

*Definitions of the City
through Los Angeles and
Exposition Park*

Jessica Varner
Editor

Michael Maltzan,
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Only Play



Cover: Central fountain in Exposition Park, showing the Historical Art Museum in the background, ca.1925. Digitally reproduced by the USC Digital Library; from the California Historical Society Collection at the University of Southern California

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ONLY PLAY
Definitions of the City
Case Study Exposition Park

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~~Only Play~~

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Foreword

Dean Qingyun Ma

CEZI continues, as does the School's effort to uncover those parallel but subsidiary streams (i.e. the non-mainstream), which, without deliberate irrigation, can get dried out or swallowed up. These side streams and offshoots provide the best environment for experimentation, as indecisiveness allows time and space for ideas to meander.

In the context of the city's major urban initiatives (e.g. transportation, business districts, green corridors), the reimagination of Exposition Park is an alternative urban solution. The scope is limited with the nature of Expo Park already established, and the project is to tease out the interstitial, with all of its organizational and political nuances. Just as this signals an alternative urban approach, Michael Maltzan's studio represents an alternative to the School's main curriculum, which focuses on architectural initiatives or spatial logics. Maltzan's Expo Park studio searches beyond these traditional tools.

The studio has engaged a myriad of urban voices, including those of artists, politicians, and other community leaders. Through this publication, the students are at the crossroads of wide urban discussions into the program and the School's urban discourse out to the city.

The School continues engagement in emergence of new ideas; so does CEZI.

~~Exposition Park: One Site, Many Histories~~

Jessica Varner

Being from a small, Midwestern town—one that lacks the density and resources to hit the rank of a city by most definitions—I claim no expertise on the city of Los Angeles or on its urban green parcel, Exposition Park. Not an L.A. native nor a historian who has based my life's work on the Southern California mega region, I am instead an observer of Los Angeles whose perception of L.A. has been shaped by the city itself, through contact with physical landscape, the artifacts of development, and the Angeleno people. But perhaps transplants such as myself, those who have come to the city to learn its multiple histories firsthand, offer the most useful views and keenest insights about Los Angeles.

Los Angeles is often mistaken for a young city, though it is not; it is a city with a deep history of development and expansion. Established in 1781, El Pueblo de Nuestra Señora la Reina de los Ángeles—the small Spanish Pueblo that traced the initial footprint of the metropolis—is almost concurrent in age with the establishment of the United States. The city developed slowly over the next several decades, and the “Los Angeles District” grew to three thousand citizens in 1844, just before the state entered the Union in 1850. Rapid expansion began in the 1870s with the development of the first transcontinental railroad, and Los Angeles took its status of a city.

After the initial establishment of Los Angeles, the city has never truly defined the outline of the Basin. L.A. has transformed through multiple histories; from a city of real estate expansion in the 1880s to a city of the film industry in the 1920s, to its modern day iteration as a sprawling expanse, the city has historically absorbed identities rather than projected one. As a result, open space in Los Angeles has struggled to establish identity in the multiplicitous region. Exposition Park exemplifies the identity crisis of open space in L.A.

Exposition Park is a site southwest of Downtown Los Angeles, currently bounded by Figueroa Street to the east, Martin Luther King Boulevard to the south, Vermont Avenue to the west, and Exposition Boulevard to the

north. The park is a microcosm of the multiple histories of Los Angeles, which occur in the form of events and physical transformations. In 1872, Agricultural Park (Exposition Park's original name) was established at the height of the expansion era in Los Angeles. Created as a fairground for produce and livestock by the Southern District Agricultural Society, the initial 160 acres set in the vast Basin expanse kept the region's character of cultivation alive. Shortly after, in 1879, the park owners endured foreclosure, and new owners used the park's remote location outside of the city limits for racetrack gambling and other vices. Urban growth began to move south of Downtown, and the park's neighbors found the activities distasteful. In 1908, the state of California acquired Agricultural Park, and the park transformed again under the influence of the emerging City Beautiful Movement. In 1913, the site reopened as Exposition Park. The new plan exhibited a cohesive garden plan, a landscape similar to what exists today, with the four anchor tenants of the California Museum of Science, the National Armory, the National History Museum, and the Sunken Garden (now known as the Rose Garden). Exposition Park currently contains nine separate public attractions: the California African American Museum, the California Science Center, the Los Angeles Memorial Coliseum, the Los Angeles Sports Arena, Exposition Park Rose Garden, EXPO Center, the Natural History Museum of Los Angeles County, and the Science Center School and Amgen Center for Science Learning. The Los Angeles Memorial Coliseum hosted Olympic events in 1932 and 1984, Superbowls I and VII, the World Series of 1959, and is currently home to the University of Southern California football team.

Through its exploration of Exposition Park, *Only Play* documents the planning fragments that have shaped the park, the influential players who voiced opinions regarding the park's trajectory, and various student design proposals that speculate on the future of Exposition Park. The publication takes on the appearance of an encyclopedia to embrace the varied histories of Los Angeles and of Exposition Park. The encyclopedic form allows for ease of reference and the tension of historical coherence. Tension results from an encyclopedia's apparent expertise; an encyclopedia presents an answer and definition for everything. *Only Play* gathers expertise rather than professing it. Also, an encyclopedia is

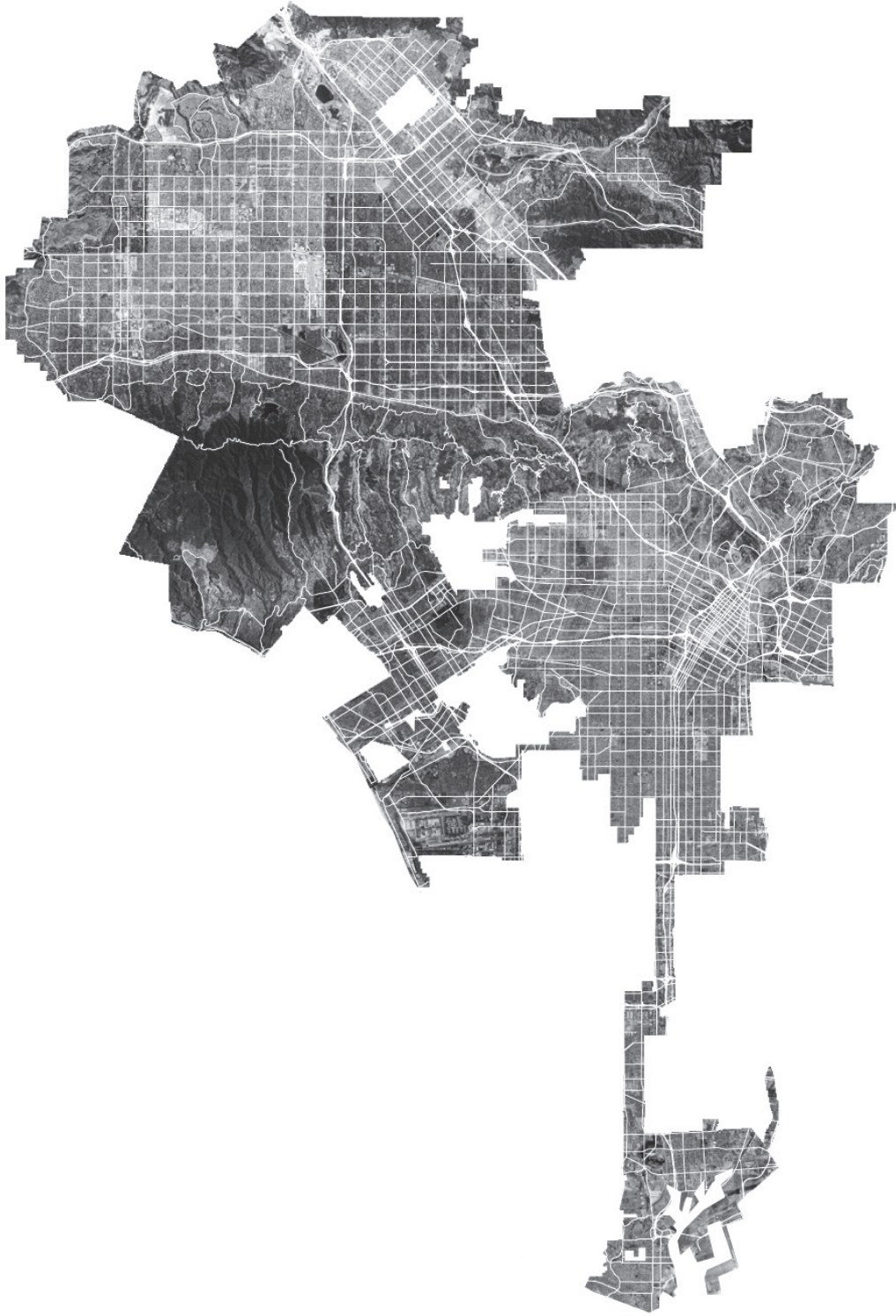


Diagram of the Los Angeles city region, 2011, University of Southern California 605 studio, Ashley Margo.





inherently a frozen slice of history; it records only the information up to the point of its publication. The moment the volume is published, it becomes out of date. Instead, *Only Play* documents a moment, leaving room for expansion in the future. Just as Exposition Park provides a framework for future development and imagination, the information contained on the pages of *Only Play* provides the kit of parts to reimagine the future through multiple histories of Exposition Park and, by extension, Los Angeles.

Introduction to the Research

In the fall of 2009 and the spring of 2010, Michael Maltzan and Jessica Varner taught an advanced urban seminar followed by a graduate-level studio at the University of Southern California School of Architecture. The research investigated and strategically planned for the future of Exposition Park. Exposition Park was and is being re-envisioned by multiple entities as a catalytic development for the surrounding communities to re-center its importance within the larger metropolis of Los Angeles. By speculating on multiple scenarios for the park's future, the studio and seminar focused around varying strategies projecting the future of the park and its connection to the future of Los Angeles.

Exposition Park is a site within the city of Los Angeles which exemplifies the new paradigm of open space. Defying definition as a park or district, Exposition Park has constantly defined itself as a reflection of the contemporary city and its culture. By exploring Exposition Park and its relation to the city of Los Angeles, a further understanding of formation, organization, and evolution was generated. Analysis of Exposition Park as an environment that is generic, hybridized, segregated, and politically and ideologically charged was central to understanding the palimpsest of the site.

The first half of the studio focused on the overall master plan and design at the urban scale while also incorporating the research from the research seminar. The second half of the semester focused on the more architectural scale of the site. Key moments in the design of the master plan were chosen and further designed.

The studio focused on six main agendas: infrastructure, density, commerce, resources, open space, and community. Each group addressed one specific component in each theme and developed a program supporting that overall agenda. Though each proposal focused on a specific theme, each project addressed and understood all of the agendas. The intent was to push thematic, big, urban ideas in the fragmented landscape of Los Angeles.

OPEN SPACE

With open space at a premium and density in flux, pressure is placed on the city as never before. Contemporary open space in the capitalist laissez-faire society demands redefinition, as it is neither a space of true leisure, nor a space attached to the fabric of the built city. Traditional models of open space are obsolete in the complex identity of the new landscape, which incorporates sustainability, politics, infrastructure, economics, and social space.

INFRASTRUCTURE

Among ever failing structures and increasing growth, systems that provide movement of goods and people are at a premium. The contemporary city of Los Angeles is no longer embodied by gridlocked traffic or other such traditional images of infrastructure. As the city looks toward new modes, such as high-speed rail, while reusing old infrastructures, such as the Los Angeles River, questions arise as to how the city can provide a connected and seamless pattern of services in a fragmented metropolis.

DENSITY

The city has reached its limits. Sprawl turns itself inward, as the citizens of Los Angeles

demand to be part of a defined city, one with identity, visual connectivity, and tangible resources. As a city already built, how can new interventions build on the existing fabric while adding to the new visual language of the city? Is the fabric disposable, or can we take the mistakes and victories of the past identity of Los Angeles to begin a new conversation about higher densities and an identifiable metropolis?

COMMUNITY

Fluctuating immigration populations enrich and define the community of Los Angeles. Tensions between the communities thrive on geographic lines that separate low- and high-income communities. As Los Angeles integrates resources and concentrates the city, the lines of tension have the opportunity to heighten or dissolve based on the community-shared resources that provide opportunity for a future Los Angeles.

COMMERCE

Income shifts and escapist fantasies shape commerce in the superficial city of Los Angeles, while underground and illicit markets thrive under the radar of traditional jurisdictions. As Los Angeles shifts, new models of commerce must emerge to serve the citizens of Los Angeles as well as to lubricate the taxable system of the metropolis.

RESOURCES

Resources are strained, as the metropolis of Los Angeles grows. Water, oil, land, and electricity have all been stretched to the limit. Los Angeles must rethink allocation, accumulation, and distribution in a shifting economy.



*Facade of the California Science Center in Exposition Park.
Photograph © Yan Wang.*

1 Activism



"STRIKE" graffiti, ca. 1970. University of Southern California, University Archives.

A young woman walks past a brick wall on the USC campus bearing a spray-painted graphic of a fist surrounded by the word STRIKE. The graffiti is an expression of student protest against the Vietnam War and the deaths of several Kent State University students on May 4, 1970, at the hands of the Ohio National Guard. It was duplicated on college campuses across the nation. This display of activism appeared at the height of visibility and application in the American landscape.

2 Activism

Excerpt from the final 605 seminar discussion at the University of Southern California, with Michael Maltzan and Jessica Varner debating the concept of activism in architecture today.

Michael Maltzan: This is not just a question of what your final project looks like. It is not about the sheet size or the font in a particular style. It is important to develop a level of project cohesiveness, but the main product is not buildings; instead, it is thinking. Thinking is just as important for urbanism as a plan is.

Jessica Varner: Beyond that thought, the most important component is to have an agenda behind your thinking—to look at authorship and at Exposition Park and take a stance. There is a moment where

you have to take all of the information and choose what is interesting to your argument. Take a stand, and be the author of your case. Do not ignore the rest, but understand that it is there, and go forward with your argument, your authorship. It is important in architecture to take a stand. This is an activist studio. We are here to change the world.

[laughter]

MM: One of the goals of this studio is that it furthers the conversation around urbanism and about Exposition Park. That conversation extends to Los Angeles and to the world beyond.

3 Bigness



Aerial view looking east over the Los Angeles Memorial Coliseum and Sports Arena in Exposition Park, 1959. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

In the photograph above, the Coliseum is packed with fans cheering on the L.A. Dodgers during the World Series. After relocating to Los Angeles from Brooklyn, the Dodgers played in the Coliseum until construction of Dodger Stadium was completed. Though the field dimensions were ill-suited to baseball, the Dodgers attracted record crowds during their stay at this venue. Bigness shows how the Coliseum dominated the overall landscape of Exposition Park, trumping all other activities during large events.

4 Bigness

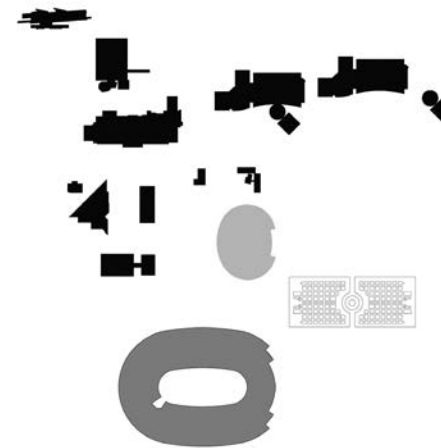


Figure ground of the various structures within Exposition Park, University of Southern California 605 seminar.

The diagram above illustrates the scalar relationship between the structures within Exposition Park and the increasing influence of other institutions outside of the "Bigness" of the Coliseum.

5 Bridge

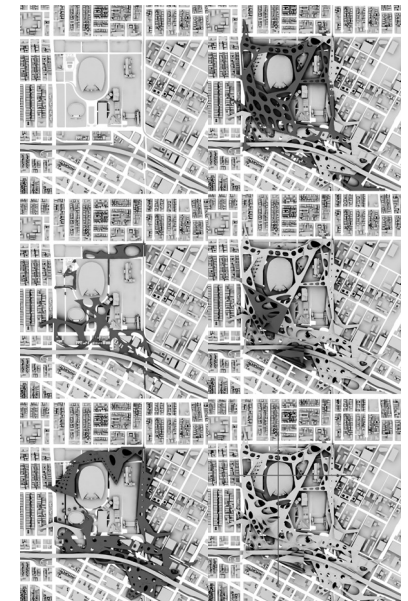


Arched bridge in the sunken gardens of Exposition Park, ca. 1925. University of Southern California, Title Insurance and Trust/C. C. Pierce Photography Collection, 1860–1960.

The previously depicted bridge is an original structure from the Beaux-Arts period of Exposition Park. It is covered in ivy and extends over a small stream between two grassy banks. The landscape in the

background obscures the facade of the Natural History Museum. While no longer standing, the picturesque "bridge" is depicted here as a connection between one area and another.

6 Bridge



Growth bridge connection studies around Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaoqin. See Plate 1.

As shown in the models above, the bridges of the proposed contemporary city no longer connect point A and point B, but instead, connect multiple layers and modes of transportation within the urban fabric.

~~7 City~~

Aerial view looking east over the Los Angeles Memorial Coliseum in Exposition Park, 1931. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

The city of Los Angeles is depicted through a traditional model of density, flat and sprawling, with Exposition Park standing out as a block of distinct objects.

8 City

USC Game Day at Exposition Park, with residential towers in the background, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

The new city portrays increasing density, including multiuse within Exposition Park. The new density provides unique views from the towering additions over the Coliseum.

~~9 Commerce~~

Aerial view of Exposition Park, 1918. University of Southern California Library Digital Collection, 1918.

The above aerial view of Exposition Park (1918) shows the area clearly delineated into two parts, the park-like area and the horse-racing commercial area. Historically, the areas of recreation and commerce were separated by a simple street division. Now, Exposition Park has a blurry relationship with commercial enterprise within its borders.

10 Commerce

Shifts in income and escapist fantasies have shaped commerce in the superficial city of Los Angeles, while underground and illicit markets have thrived under the radar of traditional jurisdictions. As the city shifts, new models of commerce emerge to serve the citizens and lubricate the taxable system of the metropolis.

Excerpt from the University of Southern California 605 seminar discussion, with Michael Maltzan, Jessica Varner, and students.

Jessica Varner: Exposition Park found its origins in commerce. It was initially a spot for gambling and horse racing. Even today, they are looking at sponsorship from USC. The stadium is sponsored by Coca-Cola. You can only sell Coke in the stadium during game days. Or National Hot Dogs. Even though formal commerce is banned within Exposition Park by law, are there other ways we can view commerce? Where does the line of commerce stop?

~~11 Community~~

Park area outside the Los Angeles Memorial Coliseum. Photograph © Yan Wang.

Community gathers at sporadic times in Exposition Park. Often the park is empty, waiting for community to fill it.

12 Community

Aerial perspective of a community-focused Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaoqin.

