

MARTHA WELBORNE TO JOIN ZIMMER GUNSUL FRASCA ARCHITECTS

LOS ANGELES – Martha Welborne, FAIA, managing director of the Grand Avenue Committee for the past eight years, will join the Los Angeles office of Zimmer Gunsul Frasca Architects, a highly regarded national architectural firm, as a Principal focusing on urban planning effective January 1. Welborne will continue to oversee the \$3 billion Grand Avenue project in downtown Los Angeles in her new position, working with the Grand Avenue Committee, the private non-profit entity that is leading the redevelopment of Grand Avenue including the new downtown Civic Park.

“Martha is doing a stellar job for us,” said Nelson C. Rising, co-chair of the Grand Avenue Committee along with Eli Broad. “This new arrangement will give us additional expertise and resources to tap once the Civic Park gets under construction next year and The Related Companies is able to move forward with The Grand.”

“I have long admired and respected the work of Zimmer Gunsul Frasca and have had longstanding relationships with its partners,” according to Welborne who noted that she collaborated with ZGF on the early studies that led to the creation of the Metro Rapid bus system in Los Angeles. “I am delighted to be joining a superb firm that not only has great design talents but is a recognized leader in sustainability and resource management and in transit systems, areas that are congruent with my expertise and interests.”

Welborne earned her Bachelors degree in Architecture at the University of Notre Dame and Masters degrees in both Architecture and City Planning at MIT. She later held a Loeb Fellowship at Harvard’s Design School. Throughout her career, her work has ranged from individual building design to large-scale planning projects. She has led the urban design of several transit and transportation projects around the country and has also completed master plans for many prominent universities in the United States. She was the Managing Director of the Los Angeles office of Skidmore Owings & Merrill in the 1990’s and prior to that was a Principal at Sasaki Associates, Inc. in the Boston area. Prior to accepting the Grand Avenue post, Welborne led the creation of the Metro Rapid bus system in Los Angeles. Welborne was elected a Fellow of the American Institute of Architects in 1993 and just completed a term as President of AIA-LA. She has served on a number of juries and committees of the National AIA and was Chair of its Regional and Urban Design Committee for a two-year term.

ZGF, with five offices nationally, has planned and designed notable Los Angeles projects including the California Science Center, the Exposition Park Master Plan, the new Children’s Hospital Los Angeles, the Eli & Edythe Broad CIRM Center for Regenerative Medicine and

Stem Cell Research at USC, the Conrad N. Hilton Foundation campus in Agoura, the conversion of UCLA's old hospital to the School of Medicine, the Santa Monica Boulevard Master Plan, Streetscape in West Hollywood, and the Metro Mid-City Exposition Light Rail Transit Project.