

West Adams Matters

USC Looks to the Future

Historic Preservation and Community Impacts Top Concerns

Public Hearings Begin: Wednesday & Thursday, March 14 & 15 5-8 p.m.



Two decades ago, when Los Angeles undertook a massive rezoning effort throughout the city, planning officials and the City Council adopted a regulation that said the University of Southern California would not be allowed any new building permits until the university prepared a Master Plan. Then, as now, city officials and the community were concerned that USC — the largest private employer in the City of Los Angeles, with more than 35,000 students, faculty, staff and other academics on its multiple sites — was expanding without a strong plan or analysis of how its actions affected nearby neighborhoods. Among the major issues identified over the years include impacts on historic preservation (individual landmark buildings, contributors to districts, nearby historic/character neighborhoods); the conversion of single family and apartments into crowded, rambunctious student housing; parking; and traffic. The permit restrictions were soon dropped, but the push for a Master Plan was not. Now, some 23 years later, USC's proposed plans (now a combination "Specific Plan," "Development Agreement" and "Nexus Study"), along with an associated Environmental Impact Report (EIR), are headed to public hearings.

(continued on page 10)

3rd Annual Art In Historic Places Tour

Saturday, March 24

10 a.m. to 4 p.m. (last ticket sold at 1 p.m.)

West Adams' artistic traditions and contemporary art efforts will be on view again on Saturday, March 24, when WAHA presents the third annual Art in Historic Places Tour, "Pattern, Decoration and Diversity: The Arts in West Adams."

The 2012 tour's Honorary Chairperson is actress and art collector/gallery owner C.C.H. Pounder. WAHA's tour partners are the California African American Museum (CAAM) and the William Andrews Clark Memorial Library. The tour will showcase work by local West Adams artists along with several art collections housed in the community's historic places. Among the artists included in this year's tour are Josh Atlas, exhibited at the Mrs. Susan Wilshire Residence, a 1912 Colonial Revival; Kim Reese, on view at a classic 1920s bungalow court apartment complex, and ceramist Arthur Tobias, who is opening the doors to his Spanish Revival home and studio.

Historic West Adams and nearby environs are becoming a new hotbed for fine art, with a growing number of established and emerging artists now living and/or working in the community, along with a small but steadily growing number of galleries. In this now-annual tour celebrating the arts in West Adams, visitors are invited to visit a collection of West Adams' most interesting historic places, showcasing works by some of West Adams' most talented artists, working in media and subject

(continued on page 8)



Tour the Oscar Costumes

Join WAHA on Saturday, February 25 at 2:15 p.m.

FIDM, 919 S. Grand (Downtown)

(Exhibit on view February 14 - April 28, from 10 a.m. to 4 p.m., Tuesday through Saturday)

Please join WAHA's own costume designer extraordinaire Rory Cunningham and fellow West Adams residents for an afternoon with Oscar -- Oscar costumes at the FIDM Museum, that is.

Along with a fun and informative tour, those who wish are invited afterwards for cocktails and dinner (no host) at a nearby venue.

For 20 years, the Fashion Institute of Design and Merchandising (FIDM) in downtown has been exhibiting costumes from the past year's best films to coincide with awards season. This year the Art of Motion Picture Costume Design exhibition includes work from all five Oscar-nominated films, plus 15 other movies, including more than 100 costumes from films released in 2011. A gown from *Alice in Wonderland*, the 2011 Academy Award winner for best Costume Design, will greet visitors as they enter the galleries.

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Oscar-nominated costumes from Hugo

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Tour the FIDM exhibit of Oscar-nominated costumes with WAHA on February 25 -- including costumes won by the actors in "The Artist," pictured left (see page 1)

From the Gilded Age to the Space Age: A Century of American Lighting, 1870-1970

Reception and lecture

Thursday, March 1 7 p.m.

Rejuvenation at the Historic Helms Bakery District, 8780 Venice Blvd.

(between La Cienega and Robertson)

You're invited to a presentation, Q&A session and reception at Rejuvenation Classic American Lighting at the company's new Los Angeles store at the historic Helms Bakery complex. Bo Sullivan, architectural and lighting historian for Rejuvenation, will discuss lighting from the Victorian era through mid-20th century.

In addition to his post at Rejuvenation, Sullivan is the owner of Arcalus Period Design, where he consults with old house owners, preservationists, and design professionals on history inspired projects. He also manages the Arcalus Archive and Rejuvenation Collection, a private research library consisting of some 3,000 rare original trade catalogs, plan books, sales samples, photographs and other materials related to the period building arts.

Sullivan has an architectural degree and specializes in American lighting, hardware, millwork, and residential design from 1870 1970. He has been associated with Rejuvenation since 1993, where he has done product research and development, collaborated on retail design, bought and sold architectural salvage, written copy for the company's nationally distributed catalog, and given many trainings and presentations on old house lore.

Sullivan is a member of the Society of Architectural Historians and the Victorian Society of America, and his regular series, "A Page From History," can be found in each issue of Old House Journal magazine.

Rejuvenation was founded in 1977 with a passion for old houses and buildings. Today, it is America's largest manufacturer and leading direct marketer of classic American lighting and house parts. Inspired by history and period authenticity, Rejuvenation's lighting and home-goods product lines span periods from the 1870s to 1960s. Collections include: Victorian, Period Basics, Classic Revival, Old World, Arts & Crafts, Colonial Revival, Industrial, Mid-

Century Modern and Deco.

Products are sold through the brand's catalog, retail stores in Portland, Seattle and Los Angeles, and the company's website www.rejuvenation.com.

Reservations requested. Please RSVP to events@westadamsheritage.org. ●



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WAHA Upcoming Events

WAHA plans many (many) events. Please mark your calendars for these upcoming activities.

