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17th Annual

**ROSES AND LEMONS
AWARDS BREAKFAST
1997**

**THURSDAY, APRIL 10TH
THE BILTMORE HOTEL
LOS ANGELES**

WELCOME

Fritz Kastner

**SPECIAL RECOGNITION OF
CASA DE AMIGOS DE SAN VICENTE**

Presented by

Lauren Meléndrez
Michelle Isenberg

PRESENTATION OF ROSE AWARDS

John Hendricks
Bob Stewart
David Prosser
Lauren Meléndrez
Michelle Isenberg

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 groups, 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. RENOVATIONS

California Mart
Union Bank Plaza
Southwestern University School of Law Library

II. INTERIORS

Herman Miller, Inc.
Cooperative of American Physicians, Inc.
Mutual Protection Trust

III. CIVIC/PRIVATE COMMITMENT

Civic Center Shared Facilities
and Enhancement Plan
The Archdiocese's Commitment to Downtown
Chrysalis - Homeless Employment Program

IV. GOOD IDEAS, WE'D LIKE TO MORE

Downtown Business Improvement Districts
Relighting of the Historic Neon Corridor
[Downtown Los Angeles - A Walking Guide](#)

V. PUBLIC ART

"51 Bees"
by Elizabeth Garrison and Victor Henderson
"The Bike Stops Here"
by SCI-Arc students and the Department
of Transportation
Public Works Improvements Art Projects
Library Department

PRESENTATION OF LEMON AWARD

Howard Reback

ADJOURNMENT

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

www.downtownnews.com/Roseslemons

Award-Winning Projects for the Urban Hive

Breakfast Club Lauds Library, Laughs at 'Bored of Public Works'

"51 Bees," a mural on the facade of the Southern California Flower Market by Elizabeth Garrison and Victor Henderson, was among the nominees for a Rose from the Downtown Breakfast Club last week. The winners in the Public Art category were the "Public Works Improvements Art Projects Library Department," a series of aesthetic improvements to 24 Los Angeles Public Library branches.

by Jon Regardie

In darkened movie houses audiences have witnessed the film *A Tree Grows in Brooklyn*. Now add a California corollary: In the light of Downtown Los Angeles five roses, and a lemon, cracked through the concrete and exhaust this past year.

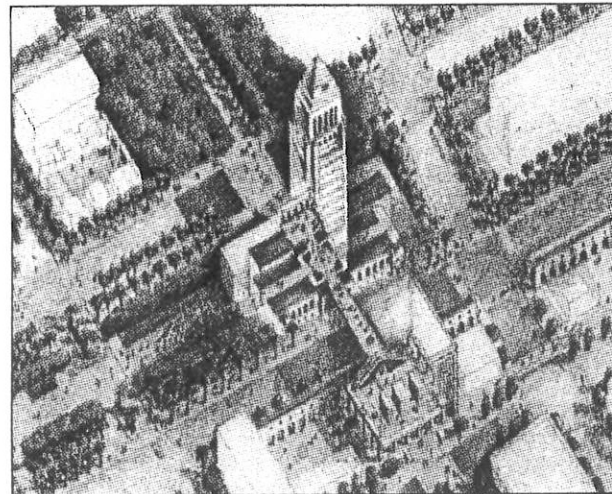
Such was the message at the 17th annual Roses and Lemon

DOWNTOWN PROJECTS

Awards, held Thursday morning in the Regal Biltmore Hotel by the Downtown Breakfast Club (DBC). A sort of Oscars for Downtown design projects, the event celebrates the best, and jabs at the worst, of what Downtowners encounter every day. As per tradition the winners were ebullient, the "loser" nowhere in sight.

Lauren Meléndrez of the DBC sped through the rules, explaining that the organization cooks up a list of nominees for the five categories, which are then narrowed to about three

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The Civic Center Shared Facilities and Enhancement Plan, designed to beautify and improve the area around City Hall, won in the area of Civic/Private Commitment.

Awards

Continued from page 1

by secret ballot. After a presentation on each finalist, another secret ballot results in the Rose winner. The Lemon, she smiled, comes by DBC consensus.

The Rose for Renovations went to the \$8 million refurbishment of the 84,000-square-foot Bullock's Wilshire by the Southwestern University School of Law Library. Closed by Bullock's and superficially damaged by the 1992 riots, the building underwent a restoration that was hailed for its exte-

rior work, as well as for saving the building's exquisite interior murals, woodwork and other artifacts.

"This project is truly incredible," enthused Leigh Taylor, Southwestern School of Law Dean. He said the school was, "Dedicated to making it one of the finest adaptive reuses the city has ever seen."

The Rose in a new category, Interiors, went to Herman Miller, Inc., which relocated from West Hollywood to 15,000 square feet in the First Interstate World Center. "Thank you for recognizing that good design is good business," remarked Sheryl Smith as she accepted a bouquet of, what else, roses.

