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**1990**

**ROSES & LEMONS  
AWARDS BREAKFAST**

**THURSDAY APRIL 19TH  
THE BILTMORE HOTEL  
LOS ANGELES**

## BREAKFAST

## WELCOME

Fred Merritt, Chairman

## INTRODUCTION

David Prosser

## GUEST SPEAKER

Nelson Rising

Maguire Thomas Partners

## PRESENTATION OF ROSE AWARDS

Frank Jansen

John Whitaker

Lauren Meléndrez

Robert Stewart

Dollie Chapman

*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 encourages and supports sound principles of developing a better quality of life for Downtown Los Angeles.*

- |                                 |   |
|---------------------------------|---|
| I. STRUCTURES:                  | IV. GOOD IDEAS (WE'D LIKE TO SEE MORE): |
| California Medical Center       | Downtown Dollar Days                    |
| First Interstate World Center   | Specialty Retail                        |
| Metropolitan Detention Center   |   |
| II. RENOVATION:                 | V. DOWNTOWN HOUSING:                    |
| Checkers Hotel                  | The Metropolitan                        |
| Eastern Columbia Building       | The Russ (SRO Hotel)                    |
| First Interstate Tower          | Santa Fe Art Colony                     |
| III. CIVIC/PRIVATE COMMITMENT:  |   |
| Bill Luddy (City North Concept) |   |
| Broadway Spring Center          |   |
| Biddy Mason's Place,            |   |
| A Passage in Time               |   |
| Inner-City Arts                 |   |

## PRESENTATION OF CURMUDGEON OF THE YEAR AWARD

Howard Reback

## PRESENTATION OF LEMON AWARD

Howard Reback

## ADJOURNMENT

# DOWNTOWN NEWS

ENTERTAINMENT  
DOWNTOWN HAPPENINGS



## A Rose Is a Rose Is a Downtown Rose

*A Look at the Roses & Lemon Awardees*

by Marc Porter Zasada  
Downtown Los Angeles is not a happen-  
stance.

It is not a place where a bunch of highrises just happened to congregate for warmth. Nor is it some low point in the basin, where lots of buildings slid.

**Downtown Los Angeles** is an enterprise, an undertaking by some thousands of active individuals. These people are purposefully building a city center. The results of their endeavors are sometimes uncoordinated and sometimes ungainly, and their successes come in fits and starts. But sitting at the Roses & Lemon Awards last week, you could not help but believe that they are trying their damndest.

The Roses & Lemon Awards are presented each year by the Downtown Breakfast Club, a group of some 30 men and women (mostly in real estate) who meet twice a month to talk

Continued on page 8



Bob Bates founded the Inner City Arts Center, which won a Rose last week for "Civic/Private Commitment."

## Major New Projects in CBD Given Nod by Council

*R&T, Grand  
Central Break  
4-Year Hiatus*

by Steven Wolf

The project pipeline began flowing this week. Development projects, that is. After four years of not approving any big Downtown developments, City Council ratified two last week.

The largest was the R&T development, a 26-story office tower, proposed for the southwest corner of Eighth Street and Figueroa by the R&T Development Corporation.

Now in the final stages of design, the project will further embellish the glossy new Figueroa corridor, which in recent years has become one of the hottest commercial addresses in the City of Los Angeles.

It is being developed by a joint venture of Ryoshin Fudosan and Takenaka, and will hold 400,000 square feet of new office space. Outside, a small public plaza will offer elegant water features.

The other is the Grand

Continued on page 7

## LUMMIS AT LARGE

### Hipsters Hold Beat Rap at Itchey Foot Bistro

*Theater Piece Recreates Days of 'Howl'*

by Suzanne Lummis

*Hipsters, flippers, finger popping daddies, knock me your ears...*

That is how Beatnik rapper Lord Buckley used to begin his outrageous updating of "Julius Caesar."

Both hipsters and flippers are fairly represented in the Mark Taper Fo-

rum's staging of "BEATific Poets," directed by Lillian Garrett, at the Itchey Foot Ristorante.

