<table>
<thead>
<tr>
<th>MONDAY 3</th>
<th>TUESDAY 4</th>
<th>WEDNESDAY 5</th>
<th>THURSDAY 6</th>
<th>FRIDAY 7</th>
<th>WEEKEND</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>MONDAY 10</th>
<th>TUESDAY 11</th>
<th>WEDNESDAY 12</th>
<th>THURSDAY 13</th>
<th>FRIDAY 14</th>
<th>WEEKEND</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>MONDAY 17</th>
<th>TUESDAY 18</th>
<th>WEDNESDAY 19</th>
<th>THURSDAY 20</th>
<th>FRIDAY 21</th>
<th>WEEKEND</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>MONDAY 24</th>
<th>TUESDAY 25</th>
<th>WEDNESDAY 26</th>
<th>THURSDAY 27</th>
<th>FRIDAY 28</th>
<th>WEEKEND</th>
</tr>
</thead>
</table>

**CONTINUING EVENTS**


*Picture from Peace Walk exhibit, Woodbury University Gallery.*
PACJE 14

INTERIORS • ADVERTISING

TEN YEARS EXPERIENCE IN MARKETING AND PUBLIC RELATIONS EXCLUSIVELY FOR THE BUILDING

are white Italian marble and are life

size

WINGED VICTORY. Both statues

Beautifully carved VENUS DE MILO

TWO MARBLE STATUES

CHRISTOPHER DOW

math/tec

COMPUTEn AID FOR ARCHITECTS AND ENGINEERS

231 SOUTH GRAND STREET, SUITE B • ORANGE, CALIFORNIA 92866 • (714) 997-9041

2550 Beverly Boulevard
Los Angeles, CA 90057
(213) 388-0472

math/tec

118 SOUTH CATALINA / REDONDO BEACH, CA 90277 (310) 774-8559

YOU DO GREAT WORK...

...BUT IS THE MEDIA WRITING ABOUT YOUR COMPETITORS INSTEAD OF YOU?

CALL THE PROMOTERS

TEN YEARS EXPERIENCE IN MARKETING AND PUBLIC RELATIONS EXCLUSIVELY FOR THE BUILDING INDUSTRY. ASK ABOUT OUR PROGRAMS FOR SMALL COMPANIES.

291 SOUTHWEST STREET SUITE B • ORANGE, CALIFORNIA 92866 • (714) 997-8841

ARCHITECT/ DESIGN PROF.
Studio/ Office
The Dow
Individual Residences, Separate Suits
(100 - 300 sq. ft.)
Private Bath
San Vicente Blvd., Brentwood
(310) 892-3830

RICHARD GAGE ASSOCIATES

ENERGY CALCS

$150

TITLE 24

213-307-900

SOM/LA ARCHITECT

(818) 703-6361

LUMBER ASSOCIATION

OF SOUTHERN CALIFORNIA

We have available to you:

Design information
Technical assistance
Literature including

Grading rule books
Western Wood Use Book
National Design Specifications
Span tables

WOOD — The only renewable natural resource
If we can be of help to you, call or come by
1915 Beverly Blvd. Ste. 202 Los Angeles, CA 90057
213-483-6450


March 27, 1986 marks the one hun­
dreth anniversary of the birth of

Mies van der Rohe. This summer in

Chicago alone there will be exhibi­
tions of his work at the Art Institute of

Chicago and the Illinois Institute of

Technology (IIT), and the Mu­

seum of Contemporary Art will host

a show being curated by Arthur

Drexler at the Museum of Modern

Art in New York.

1985 saw the first publication

in English of the architecture of Mies

(Toegelhoff) as well as the first de­
tailed and anecdotal biography

(Toegelhoff). In addition, Franz Schulze

has given us a more intimate biogra­
phy containing new insights into the

background and thinking of a man

whose life has been primarily a leg­
end. The work of Mies van der Rohe

certainly deserves the attention these

books will bring, especially to a new

generation of architects.

What these three books have in

common and make them so en­
lightening is a special attention to

Mies' early, European work. It may

be that this work is interesting today

because the spatial arrangement and

handling of materials is fresh and

unfamiliar to most of us. There are

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' early. European work. It may

be that this work is interesting today

because the spatial arrangement and

handling of materials is fresh and

unfamiliar to most of us. There are

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,

Mies' villas, for example, true villas

in a Palladian sense: cool, abstract,
Personnel Department will be attending. There will be a panel presentation and discussions afterward.

Chapter Headquarters Update. Axon reported that he had talked with April Chern to prepare a policy on Chapter Headquarters, so that if an opportunity arises again, he can react more quickly. Chern stated that this would be ready by the next Board Meeting.

President's Report. Axon reported that the jargon issue is going to the international media by the end of this month for the Los Angeles Prize. The name of the prize has been changed to the "Los Angeles Prize" because in other countries it might come across as a "La" Prize. The Advisory Committee is Ron Altoon, Dick Appel and himself avoiding the situation. A letter with a series of inquiries has been sent out to various organizations regarding that issue.

The Chapter received a letter dated 12/23/85 from the "Citizens for Fair Fees." This group was organized as a non-profit organization to fight the present City Council's new fee to fund fire hydrants and water main improvements. They are looking for financial support to file this ordinance and are legalizing the action because the City Council has refused to amend this new law in any way.