Saturday, February 25

Tour the Oscar Costumes at FIDM

Thursday, March 1

Lecture on the History of Lighting

Saturday, March 24

Art in Historic Places Tour

President's Message by John Patterson

As many of you may have noticed, the WAHA website has been "out of commission" for the past week or so, brought on by a corrupted file internal to one of the programs utilized to build it. Plans had been underway to make the necessary changes, but now circumstances have made the redesign of the website an immediate priority.

It has been our intention to make numerous improvements to WestAdamsHeritage.org, including making it more user friendly, easier to navigate, and more informative.

To that end, I would like to encourage all WAHA members who are familiar with the site to share with us your thoughts as to how we might improve it. Please offer your suggestions, or perhaps simply recommend to us a website that you find particularly user-friendly and/or informative. You can write to me at the email below and I strongly urge you to submit your input – after all, this is *your* website!!!

More and more WAHA members are going online to renew their memberships, and with the recent addition of easy-to-use Paypal buttons, we have sold hundreds of dollars of our WAHA publications, and about half of the ticket sales for December's hugely successful Holiday Tour came to us online!!

So please, let me know what you would like to see on your new WAHA website. I look forward to hearing from you!!

John Patterson may be reached by e-mail at President@WestAdamsHeritage.org

WAHA Board Candidates Sought

WAHA is looking for a few good men and women. Our annual Board of Directors election is on **Sunday, April 1**, from 4-7 p.m., and we need candidates to step up.

As always, we need board members with fresh, upbeat, enthusiastic ideas. This community was founded by the best volunteers in the nation, and now is the time for members (you!) to come forward. You need not spend an extraordinary amount of time doing tasks, but you must be committed to WAHA's goals of providing both member and community service, and its historic preservation mission of advocacy. Generally speaking, board members are expected to attend all WAHA board meetings (usually held the fourth Thursday of each month), help with WAHA's fundraising efforts, and share in the responsibility for WAHA's events, committees, advocacy, and social functions.

We don't have many requirements: a love of old houses and other historic buildings, an enthusiasm for community activities, membership in WAHA for at least six months, and a desire to preserve and improve our neighborhoods. WAHA always needs expertise in fundraising, zoning issues, and historic preservation. But if you have a program you'd like to initiate, those ideas are welcome, too.

If you'd like to run for the board, please submit a brief (100-word) candidate's statement introducing yourself to the membership. We will run these statements in the March WAHA Matters newsletter. Submission deadline is **Friday, March 2**. Please e-mail your statement to president@westadamsheritage.org. All Board candidates will be asked to present themselves at the election meeting in a very short (one- to two-minute) speech.

If you'd like to learn more about the requirements (and benefits) of serving on the WAHA board, please contact WAHA President John Patterson, at president@westadamsheritage.org. ●

HPOZ Boards in West Adams Need New Volunteers

A unique feature of Los Angeles' historic preservation program is that its 29 historic districts (or HPOZs for Historic Preservation Overlay Zones) are all administered with the guidance of local HPOZ boards.

HPOZs in the West Adams area are in need of volunteers to serve on their respective boards. Architects, landscape architects, contractors, real estate agents, preservation experts, community activists, and folks with a positive and proactive interest in serving historic neighborhoods are all invited to submit letters of interest, and Spanish speakers are highly desired. HPOZs are perhaps the City's strongest tool to protect the West Adams area's culturally and architecturally rich neighborhoods and HPOZ board members play a major role in reviewing rehabilitation projects, monitoring code enforcement issues and providing educational outreach to local stakeholders.

In some cases HPOZ board members must live in or near an HPOZ in order to serve, but there are often occasions where volunteers from outside of a specific HPOZ may serve.

The Adams-Normandie, Harvard Heights, Jefferson Park, Lafayette Square, North University Park,* Pico-Union, University Park, West Adams Terrace, and Western Heights HPOZs are all in need of board members who will serve four-year terms at meetings that occur no more than twice a month in regular intervals. Depending on your board's current vacancies, board members are appointed by the Cultural Heritage Commission, the Office of the Mayor, the local Council Member, or the HPOZ board itself (with input from the local neighborhood council).

Interested candidates should submit a resume and a one-page letter of interest outlining their particular expertise and interest in serving. While some vacant positions must be filled by volunteers with specific credentials (listed above), many others may be filled simply by enthusiastic volunteers who want to help their respective communities. While the City of LA provides training for all board members, candidates should be generally familiar with historic preservation standards.

Send resumes and letters of interest in PDF format to Craig Weber in the Department of City Planning's Office of Historic Resources at craig.weber@lacity.org or 200 North Spring Street, Room 601, Los Angeles, CA 90012, or e-mail or call 213-978-1217 for more information. ●

**North University Park actually has a Design Review Board that deals with both historic preservation and broader land use issues.*

Stepping Out

Wellington Square Historic Walking Tour & Silent Auction

Sunday, March 18 2-5 p.m.

The Wellington Square Improvement Association (WSIA) Welcome Committee and Historical Committee invite you to join them for a stroll around Wellington Square.

Meet new neighbors, greet longtime neighbors... And learn about the great history of the Wellington Square neighborhood. All are welcome – just check in at 1943 Buckingham Road (just south of Washington Boulevard, a few blocks west of Crenshaw), where brochures and maps will be handed out.

(The Walking Tour is FREE – but donations are graciously accepted. This is a self-guided stroll through the neighborhood. The Silent Auction is open during the tour hours.

Proceeds from the silent auction to benefit the Wellington Square HPOZ campaign.)

Rain Day: Sunday, March 25, same time, same place.

