



Streamlines Preservation Update September 11, 2017

ADSW Remembers
Ian Gray
Killed in the September 11, 2001, Attack on the Pentagon

Effects of Hurricane Harvey

Jim Parsons, Director of Special Projects for Preservation Houston, provided the following summary of the effects of Hurricane Harvey on the Art Deco and Mid-Century architecture in Houston and surrounding communities:

"The good news, from a Deco standpoint, is that we know of very little damage to buildings in Houston and in the region. Nearly all of the Deco buildings in Houston are in older neighborhoods on higher ground, and that really made a difference. I've heard of two buildings that had, or might have had, minor damage.

- There was some flooding in the basement of the 1970s Houston City Hall Annex downtown, which also may have affected the 1939 City Hall across the street. If any water did get into the 1939 building (the basements are connected), it was far from any architecturally significant areas.
- The Houston Municipal Airport Terminal (now the 1940 Air Terminal Museum) took on a bit of flood water and, we've heard, also had some roof leaks. The building is located at Hobby Airport, where the runways were under some water at the height of the storm. The museum reports minor water infiltration on its blog; we're going to check with the staff over there early this week to figure out exactly how bad it was.

As far as other towns and cities in the region: Galveston fared well, with minor flooding, and the significant buildings in Beaumont, including the Jefferson County Courthouse and the Kyle Block, are apparently fine - we've heard that downtown Beaumont did not flood although other parts of the city did.

Overall, what we're finding is that our traditional historic neighborhoods fared pretty well. The postwar neighborhoods are the ones that were especially hard-hit in Houston. There's an inner ring of suburban neighborhoods built between about 1950 and 1970 with some fantastic modern homes that were devastated, and the tough thing about that is that those areas have never been surveyed. We know about some of the significant architecture there, but certainly not all of it. It's looking more and more like that will be our focus.

Preservation Houston is going to be accepting donations toward a fund that we'll use to link the owners of historic properties with resources they need - consultants trained in post-flood assessment, for example, or experts who can help look at and source materials.

Here's a link to Preservation Houston's online resources for flood relief. [Flood Relief Resources](#)

[Donate to Preservation Houston](#)

Help Save the Hollywood Reporter Building

The Art Deco Society of Los Angeles is seeking landmark status for the Hollywood Reporter Building from the City of Los Angeles.



Photo: Marcello Vavala

[Sign the Petition](#)

Wish the Hollywood Reporter building "many happy returns" by signing ADSLA's petition to save the building from demolition. The entertainment industry's first daily Los Angeles-based trade paper to cover the motion picture industry published its first edition on September 3, 1930- 87 years ago! With the tagline Today's Film News Today, imagine all the milestones in entertainment history recorded on the pages of this paper over the years. (ADSLA's petition will remain active past Sept. 3 if you are reading this after 9/3, but don't delay).

While the LA Weekly name is on the building now, 6715 Sunset Boulevard is most remembered as the headquarters for the first daily industry trade paper for motion pictures, The Hollywood Reporter. The property (and ADSLA's nomination) actually consists of three buildings built over a period of 1924 through 1947. The front building facing Sunset is a 1936 redesign by architect Douglas Honnold for its brief life as The Sunset House men's store. This design is a very distinctive (and unusual) Hollywood Regency/moderne style. While in need of restoration, it is mostly intact. It has also been confirmed that much of the original Sunset House interiors are extant. In addition, the middle building, which housed The Hollywood Reporter printing operation, still contains the structural characteristics that suggest this previous use.

The City of Los Angeles Cultural Heritage Ordinance provides for the designation of buildings and sites as individual local landmarks (called Historic Cultural Monuments). There are currently over

1100 HCM's in the city. Although it does not prevent demolition, the designation provides a level of protection for the building as well as benefits to the owner such as the Mill's Act.

The Hollywood Reporter Building has been on the watch list of the Committee for some time. It is currently under threat of demolition by the proposed Crossroads Hollywood Project, along with eight other historic structures. The Crossroads developer was present at the meeting and while they conceded the significance of the front building, urged the Commission to leave out the rest of the complex in the designation. They were not successful. On September 7 at 10AM, the developer will be presenting to the Cultural Heritage Commission on their plans for Crossroads of the World. These meetings are open to the public in room 1010 at City Hall, if you would like to attend to learn more.

