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*32<sup>nd</sup>* Annual

**ROSES AND LEMON  
AWARDS BREAKFAST**

**Thursday, April 5, 2012**

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)



### A SPECIAL THANK YOU TO OUR EVENT SPONSORS

Howard Building Corporation

Fashion Institute of Design & Merchandising (FIDM)

Morley Builders

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Geotechnologies, Inc.

#### SPECIAL THANKS TO THOSE WHO HAVE PROVIDED SERVICES FOR THIS EVENT

Gary Leonard, LA Downtown News  
Stephanie Stevens  
Catherine Ryan

### WELCOME

Patrick Spillane, President

### OPENING REMARKS

Gary Conrad & Shirley Spinelli, Program Co-Chairs

### SPECIAL RECOGNITION

Michelle Isenberg, Presenter

**Pacific Standard Time**

**Under the Big Black Sun: California Art 1874-1971**

**The Geffen Contemporary at MOCA**

### PRESENTATION OF ROSE AWARDS

#### HOME SWEET HOME

Dawn Eastin & James Rabe, Presenters

**940 E. 2nd Street**

**Gallery Lofts**

**Metropolitan**

#### CALLING ALL FOODIES

Linda Sybrandt & Barbara Bundy, Presenters

**Perch**

**Artisan House**

**the Spice Table**

#### BELLIES TO THE BAR

Kristina Raspe & Steve Marcussen, Presenters

**Pattern Bar**

**Salvage Bar & Lounge**

**Silo**

#### GOOD IDEAS

Kathy Faulk & Lori Tierney, Presenters

**444 S. Flower Public Space • CicLAvia • Bike Lane on Spring Street**

### PRESENTATION OF LEMON AWARD

### ADJOURNMENT



BREAKFAST THIS MORNING

Freshly Squeezed Orange Juice

Freshly made Mini Croissants,  
Mini Muffins and Danish  
Sliced Assorted Breads with  
Sweet Butter and Preserves

Raspberry Yogurt and Berry Parfait  
garnished with Granola

*(Your entrée will be served cold)*

Spanish Omelet "Tortilla" with white potatoes,  
olive oil and Manchego cheese

Gem Lettuce Greens, Pepita Seeds,  
Grilled Patty Pan Squash  
and Paprika Vinaigrette Dressing.  
*(with or without Chorizo)*

Freshly Brewed Coffee, Decaffeinated Coffee  
and Mighty Leaf Teas



[http://www.ladowntownnews.com/news/almost-everything-is-coming-up-roses/article\\_dabe27cc-8005-11e1-b338-0019bb2963f4.html](http://www.ladowntownnews.com/news/almost-everything-is-coming-up-roses/article_dabe27cc-8005-11e1-b338-0019bb2963f4.html)

## Almost Everything Is Coming Up Roses

by Richard Guzmán City Editor  
Apr 6, 2012



*The Downtown Breakfast Club handed out the 32nd annual Roses and Lemon awards on April 5.*

GARY LEONARD

DOWNTOWN LOS ANGELES -The sweet smell of roses and the sour taste of defeat met in Downtown last week. The occasion was the 32nd annual Roses and Lemon Awards, which honors a handful of local projects and goodheartedly shames one part of the community that needs improvement.

The highlight in the event presented by the Downtown Breakfast Club comes at the end, with the presentation of the Lemon. This year the Lemonizers, DBC board members Hal Bastian and Jim White, displayed a series of images of Skid Row, with people camped out on the streets and their possessions scattered on sidewalks.

Normally, the reveal of the Lemon draws good-natured jeers and even some laughs. During the event on Thursday, April 5, the presentation of the award to what was labeled the “Skid Row Tragedy” produced mostly silence from the crowd of about 400 people at the Millennium Biltmore Hotel’s Crystal Ballroom.