Actor/writer Jeremy Lawrence has culled from a range of sources to recreate a landmark reading—and the life and times surrounding it—at which important Beat

Continued on page 27

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Shabu Shabu Is Not a Performer at Sea World

**Driving in Radioland.....Page 26**

Skelley Tunes In Some Short Takes

**L.A. Fiesta Broadway.....Page 12**

It's Happening This Weekend

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With a Word From the Fed

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A Sardonic "Miami Blues"

**History of Lemons....11**

Eight Years of Sour Citrus



## Idols and Herbs Ready to Cure What Ails You

*But Don't Ask About Santeria Rituals*

by Dave McCombs

For an unrequited lover, the "Botanica" poses a kitschy cornucopia of remedies. There's "love attracting spiritual bath," a red liquid to be poured into a filling bathtub or splashed on full-strength. "Attraction spiritual incense" purports the same

properties as the bath, but as a "powerful Indian house blessing," it can imbue entire rooms with lusty wafts of rose scent.

For the action-oriented, one Botanica clerk recommends brewing *damia* leaves into a zingy tea, an alleged aphrodisiac.

Continued on page 6

*Today's Office Explored on 16, Secretaries Honored on 20*

## Library Tower, Checkers Given Roses as Best Construction Efforts Last Year

*Other Blooms Awarded for Good Ideas, Civic Commitment and Efforts to Build a Great Urban Center in Downtown L.A.*

Continued from page 1 about Downtown. Back in 1981, they took it upon themselves, with permission from no one, to give out awards to people engaged in the enterprise of trying to make Downtown a great urban gathering place.

Not all of the nominees build buildings. Some work with the homeless, some with inner-city kids, and some struggle to make sense out of city politics.

It is a sign of the interest Los Angeles has in its new Downtown that the awards ceremony has moved from an informal gathering in the base-

ment of the Chamber of Commerce to a huge, formal breakfast attended by more than 400 leading lights from the community.

Trumpets now announce the winners—but Breakfast Club members, who always seem a bit surprised over the fuss, stand up at the podium in the Crystal Ballroom at the Biltmore and announce their yearly roses with a kind of gee-whiz ingenuousness. Each year, the event belies the slick veneer of the new Downtown.

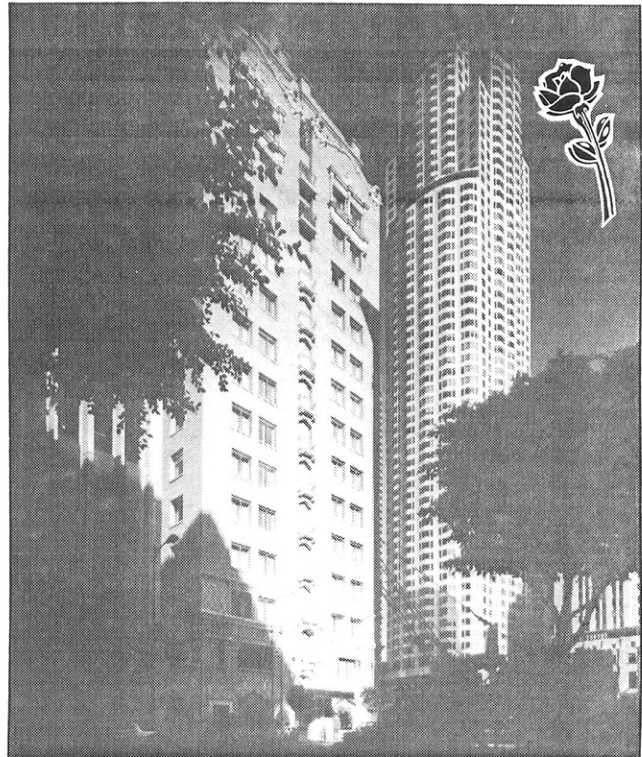
Ironically, the greatest anticipation always accompanies the Lemon

Award, given to projects which offend the spirit of the city and the quality of the enterprise we call Downtown.

Like the club itself, we will reserve the Lemon for last.

### World Center

The Rose for Best New Structure went, of course, to **First Interstate World Center** (which even the presenter still referred to as Library Tower). This is the Maguire Thomas Partners project which rises 73 stories at 633 W. Fifth Street and has given a new shape to the skyline. It was designed by Henry N. Cobb of Pei, Cobb,



Checkers Hotel, left, won the award for best renovation. First Interstate World Center (Library Tower) was named best structure.

Fried & Associates and Harold Fredenburg in New York; Ellerbe Becket was executive architect; and the general contractor was Turner Construction.

