

# *The Downtown Breakfast Club*

PRESENTS

1984  
ROSES AND LEMONS  
AWARDS BREAKFAST

THURSDAY, APRIL 19, 1984  
8:00 AM

MUSIC ROOM  
THE BILTMORE HOTEL  
LOS ANGELES, CALIFORNIA

FORMED 1977



## PROGRAM

### Welcome

Dave Prosser

### Breakfast

### Introductory Remarks

Donald Battjes

### Keynote Address

David Meckel

### Presentation of Rose Awards

#### Nominees:

##### I. Structures

- \* Olympia/York Building
- Sheraton Grande Hotel
- Weller Court Complex
- Wilshire/Grand Building

##### II. Historic Preservation

- Bradbury Building
- \* Fine Arts Building
- 1st Interstate Athletic Foundation (LAOOC)
- L.A. Memorial Coliseum

##### III. Civic/Private Commitment

- \* *Al Greenstein for Arco:* For continuing support of multiple community projects such as the Weingart Center, Arco Concerts in the Sky, and Downtown Women's Center.

*Maureen Kindel for L.A. Board of Public Works:* Recognition of establishing the human element of pedestrian flower vendors along Downtown streets.

*L.A. Community Design Center:* Providing architectural and planning services to the low-moderate income groups and communities such as Skid Row Transitional Housing and Para Los Ninos Day Care Facility.

*LAOOC:* A business-like approach to managing a major financial impact on the community.

##### IV. Other

- \* LAOOC with Cal Trans: Freeway Art Murals
- Japanese-American Cultural Community Center
- Temporary Contemporary Art Museum
- Perino's Restaurant

### Presentation of Lemon Award

Howard Reback *BEAUMONT CENTER*

### Adjournment

## DOWNTOWN BREAKFAST CLUB MEMBERS

**RICHARD BALTHASER**  
Converse Consultants

**DONALD BATTJES, JR.**  
Hughes Aircraft Company

**NICHOLAS BLACKBURN**  
Mitsui Fudosan

**C.A. CARLSON**  
The Becket Group

**MICHAEL C. CLARK**  
Metropolitan Structures

**W.J. CRAIB**

**GEORGE DAVEY**  
Bunker Hill Associates

**WARREN M. DILLARD**  
Financial Architects

**GREG DUMAS**  
Commercial Building  
Maintenance

**WILLIAM EATON**  
Charter Communications

**WILLIAM FEATHERS**  
Syska & Hennessey

**EUGENE JOHNSON**  
Thomas L. Karsten &  
Associates

**SUE LARIS**  
Downtown News Group

**WILLIAM LEE**

**RICHARD LEWIS**  
Lewis/Coffin/Assoc.

**ROBERT C. LEMOINE**  
English & Continental  
Properties Holding

**TIMOTHY MASON**  
Jones, Lang & Wooton

**ROBERT L. MASSEY**  
Customwood

**JOHN MATTHEWS**  
Skidmore, Owings & Merrill

**WILLIAM PINNER, JR.**  
First Interstate Bank

**DAVID L. PROSSER**  
Harper's

**HOWARD R. REBACK**  
Reback Design Associates

**JOHN W. WHITAKER**  
Lillick McHose & Charles

**JAMES WILLIAMS**  
Cannon Constructors

**ROBERT STEWART**  
Stewart Romberger Assoc.

**CORWIN P. VANSANT**  
Macco Constructors

The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster, and encourage the orderly and planned growth of Los Angeles. The group consists of individual representatives of all the major fields of development: real estate, banking, international investment groups, architects and engineers, urban planners, investment brokers, insurance development organizations, and governmental agencies. Meeting on a bi-monthly basis, the group maintains a profile of current business activity through featured guest speakers as recruited by its members. This type of professional interface by its members encourages and supports sound principles of developing a better quality of life for Downtown Los Angeles.



# Downtowners Honored With Roses and Lemons

The Downtown Breakfast Club presented its Roses and Lemons Awards last week, with Arco's Al Greenstein, the Olympic freeway murals, the Fine Arts Building and the 400 S. Hope St. Tower taking the top honors.

