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*34<sup>th</sup>* Annual

**ROSES AND LEMON  
AWARDS BREAKFAST**

Thursday, April 3, 2014  
Crystal Ballroom  
Millennium Biltmore Hotel  
Los Angeles

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, from real estate, banking, international investment, architects & engineers, urban planners, investment brokers, insurance, development organizations to 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.

[www.DowntownBreakfastClub.com](http://www.DowntownBreakfastClub.com)



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#### SPECIAL THANKS

Gary Leonard, LA Downtown News; Stephanie Stevens;  
Catherine Ryan; Scott Weber; Athletic Club Flower Shop;  
Southern California Trophy

#### WELCOME

Charlie Muttillio, President

#### OPENING REMARKS

Michelle Isenberg & June Bardwil, Co-Chairs

#### THE DOWNTOWN BREAKFAST CLUB - IN THE BEGINNING...

#### PRESENTATION OF ROSE AWARDS

##### HOME SWEET HOME

Melani Smith & Wade Killefer, Presenters

AFFORDABLE: Gateways Apartments • Caroline Severance Manor •  
Star Apartments

MARKET RATE: 1111 Wilshire

##### URBAN ESSENTIALS

Clare De Briere & Marty Borko, Presenters

Urban Radish • Urban Outfitters • Smart & Final Extra!

##### EAT, DRINK, REPEAT

Kathy Faulk & Shirley Spinelli, Presenters

NEIGHBORHOOD: Maccheroni Republic • Badmaash • The Must  
DESTINATION: The Factory Kitchen • Terroni

##### DOWNTOWN'S ROSE GARDEN

Lori Tierney & Mike Savage, Presenters

Metro Charter Elementary School • Ninth Street Elementary School •  
Spring Street Parklets • Grand Park N.Y.E. L.A.

#### PRESENTATION OF LEMON AWARD



[http://www.ladowntownnews.com/news/roses-for-many-a-lemon-for-trader-joe-s/article\\_8db672dc-bb6c-11e3-b975-0019bb2963f4.html](http://www.ladowntownnews.com/news/roses-for-many-a-lemon-for-trader-joe-s/article_8db672dc-bb6c-11e3-b975-0019bb2963f4.html)

FEATURED

## Roses for Many, a Lemon for Trader Joe's

Downtown Breakfast Club Honors Local Projects and Zings a Central City Holdout

Donna Evans

Apr 3, 2014



photo by Gary Leonard

DOWNTOWN LOS ANGELES — For 34 years, a group of Downtown stakeholders has honored pivotal projects with Rose awards, while doling out its dreaded Lemon to sources of civic disappointment.

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This year's recipient of the sour citrus is a business that has repeatedly ignored the Central City's call. This morning, thunderous applause echoed through the Millennium Biltmore Hotel as Downtown Breakfast Club member Hal Bastian lemonized Trader Joe's for failing to put down stakes in an area of 50,000 urban residents.



"You should have been here a long time ago, but you can redeem yourself by opening — I've got five different sites [where] I can put you today," said Bastian, who also serves as executive vice president and director of economic development for the Downtown Center Business Improvement District.

It wasn't all sour news at the event dubbed the Roses and Lemon Awards. Another market won a Rose: Urban Radish, which opened last July at 661 Imperial St. in the Arts District, captured a prize in the Urban Essentials category. The \$1.7 million project brought upscale grocery goods and 25 jobs into the neighborhood.

"People want a market that caters to an urban environment," Urban Radish co-owner Carolyn Paxton said after receiving the award.

Two housing developments received Roses. The Home Sweet Home award went to the Star Apartments, Skid Row Housing Trust's stunning \$21 million project designed by architect Michael Maltzan that opened in November. The building, which has a suite of amenities, everything from on-site counseling to a vegetable garden, is the first low-income project in Downtown to be designed with prefabricated construction.



A Rose for Market Rate Housing went to 1111 Wilshire, a City West development from Vancouver, Wash.-based Holland Partner Group. Move-ins at the \$60 million, seven-story building began in March 2013.

A promotional graphic for Patina Restaurant Group's Easter event. The graphic features a white background with several colorful, speckled Easter eggs in shades of blue, yellow, and pink at the top. The word "Easter" is written in a large, blue, cursive font. Below it, "BY PATINA" is written in a smaller, blue, sans-serif font. The text "Celebrate at home with a spring meal and treats for the kids!" is centered in a black, sans-serif font. At the bottom, the Patina Restaurant Group logo is displayed, consisting of the words "PATINA RESTAURANT GROUP" in a black, sans-serif font, with two yellow, circular shapes behind the words "PATINA" and "GROUP". A blue rectangular button with the text "VIEW MENU + ORDER" in white, sans-serif font is positioned at the bottom center.

*Easter*  
BY PATINA

Celebrate at home  
with a spring meal  
and treats for the kids!

PATINA RESTAURANT GROUP

[VIEW MENU + ORDER](#)

In the Eat, Drink, Repeat category, Historic Core wine bar The Must took the Rose for Neighborhood Eatery, while the Downtown Breakfast Club honored Terroni as a Destination Restaurant. It was a sweet comeback for Must co-owners Coly Den Haan and Rachel Thomas. They originally opened in 2008, but closed two years later following a bizarre property dispute. They brought a new, larger version of their bar, which is already popular among locals, to 117 Winston St. in the Old Bank District last December.

Rounding out the awards was the catch-all category Downtown's Rose Garden. Honored for their ingenuity coupled with necessity were the Metro Charter and Ninth Street elementary schools, the Spring Street Parklets program and Grand Park, which stages numerous free community events, including well-attended Fourth of July and New Year's Eve celebrations.

Back to the bitter fruit, Jim White, sporting a lemon boutonniere and bright yellow pants, riffed alongside Bastian. Before handing out the Lemon, they cracked wise as a slideshow of Downtown problem spots flashed. Shown were trash-strewn streets of Skid Row, darkened street lights and a police officer writing a jaywalking ticket to someone who made the expensive, illegal mistake of stepping off the curb after the countdown clock had begun.

Then came the big "prize," and the zapping of the supermarket that has avoided Downtown even as Ralph's, Target, Wal-Mart, Smart & Final and Whole Foods have either opened or announced plans for the area.

A Trader Joe's representative did not immediately return a call for comment.

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