Also nominated for Best Structure were the new **California Medical Center** patient tower,

and the new **Metropolitan Detention Center** at 535 N. Alameda.

### Checkers

The Rose for Best Renovation went to **Checkers Hotel**, the small, chic inn at 535 S. Grand Avenue. Formerly the Mayflower Hotel, the building was

gutted and completely remodeled by Treptow Development Co. and Ayala International in fine style.

Holtzman architects and Kaplan, McLaughlin & Diaz were co-designers of **Checkers**; James Northcutt did the interior design; and general con-

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tractors were Nishimatsu and Linbeck construction companies.

Also nominated for their renovations were the Eastern Columbia Building and 707 Wilshire, the First Interstate building which did extensive work after a fire in 1988.

#### Housing

The word "housing" is now on everyone's lips—from homeless activists to would-be homebuyers. In Downtown, the word has an additional imperative, because we are struggling to balance the growth in new office towers with beds for office workers. If we succeed, it will mean less smog, less traffic, and more life on the streets.

Because of this need, the Breakfast Club has added a new category for roses: "Downtown Housing."

There were two winners, of a completely disparate nature. A Rose went to the Metropolitan, the new apartment complex at 950 S. Flower. This, the first upscale rental community in South Park, is a 270-unit project developed by Forest City Properties corp.; architect Dworsky Associates; general contractor, Morley Construction.

The other winner was in a far less chic part of



Hundreds of Downtowners participated in Downtown Dollar Days.

town. The Russ Hotel, at 517 S. San Julian, is a single room occupancy hotel renovated by the SRO Housing Corp with funds provided by the Community Redevelopment Agency and the City of Los Angeles' State Emergency Shelter Program. Andy Raubeson, executive director of SRO Housing, accepted the award.

Raubeson noted that, "We feel very connected to the other awardees today. We have much of the furniture that was taken out of the Mayflower, and we provided many of the workers to clean up after the First Interstate fire."

Also nominated was the Santa Fe Art Colony, a loft district project encompassing four buildings and over 50 studios.

#### Commitment

The Rose for "Civic/Private Commitment" went to the Inner City Arts Center at 1202 E. Olympic, a new, nonprofit art center which serves children who live in Skid Row and attend school in one of the worst neighborhoods in L.A.

Some 550 kids a week pour through this large, well-lit, renovated warehouse space, watched over by executive director Bob Bates. They do all



A program at the Inner City Arts Center.

Photo by Rega Petlin

kinds of creative projects with paint, clay, crayons and whatnot—along with hearing performances by groups like the L.A. Chamber Orchestra.

"We are not trying to train artists," said Bates. Continued on page 10

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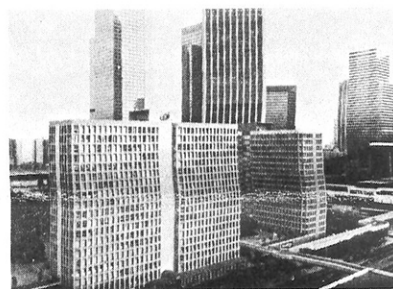
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## Housing, Commitment Win Rose Awards

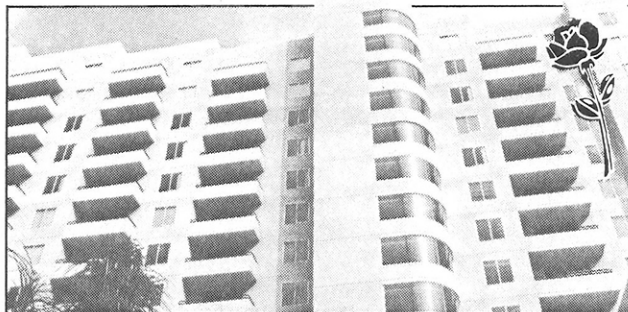
Continued from page 9 when accepting his award, "but to encourage these kids to reach out and take chances." Inner City Arts began just last September, after a conversation between Bates (pictured on our cover) and real estate financier Irwin Jaeger, who fronted all the money for the project.

Also nominated for

Commitment were Bill Luddy, the president of the Planning Commission for his efforts to create "City North," and the Broadway Spring Center, a parking/retail center aided by the Community Redevelopment Agency which features a tribute to Biddy Mason, former slave and "grandmother of Los Angeles."