For more information, please contact Michael Sonntag at michaelsonntag@gmail.com. ●



Weird West Adams Tour

Saturday, March 10

12 - 4 p.m. (Check in at 11:30 a.m.)

Benny H. Potter West Adams Avenues Memorial Park, 2413 2nd Avenue (West Adams Avenues)

Esotouric, which sponsors “bus adventures into the secret heart of L.A.,” has slated another outing of its popular Weird West Adams Tour. If you have never participated in one of Esotouric’s tours, plan to spend a unique afternoon that is quite different than the historic home tours that WAHA sponsors.

On this guided tour through the Historic West Adams District, Crime Bus passengers will thrill at Jazz Age bootleggers run amok; marvel at the Krazy Kafitz family’s litany of murder-suicides, attempted husband slayings, Byzantine estate battles and mad bombings; visit the shortest street in Los Angeles (15’ long Powers Place, with its magnificent views of the mansions of Alvarado Terrace); discover which fabulous mansion was once transformed into a functioning whiskey factory using every room in the house; and stroll the paths of Rosedale Cemetery, site of notable burials (May K. Rindge, the mother of Malibu) and odd graveside crimes. You’ll learn about drunken ice cream men, the most famous dwarf in Hollywood, mass suicide ringleader Reverend Jim Jones, wacky millionaires who can’t control their automobiles, human mole bank robbers, comically inept fumigators, kids trapped in tar pits, and dozens of other unusual and fascinating denizens of early Los Angeles.



There are even some celebrity sites along the route, including the former home of Theda Bara (pictured), Motown soul sensation Marvin Gaye’s former house, and the home of 1920s star Angels baseball catcher Gus Sandberg.

Passengers on this eye-opening, funny and informative tour will forever see the West Adams district in a new light. It is highly recommended for natives and newcomers alike, crime and history buffs and anyone who likes to seek out the unexpected.

There are no paper tickets: your name will be on a list at the bus door. Check-in is at 11:30 a.m. for a 12 Noon sharp departure from the Benny H. Potter West Park. There is street parking in the neighborhood.

Food and drink are permitted and suggested; no audio or video-taping without permission. Regretfully, there are no refunds for passengers who miss the bus.

Price: \$58.00. To purchase tickets, visit: <http://esotouric.com/westadams-3-10-12> ●

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The logo for 'Historic Consultation & Research' features a black and white illustration of a street scene with palm trees and a building. The text 'Historic Consultation & Research' is written in a cursive font above the illustration. Below the illustration, the name 'Anna Marie Brooks' is written in a bold serif font, followed by her phone and fax numbers and email address.

*Historic Consultation
& Research*

Anna Marie Brooks
Phone 310-650-2143
Fax 323-735-3939
historichomesla@aol.com

Stepping Out



Preparing one of the costumes from "Hugo" for display at FIDM

Oscar Costumes

continued from page 1

The exhibit is on view through April, but we hope you'll join WAHA for a fun and expert tour on February 25. As we tour this year's beautiful costumes, Cunningham will share his expertise about how costume designers conceive and execute clothing for the characters you see on screen.

Among many beautiful costumes, you'll see costumes from *Anonymous*, *Hugo*, *Jane Eyre*, *W.E.*, and *The Artist* -- all of which have been nominated for an Academy Award.

The pieces on display are the actual ones used in the films. The mannequins used in the displays are shaped to match each actor's figure.

Selected by FIDM's museum and galleries staff, the exhibition is a way to highlight costumes from period, fantasy, sci-fi and contemporary films alike. FIDM says the idea is to offer a closer look, to see all the details and the accessories that get lost when so much else is happening in the film.

This 20th-anniversary exhibition will also showcase classic film costumes from the FIDM Museum collection and the City of Los Angeles Recreation and Parks department's Historic Hollywood



Collection. Some of these same costumes were featured during the first Art of Motion Picture Costume Design exhibition in 1993.

The exhibit is free, and so is WAHA's special tour, but we'd appreciate it if you would let us know you are attending with an RSVP to events@westadamsheritage.org.

After the tour, those who would like will walk to a nearby restaurant for cocktails and dinner (completely optional, no host). ●

Elegant costumes from "W.E.," which tells the story of the Duke of Windsor and his love affair with Wallis Simpson. The famous couple were fashion icons, and the costumes in the movie were true couture, designed in collaboration with Dior, Cartier and Dunhill, among other fashion houses.



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Jefferson Park Craftsman — *Adam Janeiro, buyer's agent*

Village Green condo — *Adam Janeiro, seller's agent*

Our agents live and work in Historic West Adams
David Raposa

*Suzanne Henderson, Adam Janeiro, Darby Bayliss,
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Stepping Out

Chinese American Museum's March Events

Lantern Festival

Saturday, March 3, Noon -7 p.m.

Exhibit: Breaking Ground — Chinese American Architects in Los Angeles (1945-1980)

On view through June 3

Chinese American Museum, 425 North Los Angeles Street (El Pueblo de Historical Monument, Downtown Los Angeles)

One of Los Angeles's oldest commercial structures, the Garnier Building in Downtown, now houses the Chinese American Museum (CAM). You have a chance to see the building at CAM's popular annual Lantern Festival, on Saturday, March 3, Noon to 7 p.m.

Once a bustling hub of community life that slipped into anonymity and eventual abandonment during the 1930s, the Garnier Building was resurrected into a 7,200 square foot museum nestled inside El Pueblo de Historical Monument, a 44-acre public park located at the city's "birthplace" as well as in the original Chinatown community in downtown Los Angeles. As the oldest surviving building of historic Chinatown, the Garnier Building today has a new story to tell, documenting an immigrant history that began over 150 years ago in America, specifically when the first major Chinese settlement was established in Los Angeles in the 1860s. The museum is a resource center dedicated to researching, preserving and sharing the stories, experiences and contributions of Chinese Americans in the United States.