Crossroads Hollywood Proposed Development Project

The next step in the process is for the nomination to be approved by the Planning and Land Use Management (PLUM) sub-committee of the City Council. This will take place sometime within the next 30-45 days. It is not clear at this point if the developer will oppose the nomination at PLUM (or make a similar request to reduce its scope) although we think it likely. Once approved by PLUM the nomination goes to the full Council for final approval. Stay tuned. We will keep members informed as the process plays out.

We are strong advocates of adaptive re-use (refurbishing an historic building as a restaurant, store, bar, living spaces). This maintains these buildings we love, accessible for Los Angelinos to enjoy. There is no group more interested in dining, drinking and dancing in historic spaces. If you want to keep that ADSLA tradition alive, then help us preserve Los Angeles' Art Deco legacy by taking action! Keep scrolling to find out how you can help!

As part of our mission, the ADSLA Committee for Preservation Advocacy has undertaken an effort to identify and nominate unique and noteworthy buildings of the Art Deco era that we feel are worthy of this designation. We have successfully landmarked the Firestone Tire Building, the Wilshire Professional Building and the Redwine Building. We are hopeful that The Hollywood Reporter will be the next. There will be more to come in the near future.

A Brief History of the Building:

William Wilkerson founded the the first daily industry trade paper The Hollywood Reporter and moved it into this building. After his death, his wife published the paper from this location. Tichi Wilkerson (1926-2004) noted the disparity of women in the film industry and began the now worldwide organization Women in Film in 1973. She also developed The Hollywood Reporter Keyart Awards to honor creativity in film marketing, in 1971.

For 8 years, the building headquartered the LA Weekly. So in total, for over 80 years, this building housed important Los Angeles papers of record. A review in The Hollywood Reporter could make or break an actor or director's career and it carried everything an industry professional (or hopeful) could ask for - from birth and wedding announcements to obituaries, production charts, box office stats, real estate classifieds, help wanted notices and of course, all important gossip.

Both of these significant Los Angeles media outlets are still in business today. The property (and our nomination) actually consists of three buildings built between 1924 and 1947. Pictured below, is the front building facing Sunset, a 1936 redesign by architect Douglas Honnold for its brief life as "The Sunset House" menswear store. The regal interiors of the original Sunset House are extant, including wooden doors, columns, a fireplace and other ornamentation. We also believe that the existing light fixture is the one in these photos below.

The Hollywood Reporter, located at 6715 Sunset Boulevard, is just west of Crossroads of the World (pictured below). Crossroads of the World is already an Historic Cultural Monument.

HOW YOU CAN HELP LANDMARK THIS BUILDING!

Members are welcome to write letters in support of this nomination to the members of the PLUM committee and it is suggested that you cc the council member in the district where you

live as well. You do not need to be an LA resident to write a letter. In the case of Hollywood, people care about its history all over the world:

Click for more information on Hollywood Heritage's website.

HOW TO SEND A LETTER & MAKE AN IMPACT IN THIS CASE:

Write a Letter:

If you already wrote a letter, re-purpose it and send it now to the PLUM Committee (where to send is below).

Write a paragraph simply stating that you support the nomination of The Hollywood Reporter building to become an Historical Cultural Landmark in the city of Los Angeles.

State your credentials. This could include memberships with heritage and preservation organizations such as Art Deco Society, LA Conservancy, Hollywood Heritage, service on a neighborhood council past or present. mention if you are a journalist or entertainment industry professional whose career was interlaced with The Hollywood Reporter. Mention if you are an architect, work in architectural preservation, etc.

Include any relevant personal history such as "I grew up in Hollywood and this was a fixture in my neighborhood" or "I worked in this building between these dates..." "I care about memorializing the dying printed press industry."

Include the References:

CHC-2017-2032-HCM / ENV-2017-2033-CE on your letter.

