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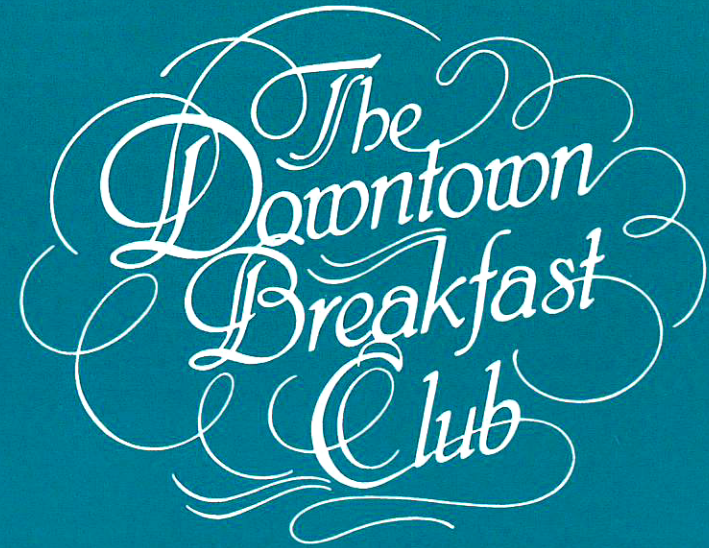
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24th Annual Roses and Lemon Awards Breakfast

Thursday, April 1st, 2004
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--real estate, banking international investment, architects & 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.

WELCOME

Jim Rabe & Phil Puccio, Event Co-Chairs

OPENING REMARKS

Linda Sybrandt, Club President

LIFETIME ACHIEVEMENT

Michelle Isenberg, Presenter

Robert Graham

PRESENTATION OF ROSE AWARDS

SPECIAL ROSE RECOGNITION

Linda Sybrandt, Club President, Presenter

Walt Disney Concert Hall

LOFTY LIVING

Steve Marcussen & Lori Tierny, Presenters

Flower Street Lofts

Little Tokyo Lofts

Pegasus Apartments

CIVIC & PRIVATE COMMITMENT

Liz Harrison & John Whitaker, Presenters

CALPERS Cure Program

Jr. Achievement Programs

YWCA of Greater Los Angeles Job Corps Urban Campus

GOOD IDEAS - We'd like to see more!

Lauren Melendrez & John Given, Presenters

MTA Gold Line

Mercado La Paloma

S. Mark Taper Foundation Adult Day Health Care Center

EVENTS

Frank Jansen & Shirley Spinelli, Presenters

Cirque du Soleil

Downtown Tours

(LA Conservancy & Loft Tours)

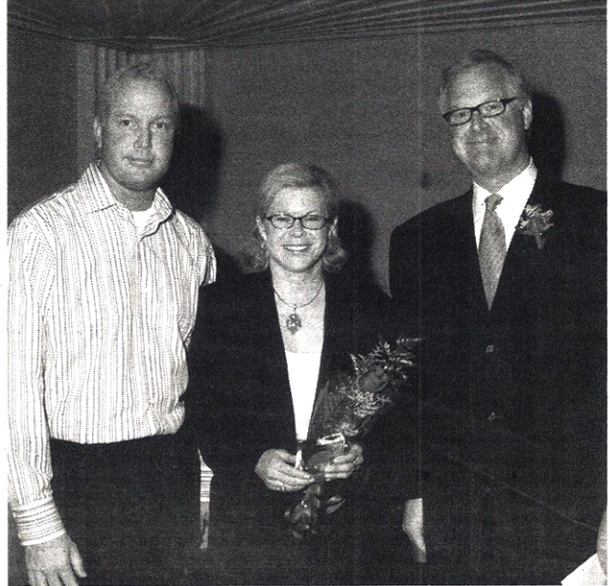
The "X" Games

PRESENTATION OF THE LEMON AWARD

Tom Gilmore, Presenter

Adjournment

The Closing



PHOTOS BY GARY LEONARD

Left, sculptor Robert Graham receives a Lifetime Achievement Award from Michelle Isenberg at the annual Roses and Lemon Awards, sponsored by the Downtown Breakfast Club. More than 400 attended the event. Right, a rose for the most outstanding loft project goes to the Pegasus, represented by Carl Speerstra, left, and Kate Bartolo of the Kor Group, with Steve Marcussen as the Downtown Breakfast Club presenter. Designed by Killefer Flammang Architects, the project also was awarded top honors last month in the adaptive-reuse category by the California Preservation Foundation.