The Civic/Private Commitment Rose began with the pronouncement, "I think you'll agree that all three nominees are

Sidewalks on the Wild Side

For the Downtown Breakfast Club Lemon "award," Howard Reback lugged a huge trophy to the podium. Pointing out that the prize is the DBC's way of lampooning entities that abuse Downtown, he began a satirical tour of the area via slide projector.

Reback showed a slew of sidewalk problems that reflect a city favoring cars over pedestrians. There were poorly lit streets, a lamp post with *four* signs saying

AND THE LEMON IS...

when the public can and cannot park and trees whose growth uprooted the sidewalk. The haphazard solution to one of these instances, a slide showed, was to pour a small mountain of tar over the jut in the pavement.

Reback then bestowed the Lemon on the Board of Public Works "for failing to create Downtown streetscapes" which are friendly and functional. Using the slide projector he offered the DBC take on the panel: "Bored of Public Works."

Reback also quoted an anonymous City employee. "Nearly every pedestrian-related public works policy in the city is in direct conflict with good urban practice. Our standard is to widen streets and not to calm traffic.... Our street trees policies conflict with our street lights and vice versa."



photo by Gary Leonard

Downtown Breakfast Club Member Emeritus Howard Reback bestowed the Lemon, a prize yearly granted

Post of many signs, courtesy Board of Public Works.

winners in this category."

That was almost right, as two projects—the Civic Center Shared Facilities and Enhancement Plan, and Chrysalis' Homeless Employment Program—tied for the prize. Both greatly affect the fabric of Downtown: Councilwoman Rita Walters and Gerry Hertzberg, legislative deputy for Supervisor Gloria Molina, accepted the honor for the effort to increase efficiency by consolidating Downtown's City, County, State and federal government offices. Chrysalis Executive Director Mara Manus proudly pointed out that the homeless service agency has helped more than 3,000 people enter the work force since its inception.

In the category of Good Ideas, We'd Like To See More, the Rose went to Robert Herman, author of the comprehensive book *Downtown Los Angeles: A Walking Guide*. Looking at the assembled Downtown movers and shakers Herman said, "My book is a labor of love, and I want to thank you for giving me something to love."

The final Rose, for Public Art, went to the wordy Public Works Improvements Art Projects Library Department. Translated, it's an aesthetic program that reaches 24 Los Angeles Public Library branches: One branch, for example, erected stained glass windows representing the 10 categories of the Dewey Decimal system.



Photo by Gary Leonard

Councilwoman Rita Walters, Chrysalis Executive Director Mara Manus and Gerry Hertzberg, legislative deputy for Supervisor Gloria Molina, shared the honors in Civic/Private Commitment.



Illustration by Tracy Berman

Olvera Street, as depicted in Robert D. Herman's award-

Downtown Los Angeles: A Walking Guide.

Disney Hall

Continued from page 1
rector of the Ralphs/Food 4 Less Foundation.

The gift means the fund-raisers—led by SunAmerica CEO and Chair Eli Broad, Mayor Richard Riordan and Sotheby's Chair of West Coast Operations Andrea Van de Kamp—have solicited \$52.4 million. In 1995 the County Board of Supervisors set a timeline stating that if \$52.3 million were not raised by June 1997, the project would be quashed. This beats the County deadline by seven weeks.

"As far as the County is concerned we challenged you, we were skeptical about whether you could do it, and we are happy to be proven wrong," said Supervisor Zev Yaroslavsky.

Besides the County timeline, Broad has announced fundraisers have their own goal of raising \$100 million by June 30, 1997. Thursday he said he still expects to meet and possibly even surpass that level.

The Ralphs/Food 4 Less donation continues the Disney Hall momentum. Late last year the Times Mirror Corporation contributed \$5 million to the campaign, and on March 12 Arco delivered the then-largest donation outside of the Disney family, \$10 million.

The current success is a far cry from early troubles. Though Gehry completed his designs in 1991 and construction on a \$90 million parking garage began the next year, projected costs of the concert venue quickly jumped due to uncertainties over the difficulty of realizing Gehry's vision. The project was halted in 1995, and languished until the Disney family approached Riordan for help. Riordan then recruited Broad.

Fortunately, They Have Day Jobs

Though often tagged as a wooden public speaker, Mayor Richard Riordan seemed downright comfortable addressing Thursday's Disney Hall press conference. In fact, the Mayor may be preparing for a comedy career after his second term ends in 2001. Among other quips, Riordan said, "If I have any genius as mayor it is asking people to be leaders in making the impossible happen, and then taking credit for what they do."

He later recalled a conversation about Disney Hall with the Philharmonic's Music Director. Said Riordan, "Our great

Philharmonic Conductor Esa-Pekka Salonen waxed elegantly [sic] at a dinner we were at for, like, two hours, just foam coming out of his mouth at the thought of having a theater like this."

Not to be outdone was Ernest Fleischmann, the droll and durable managing director of the Phil. He made his thanks to the supermarkets personal: "Interestingly enough, the other day I came back from a trip to South Africa, and on the way home I dropped into Ralphs to stock up my refrigerator. I knew that my purchase was going to do the trick"

—Jon Regardie



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