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**ROSES AND LEMON
AWARD BREAKFAST
1999**

**THURSDAY, APRIL 22ND
THE BILTMORE HOTEL
LOS ANGELES**

WELCOME

Fritz Kastner

SPECIAL AWARD

to

ELI BROAD

Michelle Isenberg

Lauren Meléndrez

PRESENTATION OF ROSE AWARDS

Tom Gilmore

Richard Stanson

Jennifer Smith

Jack Skelley

Lynn Kious

The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster and encourage the orderly and planned growth of Downtown Los Angeles. The group consists of individual representatives of all the major fields of development: real estate, banking, international investment group, architects and engineers, urban planners, investment brokers, insurance development organizations and governmental agencies. Meeting on a bi-monthly basis, the group maintains a profile of current business activity through featured guest speakers as recruited by its members. This type of professional interface encourages and supports sound principles of developing a better quality of life for Downtown Los Angeles.

I. STRUCTURES

Casa Heiwa
Japanese American National Museum
Metropolitan Water District Headquarters
Villa Flores

II. RENOVATIONS

Junipero Serra Office Building
Standard Oil Building
Union Center for the Arts

III. EVENTS

Downtown Holiday Spectacular
L.A. King's Downtown on Ice at Pershing Square
Shakespeare Festival/LA "Julius Caesar at City Hall"

IV. CIVIC / PRIVATE COMMITMENT

Aliso-Pico Business Community, Inc.
Department of Building and Safety
Will & Company presents
Bring Students to the Theatre

V. PUBLIC ART

20th Century Fox Storytelling Project,
Murals and Film
Commonwealth Avenue School
Collage Dance Theatre
Poetry in Motion/MTA

PRESENTATION OF THE LEMON AWARD

Howard Reback

ADJOURNMENT

For information regarding the Roses & Lemon Awards Breakfast
visit our Web Site

www.LosAngelesDowntown.com/97R_L/R_L.html

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LOS ANGELES DOWNTOWN NEWS

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L.A. RIVER



The Great Heron Gate opens 15

The 1999 Downtown Los Angeles 'Rose' Awards

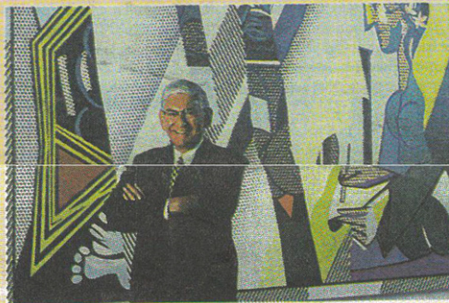
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Urban Excellence



photo by Jernberg & Associates

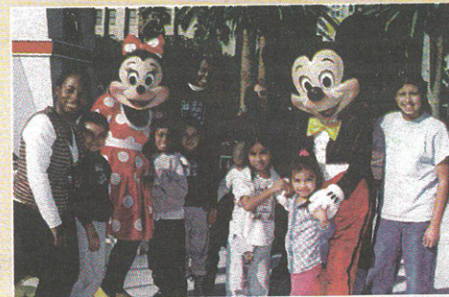
The Downtown Breakfast Club awarded a "rose" to 20th Century Fox's "Storytelling—Murals and Film" outreach program.



Eli Broad received the Distinguished Service Award.



The Los Angeles Department of Building and Safety was honored for its Civic/Private Commitment (left to right) Councilmember Laura Chick, Mayor Richard Riordan, Building and Safety General Manager Andrew A. Adelman, Councilmember Cindy Miscikowski.



The "L.A. Kings Downtown on Ice" skating rink at Pershing Square won for best event of the year.

Projecting the Staples Factor

USC, UCLA Study Arena's 'Spillover' Effect

by Eddie Rivera

If you build it, they will come, but you had better build a hotel too, and fast. "It," of course, is the new \$375 million Staples Center, which will have a positive economic impact not only on its immediate South Park area, but on all of Downtown Los Angeles,

URBAN PLANNING

according to a group of USC Marshall School of Business students.

That five-member team defeated a team from UCLA in a recent urban planning competition sponsored by the Greater Los Angeles Chapter of the National Association of Industrial and Office Properties.

The contest posed the question, "Will the new Staples Center create opportunities for pedestrian-oriented retail and commercial space along the enthusiastic 'yes'.

USC's team of graduate students—Stephen
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Economic Check-Up

Hospitals Lead Health Care Industry in Los Angeles

by Margot Carmichael Lester

It's no secret that the Los Angeles economy is driven by the entertainment business. But there's a strong secondary industry that often goes unnoticed: health care. That's right—health care.

