



# Central Avenue Constituent Services Center

Los Angeles, CA

Paul Murdoch Architects

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# 2015 RUDY BRUNER AWARD PROJECT DATA



# PROJECT DATA

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name \_\_\_\_\_ Location \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Owner \_\_\_\_\_

Project Use(s) \_\_\_\_\_

Project Size \_\_\_\_\_ Total Development Cost \_\_\_\_\_

Annual Operating Budget (if appropriate) \_\_\_\_\_

Date Initiated \_\_\_\_\_ Percent Completed by December 1, 2014 \_\_\_\_\_

Project Completion Date (if appropriate) \_\_\_\_\_ Project Website (if appropriate) \_\_\_\_\_

Attach, if you wish, a list of relevant project dates \_\_\_\_\_

## Application submitted by:

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_ Website (if appropriate) \_\_\_\_\_

## Perspective Sheets:

Organization \_\_\_\_\_ Name \_\_\_\_\_ E-mail \_\_\_\_\_

Public Agencies \_\_\_\_\_

Architect/Designer \_\_\_\_\_

Developer \_\_\_\_\_

Professional Consultant \_\_\_\_\_

Community Group \_\_\_\_\_

Other \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

- |                |                      |                                     |                        |
|----------------|----------------------|-------------------------------------|------------------------|
| Direct Mailing | Direct Email         | Previous Selection Committee member | Other (please specify) |
| Online Notice  | Previous RBA entrant | Professional Organization           | _____                  |
|                | Social Media         | Bruner/Loeb Forum                   |                        |

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Signature \_\_\_\_\_ Date \_\_\_\_\_

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**2015**  
**RUDY BRUNER AWARD**  
**PROJECT**  
**AT-A-GLANCE**



# PROJECT AT-A-GLANCE

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This sheet, the Project Data sheet, and the representative photo will be sent to the Committee in advance as the *Project Overview*.

Project Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

1. Give a brief overview of the project. Approximately 500 words.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.) Approximately 500 words.

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# 2015 RUDY BRUNER AWARD PROJECT DESCRIPTION



# PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project? Approximately 500 words.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project? Approximately 500 words.

## PROJECT DESCRIPTION (CONT'D)

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3. Describe the key elements of the development process, including community participation where appropriate. Approximately 400 words.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable. Approximately 400 words.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**COMMUNITY**  
**REPRESENTATIVE**  
**PERSPECTIVE**



# COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name	Vivian Bowers, President	Title	Bowers & Sons Cleaners
Organization	Central Avenue Business Association	Telephone	(213) 749.3237
Address	2509 S Central Ave.	City/State/ZIP	Los Angeles, CA 90011
Fax	(213.) 748.4338	E-mail	bowerssons@sbcglobal.net

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Signature Vivian Bowers Date 12-4-14

1. How did you, or the organization you represent, become involved in this project? What role did you play? Approximately 400 words.

I am the owner of Bowers & Sons Cleaners, a third generation Central Avenue based business. It is a dry cleaning establishment my mother's parents began in Chicago and started Smith's Cleaners in Echo Park when they moved west. My parents Horace and Alice bought that business when they married, renamed it Bowers and Sons, expanding to Central Avenue. I grew up in the cleaners. All family members pitched in including my two brothers. As a teenager, I didn't like the allowance I earned at the cleaners and at the age of 15 left on a quest to earn more than my dad would pay. In 1994, when my folks talked about selling the Central Avenue dry cleaners and retiring, I jumped in to take over, leaving behind a steady job as an Account Manager with a major medical insurance company. The cleaners sat in a South Los Angeles neighborhood still struggling to recover from civil unrest two years before and plagued with drugs, gang violence and rundown buildings. I didn't want to see yet another African American business closing on Central Avenue; if no one bought my parents' business, we would have another blighted building. Enough is enough!

As the Chair of the Central Avenue Business Owners Association (CABA), I can say that we were overjoyed to see the "city hall" come to our neighborhood. Successful and thoughtful development begets more development and a desire to improve neighboring areas. The new building was a win-win for our community and it's neighboring businesses. Although the business association did not play a direct role in the development of this project, the organization saw that new life was coming to Central Avenue and the owners were absolutely in support of it. We were able to support the Council staff by word and deed, never wavering from a position of welcoming new development. In addition, a low to no cost façade improvement program allowed us to upgrade businesses, including mine, along Central Avenue and the revival of the historic Dunbar Hotel have contributed to the new breathe that has been pumped into Central Avenue.

2. From the community's point of view, what were the major issues concerning this project? Approximately 400 words.

I can't say that this community had any "issues" concerning this project. Our desire was to have a meeting place that was safe, well lit and it improved our visual perspective. What we got was a park-like building that has taught us the importance of green building materials, and it has lifted our confidence that we have a neighborhood that boasts a building that is unique, upscale and could be placed in any section of town. For years we had "issues" with the people downtown ignoring this community. We felt abandoned and lost hope that there would ever be improvements or a sense of belonging. Our neighborhood city hall has made us feel wanted and cared for by downtown.

# COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

1. How did you, or the organization you represent, become involved in this project? What role did you play? Approximately 400 words.

2. From the community's point of view, what were the major issues concerning this project? Approximately 400 words.

# COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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3. Has this project made the community a better place to live or work? If so, how? Approximately 400 words.

4. Would you change anything about this project or the development process you went through? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



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This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name	Jan Perry	Title	General Manager, Economic & Workforce Development
Organization	City of Los Angeles	Telephone	(213) 744-7261
Address	1200 W. 7th Street , 6th floor	City/State/ZIP	Los Angeles, CA 90017
Fax	(213) 744-9380	E-mail	Jan.Perry@lacity.org

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Signature  Date 12-2-14

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements). Approximately 400 words.

From 2001 to 2013, I served as the City Council member who represented the area where the Central Avenue Neighborhood City Hall was built. My office worked with various departments in the City of Los Angeles to ensure there were no zoning impediments, there was a provision for public participation and bond financing this important project.

In its heyday, Central Avenue was a bustling hub of the African American community. Joe Louis, Ella Fitzgerald, Louis Armstrong, Billie Holiday and Duke Ellington performed at clubs on Central Avenue and stayed at the Dunbar Hotel. In the late 1950s, the community underwent a change as the middle class Black families moved out, abandoning this once culturally rich area. Central Avenue was in transition and by the 1965 Watts riots south Los Angeles neighborhoods were no longer considered a "place to be."

During my tenure as a member of the Los Angeles City Council, I realized that the Central Avenue historic core offered many unique opportunities for restoration and revitalization and that the preservation of Central Avenue should be done in a manner that embraced the old and offered a view of the future. Indeed the neighborhood had changed and many immigrant families had taken up residence in the area. But the Dunbar Hotel was still standing and Central Avenue and the hotel needed an anchor, something that would breathe new life in the area and restore Central Avenue as a focal point for both residents and visitors.

In general the immigrant population in this area was not as engaged in the civic life of Los Angeles but at the same time desired a sense of place in their community. Language, cultural barriers and distance among other factors played a role in my decision to establish a south Los Angeles Constituent Service Center. City Hall is miles away for a south Los Angeles family where adults work long hours to make ends meet and taking time off during the day to investigate neighborhood services and programs is virtually impossible.

For those reasons, we decided to bring "city hall," its resources and programs, to the neighborhood and thus commenced the process to bring a new opportunity for a local city services constituent center on Central Avenue.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them? Approximately 400 words.

It is difficult to compete for public bond financing. You have to make the case for it against competing interests. Once we met that challenge there were remarkably few difficulties, other than managing the project's budget making some tradeoffs or compromises to make this project work. The community response to the project was extremely positive.

There land at the corner of 43rd and Central was owned by the Community Redevelopment Agency. It is a challenge to assemble land for a project of this size. The land was intended for a public benefit and removal of blight. The project created new jobs, provided a safe meeting place for community interests and was within walking distance for many of the neighbors and local businesses and contributed to the removal of blight and slum like conditions. The completed project is a visual expression of innovation.

# PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements). Approximately 400 words.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them? Approximately 400 words.

## PUBLIC AGENCY PERSPECTIVE (CONT'D)

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3. Describe the project's impact on your city. Please be as specific as possible. Approximately 400 words.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities? Approximately 400 words.

5. What do you consider to be the most and least successful aspects of this project? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**DEVELOPER**  
**PERSPECTIVE**



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This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name	Gary Lee Moore	Title	City Engineer
Organization	City of Los Angeles Bureau of Engineering	Telephone	(213) 485-4935
Address	1149 S. Broadway Suite 700	City/State/ZIP	Los Angeles, CA 90015
Fax	(213) 485-4923	E-mail	gary.lee.moore@lacity.org

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Signature	<i>Gary Lee Moore</i>	Date	12-2-14
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1. What role did you or your company play in the development of this project? Describe the scope of involvement. Approximately 400 words.