More civic commitment was honored under the category of "Good Ideas — We'd Like to See More," where a Rose went to the Downtown Dollar Days effort, a grass-roots charity organized by Downtown employees who each fall ask everyone to contribute one dollar to five Skid Row charities. In 1989, they raised more than \$80,000 with efforts like the Chili Cookoff at the Bonaventure Hotel—certain to become a Downtown tradition.

Also nominated was the



The Metropolitan apartments won a Rose for the quality of its housing in South Park.

ambiguous concept of "specialty retail," as in the

MOCA Bookstore, the Music Center Bookstore, and the Children's Museum shop. We need more specialty retail, seemed to be the message here.

### A Curmudgeon

A new, and perhaps perpetual award went to Sam Hall Kaplan, the design critic of the Los Angeles Times as the "Curmudgeon of the Year." The presenter generously defined curmudgeon as "one who hates hypocrisy and pretense and has a habit of pointing it out."

Kaplan remarked, "How could you help being a curmudgeon in Los Angeles, when you are besieged with architects with no shame and developers with paranoia, when you drive through the smog, look at the homeless, and see these buildings mooning you."



Andy Raubeson directs SRO Housing.

Kaplan referred to his employer, the Real Estate Section of the Los Angeles Times, as an "advertising supplement."

### Another Lemon

This year's Lemon award went to a Downtown institution which has been awarded or nominated to Lemonhood several times over the last eight years.

In spite of several failed attempts to renovate it, Pershing Square remains, in the words of presenter Howard Reback, "two city blocks in the heart of Downtown that could be a model urban retreat, but is, instead, a blighted green space that says 'shame on Los Angeles.'"

Near-winners in the Lemon category were the new logos hung atop the Rose-winning First Interstate World Center. The logos, which have evoked a storm of angry letters from Downtowners, received nearly as many votes as Pershing Square.



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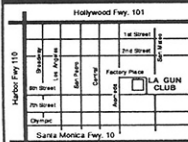
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## A Short History of the Downtown Lemon Award

### Victims of the Sarcastic Citrus

by Marc Porter Zasada

The notorious Lemon Award, devised by the Breakfast Club in 1981 (see related story), has been partly blamed for the failure of at least one Downtown real estate project—a project which was merely nominated, but never awarded the sarcastic citrus.

It has also had a beneficial effect on more than one Downtown landmark.

The logo for the award, a half lemon sitting in an empty sardine can, was inspired, says presenter Howard Reback, by the Beaudry Center II building, constructed at Third & Beaudry in the early Eighties. At last week's ceremony, Reback flashed back and forth between pictures of the sardine can and the hapless structure, now home of the Pacific Stock Exchange.

—In 1981, during their first Roses & Lemon ceremony, the Breakfast Club gave out no less than

three lemons. One went to the unfriendly cement base of the Bonaventure Hotel. One went to the ill-conceived Triforium sculpture in the L.A. Mall. And one went to the elevated pedway system, which uglifies so much of Flower and Figueroa Streets.

As a footnote, we should mention that the Bonaventure has since cut through an attractive new entrance onto Flower Street, City Council recently spent over \$100,000 to repair the Triforium in spite of complaints about it, and no more pedways are planned in Downtown.

—In 1982, the Club gave out five lemons. One went to Parker Center, "a building completed in 1982, but obviously designed in 1946," according to Reback. One went to the staggeringly ugly Convention Center Annex. And three went to "glass boxes," the mir-



In Pershing Square.

rored Bullock's headquarters building, the International Jewelry Mart on Hill, and the Guardian Bank Building.

One should note that the City is now talking about tearing down Parker Center, the Convention Center is undergoing a \$390 million rehab and expansion, and glass boxes have become, well, rare Downtown. We're into granite now.

—In 1983, the lemon went to, guess who, Pershing Square as "a continuing disgrace."

—In 1984, Beaudry Center, now Security Pacific Beaudry Center was named as a Lemon in the world of architecture. "Security Pacific did wonders with

it economically," said Reback, "but it's still there, sitting on the whole site." Pershing Square actually won a Rose for its efforts to spruce up for the Olympics.

—In 1985, the Lemon went to Beaudry Center II, an equally awful excuse for architecture.