Executive Director's Report. Regarding the AIA policy on licensing of other professionals Janice was informed by Benjamin E. Brewer Jr., FAIA (National) that they are re-considering the J.C. art work.
**News and Notes**

**President's Message**

There are two Los Angeles issues that this month come to the fore for our understanding and attention. One is the power shift occurring in city planning now that the CRA and city planning commission directors have left or are about to leave. With the departure of Ed Helfield and Cal Hamilton, the City Council is moving to upgrade its junior partnership arrangement in the shaping of our downtown. An action which has long-term implications for the rest of the city as well.

The new shift will bring an enhancement to the top planning job, that of planning director in the planning commission, under the City Council’s jurisdiction. My local councilman, Marvin Braude, together with Councilman Finn, has entered a resolution which has been referred to the governmental operations committee that requests that the chief legislative analyst examine the council’s relationship with the city’s redevelopment agency to identify alternatives that would enhance council’s ability to more closely direct and monitor the activities of the CRA and report its findings to the appointed council committee within 60 days. Further, the resolution proposes that City Council request the 50 members of the CRA delay its selection to replace its chief administrator pending the council’s reevaluation. I will report more on this when events become more clear.

The LA AIA sponsored a public forum on January 29th to get broad public input on the proposed requirements to fill both of these positions. The meeting was attended by approximately 80 people and the issues discussed ranged from the role of the CRA versus the city planning department to the power that these agencies can and should have in determining the destiny of what will become the largest city in the USA. Morris Newman has a complete report on this Forum on page 3 of this issue.

The other related issue is the new ordinance proposed by the city departments of transportation and planning. The citywide bill is called the Transportation Impact Mitigation Procedure Ordinance. TIMPO, Chris Stewart of the Central City Association (CCA) states that the bottom line of this ordinance, if adopted in its present form, is that any developer in the city of Los Angeles would have to sign an agreement with the City that gives him open liability in terms of transportation impact mitigation measures. Councilwoman Russell is spearheading this in order to reassure the developers that it be approved as an “initial step toward alleviating the impact of development in congested areas.”

Because of the open liability issue, it is doubtful that any developer could obtain funding from banking institutions, therefore the ordinance acts as a moratorium on any development in “congested areas.”

The City Council has not been very effective to date in solving the city’s transportation or zoning issues and this sounds like an effort to push off its own responsibilities to others and to move into a power position for which it has little or no expertise.

According to CCA, no developer could obtain building permits or certificates of occupancy unless the developer completes a study to determine the traffic impact of his project; submits a program of proposed traffic mitigation measures to the Department of Transportation for approval; agrees to abide by future mitigation measures which might be built into a specific plan; agrees to pay a future assessment fee to be adopted by the City Council; and agrees to require all lessees to participate in the undefined transportation system management programs as they are adopted.

There are too many unknowns in this formula for any developer or lender to agree to it. With this kind of backward insight to city development it sounds as though we may well come to a standstill on any future construction in Los Angeles. As we are entering a great future for Los Angeles, it seems prudent for the City Council and the city planning commission to re-evaluate their positions or we as a city shall be left at the starting gate.

Donald Axon, AIA

**LA Chapter Minutes**

The following text is a summary of the proceedings of the January board of directors meeting. Full minutes of the meeting are available through the Chapter office.

**Election of Board Officers.** Moved Widon/Second Phelps, the following: That Robert Reed be appointed as yet and asked for vol­unteers. There being no other nominations, the Motion Carried.

**Mowed Widon/Second Phelps, the following:** That the LA AIA ex-Com be called the “ex-Com” or “EX-Com.” There being no other nominations, the Motion Carried.

**Move Hall/Second Chern,** the following: That Fernando Juarez be appointed Sergeant at Arms. There being no other nominations, the Motion Carried.

**Review of Organizational Chart.** President Axon requested that the Board Members look at the Chart that all had received. He reviewed the responsibilities assigned to each and asked if there were any ques­tions.

John Mutlow asked who would be the liaison between the LA/AIA Board and the LA Architect Board. Axon stated that no one had been appointed as yet and asked for vol­unteers. There being no one, Axon appointed John Weldon as Board li­aison to the LA Architect Board.

Don Axon stated that Juan Ricci has resigned as Administrative Assistant for Membership and the Chapter was looking for someone to fill this position.

**Moved Harris/Second Phelps, the following:** That the President (Axon) write a letter to Ricci thanking him for the services he has rendered in the past. The Motion Carried.

**Pershing Square Competition.** Guests Janet Marie Smith and Sharon Browning presented a slide show on a proposed concept for Pershing Square. They obtained background on eight different types of parks and had also conducted personal interviews with people in the area.

At the conclusion of the pre­sentation Smith stated that they were interested in having an open forum to which the general public will be invited to see what they have done so far. She stated that she would like to have organizations like the LA/ AIA co-host this event which is tenta­tively scheduled for January 28, 1986. There was some discussion re­garding whether by co-hosting the event it would appear that the LA/ AIA was actually giving its approval for the proposal.

**Mowed Widon/Second Chern,** the following: that the LA AIA ex­sponor the open forum on the pre­sentation of the redevelopment concept of Pershing Square to be be­held on January 28, 1986. The Motion Carried.

**Chapter Audio Visual Project Update.** Bob Harris stated that he had attended a screening of a pre­liminary presentation of the project which will serve many purposes, but is primarily to let National know what Los Angeles has to offer in the event the 1994 Convention is held here. It actually deals with the qual­ity and characteristics of Los Angeles, the people and the physical aspects, rather than an advocacy piece in itself. There should be another preview of what is being done by the end of this month. We also have quite a list of organizations other than companies to contact for assistance.