In 2002, the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) abated the hazardous materials on a recently purchased one-acre site located on South Central Avenue in Council District 9, in order to build a City facility to provide government services in the neighborhood. The site had once been the Bombay Candle & Botanica warehouse, which had suffered extensive damage from termites and a fire. The Bureau of Engineering, acting as the City's representative in the development of the project, helped to set the aggressive goals for an environmentally significant project. This included LEED Gold certification, an on-site cistern for stormwater capture to use for site irrigation, large windows strategically placed for natural daylighting, an intensive green roof, and eight tracking photovoltaic panels for green power. In addition, in a park-poor neighborhood, Engineering directed the architect to design the entire site for maximum community usage. Towards that end, the parking lot was heavily landscaped with trees, so it can also be used for outside community gatherings, and the green roof was planted with drought-resistant landscaping to act as a new public open space – a park space on the roof. Engineering was responsible for managing the project from early budgeting and programming, for hiring the architect, for assuring that the contractor delivered all of the project elements, and for securing the LEED certification post-construction.

2. What trade-offs or compromises were required during the development of the project? Approximately 400 words.

Councilmember Jan Perry (CD-9) placed a challenge before the Bureau of Engineering project team to develop a demonstration project for sustainable design that would set the standard for future developments in the Central Ave Historic Jazz corridor. Due to budget constraints, Engineering asked the architect to use locally common building materials and systems, and to design a structure with simple, easily built forms. Through the design process, there were a number of elements that needed to be reconsidered. For example, the original design included two buildings that were joined together by a green roof bridge. This bridge was eliminated and the green roof treatment was completed only on the larger structure. Also, the original design incorporated many green/planted screens on the façades, and some of these had to be removed to meet the budget. Green elements, however, remained crucial for the project. For example, the project required a security fence, and we were able to install one that was semi-transparent and covered in grapevines, in keeping with the green design goals.

# DEVELOPER PERSPECTIVE

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This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (     ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (     ) \_\_\_\_\_ E-mail \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

1. What role did you or your company play in the development of this project? Describe the scope of involvement. Approximately 400 words.

2. What trade-offs or compromises were required during the development of the project? Approximately 400 words.

3. How was the project financed? What, if any, innovative means of financing were used? Approximately 400 words.

4. What do you consider to be the most and least successful aspects of the project? Approximately 400 words.

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**2015**  
**RUDY BRUNER AWARD**  
**ARCHITECT**  
**OR DESIGNER**  
**PERSPECTIVE**



# ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc. **Approximately 400 words.**

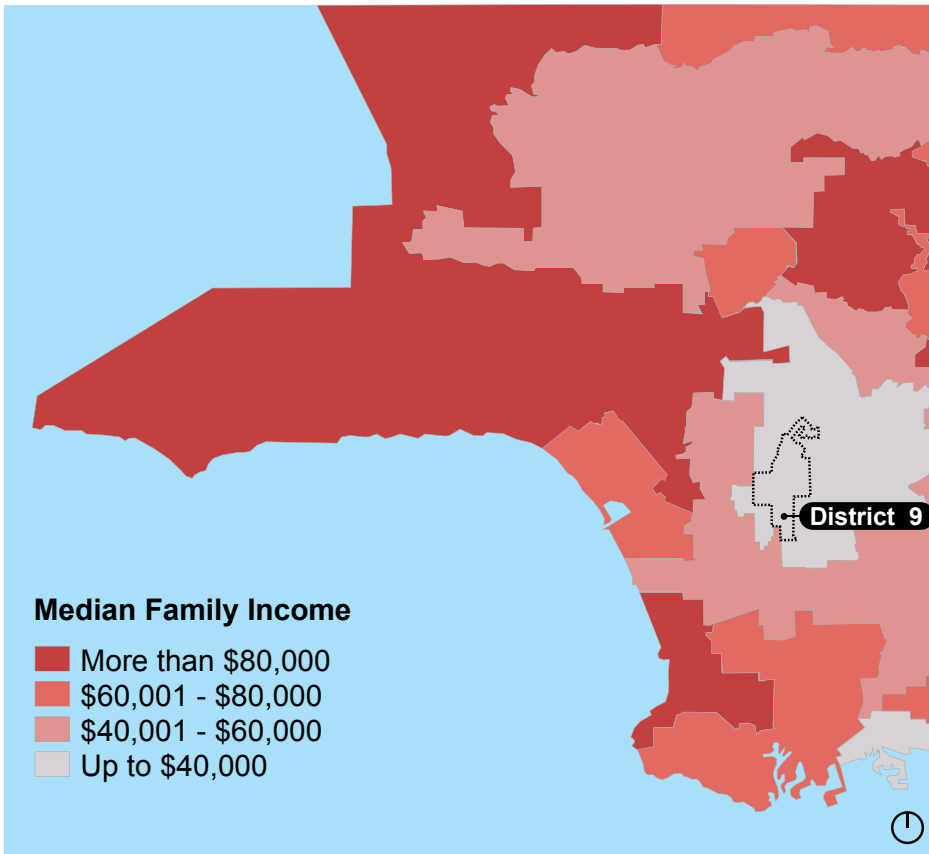
2. Describe the most important social and programmatic functions of the design. **Approximately 400 words.**

## ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

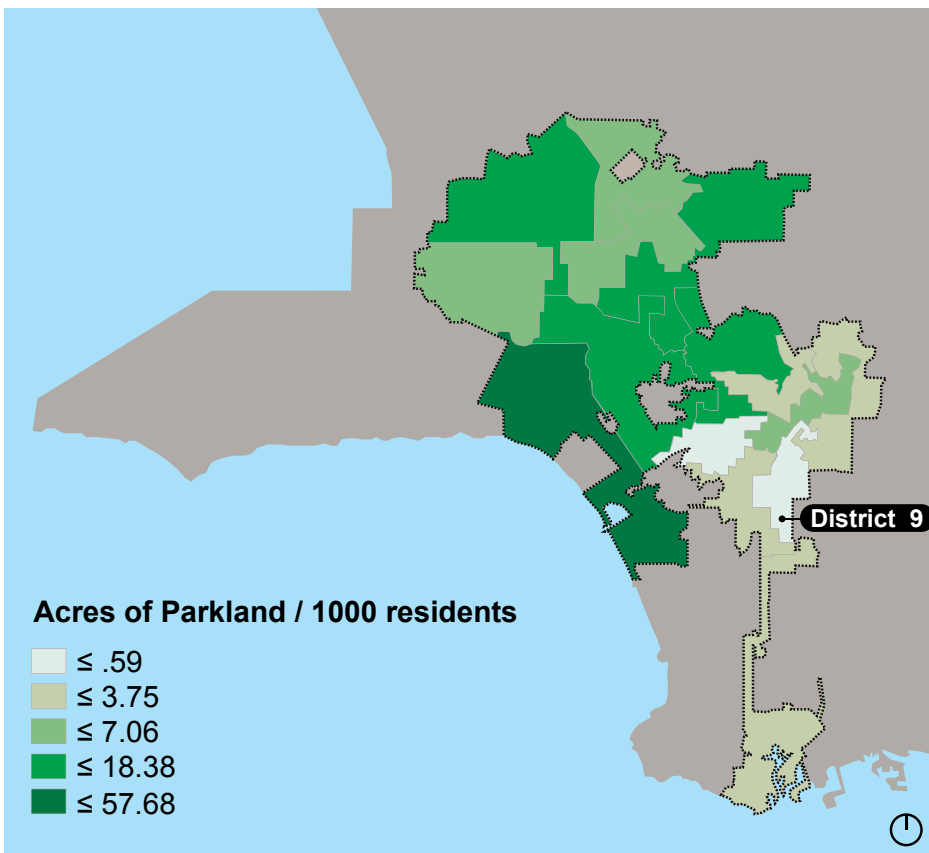
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3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project. Approximately 400 words.

4. Describe the ways in which the design relates to its urban context. Approximately 400 words.



Source: 2006 American Community Survey, U.S. Census Bureau



South Los Angeles has one of the lowest parkland to resident ratios in the city, with less than one half acre per 1000 residents, compared to nearly 60 acres in other areas of Los Angeles.