Fluctuating immigration populations enrich and define the community of Los Angeles. Tensions between the communities continue to thrive on economic lines that separate low- and high-income communities. As Los Angeles integrates resources and concentrates the city, the lines of tension have the opportunity to heighten or dissolve based on the community-shared resources that provide opportunity for a future Los Angeles. The students' vision suggests an integrated community similar to that of an amusement park within Exposition Park, where all are welcome to inhabit a democratic and nonhierarchical area.

Michael Maltzan: You could make the argument also that gambling has not really left the equation at Exposition Park. Whether it is the Raiders or USC, now the gambling has moved off-site to Las Vegas. So, perhaps it's not just what's going on in the park but instead, a much larger infrastructure of exchange. The other gray area that exists is the relationship of vendors to Exposition Park. Vendors are clearly in the loophole of commerce that allows exchange to occur on the scale of the informal.

JV: The cart-and-truck paradigm that exists in L.A. is very emblematic of L.A. as a whole. How they are getting around ownership of space and agenda through taco trucks is astounding. There is a loophole of gaining money in something with less infrastructure, less start-up, and letting different economies of scale into this park and into L.A.

MM: It makes you wonder what that threshold is, because, for instance, could a temporary hotel fill that same equation? I imagine things like the farmers' markets in many cases are not so dissimilar. Their infrastructure, whether it's tents or even just the lines on the ground, begin to blur the line of how we define commerce in the contemporary city.

~~13~~ Congestion



Traffic in downtown Los Angeles's Civic Center, ca. 1961. University of Southern California, Los Angeles Examiner Negatives Collection, 1950–1961.

As shown in the photograph above, congestion has been an increasing issue in the Los Angeles region. The photograph depicts a time in the history of the city when the growth of auto-mobility was at its height.

14 Congestion



Temporal congestion at the Pasadena Rose Bowl flea market, University of Southern California 605 studio, Ryan Austin and Ashley Margo. See Plate 2.

The previous diagram of the temporal congestion of the contemporary city, illustrates how sites become magnets for congestion based on temporary events within the metropolis.

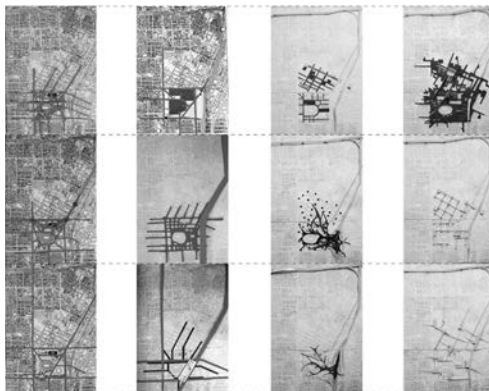
~~15~~ Conurbation



Aerial view of Los Angeles, with downtown at left, 1940. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

The above photograph shows the traditional urban mat of Los Angeles, with the region stretching over the monotonous landscape and distinct cities lost within the overall fabric of the city.

16 Conurbation



Connection and identity studies for an identifiable Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaogin.

The previous diagrammed studies attempt to develop a unique identity within the overall fabric of the contemporary conurbation of Los Angeles to define the region as having distinct formal zones of development.

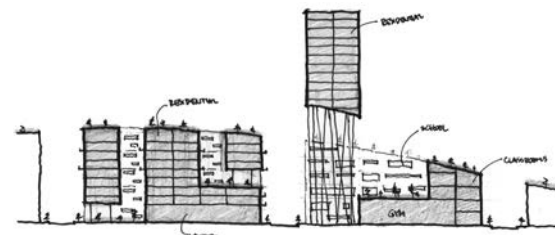
~~17~~ Cosmopolis



Aerial view of the Los Angeles freeway, adjacent to downtown, ca. 1950. University of Southern California Library Digital Collection, 1950–1959.

The cosmopolis is shown here as the universal city of Los Angeles, a city of cosmopolitan life. The freeway, density, and development of culture all suggest its cosmopolitan presence.

18 Cosmopolis



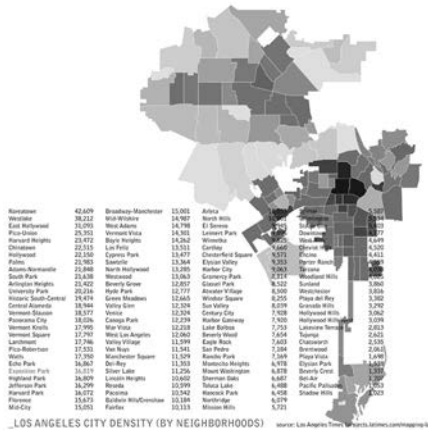
Section through a new Exposition Park proposition, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

The new cosmopolis shown before takes Exposition Park as another part of a dense city. The vision contains new residential, cultural, academic, and entertainment development in densities within Exposition Park.



*Entrance to the Los Angeles Memorial Coliseum. Photograph
© Yan Wang.*

~~19 Density~~



*Density studies of Los Angeles County,
University of Southern California 605 stu-
dio, Ivan Priatman and Nathaniel Rather.*

Los Angeles may be stereotyped as a city lacking density, but the diagram above shows that the downtown area has an increasing level of density that is beginning to push beyond the boundaries of the traditional central core.

20 Density



Hyperdense development proposal in Exposition Park, which includes central cores of activity and circulation, University of Southern California 605 studio, Shuang Xu and Marcus Xiaoqin. The density shown here is in addition to what already exists within Exposition Park. The question of how to change the density of an already developed area is raised. See Plate 3.

The city of Los Angeles has reached its limits. Sprawl turns itself inward as the citizens ask to be part of a defined city, one with identity, visual connectivity, and tangible resources. As a city already built, how can new interventions build on the past fabric while adding to the new visual language of the city? Is the fabric disposable, or can we take the mistakes and victories of the past identity of Los Angeles to open a new conversation on higher densities and an identifiable metropolis? The student proposal below interjects Los Angeles and Exposition Park with new levels of individual density that take on the scale of the house in an institutional scale environment.

~~21 Development~~

Incremental development has characterized the growth of Exposition Park. Moments of activity followed by periods of lost interest have left the park with a piecemeal plan. With many jurisdictions weighing in on the fate of the area, the park remains without a cohesive plan for development.

Development timeline for Exposition Park, adapted from the Exposition Park website, University of Southern California 605 studio, Ashley Margo.

23

Exposition Park

Development Timeline

1872 Agricultural Park opens as an agricultural fairground for local farmers.

1880 USC is founded.

1885 Agricultural Park becomes a public park.

1889 Agricultural Park is jointly purchased by the state of California and the county and city of Los Angeles.

1909 Beaux-Arts site plan emerges for Agricultural Park.

1909 The State Exposition Building opens.

1910 December: Agricultural Park is renamed Exposition Park.

1913 November 6: A two-week, citywide, celebration of the opening of Exposition Park and its facilities begins. The Natural History Museum also opens its doors to the public.

1914 The city announces plans to construct a wildflower garden at the park, which will become the Rose Garden.

1922 Construction of the Los Angeles Memorial Coliseum is completed.

1923 October 6: Pomona College and USC play inaugural game at the Coliseum.

1927 The Rose Garden is completed.

1932 Los Angeles hosts the Summer Olympic Games. The Los Angeles Swimming Stadium is completed.

1946–49 The Coliseum hosts the All-American Football Conference.

1946–79 The Coliseum is home to the L.A. Rams.

1951 The State Exposition Building becomes the California Museum of Science and Industry.

1958–62 The Coliseum is home to the L.A. Dodgers.

1959 Construction of the Los Angeles Memorial Sports Arena is completed.

1959–2006 The Sports Arena is home to the USC Trojans basketball team.

1960 John F. Kennedy delivers his acceptance speech at the Coliseum during the Democratic National Convention.

1960–70 The Sports Arena is home to the L.A. Lakers.

1968 The Sports Arena hosts the NCAA Men's Basketball Final Four.

1971 The Sports Arena hosts the NCAA Men's Basketball Final Four.

1973 The Coliseum hosts Super Bowl VII.

1982–94 The Coliseum is home to the L.A. Raiders.

1983 The California Science Center opens.

1984 Los Angeles hosts the Summer Olympic Games.

1984–99 The Sports Arena is home to the L.A. Clippers.

1987 Pope John Paul II celebrates Mass at the Coliseum.

1991 The Rose Garden is added to the National Register of Historic Places.

1992 The Sports Arena hosts the NCAA Women's Basketball Final Four.

2009 The L.A. Lakers championship parade ends at the Coliseum

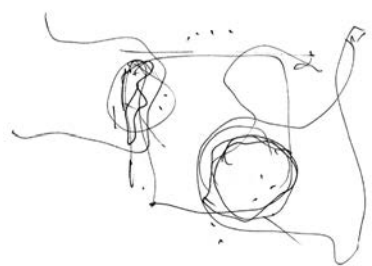
22 Development



Cohesive, overall master plan focused on transportation within Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaoqin.

Through linear and accruing strands in the proposed plan, Exposition Park becomes a flexible space focused around transportation for the contemporary city.

~~23 Districts~~



Sketch of current Exposition Park district influences, University of Southern California 605 studio, Michael Maltzan.

Los Angeles has long been a city of isolated communities and districts. As the city becomes a dense metropolis, those remote districts are forced to influence each other through closer proximity and adjacency. The above sketch shows how the current outside influences affect the surrounding districts around Exposition Park.

24 Districts



Diagram of future Exposition Park district influences, University of Southern California 605 studio, Ryan Austin and Ashley Margo. See Plate 4.

The proposed plan for Exposition Park shows the districts of the university, the surrounding residential areas, and the adjacent downtown business districts interacting productively with the site, along with a market, residential development, and university activity spaces.

~~25 Event~~



View of the peristyle of the Los Angeles Memorial Coliseum during the Olympic Games, 1932. University of Southern California Library Digital Collection, 1932.

26 Event



A future Exposition Park envisioned as a dense area of activities and landscape, University of Southern California 605 Studio, Ivan Priatman and Nathaniel Rather.

~~27 Exposition~~

Expositions have been a part of the park's history and of the park's relation to the city of Los Angeles. from the land's origin as a park.



Wesley Avenue entrance into Agricultural Park, ca. 1910. University of Southern California Library Digital Collection. See Plate 5.

Founded as Agricultural Park in 1872, Exposition Park originally served as an agricultural fair where farmers displayed their produce and livestock for the citizens of Los Angeles. The park was situated beyond the city proper, and the expositions were intended to encourage American farming and the growth of local agriculture. With such a limited scope, the park never became profitable and was foreclosed on in 1879.

The park's new owners capitalized on its location, close to the city but outside of legal jurisdiction. The owners opened a horse-racing facility with adjacent gambling, prostitution, and related activities, including a busy saloon and hotel. In addition, Agricultural Park became host to automobile, dog, and bicycle racing.

As the expanding city began to engulf Agricultural Park, the illicit activities fell out of favor with the park's neighbors, including the recently opened University of Southern California in 1880. Campaigning and protests led to the park's annexation to the city and the outlawing of gambling in 1899. The park was acquired in 1908 by the state of California, which proceeded to develop a new master plan for the site that included a sunken garden, an armory, an exhibition hall, and a museum. The park's construction continued until 1910, when the park was renamed Exposition Park.¹

¹— Masters, Nathan. 'How Agricultural Park Became Exposition Park.' KCET. 17 Nov. 2011. <https://www.kcet.org/shows/lost-la/how-agricultural-park-became-exposition-park>.

28 Exposition



A future Exposition Park, envisioned as a mountain of sports exposition and landscape, University of Southern California 605 studio, Shuang Xu and Marcus Xiaogin.

In the above proposed plan, Exposition Park is viewed in two ways: first, as an icon for visitors of the Park, and second, as an icon for the overall city. The icon provides a view out to the Los Angeles landscape as well as scenes of exhibitions for the passive city viewer.

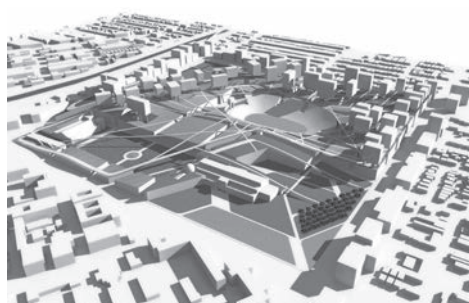
29 Future

Future visions of the city have long enamored the citizens of Los Angeles, from film to the master plan for Exposition Park. Future plans allow viewers to envision and understand the changes possible in an urban area.



Exposition Park future plan area, ca. 1958. University of Southern California, Los Angeles Examiner Negatives Collection, 1950–1961.

30 Future



Proposed plan, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

A future Exposition Park, envisioned above as a dense area of activities and landscape. In the multiple futures, Exposition Park and its proximity to downtown Los Angeles, make the park key to the city's dense future.



Exterior of the Science Center School and Amgen Center for Science Learning (formerly the California National Guard Armory). Photograph © Yan Wang.

31 Green

Green is a color that signifies both landscape and sustainable practices. Exposition Park began as a picturesque, formal landscape where green was a predominant focus of the experience.



The tree-lined approach to the western end of the Coliseum, ca. 1936. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

32 Green

The new face of Exposition Park demands that green means more than just landscape. It calls for a retooling of sustainable practices within a Los Angeles urban park.

Excerpt from the University of Southern California 605 seminar discussion, with Richard Weinstein, UCLA Professor Emeritus.

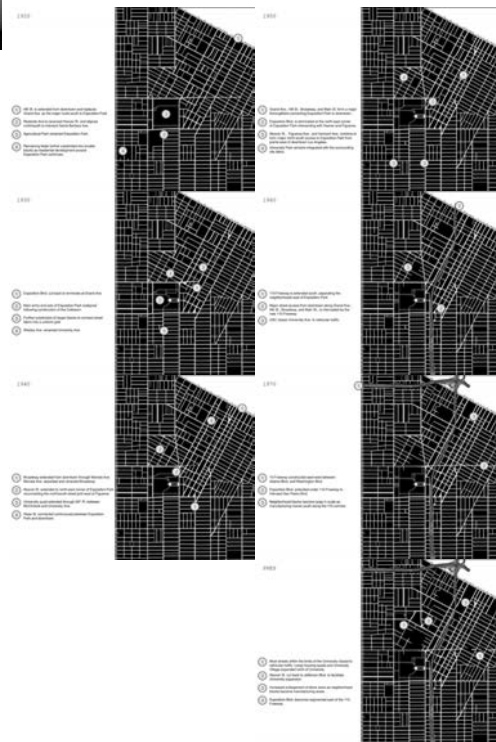
Richard Weinstein:

The green god is coming. But what impact will the green god have? In other words, this green god is going to ask us to live in a way within minimum limits. If you try to conceive of a city that gave maximum freedom to as many individuals as possible, that is what Los Angeles looks like. L.A. is not a second-rate version of Europe, which is what New York is. But what will Los Angeles look like next? We know that what we're now facing is a set of limits that are being imposed on us by our desire to survive as a species. It will affect your careers

in an incredibly dramatic way. The schools are just beginning to try and understand what that means. And I'm not sure we understand it. Even in outline form, the limits have not come yet, but they are coming. You can hear the footsteps of the green god. [makes footstep sounds] And Exposition Park is not a bad place to begin thinking about that.

33 Grid

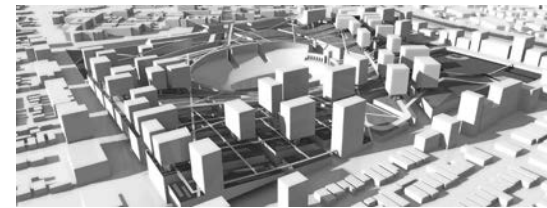
Grids have characterized the American landscape. Initially, they served as a way to measure and distribute land ownership in the vast region. Currently, grids serve to divide the landscape with a roadway system that enables our current auto-mobility.



Shifting urban grid studies of downtown Los Angeles from 1920 to 2000, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather. See Plate 6.

34 Grid

The proposed grid below takes cues from the existing context and transforms the grid within Exposition Park into a network focused primarily on pedestrian traffic. The future grid puts the pedestrian in the primary position once held by the motor vehicle.



Plan perspective of proposed Exposition Park pedestrian grids, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

35 Identity

Excerpt from the University of Southern California 605 seminar discussion, with Michael Maltzan.

Michael Maltzan:

The expectations are very different about what Exposition Park is, depending on what side of this park you are on. It has a long history in terms of the city and public space. It started not as a passive open public piazza, but instead was meant to be a space of exhibitions. It was a highly programmed public space. What we are trying to achieve is not necessarily a cohesive formal identity for Exposition Park, but instead an overall cohesive iconographic identity for the future. By iconographic, I don't mean make it big and flashy necessarily, but iconographic stands for something. So how can we make Exposition Park stand for something?

36 Identity

Excerpt from the University of Southern California 605 seminar discussion, with Jon Mukri, general manager, City of Los Angeles Department of Recreation and Parks.

Jon Mukri:

This is a park, for lack of a better word. It is a park having an identity crisis. When you try to bring in the general public to use the park, you have to understand that the museums located within Exposition Park play a pretty important role, and they have a lot of political clout. When I got involved in this about five years ago, we never developed an annual plan for events within Exposition Park. I challenge you to make that your goal. Ask yourself: What are the events we're going to have there? Think about the USC football games. When you are there, you shut the park down, which is good, because it is a huge revenue source for Exposition Park. So when you start designing the park, you have to understand that it is really complex, but I do not think that is bad.

37 Industrial City

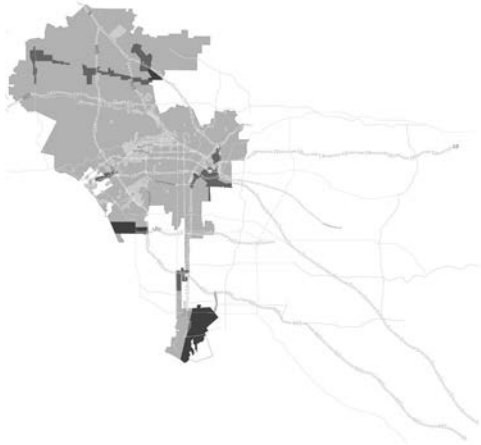
Industry has shaped the landscape of Los Angeles from its origins as a manufacturer city to the current city of changing clean industries. Los Angeles defines itself based on an economy that is driven substantially by its industrial heritage and industrial future.



Map of the industry concentrations in Los Angeles County, ca. 1950. University of Southern California, California Historical Society Collection, 1860–1960. See Plate 7.

38 Industrial City

The new industrial city relies not just on past definitions of industry but also on contemporary definitions of sustainable industrial practice and new light industry.



Current and proposed industrial connections brought together by the interstate network, University of Southern California 605 studio, Ryan Austin and Ashley Margo.

39 Infrastructure

Excerpt from the University of Southern California 605 seminar discussion, with Richard Weinstein, UCLA Professor Emeritus.

Richard Weinstein:

Every mass transit proposal in this city has fallen about 30 percent below the public arguments for building it and justifying the expenditure. Do we continue to try and build a mass transit infrastructure when we know that for a fraction of the cost, we can buy new kinds of buses that we can dedicate lanes on the freeway and reach many more people? With buses, we can move people more efficiently. The carbon footprint of building a subway is one of the biggest possible. The amount of fossil fuel used on Exposition Boulevard is staggering compared

to running a bus. Perhaps Los Angeles needs a bigger bus system like they have in Brazil.

