

Comparable Museum Expansions

Every museum has or is planning an expansion project it seems. Why not at the very first museum in Los Angeles? A few examples:

- **Rehabilitation/expansion at the Griffith Park Observatory** (\$93m). The historic structure is 27,000 sq. ft. (same as SWM), with 39,000 sq. ft. of new exhibit space. Opened late 2006.
- **Los Angeles Natural History Museum** (\$200-300m). 410,000 sq. ft. building will be renovated and 1913 building preserved. Total of 130,000 sq. ft. of public gallery space. Project underway Phase I complete in 2009.
- **Museum of Contemporary Art, San Diego** (\$25m). Rehabilitation and adaptive re-use of historic train depot, 16,000 sq. ft. of exhibition/gallery space, a satellite second location to main museum. Opened early 2007.
- **Boone Gallery at Huntington Library** in San Marino (\$3.6m). From garage to gallery? Yes! Adaptive re-use of a garage to bring it up to standards for museum display. 4,100 sq. ft. of gallery space. Completed in 2000.
- **Getty Villa, Malibu** (\$275m). Renovation and expansion on a 64 acre site yields 28 exhibition galleries. Opened 2006.
- **Teapot Museum**, Sparta NC (\$10m) 30,000 sq. ft. museum facility planned to attract 61,000 visitors and add \$7.5 million to the regional economy. An excellent example of one community's commitment to finding solutions with economic and cultural investment.