**Problems Competition and City Room Up-Date.** Barton Phelps reported that he has spoken with Donna Brown in regard to the ex­hibit for the City Room. Donna has begun to gather a group of people to assemble this exhibit. She has a very ambitious plan, with a kind of sound and light ambiance that should thrill the kids that come to the museum. The Associates have allocated $700 for this. Donna wanted to know if the Board was interested in assisting this project with $1500 to produce a poster.

In regard to the City Room, Phelps reported that communica­tions with the museum are quite frustrating at this point. Our prop­osal in the form of a draft contract was, in essence, rejected by the Di­rector, who wrote a counter­proposal. The point that the Chapter hoped to establish to promote a per­manent exhibit was rejected by the Director, who insists on calling us “the exhibitor.” He apparently doesn’t understand the extent of our interest in establishing a permanent liaison with the museum. Barton stated that he was preparing another letter to be sent to the Director, but has delayed it until an exhibit is in place.

W. Widom questioned Donna Brown’s expectations that the exhibit can be mounted with $700. It might make more sense to have Donna prepare a program with prices at­tached that could be approved by the Ex-Com and ratified at the next Board meeting. Phelps will contact Brown in this regard.

**Public Forum.** Mark Hall re­ported that the Forum regarding the selection of a new Director of Plan­ning for the Board scheduled for Thursday, the 30th of January from 7:30-9:00 p.m. The top floor of City Hall has been reserved and represen­tatives of the CRA, the City Planning Department, and the City
takes its cue from the richness and simplicity of the old building and the mood of its environs—Venice street.

TB: Hmm...

(A soft light bathes the sidewalk from within the protection of the barred window; we see another building concealed inside.)

MR: The window sets up one of the overall ordering mechanisms—a kind of architectural dagwood.

TB: Hmm...

(We enter and looking out focus on the arcade column framed within the window.)

TM: An impacted building which seems to be in competition to dominate some center position.

MR: A room made for the absence of man occupied by its own being—that is its architecture.

TB: Julie’s added another waiter’s station at the end of the bar.

TM: And repeating the original column except it doesn’t hold up anything—it brace everything.

TB: I think we should have put the oyster bar at the front where people could see it.

MR: The “main room”—it’s really not that at all... It’s totally straightforward, simple—what’s left between front and back.

TB: We added a piece of marble here... Are we really going to be able to seat sixty people?

TM: Kazu says the whole thing is about making and breaking rules.

MR: And tension and movement...

TB: What?

MR: A building never empty...

TM: Generic, of common stuff...

MR: The basics, gravity, light, space.

TM: A perception of permanence in a city that worships the ephemeral.

MR: Having little to do with day-to-day utilization.

TM: Hmm...

TM: Wasn’t it Oscar Wilde who said: “Art should never try to be popular, the public should try to make itself artistic.”

(Two people are peering through the window... Something about a new gallery.)
Interior elements of the space purposely complement the exterior architecture. Of note is the limited use of double layer drywall which was applied to the walls to look much like wood paneling. Thus, the interior is given some permanence without violating the architecture of the building. A monochromatic gray color scheme was chosen for the entire space in order to provide a light background for the effective display of the firm's modern art collection.

and visually chaotic open air shopping mall. The existing three walls exposed to the pedestrian streets are glazed for maximum visibility into the savings and loan.

Four steel I-beam columns are located within the space. Their existence led to developing a sequence of truncated "vaults" supported on a series of columns. The central vault penetrates through the roof and is naturally skylit. The two smaller vaults have simulated skylights whose mechanisms remain below the existing steel beams (14½ feet height). The sequence of these spaces reduces an otherwise long and narrow space.

The reflected ceiling is im­
ploded into the carpet as an accent color while inlaid color bands of plastic laminate reduce the overall scale. Column capitals in drywall be­
come light fixtures in the central vault.

This unusual design approach

for a financial institution creates a special mood of introverted tran­
quility and sentiment of post­
primism.

World Savings and Loan
Thousand Oaks

Steven Ehrlich AIA Architects

The project creates an oasis of tran­
quility within the context of a busy street.
the West Week event that is being organized by the Interiors Committee of the LA/AIA. Part of the program will include selected projects of works by architects and designers in Southern California. These projects will be on display in an exhibition on the main lobby floor, as well as in a slide show to be presented during West Week on March 20th, from 2:00 p.m.-3:30 p.m. at the West Hollywood Auditorium. They will also be featured in April’s LA Architect. Also featured during the slide show will be case studies by Steven Ehrlich (moderator), Joe D’Urso, Rob Quigley, Thom Mayne, Jill Cole, and Johannes Van Tilburg. This panel of noted architects and designers will delve deeper into their projects and enter into a discussion regarding the special character of Southern California interior design.

Tori Steele Boutiques

Johannes Van Tilburg

Johannes Van Tilburg has designed eight retail shops on exclusive Rodeo Drive in Beverly Hills; the most recent are the Tori Steele boutiques. In awarding the Los Angeles AIA Award of Merit to this project, Robert Stern said that he found the design to be “dignified and suitable street architecture.” Bruce Graham called the approach “theater” and “a very good direction for the whole street to take.”

The design concept presents several shops as discrete yet connected places of business. Each shop has its own identity and its own designer line which it offers from within its own unique architecture.