So, on one hand we have to plan for the future, and the only planning that we're doing is in mass transit. And people are devoted to the idea that you can design your way out of a problem. It is very hard to publicly come out against mass transit. [laughs]

40 Infrastructure

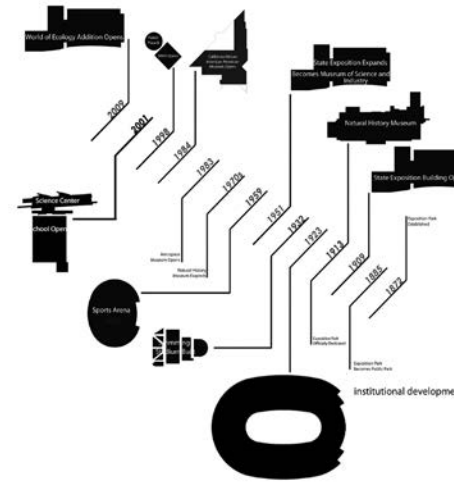
Among ever failing structures and increasing growth, systems that enable the movement of goods and people are at a premium. The traditional images of infrastructure, such as gridlocked traffic, no longer encompass and embody the contemporary city of Los Angeles. As the city looks toward new modes, such as high-speed rail, while reusing old infrastructures such as the Los Angeles River, questions arise as to how the city can provide a connected and seamless pattern of services in a fragmented metropolis.



Urban plan with Exposition Park as a transportation hub and superzone, University of Southern California 605 studio, Shuang Xu and Marcus Xiaojin. See Plate 8.

41 Institution

As a park of many entities, institutions are the backbone of the events and commerce within Exposition Park. The diagram below shows the institutional development within the park over time. The institution icons are also to scale, highlighting the size difference of the various buildings within Exposition Park.



Exposition Park institutional development timeline, University of Southern California 605 studio, Ashley Margo and Ryan Austin. See Plate 9.

42 Institution



The ever, visible monster institution, the Los Angeles Memorial Coliseum. Photograph © Yan Wang.

The photograph above shows only a portion of the Los Angeles Memorial Coliseum, the largest institution within Exposition Park and one of the most influential among the ten primary organizations within the park.



*View of the A-12 Blackbird aircraft at the California Science Center.
Photograph © Yan Wang.*

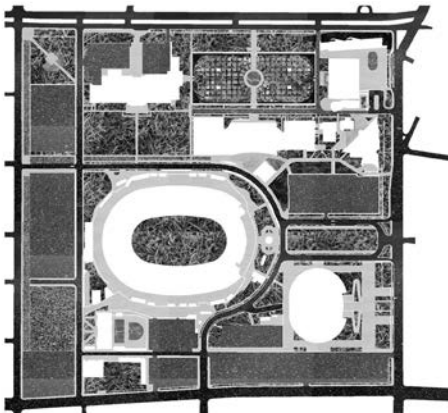
43 Landscape

Exposition Park began as a site devoid of landscape and remained a park focused on recreation until its transformation in the Beaux-Arts tradition in 1908. The creation of the sunken Rose Garden thrust landscape into the foreground, though the battle between landscape and event space continues today.



Bird's-eye view of the sunken Rose Garden in Exposition Park, ca. 1950. University of Southern California Digital Collection, 1950. See Plate 10.

44 Landscape



Surface diagram of Exposition Park showing the ratio of paving to landscape. University of Southern California 605 studio, Ashley Margo and Ryan Austin. See Plate 11.

The previous diagram illustrates the current landscape condition within Exposition Park. Areas of landscape and hardscape fight for prominence in the overall experience of Exposition Park.

45 Limit

Cities have limits. They have prescribed boundaries and edges that necessitate government jurisdiction and control. But there are limits beyond those that are physically imposed. There are limits within a city that physiologically indicate movement from one zone to the next. In the contemporary city, as the boundaries of what makes Los Angeles a city and the physiological limit is reached, how do we define Los Angeles? The below diagram shows the overlapping jurisdictions within Exposition Park. The boundaries are often repeated, as many state, county, and private entities have a stake within the park.

Exposition Park Ownership Types and Examples:

- State of California - owns the park
- County of Los Angeles - owns natural history museum
- City of Los Angeles - maintains the grounds, rose garden
- Bipartite - state and private own the science center school
- Tripartite - state, city, and county own the coliseum
- Tenant - USC leases coliseum

Exposition Park Ownership Map:



Jurisdiction map of Exposition Park showing the limits and boundaries of power. University of Southern California 605 studio, Ashley Margo.

46 Limit

Excerpt from the University of Southern California 605 seminar discussion, with Michael Maltzan, Jessica Varner, and students.

Sean Hohman: I wanted to ask about the condition of the fence inside of Exposition Park. Obviously, physical barriers exist. I think that the fence becomes a solution for the city to deal with issues such as the surrounding neighborhoods. It allows them to have some type of control. It also ends up creating a division between the invisible boundary that exists and Exposition Park.

Michael Maltzan: Is it important to put a perimeter of controls around the edge of the park or only discrete parts?

Ivan Priatman: Look at the southwest corner of the park, where the preschool and the senior center are located. Each of those entities is individually solved. The preschool has a fence around it. The senior center has a fence around it. Everything has a fence around it.

MM: Exposition Park becomes a series of limited corrals.

IP: Do you think it is possible to visualize a single agenda for the whole park, since it is owned by separate jurisdictions and they all have different agendas?

MM: I think it is a huge debate. You are going to both ask and answer that question for yourselves. It is hard to imagine how a park produces a significant identity within the city, if it continues to remain in parts. Can a space produce a compelling identity for both the city and for people viewing the city from outside?

Jessica Varner: It is important to think of Exposition Park as a microcosm of the contemporary city of Los Angeles. Think of the similarities between the conditions and bureaucracy that never talk to each other and the different demographics that never assemble together both in L.A. and in Exposition Park. Should we represent Exposition Park as L.A. is today? Should it be a vision for a utopian L.A.? How do we develop an identity for Exposition Park and, as a result, an identity for Los Angeles?

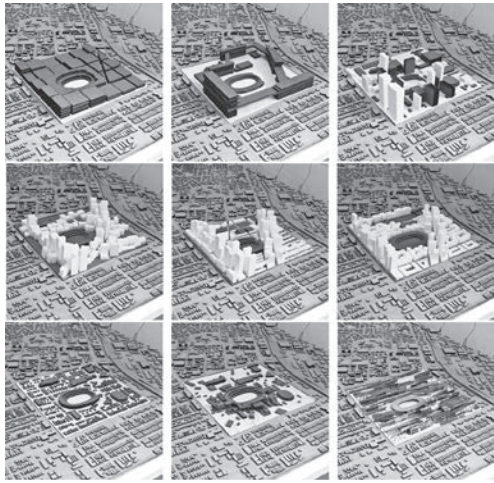
47 Los Angeles

Los Angeles has long been a city of optimism and growth, but in today's stalled economy, now is the time to speculate and envision the possibilities. We must define the future of the city.



Aerial view of downtown Los Angeles looking north from Exposition Park, 1970. University of Southern California, Dick Whittington Photography Collection, 1924-1987. See Plate 12.

48 Los Angeles



Model studies of how Exposition Park can densify with the growth of Los Angeles, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather. See Plate 13.

The above models show new visions for the density and development around Exposition Park. As the city continues to sprawl outward, the proposal looks at how Los Angeles can redensify the downtown adjacent park.

PLATES

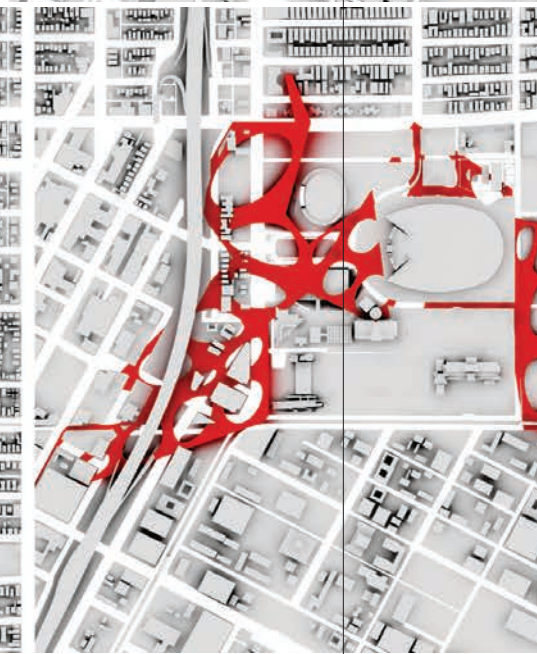
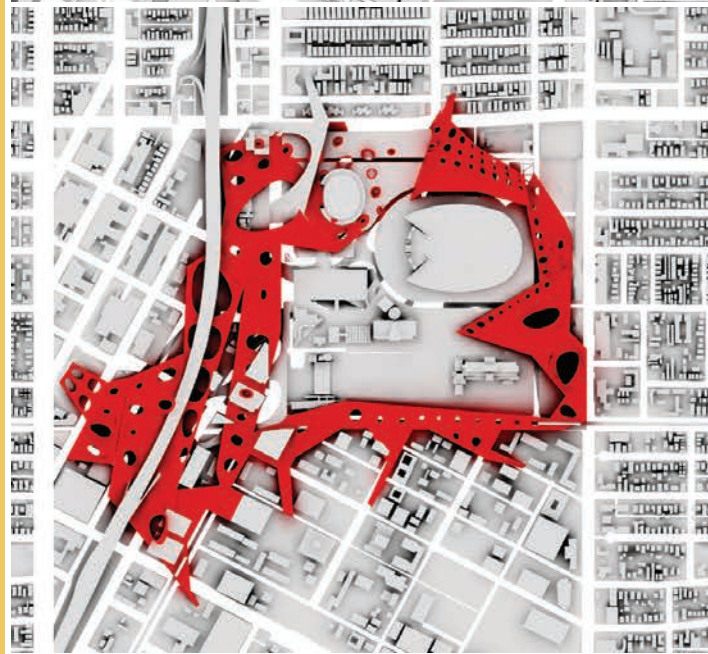
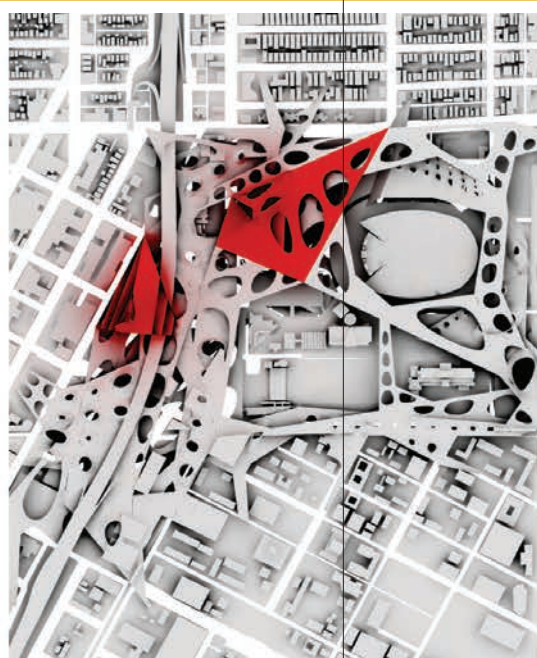


Plate 1— 6 Bridge
 Growth bridge connection studies around Exposition Park,
 University of Southern California 605 studio, Shuang Xu and
 Marcus Xiaoqin.

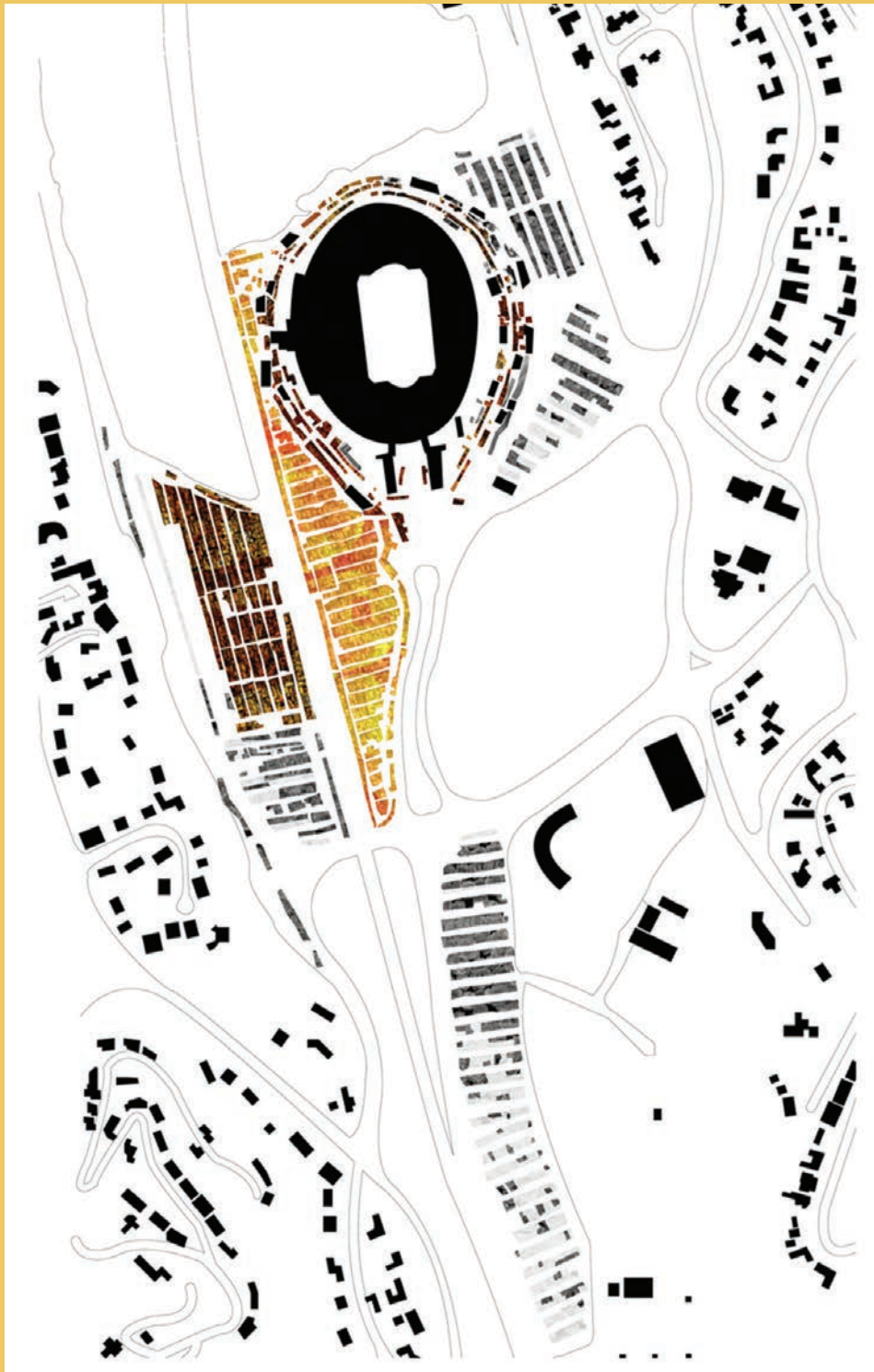


Plate 2—14 Congestion
Temporal congestion at the Pasadena Rose Bowl flea market,
University of Southern California 605 studio, Ryan Austin and
Ashley Margo.



Plate 3—20 Density
Hyperdense development proposal in Exposition Park, which
includes central cores of activity and circulation, University of
Southern California 605 studio, Shuang Xu and Marcus Xiaoqin.

*The density shown here is in addition to what already exists within
Exposition Park. A question of density is raised regarding how to
change the density of an already developed area.*



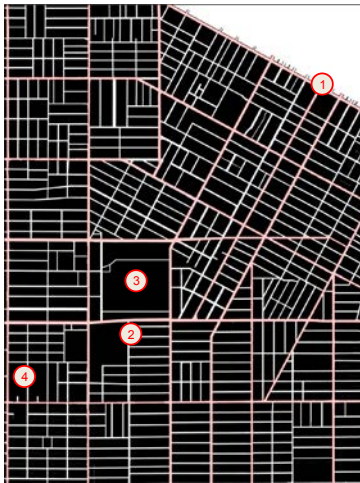
Plate 4—24 Districts
Diagram of future Exposition Park district influences, University of
Southern California 605 studio, Ryan Austin and Ashley Margo.



Plate 5—27 Exposition
Wesley Avenue entrance into Agricultural Park, ca. 1910. University
of Southern California Library Digital Collection.

1920

- ① Hill St. is extended from downtown and replaces Grand Ave. as the major route south to Exposition Park.
- ② Redondo Ave is renamed Hoover St. and aligned north/south to intersect Santa Barbara Ave.
- ③ Agricultural Park renamed Exposition Park.
- ④ Remaining fields further subdivided into smaller blocks as residential development around Exposition Park continues.



1930

- ① Exposition Blvd. cut back to terminate at Grand Ave.
- ② Main entry and axis of Exposition Park realigned following construction of the Coliseum.
- ③ Further subdivision of larger blocks to connect street fabric into a uniform grid.
- ④ Wesley Ave. renamed University Ave.



1940

- ① Broadway extended from downtown through Moneta Ave. Moneta Ave. absorbed and renamed Broadway.
- ② Hoover St. extended to north-east corner of Exposition Park reconnecting the north/south street grid west of Figueroa
- ③ University quad extended through 35th Pl. between McClintock and University Ave.
- ④ Hope St. connected continuously between Exposition Park and downtown.



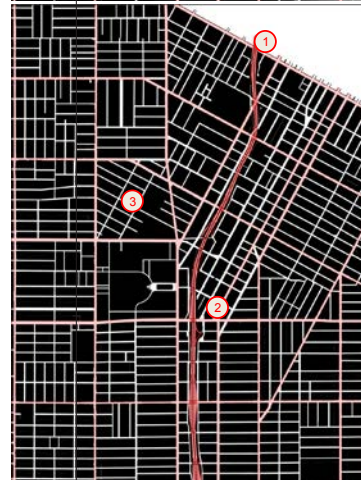
1950

- ① Grand Ave., Hill St., Broadway, and Main St. form a major thoroughfare connecting Exposition Park to downtown.
- ② Exposition Blvd. is terminated at the north-east corner of Exposition Park intersecting with Hoover and Figueroa.
- ③ Hoover St., Figueroa Ave., and Vermont Ave. combine to form major north-south access to Exposition Park from points west of downtown Los Angeles.
- ④ University Park remains integrated with the surrounding city fabric.



1960

- ① 110 Freeway is extended south, separating the neighborhoods east of Exposition Park
- ② Major street access from downtown along Grand Ave., Hill St., Broadway, and Main St., is interrupted by the new 110 Freeway.
- ③ USC closes University Ave. to vehicular traffic.