Los Angeles' First Museum . . . Re-envisioned

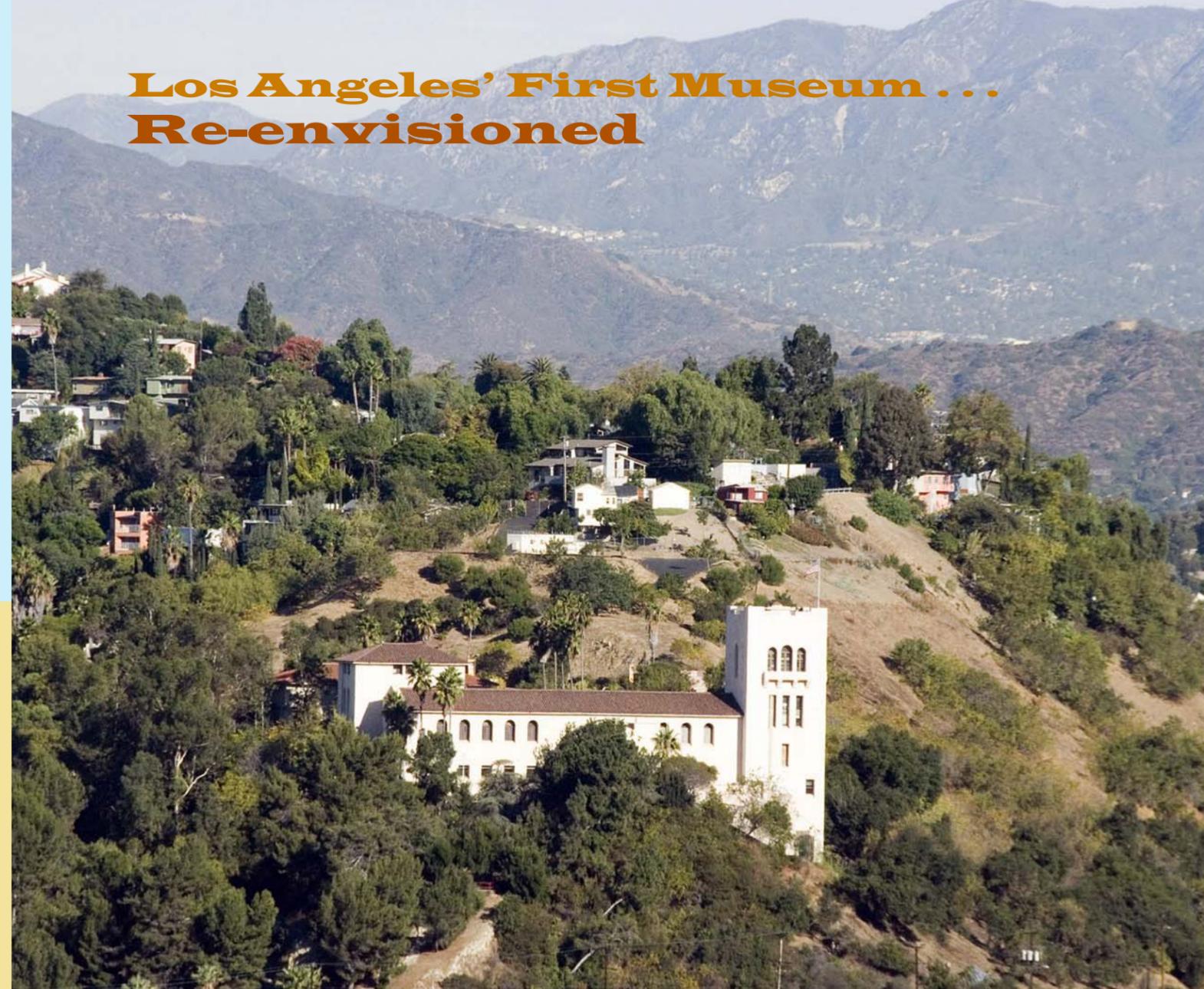


Photo by: Martha Benedict

The Friends of the Southwest Museum Coalition has developed this expansion plan as an economically viable win-win solution for Los Angeles . . . but this is not a new idea. In 1993, Mayor Richard Riordan established a Blue Ribbon Committee to assist the Southwest Museum to expand and showcase its world class collection, a proposal tragically ignored by the Board.

"We feel the option for the Museum is to stay in its current location. It is our recommendation—and more importantly our wish—that the Museum pursue expansion at the current site."

—Los Angeles Mayor Richard Riordan, 1993

"The Southwest Museum is the heart and soul of Mt. Washington. I will work to ensure that the Autry Museum fulfills their public commitment to restore the Southwest Museum and keep it open."

—Councilmember Jose Huizar, Los Angeles District 14

"Taxpayers of Los Angeles invested \$25 million to create the landmark Southwest Museum Gold Line passenger station with the expectation those running the museum would market this museum destination to residents and tourists alike. Expanding the museum at this now transit-accessible location is an opportunity that shouldn't be missed."

—Councilmember Ed P. Reyes, Los Angeles District 1

Take Action:

- Visit our website and learn more: www.FriendsOfTheSouthwestMuseum.com
- Send a letter of support for this visionary plan (c/o FSWMC at 755 Crane Blvd., Los Angeles CA 90065-4038). Sample letter online.
- Help Northeast Los Angeles invest in this economic development opportunity and continue to bring more residents and visitors from all over the world to the historic Southwest Museum and Casa de Adobe.

**Southwest Museum:
A Use Expansion Plan
to Save and Create a
World Class Museum
in Northeast L.A.**

Brochure Sponsored by:



Historic Highland Park
Neighborhood Council
www.historichighlandpark.org



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Los Angeles faces a cultural dilemma about our heritage. Should we abandon the region's very first museum institution created by Arroyo Seco visionary Charles Lummis and needlessly lose an authentic connection to the history of the Southwest OR find innovative solutions that will attract the needed investment to revitalize the historic Southwest Museum for our children and future generations?