Greenstein, Arco's public relations director, won the civic/private commitment award for his continuing support of multiple community projects such as the Weingart Center, Arco Concerts in the Sky and the Downtown Women's Center. Greenstein has stimulated Arco's financial involvement in those projects.

The awards have been presented the past four years to recognize, foster and encourage the orderly and planned growth of Los Angeles. Wayne Ratko-

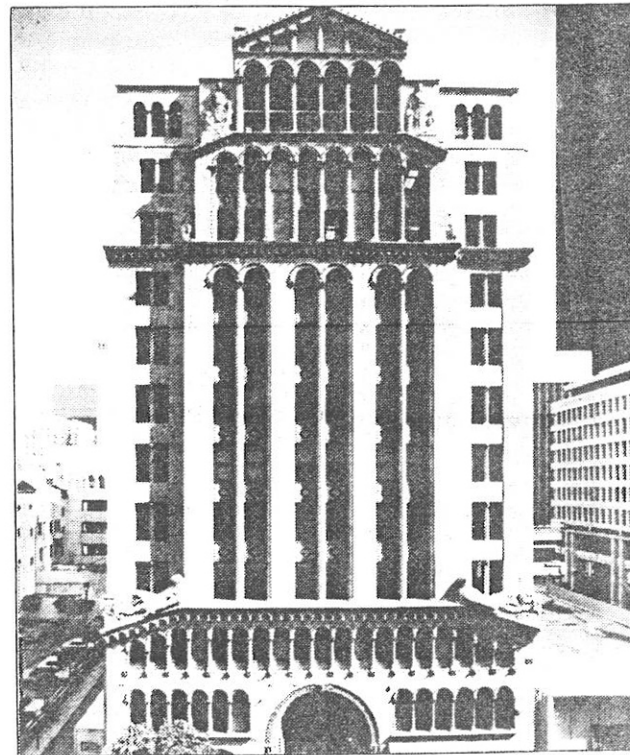
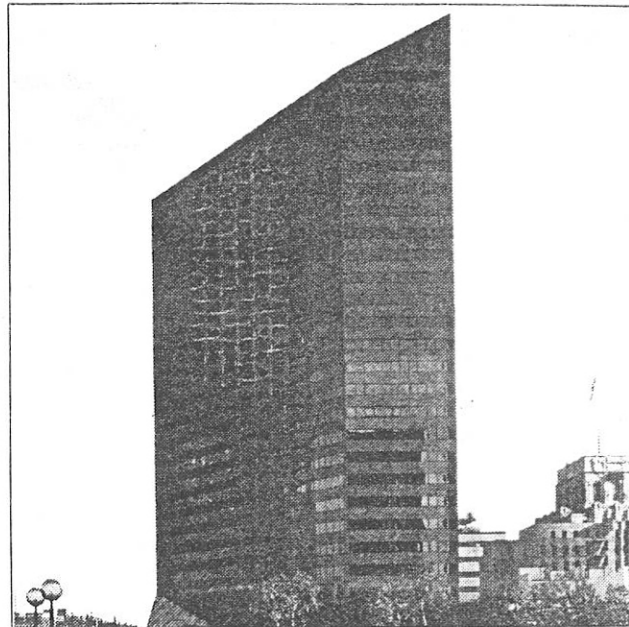
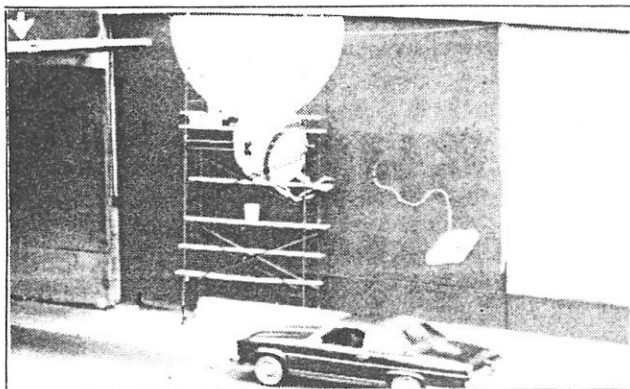
vich accepted this year's award for historic preservation in honor of his company's restoration of the Fine Arts Building.