Built in 1890 by Philippe Garnier, a French settler and prominent businessman, the Garnier Building is the oldest and most important single structure linking the Chinese community to the city of Los Angeles' original Chinatown. It is also the oldest and most significant Chinese building in a major metropolitan area of the state, as the original buildings in San Francisco Chinatown were destroyed by the earthquake of 1906.

Just prior to the completion of the building, Mr. Garnier leased it to Chinese American merchants and the building remained in their care for several decades. Once regarded as the unofficial "city hall" of Los Angeles's Chinese community, the Garnier Building housed shops, schools, temples, churches, businesses, dances, and theatrical performances during its heyday between the 1890s and 1940s.

According to Chinese tradition, the upper floors of the building are closer to heaven and to the gods and thus more appropriate for locating temples,

schools, or organizations that exert authority. While commercial customers were located on the ground floor and mezzanine levels, Chinatown's leading fraternal and social organizations, schools, and religious institutions occupied the second floor. These institutions helped to resolve the differences between Chinese organizations and individuals, care for the elderly and needy, and act as liaison with the dominant American society. They were greatly needed because of strong prejudicial attitudes expressed against the Chinese in Southern California as a result of the Chinese Massacre of 1871 and the Chinese Exclusion Acts of 1882-1943.

Among the most important groups located in the building were:

- The Chinese Consolidated Benevolent Association (Chung Wah), which served as an umbrella organization for the community, fought anti-Chinese legislation and mediated disputes;
- The Sun Wing Wo Company (1891-1948), a popular general merchandise store and social center for Chinatown residents;
- The Chinese American Citizen's Alliance (1895-present), who were active in opposing discrimination and in registering Chinese American citizens to vote;
- The Wong Ha Christian Chinese Missions School (1897-1905);
- The Chinese Mission (1901);
- The Chinese Chamber of Commerce (1912-present);
- The China Empire Reform Association (1913);
- The Chinese English School (1913); and
- The Chinese Laundrymen's Association

Many of the Chinese business establishments and voluntary organizations formerly located in the Garnier building are still active today. But beginning in 1933, the city of Los Angeles forcibly removed the Chinese community from its original location to construct Union Station Passenger Terminal, freeways systems and other transportation developments. Residents were evicted and buildings were demolished – all except the Garnier Building, which miraculously was still left standing.

The Lantern Festival

A signature event for CAM and now a popular community tradition, CAM's annual Lantern Festival celebration offers Chinese New Year fanfare with free entertainment and interactive cultural activities for people of diverse backgrounds and ages to enjoy.

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Each year, the Lantern Festival spotlights a Chinese American re-creation of a traditional village street fair featuring brilliant lantern displays, exciting musical, acrobatic and lion dance performances, enriching arts and crafts booths, and to cap off the evening, a spirited glow-in-the-dark silver dragon stage performance. Event-goers can try their hand at lantern-making, Chinese-opera style face painting, kite-building, Chinese paper-cutting, Origami, Chinese calligraphy, string-knotting, and much more. New program features are added to the event each year to keep the festival fresh for new and returning visitors.

A hugely popular holiday in the Chinese culture, the Lantern Festival occurs annually on the fifteenth day of the first lunar month to mark the closing of Chinese New Year festivities. As families wish for peace and prosperity for the coming year, colorful lanterns are hung in homes and throughout the streets to celebrate this jubilant occasion. CAM's Lantern Festival series represents a departure from most other street event celebration because the primary focus is on education rather than just entertainment. The event's program strives to present the visiting public with a unique and interactive opportunity to learn and appreciate the history, traditions and customs of this Chinese holiday.

CAM's 11th Annual Lantern Festival celebration will take place on Saturday, March 3, 12-7 p.m. Free admission.

Current Museum Exhibit

Breaking Ground: Chinese American Architects in Los Angeles (1945-1980)
On view through June 3, 2012

Breaking Ground: Chinese American Architects in Los Angeles (1945-1980) showcases the architectural achievements of four pioneering Chinese American architects whose contributions were critical to the development of Los Angeles' urban and visual landscape between 1945 and 1980. The exhibit focuses on the lives and work of Eugene K. Choy, Gilbert Leong, Helen Liu Fong, and Gin Wong, architects who played pivotal roles in the development of Mid-Century Modern and Googie Architecture movements unique to California's Post-War architectural renaissance. Among the buildings they designed were CBS Television City in the Fairfax Area, Pann's coffee shop in Westchester, and the Holiday Bowl on Crenshaw Boulevard.

Breaking Ground is part of Pacific Standard Time. This collaboration, initiated by the Getty Foundation, brings together more than sixty cultural institutions from across Southern California for six months that began in October 2011 to tell the story of the birth of the L.A. art scene. The Chinese American Museum is located at 425 N. Los Angeles Street (at

Arcadia) and is open Tuesday through Sunday, 10 a.m. to 3 p.m. For more information, visit www.camla.org or call 213-485-8567. ●



Eugene Choy Residence, one of the photographs in "Breaking Ground: Chinese American Architects in Los Angeles"



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Art Matters

Art in Historic Places Tour

continued from page 1

matter from classic to contemporary.

The tours have opened the doors of nearly two dozen architecturally diverse historic homes and buildings throughout the West Adams district, eclectically pairing historical architecture with bold, cutting-edge works and more traditional contemporary art alike, from landscapes to portraits, abstract paintings to sculpture, photography and ceramics.

For this year's tour, along with artists' own homes and studios, visitors will be invited into two important cultural institutions: The William Andrews Clark Memorial Library (which along with thousands of rare books houses two distinct and diverse art collections), and the California African American Museum, which currently has on view its Pacific Standard Time exhibit, "Places of Validation."

