Or as comprehensive as doing them all, in a phased program.

The result of adapting this plaza, particularly if carried to its fullest extent, would be the Los Angeles equivalent of Les Jardins des Tuileries in Paris, a magnificent outdoor place accessible to the thousands who work every day in the adjacent buildings. Its appeal in Los Angeles could compare to the success of the endangered Farmer's Market at Third and Fairfax.

Its symbolic value would be very significant: The temple to our toppling god, Water, is set on the hill where this plaza begins, with a lovely model xeriscape garden. Second to Water in the Los Angeles pantheon are the Performing Arts, and their temples, the Dorothy Chandler Pavilion, the Mark Taper Forum, and the Ahmanson Theater, with plaza, are next down the hill. At the far end opposite Water is the City Hall, where the services of the City are administered in a Janus-like building that turns one face inward to the Civic Center and one outward to East Los Angeles. These extremes are flanked by buildings where civil and federal laws are adjudicated.

The answer to those who object to the Frenchification of Los Angeles is that we must grow up and borrow from whatever urban design time has shown to be good, whether the source is our cultural parents or not. (Maybe these critics would prefer a Kremlin, its own collection of governmental and religious buildings, with gardens—and wall. But even the Russians borrowed from the French, and a wall goes against the American grain, feeding into our paranoias instead of honoring our historic openness to diversity.)

Paris, as much as any city, illustrates that a great city is the dynamic result of a continuously unfolding process. Without Napoleon III and the bold city planning of one man, Baron Georges Haussmann, in the 19th century, Paris today would be a world-class slum. Its current beauty and appeal are not guaranteed for all time, and the struggle is daily to meet change and uncertainty with the verve and imagination that will carry it grandly into the next century. And so with Los Angeles, which, despite its problems, is also one of the world's great cities. You have accomplished or begun many measures which provide definition and direction. I urge you to support the humanistic, historic, and reflective scrutiny that are a necessary accompaniment to what we are building here.

Sincerely,  
Ann Thomas Moore

**Note:** Our upcoming April/May issue will pose the question, "Who is designing downtown Los Angeles?"

We welcome your input.



# downtown stories

Parallel Discussions of regarding the development of the Downtown Civic Center



*When LA Architect (LAA) decided to include an analysis of the 10-Minute Diamond, Editorial Board members Danette Riddle and Ann Thomas Moore were reminded of an open letter that Ann had written to Mayor Bradley a few years back regarding the Civic Center area.*

*It was published in the November 1991 issue of LAA accompanied by a photograph of the Tuileries Gardens, the L.A. Civic Center from the tower of the City Hall, and a plot of the City of Paris showing the spine from the Arc de Triomphe to the Louvre.*

*We thought it prophetic and have reprinted it for your comparison with the present-day analysis of the 10-Minute Diamond by Richard Keating.*

## Downtown Planning: Diamond in the Rough

by Richard Keating, FAIA

On October 24th, 1996 the USC Architectural Guild assembled a panel to present and discuss the rationale and merits of the "10-Minute Diamond." The Plan is an extraordinarily well-intentioned effort that draws upon historical reality and current needs to bring some armature to the area around City Hall, and signifies an overall planning attitude for the downtown Civic Center, the city and the state at-large. Basically it proposes that:

The Civic Center becomes a pedestrian-oriented district with its boundary defined by a ten-minute walk (the 10-Minute Diamond) from its central point, City Hall, and its character is defined by a mix of uses which activate the Civic Center.

Four Quarters (smaller zones, each of which has a distinctive character and feeling) are developed within the Civic Center based on historic and topographical characteristics of the area. Each level of government concentrates within its respective Quarter.

Open space and pedestrian circulation become the most important elements of the Plan. The framework exists within each Quarter to develop a unique open space which enhances the character of that Quarter and which connects to the other Quarters and surrounding districts. A proposed new Civic Square represents the city's central gathering and celebratory place.

(The 10-Minute Diamond planning team includes Lauren Melendrez, Melendrez Associates; Bill Fain, Johnson Fain Pereira; R. Steven Louis, RAW Architecture; Doug Suisman, Public Works Design; and Charles Loveman, Landmark Partners.)