"The concept of the awards and what its club does is a very worthy activity and one that I think adds to the vitality of Downtown," Ratkovich said. "I'm more excited about that than personally receiving awards. But this is great. It helps fuel the fires to want to do it again." Previously, Ratkovich won for his work on the Oviatt Building.

The honor for the most appealing new structure Downtown went to the 400 S. Hope St. Tower, developed by Olympia & York in conjunction with the law firm of O'Melveny and Myers. "We were

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The 400 S. Hope St. Tower (top), the Fine Arts Building (right) and the Olympic Murals (below) all received Roses.



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particularly pleased to win this award because we spent a great deal of time trying to make the ground floor plaza a place that welcomes pedestrians and makes people feel comfortable," said O'Melveny senior partner Richard Volpert, who took four years off his law practice to work on the tower.

In a miscellaneous category, the Breakfast Club bestowed recognition upon the Los Angeles Olympic Organizing Committee and Caltrans for sponsoring the Olympic murals painted along the freeways.

This year's lemon is a dubious achievement went to the Beaudry Center, widely recognized as an economic and architectural failure. Downtown elevated pedestrian ways received honor mention for contributing to the sterility of L.A. street environment.

In a lighter moment, Michael Grilikhes, president of the Pershing Square Management Assn., the group working to revitalize the park, presented the club with a huge lemon, commemorating last year's recognition of Pershing Square as L.A. biggest turkey.

# Development Projects Win Rose and Lemon Awards

Downtown Breakfast Club Skewers Beaudry Center and Pedway System, Lauds Arco, Freeway Murals and Others

By SAM HALL KAPLAN, *Times Urban Design Critic*

A pro-development group chided one of its own Thursday while awarding "roses and lemons" for recent projects downtown.

The group of developers, realtors, bankers, architects, engineers and public and corporate officials who gather twice a month as the Downtown Breakfast Club took to task the Beaudry Center, a blob of a building just west of the Harbor Freeway at 3rd Street.

The club called the squat, 29-story, 890,000-square-foot office structure an "economic and architectural failure." The condemnation received strong applause from an audience of about 250 who attended the breakfast at the Biltmore Hotel.

## Kind Description

Considering the center's scale, massing and floor plans, and lack of details and focus, the description of the architecture actually appears sympathetic.

Nevertheless, that the group is not just acting as an amiable, back-slapping booster, as do similar associations, but is willing to criticize its own is a mark of sorts of maturity and a welcome trend.

To add a little irony to the award, last year the developers and designers of the Beaudry Center, the C-D Investment Co., a private partnership, had been one of the runners-up for a rose for siting the center west of the Harbor Freeway.

The company recently sold a part of the center, presumably to generate some cash so it can at least finish a 12-level parking garage across the street that is designed as the base of an 18-story, 790,000-square-foot tower labeled Beaudry Center II. The second phase gives every indication of qualifying for another lemon.