Source: The City Project: "Healthy Parks, Schools and Communities," 2006



Courtyard Entrance from Central Avenue



Community Meeting Hall



Central Courtyard and Administration Building



Central Courtyard and Community Meeting Hall



Mural Detail "History in Our Hands" by Alma Lopez and Noni Olabisi, 2009



Central Courtyard and Community Meeting Hall



Community Meeting Hall Interior



Public Roof Garden



Public Roof Garden



Public Roof Garden



Public Roof Garden with Skylight



Skylight in Conference Room



Roof Garden Aerial View



Stormwater Garden



Stormwater Garden and Seating Detail



Bench and Paving Detail at Public Roof Garden



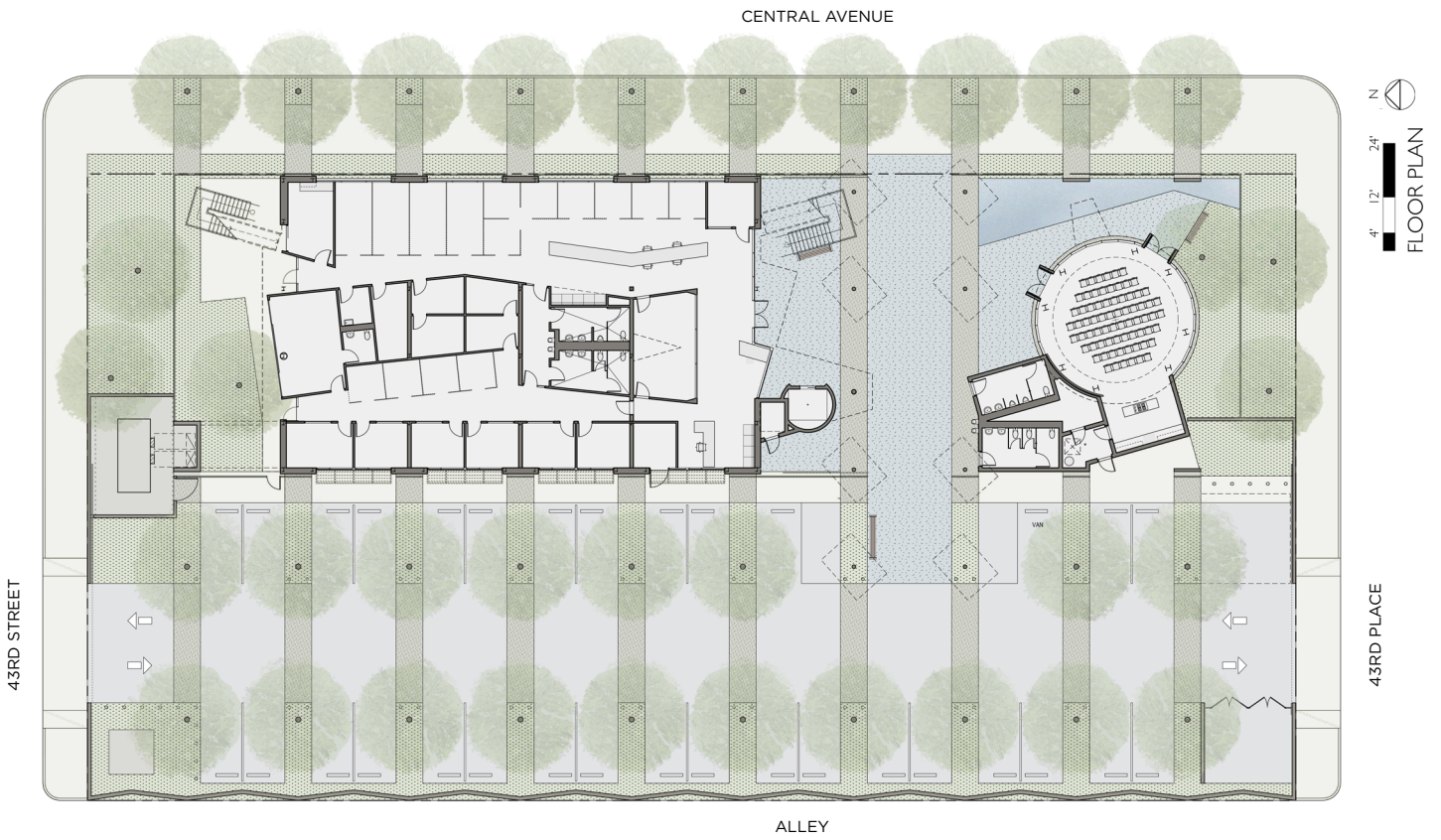
Roof Garden Trellis



Administration Building and Public Roof Garden from Central Avenue



Planted Stormwater Swales in the Parking Lot



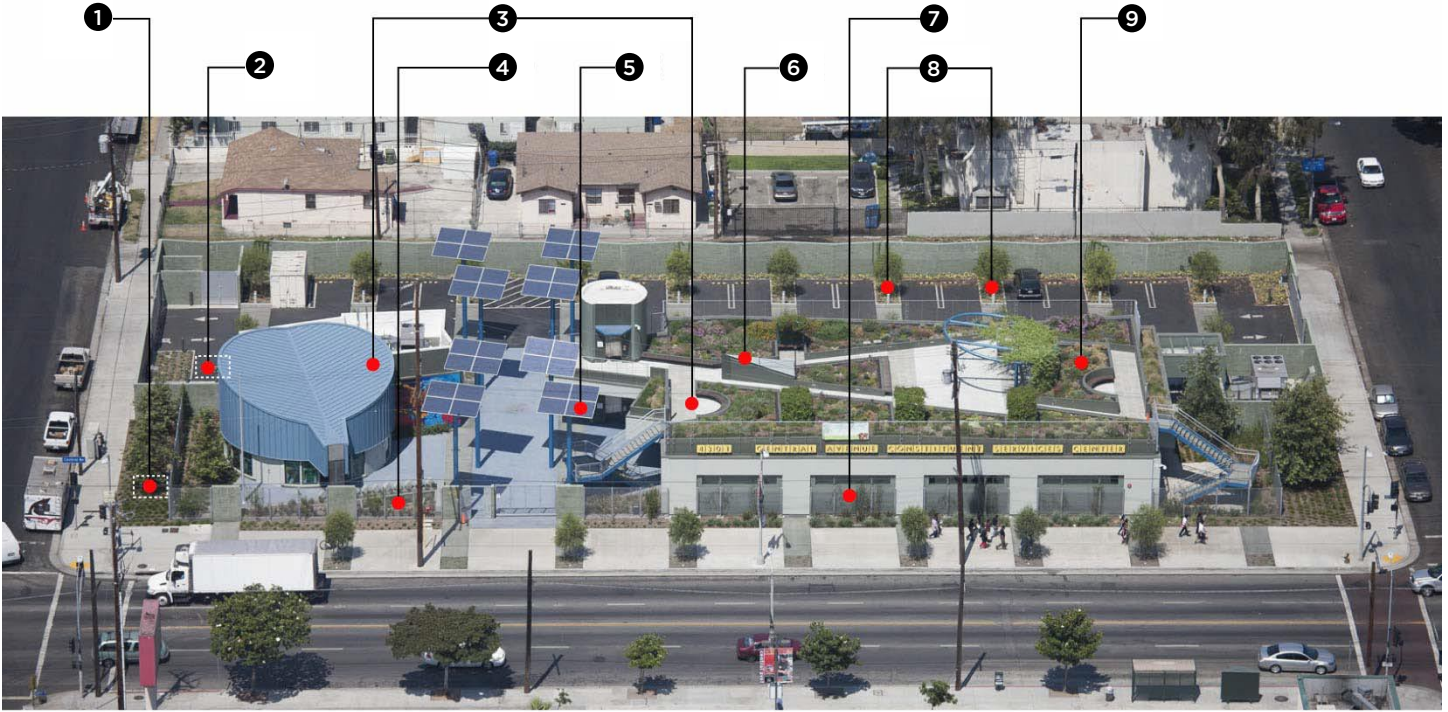
Site/ First Floor Plan



Longitudinal Section

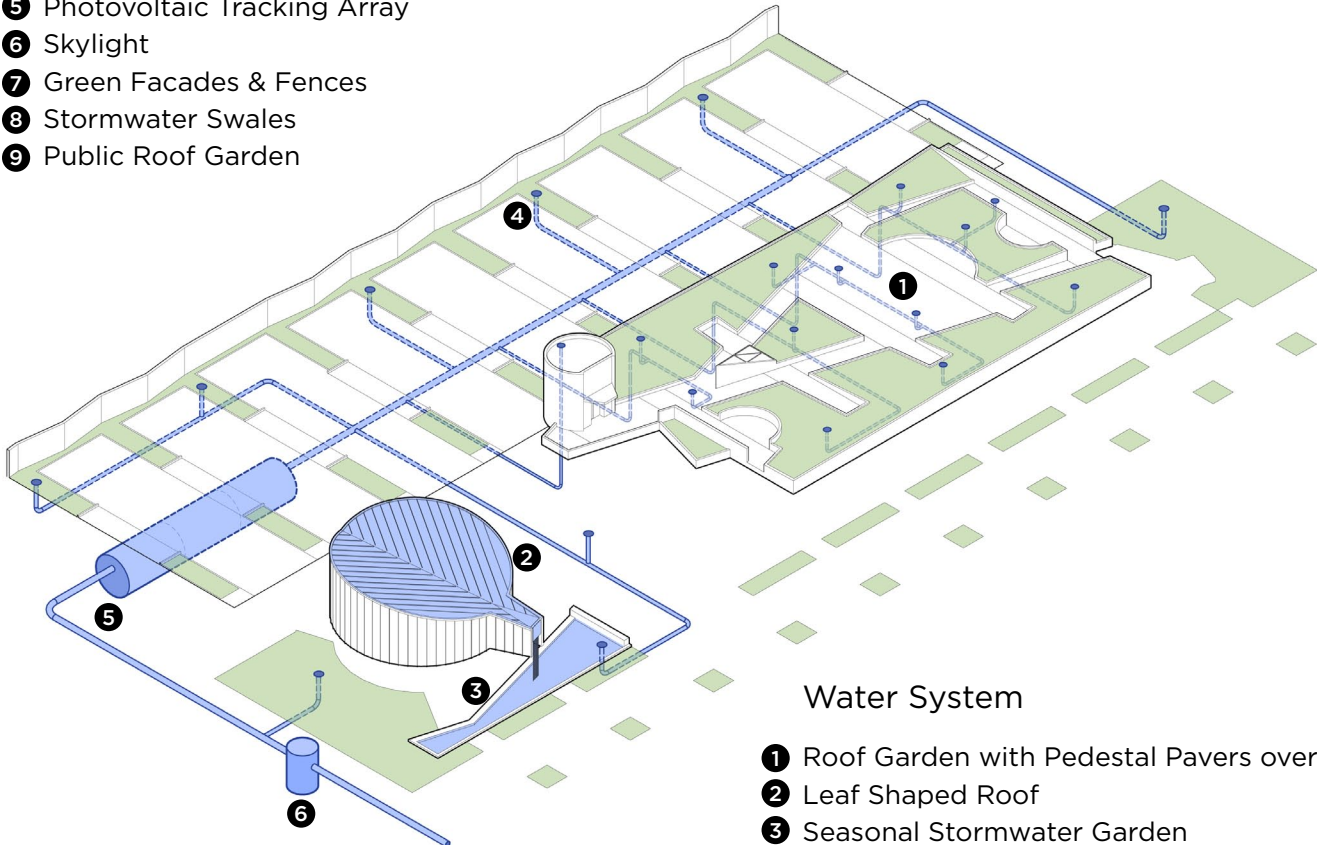


Cross Section through Community Meeting Hall



### Sustainable Feature Summary

- 1 Stormceptor Filter
- 2 Cistern
- 3 Cool Roof
- 4 Stormwater Garden
- 5 Photovoltaic Tracking Array
- 6 Skylight
- 7 Green Facades & Fences
- 8 Stormwater Swales
- 9 Public Roof Garden



### Water System

- 1 Roof Garden with Pedestal Pavers over Drainage
- 2 Leaf Shaped Roof
- 3 Seasonal Stormwater Garden
- 4 Parking Planter and Swales
- 5 Cistern
- 6 Stormceptor Filter

## Greenspace

(<http://www.latimes.com/science/sciencenow/>)

ENVIRONMENTAL NEWS FROM CALIFORNIA AND BEYOND

« Previous Post (<http://latimesblogs.latimes.com/greenspace/2010/01/arnold-schwarzenegger-barak-obama-energy-policy.html>) | Greenspace Home (<http://www.latimes.com/science/sciencenow/>) | Next Post » (<http://latimesblogs.latimes.com/greenspace/2010/01/murkowski-greenhouse-gas-emissions-epa.html>)



# The city's first municipal green roof -- and it's in South L.A.

JANUARY 19, 2010 | 12:34 PM



(<http://latimesblogs.latimes.com/.a/6a00d8341c630a53ef0120a7eadd6e970b-pi>)

For months, pedestrians have peered around the construction fence lining an acre-sized lot on South Central Avenue -- curious about the Space Age-looking building rising in the heart of the city's inner core. But the Central Avenue Constituent Services Center is more than a curiosity and more than a mouthful -- it's also got the first green roof on any municipal building in Los Angeles.

The 9,000-square-foot, \$14.7-million complex at Central and East 43rd Street, a neighborhood City Hall and a field office for City Councilwoman Jan Perry, will open to the public Jan. 28. The Times got an early peek -- and discovered ice plants, rye grass, aloe and cacti growing on the roof, and a huge metal halo of sorts that will soon be draped with grape vines, forming a natural canopy.

Engineers and architects hope to see local residents bringing bag lunches up there soon, enjoying the views of the Hollywood sign and the San Gabriels.

The complex has a host of modern, green features. Towering solar panels automatically track the arc of the sun and will provide roughly a third of the site's electricity. Another system collects rainwater and routes it into a manufactured pond and a cistern for irrigation.

The opening of the complex represents another step in the resurrection of Central Avenue (<http://articles.latimes.com/2009/sep/25/local/me-southla-centralave25>), a storied but long-troubled thoroughfare. Read more (<http://www.latimes.com/news/local/la-me-outthere19-2010jan19,0,4647313.story>) about the new neighborhood City Hall.