The Honorary Chairperson, Actor (and West Adams resident) CCH Pounder, is equally at home in art galleries and sound stages.

Pounder has led a parallel art and entertainment life for over 30 years. Known for her work in film and television (*Bagdad Cafe*, *End of Days*, *Face Off*, *Avatar*, *ER*, *The Shield*, *Warehouse13*), Pounder has also enjoyed an art life. She owned her own gallery in Los Angeles, The Pounder-Kone Art Space, for over 15 years, and co-owns the first privately run museum of contemporary art in all West Africa in Dakar, Senegal, The Boribana Museum. Through the museum Pounder was introduced to African contemporary artists and consequently showed her favorites in her gallery in Los Angeles.

A long time ago the conflict of being an artist or actress was resolved with help from her mentor, Stella Curran, who suggested to act first and paint as hobby, then when ready to give up the stage go back to painting.



It was not quite that easy. Pounder found herself painting smaller, changing mediums from water color and acrylics to art books, bead work, interior design, gardening and, best of all, introducing artists to her entertainment community. In a rough economy she closed her gallery last year, but has still jobs on the table for curating, mounting shows, and keeping her virtual gallery up to date. Discovering new artists and celebrating the world of art is Pounder's great passion.

Participating artist Arthur Tobias is a lifelong ceramist making sculptural and functional forms in reduction-fired stoneware and porcelain. He has lived in West Adams since 1990. Along with a variety of hand-thrown, functional wares from mugs to jugs, in porcelain and stoneware, for the last few years he has been exploring large vase forms made with recycled clay glazed with fireplace ash, old wine bottles and slip clays from Death Valley. His inspirations range from the meat storage jars of Dave the Slave Potter to the sculpted flora and fauna framing Ghiberti's first set of Baptistry doors.

"I researched the 19th century shapes of my native Illinois when I was starting out in the '70s," says Tobias. "I have always had a fondness for the churns, crocks and jugs of that place and time. I also have long been inspired by the china coffee mugs of Mid-Western diners. They mostly came from the potteries along the Ohio River. Their simplicity and functionality has long shaped my aesthetic."

Kim Reese has been living and working in the West Adams District since 2004. She received her BA from Art Center College of Design in Pasadena. Her design work took her to Minneapolis and Boston, where she worked on retail accounts in addition to environmental graphics. Reese brings a "childlike enthusiasm" to both her commercial and fine art work, which, so far, seems to be fueled by faces, skulls, words, hands, and bold color. "I deal with human struggle in my artwork. I explore ideas of death and

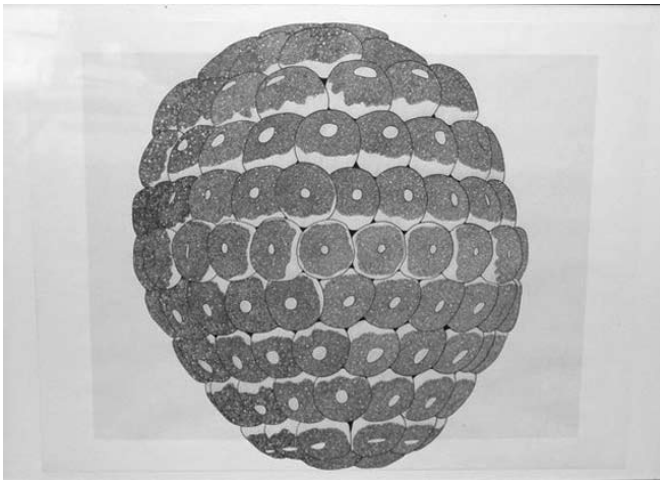


Above, top: Ceramist Arthur Tobias in his studio; above: "Beauty," by Kim Reese; next page: "Donuts" by Josh Atlas

Art Matters

redemption, and the mystery that comes with both. The process is almost always messy with very little planned ahead of time," she says. "Oftentimes, there is layer upon layer of color and images that are no longer visible. The layers imitate life...some faces and emotions we choose to wear on the outside, some we choose to hide. Eventually, the work shows itself to me. The mystery of it unfurling intrigues me, just like the mystery of the lives we all lead."

Josh Atlas was raised in Teaneck, New Jersey, and has lived and worked in West Adams since 2010. He attended Carnegie Mellon University, where he focused on performance and video art. Since that time, he has focused on integrating comedy and art. Atlas' practice has grown to include drawing and photography to explore the funnier sides of desire. He has exhibited at HiChristina (Brooklyn), MonkeyTown (Brooklyn), and NTBA Gallery (Los Angeles). His artwork is about "What everybody wants: food,



love, and sex. They all have the power to reach beyond reason and tug directly at the gut," explains Atlas. "Through my practice, I want to explore the funnier sides of desire."

Check-in is again at WAHA's "pop-up gallery" at the c.1923 Majestic Pharmacy, 1824 South 4th Avenue, a restored commercial/mixed use building that today houses Gramercy Housing Group/PATH. This is a self-guided drive-yourself (or bike-yourself) tour, with a brochure and map that will guide visitors to these historic venues, toured in any order and at their own pace. Visitors are encouraged to set aside several hours to enjoy the tour.

Ticket information (prices, where to purchase advance tickets) will be available shortly on WAHA's website, www.WestAdamsHeritage.org

Write tours@westadamsheritage.org for more information and/or to volunteer to help plan the event, or to volunteer on the day of the tour. ●



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- 3788 S Hepburn -- Leimert Park
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Community Matters

USC Plans *continued from page 1*

The first round of hearings are scheduled for Wednesday, March 14 and Thursday, March 15, both days with an Open House from 5 to 6 p.m. and hearings from 6 to 8 p.m. Location: Radisson Hotel Los Angeles Midtown at USC, 3540 South Figueroa, with free parking available at USC's Parking Structure 2, 3533 South Flower Street.