1970

- ① 10 Freeway constructed east-west between Adams Blvd. and Washington Blvd.
- ② Exposition Blvd. extended under 110 Freeway to intersect San Pedro Blvd.
- ③ Neighborhood blocks become large in scale as manufacturing moves south along the 110 corridor.



PRES

- ① Most streets within the limits of the University closed to vehicular traffic. Large housing quads and University Village expanded north of University.
- ② Hoover St. cut back to Jefferson Blvd. to facilitate University expansion.
- ③ Increased enlargement of block sizes as neighborhood blocks become manufacturing areas.
- ④ Exposition Blvd. becomes segmented east of the 110 Freeway.



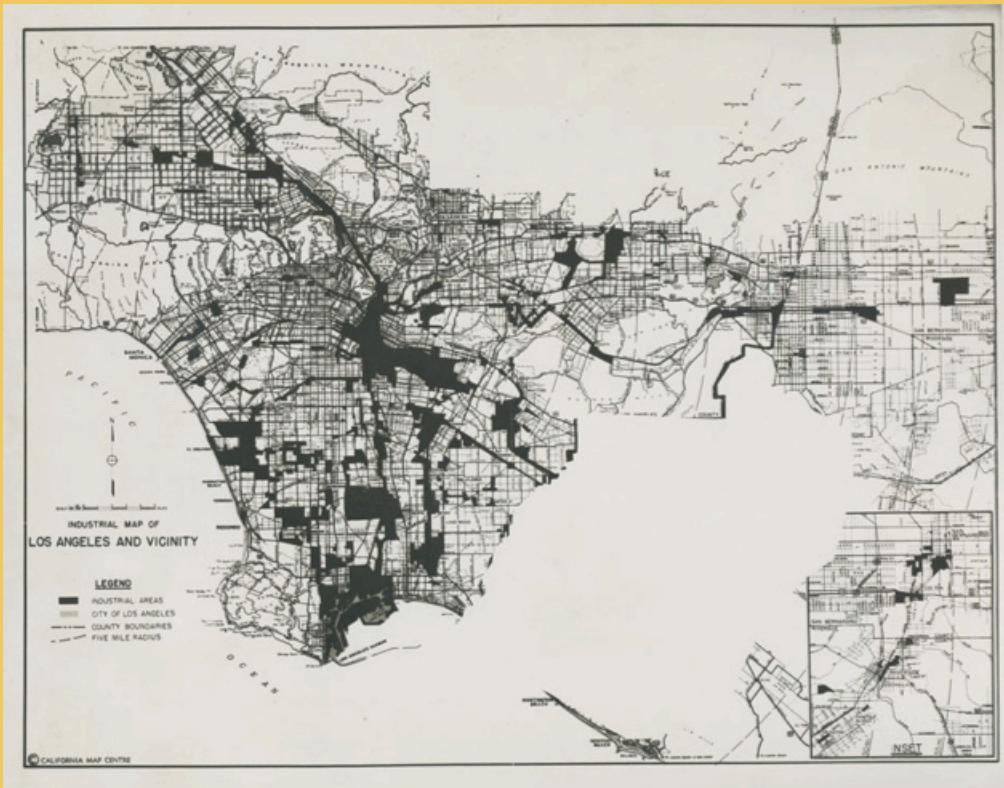


Plate 7—37 Industrial City
 Map of the industry concentrations in Los Angeles County, ca. 1950.
 University of Southern California, California Historical Society
 Collection, 1860–1960.



Plate 8—40 Infrastructure
 Urban plan with Exposition Park as a transportation hub and
 superzone, University of Southern California 605 studio, Shuang Xu
 and Marcus Xiaoqin.

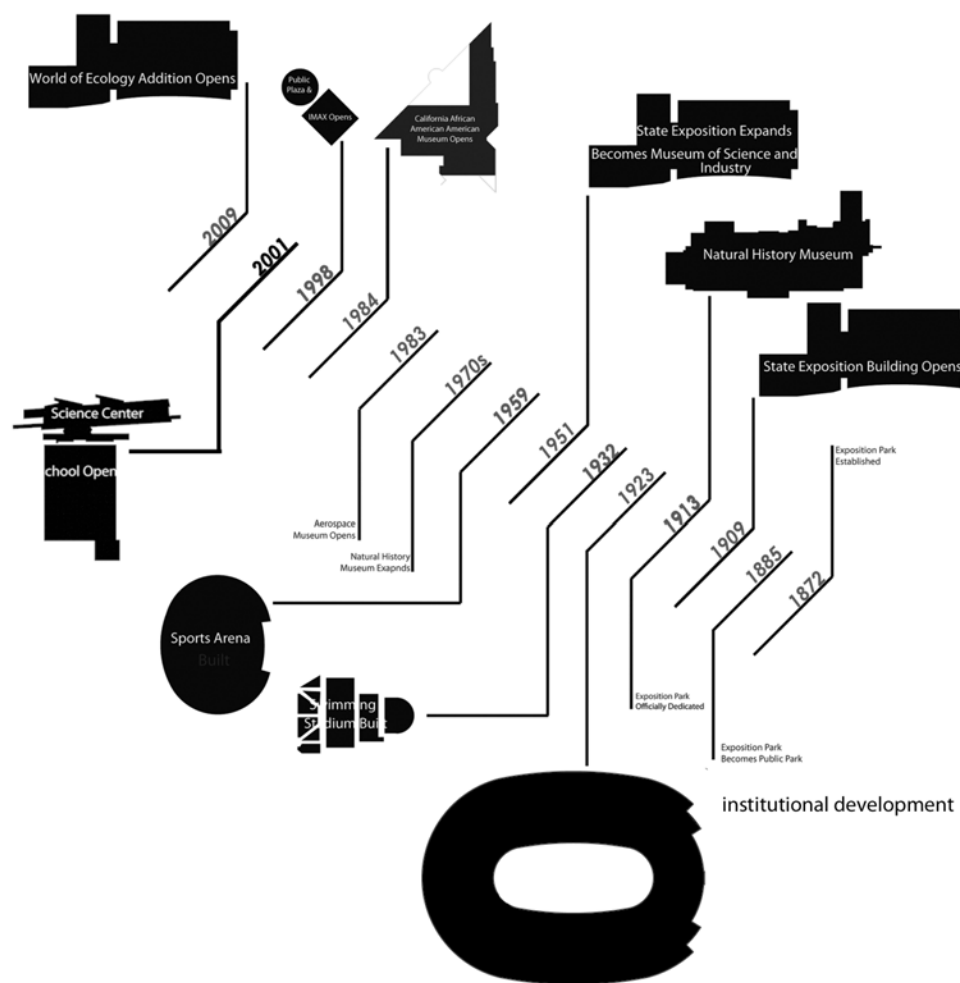


Plate 9—41 Institution
Exposition Park institutional development timeline, University of Southern California 605 studio, Ashley Margo and Ryan Austin.



Plate 10—43 Landscape
Bird's-eye view of the sunken Rose Garden in Exposition Park, ca. 1950. University of Southern California Digital Collection, 1950.



Plate 11—44 Landscape
Surface diagram of Exposition Park showing the ratio of paving to landscape. University of Southern California 605 studio, Ashley Margo and Ryan Austin.



Plate 12— 47 Los Angeles
Aerial view of downtown Los Angeles looking north from Exposition
Park, 1970. University of Southern California, Dick Whittington
Photography Collection, 1924–1987.

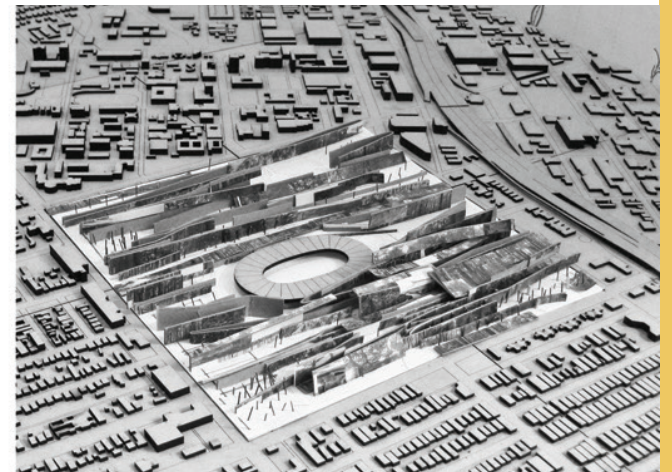
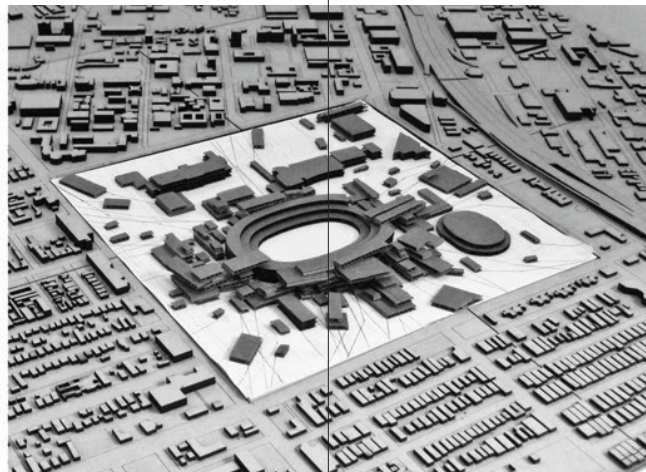
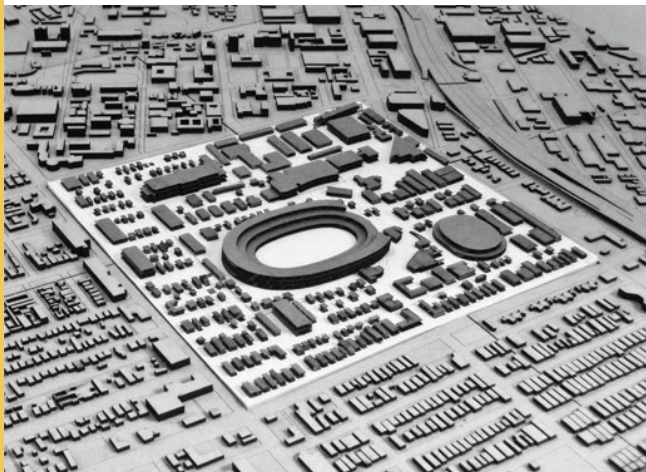
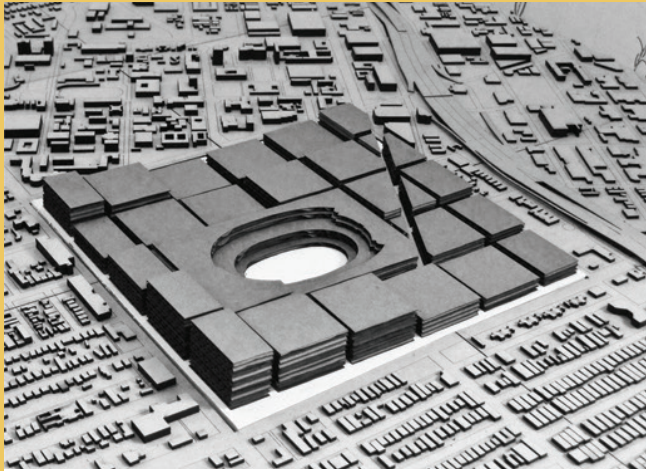


Plate 13—48 Los Angeles
Model studies of how Exposition Park can densify with the growth
of Los Angeles, University of Southern California 605 studio, Ivan
Priatman and Nathaniel Rather.

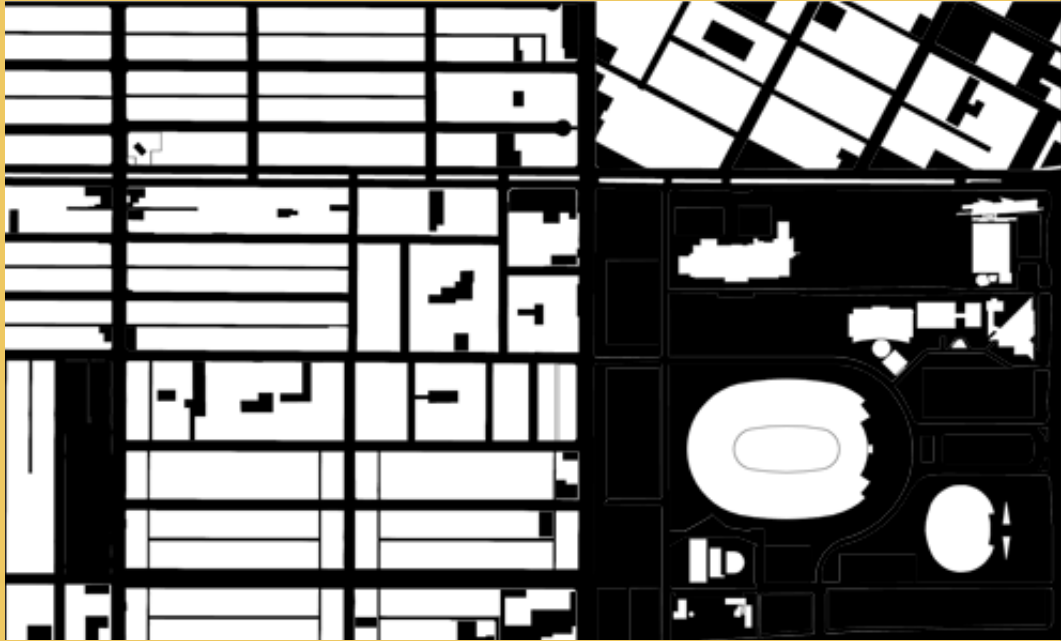
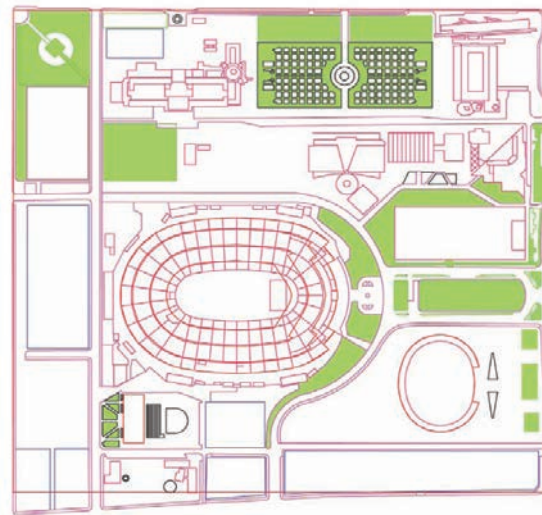


Plate 14—53 Open
Open space diagram of the area surrounding Exposition Park,
University of Southern California 605 studio, Ashley Margo.



Existing

Public Open Spcae: 1698.298 sq feet
24.21%

1



Built Space : 1,395,997 sq feet
21.0 %

1



Our Proposal

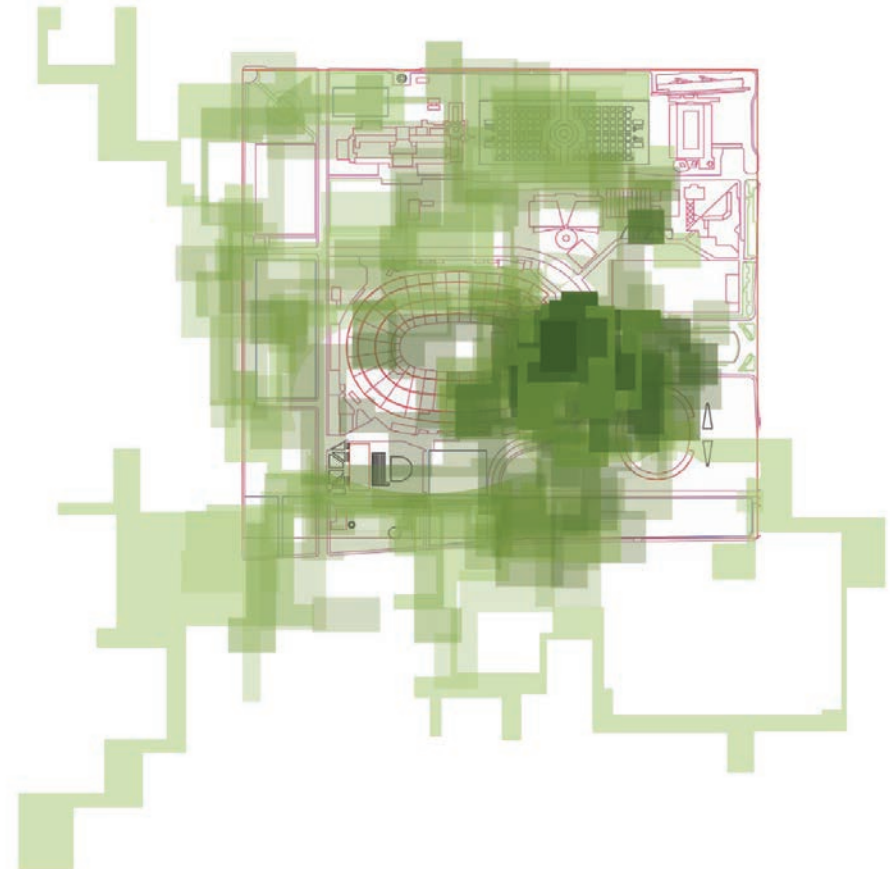
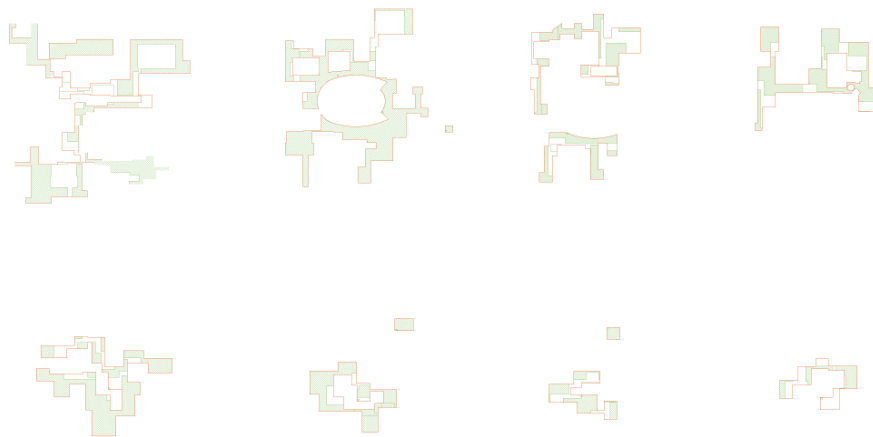
Public Open Spcae: 5192.885 sq feet
78.17%

3.28



Built Space : 14332.348 sq feet
57.96%

2.76



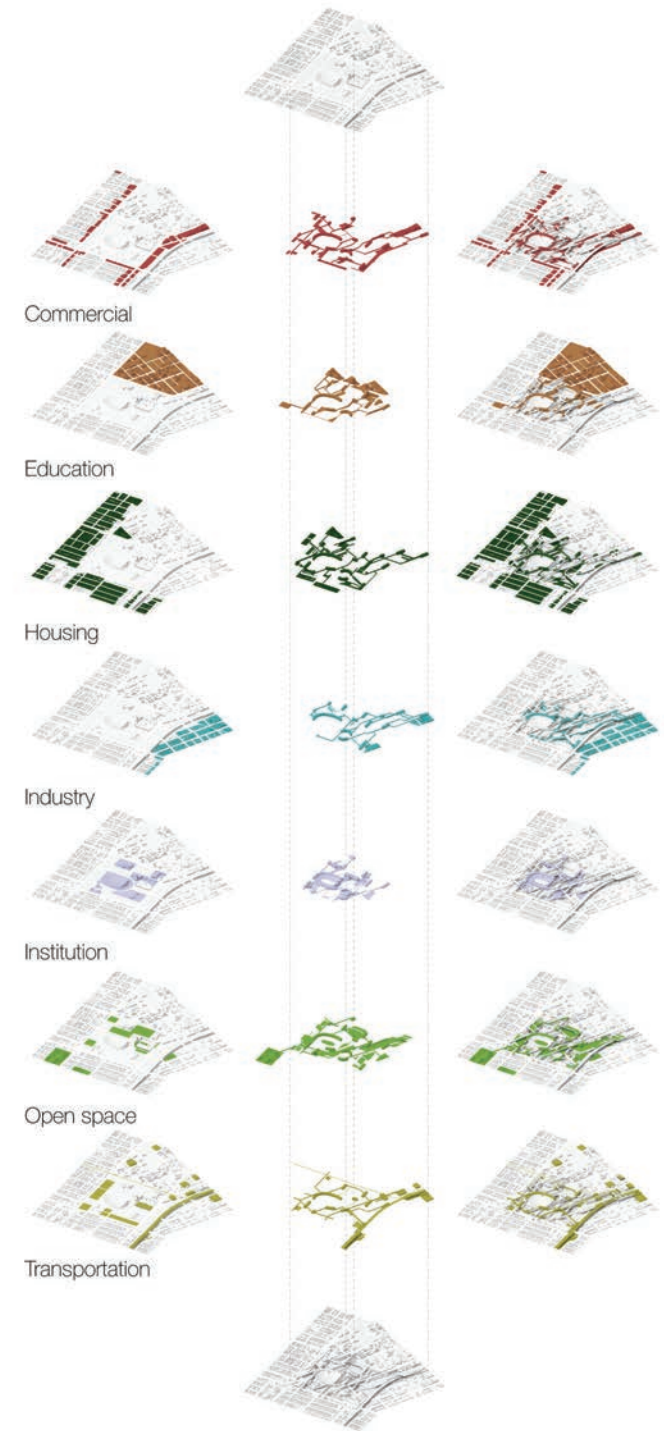


Plate 16—60 Plan
Master plan proposal for Exposition Park, University of Southern
California 605 studio, Shuang Xu and Marcus Xiaoqin.