-- Scott Gold

*Photo: Project Manager Ohaji Abdallah, with the Los Angeles Bureau of Engineering, walks through the green roof plaza on top of the new satellite City Hall in South Los Angeles. Credit: Genaro Molina/LA Times*

Comments

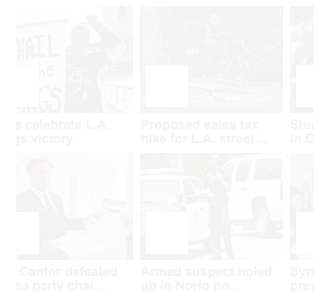
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## Video

How the L.A. Kings took the Sta...  
Los Angeles Times Jun 16, 2014



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OUT THERE

## L.A.'s Central Avenue gets its own City Hall

*With a rooftop plaza and park-like grounds, it is meant to stimulate and bring joy to its historic neighborhood.*

January 19, 2010 | By Scott Gold

There are ice plants and clusters of aloe on the roof, with views of the Hollywood sign in one direction and the San Gabriel Mountains in another. The building's engineers seem to have stars in their eyes when they talk about its high-tech components -- an irrigation system powered by rainwater; solar panels that automatically track the arc of the sun.

Step back onto the street, and the familiar parade of South Los Angeles imagery -- weed-choked lots, graffiti on light poles and anything else that doesn't move -- seems especially jarring. Then again, the Central Avenue Constituent Services Center has been a source of curiosity ever since the angular Space Age facility began rising above South Central Avenue, one of the more storied and troubled thoroughfares in the city.

Now, the \$14.7-million satellite City Hall, at Central and East 43rd Street, is set to open. Already, some members of City Councilwoman Jan Perry's staff have moved in. The one-acre complex, including a 1,500-square-foot community center and an adjoining, 7,500-square-foot city services center -- and the first "green" roof on a municipal building in L.A. -- will open to the public on Jan. 28.

It will be another important step in the resurrection of Central Avenue, officials believe.

"We're on a roll," Perry said. "It's going to lift people's spirits -- and, hopefully, lift their property values."

Central Avenue was seminal in the development of Los Angeles, particularly its southern end. "It was the backbone of the community," Perry said, and it was once dotted with a dozen clubs where West Coast jazz was, by and large, invented. But it was never a wealthy place, and when nearby factories closed in the 1960s and downtown union jobs vanished, "The Avenue," as it was known, degenerated into deep economic depression. But it has seen a recent wave of construction and a resurgence of energy.

In September, for instance, a new supermarket opened at Central and 20th Street, part of a \$27.5-million mixed-use project. In such a poor, financially stagnant area, the opening was viewed as so significant that there were 800 people in line -- and a marching band.

The avenue still has more than its share of problems. But there are also new schools, church refurbishment projects and additional mixed-use developments offering scores of new housing units. A Fresh & Easy Neighborhood Market, which is scheduled to open at Central and Adams Boulevard on Feb. 24, held a job fair earlier this month.

"Even though it's taken a long time, we are really hitting critical mass," Perry said.

The opening of the constituent services center is not the end of the new development. Next, city officials want to turn their attention to the landmark Dunbar Hotel, which is just up the street.