"Health services make up the second-largest segment of the Los Angeles County economy," confirms

HEALTH AND FITNESS

Jack Kyser, chief economist for the Economic Development Corporation of Los Angeles County. "But like so many industries, it's lost in the shadow of the motion picture industry. However, the fact of the matter is, the health care business actually edges out tourism as an economic driver."

To wit, the HealthCare Association of Southern California (HASC) estimates that one out of every five dollars spent in the L.A. area is used to pay for some kind of medical care. Health care was a \$23 billion industry for the county in 1997, the last year for which

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Tinker Toy Lemons and a Broad Rose

Breakfast Club Dishes out Humiliation and Honor

by Eddie Rivera

Temporary is supposed to mean temporary; where it doesn't, lemons will grow. Thus, the Downtown Breakfast Club (DBC) Roses and Lemon Award Breakfast last week bestowed its annual "lemon" to two

THE URBAN ENVIRONMENT

blighted government parking structures.

At the same time, the DBC, dedicated to "recognizing positive developments and lambasting negative ones," honored Los Angeles "angel" Eli Broad with a "rose" for his leadership.

But first the lemon: Two long-standing yet "temporary" parking structures, owned by the City and County separately, received the DBC's lemon at its 19th annual event at the Regal Biltmore Hotel. Both lots—at the southeast corner of First and Grand streets, and at the corner of Temple and Judge John Aiso streets—were described as "blights even to the blind." Howard Reback, who announced the Lemon award, noted that the Grand Avenue parking lot had recently been painted yellow. "How could they have known?" he joked.

Asked about the First and Grand property last week at another meeting, County Public Works Director Harry Stone said he was unaware of any plans for improving the lot. Members of the Grand Avenue Partnership, seeking to improve that key Los Angeles neighborhood, have noted that the County parking lot—sometimes called the "Tinker Toy" structure—is an impediment to positive development around the Walt Disney Concert Hall, which will rise across the street.

Hope and Idealism

Speaking of Disney Hall, the DBC's Distinguished Service Award went to Broad, credited along with Mayor Richard Riordan for having rescued that project. Event co-chair Lauren Melendrez said, "Sometimes, when it comes to development, there is a gap between the reality and the promise, but we think [Broad] epitomizes the spirit of the hope and idealism of the Downtown Breakfast Club."

Graciously acknowledging the packed house's standing ovation, Broad said that "business leadership" is the key to Downtown's revival. "There were a hundred reasons why I should not have gotten involved with Disney

Hall," he said. "But I knew it was the right thing to do for the city."

Broad is also responsible for helping bring an NFL team back to the L.A. Coliseum, as announced last week. More significantly, he predicted that project will come "at no net cost to the taxpayers."

Roses were also given out in several other development and civic projects.

Developer Tom Gilmore awarded a rose to the Japanese American National Museum Pavilion in the Structure category. The DBC lauded Irene Hirano's leadership and the Pavilion's design by Gyo Obata. Also in Little Tokyo, the Union Center for the Arts was granted a rose in the Renovation category from DBC member Richard Stanson. The former Presbyterian church now houses the East West Players theater company and LA Artcore gallery.

DBC member Jennifer Smith awarded the Event rose to Councilperson Rita Walter's Legislative Deputy Rodney Collins and the L.A. Kings' Tim Leiweke for organizing "L.A. Kings Downtown on Ice," the innovative Recreation and Parks program

which placed an outdoor ice rink smack in the middle of Pershing Square. Downtowners remember the rink as a huge holiday success that was extended an additional two weeks due to its popularity.

L.A. Downtown News Associate Publisher Jack Skelley described the category of Civic/Private Commitment as "where it all comes together." This rose went to General Manager Andrew Adelman's reformed Building and Safety Department. In the 18 months since he has been GM, Adelman has dramatically converted the historically sluggish City department into a user-friendly one, including a "one-stop" permit center.

In the Public Art category, CB Richard Ellis' Lynn Kious bestowed a rose to 20th Century Fox's "Storytelling-Murals and Film" Project. Its outreach program to elementary schools used mural painting, photography and a video documentary to teach children about race relations, the environment and healthy families.

DBC President Fritz Kastner singled out for praise the Community Redevelopment Agency (CRA) which, over its 50-year history, has developed over 42 million square feet of property in Los Angeles. Kastner noted that the CRA had been awarded a lemon in a previous year. Thus he saluted the beleaguered agency's rise from citrus prize to civic pride.