Customers enter through the doorways of one of five individual facades, and access to all of the shops is provided through an interior galleria. The result is a unified individuality which doesn’t dominate or overwhelm the scale of the street.

Keye/Donna/ Pearlstein

Swimmer Cole Martinez Curtis

Keye/Donna/Pearlstein’s offices are located in a 24,000 square foot, four story, postmodern building in West Los Angeles. To make maximum use of the uniquely shaped structure, the interior utilizes 12 foot corridors that widen and narrow as needed to house conference areas, the reception area, and open plan workstations. To encourage interaction between employees, an interior staircase with a closed skylight overhead connects the third and fourth floors.
Introduction

What is the unique nature of Southern California interiors? We sense how much of the architecture appears and disappears in the mass of sprawl as seen through the windows of our speeding automobiles. But what of the interiors? Are they ephemeral and banal due to the potentially short lifespan of a new restaurant or retail store? Are they lavish and elegant in an ego-centered, market conscious environment? Are they environmentally and socially responsive to this great region's positive energy and global melting-pot status?

The special character of interior designs in Southern California will be explored during West Week '86. Southern California Interiors is

Video Porch, La Jolla Museum of Contemporary Art

Rob Wellington Quigley

Rob Wellington Quigley's video environment was commissioned by the La Jolla Museum as the inaugural piece in the museum's exhibition installation series, "Parameters." The installations integrate newly developed, experimental art forms into the museum context. In the exhibition catalog assistant curator Candace Bott writes, "Quigley responded to the museum's request to provide an inviting but neutral space for viewing video by creating an entire video environment. Inspired by such diverse elements as the museum's dramatic oceanfront site and the very private nature of video art, Quigley visualized the room as a metaphorical porch symbolic of an 'inbetweenspace.'"

"Like an archaeologist, Quigley acknowledges the nature of the video room's relationship to the original seaward wall of the Irving Gill house now encased in the present museum structure by neatly peeling back the various layers of remodeling to reveal Gill's masonry beneath. The richly textured Gill wall at the entrance strikingly contrasts with the stark white walls of the galleries, dramatically marking one's entrance to the video room. The idea of passing through the building's history, with the original resident structure revealed, sets the tone for a domestic milieu."

"Quigley has described his porch as both a secure and adventurous locale, paralleling the concept of video as a medium."

Esprit/LA

Joe D'Urso

The project, the flagship store for Esprit, and its first retail operation in the U.S., is located on a prime sloping site at the foot of the Hollywood hills in Los Angeles. A tri-level concrete parking structure was constructed adjoining the corner store.

The existing building, approximately 16,000 square feet, constructed in 1935 as a bowling alley, consists of masonry bearing walls topped by large timber bow trusses 18 feet on center, creating a columnless high-ceilinged space. The program was to design a series of dynamic spaces to encompass a total of 30,000 square feet that would showcase the innovative and ever-changing philosophy of the Esprit collections.

The client's merchandising approach, complete with shopping carts and check-out counters, was inspired by supermarkets. Each
And why do some professional and corporate tenants have doubts about moving into these buildings...? The big push to acquire this high-tech expertise comes in the midst of a glut in most major office-leasing markets, including Los Angeles... 

However, not all smart tenants may want these services, thereby preventing owners from reaching the goal of a 100% shared smart building—the kind that makes the steep investment in building intelligence truly profitable. And even more powerful microcomputers may make a shared mainframe computer irrelevant to many small businesses.

Although building owners and their potential tenants are now grappling with these issues, the ultimate smart building—one with a totally integrated electronic system—should be reality in five years. This set-up, now known as ISDN, or integrated services digital network, will route all data transmission on the same line. Tenants will control temperature, ventilation, security, and it offers improved security with key-card access to elevators and floors during off-hours.

Aside from the cost of installing and maintaining all this new-generation technology, another lingering question is the extent of the market for their services... The richest smart building marketplace may be smaller firms that cannot afford a complete computerized telecommunications system.

Providing these tenant services reliably and at competitive prices may lack some of the glamour normally associated with the latest high-tech innovation, but for now this has been the smart building’s greatest contribution to increased tenant satisfaction and owner profits. And no matter what you call it, no building can be more intelligent than that.

Herb Nadel
Mr. Nadel is president of Herbert Nadel, AIA, and Partners, Architects, a 175-person Santa Monica-based firm specializing in office buildings, hotels, shopping centers, and residential work. The firm recently opened an office in Orlando, Florida in association with Ray Scott Associates.

For Color and Texture in Concrete: Talk to Scofield

We’ve put color and texture in concrete for over 52 years. To get the quality and uniformity you need—every time—talk to the experts. Talk to Scofield.

We believe in colored concrete, but we also believe that color should be permanent. Scofield’s system of colored admixtures, hardeners and stains are as permanent as the concrete itself. In addition, we have a complete line of coatings, curing agents, color joint sealants, formliners, retarders, and concrete maintenance products.

L.M. Scofield Company
213-725-7712
Los Angeles Office:
400 East Rustic Road
Santa Monica, California 90402
Telephone: (213) 454-3427/35
Smart Buildings: The Promise and the Perils

Ready or not, here comes the "smart building." In downtown Los Angeles alone, half a dozen new or renovated buildings have this high-tech innovation, including the 20-story International Tower at 888 South Figueroa Street, Citicorp Plaza at Seventh and Figueroa Streets, and the former First Interstate Bank headquarters at 600 South Spring Street.