The hotel was once the pride of African American Los Angeles, and jazz luminaries -- Count Basie, Cab Calloway, Lena Horne and others -- stayed there during the heyday of West Coast jazz. Now a low-income apartment building, it has fallen into disrepair and been placed into receivership. The city is preparing to weigh proposals to refurbish it as affordable housing while preserving its character.

Seven years in the making, the constituent services center was built on a site that was home to the Bombay Candle & Botanica warehouse, which had suffered extensive damage from termites and a fire. Construction was financed largely through city infrastructure bonds.

From the start, the city was aiming for something new, said City Engineer Gary Lee Moore.

"This is an urban park that just happens to have a building on it," he said. "You don't want it to be a fortress. All public buildings should be welcoming and inviting."

In a neighborhood where crime is an everyday concern, that required some innovative design features. For example, the building needed to be surrounded by a security fence -- but this one is porous and covered with grapevines.

There are huge windows to allow for natural light, eight revolving solar panels that will provide roughly a third of the electricity and a system that collects rainwater and sends it cascading into a small pond. "There are not many waterfalls in South L.A.," Moore said.

The roof, which will be open to the public, has wooden benches interspersed with intricate, drought-resistant planters and a large metal sculpture that will soon be covered with vines to form a natural pavilion. Officials hope that area residents will begin using it as a safe and pleasant getaway, perhaps a place to take bag lunches.

The public will also soon be able to reserve the community room for meetings and gatherings. One wall of that portion of the facility is painted with a mural, in shocking reds and blues, that celebrates the history of South L.A.'s dominant African American and Latino communities.

The facility was designed by Beverly Hills architect Paul Murdoch.

Representatives of numerous government agencies will work out of the new facility. Rather than having to navigate City Hall and downtown, area residents will be able to request the cleaning of an alley, a small-scale construction permit or apply for a city jobs program here. The new facility will also be home to a farmers market, and healthy-cooking classes will be offered.

"People are going to love it," Perry said.

scott.gold@latimes.com

## VEGETATED ROOF

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From: eco-structure 2011 | Posted on: November 1, 2011

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**GREEN ROOFS FOR HEALTHY CITIES' 2011 AWARDS OF EXCELLENCE**

## Central Avenue Constituent Services Center



### Central Avenue Constituent Services Center, Los Angeles

Green roof size: 7,585 square feet  
Award recipient: Paul Murdoch Architects

#### Project Team

Civil engineer: RBA/ Mollenhauer  
Commissioning consultant: Expedient Energy  
Cost estimator: Ciaran P. O'Halloran  
Green roof assembly: Henry  
Green roof consultant: Rana Creek  
Landscape architect: Burton & Company  
MEP engineer: IBE Consulting Engineers

Specifications writer: Chew Specifications  
Structural engineer: Sato & Boppana

The new Central Avenue Constituent Services Center demonstrates how sustainability integrates social, political, cultural and economic issues within communities. A public roof garden is the first municipal green roof for the City of Los Angeles.

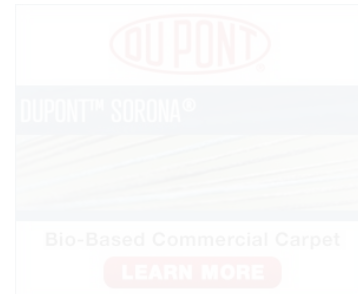
The structure is located in an area of Los Angeles with one of the lowest parkland-to-resident ratios in the city, and an area marked by violence and an extremely low medium-household income. Single and multi-story commercial development along Central Avenue and single and multi-story residential development along the side streets characterize the area. The project's goal was to create a new space to bring the community together, while providing an educational tool to the public through the visible, architectural expression of environmental innovations.

To give the site a park-like feeling, the design establishes a grid of trees reinforced by the building structure, façade rhythm, and paving pattern. The community features a jazz festival each year to celebrate the history of jazz unique to Central Avenue, and as jazz-like counterpoints, curved and angled walls, stairs, an elevator, and solar panel arrays that track the sun play off the grid's regular rhythm. The public roof garden is easily accessed from a courtyard, and the plantings can be seen from surrounding streets. The garden provides secure, public, open space, and doubles zoning requirements for open space. The roof garden also demonstrates environmental alternatives in an urban context that mitigate stormwater runoff and heat-island effects, and reduce building energy loads.

The roof garden is planted with over 40 organically grown plant species native to Southern California and adapted to the extreme growing conditions present on an urban roof. Salvias, Agaves, Penstemons, and other flowering natives have been chosen to attract hummingbirds and butterflies. Sedums and fragrant ground covers like rosemary, lavender, and sage blanket the planted beds, and climb over the sides of the building.

Larger shrubs frame the garden and provide seclusion around seating areas. The 12-inch to 18-inch growing medium of scoria, aged compost, peat, sand, and perlite sits on top of a roofing assembly that is built to withstand extreme temperatures. Rainwater runoff from the roof parking area is directed to a custom-designed underground cistern. The water from the cistern is then directed to a drip-irrigation system used for on-site landscaping at the ground level.

Steven W. Peck is the founder and president of Green Roofs for Healthy Cities, the non-profit industry association with a mission to develop the green roof and wall industry across North America. For more information visit [greenroofs.org](http://greenroofs.org). Readers are invited to join GRFHC at CitiesAlive to meet the award winners and learn more about these outstanding green roof and wall projects: [citesalive.org](http://citesalive.org).



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Health

## An oasis in a food desert: Central Avenue's farmers market

March 15, 2012, 3:24 p.m.



The farmers market that takes place at the Central Avenue Constituent Services Center every Thursday is one of South L.A. residents' few options for getting fresh produce. (Credit: José Martínez/OnCentral)

By José Martínez  
OnCentral  
[Comment](#)

11  10

It's certainly not easy to find produce that's fresh off the farm in South L.A. among the McDonald's, Jack in the Boxes and convenience stores – but it's also not impossible.

One simply needs to look at the Central Avenue Constituent Services Center every Thursday from 10 a.m. to 3 p.m., where one of SEE-LA's farmers markets boasts a fresh selection of fruits, vegetables, nuts and eggs.

SEE-LA – or [Sustainable Economic Enterprises of Los Angeles](#) – is a nonprofit community development corporation that works to improve the quality of life in Los Angeles. Laura Gonzales runs the farmers market on Central Avenue for SEE-LA, which is the nonprofit's smallest [market project](#).

"There are only six farmers who sell here," she said. "They have to be certified by the Department of Agriculture in order to work here." Some of those farmers make the drive from cities like Bakersfield, Nipomo, Riverside and San Diego to sell their produce – in part, Gonzales said, because this is where a lot of their sales happen.

The market's first location was 43rd Street. Then it moved to the Central Avenue Jazz Park, and then later the parking lot of Carver Middle School, before finally settling permanently at the Constituent Services Center. Gonzales said Ninth District Councilwoman Jan Perry has been a strong supporter of the market, which is part of the reason they're able to use the space for free every Thursday.

"We couldn't have found anyone better than her," Gonzales said of the councilwoman, pointing to her [efforts](#) to provide the members of the South L.A. community with more healthy eating options.

"The food options in South L.A. – there's not a lot of selection," she said. "We only

### About Us

OnCentral is a site for the neighborhoods around Central Avenue. It's a news site where we not only provide information, but put the power of storytelling in your hands. Sign up and you can share your story or help an existing story grow by adding in your perspective or corrections.

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have Fresh & Easy on Adams, and that's pretty much it in terms of good stores. It's a food desert here."

Some of the market's vendors agreed. L.A.-native Alejandro Caporeo sells fruit – mostly citrus – that come from a farm in Fallbrook in San Diego County.

"If you go to the store, all you're going to get is junk," he said. "Over here, you're going to get quality."

Not to mention some more exotic pickings – like [blood oranges](#) or [cherimoyas](#). "We sell here to support a community, to bring them fresh fruit from a farm," he said. "And they'll see a lot of things they've never seen at the store."

Caporeo described current profits as "so-so," but was confident people would keep coming. "We've got stuff that people like, so they come," he said.

Juan Plascencia made the drive out from a Lancaster farm that specializes in nuts and dried fruit. Pointing out his most popular items – lemon almonds and glazed pecans – Plascencia said his profits were also "up and down," but that it's important that he and the other farmers are there.

"People need to eat more nutritious, healthy food," he said, pointing out the [unhealthy options](#) surrounding the Constituent Services Center. "Our produce is very healthy. It's natural, we don't use any spray, chemicals or preservatives."

In recent years, Gonzales has seen an increase in health consciousness in the area, which she credits to the media. "I think people are getting conscious of nutrition and getting more vegetables and fruits because of all the things in the news about being healthy," she said.