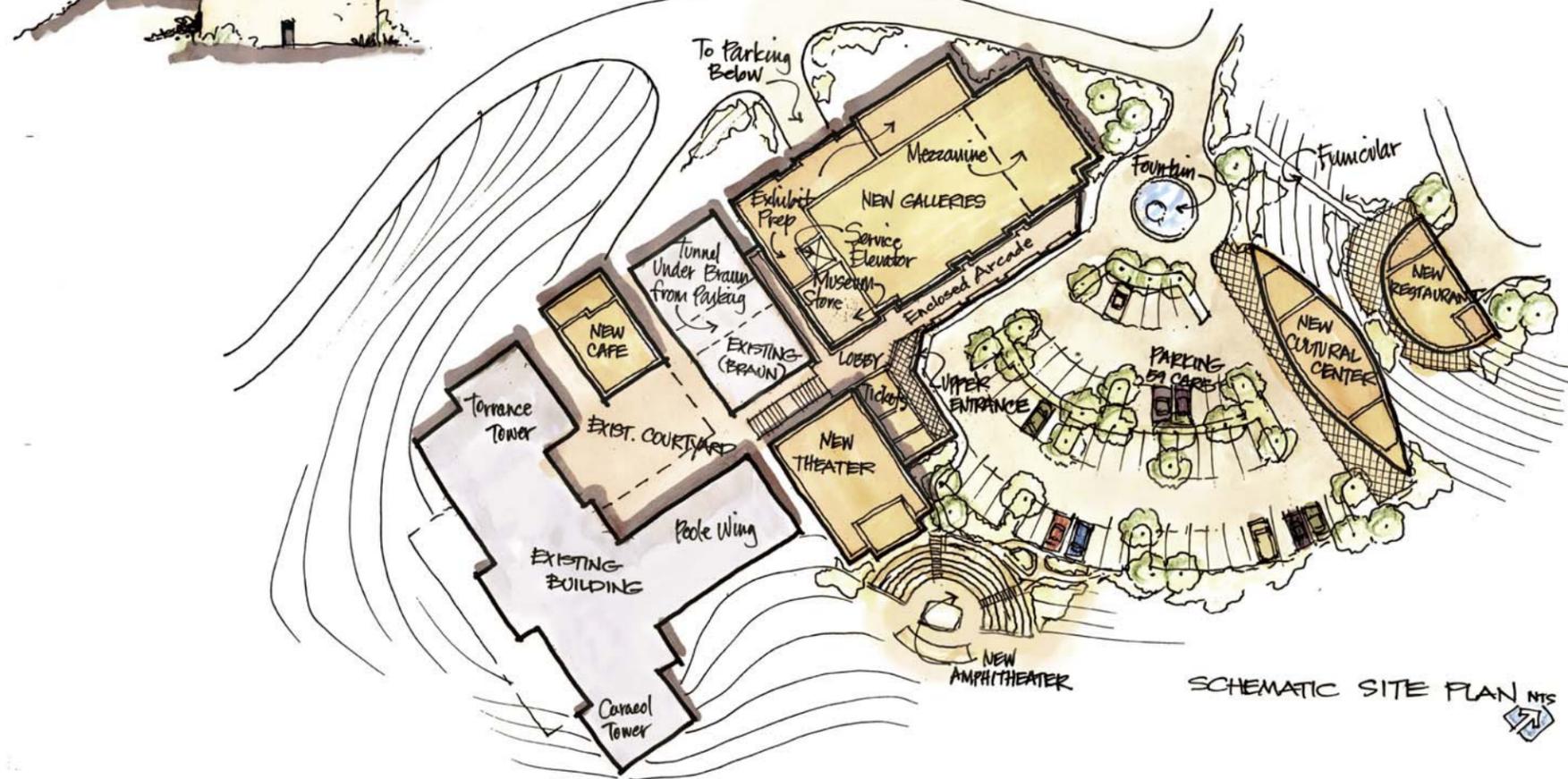
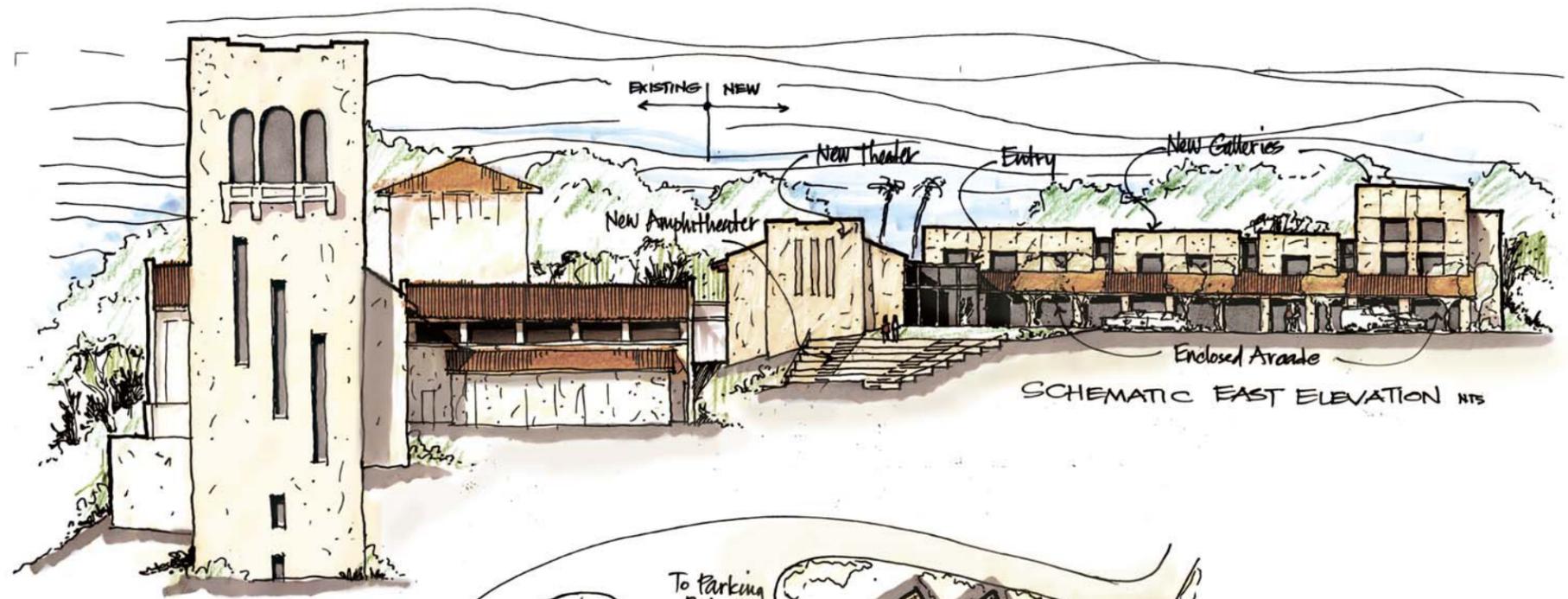
In summer 2006, when Autry National Center closed the Southwest Museum's exhibitions and converted it into a warehouse, the Friends of the Southwest Museum Coalition vowed to find a win-win solution for Los Angeles that would create a vibrant museum destination. Over 7,000 people and our coalition of over 70 organizations signed petitions and letters of support for these efforts.