Utilizing the historic drawings of the Pueblo, Doug Suisman demonstrated the natural evolution of the pedestrian part of the city. By superimposing the current location of City Hall, he illustrated how it is natural to walk from Olvera Street to City Hall and on toward the south. This was explained as a rationale for the natural forces underlying the pedestrian axis north and south of the Civic Center. The east-west axis was defined more from the existing siting of the 1920 open space that extends from City Hall to the DWP on the west, and the array of city-related buildings extending east to the Geffen Contemporary Museum. (Note: These individ-

ual compass points are for reference only because the downtown grid is actually shifted 45° as was mandated by the Spanish church authorities for all new urban forms in the new world at that time.)

Suisman observed that each of the four compass points emanating from City Hall has a unique character: Olvera and the historic Pueblo to the north; the County along the mall to the west; the City to the east; and the State to the south. He further explained that City Hall is a natural connection and center piece for pedestrian flow. For the sake of clarification, he identified a rotated square centered on City Hall as a diamond, and broke each of the sub-regions into a geometry of 4 quadrants, each of which can be traversed by a pedestrian in 5 minutes. This in turn forms an overall diamond that is a navigable 10 minute walk from one point to the other. (This of course presumes that a person would have a reason to go from the DWP to the Geffen Contemporary Museum, or perhaps more plausibly, that a State employee of the Reagan building would walk to Union Station rather than take the Red Line.)

Even though this aspect of the concept and superimposed geometry are implied by the name, it is questionable that the geometric construct is precise as an overlay. This may be my own quibble with the PR side of planning which attempts to simplify urban complexities for the uninitiated—certainly imposing a rigid geometry has antecedents of questionable value. All the same, this construct of walking distance is good to define a zone even though the actual circulation does not frequently happen, and the armature could just as easily be a cruciform of axis and still mean the same thing.

The real issue of planning is to begin with the current reality, understand the historic precedents and forces, identify the potential of both the pragmatic and the dream, and seek a construct that allows for the vagaries of the future. So many plans stack along so many shelves because they concentrate only on the dream or pre-define the future and ignore the way cities

—cont. on page 4—

### New Members

#### AIA

David L. Harwell  
Timoth J. Redmondo  
Patrick Winters  
Steven G. Lopez  
Rolan H. Royster

#### Associates

Irwin Bernardo  
Samuel M. Williams  
Sean Davoudi  
Pei Zhu  
Jim Fry  
Camille Towey

#### Chapter Affiliate

Brad Williams, Assoc. AIA

#### PAL

Stephanie Nakasone  
Virgin Atlantic Airways  
James J. McGeehan  
Pioneer Roofing Tile, Inc.  
Anthony Perez  
Anthony Perez Photography  
Jacobus Maian  
Jacobus & Yuang, Inc.

#### Student

Francis J. Harrington  
Tom Avila  
Hyukki Lee  
Armando Usquiano  
Marian Chen  
Margaret Roman  
Oscar M. Garcia  
Gerardo Martinez  
Kenneth Pai  
David Javid



## Design LAW

Mehrdad Farivar, AIA, Attorney at Law

11755 Wilshire Blvd., Suite 1200  
Los Angeles, CA 90025  
310-444-9697

## Legal services for architects:

Contracts  
Design and Construction Defect Disputes  
Claims and Liens  
Mediation, Arbitration, Litigation  
Work Product Review  
Project Entitlements

## Chapter Angels

AIA/Los Angeles would like to thank the following companies and individuals for their generous support in sponsoring our 1997 Chapter programs:

Masters of Architecture Lecture Series  
Artemide, Inc.  
British Consulate-General  
Form Zero Architectural Books + Gallery  
Martin B. Gelber, FAIA  
Japan America Society of Southern California  
Los Angeles County Museum of Art  
Pacific Printing on Third Street  
University of Southern California (USC)  
Virgin Atlantic Airways  
Bernard Zimmerman, FAIA  
Graphics donated by Studio Francesca Garcia-Marques

1997 Officer & Board of Directors Installation  
Continental Graphics  
Dealey, Renton & Associates Insurance Brokers  
Design Professionals Insurance Company  
DMJM  
Dworsky Associates  
Jacobus & Yuang, Inc.  
John A. Martin and Associates  
RA & MCO Insurance Services  
Ted Tokio Tanaka Architects  
William J. Yang & Associates