Still, statistics still paint South L.A. as an area [falling far behind](#) the rest of the county in its collective health, and the market itself relies heavily on grants to remain sustainable. Its clientele rarely uses cash – WIC and EBT are the most popular methods of payment, to the point where Gonzales said the farmers market was responsible for 99 percent of WIC coupon redemption in the area last year.

Right now, Gonzales is focused on the week-to-week tasks running the market entails, a big part of which is keeping her farmers happy.

"The farmers really like it," she said. "I didn't bring many farmers because we're already at capacity right now. If I bring more, sales will go down for everybody. I want to make my farmers happy and make enough money for them to take home because they drive a long ways out here."

Israel Castellanos, who drives out from Riverside every week to sell his vegetables, which include kale, cauliflower and lettuce, seems to be one of those happy farmers. He said everything he sells is pretty popular and that profits seem to be improving.

"It's good for people's health because it's fresh," he said in Spanish. "I just come out here because – well, you have to make a living."

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## 2011 Awards of Excellence: Central Ave Special Recognition

**Project:** Central Avenue Constituent Services Center, Los Angeles, CA – 7585 square foot green roof  
**Award Recipient:** Paul Murdoch Architects  
**Landscape Architect:** Burton & Company  
**Green Roof Consultant:** Rana Creek  
**Green Roofing Assembly:** Henry  
**Structural Engineer:** Sato & Boppa  
**MEP Engineer:** IBE Consulting Engineers  
**Civil Engineer:** RBA/ Mollenhauer  
**Commissioning Consultant:** Expedient Energy  
**Specifications Writer:** Chew Specifications  
**Cost Estimator:** Ciaran P. O'Halloran



The pavers are pedestal mounted and allow for rainwater to be collected & diverted to an underground cistern.

*“Offering the first municipal roof garden for the City of Los Angeles, this neighborhood city hall introduces forward-looking environmental features that enhance building performance and provides a natural refuge for the community in a tough, urban area.”*  
- Paul Murdoch Architects

*A Community Oasis in Central L.A.*

The new Central Avenue Constituent Services Center demonstrates sustainable development in an area that has had few such precedents – an example of how sustainability integrates social, political, cultural and economic issues within communities. A public roof garden is the first municipal green roof for the City of Los Angeles.

The neighborhood city hall is located in an area of Los Angeles with one of the lowest parkland to resident ratios in the city, and marked by violence and an extremely low medium household income. Single and multi-story commercial development along Central Avenue and single and multi-story residential development along the side streets characterize the area. The project goal was to create a new space to bring the community together, while providing an educational tool to the public through the visible, architectural expression of environmental innovations.



The roof garden features 40 native species of plants.

To give the site a park-like feeling, the design establishes a grid of trees throughout reinforced by the building structure, façade rhythm and paving pattern. The community features a jazz festival each year to celebrate the history of jazz unique to Central Avenue. As jazz-like counterpoints, curved and angled walls, stairs and an elevator, and solar panel arrays that



Landscape design features, such as this canopy, make the green roof an even more attractive prospect in this greenspace-thirsty neighbourhood.

track the sun play off the grid's regular rhythm. The public roof garden is easily accessed from a courtyard and the planting is seen from surrounding streets. The garden provides secure, public open space, rare in the community, and doubles zoning requirements for open space. The roof garden also demonstrates environmental alternatives in an urban context that mitigate storm water runoff, heat island effects and reduce building energy loads.

The roof garden is planted with over 40 organically grown plant species native to Southern California and adapted to the extreme growing conditions present on an urban roof. Salvias, Agaves, Penstemons and other flowering natives have been chosen to attract hummingbirds and butterflies. Sedums and fragrant ground covers like rosemary, lavender and sage blanket the planted beds, and climb over the sides of the building. Larger shrubs frame the garden and provide seclusion around seating areas. The 12–18" growing medium of scoria, aged compost, peat, sand, and perlite sits on top of a roofing assembly that is built to withstand extreme temperatures. Rainwater runoff from the roof parking area is directed to a custom-designed underground cistern. The water from the cistern is then directed drip irrigation system used for on-site landscaping at the ground level. This water conservation goes a long way towards ensuring the sustainability of the green roof in Los Angeles' dry conditions.

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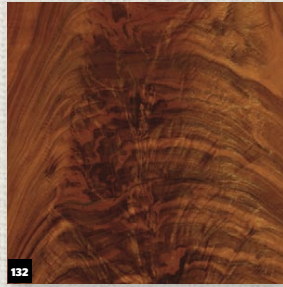
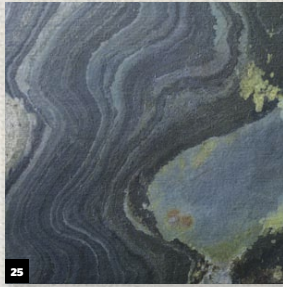
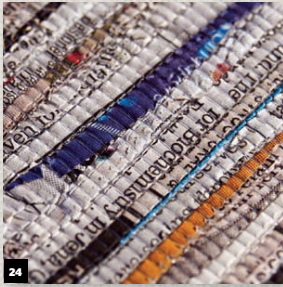
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# Architectural PRODUCTS

APRIL 2011



**ACHIEVING LEED**

Central Avenue Constituent Services Center, Los Angeles

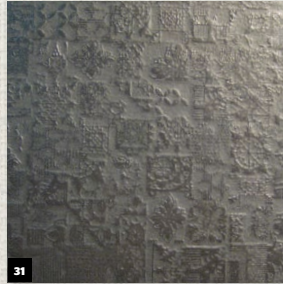
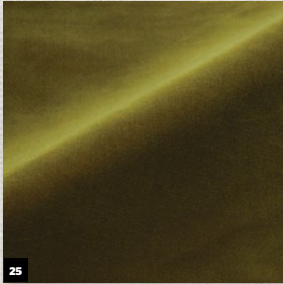
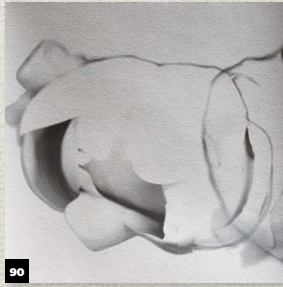
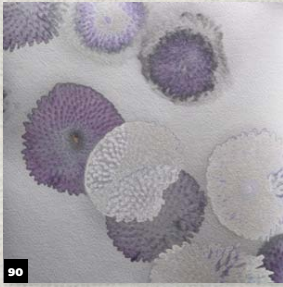
**PROJECT DECONSTRUCTION**

Frisco Career & Technical Education Center, Frisco, Texas

**SPECIAL REPORT**

Art in Architecture: One Border Crossing. Three Nations.

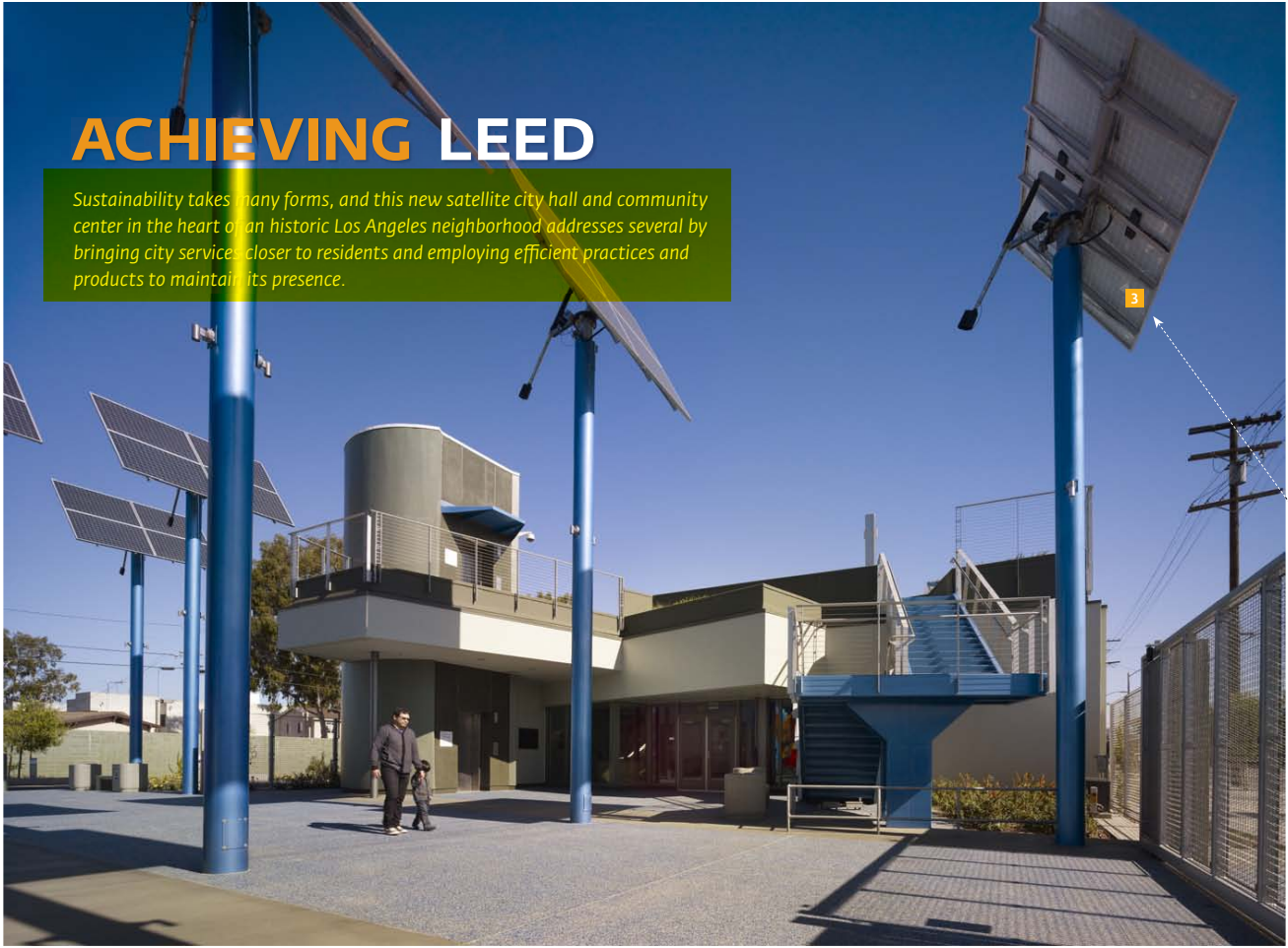
## Modern Materials...