In Manhattan this past August, Rockefeller Center announced plans to offer state-of-the-art shared tenant communications services in all its buildings by next spring. More recently, the Morgan Guaranty Trust Company decided to erect a 1.6 million-square-foot $550 million "smart" corporate headquarters at 60 Wall Street.

Today's "smart" office structures boast built-in electronic nervous systems that bristle with apparent intelligence. Suppose you need to revise a proposal with a colleague who is out of town. The smart building will find the cheapest telephone connection and allow you both to change the document on desktop monitors. A pushbutton phone command sends your wait for an elevator, and warns you of nearby elevators. The air-conditioning system will make sure it also gets a bit more cooling power, yet not over-chill areas of the building that are in the shade.

Nearly 100 buildings using some or all of this integrated electronic technology are now being built nationwide, and not only by giant corporations that can easily afford up-to-the-second computerization. Commercial developers have joined in, confident that they have found a potent lure for small and mid-size tenants. The builders also see a new source of revenues: the sale to tenants of the shared telecommunications services that smart buildings provide.

In downtown Los Angeles, South Park Associates' 20-story 380,000 square foot International Tower includes "smart" features like an integrated security, fire detection, building management, and energy control system, among many smart features. The computerized energy management system, for instance, offers better balanced heating and cooling capabilities throughout the day, preventative maintenance programs, and total after-hours usage reports to individual tenants.

If you listen to some real estate developers and leasing agents, smart buildings are the greatest office invention since the elevator or central air conditioning. But if smart buildings now are the last word, why are some corporations and developers apprehensive over the prospect of constructing one? And why do some professional

If you listen to some real estate developers and leasing agents, smart buildings are the greatest office invention since the elevator or central air conditioning. But if smart buildings now are the last word, why are some corporations and developers apprehensive over the prospect of constructing one?

and corporate tenants have doubts about moving into these buildings? "Developers are being forced to provide smart building services, because their competitors in the area are doing the same," says Jon D. Carpenter, president of Telecom Offices, a telecommunications consulting firm in Pacific Palisades, California. "But some people really don't have the financial stability, management responsibility, or depth of knowledge to deliver these services. One can expect to see a high casualty rate among developers who attempt to manage smart building services. And that means potential problems for the tenants as well."

To make matters more difficult for smart building developers, the big push to acquire this high-tech expertise comes in the midst of a glut in major office-leasing markets, including Los Angeles. Intelligent buildings don't come cheap. Computer and communications hardware and hook-ups can add 2%—and often more—to the cost of a typical office tower. And smart buildings can be more expensive to run, because owners must hire highly skilled "maintenance crews" for the sensitive equipment.

Due to the recent AT&T divestiture, corporations and developers can offer their tenants smart building telecommunications features like telephone equipment, local calling and long-distance service to tenants on a building-by-building basis. With this opportunity for profit, however, comes the responsibility for selecting the right high-tech equipment for the tenants' needs.

What happens if the building's telephone system repeatedly breaks down? Tenants are seriously inconvenienced. Landlords may be subject to damage claims, and their buildings might gain a bad name in the rental market. And what if some of the companies that supply this high-tech equipment go out of business? You can replace your "orphanted" personal computer far more easily than your landlord can replace a building's high-tech system.

Aside from the cost of installing and maintaining all this new-generation technology, another lingering question about smart buildings is the extent of the market for their services. Even smart-building enthusiasts concede that tenants of larger offices, say those of more than 20,000 square feet—the kind many developers covet, are not likely users. Firms larger than that size—one full floor of a typical office tower—can often purchase their own telecommunications at least as cheaply as the shared services offered by a smart building, and keep total control of their system.

The richest smart building marketplace may be smaller firms that cannot afford a complete computerized telecommunications system. A smart building may give such tenants—those, for instance, with eight to 10 people occupying 2,000 to 6,000 square feet—their only access to services such as freeze-frame teleconferencing or unlimited online premises computer storage. In time, even smaller outfits may be able to afford smart buildings. Such a tenant mix may well be the single greatest factor in a smart building's success.

That premise has been borne out by the popularity of discount long-distance services among small tenants. Smart building operators buy a mix of long-distance services at bulk rates and then offer subscribers the cheapest connections on any given call. Several landlords report subscription rates of 6% to 8% by promising to cut phone costs at least 15% below any single long-distance service. But it's a solid price advantage, not the glint of a smart building, that makes the sale, a point respected shared-system operators such as Electronic Office Centers now admit is essential to success.

Equally down-to-earth considerations govern hopes for a boon in smart-buildings' leasing of equipment and hook-ups to a digital PBX, a private branch exchange that allows the most advanced call routing and separate billing through the
Due to the politically charged nature of planning, the planning process can be a "someone who's willing to enter into some battles," Woo said.

Among the battles facing both appointees will be cutbacks in federal funding to cities, the growing resistance of homeowner groups to the city's planning establishment, and what Woo described as the "diffusion of authority" between the two urban design agencies.

"But Lehrer also said the "great stone wall" of CRA policy-making must be breached. "Their dictatorship has been benevolent," Lehrer said of the redevelopment agency. "But has not always been responsive."

Wallis Fain, Chairman of the AIA Urban Design Committee, said that Los Angeles lacks "comprehensive" policies for land use and transportation. He blasted the planning department for what he considers an outdated vision of the city. "Planning practitioners view Los Angeles as a never-ending suburbs," he said, and fail to recognize the emergence of individual communities within the vast city.