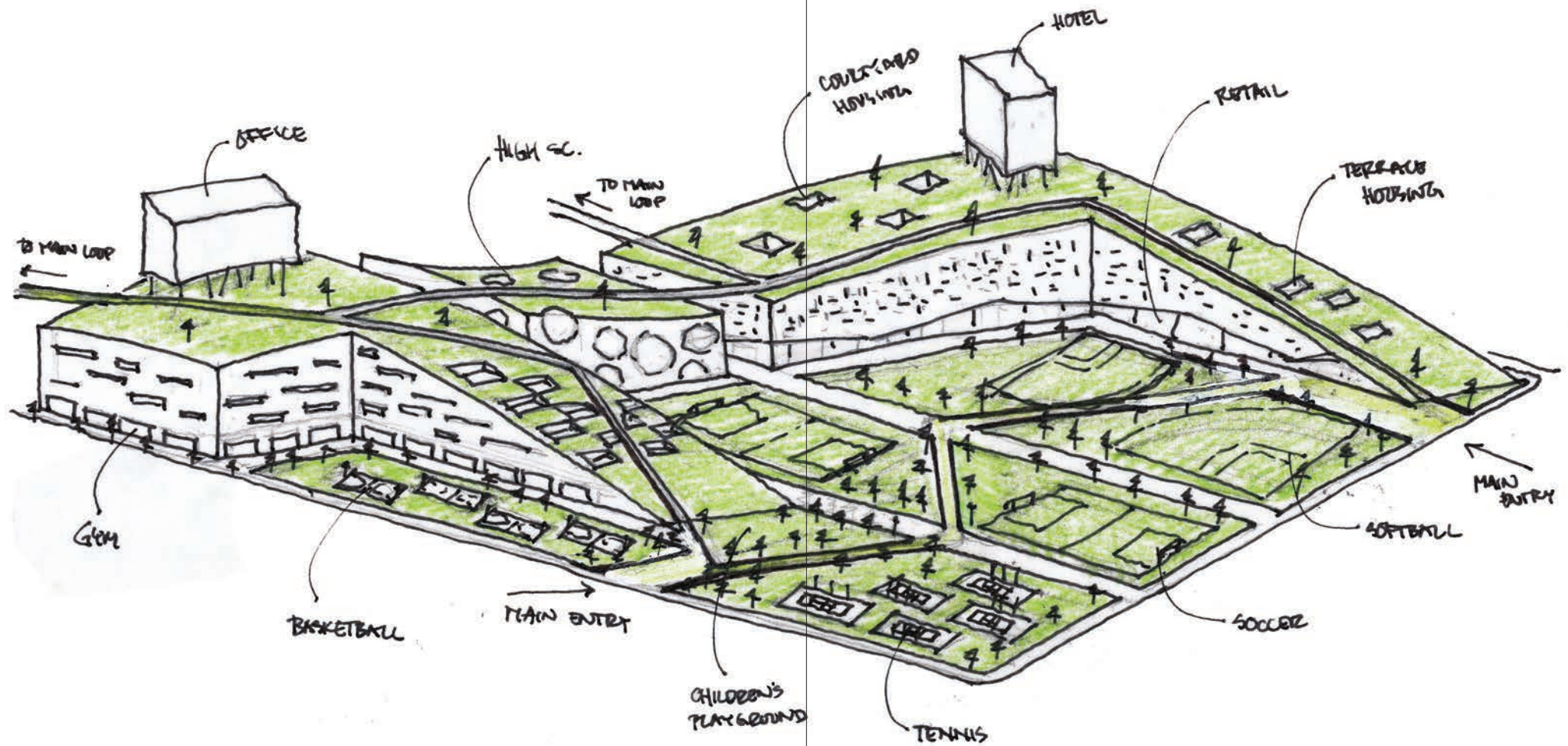


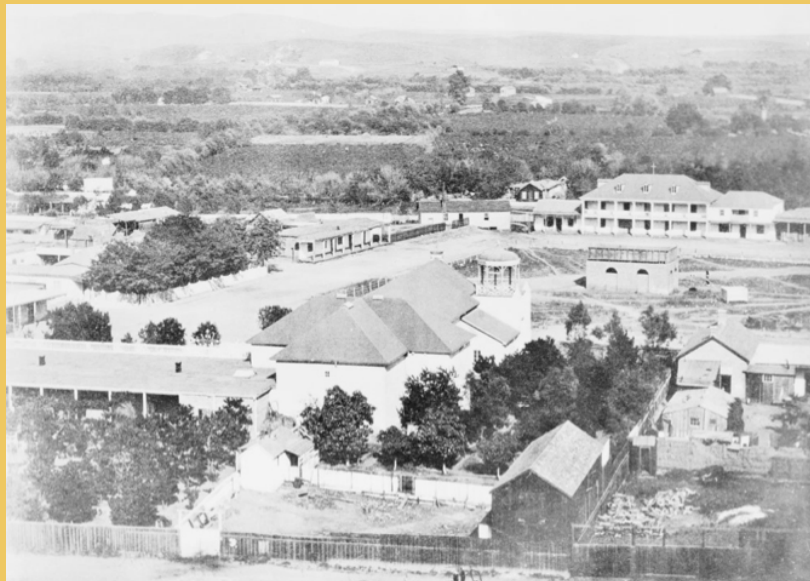
Plate 17— 62 Private-public
 Proposal for private commercial space to fund public open space in
 a new private-public hybrid, University of Southern California 605
 studio, Ivan Priatman and Nathaniel Rather.



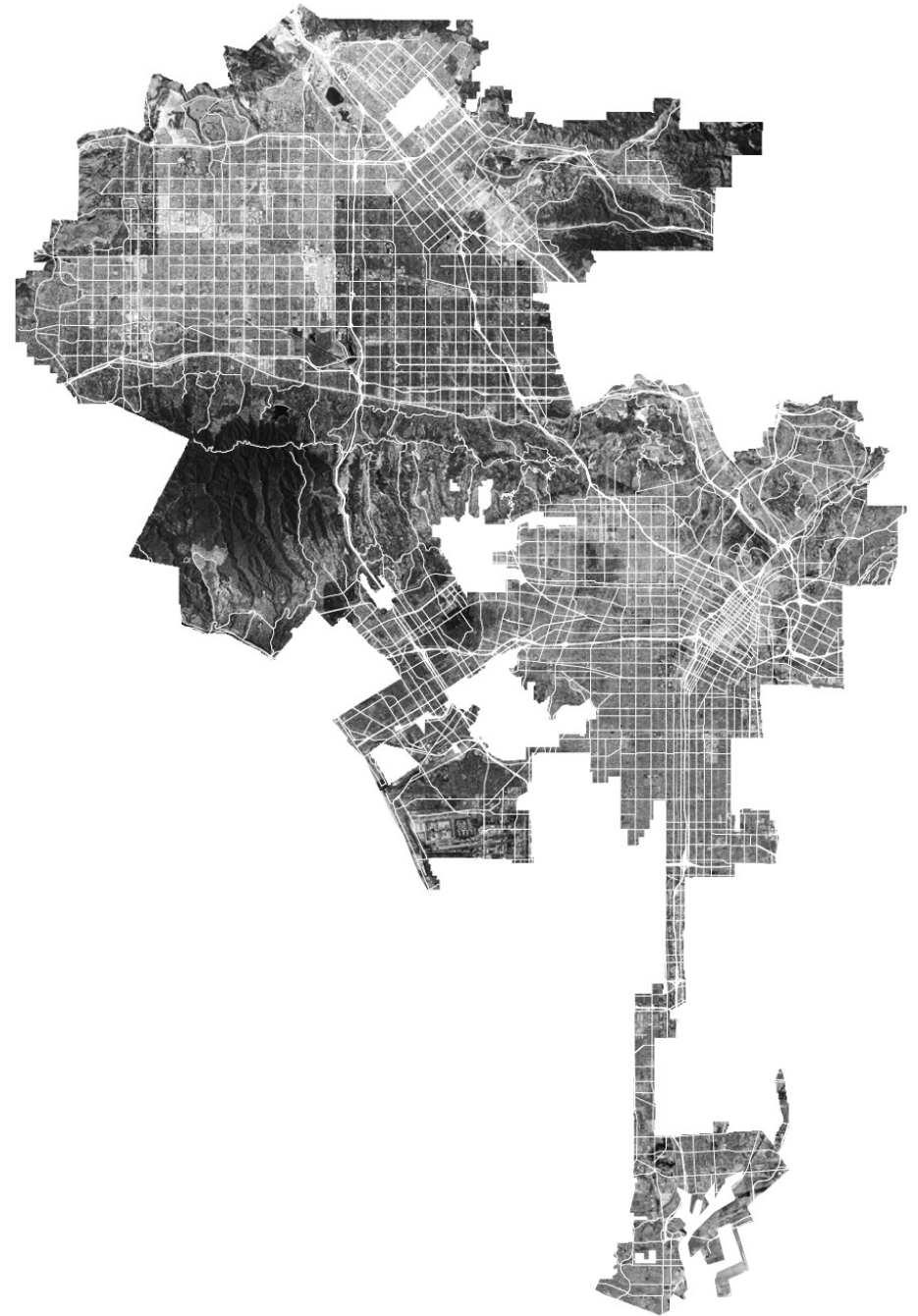
Plate 18— 63 Public
Central fountain in Exposition Park, ca. 1925. University of
Southern California Library Digital Collection, 1925.



*Plate 19—66 Public transportation
Urban plan, with Exposition Park as a transportation hub and
superzone, envisioning a new, connected Los Angeles, University of
Southern California 605 studio, Shuang Xu and Marcus Xiaoqin.*



*Plate 20—67 Region
Aerial view of the Los Angeles Plaza, with the original Nuestra
Señora La Reina de Los Angeles at center, ca. 1873. University of
Southern California Library Digital Collection, 1873.*



*Plate 21—68 Region
Diagram of the Los Angeles city region, 2011, University of Southern
California 605 studio, Ashley Margo.*

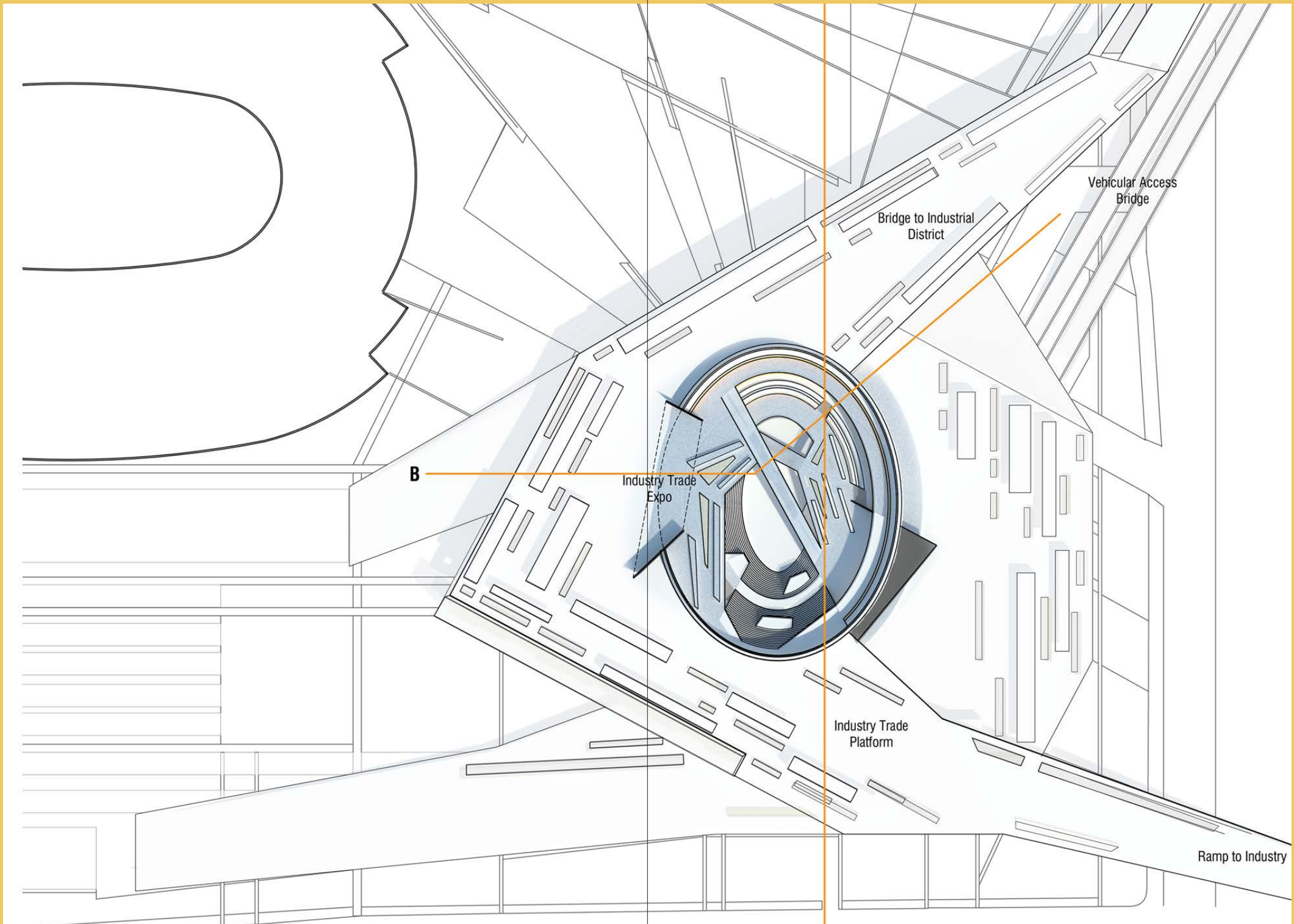
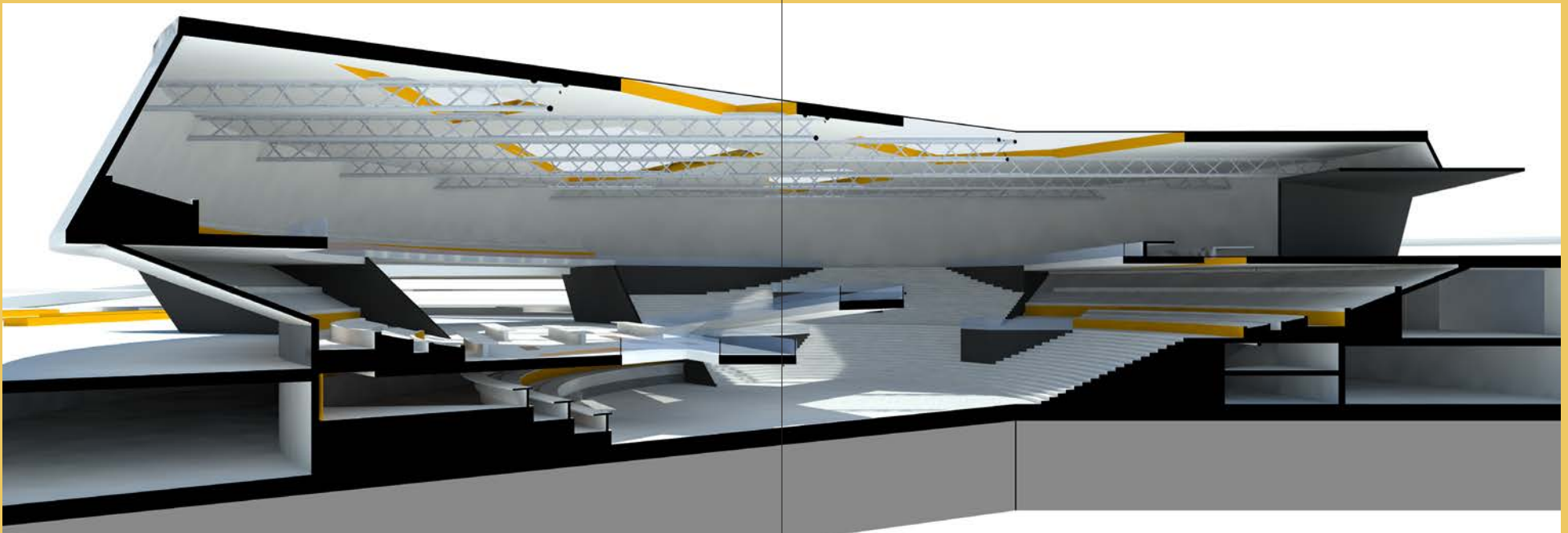


Plate 22—70 Renewal
 Renewal plan for the Los Angeles Memorial Sports Arena in Exposition Park,
 University of Southern California 605 studio, Ryan Austin and Ashley Margo.