**EXTRA! EXTRA!** Advances in materials and finishes follow suit with the rapid pace of technology. Read all about where, when and how to leverage these new developments. **[PAGE 64]**

# ACHIEVING LEED

Sustainability takes many forms, and this new satellite city hall and community center in the heart of an historic Los Angeles neighborhood addresses several by bringing city services closer to residents and employing efficient practices and products to maintain its presence.



**Project:** Central Avenue Constituent Services Center  
**Location:** Los Angeles  
**Owner:** City of Los Angeles  
**Architect & LEED AP:** Paul Murdoch Architects, Beverly Hills, Calif.

**Size:** 9,300 sq. ft. (37,800 total lot size)  
**Total Budget/Cost:** \$10 million  
**Date completed:** January 2010  
**LEED Rating:** Gold (LEED-NC, v2.2)  
**Photography:** Benny Chan & Paul Murdoch Architects



CENTRAL AVENUE CONSTITUENT SERVICES CENTER: PRODUCTS	
Product/Mfr./Brand:	LEED CREDIT:
<p><b>1 METAL ROOF:</b> McElroy Metal Model: n/a</p> <p>Standing-seam metal roof and siding panels provide a reflective surface and color to reduce thermal transfer and cooling energy demand, also contain 23% post-consumer and 7% pre-consumer recycled content.</p>	SS 7.2 (heat island effect, roof)
<p><b>STORMWATER CONTROL:</b> Stormceptor Model: n/a</p> <p>In-ground separator is designed to remove a wider range of pollutant particle sizes as well as free oils, heavy metals and nutrients that attach to fine sediment before they reach the sewer system and waterways. Precast concrete housing.</p>	SS 6.2 (stormwater management-quality control)
<p><b>2 COOL ROOF:</b> Sarnafil Model: G410 FB</p> <p>White reflective, heat-weldable felt-back roof membrane is formulated for direct exposure to the weather and is produced with an integral fiberglass mat reinforcement for dimensional stability and a felt backing.</p>	SS 7.2 (heat island effect, roof)
<p><b>3 SOLAR ARRAY:</b> Schott Solar Photovoltaic Model: ASE 300-DSC/50</p> <p>An array of industrial-grade solar power modules; each features 216 individual semi-crystalline silicon cells embedded in hardened dual-pane glass in an anodized aluminum frame for durability and consistent performance.</p>	EA 2 (on-site renewable energy)



LEED-NC V2.2		CENTRAL AVE. CONSTITUENT SERVICES CENTER	
		Rating: Gold Awarded: July 2010	
<b>43 Points Achieved</b>	Possible Points: <b>69</b>		
Certified: 26-32	Silver: 33-38	Gold: 39-51	Platinum: 52+
<b>8 Sustainable Sites (SS)</b>	Possible Points: <b>14</b>		
<p>Built on the site of an industrial building in the heart of a vibrant urban area with existing public transportation, the project maximizes open space, features high-tech stormwater management, and reduces light pollution and heat island effect.</p>			
<b>3 Water Efficiency (WE)</b>	Possible Points: <b>5</b>		
<p>A drip-irrigation system fed entirely by rainwater collection serving native plants on a roof garden supplements extensive low-flow plumbing products.</p>			
<b>12 Energy &amp; Atmosphere (EA)</b>	Possible Points: <b>17</b>		
<p>The project earned 10 credits for optimized energy performance, on-site renewable energy and purchasing green power credits.</p>			
<b>7 Materials &amp; Resources (MR)</b>	Possible Points: <b>13</b>		
<p>A construction waste management plan and extensive use of recycled content and certified wood materials from regional sources earned these credits.</p>			
<b>8 Indoor Environmental Quality (IEQ)</b>	Possible Points: <b>15</b>		
<p>An ongoing indoor air quality management plan, the use of low-VOC finishes and indoor pollutant source control contributed to this category.</p>			
<b>5 Innovation &amp; Design Process</b>	Possible Points: <b>5</b>		
<p>Green power credits, the extensive use of recycled-content materials (more than 32% by volume), and having a LEED-AP at the design stage of the project helped earn extra credits toward a Gold rating.</p>			

**PARK-LIKE PRESENCE**

The Central Avenue Constituent Services Center is an oasis within a storied, racially mixed L.A. neighborhood that's working hard to rebuild its vibrancy and economic viability. Encompassing a 1,500-sq.-ft. community center and a 7,500-sq.-ft. satellite city hall and administration services hub, the center became a community gathering place and landmark long before its completion in early 2010, as the round main building, stand of solar panels, and green roof emerged from the former industrial site. The photovoltaic array is particularly inventive, as the panels rotate to

follow the sun's path while providing shade for the courtyard between the two buildings. The roof garden, meanwhile, is accessible for educational and contemplative endeavors, with views to the Hollywood sign and San Gabriel Mountains. The center is part of a recent neighborhood revitalization that has seen new schools, church and housing refurbishments, and the insertion of a new supermarket within a larger, \$27.5 million, mixed-use urban redevelopment master plan for "The Avenue" district hit hard by industrial migration from the city's core in the 1960s.



**INSIDE OASIS**

After only about a year of being open to the public, the Central Avenue Constituent Services Center has become a valued resource for the neighborhood. In addition to bringing City Councilwoman Jan Perry and her staff to the heart of her district at Central Avenue and East 43rd street, among other city services, the building provides a community hub for meetings and events that has helped reduce racial tensions; there's also a kitchen that will host farmer's market classes for constituents. "It's going to lift people's spirits, and hope-

fully their property values," said Perry at the project's groundbreaking. The inside of both buildings is as comfortable and inviting as it is healthy, thanks to clerestory windows that provide ample natural light and a dedicated indoor air quality program that specified multiple low-VOC-emitting finishes. Those efforts, among several others including extensive water-use reductions and energy efficiencies, helped the project achieve a Gold rating under the LEED NC 2.2 standards, a worthy accomplishment in any location.