Since Autry's merger with the Southwest, people have watched with growing alarm as Autry broke critical promises and began to "absorb" the Southwest Museum into the Autry Museum in Griffith Park. With credible evidence to the contrary, Autry claimed their only option was to convert the Southwest Museum to another use and allocate remnant space for displaying some artifacts after it entirely relocates the Southwest Museum to Griffith Park.

Public disapproval of Autry's behavior and these vague plans compelled the Coalition to create an alternative strategy to create a world-class museum. We went to work with Garavaglia Architecture, specialists in historic preservation, and formulated a plan with sound economic planning and sensitive design.

The 12-acre property was re-envisioned to:

- keep a vibrant museum destination in Northeast Los Angeles by retaining and expanding the Museum's exhibition and gallery space (22,550 sq. ft.)
- add new facilities for complementary uses (cultural center and education facilities, attendance and revenue generators like a restaurant, plaza for event rentals, etc.)
- improve the parking capacity and enhance the Metro Gold Line connection for higher visitation
- move the permanent storage and care of the Collection (typically a non-public function) off site to maximize the public's immersion into experiencing new state-of-the-art Southwest Museum exhibits and programming
- protect Griffith Park by significantly reducing the Autry's planned expansion to double its size and negating severe impacts to the park, like traffic and further commercialization of parkland.



Southwest Museum Expansion Was Always Expected

Charles Lummis' dream was to create a comprehensive museum covering the history, science and art of the American Southwest . . .



1907

First museum concept by Hunt & Eager—a vast structure to take full advantage of the site, terraced up the Mt. Washington hillside overlooking the Arroyo Seco valley



1914

Phase I completed and Museum opens as Los Angeles' first museum



1920

Mayan Portal tunnel and elevator expands access to Museum



1940

Expansion with Poole Wing of Basketry showcasing excellent California Indian basket art



1979

Expansion with Braun Research Library brings up-to-date technology for print and photographic collection



1986

Legoretta expansion proposal adding exhibition and parking space (not built)



2000

Sprague Storage/Cultural Center for artifact storage and improved disability access (monies raised but not built)