*Plate 23—71 Renovation
Model of proposed Los Angeles Memorial Sports Arena, ca. 1958.
University of Southern California, Los Angeles Examiner Negatives
Collection, 1950–1961.*



*Plate 24—72 Renovation
Renovation plan for the Los Angeles Memorial Sports Arena in
Exposition Park, University of Southern California 605 studio, Ryan
Austin and Ashley Margo.*

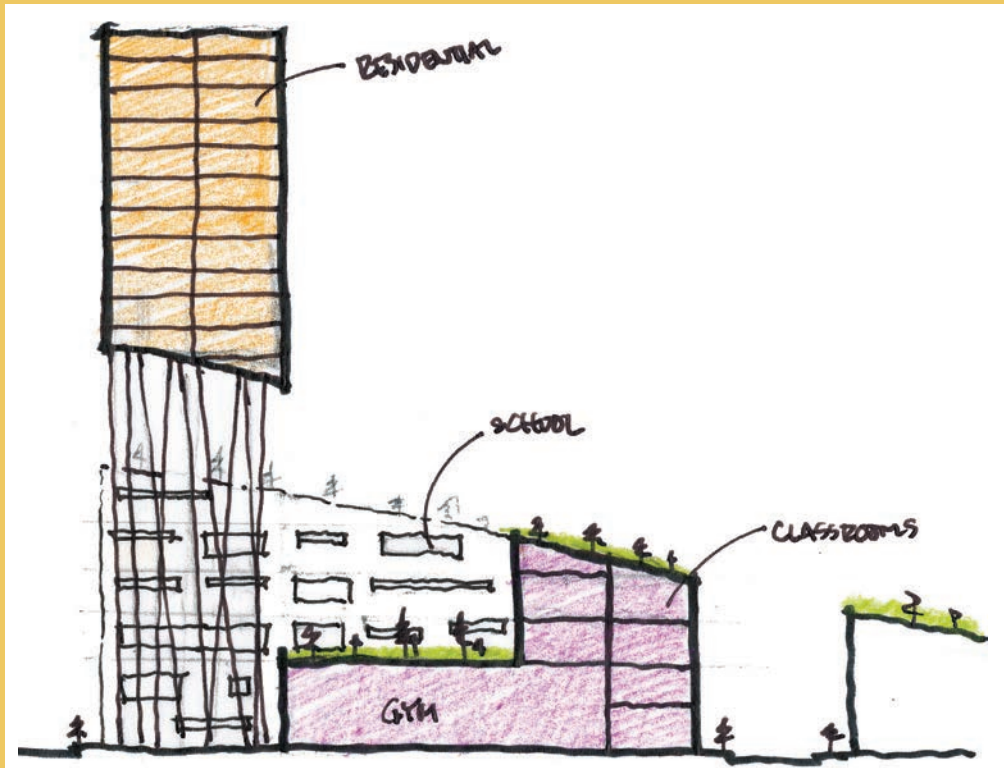


Plate 25—74 Residential
 Proposal for new residential development within Exposition Park,
 incorporated within the various event spaces, University of Southern
 California 605 studio, Ivan Priatman and Nathaniel Rather.

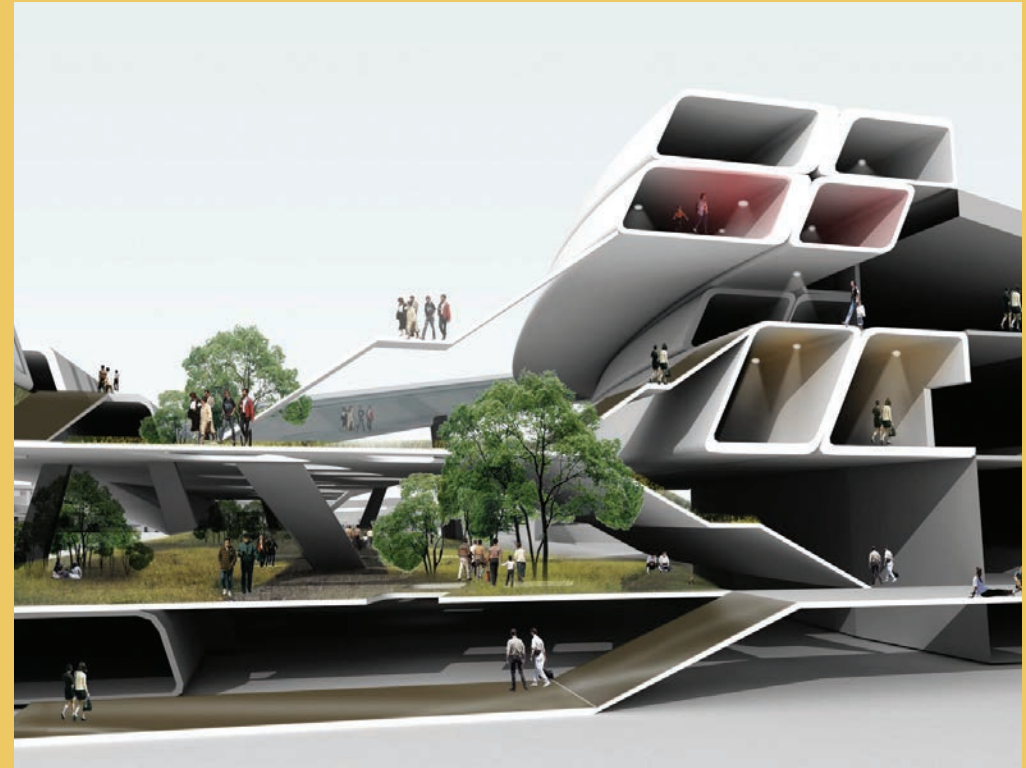


Plate 26—76 Resources
 Section perspective of an urban resource proposal for Exposition
 Park, University of Southern California 605 studio, Shuang Xu and
 Marcus Xiaogin.

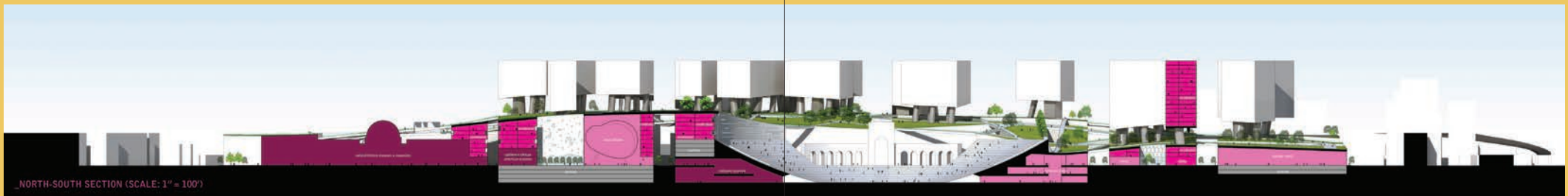


Plate 27—82 Sprawl
 Proposal for density-focused residential towers in Exposition Park,
 University of Southern California 605 studio, Ivan Priatman and
 Nathaniel Rather.

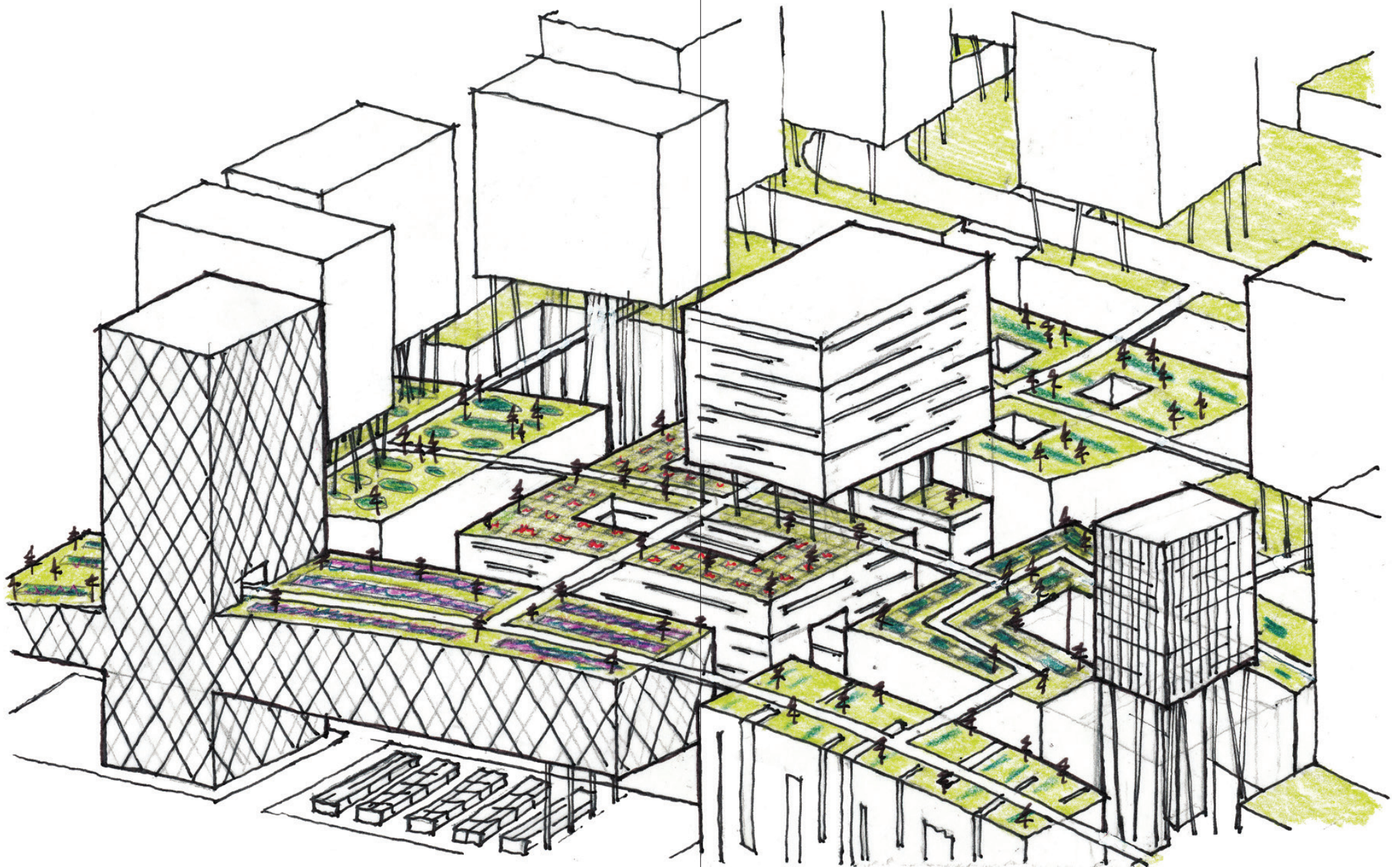


Plate 28—84 Suburbia
Proposal for new residential developments within Exposition Park.
University of Southern California 605 studio, Ivan Priatman and
Nathaniel Rather.



Plate 29—87 Traffic
Aerial view of Vermont Avenue looking north, 1940. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

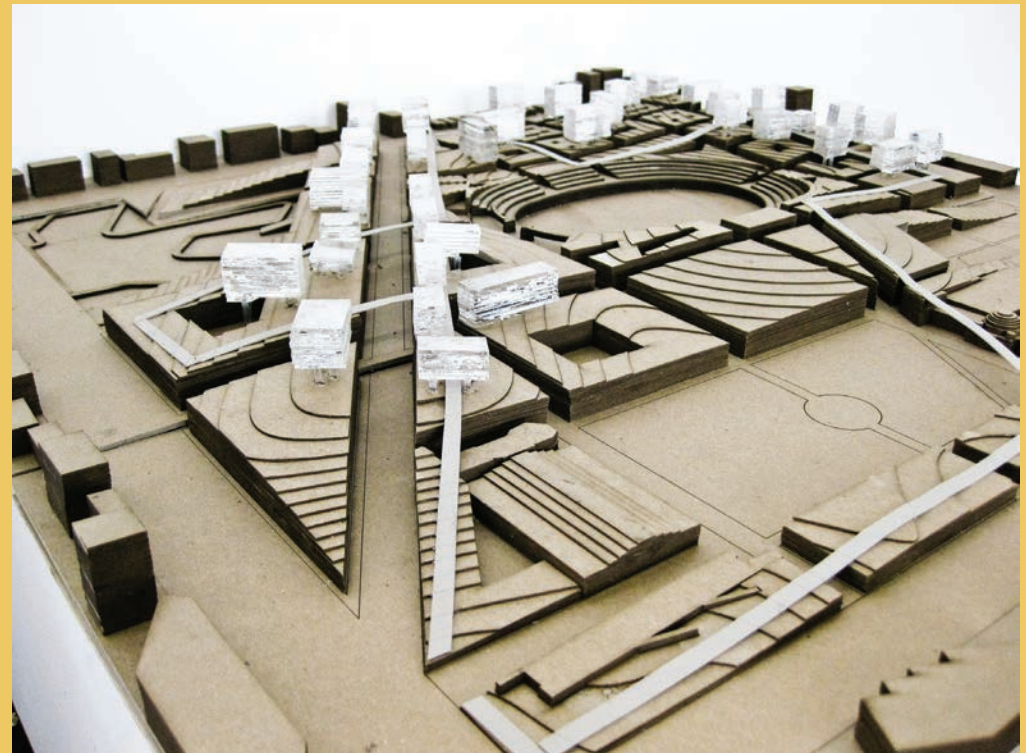


Plate 30—88 Traffic
Proposal for a new street system, with raised pedestrian walkways for traffic control, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

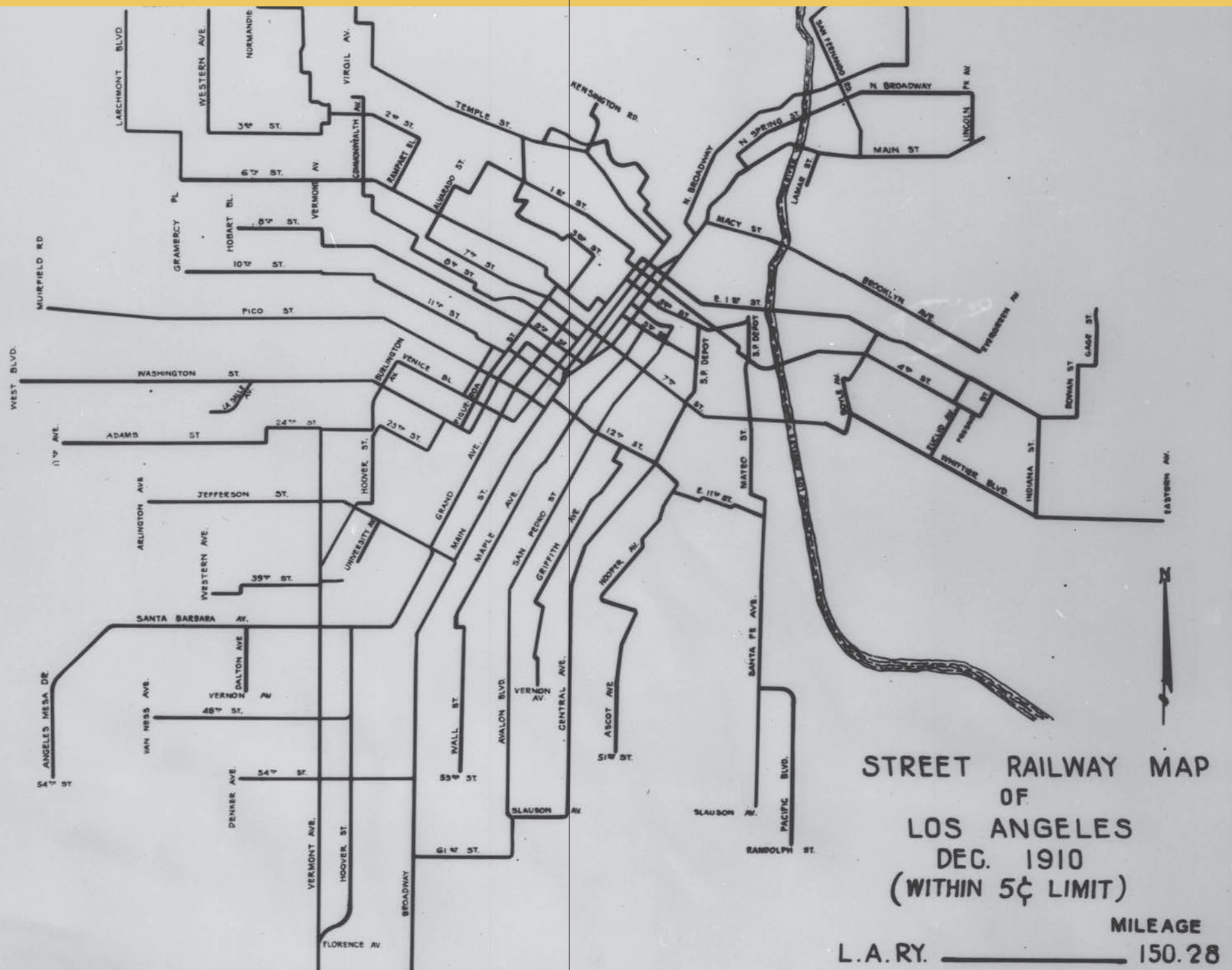
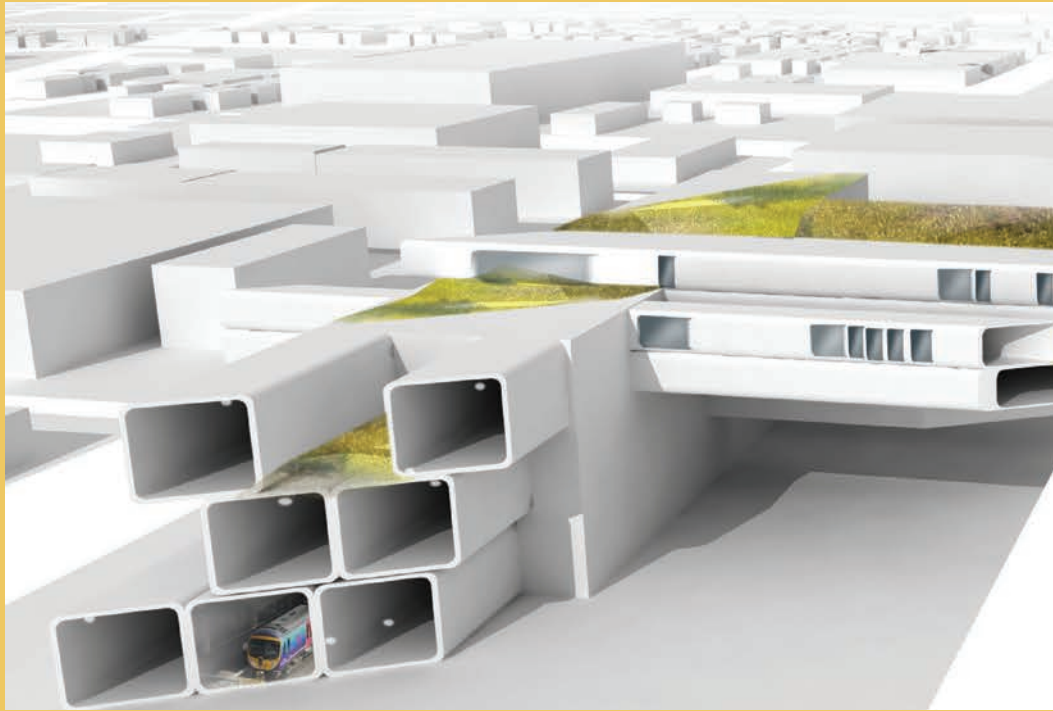
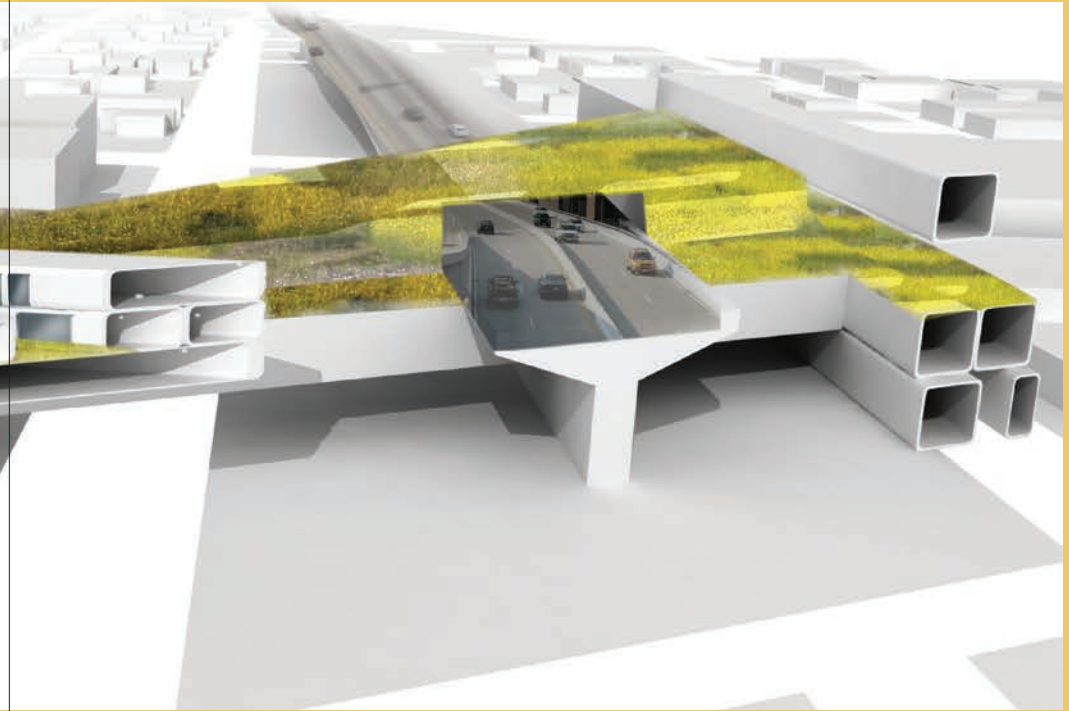