Pershing Square was nominated for a lemon after its post-Olympics decline.

—In 1986, the Lemon went to the Eugene Sturman sculpture installed, as Reback put it, "as an abuse of public funds" at the corner of Ninth and Figueroa.

One should note that "plop art" sculpture has since passed out of favor with the Community Redevelopment Agency, which previously encouraged developers to buy big pieces of modern art

and drop them in their plazas.

A nominee of note that year was the sign atop the WTC building, the triangle-atop-the-pedestal in City West.

—In 1987, the Promenade Towers parking garage was named as a lemon. The developer has since painted the structure and planted it with trees. One wonders whether the Citicorp Parking garage, now expanding along the 110, will some day attract lemon throwers.

—In 1988, the 1000 Wilshire, now the Coast Savings Building, was nominated for both a Rose and a Lemon as "the tallest 7-story building in the world." But the winner was the L.A. Mall, the shopping center poorly designed and woefully neglected by its owner, the City of Los Angeles.

—In 1989, the proposal for a huge, glass and steel "Steel Cloud" cultural and amusement center to be built over the 101 freeway near City Hall was given a Lemon.

One should note that this concept, promoted as a "West Coast Gateway," and arising from the minds of young, deconstructivist New York architects, has made little headway through the approval or fundraising process.

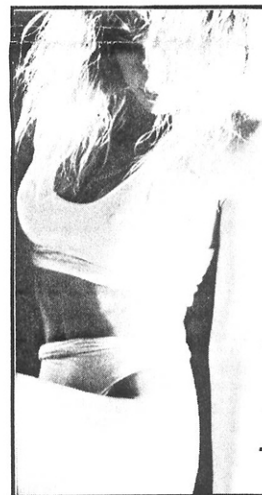
—And in 1990, our ever-beleaguered Pershing Square, still a badge of shame for Los Angeles, has won another lemon. One hopes that the current plan, slowly and painfully constructed by nearby property owners, will do something for the Square, and prevent it from being the Lemon of Downtown's eye in, say, 1995.

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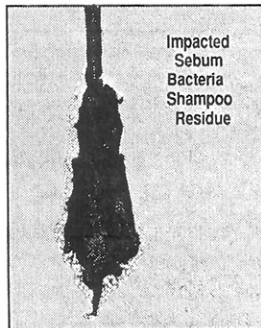
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LUNCH HOUR  
NEW FEATURE ON 20DOWNTOWN  
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Time for  
Roses &  
LemonsNominees for  
Annual Awards

by Marc Porter Zasada  
Now that the other  
award ceremonies  
are over, we can get  
down to the serious  
Downtown honors: the  
1990 Roses and Lemons.

Each year the Downtown Breakfast Club, an informal group of business leaders concerned with Downtown aesthetics and real estate development, passes out roses to various and noble efforts in the central city. This year, the categories have been expanded, and include the best new structure Downtown, the best new renovation, best new housing development, civic/private commitment, and the "best idea....we'd like to see more" Downtown. They also tribute what they consider an ignoble effort of the last year, and award it....with a lemon.

This year, the lunchtime ceremony will be held April 19. Today, we preview the nominees.

## Buildings

This year's rose nominees for best new structure are the California Medical Center's new patient tower (nominated Continued on page 8



Ron Campbell is Joe in a Beckett Classic.

50/  
60  
CONTINUES  
UNABATED

Four More From the  
Taper's 20/20 Look  
Back at the Theatrical  
Revolutions

## by Steven Wolf

In conventional theater, appearance aspires to reality. Actors stop playing characters and become them. Scenery is no longer just a tree or a stoop but a forest and a city. Words are freed from their typewriters and born again as the spontaneous products of real people. The audience forgets itself, gets outside Continued on page 17

Safety Regs Begin to Bite  
Into the Historic Core

## Vast Area, Many Buildings Affected

by Dave McCombs  
Fire safety regulations passed after the 1988 First Interstate conflagration are beginning to fall hard on Downtown's Historic Core of buildings, most built

between the turn of the century and World War II.

The ordinance requires owners to install smoke and heat-activated sprinkler systems and to en- Continued on page 16

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A Look at the Eclectic

Council Raises Parking  
Minimums by a Third

## Downtown Will Not Be Affected

## by Steven Wolf

After ten years of debate, City Council approved a portion of Councilman Hal Bernson's parking initiative, designed to support commerce and development

in certain parts of the city. The ordinance will not directly affect Downtown.