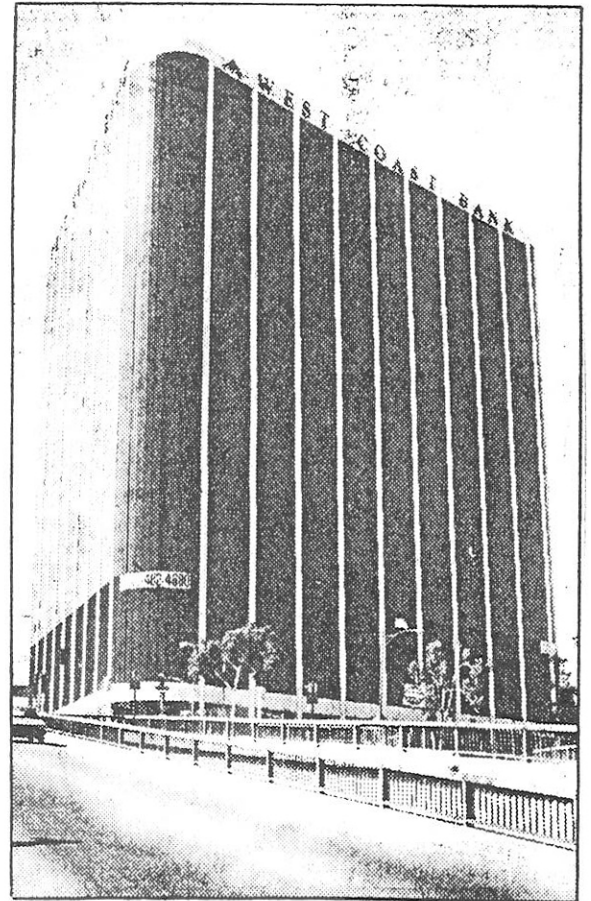
Runner-up this year for a lemon was the elevated "pedway" system, the pedestrian bridges connecting downtown buildings at the second level. The costly concept aimed at separating pedestrian and vehicular traffic, and promoted by Los Angeles City Planning Director Calvin Hamilton, has not been very effective. It also is ugly, which was one of reasons cited by the club in awarding the lemon.

## Fell Into Crack

Last year's lemon went to Pershing Square, an obvious and easy target, since the responsibility for the decrepit condition of the downtown park at the time fell into one of the many cracks of local government. Picking on a private company, as was done this year, stirred some debate and took a little more gumption.

Winning a rose in the category for new structures was the 400 S. Hope St. office tower; for historic preservation, the restoration of the Fine Arts Building at 811 West 7th St., and for civic commitment, Arco. Winning in the catchall category labeled "Other" were the art murals along the Harbor and Hollywood freeways downtown.

The 400 S. Hope St. office tower is a joint venture of the Olympia & York California Equities Corp. and the law firm of O'Melveny & Myers. Designed by the architectural firm of Welton Becket Associates of Santa Monica, the 26-story, 710,000-square-foot building of alternate bands of polished red granite and bronze reflective tinted glass



LORI SHEPLER

The Beaudry Center downtown received a "lemon" for its undistinguished architecture.

risers gracefully from a generous, well-landscaped plaza.

With its double row of cypress trees, reflective pool and inviting benches, the plaza designed by the landscape architectural firm of SWA Group of Laguna Beach is particularly inviting. The well-deserved rose was accepted by Richard Volpert, a managing partner of O'Melveny & Myers.

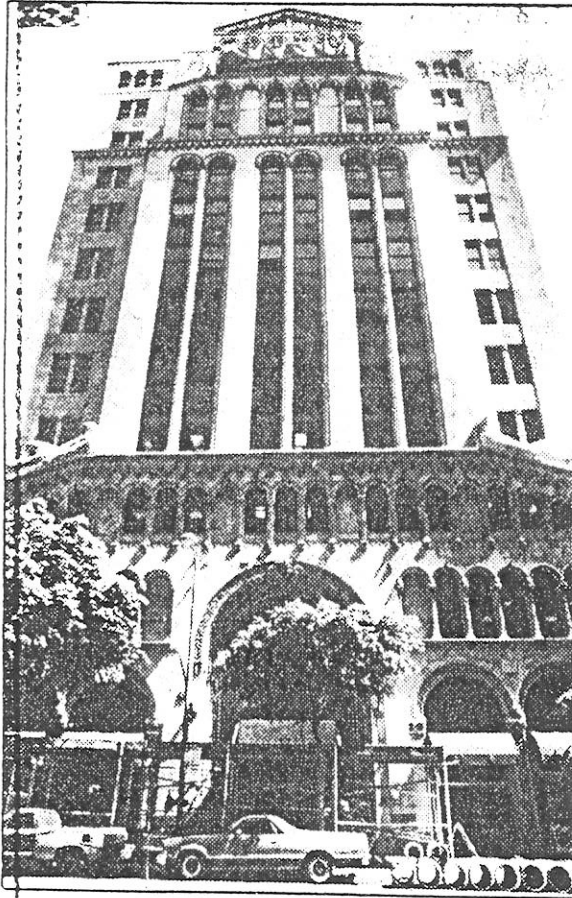
The restoration of the Italian Romanesque-style, terra-cotta-encrusted Fine Arts Building on West 7th Street was completed with a flourish last fall by the development firm of Ratkovich, Bowers Inc. That is the same firm that restored the Oviatt Building on Olive Street and is working diligently on the Wilshire Theatre at the intersection of Western Avenue and Wilshire Boulevard.