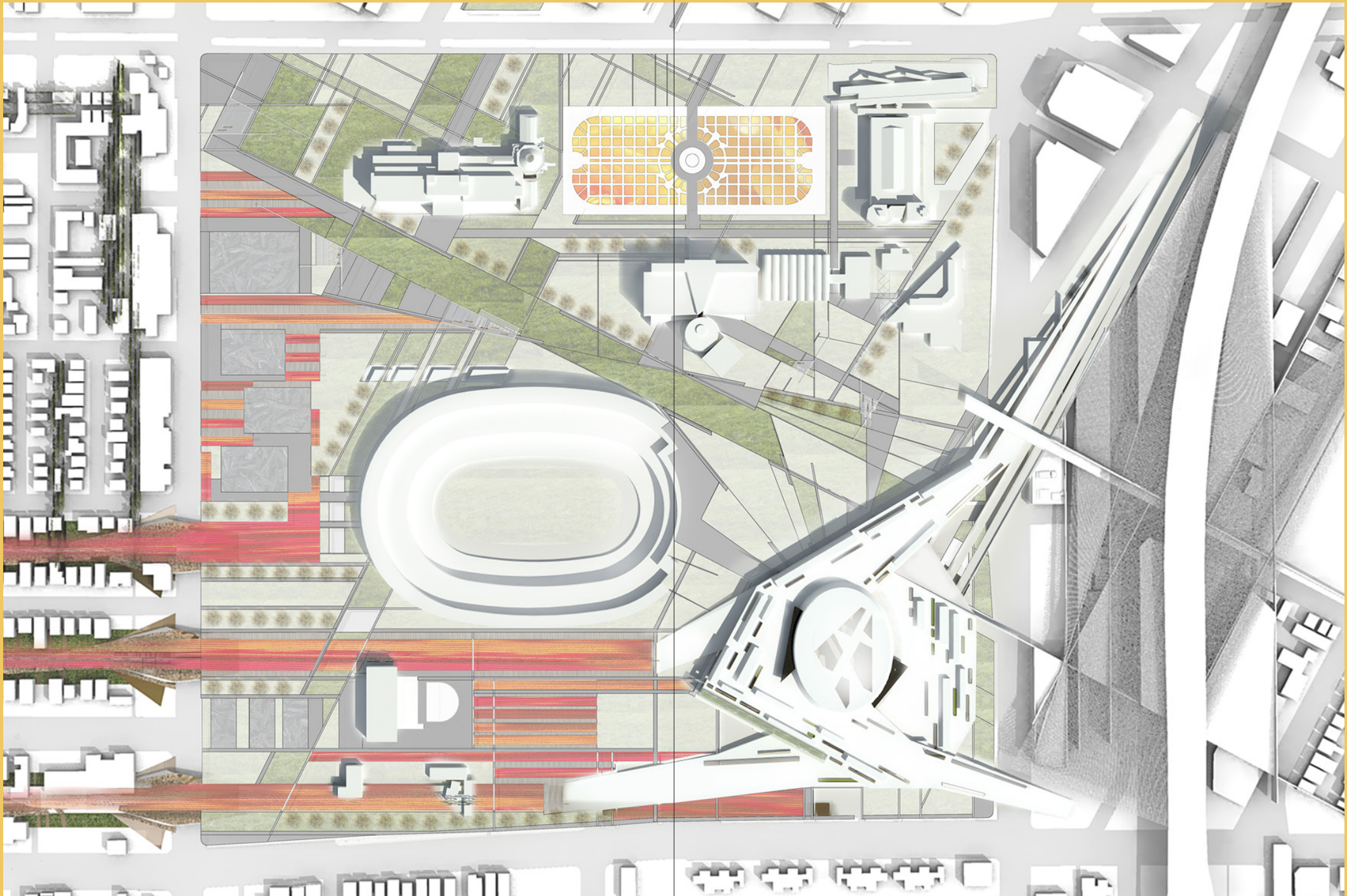
Plate 31—89 Transit corridor
Map of the Los Angeles street railway, ca. 1910. University
of Southern California Digital Collection, 1910.



*Plate 32—90 Transit corridor
Section of proposed transportation hub at Exposition Park,
University of Southern California 605 studio, Shuang Xu and
Marcus Xiaoqin.*



*Plate 33—92 University hub
Transportation connection to USC through Exposition Park,
University of Southern California 605 studio, Shuang Xu and
Marcus Xiaoqin.*



*Plate 34—96 Urban economy
Proposed urban master plan of Exposition Park, University
of Southern California 605 studio, Ryan Austin and Ashley Margo.*



Plate 35—97 Utopia
Proposed plan for the Los Angeles Memorial Sports Arena, ca. 1955.
University of Southern California, Los Angeles Examiner Negatives
Collection, 1950–1961.



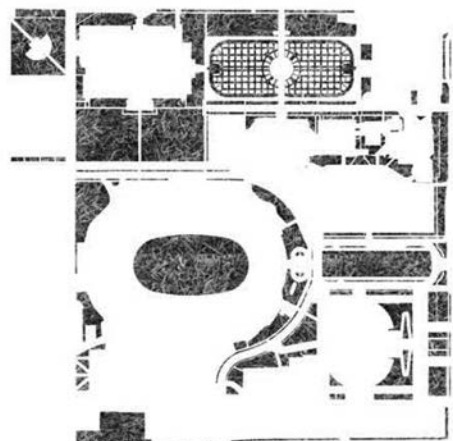
Plate 36—98 Utopia
Model of proposed Exposition Park events center, University of
Southern California 605 studio, Qian Lin and Chia Lung Wang.



The plaza outside the Los Angeles Memorial Coliseum. Photograph
© Yan Wang.

49 Nature

Park and nature go hand-in-hand within the discussion surrounding urban parks and landscapes. With the question “What is park in Exposition Park?,” the question “What is nature?” must also be asked. The diagram below shows all of the landscaped area within Exposition Park.



Surface diagram of Exposition Park showing the areas of landscaped space, University of Southern California 605 studio, Ashley Margo and Ryan Austin.

50 Nature



South side of the recent landscape renovation at the Natural History Museum at Exposition Park. Photograph © Yan Wang. The above photograph shows a child playing on the newly landscaped Museum of Natural History grounds.

51 Object

Objects prevail in the modern city. Distinct from the mat urban fabric that characterizes Los Angeles, objects or icons provide landmarks in an otherwise endless city. The photograph below shows, from an aerial view, the prominence of Los Angeles Memorial Coliseum within Exposition Park before the 1932 Olympics.



Aerial view of the Los Angeles Memorial Coliseum looking north from Exposition Park, between Vermont Avenue and Hoover Street, 1932. University of Southern California Library Digital Collection, 1932.

52 Object



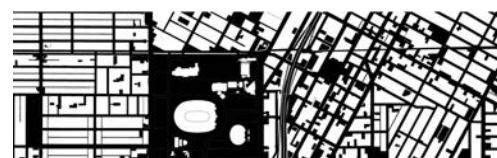
The Los Angeles Memorial Coliseum. USC studio, Photograph © Yan Wang.

Exposition Park is a public space identified primarily for the objects that define its character. From the Natural History Museum to the Los Angeles Memorial Coliseum (the largest object), Exposition Park is an

object-filled landscape. The previous photograph shows the physical presence of the Los Angeles Memorial Coliseum from the west edge of Exposition Park.

53 Open

With open space at a premium and density in flux, pressure on city planners and stakeholders is increasing as never before in Los Angeles. Demanding redefinition, contemporary open space in the capitalist, laissez-faire society is neither a space of true leisure nor a space attached to the fabric of the built city. Traditional models of open space are obsolete in the complex identity of the new landscape, which incorporates sustainability, politics, infrastructure, economics, and social space.



Open space diagram of the area surrounding Exposition Park, University of Southern California 605 studio, Ashley Margo. See plate 14.

54 Open

Excerpt from the University of Southern California 605 seminar discussion, with Jon Mukri, general manager, City of Los Angeles Department of Recreation and Parks.

Jon Mukri: We are recreation and parks, and we have over four hundred parks in our system. That is almost 16,000 acres to date. Five years ago, we had 386 parks. You can see we are adding parks, and we are adding real parks. We aren't counting a maintenance yard as a park anymore. We are benefiting indirectly from this bad economy in ways that five years ago, we could not have. We could not compete for open land or even condemnation of office buildings in the past; it was too costly. We can now.



*The Los Angeles Swimming Stadium. USC studio, Photograph
© Yan Wang.*

55 Park

Excerpt from the University of Southern California 605 seminar discussion, with Barry Sanders, president of the Board of Commissioners of the Recreation and Parks Department of the City of Los Angeles and chairman of the Los Angeles Parks Foundation.

Barry Sanders: The city is not park poor, even though you hear that all the time. "Oh, the city is park poor, it's terrible, it's awful." Many people who are our friends, meaning who want more of what we've got, who like what we've got and want more, phrase it as how horrible everything is. First of all, it's a bad strategy. If you want people to support giving you more of something, you will praise how wonderful it is. But putting aside how you phrase it, it is the truth: we have plenty of parks.

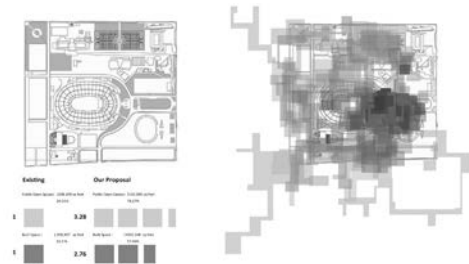
There are 840,000 acres of parkland in Los Angeles. That includes the beaches, the Angeles National Forest, Griffith Park, and other regional parks. Where we really are deficient is in neighborhood parks in certain segments of the city. There we are, by any definition, park poor. There are many ways to solve this problem: acquiring new land, opening school yards that close down at three in the afternoon, create joint-use agreements, and so on. For instance, people on weekends and afternoons can now use the wonderful swimming pool at the new Miguel Contreras Learning Center downtown, because Jon Mukri has put in place a joint-use agreement. So there are ways to get parks, even in those neighborhoods that were built with no open space.

[Author and activist] Mike Davis says we don't have parks because it's one of those conspiracies by the plutocrats; the people against everybody else. The areas were built as working-class neighborhoods without parks. They were built that way because originally they were built in bean fields, which went on as far as

the eye could see. It was inconceivable to the people laying out these developments that there wouldn't be enough open space. Then development and development and development happened, and suddenly, there was no open space. It wasn't a conspiracy; it was unheard-of growth. But it is a big problem we face today, and we need more open space in Los Angeles.

56 Park

If open space is no longer available in the dense city of Los Angeles, new visions of how to bring open space to an already developed landscape are key. In the diagram below, a new vision for a multi-level park is illustrated. The park forms views to the surrounding landscape while providing a new built structure for private development.



Proposed 3-D Exposition Park with multi-level open space, University of Southern California 605 studio, Xiangyu Jin and Zhao Yin. See Plate 15.

57 Parking

As long as the city continues its obsession with absolute auto-mobility, parking will continue to be an urban artifact within Los Angeles. Formerly an issue dealt with horizontally, parking is now looking to densify. The following diagram shows the surface parking lots in and around Exposition Park.



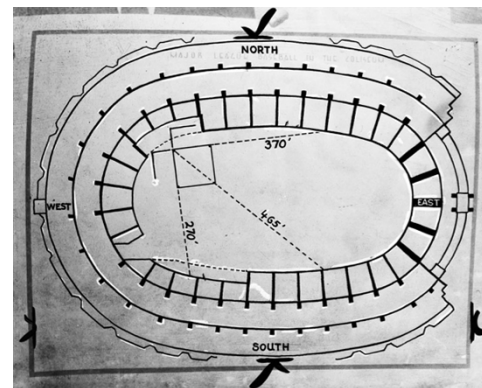
Diagram of the surface parking areas surrounding Exposition Park, University of Southern California 605 studio, Ashley Margo.

58 Parking



A-12 Blackbird aircraft outside the California Science Center, with submerged parking structure in the background. Photograph © Yan Wang. The above photograph shows the parking garage adjacent to the Los Angeles Museum of Natural History. The lot tucks itself into the park landscape.

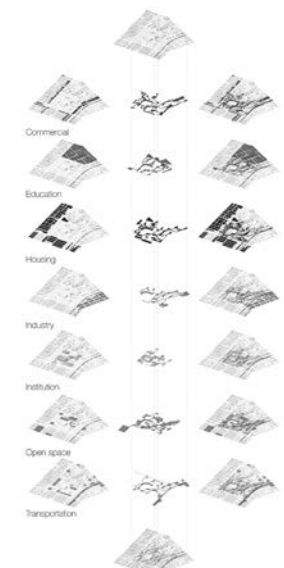
59 Plan



Proposed baseball diamond located within the Coliseum for the Dodgers' move to L.A. in 1958, ca. 1953. University of Southern California, Los Angeles Examiner Negatives Collection, 1950-1961.

Plans project a future, cohesive and complete or local and strategic. Exposition Park has suffered from many attempts at master plans and cohesive strategies. With so many entities having a say in the future of the park, implementation has been impeded. The preceding diagram shows the plan for the Dodgers's use of the Coliseum stadium. While the stadium was built primarily as a large venue for the 1932 Olympics, its use and reuse has transformed the overall plan for Exposition Park over time.

60 Plan



Master plan proposal for Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaoqin. See Plate 16.

The proposed master plan looks not only at the property of Exposition Park but also at its surrounding context and connections. The plan includes layers for commerce, education, housing, industry, institutions, transportation, and open space.

67 Region

The region of Los Angeles has humble beginnings, from a small development north of today's central business district, to the large, sprawling urban region that defines the city. The photograph below shows the original Los Angeles development center.



Aerial view of the Los Angeles Plaza, with the original Nuestra Señora La Reina de Los Angeles at center, ca. 1873. University of Southern California Library Digital Collection, 1873.

See Plate 20.

68 Region



Diagram of the Los Angeles city region, 2011, University of Southern California 605 studio, Ashley Margo. See Plate 21.

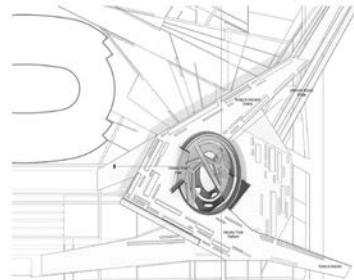
69 Renewal

Renewal in a city takes time and requires initiative and the backing of many politicians and constituencies. In Los Angeles, the process is arduous and often fails. However, urban visions and idealistic renewal have the power to change a landscape. The photograph below shows a meeting of the Century City renewal plan in the late 1950s.



Plans for the creation of Century City are discussed at a 20th Century Fox studios development meeting, ca. 1958. From left: architect Welton Becket; Edmond E. Herrscher, director of property development for Fox; and Lew Schreiber, executive studio manager. University of Southern California, Los Angeles Examiner Negatives Collection, 1950–1961.

70 Renewal



Renewal plan for the Los Angeles Memorial Sports Arena in Exposition Park, University of Southern California 605 studio, Ryan Austin and Ashley Margo. See Plate 22.

The above plan proposes reuse and renewal of the Los Angeles Memorial Sports Arena which is currently underutilized within Exposition Park.

71 Renovation

The urban palimpsest brings challenges to development. With existing structures, questions arise as to whether to tear down and start anew, or to embrace the existing context and renovate. As a city of optimism and growth, Los Angeles has a marked history of razing structures for a fresh start.

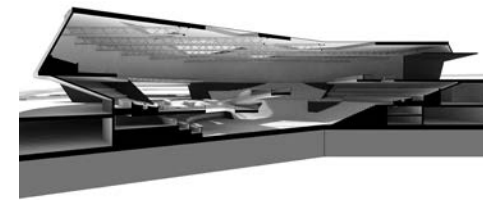
The Los Angeles Memorial Sports Arena—built as a companion facility to the Los Angeles Memorial Coliseum—has been home to various sports teams, such as the Lakers, the Clippers, the USC Trojans and UCLA Bruins basketball teams, and the Blades and Kings hockey teams.



