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31st Annual

**ROSES AND LEMON
AWARDS BREAKFAST**

Thursday, April 7, 2011

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



A SPECIAL THANK YOU TO OUR EVENT SPONSORS

Howard Building Corporation

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SPECIAL THANKS TO THOSE WHO HAVE
PROVIDED SERVICES FOR THIS EVENT

Gary Leonard, LA Downtown News
Stephanie Stevens

WELCOME

Melani Smith, President

IN TRIBUTE: JACK KYSER

Melani Smith, President

OPENING REMARKS

Patrick Spillane & Shirley Spinelli, Program Co-Chairs

PRESENTATION OF ROSE AWARDS

SLEEPING IN

Clare DeBriere & Charlie Mutillo, Presenters

For Sale - El Dorado Lofts

For Rent - WaterMarke Tower

Affordable - Charles Cobb Apartments

ON THE TOWN

Gary Conrad & Michelle Isenberg, Presenters

Bar - Spring Street Bar

Restaurant - SUGARFISH

Club - Exchange LA

SATURDAY AFTERNOONS

Barbara Bundy & Steve Marcussen, Presenters

Arts & Industrial District - Urth Caffe

South Park District - Hygge Bakery

Historic Downtown District - Bolt Barbers

GOOD IDEAS

Kathy Faulk & David Ross, Presenters

Downtown Center BID Saturday Housing Tours • FIDM Community Programming • Grand Performances

PRESENTATION OF LEMON AWARD

ADJOURNMENT

http://www.ladowntownnews.com/news/sweet-smelling-roses-and-a-citrus-smack/article_befb855f-86a1-5b0b-adab-8b82dd62a059.html

Sweet Smelling Roses and a Citrus Smack

A Dozen Downtown Projects Get Praised, and the Police Building's Upkeep Is Zapped

by Ryan Vaillancourt, Staff Writer

Apr 8, 2011



(l to r) Rose winners Alex LiMandri, representing the Downtown Center BID, FIDM's Shannon Ryan, Michael Alexai Grand Performances and DBC members Kathy Faulk and Shirley Spinelli. *Photo by Gary Leonard.*

GARY LEONARD

DOWNTOWN LOS ANGELES - In October 2009, the \$440 million Police Administration Building was hailed by local leaders as a new jewel in the Civic Center and a worthy home for the LAPD. Eighteen months later, the edifice has received a sharp, citrusy smack in the badge.

The slap came courtesy of the Downtown Breakfast Club, which on Thursday, April 7, tossed its Lemon anti-award at the city for its spotty upkeep of the LAPD headquarters lawn and grounds. The "prize" came after the DBC had dispensed a dozen Rose honors to an array of local projects.

The Breakfast Club, comprised of a few dozen Downtown business leaders who work to promote the economic development of the area, has handed out its Roses and Lemon Awards for 31 years. When it came time for the police building, the crowd of about 400 people at the Millennium Biltmore Hotel saw celebratory slides taken on opening day.



Then group members Faye Washington, who is CEO of the YWCA of Greater Los Angeles, and Jim White, a vice president with Paramount Pictures, presented a series of images of the mangled electric hubs on the lawn, which has faded to a mélange of green and yellow; the layer of grime on the sculptures that line Spring Street; an errant trash bag caught in the branches of a tree on the grounds; and other signs of neglect.

“The project that won multiple awards, the AIA[LA] Building Team of the Year in 2009 and the L.A. Business Council’s Grand Prize architectural award in 2010, has changed,” White said.

“Unfortunately it appears there’s been an extreme lack of maintenance and upkeep of the building’s exterior and outdoor public areas.”

It was almost as if someone leaked the news of the lemon to the city before the event, however, because shortly after, the site wasn’t nearly as neglected as it appeared in the Breakfast Club’s documentation. The property’s recent upkeep is thanks mostly to a group of volunteers organized by the Downtown Los Angeles Neighborhood Council. The group has participated in four cleanups in the past five months, said Melani Smith, who chairs the Breakfast Club and is president of Meléndrez, the landscape design firm that designed the LAPD public spaces.

Smith said the lemon recipient was not her idea, but that she agreed with it. The images that the DBC displayed were taken by club members during a stretch from last December until a couple weeks ago, Smith said.

“You are seeing an improvement there,” she said. “But it hasn’t been LAPD. It’s been the community and neighborhood council.”

This isn't the first time the city took flack for the state of the public space at the building. The lawn fronting Second Street had to be replanted last year after it was damaged during a police function held shortly after the headquarters opened.

Roses for Everyone

With a pair of trumpets heralding each award, the club handed out 12 roses to a collection of housing developments, entertainment spots and community initiatives.



In the Housing category, roses went to the El Dorado, the 65-unit adaptive reuse condo project in the Old Bank District by Downtown Properties; Watermarke Properties' Watermarke Tower, a luxury rental building in South Park; and, in the affordable housing category, Skid Row Housing Trust's Charles Cobb Apartments.

“Back in 1999 the passage of the Adaptive Reuse Ordinance began a slow but radical transformation of living in Downtown,” said club member Charlie Mutillo. “Now you can get a haircut at 1 a.m. or eat at some of Southern California’s most acclaimed restaurants... but more importantly we have so many choices on where to live.”

In a category dubbed “On the Town,” roses were given to Michael Leko and Will Shamlan’s latest bar effort, Spring Street (on, you guessed it, Spring Street in the Historic Core); Sugarfish, a Seventh Street sushi restaurant that opened last year; and Exchange L.A., the Spring Street nightclub that has taken over the Los Angeles Stock Exchange building, replacing the decades of wingtips that once walked its marble floors with a new generation of 4-inch stilettos.

“Dining and nightlife have truly put Downtown on the map, [with] dozens of new distinct venues offering a range of experiences from trendy to old-fashioned,” said presenter Michelle Isenberg.

The show marked a departure from previous years; the DBC has traditionally nominated several projects per category and then selected a single rose recipient. This year, there were four categories, and in each one three projects received a red flower.

Other winners included Urth Caffè, which opened in the Arts District in 2008; Hygge Bakery in South Park; and the Historic Core’s Bolt Barbers. In a category dubbed Good Ideas, roses went to the Downtown Center Business Improvement District’s Saturday Housing Tours; the Fashion Institute of Design and Merchandising’s community programming; and Grand Performances, which will celebrate its 25th anniversary this summer.

“We know that Downtown, like every part of the country, has struggled through this recession and we really wanted to be the most encouraging we could to the people who have opened here and stayed,” Smith said. “We decided this was the year to be especially supportive and give everybody a rose.”

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