Send letters to ALL SIX of the email addresses referenced below:

CITY PLANNING DEPARTMENT
ita.ensla@lacity.org

PLUM COMMITTEE MEMBERS (send your letter to all members)

Gil Cedillo - councilmember.cedillo@lacity.org

Marqueece Harris- Dawson- councilmember.harris-dawson@lacity.org

Curren D. Price, Jr. - councilmember.price@lacity.org

Jose Huizar - councilmember.huizar@lacity.org

Mitchell Englander - councilmember.englander@lacity.org

Reference CHC-2017-2032-HCM / ENV-2017-2033-CE

Help Save a Marcel Breuer Building in Buenos Aires

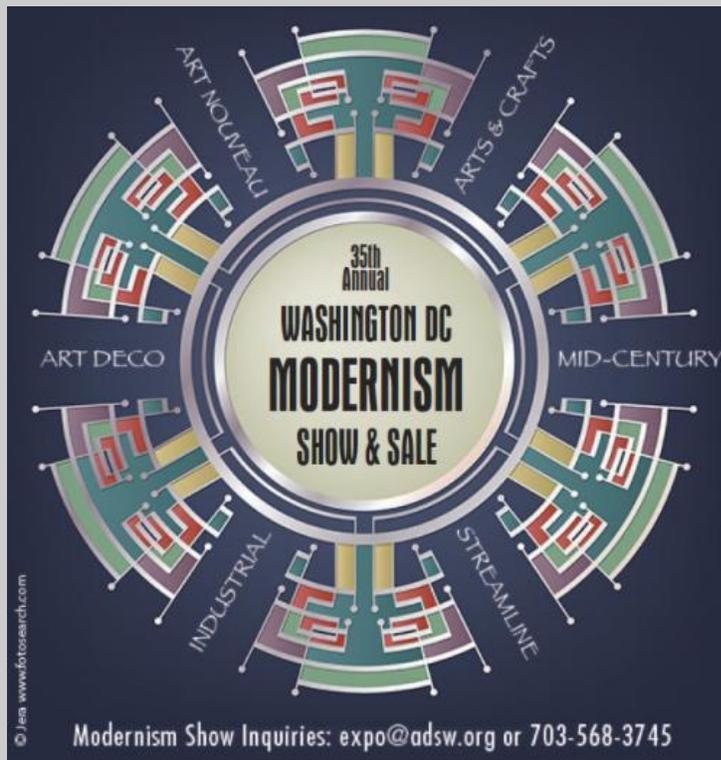


There is a petition to save the Marcel Breuer curved building in Buenos Aires "Gobierno de la Provincia de Buenos Aires: El Ariston, edificio de la Bauhaus está en ruinas en la Pcia. de Bs. Aires. Salvémoslo SOS.

You can help preserve this structure by signing the petition here:

[Sign the Petition](#)

One of Marcel Breuer's lost masterpieces: The lucky clover shaped Parador Ariston in Mar del Plata, Buenos Aires, Argentina. Created by Marcel Breuer between 1946 and 1947, together with associates Carlos Coire and Eduardo Catalano. This beautiful structure, in its heyday, was used as a restaurant and nightclub. It is painful to see the building in its current condition. Unfortunately, it has reached an advanced state of disrepair. It has been abandoned for at least 20 years and the effects of sea air, weather and vandalism have taken their toll. Lack of financial resources partially caused by the economic crisis in Argentina and, possibly, incompetence and negligence of the officials in charge of heritage conservation have made Marcel Breuer's Parador Ariston into nothing more than a ruin.



DULLES EXPO CENTER / NORTH HALL
4320 Chantilly Shopping Center
Chantilly, VA 20151

Saturday, April 28, 2018
9AM - 6PM
Sunday, April 29, 2018
11AM - 5PM

The Washington Modernism Show
(formerly Exposition of the 20th Century Decorative Arts)
is produced by the Art Deco Society of
Washington in partnership with
D'Amore Promotions'

BIG FLEA
& ANTIQUES MARKET

in the South Hall

\$10 Admission good for both shows
Same day on-site delivery service

Cheers,

Jim Linz
Art Deco Society of Washington
703-568-3745