Model of proposed Los Angeles Memorial Sports Arena, ca. 1958. University of Southern California, Los Angeles Examiner Negatives Collection, 1950–1961. See Plate 23.

72 Renovation

In current discussions of the Sports Arena's possible demolition, the students' vision took the arena and converted the space into a local market selling produce and goods from the adjacent industrial and commercial corridor in downtown Los Angeles.



Renovation plan for the Los Angeles Memorial Sports Arena in Exposition Park, University of Southern California 605 studio, Ryan Austin and Ashley Margo. See Plate 24.

73 Residential

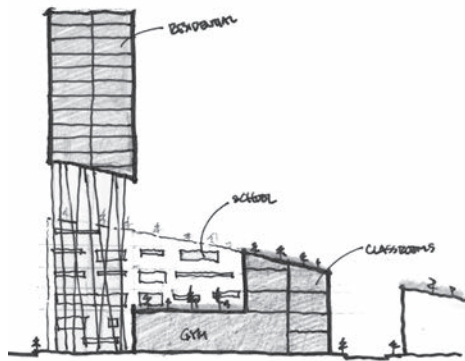
After World War II, Los Angeles was transformed into a landscape of endless housing developments, solidifying its current identity as a place of the single-family home. As the city's residential needs increase, and density is required to accommodate more residential areas, Los Angeles is moving into a pivotal period that will be defined by how we handle our housing needs. The photograph below shows the tense relationship that Exposition Park has during event days due to its proximity to a dense residential area.



Crowds at the Los Angeles Coliseum, showing views of the surrounding neighborhood, ca. 1950. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

The impact of Exposition Park's location in a primarily residential neighborhood is shown here, as an event at the Coliseum causes parking to spill onto the adjacent streets.

74 Residential



Proposal for new residential development within Exposition Park, incorporated within the various event spaces, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather. See Plate 25.

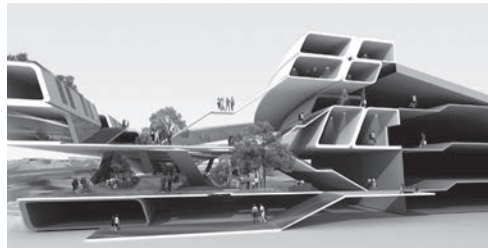
~~75 Resources~~

Resources are strained, as the metropolis of Los Angeles continues to grow. Water, oil, land, and electricity resources have been stretched to the limit. Los Angeles must rethink allocation, accumulation, and distribution in a devastated economy.



Bird's-eye view of an oil-tank farm in the San Bernardino Valley, ca. 1933. University of Southern California Library Digital Collection, 1933.

76 Resources



Section perspective of an urban resource proposal for Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaoqin. See Plate 26.

Above is a section of a proposal for Exposition Park as a resource reservoir, including a high-speed transportation corridor, water-treatment streets, and solar-electric farm zones.



Vendor inside Exposition Park's Rose Garden. USC Studio. Photograph © Yan Wang.

~~77 Site~~

Aerial view looking northeast over Exposition Park toward downtown Los Angeles, ca. 1958. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

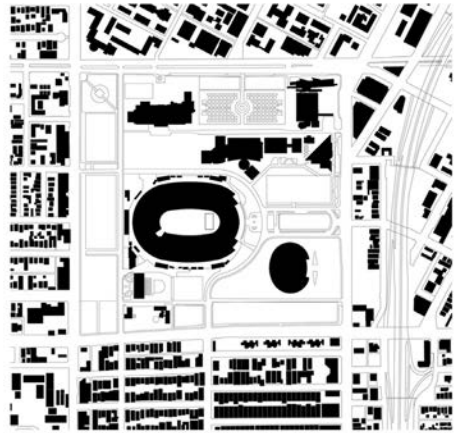
78 Site

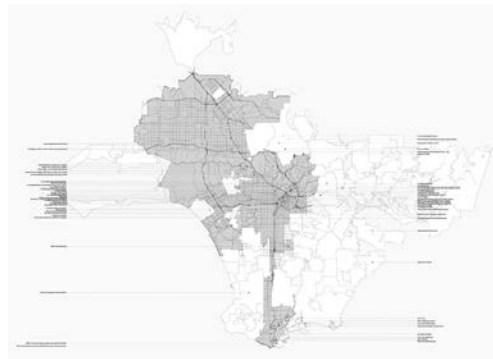
Figure ground of Exposition Park, University of Southern California 605 studio, Ryan Austin and Ashley Margo.

~~79 Spectacle~~

As host to numerous events, including the historic 1932 and 1984 Olympic Games, Exposition Park and its character are founded on large audience spectacles. With such a massive ebb and flow of people, the park fills and empties for each event. Can a park with a large venue also hold the attention of everyday activity, or will spectacles forever remain the identity of Exposition Park?



A capacity crowd watches a horse-jumping event at the Coliseum during the Olympic Games, 1932. University of Southern California Library Digital Collection, 1932.

80 Spectacle

Spectacle diagram of mapped yearly events in Los Angeles, University of Southern California 605 studio, Qian Lin and Chia Lung Wang.

The diagram above illustrates current city-wide festivals that occur throughout the year.

~~81 Sprawl~~

Urban and suburban sprawl are products of the Los Angeles surplus of land and the lack of geographic boundaries to block growth. Development continues to spread past the limits of the city in mile after mile of low-density housing. However, increased interest in downtown living and a renewed need for urban amenities have changed how we view sprawl and possibly slowed its proliferation.



Aerial view of downtown Los Angeles looking north, ca. 1931. University of Southern California Digital Collection, 1931.

82 Sprawl

Accounting for a renewed interest to live in and around downtown Los Angeles, the proposed urban plan for Exposition Park looks at adding housing around the park and over existing structures such as the Los Angeles Memorial Coliseum.



Proposal for density-focused residential towers in Exposition Park, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather. See Plate 27.

~~83 Suburbia~~

Post-World War II housing in Southern California gave rise to the concept of the suburb. With an increasing need for housing and the proliferation of lifestyle changes associated with the popularity of the automobile, the suburb was a perfect storm for urban development. As urban and suburban begin to merge in the new, denser contemporary city, what will suburbia be in the late twenty-first century?



Single-family homes of similar design in a residential area, ca. 1930, University of Southern California, Dick Whittington Photography Collection, 1924–1987.

84 Suburbia

In the Exposition Park vision, residential suburbs find themselves in the Los Angeles Memorial Coliseum. The units are lifted above the existing structure to accommodate small, personal gardens and lawns.



Proposal for new residential developments within Exposition Park. University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather. See Plate 28.

~~85 Superblock~~

Larger than a traditional city block, a superblock generally holds large institutions or land areas that do not need traditional urban vehicle access. The following diagram shows the super block boundaries that encompass Exposition Park.

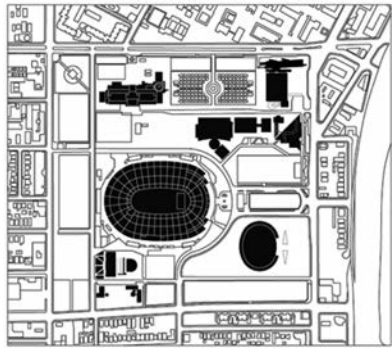
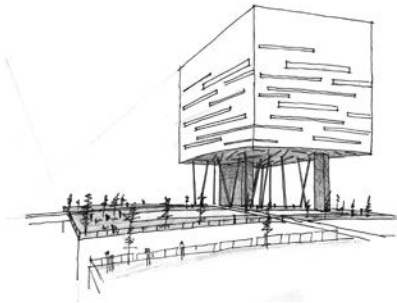


Figure ground of Exposition Park, University of Southern California 605 studio, Ryan Austin and Ashley Margo.

The site of Exposition Park easily falls into the category of superblock. It changes the urban fabric in the surrounding west and south neighborhoods and stops the development of the USC campus on its north end.

86 Superblock



Proposal for new residential blocks floating within Exposition Park. University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

The traditional superblock is broken up in this proposal for Exposition Park. Rather than flat development, blocks are raised up to allow the density to grow upward in various block configurations.

87 Traffic



Aerial view of Vermont Avenue looking north, 1940. University of Southern California, Dick Whittington Photography Collection, 1924–1987. See Plate 29.

88 Traffic

In the urban proposal below, the vehicular traffic is separated and made subservient to the new raised pedestrian network.



Proposal for a new street system, with raised pedestrian walkways for traffic control, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather. See Plate 30.

89 Transit corridor

Mass transportation and vehicle transportation share equal billing in the infrastructural landscape of Los Angeles. From a highly connected city of electric railways at the beginning of the twenty-first century to the current automobile-centric city, Los Angeles is still searching for a solution to the transit system.



Map of the Los Angeles street railway, ca. 1910. University of Southern California Digital Collection, 1910. See Plate 31.

90 Transit corridor

Overlapping infrastructures provide for productive multiuse of land in the transportation proposal below for Exposition Park.



Section of proposed transportation hub at Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaogin. See Plate 32.

91 University hub

University campuses serve as catalysts for development and growth in cities throughout the United States. The University of Southern California, with its proximity to central Los Angeles, plays an important role in the economy of the downtown area. Can Exposition Park further its connection to the university hub while pushing its role as an economic catalyst in the city?



Aerial view looking northeast over Exposition Park. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

92 University hub

The proposal below in Exposition Park directly connects to the USC campus via transportation and residential corridors.

Transportation connection to USC through



Exposition Park, University of Southern California 605 studio, Shuang Xu and Marcus Xiaogin. See Plate 33.

~~93 Urban center~~

The central business district or urban center defines the traditional notions of a city. In Los Angeles, the urban center multiplies in various density outcroppings far from the downtown area. Multiple urban centers allow for multi-nodal connections in the sprawling metropolis.



Aerial view looking toward downtown Los Angeles, 1959. University of Southern California, Dick Whittington Photography Collection, 1924–1987.

94 Urban center



Proposal for a new urban center around Exposition Park, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

~~95 Urban economy~~

Together, industrial, commercial, and residential development contribute to the urban economy of Los Angeles. Exposition Park's location is at a unique pivoting point in the city, where all three economies converge and create an opportunity to

generate a rare productive relationship between the entities.

Excerpt from the University of Southern California 605 seminar discussion, with Richard Weinstein, UCLA Professor Emeritus.

Richard Weinstein: Suppose the world financial economic meltdown is the beginning of a profound change in which the following things are going to happen: We have an economy built on consumption, on making products that you want rather than need. You need food, you need shelter, but you want a zippy sports car. The fact is that you do not need it. Our economy is based too much on wants: on inventing and stimulating people to desire things that they don't have and at the same time, don't need. Advertising in general was invented to make you want things. But superfluous, irrelevant objects and activities have environmental consequences. If you basically stripped down your life and went back to Puritan times, you would have the things you need. If we were to live again like the Puritans and live morally by what is good for the environment, an ethic would develop against indulging in wants. The consequences of indulging the

wants are higher carbon footprints. If we reduce our carbon footprint, we have to reduce the number of products that are out there for us to want. The resulting shift required by environmental necessity is going to have a profound effect on the capitalist system. Public space, like in the mall, the Grove, those kinds of places are going to be gone. The most money at Disneyland is made from stuff that's sold, not from the tickets. Their income stream comes from selling food and trinkets

98 Utopia

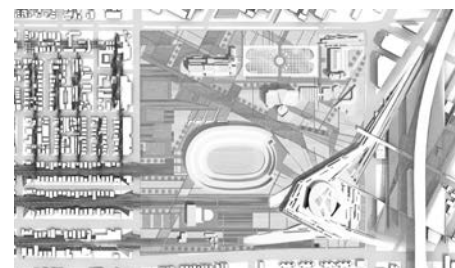


Model of proposed Exposition Park events center, University of Southern California 605 studio, Qian Lin and Chia Lung Wang. See Plate 36.

The new utopian Exposition Park embraces the context of the highways of Los Angeles and inverts their scale to accommodate pedestrian and non-motorized vehicle traffic. Spectacle is found in movement and performance on the Exposition Park events center.

more than from the gate admission. And if the new environmentally-focused economy emerges, everything is going to change.

96 Urban economy



Proposed urban master plan of Exposition Park, University of Southern California 605 studio, Ryan Austin and Ashley Margo. See Plate 34.

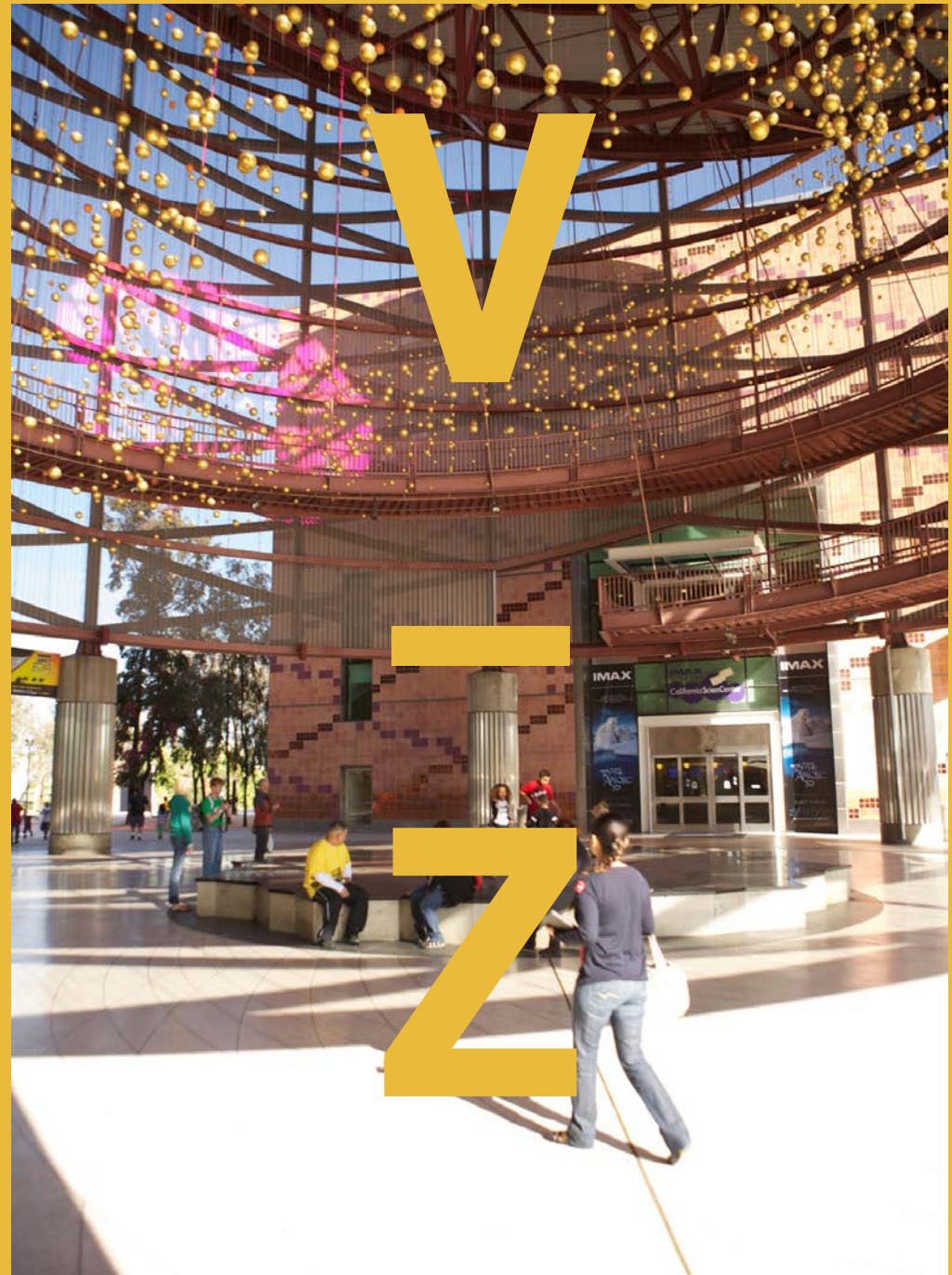
The proposed plan incorporates landscape, commercial, residential, and industrial uses, all focused around the underutilized Los Angeles Memorial Sports Arena to activate a once empty area.

~~97 Utopia~~



Utopian proposals often ignore the problems of a site and instead focus on future possibilities. Vision and forward thinking allow a city to progress, though utopian ideals might not always be the best answer. Can a utopia be productive for Los Angeles?

Proposed plan for the Los Angeles Memorial Sports Arena, ca. 1955. University of Southern California, Los Angeles Examiner Negatives Collection, 1950–1961. See Plate 35.



*Exterior courtyard of the California Science Center. Photograph
© Yan Wang.*

~~99 Zoning~~

Zoning for cities was a necessary invention to provide rules and guidelines for city development that have been in place since 1916 within the United States. In Los Angeles, zoning has aided the process of sprawl and prompted our reliance on the car as mixed use became a contemporary ideal. Can Los Angeles implement zoning to encourage more variety and discourage our dependence on the automobile?



Zoning shifts around Exposition Park from 1913 and 2004, University of Southern California 605 seminar, Richard Armistead.

~~100 Zoning~~



Proposal for rezoning Exposition Park, University of Southern California 605 studio, Ivan Priatman and Nathaniel Rather.

The proposal for rezoning Exposition Park for higher densities includes residential, commercial, and industrial zones in a three-dimensional, mixed-zoning strategy that layers all districts to encourage multiuse.

Acknowledgements

This publication would not have been possible without the help and contributions of many individuals and organizations. First, thank you to Michael Maltzan for his collaborative efforts, from his guiding hand at the University of Southern California to the inspiration that sprang forth from his offices at Michael Maltzan Architecture. Thank you to USC and to Dean Qingyun Ma for their support in the production of this publication. My gratitude also extends to Amy Murphy and Lee Olvera for their support throughout. The document gained clarity and precision through the hard editing work of Dianne Woo. Also, thank you to Yan Wang for the drive through Exposition Park that yielded the photography that fills this work.

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Finally, I owe a debt of gratitude to the students from USC's Architecture 605 seminar and 605 studio, as well as the students who contributed to the general culture of curiosity and investigation: Ryan Austin, Qian Lin, Sean Hohman, Nick Martinez, Qi Su, Chia Lung Wang, Ashley Margo, Nathaniel Rather, Richard Armistead, Jayden Kwang Wook Ryu, Zhiping Lui, Yikai Liu, Shuang Xu, Marcus Xiaoqin, Ivan Priatman, Eric Anderson, Haley Burns, Nima Alibi, Xuan Tan, and Yue Yang. A special note of thanks

goes to Ryan Austin and Ashley Margo, who were research assistants on this publication.

With the investigation of any city, both its people and the physical environment are equally responsible for the material produced and the inspiration gained. Through its citizens and its landscape, I am always grateful to the forever optimistic Los Angeles.