For Thee a Rose

L.A.'s Downtown Breakfast Club recently hosted its annual 'Roses and Lemon Awards,' saving the sour note for the ACLU

BY JULIE NAKASHIMA AND CHRIS TOLLES
CREJ Staff Writers

In "Romeo and Juliet," Shakespeare asked if a rose would still smell as sweet if it were called a different name.

Well, what if it were called a lemon?

The Downtown Breakfast Club toasted the public and private achievements that have enhanced Los Angeles' central historic core in its 2004 "Roses and Lemon Awards" ceremony April 1 at the Millennium Biltmore Hotel.

The club gave its dreaded Lemon Award to the American Civil Liberties Union for a lawsuit against the Los Angeles Police Department. Lemon presenter Tom Gilmore lambasted the organization for focusing on the rights of "criminals who prey on the homeless" over others who live and work downtown.

Noting that he is himself a card-carrying ACLU member, the downtown adaptive-reuse developer said, "I know they would be among the first to defend my right to award them the Lemon."

Under chandeliered ceilings, trumpeters preceded the announcements of the Rose recipients.

The Pegasus, the conversion of the Mobil Oil Building at Sixth and Flower streets, bested the Flower Street Lofts and Little Tokyo Lofts to win the Lofty Living category.

The 322-unit Pegasus project was developed by the Kor Group and Kennedy-Wilson, and designed by Killefer Flammang Architects.

Stephen Marcussen, executive director of Cushman & Wakefield and member of the Downtown Breakfast Club, presented the loft award.

He noted that the original developers of the downtown lofts took a major risk in doing so.

"Usually, the pioneer is the guy face down with an arrow in his back," Marcussen said.

He also mentioned that by the end of the decade downtown would have 25,000 residential units, equal to Pasadena.

The YWCA of Greater Los Angeles Job Corps Urban Campus won the Rose for Civic and Private Commitment.

In a three-way tie, the MTA Gold Line, Mercado La Paloma at Grand Avenue and 36th Street and the S. Mark Taper Adult Day Health Care Center shared victory in the Good Ideas We'd Like to See More Of category.

Downtown Tours, comprising excursions through downtown's historic buildings and new loft projects, garnered a Rose in the Events category for the Los Angeles Conservancy.

The club also honored sculptor Robert Graham with its Lifetime Achievement Award. Locally, Graham is known for such works as the "Olympic Gateway," creat-

ed for the 1984 Los Angeles Olympics, and the Cathedral of Our Lady of the Angels' "Great Bronze Doors."

The Walt Disney Concert Hall received a special recognition award.

The metallic and reflective performance venue, the club observed, has had a "tremendously positive impact on downtown."

With the awards ceremony falling on April Fool's Day, lemon-presenter Gilmore warmed up the audience of 400 before handing out the award, which had gone to such debacles as the Los Angeles Unified School District's Belmont Learning Center in the past.

"God, I thought they'd never finish," he said, referring to the presentations of the Roses.

Gilmore continued with some newspaper headlines describing projects that, with a little creative tweaking, could have earned Roses.

"Belmont Finally Opens!" one headline proclaimed.

"Sensitive Developer of the Year Award" another headline blared, referring to a residential developer who was sanctioned by the city for demolishing a historic 19th-century house on Bunker Hill without the required permit.

Another headline declared, "Residents to Film Crews: Thank You, May I Have Some More?"

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Eight Roses and One Lemon

Breakfast Club Awards Laud Downtown's Best and Worst

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of fate could have made the difference in the Lemon category. As part of an April Fool's Day gag, he teased the audience with several possible nominees: What if the failed Downtown

BUSINESS

New Year's Eve gala wasn't canceled weeks before the event? What if developer Geoff Palmer had preserved an historic Victorian home near Chinatown instead of razing it? How much more attractive and engaging would Seventh Street be if the city managed to light the dark street lamps?

In the end, the squeeze was put on the American Civil Liberties Union (ACLU) for its lawsuit against the Los Angeles Police Department; the ACLU charged that recent police sweeps in search of parole and probation violators breached constitutional rights.