The first round of hearings are scheduled for Wednesday, March 14 and Thursday, March 15, both days with an Open House from 5 to 6 p.m. and hearings from 6 to 8 p.m. Location: Radisson Hotel Los Angeles Midtown at USC, 3540 South Figueroa, with free parking available at USC's Parking Structure 2, 3533 South Flower Street.

USC's plans include approximately 2.5 million square feet of new academic and university uses, 350,000 square feet of commercial/retail uses, 5,400 student beds, 250 faculty housing units, a 165,000-square-foot hotel and conference center with up to 150 guest rooms, and a K-8 laboratory school and community academy.

In May 2010, the USC released the draft environmental impact report (EIR) for a master plan to guide development on and around the University Park campus over the next twenty years. Subsequently, USC and city officials have also prepared a draft Specific Plan, draft Development Agreement with an associated list of "Community Benefits," and a Nexus Study that evaluated impacts in a larger geography (roughly Washington Boulevard on the north, and Normandie on the west) but which excluded historic preservation impacts.

The proposed master plan itself (and the Specific Plan) encompasses the University Park campus, as well as USC-owned land in an industrial area just east of the 110 Freeway and the University Village area north of campus.

The Draft EIR identified about two dozen potential development sites that affect roughly thirty buildings and several vacant sites on the main campus.

The university has stated that it doesn't anticipate developing all of these areas and has not identified any specific replacement projects. Yet the Draft EIR stated that the university can't reuse the historic resources targeted as development sites, despite the lack of any analysis to support this claim or preservation alternatives for any of the historic buildings. In the Final EIR, USC removed three targeted buildings from the list of those proposed for demolition, and offered the other two for relocation.

WAHA, along with a variety of neighborhood groups and historic preservation organizations, as well as the Los Angeles Conservancy, has identified numerous issues contained within the hundreds of pages of documents associated with the USC plans. This article focuses primarily on historic preservation impacts, along with design, parking and traffic issues. The analysis is drawn from a review of the public materials and letters (some quoted below) written by WAHA, NUPCA (North University Park Community Association), ADHOC (Adams Dockweiler Organizing Committee), and materials prepared by the Los Angeles Conservancy.

For its part, USC has developed an over-arching mitigation measure related to historic structures it owns (but NOT those owned by others in the adjacent areas). Potential impacts to the USC historic district and buildings that are individually significant will be mitigated through an Adaptive Mitigation Management Approach (AMMA) that will ensure that both the historic district and individually significant buildings maintain their eligibility for the California Register throughout implementation of the proposed Project. The AMMA establishes specific procedures for project review that apply to the rehabilitation, reuse and demolition of buildings or sites within the historic district and those historic buildings located outside the historic district. This review process, referred to as the "Procedure for Project Implementation" in the AMMA, includes the participation of the Los Angeles Office of Historic Resources.

Issues

- The potential development sites initially identified include four buildings that have been identified as eligible for individual listing in the California Register of Historical Resources and contributing structures in a California Register District:
 - University Club (Faculty Center) (A. Quincy Jones & Frederick Emmons, 1960)
 - Olin Hall of Engineering (William L. Pereira & Associates, 1963)
 - Registration Building (Ladd & Kelsey, 1963)
 - University Religious Center (Killingsworth, Brady & Associates, 1964)

The campus buildings were designed by major Southern California architects who were also faculty and/or alumni of USC's renowned School of Architecture. The fifth California Register-eligible building targeted as a potential development site is not on the main campus, but on USC-owned land just east of the 110 Freeway.

This 1927 Art Deco industrial building, called the Downtown Shopping News Factory/National Guard Building, was designed by the renowned local architecture firm Morgan, Walls & Clements. It is one of the few remaining resources reflecting the area's industrial history and is currently used for storage.



As of this writing, the Olin Hall building and the University Religious Center, along with the Downtown Shopping News structure, have been added to the roster of protected buildings. The Registration Building and the University Club are being offered for relocation.

The potential development sites also include six buildings that contribute to a California Register-eligible historic district (with about 67 contributing structures) on the main campus:

- Stonier Hall (William H. Mead, 1927)
- Ahmanson Center for Biological Research (William L. Pereira & Associates, 1964)
- Booth Ferris Memorial Hall (William L. Pereira & Associates, 1964)
- Charles Lee Powell Hall (William L. Pereira & Associates, 1973)
- Stauffer Hall of Science (William L. Pereira & Associates, 1965)
- Hazel and Stanley Hall Building (Samuel E. Lunden & Joseph L. Johnson, 1976)

The Conservancy commented at length in 2010, urging USC to eliminate or reduce the number of historic resources targeted as potential development sites. WAHA also commented, and shares these concerns. In addition, WAHA voiced concern that USC now has reduced the status of the Dosan Ahn Chang Ho residence to “non-Contributor” in the historic district, and not a historic resource, after the university itself had previously identified the residence as a historic resource and moved it from one location to another on its campus as a mitigation for another project. (See next bullet point.)