Chapter Events  
ABC Letter Art  
A.N. Abell Auction Co.  
Associates Purchasing  
Kimball International  
Knoll  
Stone Marraccini  
Patterson  
Universal Reprographics

ARE Study Seminar Program  
Ed Caruana, AIA  
Ihsan Faraj, P.E.  
Ford Graphics  
Russ Givens  
Stephen Perlof, S.E.  
Forrest Petersen

For Sponsorship Opportunities, contact:

Nicci Solomons  
Executive Director  
Tel: (310) 785-1809

## Pacific Technical Services

3555 Voyager Street  
Suite 202  
Torrance, CA 90503  
310-793-7173

**Laboratory Testing Services-** LA City Certified, LA County Certified, Department of State Architects (DSA) Certified, OSHPD Certified, etc. A full line of services is available.

**Inspection Services-** ICBO, Deputy Inspectors, Nondestructive Examination, Certified Welding Inspectors, Pressure Vessel Inspectors. Deputy inspectors for all jurisdictions are available.

All personnel employed by Pacific Technical Services are subject to random drug testing under the ACC program. In addition, all personnel participate in a safety program meeting the requirements of OSHA. References and rates are available upon request.

## ARCHITECTURAL PHOTOGRAPHY &amp; DESIGN



RICHARD J. LEVY, AIA, APA  
1015 N. Kings Road  
Suite 115  
Los Angeles, CA 90069  
(213) 654-0335

## Fine Art Quality Photography

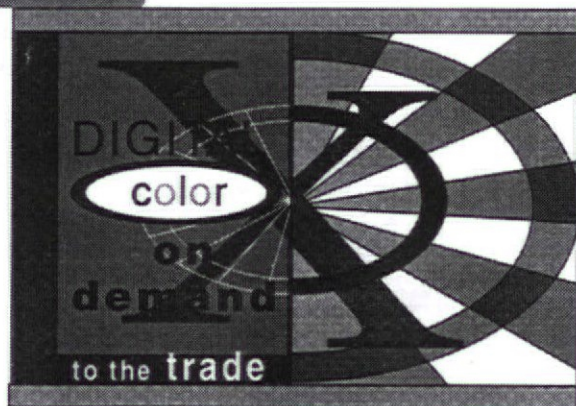
- Architecture
- Historical
- Site & Vicinity
- Interiors
- Preservation
- Landscape
- Construction
- Models
- Real Estate
- HABS/HAER
- Renderings
- Documentation

## For Use In

- Publications
- Displays
- Portfolio/Slides
- Brochures
- Archives
- Design Awards
- Restoration
- Drawings
- Adaptive Reuse

EYE OF THE PRACTICING ARCHITECT  
EXPERIENCE OF THE VISUAL IMAGE MAKER

**U**niversal Reprographics, Inc.  
introduces the  
**Xerox DocuColor 40**



nobody does it better...  
or faster!

2706 Wilshire Boulevard • Los Angeles  
(213) 365-7750 • (213) 389-2802 Fax • (213) 380-7902 BBS

## letters

## Letters

**T**o second and extend the comments of Arthur Ford re: the failings of the chapter's awards programs (*L.A. Architect*, Nov./Dec. '96), here are the steps that need to be taken to re-establish the relevance and importance of the programs for the profession and the public:

1. The criteria for submittal and selection of honorees needs to be more explicitly defined, particularly with regard to the NEXT LA program. RFP's for design services list selection criteria. Why is it so difficult to provide the same kind of guidelines for awards programs? If the NEXT LA program is geared towards the "future," then it follows that unless the work of a previously honored firm points to a new direction or a new synthesis of thought, then their new projects are not in fact new and are not deserving a NEXT LA award.

2. No firm who won an award in the previous year can be honored in an awards program for the next one (or two) year(s). If we are going to open the process to capture the widest range of meritorious projects then it is clear that previous winners need to make way for potential new winners.

3. Forms can enter as many projects as they wish with the understanding that no firm can win more than one award, total, and not per category or program. Larger and already recognized firms often have a number of potentially good projects recently completed or on the boards. Let them enter as many as they wish, but honor only one of them as the best example of their current or projected work. This will force the judges to look further and more closely at the work of other architects.