"When we think of all the positive things that have been

happening Downtown in the past couple of years, the ACLU's focus on the rights of criminals who prey upon the homeless — and the other folks who live and work Downtown — it just begs for a lemon," said Gilmore, who developed three loft buildings in the Old Bank District. "Moreover, I'm certain the ACLU would be the first to defend my right to award it a lemon."

Still, the presentation of the Rose Awards was the show stealer. In all, eight nods to the best projects, events and people were doled out. The Lifetime Achievement Award went to sculptor Robert Graham, who has created a prolific body of public art throughout the city that includes the "Olympic Gateway" at the L.A. Coliseum and most recently, the "Great Bronze Doors" at the new Cathedral of Our Lady of the Angels.

The Breakfast Club's Special Rose Award was bestowed on the Walt Disney Concert Hall, which opened last October as the new home of the Los Angeles Philharmonic.

"Besides its stunning architecture and remarkable acous-

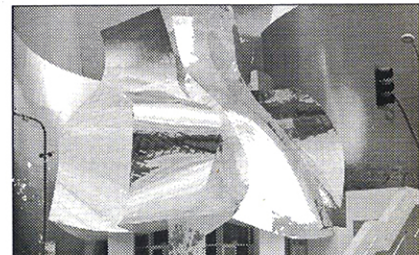
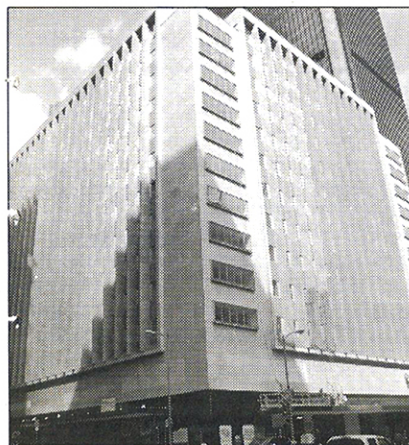
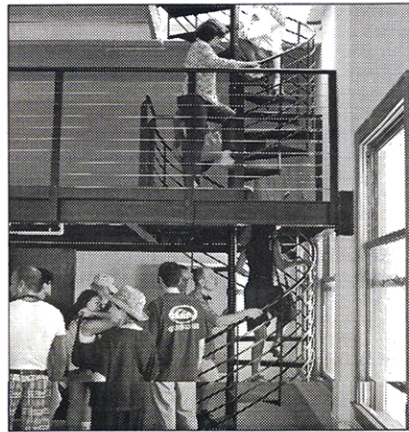
tics, it has created an unprecedented sense of community that extends far beyond Downtown," said club President Linda Sybrant, who presented the award.

In the category of Lofty Living, the award went to the Kor Group's 322-unit Pegasus Apartments, an adaptive reuse of the former Mobil Oil Building at Sixth and Flower. The other nominees were the Flower Street Lofts and the Little Tokyo Lofts.

For Civic and Private Commitment, the YWCA Greater Los Angeles Job Corps program, which provides occupational training to 1,200 at-risk youth ages 16 to 24, snagged the award. The group is also planning a new Downtown campus on a square block surrounded by Olympic Boulevard, 11th, Olive and Hill streets. Runners-up included the CALPERS Cure Program and the Junior Achievement program.

In the Events category, the tours offered by the Downtown Center Business Improvement District and the Los Angeles Conservancy beat out the X Games and Cirque du Soleil held at Staples Center. The BID sponsors frequently sold-out Downtown loft tours while the Conservancy hosts popular explorations of the area's historic treasures.

In a three-way tie, the MTA Gold Line from Downtown to Pasadena, the Mercado La Paloma and the S. Mark Taper Adult Day Health Care Center won Roses in the category of Good Ideas.



Clockwise from top left: Sculptor Robert Graham accepts the Lifetime Achievement Award; the Downtown Center Business Improvement District's loft tours; philanthropist Stu Ketchum accepts for the Disney Concert Hall; Carl Speerstra and Kate Bartolo from the Pegasus; Beth Quillan Thomas and Faye Washington are honored for the YWCA Job Corps Program; Habib Balian from the Pasadena Metro Blue Line Construction Authority, Sister Diane Donoghue from Mercado La Paloma, and Martha Spinks from the S. Mark Taper Adult Day Healthcare Center; the Pegasus Building; the "Olympic Gateway"; and Disney Hall.

Photo by Gary Leemann