According to the Conservancy, “At the very least, the university should evaluate the feasibility of reuse through additional environmental review when a replacement project is proposed for any of these sites. ”

• The Dosan Ahn Chang Ho residence was not identified in the draft EIR as historic. But, “moving the house from one location on the USC campus to another did not remove its historic associations with Ahn Chang Ho. [Nor did adding a handicap ramp.] The DEIR authors should have identified this structure as individually significant as a historical/cultural resource. The City of Los Angeles’ ordinance, as we are all aware, is not only an architectural landmarks ordinance, but rather it embraces local and national history as a valid reason to designate a structure.” USC’s response: “The commenter’s concern about the Dosan Ahn Chang Ho Family House is noted. Although the property is not a contributor to the identified historic district because it is not historically associated with the University, it does appear to be individually eligible for local designation for its association with Korean independence leader Dosan Ahn Chang Ho.” USC stated that the building is not currently threatened, but WAHA’s position is that USC should itself now simply nominate the Dosan Ahn Chang Ho residence as a Los Angeles Historic Cultural Monument.

• An issue not identified at all – because it was not yet an issue – is the matter of historic properties listed in the Community Redevelopment Agency’s (CRA) survey of resources for the University-Exposition Park Project Area. CRA does permit review before construction of any sort is allowed at any such designated property, but these resources are not “official” on anyone else’s list. Now that the CRA is being dismantled, WAHA believes it would be proper for the USC Nexus Study and/or EIR to incorporate the prior historic surveys, with appropriate mitigations identified.

• City officials have also drafted a Development Agreement contract between USC and the City of Los Angeles, which outlines public benefits to be provided by USC balanced with a guarantee to the university that whatever zoning, densities, height limits, etc. are adopted in this round of approvals will stay in place for the duration of the agreement, namely, 20 years. The agreement requires USC to provide \$1 million for street furniture and/or minor façade improvements on Vermont Avenue between Adams and Exposition boulevards, plus additional funds and mandates for a median on Vermont between Jefferson and the 10 Freeway, and improvements on Jefferson for both pedestrian and bicycle uses. USC is also mandated to provide \$2 million in funding for Affordable Housing loans to help re-convert student housing into single family housing; however, there is nothing that requires such rehab efforts to respect the local historic districts in which these unidentified properties sit, nor any indication that either city officials or USC acknowledge that

(continued on page 12)

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Community Matters

USC Plans *continued from page 11*

the majority of such houses would be considered by WAHA and other preservation groups as historic.

- In its desire to enhance and preserve the quality of the environment of the campus itself, USC's development plan moves its massive projects north across Jefferson to the current University Village site, without taking into account the adjacent community character, its historic districts and historic patterns of development in North University Park. Even though the revised plan indicates a lowered profile along 30th Street, the fact remains that a very tall and bulky mixed use project that even includes new athletic uses on a "podium" (meaning an upper-level terrace) still towers over the adjacent residential neighborhood.

- Longtime historic preservation advocates have noted that the documentation fails to properly or completely describe the variety of historic districts that surround the university. Each of the adjacent and nearby areas have their own unique historic character and character-defining features. They include the Menlo Avenue National Register District, the North University Park Specific Plan area, the Adams-Normandie Historic Preservation Overlay Zone, the Flower Drive California Register District, the surveyed Fraternity/Sorority Row California Register District, the University Park Historic Preservation Overlay Zone, the St. James Park National Register District, the 20th Street National Register District, the Chester Place National Register District and the surveyed but not yet listed Mortuary Row. To propose 150-foot tall buildings adjacent to neighborhoods of 2 and 3 stories fails to neither consider nor respect the non-USC themed community character. In its responses, USC basically contends that if the university is not planning to demolish anything within these districts' respective boundaries or plan actual construction projects, then there is no impact.

- In addition, the North University Park Specific Plan, which was enacted to preserve a historic district before HPOZs were the "tool" that the City officially uses for historic preservation, has not been identified as a historic district in these documents, despite numerous requests by its Design Review Board members.

- William Pereira in particular played a crucial role in the development of USC over the years, designing a number of buildings and the 1960s master plan. Yet missing entirely in this development plan is the failure to respect the surrounding community, which was one of Architect William Pereira's most significant goals. (The goals of Pereira's original USC Master Plan included "the determination of a proper area of University influence within the context of the surrounding community.")

- Also absent is the use of the South Los Angeles Community Plan Design Standards and Guidelines as a yardstick to measure and evaluate the USC Development Plan Design Guidelines. The "South Central Community Design Overlay District" Qualified Conditions (Q Conditions), adopted in 1998, applies to all new multi-family residential projects of five or more units within the South Los Angeles Community Plan, as well as to commercial developments. The adopted requirements state that: "The mass, proportion and scale of all new buildings...shall be at a scale appropriate to the level and character of the development of the neighborhood...The purpose of these provisions is to ensure that a project...is designed in harmony with the surrounding neighborhood..." In addition, the South Los Angeles Community Plan includes more general language that requires new construction to be mindful of the character and scale present in a neighborhood. This Q Condition requires design "compatibility" with adjacent uses. Adjacent uses primarily include two and three-story homes, and no six-plus-stories buildings. These standards were adopted by the City Council in 1998 and incorporated into the South Los Angeles Community Plan a few years later; the response to this comment by USC was that the design overlay "does not exist."

- "The podium concept so contradicts any neighborhood character-defining features as to be unfathomable." The project describes an athletic field on the rooftop of the eastern parking garage; the impact of a field on a surface that high, given existing noise and quality of life issues with balconies and rooftops in the area, is completely ignored. USC's response contends that noise will not be an issue.

- Parking and circulation impacts are not fully analyzed; elimination of street parking demonstrates a complete lack of sensitivity to how the community actually functions, a community that already cannot schedule events during game days. As to parking needs, the assumption that each full time student in zip code 90007 will have .25 cars (that is, only one in four students will have cars parked somewhere within the West Adams community) is not supportable in terms of the evidence of the neighbors who observe the current student population.