The initiative raises the minimum number of parking spaces required by developers building Continued on page 10

Softer Businesswear in Fashion, on Page 13



## Rose & Lemon Nominees Announced for Downtown Buildings & Projects

### The Usual Idiosyncracies Presage Prestigious Event

Continued from page 1 last year), First Interstate World Center (logo or no logo), and .....the new Metropolitan Detention Center—a 600-bed prison.

Is this a competition, you ask? A hospital building and a prison pitted against an already-famous highrise, the tallest west of Chicago?

Well, the hospital is considered to be an exceptional example of the

genre, with its clever curves of brick and the way it fits in with its surroundings—all very comfortable and humane for a, well, hospital. The 344-bed, acute-care teaching facility was designed by Kaplan, McLaughlin, Diez.

The Detention Center, at 635 N. Alameda, is a 13-story, 272,528 square foot maximum security arrangement designed by Ellerbe Becket not to look so much like a prison, but

another heavy government building. Or perhaps a telephone-switching station. It fits in nicely with buildings already in the Civic Center. The Breakfast Clubbers consider it "finely detailed and creatively designed inside."

FIWC, aka Library Tower, was designed by Henry N. Cobb of Pei, Cobb, Fried & Associates and Harold Fredenburg. Rather than a description, we invite our read-

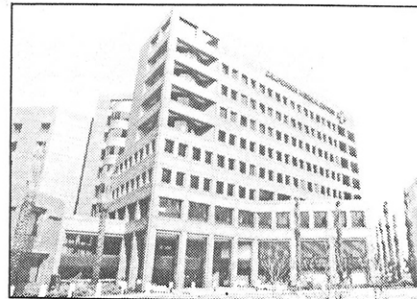
ers to step outside, shade their eyes and look up. The executive architect of this building, which may come to symbolize Los Angeles as much as the Bonaventure or City Hall, was Ellerbe Becket. The developer was Maguire Thomas Partners.

### Renovation

For best new renovation, the nominees are Checkers Hotel, which opened to rave reviews last summer as Downtown's only small luxury hotel, the revived Eastern Columbia building, which has become a center for garment district business, and the old First Interstate Tower, which has made a strong comeback since the 1988 fire.

The Eastern Columbia is a rehabilitation of a Downtown Classic. The First Interstate Tower has created a new feel for the lobby and other areas as it recovered and sprinklered its floors. Checkers preserved the old facade of the Mayflower Hotel, while completely gutting its interior.

Again, highly disparate nominees. But they point up the continuing, if slow new investment in old buildings Downtown.



The new California Medical Center Building.

### Commitment

For best civic/private commitment, the nominees include Planning Commission President Bill Luddy, for his energetic spearheading of the City North concept (he virtually invented the term over the last year and organized an effort to masterplan the transitional area north of Downtown); the Broadway Spring Center at 650 S. Spring, a multi-use center aided by the Community Redevelopment Agency which includes an artistic testimonial to former slave and on-site property owner Biddy Mason; and the Inner City Arts Center, a non-profit group that uses the artistic process to help Skid Row children deal with their crazy existence.

### Ideas

In the competition for "Good Ideas" Downtown, the judges will be choosing between the somewhat undefined idea of specialty retail, as in the MOCA bookstore.... and Dollar Days, a small-contributions-only fundraiser organized by Downtown employees to

help Skid Row service providers.

Seems like you could switch around some of these categories.

Shouldn't Dollar Days go under "commitment" and Broadway-Spring Center go under "structures"?

Then again, never mind. The idiosyncracies of the Breakfast Club have always been a closely-guarded mystery, no matter how much prestige these awards have garnered over the years.

For Downtown housing, the judges will be looking at a broad spectrum—indicative of the complex and creative ways that a genuine residential community is beginning to penetrate Downtown.

Nominated are the successful new apartment complex, the Metropolitan at 950 S. Flower in South Park, the Russ Hotel, an SRO on Skid Row at 521 San Julian, and the Sante Fe Arts Colony, a warehouse turned loft space in City East, at 2401 S. Santa Fe. Nominations for the lemon award, contrary to popular demand, are kept secret.

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