A vertical rectangular advertisement for Patina's Easter event. At the top, there are several colorful Easter eggs in shades of blue, yellow, and pink. Below the eggs, the word "Easter" is written in a large, blue, cursive font. Underneath "Easter" is the text "BY PATINA" in a smaller, blue, sans-serif font. The main text of the ad reads "Celebrate at home with a spring meal and treats for the kids!" in a black, sans-serif font. Below this text is the Patina Restaurant Group logo, which consists of three stylized, colorful shapes (yellow, pink, and blue) above the text "PATINA RESTAURANT GROUP" in a blue, sans-serif font. At the bottom of the ad is a blue rectangular button with the white text "VIEW MENU + ORDER".

*Easter*  
BY PATINA

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

PATINA RESTAURANT GROUP

[VIEW MENU + ORDER](#)

Patrick Spillane, president of the DBC, a group comprised of a few dozen Downtown business leaders, said the Lemon was in response to U.S. District Court Judge Philip Gutierrez’s June ruling that prohibits police and other city officials from removing apparently abandoned items from the

streets of Skid Row. The decision, a response to a lawsuit filed by eight homeless individuals organized by the Los Angeles Community Action Network, is being appealed by the office of City Attorney Carmen Trutanich.

“You have an incredibly exacerbated situation on Skid Row where you have a proliferation of shopping carts. You have a huge public health issue,” Spillane said. “The judge’s injunction amongst other causes is exacerbating what was an improving situation.”

“General” Jeff Page, a community advocate who represents Skid Row on the Downtown Los Angeles Neighborhood Council, had a different opinion about the dubious award and what spurred it.

“That injunction is about protecting people’s private property,” said Page. “Trash is a separate issue in our community.”

The “Skid Row Tragedy” beat out other Lemon nominees such as the wild-growing palm fronds at the new LAPD headquarters; what the Breakfast Club perceived as “negative headlines” in the *Los Angeles Times*; and the Dodgers turmoil spurred by Frank and Jamie McCourt.

“I don’t think I need to say anything,” Bastian said when an image of the ex-couple and soon-to-be former owners of the Dodgers came up on a big screen. The crowd laughed.

### **Pedal Power**

The Rose recipients represented a wide swath of Downtown, from a place to eat to two bicycle-oriented projects.

In the residential category, called Home Sweet Home, the 940 E. Second Street project in the Arts District beat out the nearby Gallery Lofts and the Historic Core’s Metropolitan.





Units in the 38-condo project range from \$540,000-\$1.3 million. The project is owned by Canyon Johnson Urban Funds but was developed by Mark Borman of the Borman Group. Borman accepted the award.

The “Calling All Foodies” Rose went to Perch, the Art Deco-style restaurant on the 15th floor of the Pershing Square building at Fifth and Hill streets. It beat out Artisan House, a 5,900-square-foot restaurant, bar, deli and market hybrid, and the celebrated Spice Table in Little Tokyo.

Silo Vodka Bar, which opened less than a year ago, took the prize in the Bellies to the Bar category, topping nominees Pattern Bar and Salvage Bar & Lounge.

“We feel we’re a great addition to the neighborhood,” said Boris Mayzels, co-owner of the bar. “This event was a lot of fun. Usually we’re not a morning crew, but we got up early for this.”

In the Good Ideas category there were no losers. Roses were presented to all three nominees: bike-friendly efforts CicLAvia and the Spring Street Bike Lane, and the upgrades property owner Hines undertook for the public space at 444 S. Flower St.

There was also a special award handed out to Bill Feathers, who founded the DBC in 1979. Presenter John Whitaker credited Feathers for coming up with the idea for the Roses and Lemon, although he noted that it was originally called the Orchids and Onion awards.

“I was very surprised,” Feathers said after the event. “I had no idea they were going to do this. My wife knew and she never told me. I was so happy to be recognized.”

*Contact Richard Guzmán at [richard@downtownnews.com](mailto:richard@downtownnews.com).*