Originally constructed in 1926, the building was designed by the architectural firm of Walker & Eisen and distinguished by a three-story lobby decorated by A. B. Heinsbergen. Involved in the restoration was Tony Heinsbergen, the son of the noted decorator; Brenda Levin Associates, and Gensler & Associates. Accepting the rose was developer Wayne Ratkovich.

The rose to Arco was for the company's continuing support of multiple community projects, such as busing for the aged, lunch hour concert programs and the downtown Women's Center. The rose was accepted by Al Greenstein, Arco's public relations manager.

A runner-up for a rose was Maureen Kindel, president of the city's board of public works, for championing curbside flower booths downtown. Also nominated was the Los Angeles Community Design Center for providing architectural and planning services to low- and





The restoration of the landmark Fine Arts Building downtown was awarded a "rose."

moderate-income groups and communities, and the Los Angeles Olympic Organizing Committee for its "businesslike approach to managing a major financial impact on the community."

In the catchall category, the LAOOC and Caltrans were given roses for commissioning murals on retaining walls and underpasses of the Harbor and Hollywood freeways. The club stated that the murals "help beautify downtown." Runners-up were the Japanese-American Cultural Community Center, the temporary Museum of Contemporary Art and Perino's restaurant.

A special rose was given to David Meckel of the Jerde Partnership architectural firm for his work designing the "look of the Olympics." Meckel reviewed the look in a talk to the club before the awards ceremony.



## Downtown Gets Annual Dose of 'Rose and Lemon' Awards

Crocker Center and the Pacific Mutual Building were the Structure and Historic Preservation category winners in the annual Downtown Breakfast Club "Roses and Lemons" awards held April 21 at the Biltmore Hotel.

The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster and encourage the orderly and planned growth of Los Angeles. The group consists of individual representatives of all the major fields of development: real es-

tate, banking, international investment groups, architects and engineers, urban planners, investment brokers, insurance development organizations and governmental agencies.

Each year members nominate structures, civic and private organizations and specific areas for the awards. Recognition is handed out in the form of "roses" (positive) and "lemons" (negative).

Accepting the award for Crocker Center was William Daegling, senior vice president of corporate banking for the financial center. Other nominees in the Structures category included the Manulife Building, Olympia and York Building and the South Park Condominiums.

Vic Feathers, of Reliance Group, the building management company for the Pacific Mutual Building, accepted the award for the winner in the historic preservation category. Other nominees were the Global Marine Building, the I.N. Van Nuys Building and the Wilshire/Figueroa Fire Station.

In the category of civic/private organizations the *Downtown News* received a Rose Award for its "10 year commitment dedicated to enhancing Center City awareness." Other nominees in that category included the L.A. Actor's Theater, the L.A.

Olympic Organizing Committee, and Para Los Ninos, a day care center on Skid Row.

Curator Joan Salz picked up the Rose award for the Wells Fargo History Museum, winner in the Others category. The museum was selected for "establishment of historical displays through an inviting pedestrian-oriented environment."

Nominees in that category were Beaudry Center and the L.A. Street Scene.

Receiving the only Lemon Award of the event was the City of Los Angeles for its neglect of Pershing Square. In presenting the award William L. Massey stated "there are so many groups and/or individuals that are responsible for Pershing Square...the city is most negligent because it should have been the impetus. Hopefully, this award will spur some activity."

Following the awards, Wayne Ratkovich, chairman of the Central City Assn.'s Community Development Committee, commented that the CCA has already initiated a project focusing on revitalizing Pershing Square. The group has commissioned the Project for Public Spaces to conduct a study providing alternatives to improving the Square.