4. All judging panels must include at least one non-architect member of the community, and at least one architect from outside of the community. The need for breadth in judging should not need to be debated. Certainly, if part of the purpose of the awards is to communicate to the public what is best in building, then the public should be involved in determining quality. In addition, any closed system of judging, particularly home-grown, is that much more prone to favoritism.

5. No judges are allowed to enter a project for awards purposes in any of that year's awards programs. The specter of a judge in one program submitting and/or winning in another adjunct program at the same time, is frankly so suspect that one wonders why this even needs to be stated.

6. Entry requirements and costs need to be re-examined. To require drawings and slides and a presentation board and publicity photos is not only prohibitive for many architects, both in money and time, it obviates the very purpose of such a program. In addition, \$185.00 is too much money to expect students, interns, or underemployed architects to submit an entry (not to mention multiple entries). If we are looking for the widest range of entries, then the entry requirements need to be made as easy as possible.

7. Projects that have been published in the preceding year should only be awarded honors in a separate category. Aside from the fact that such projects are absolutely no longer anonymous, there is a serious question here whether or not such projects are being honored for their intrinsic value or because they have already aroused interest on the part of the press (i.e., they must be good). The new category could be entitled something like, "Further Recognition."

What is clear is that the awards programs give every appearance of having become vanity projects for the exclusive use of a few favored firms and their friends. I was told that the chapter received almost 250 entries this year. That is nearly \$50,000 in fees, and easily \$250,000 in expenditures by all of the firms for the submittals. This is big business. It is time to start treating the awards as if they really mattered and as if everyone actually had a chance to win.

One final suggestion: If all else fails, let us institute a new approach to the awards program based on a true peer review method. Why don't we simply all vote on the entries? Now that would be interesting.

Sincerely,  
Benjamin Clavan Ph.D., AIA,  
Architect



# L.A. Architect



Above: Schulman Residence, Brentwood. Below: Paul Cummins Library at the Crossroads Upper School, Santa Monica. Both from Steven Ehrlich Architects are recipients of the 1997 national AIA Honor Awards

## Ehrlich Architects Wins Three National AIA Honor Awards

At the upcoming AIA National Convention in New Orleans (May 17), the AIA National Honor Awards will be presented to 28 projects throughout the US and abroad for their excellence in Architecture, Interiors and Urban Planning. Among this year's winning projects, six are from California. Of those, three are Southern California projects—all from the offices of Steven Ehrlich Architects.



The three winning projects include the Schulman Residence, located in the canyons in Brentwood and the Paul Cummins Library at the Crossroads School in Santa Monica. Both projects won awards in the category of Architecture. The third project, the Bowtruss Studio/Game Show Network for Sony Pictures Entertainment in Culver City, won in the category of Interiors.

This marks the first time in twenty years that three national AIA Honor Awards have been garnered by a single firm. Only three other firms share the honor: I.M. Pei (1974), Skidmore, Owings, and Merrill (1964 and 1967), and Richard Neutra (1952).

Principals Steven Ehrlich, FAIA, and Nick Seirup, AIA, are active members of the Los Angeles Chapter. —RDM

## Universal City Master Plan Update

Universal has devised a comprehensive 25-year master plan to expand and develop their current property bounded by the 101 Freeway, Barham Boulevard, the Los Angeles River, and Lankershim Boulevard. The plan designates a five district concept of:

- 950,000 sq. ft. of front/back lot studio space,
- A 1.2 million sq. ft. business center adjacent to the MTA station on Lankershim Blvd.,
- 1.169 million sq. ft. of entertainment facilities,
- 2 million sq. ft. of themed resort hotels, and
- A 50-acre landscaped buffering zone adjacent to hillside residential areas.

The full build out is estimated to add \$25 million per year to the local tax base. Logistically, the planning teams' immediate goal is to obtain "Specific Plan" designation in an overall public process that includes joint approvals from both the city and county of Los Angeles.

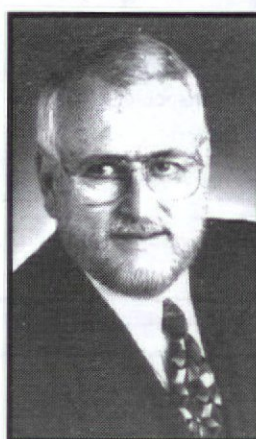
The scheme by the master plan team will also incorporate the efforts of Rem Koolhaas who will develop the overall design concept/image.