Ted Watkins, director of the Watts Labor Community Action Committee, said that the CRA for concentrating redevelopment efforts in Downtown. "The people in South Central are not getting the benefit of tax increments," Watkins said.

Ford proposed transferring CRA subsidies to communities "starved for economic growth," and pointed to the commercial success of Vermont-Stlauson Shopping Center as an inducement to developers to build in low-income neighborhoods.

Richard Weinstein, the newly appointed dean of the UCLA Graduate School of Architecture and Urban Planning, said that the major problem is "a political problem, and the issue is how to develop a political constituency for urban design and planning for the city."

Only when design issues become politically attractive, he said, can planners gain the necessary clout to tackle major urban problems. "Unless you are able to demonstrate political benefits (of design to politicians)," he said, "the quality of urban design in the city will disappear."

Weinstein urged the creation of a new bureaucracy—a powerful design commission—which would act as "horizontal" connection to the different "vertical" city agencies. He said the chief political culprit in developing unified planning goals for Los Angeles is the City Council, which is "made of the independent city states of the Renaissance."

Richard W. Thompson, AIA, suggested that the CRA and the Planning Department be merged to unify planning policy and consolidate the political power of the two urban-design agencies. Rising to his own defense, Planning Director Hamilton, scored the City Council for what he described as its longstanding resistance to planning issues.

He charged that developers enjoy too much influence with the council. Hamilton claimed that a major portion of City Council campaign funds come from developers and development-related businesses, who "are very anxious to have an influence in the process."

Morris Newman
Citywatchers who have lost hope that Pershing Square can ever regain its role as downtown's grandest room should take heart in an elaborate program for the redevelopment of the park put forward by the Pershing Square Management Association (see L.A. Architect, October, 1985.) Five hundred people attended the session held into the Renaissance Room of the Biltmore on the evening of January 28 at 523 West Sixth Street, Suite 200, Los Angeles, CA 90014.

David Martin, AIA announce that after a year of research and discussion with the many groups interested in the future of the park, "consensus has developed." That consensus forms the program for an open, two-stage design competition that is scheduled to begin later this month.

Martin prefaced the presentation of the original skin of the historical development of the square from its designation as a public pas­ture by the Spanish Franciscans Charles III, in 1784, through its heyday as a lus Hispanoid park early in this century, to its secular destruction in 1952 to make way for the 1800- car underground garage that was hoped to be the salvation of the dying downtown movie theater dis­trict. (Historical models, made by USC students and set up in an ad­joining room, powerfully documented the highly tragic sequence of civic improvements.)

Martin went on to remind listeners that the present park goes unused by most of the half-million daytime workers in downtown—the main rea­son behind the PSMA activism—and described the fundamental problem as the isolation of the park from surrounding streets by a formid­able moat of car entrance/exit ramps.

Major elements of the competi­tion brief were then presented by PSMA's stalwart President, Janet Marie Smith, to whom much credit should go for forging agreement on the plan among diverse interest groups. Smith explained that although the garage must remain in use, the proposal calls for it to be modified by removal of the offending ramps from the Olive and Hills Street sides of the park. Major de­sign objectives of the competition program include redination of the park edge to envelop the entire space of the square "from building facade to building facade" as well as the conception of a new park image that will rely heavily on "botanical" and "historical" components. Required elements include a "crystal palace" for theatrical displays, perform­ance and food service areas, and water features. The price tag for the park improvements has been set at $11 million with street improvements on the order of $25 million. A joint public/private fundraising effort is already underway.

Smith's presentation was richly illustrated by slides of other public places—gardens, cafes, fountains—compelling images that must have reminded every designer in the room of the currently approved technique for setting up a development-minded client for the knockout design that will allow them to have it all... all... all... now. The PSMA intention is admit­tedly not to restore the 1911 Parkinson design, presently in the answer period that followed, most of the crowd appeared respectful of the PSMA achievement— to have come so far so quickly. When called upon to respond to questions, PSMA rep­resentatives in most cases were able to defend their proposal handily re­lying, when detailed answers were unavailable, on apparently unshak­able conviction.

The most interesting questions transcended the immediate objectives of the exciting plan just presented. The questioner concerned with the "P.O.O.R." (the speck for Pedestrian Organization) present in the park was easily countered with the greatest-good-for-the-greatest­ number argument but the question of our ability to accommodate in­creasing numbers of homeless people persists—our housing and support programs notwithstanding. Then the man who wondered what could be so special about a park that relied on images of corporate (commer­cial?) development rather than civic (traditional?) ones suggested reconsideration of why it is that a simple public place (Mexican plaza, gridded French park, London square) will not work here. Charles Moore's arti­cle on Callelina: "Living in the Have to Pay for the Public Life" came to mind as did Robert Venturi's current railing cry on the design of useful public open space: "Dare to be boring," and when Richard Schoen, FAIA, questioned the appropriateness of a glass conservatory in this southern latitude (they call them "palm stores" in England) one had to reflect on the profession of Victoria—gazebos, trellises, lamp­posts—that has sprung up in reworked squares and parks all across the country and ponder why we have become so publicly attached to the last years of the 19th Century. Perhaps the most startling question of all came from the city's Director of Planning for the last two decades who rose to politely inquire if a tunnel could not be constructed to allow entrance to the garage from a remote point and do away with the ramps altogether. It was a fine suggestion that ultimately led to wondering why the City of Los Angeles, on its own, has been chronically incapable of developing inspired responses to complex urban design problems and that rescue, when it comes, now at Pershing Square, earlier at the Central Library, comes mostly from the private sector.