- There is also a complete denial of the issues that the USC tram creates problems. Neighbors requested that the tram routes be limited to the more major streets and that there should be fewer bus stops in the middle of residential blocks, suggesting that the riders could walk a block or two to a pick-up point. The USC response is that the only way to reduce car trips to the campus is to have the multiple tram stops and routes throughout the neighborhoods. In this attempt to be "green" and reduce car trips the university does not address the concerns expressed by residents, namely the noise (of the busses AND the students getting off the busses in groups) and the fact that commuting students park in the neighborhoods and then take the busses.

- USC has suggested a mitigation of creating a Restricted Parking District in North University Park only. Even if that district could be realistically adopted with community support, other nearby neighbors observe that it just creates a "shell game" where the commuter



Community Matters

students simply park a little farther away, north of Adams. Where does it end? Does the entire area become a restricted parking area?

- Much of the plan presumes that if new student housing is built on Figueroa (or, now, the University Village site), then all the pressure on the adjacent neighborhoods to provide student housing will disappear and the housing can return to local families. However, the assumption that this development will return any housing to a non-University population is presumptive and there is no data supporting the premise that housing which currently is student rented will ever return to non-student usage. Moreover, so far the City Planning Department has made no public effort to reduce the zoning to a lowered density that would discourage investors from contemplating creating new student housing.

- In addition to a Plan that respects the neighborhood context, WAHA is urging the University to establish a Preservation Fund as a mitigation. Such funding could support adaptive reuse of historic properties or their relocation, or perhaps be used in conjunction with the affordable housing funds to properly rehab historical and character homes.

If you feel that USC should keep its important buildings as part of the university's rich legacy – particularly its architectural legacy – and address the other issues related to impacts on Historic West Adams' own legacy, you should attend the public hearings and weigh in. You may also submit comments in writing prior to the public hearing. Written correspondence may be sent to Theodore Irving, 200 N. Spring Street, Room 667, Los Angeles CA 90012, or via fax 213-978-1477, or e-mail: theodore.irving@lacity.org. Reference Case No. CPC-2011-927-GPA-ZC-HD-SP-CUB and Case No. CPC-2011-1171-DA. To review the case files or draft ordinances proposed, contact Michelle Levy, 213-978-1198 or via e-mail michelle.levy@lacity.org.

About the USC Campus

Founded in 1880 on what was then the outskirts of Los Angeles, USC is the city's second oldest college. Three main periods of development are visible on today's campus:

- * The Beaux Arts tradition of a 1919 plan by legendary architect John Parkinson
- * A 1946 plan by Arthur Gallion that introduces the influences of modernism
- * 1960s master plans by renowned Southern California architect William Pereira

While many people most closely associate USC with the grand, Romanesque Revival buildings from the Parkinson era, the campus' most significant growth occurred after World War II.

As a result, the campus boasts a wide assortment of mid-century modern resources by noted architects, with designs ranging from the International Style to New Formalism that adhere to the school's brick-and-concrete palette.

In 1994, a National Register-eligible historic district was identified within the core campus, focusing primarily on buildings from the Parkinson era and ranging from 1880 to 1944. The California Register-eligible district identified in the Draft EIR expands the boundaries and timeframe of the NR-eligible district to encompass all three main periods of campus development. ●

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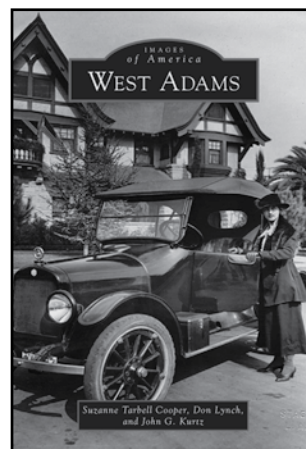
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We support preservation of the West Adams community's architectural heritage and beautification activities, and seek to educate Los Angeles' citizens and others about cultural heritage and restoration techniques.



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WAHA's Spring 2012 Calendar for History Buffs and Preservation Advocates

FEBRUARY

Saturday, February 25

Oscar Costumes at FIDM, 2:15 p.m.

MARCH

Thursday, March 1:

Rejuvenation Lecture & Reception, 7 p.m.

Friday, March 2:

WAHA Board Candidates' Statements due

Sunday, March 18:

Wellington Square HPOZ Tour & Silent Auction

Saturday, March 24:

WAHA's 3rd Annual Art in Historic Places Tour

APRIL

Sunday, April 1:

WAHA Election Meeting

Saturday-Sunday, April 21-22:

L.A. Times Festival of Books at USC

Sunday, April 29:

Heritage Day at Heritage Square

MAY

Thursday-Saturday, May 3-5:

California Preservation Foundation Annual Conference in Oakland

Sunday, May 6:

WAHA's Annual Preservation Brunch

Saturday, May 19:

Annual HPOZ Conference

JUNE

Saturday, June 2

WAHA's Annual Spring Historic Homes & Architecture Tour



The Mrs. Susan Wilshire Residence, a 1912 Colonial Revival, is one of the featured historic properties on this year's Art in Historic Places Tour.

Calendar ✓

Upcoming Events

See page 15 for WAHA's full Spring calendar

FEBRUARY

Saturday, February 25

Oscar Costumes at FIDM, 2:15 p.m. until ??
919 South Grand, Downtown (see page 1)

MARCH

Thursday, March 1:

Rejuvenation Lecture & Reception, 7 p.m.
(see page 2)

Friday, March 2:

WAHA Board Candidates' Statements due
(see page 3)

Sunday, March 18:

Wellington Square HPOZ Tour & Silent Auction
(see page 4)

APRIL

Sunday, April 1:

WAHA Election Meeting



The William Andrews Clark Memorial Library will open its doors for the Art in Historic Places tour

WAHA's 3rd Annual Art in Historic Places Tour

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(See page 1 for complete information)



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