

TIMES MIRROR SQUARE
CHC-2018-3867-HCM
ENV-2018-3868-CE

FINDINGS

(As Amended by the Cultural Heritage Commission on September 20, 2018)

- Times Mirror Square “is associated with the lives of historic personages important to national, state, city, or local history” for its direct association with the prominent Chandler family, in particular Harry Chandler, Norman Chandler, Dorothy Buffum Chandler, and Otis Chandler, each of whom played a significant role in the evolution of the *Los Angeles Times* from a local publication to a newspaper of national acclaim, and were influential in real estate development in Los Angeles.
- Times Mirror Square “embodies the distinctive characteristics of a style, type, period, or method of construction; [and] represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age” as an excellent example of the Art Deco/Moderne and Late Moderne architectural styles, and is a significant work of master architects Gordon Kaufmann, Rowland Crawford, and William Pereira.

DISCUSSION OF FINDINGS

Times Mirror Square meets two of the Historic-Cultural Monument criteria.

The subject property “is associated with the lives of historic personages important to national, state, city, or local history” for its direct association with the prominent Chandler family, in particular Harry Chandler, Norman Chandler, Dorothy Buffum Chandler, and Otis Chandler, in particular Harry Chandler, Norman Chandler, Dorothy Buffum Chandler, and Otis Chandler, each of whom played a significant role in the evolution of the *Los Angeles Times* from a local publication to a newspaper of national acclaim, and were influential in real estate development in Los Angeles. In addition to being the second publisher of the *Los Angeles Times*, serving from 1917 until 1944, Harry Chandler lured many of Southern California’s signature industries to the region, from aerospace to motion pictures, while promoting the construction of the Los Angeles aqueduct that allowed for an explosion of growth. Harry was also involved in the development of many important Los Angeles sites, such as the suburban community of the Hollywood Hills (originally Hollywoodland), the Los Angeles Coliseum for the 1932 Olympics, and the Santa Anita Racetrack in 1934.

One of Norman Chandler’s foremost achievements as publisher of the *Times*, from 1944 to 1960, was the publication of *The Mirror*, an afternoon newspaper, which led to the Times Mirror Co. becoming public and the nation’s largest newspaper enterprise. During this era, Norman’s wife, Dorothy, was also influential in the expansion of the newspaper within her role as director of the company, and was among the most important cultural forces in Los Angeles. Not only did she help to save the Hollywood Bowl from financial insolvency, but she also singlehandedly raised the funds to build the Los Angeles Music Center, whose concert hall was later named in her honor.

However, it was under Otis Chandler that the newspaper arguably made its greatest strides in the publication circuit. During his tenure as publisher, from 1960 until 1980, the *Times* was retooled from a small-scale publication into a nationally-acclaimed news outlet. He professionalized the paper by significantly investing in newsroom staff and expanding into other media markets. It was during this time that the paper was thrust into the front ranks of American journalism. Circulation doubled, and the paper won more Pulitzer prizes under the leadership of Otis Chandler than it had in all other eras combined.

Times Mirror Square “embodies the distinctive characteristics of a style, type, period, or method of construction” as an excellent example of the Art Deco/Moderne and Late Moderne architectural styles. The Los Angeles Times Building and the Plant Building prominently exhibit features that define the Art Deco/Moderne architectural style, which include the incorporation of geometric patterns in symmetrical arrangements, metal windows, its emphasis on verticality, and its smooth wall surfaces. Also, the distinctive elements of the Late Moderne architectural style are exhibited in the smooth stucco cladding, horizontal bands of bezeled windows with projecting frames, use of metal windows, and minimal ornamentation design of the Mirror Building. While the applicant argues that the subject property also embodies the distinguishing characteristics of the Corporate International architectural style, staff finds that Times Mirror Square is not a significant representation of the style and it does not rise to the level of meeting the Cultural Heritage Ordinance criteria. Although the Times-Mirror Headquarters Building and parking structure utilize a few elements typical of the Corporate International style, in comparison to other buildings of the same style, such as the Los Angeles Department of Water and Power General Office Building (John Ferraro Building) (1965, HCM #1022), the General Petroleum Building (1949, HCM #766), and the Tishman Airport Center Building (1966), the subject property is an ordinary example.

Times Mirror Square also “represents a notable work of a master designer, builder, or architect whose individual genius influenced his or her age” as a significant work of master architects Gordon Kaufmann, Rowland Crawford, and William Pereira. In conjunction with his 1930 Athenaeum and Undergraduate Housing at the California Institute of Technology and 1934 Santa Anita Racetrack commissions, Kaufmann’s work on Times Mirror Square arguably represents one of his most iconic projects. The subject property is also a remarkable individual work of Crawford, and a noteworthy project by Pereira. Throughout his architectural career, Pereira designed few, if any other, additions to existing buildings and the Times-Mirror Headquarters Building represents a unique commission within his body of work.

In addition to the above-discussed findings, as identified by SurveyLA, the subject property is significant for its association with the growth and maturation of the Los Angeles Times, an important Los Angeles institution. The newspaper was first published in 1881 as the *Los Angeles Daily Times*, when Los Angeles was still a semi-rural outpost, and over the years ascended to the front ranks of American Journalism for its news coverage of a large sprawling city. The development of the Times-Mirror Square complex is a reflection of the evolution and growth of the Times, starting with the construction of the Art Deco-style Los Angeles Times Building and Plant in 1935. As the paper grew in circulation and stature, so too did its physical plant. The Mirror Building was added to the site in 1948 when the *Times* grew to include a second, afternoon periodical known as *The Mirror*, and in 1973, a substantial addition was made at the west end of the complex when the architectural firm of William Pereira and Associates was commissioned to develop the parking structure and Times-Mirror Headquarters Building, where Otis Chandler and other executives collaborated and made decisions important to the newspaper’s growth.

Despite interior and exterior alterations, the subject property retains sufficient integrity of location, design, setting, materials, workmanship, feeling, and association to convey its significance.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) FINDINGS

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 “*consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.*”

State of California CEQA Guidelines Article 19, Section 15331, Class 31 “*consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction*

of historical resources in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings."

The designation of Times Mirror Square as an Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code ("LAAC") will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of an irreplaceable historic site/open space. The Secretary of the Interior's Standards for Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of historic buildings and sites in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Categorical Exemption ENV-2018-3868-CE was prepared on August 28, 2018.