When it was all over, at least one designer found the all-purpose program to be too hefty for the five acre garage roof on which it is to sit—"They left out the zoo," she was quoted as saying. The Pershing Square Management Association has embarked on a series of labors of Hercules scope and size of a for­table start. After the January meeting, it appears that the political Hydra has been slain. We must wish them good luck in collecting the Golden Apples that will be needed to finish the project.

Barton Phelps

Pershing Square

AIA Meeting on Planning Chiefs

The following is an edited version of an article that appeared in The Daily Commerce.

The task of filling the two most powerful urban planning positions in Los Angeles city government presents a historic opportunity to determine the future of planning in the city.

That was the conclusion of a group of leading architects, planners and civic activists at a recent meet­ ing organized by the Los Angeles Chapter of the American Institute of Architects (AIA) to discuss the coming changes in the guard in the city's planning establishment. But the design professionals and city offi­ cials who met in the lower room of City Hall did not agree on the priorities that should determine selection of a new administrator for the Community Redevelopment Agency and a new city planning director.

The change in leadership comes at a time of widespread disillusion over the planning process in Los Angeles.

The mayor's office, facing high-rise construction near residential areas, newly formed neighborhood groups have become increasingly vocal in their opposition to existing zoning laws. Particularly controversial areas include the Olympic Corridor in West Los An­ geles, the Los Angeles International Airport area and Ventura Boulevard in the San Fernando Valley.

The CRA, which won praise in the 70s for its bold redevelopment of Bunker Hill and Little Tokyo, has lately come under attack for favoring big-money projects, several of which exceed normal zoning limits. The CRA has also been criticized for its sponsorship of high-density office de­ velopments that opponents say threaten Central Business District traffic with gridlock.

These and other political pres­ sures have resulted in the departure of Planning Director Calvin Hamilton, and the resignation of Planning Di­ rector Calvin Hamilton.

Developers, architects and homeowner groups all consider the coming change in power critical to the future look of Los Angeles. In the words of Jon Jerde, AIA, the upcoming appointments represent "a window of opportunity that's really unprecedented."

City Councilman Michael Woo, speaking at the City Hall meeting, concurred, saying that the city is "at a critical point" in planning policies. He said that the new appointments will have an impact "for 20, 30 or 50 years in the future."
“Greene and Greene Interiors '86: The Culbertson/Prentiss House,” exhibition and tours open at the Gramble House, USC for five consecutive weekends, beginning March 1. Tours will run continuously from 11 am to 4 pm. One of Pasadena’s most significant residences, built for the Culbertson sisters in 1911, the plaster and gunit house is in unique contrast to the Greene brothers’ wooden bungalow style residences, demonstrating their extraordinary versatility with materials. Original furnishing will be on loan for the exhibition, along with murals designed for the entry hall, an opportunity for the public to see Charles Greene’s talents as a painter. Tickets are $6 in advance, $8 at the door. For further information, call (818) 793-3334 or (213) 681-6427.

Fifties Architecture

On Saturday afternoon, March 22, the Los Angeles Conservancy will present a two-part program exploring some of the major architectural developments that took place in the post-war years.

The first part of the program will consist of a panel discussion and slide presentation by four practising architects, John Lautner FAIA, Whitney Smith FAIA, John Blanton AIA, and Alan Hess AIA. Architectural photographer Julius Shulman will introduce the discussion.

John Lautner, regarded as one of the finest expressionists in America, produced such well-known post-war houses as Silver Top and the Chemosphere. Whitney Smith’s best known works from that period include the Griffith Park Girls Camp (Smith, Jones and Contini), and the 1414 Fair Oaks Building (Smith and Williams), Pasadena. Although unbuilt, his 1945 and 1946 Case Study Houses designed for Arts and Architecture were labeled prophetic by Esther McCoy. John Blanton worked as a collaborator in Richard Neutra’s office from 1950-1964 and was identified with Neutra’s Eagle Rock Playground Club House and Los Angeles Child Guidance Clinic. Architect Alan Hess’s book on fifties coffee shops has just been published.

In the second part of the program, the Los Angeles Conservancy’s 50s Task Force will give a slide presentation of their current inventory of post-war buildings.

The program will take place from 1:00-4:00 p.m. in the auditorium at the Transamerica building, 12th and Hill. Free parking at Transamerica’s guarded lot, Southeast corner of 12th and Hill. The cost will be $5 for members of the Los Angeles Conservancy and $7 for non-members. Please send a check with a self-addressed stamped envelope to the Los Angeles Conservancy, 454 South Broadway, Suite M22, Los Angeles, 90014.

Real Estate Development

The West Coast’s first master’s degree program in real estate development will be offered in the University of Southern California’s School of Urban and Regional Planning, beginning in the fall 1986.

To find out how to apply for admission into the program, call (213) 743-2264 or write to Coordinator, Master of Real Estate Development, School of Urban and Regional Planning, University of Southern California, Von KleinSmid Center, Room 351, Los Angeles, CA 90089-0042.
How curious that such an unlikely juxtaposition as Jane Jacobs and our recent visit to a cooperative community in Costa Rica should trigger thoughts about vision! Whatever became of Jane Jacobs’s vision of civilized life in the city? Was she cast into that bottomless pit with the rest of her visionaries? Can it be that a fickle or ignorant society stripped her of her vision, and branded her a visionary?