**CENTRAL AVENUE CONSTITUENT SERVICES CENTER: PRODUCTS**

Product/Mfr./Brand:	LEED CREDIT:
<b>4 HVAC:</b> Carrier Model: Centurion  A pair of single-package rooftop, ultra-high efficiency cooling units with SEER ratings up to 14.8 are pre-charged with Puron (R-410A) environmentally sound refrigerant.	EA 1 (optimized energy performance)
<b>5 STOREFRONT WINDOW:</b> Armortex Model: several  Bullet- and blast-resistant storefront window and entrance systems feature 10% post-consumer recycled content aluminum frames and UL-listed bullet-resistant glazing.	MR 4.2 (recycled content)
<b>6 COLORED CONCRETE:</b> Cemex Model: N/A  Architectural colored concrete contains 98% pre-consumer recycled glass cullet derived from the glass manufacturing processes.	MR 4.2 (recycled content)
<b>DRIP IRRIGATION:</b> Netafim USA Model: Techline  Drip-irrigation system features flexible, UV-resistant tubing with a continuous self-cleaning design that resists clogging, a self-flushing/cleaning, elastomer diaphragm and integral root barrier to maintain performance.	WE 1.1 (water efficient landscape)
<b>ARCHITECTURAL WOODWORK:</b> Environ Biocomposites Model: Dakota Burl  Composite wood for interior surface applications contains 16% post-consumer and 84% pre-consumer recycled agricultural fiber content with no out-gassing solvents to eliminate VOC emissions.	EQ 4.4 (low-emitting materials: composite wood & agrifiber products), MR 7 (certified wood)
<b>7 STRUCTURAL STEEL:</b> Nucor-Yamato Model: N/A  Various structural steel components, several of which are exposed, feature 80% post-consumer and 15% pre-consumer recycled content.	MR 4.2 (recycled content)
<b>8 ACOUSTICAL CEILINGS:</b> USG Model: several  A variety of acoustical ceiling systems offer significant percentages of post-consumer recycled content while providing high STC ratings and sag-resistant construction.	MR 4.2 (recycled content)
<b>PAINT:</b> Sherwin-Williams Model: ProGreen 200  Low-VOC-emitting (50 g/l) interior latex paint is a low-odor formulation that is GreenGuard IAQ-certified and available in primer, flat, low sheen, egg-shell and semi-gloss.	EQ 4.2 (low-emitting materials: paints & coatings)

<b>1 ROOFING &amp; SIDING:</b> McElroy Metal. <a href="http://www.mcelroymetal.com">www.mcelroymetal.com</a> or Circle 421  <b>STORMWATER CONTROL:</b> Stormceptor. <a href="http://www.stormceptor.com">www.stormceptor.com</a> or Circle 420  <b>2 ROOF:</b> Sarnafil. <a href="http://www.usa.sarnafil.sika.com">www.usa.sarnafil.sika.com</a> or Circle 419  <b>3 SOLAR ARRAY:</b> Schott Solar Photovoltaic. <a href="http://www.us.schott.com">www.us.schott.com</a> or Circle 418  <b>4 HVAC:</b> Carrier. <a href="http://www.commercial.carrier.com">www.commercial.carrier.com</a> or Circle 417  <b>5 WINDOWS:</b> Armortex. <a href="http://www.armortex.com">www.armortex.com</a> or Circle 416	<b>6 COLORED CONCRETE:</b> Cemex. <a href="http://www.cemexusa.com">www.cemexusa.com</a> or Circle 415  <b>IRRIGATION:</b> Netafim USA. <a href="http://www.netafimusa.com">www.netafimusa.com</a> or Circle 414  <b>7 STRUCTURAL STEEL:</b> Nucor-Yamato. <a href="http://www.nucoryamato.com">www.nucoryamato.com</a> or Circle 413  <b>WOODWORK:</b> Environ Biocomposites. <a href="http://www.environmentbiocomposites.com">www.environmentbiocomposites.com</a> or Circle 412  <b>8 CEILINGS:</b> USG. <a href="http://www.usg.com">www.usg.com</a> or Circle 411  <b>PAINT:</b> Sherwin-Williams. <a href="http://www.sherwin-williams.com">www.sherwin-williams.com</a> , Circle 410
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Topic 专题

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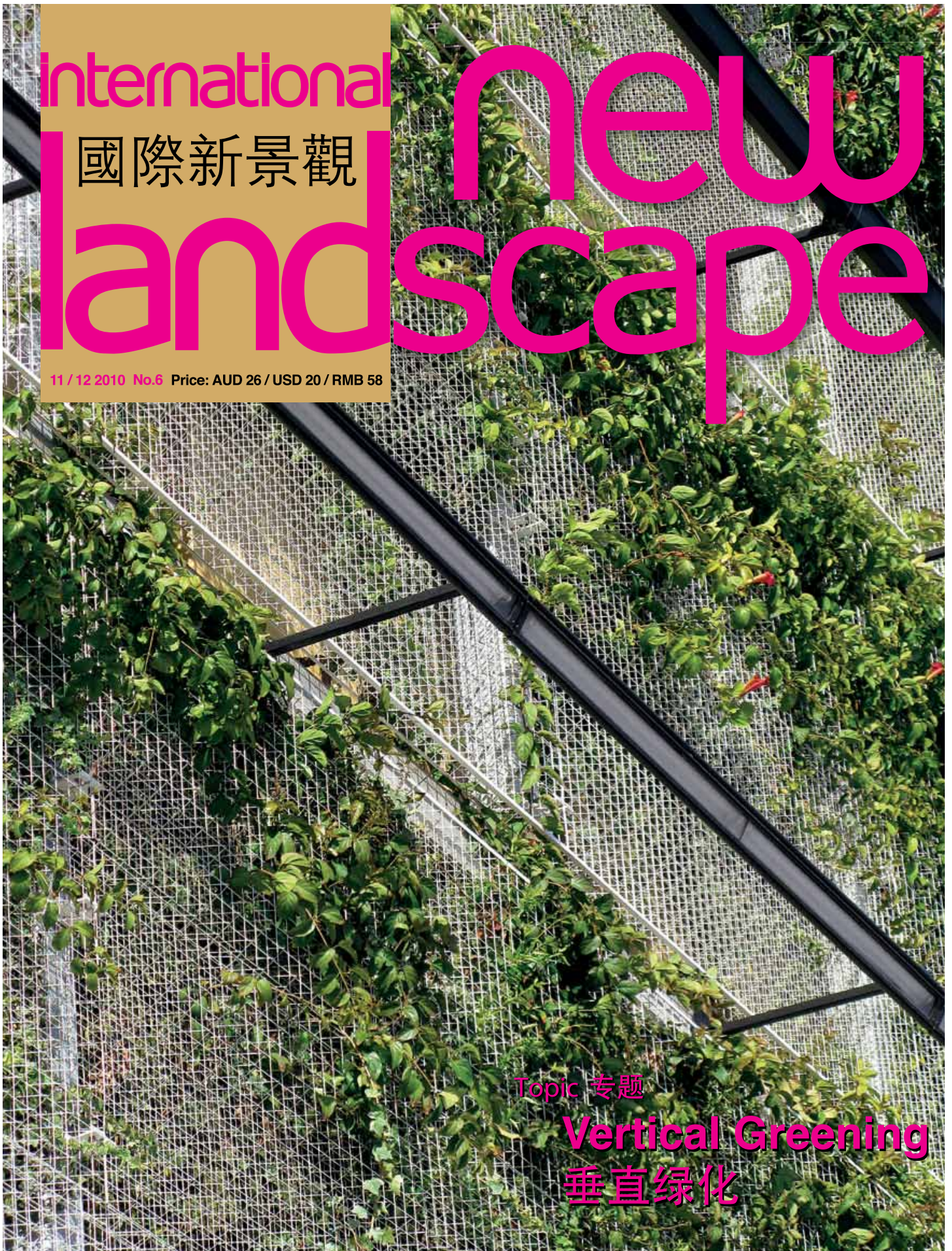




Photo by: Paul Murdoch Architects



Photo by: Paul Murdoch Architects

Privacy Screening and Fencing 私密屏障與圍欄

# District Nine Headquarters

| 洛杉磯第九區議會總部 |



Longitudinal section 縱截面圖



Photo by: Paul Murdoch Architects

Photo by: Paul Murdoch Architects



這座市政廳的建築設計獨特，採用了一系列可持續性技術設施，例如，太陽能、雨水收集設施、屋頂綠化、本土植物栽植、垂直綠化等等。建築底層各個密閉式落地玻璃窗的外層都設有一面網格式屏障，上面生長着一些開花攀緣植物，在開花的季節裏，星星點點的各色小花為整座建築增添了幾許生機。這樣的植物屏障不僅保護了樓內工作空間的私密性，也為這一喧囂的城市街道的環境綠化做出了貢獻。該項目有力地證明了在鬧市區實施垂直綠化的可操作性。垂直綠化並不會占用過多的實地空間，只需要一處十分狹小的種植區種植藤蔓植物，但却能有效地改善城市環境，淨化城市空氣。



Photo by: Paul Murdoch Architects



Cross section 橫截面圖

Photo by: Paul Murdoch Architects



This Neighborhood City Hall incorporates sustainable technologies of solar power, rainwater harvesting, a green roof, native plantings and green wall components in this unique building design. This urban infill site uses green screens to control access and provide security while adding seasonal flowering color. The site is surrounded by busy streets on three sides and the introduction of vertical landscape elements demonstrates how, even with narrow planting areas, the welcome plantings can be added to a dense urban neighborhood environment. [in](#)

**Credits:**

Client: 9th District Council, City of Los Angeles  
 Landscape Architect: Pamela Burton and Company  
 Architect: Paul Murdoch Architects  
 Project Location: Los Angeles, California