The current master plan integrates the adjacent Metro station, albeit the effort via massing model gives the overall impression of being quite an internalized construct. The true test from an urban standpoint will be how the 'team' addresses the perimeter boundaries and connections of the intervention and how it transforms the surrounding urban topography in a meaningful, conscientious and humane way.

—Charles Cordero, AIA

## Widom Declares Candidacy

Chester (Chet) A. Widom, FAIA, has formally submitted his Declaration of Intention to become a candidate for the office of Charter Commissioner for the Sixth District in the City of Los Angeles. Widom is one of ten candidates who have declared within the district which includes Cheviot Hills, Rancho Park, parts of West Los Angeles, Venice, Marina and Playa Del Rey and Westchester.



The April 8, 1997 Los Angeles Primary ballot will include a proposal to elect a 15-person commission—one from each Councilmatic District—for the sole purpose of drafting a new city charter for presentation and approval by the voters within two years. The current charter for presentation was approved by the voters in the 1920's at a time when the city was much smaller and when the roles, responsibilities and resources of local government were quite different.

When asked why he has chosen to run for office, Widom replied: "Throughout my professional life I have spoken often of the architect's responsibility to take an active role in shaping our political, as well as our physical environment. I have urged that we become 'Citizen-Architects' and use our skills within the broad community. This is a unique opportunity to exercise those skills." He further notes, "Charter reform offers the opportunity to design a new form of governance. It can and will have a major impact on not only the short run problems, but will offer us a once in a life time opportunity to truly meet the needs of the 21st century."

Widom, who served as the 1995 national President of the AIA as well as member of the Los Angeles City Planning Commission Design Review Task Force has no aspirations to pursue politics beyond this project oriented position.

## Disney Concert Hall Symposium

A panel including Douglas Suisman, Nicholai Ourossoff, Nicholas Goldsboro, Aleks Istanbulu, Morris Newman, and Ernest Fleischman will discuss the Disney Concert Hall and its impact on the downtown landscape. Andrea Van de Kamp, Music Center Board Chair, will moderate.

The Symposium, which will take place April 17 at 6:30 p.m. at the Museum of Contemporary Art, is sponsored by the Society of Architectural Historians, Southern California Chapter.

## Editorial Board

Michael Hricak, FAIA  
Interim Co-Chair  
Ann Thomas Moore, PAL  
Interim Co-Chair  
Charles Cordero, AIA  
James Dunham  
Residential Editor  
Michael Lehrer, AIA  
Mitzi March Mogul  
Preservation Editor  
Walter Scott Perry, AIA  
Environmental Editor  
Danette Riddle, PAL  
Rinaldo Veseliza, AIA  
Hraztan Zeitlian

Frederick R. Stocker  
Photo Editor

Editor-in-Chief  
Design/ Production  
Rochelle Dynes Mills

Advertising Sales  
(310) 785-1813

Contributors  
Charles Cordero, AIA  
Richard Keating, AIA  
Ann Thomas Moore, PAL  
Rinaldo Veseliza, AIA  
Rochelle Dynes Mills

L.A. Architect  
AIA/Los Angeles  
Pacific Design Center  
8687 Melrose Avenue  
Suite M3  
Los Angeles, CA  
90069-5071  
Tel: (310) 785-1813  
Fax: (310) 785-1814

Subscriptions  
\$30 Domestic  
\$48 Foreign

L.A. Architect is published monthly, except August, by the Los Angeles Chapter of the American Institute of Architects.

Nicola Solomons  
Executive Director  
Maria O'Malley  
Membership Director  
Tel: (310) 785-1809

L.A. Architect welcomes your editorial suggestions and contributions. Contact the Editor for a copy of the Editorial Guidelines.

Except where noted, the opinions stated are those of the authors. All efforts are made to insure accuracy, however, neither L.A. Architect, the AIA nor the L.A. Chapter will be held liable for errors, omissions, or inaccuracies. The appearance of names and pictures of products and services, in editorial, advertising, or inserts does not constitute endorsement.