We were so refreshed recently by re-reading her Death and Life and Great American Cities, her vision of the city of streets with “eyes,” of sidewalks filled by human beings, who, if not all friends, were certainly not all strangers. Streets epitomizing “social fabric,” a term tiptoe around so gingerly these days (years after Jacobs) by our planners, politicians and even our public as they all march together, lock-step, balled and chauvinized: today’s perversion of zoning. Year after year wrecking halls have levied Jacob’s neighborhoods, dissipating into thin air their brilliant dreams. But, with the Philistines social fabric, leaving only echoes in our memories of children’s games, of history’s visionaries? Can it be that a fickle or ignorant society branded her a visionary?

For Corbu’s streets had no glowing imagery of his words, his certainties of the physical sciences, his glowing imagery of his words, his certainties of the physical sciences, his thoughts about visions! Whatever became of Jane Jacobs’s vision of a city social fabric that new buzz word “social fabric,” a concept corrupted only in the country. And their work-ethic of their origins, trans­formed in brilliant graphics and for reproduction! Order and successful that excess production now community. Their dairy is so suc­cessful outside the city as within their children and grandchildren in the city, community, carrying on the vi­sion. No problem here of “can’t keep them down on the farm.” They had built their own school, coopera­tive general merchandise store, and for vision to challenge the most tal­ented. The latter came to recognize that their problems are, by contract, zones of “organized complexity.” That is, one where the variables are interrelated into an organic whole, substantively a defini­tion of a successfully functioning society. Problems need first to be ana­lyzed. Jane Jacobs showed us how to analyse our cities with her ex­plicitly stated goals of “organizing complexity.” The former developed powerful tech­niques of probability theory and statistical mechanics for dealing with the soci­ally incapable of nurturing that most complex of all human endeavor­s, the creation, protection and preservation of social fabric in cities. Jane Jacobs broke what should have been fertile ground when she drew a distinction between the phys­i­cal scientist and the life scientist.

The former developed powerful tech­niques of probability theory and statistical mechanics for dealing with the complex of all human endeavor­s, the creation, protection and preservation of social fabric in cities.
Los Angeles Prize

The Los Angeles Chapter-American Institute of Architects has announced the establishment of a biennial international competition for the Los Angeles Prize. Conceived as a world-wide competition and exhibition, the program will seek and award excellence in innovation by architects for the exchange of ideas in a spirit of unity and cooperation, the Los Angeles Prize will seek and exhibit the characteristics of innovation. The program will seek and exhibit the characteristics of innovation. The program will seek and exhibit the characteristics of innovation.

The competition theme for 1986 is "Visions of Architecture in the Year 2010." "The unprecedented growth of science, technology and communications is bringing about fundamental changes in how and where we live," according to Bougie Bernkopf, AIA, chairman of the Los Angeles Prize Committee. "Our world of independent events has been transformed into an interdependent, global community, necessitating careful planning for the future. Such planning will be incomplete without visions of that future's physical environment."

The LA/AIA West Week Programs

March 19, 20

The LA Chapter will sponsor two programs—one on museum architecture and the other on Southern California interiors—during West Week, March 19-21 at the Pacific Design Center in Los Angeles. In addition, the Chapter will hold a photographic exhibition of winning entries in the interiors competition of architects and designers. The exhibit will be located on the first floor lobby of the Pacific Design Center.

"Architecture for Art," an analysis of four museums by architect, critic and user, will be held Wednesday, March 19, from 2:30 to 4:30 p.m. in the West Hollywood Auditorium, directly across San Vincente Boulevard from the PDC.

Moderators are Peter Blake, chairman of the Department of Architecture and Planning, the Catholic University of America; and James Elliott, director of the University Art Museum, UC Berkeley. Featured on the panel will be Frank Gehry, FAIA, for the Temporary Contempory Museum of Contemporary Art, Los Angeles; Max Gordon, RIBA, for the Saatchi Collection, 98-A Boundary Road, London; Cesar Pelli, FAIA, for the Museum of Modern Art, New York City; and Norman Pfeffer, FAIA, for the Los Angeles County Museum of Art.

According to the program, "Beyond its function as a space for viewing art, a machine for conserving its historical, physical, and economic value beyond its function as a space for viewing art, a machine for conserving its historical, physical, and economic value."

The Charles Moore/Urban Innovations Group (UIG) in association with the Danielson Design Group is the winner of Oceanside's Civic Center Design Competition. The award, announced January 10, includes a $10,000 cash prize and a contract to design the civic center.

The design team was led by architect Charles Moore, who also designed the Beverly Hills Civic Center currently under construction. The Oceanside design incorporates an existing Irving Gill fire station into a three block site. The civic center complex features a new fire station, the Gill building, which will be used for recreation and fire administration, and a three-story administration complex with a new library. The grand entrance, off Ditmar Street, has a magnificent view of the ocean. The moderaties of the Gill building, which are white walls, unadorned concrete arcades and flat roofs, characterize the building's exterior. The interior surfaces are vibrant with colored tiles in niches at the entrances and in deep-set windows. The building's alluvial plaza in the shape of an alluvial fan is also brightly tiled. At the bottom of the plaza, water splashes down steps into a pool that is part of the heating and cooling system of the civic center. The landscape design was the work of Campbell and Campbell.

The public comments on the winning design praised its historical sense, its grace and its appropriateness to the site.