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**ROSES AND LEMON
AWARDS BREAKFAST**

Thursday, March 31, 2016
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



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SPECIAL THANKS

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

WELCOME

Lori Tierney, President

OPENING REMARKS

Mike Savage & Charlie Muttillio, Co-Chairs

SPECIAL RECOGNITION

Michelle Isenberg & John Whitaker, Presenters

The Broad

PRESENTATION OF ROSE AWARDS

GAME CHANGERS

June Bardwil & Jessica Lall, Presenters

Clifton's • Whole Foods

LET'S EAT!

Clare De Briere & Shelby Jordan, Presenters

Broken Spanish • Le Petit Paris • Little Sister •
Otium • Redbird • RiceBar

LET'S DRINK!

Marty Borko & Todd Bauer, Presenters

barcito • E.R.B • Bar Mattachine

URBAN ESSENTIALS

Charmaine Atherton & Jean-Guy Poitras, Presenters

A+D Museum • Downtown Dance Movement •
GROW • Pershing Square Playgrounds

HOME SWEET HOME

Melani Smith & Laurie Stone, Presenters

MARKET RATE: Broadway Lofts • Garment Lofts •
Hanover Grand Avenue • LEVEL Furnished Living
AFFORDABLE: New Pershing Apartments

PRESENTATION OF LEMON AWARD

Hal Bastian & Jim White, Presenters

http://www.ladowntownnews.com/news/a-lot-of-love-and-a-big-jab-for-integrity/article_e344d874-f823-11e5-afdd-a3688ad857db.html

FEATURED

A Lot of Love, and a Big Jab for 'Integrity'

By Nicholas Slayton

Apr 1, 2016

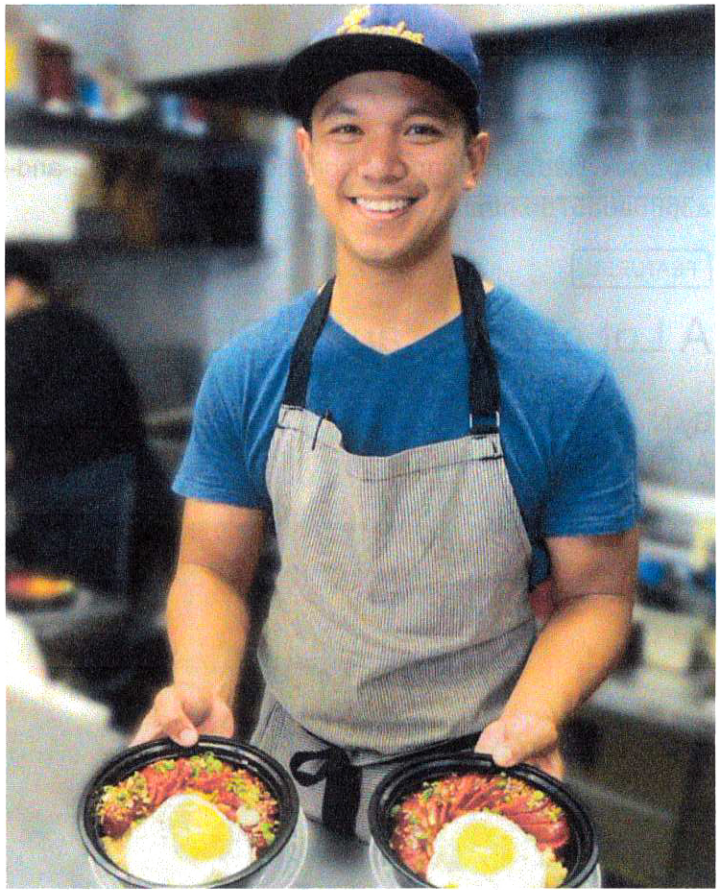


The Everson Royce Bar in the Arts District took home a Rose in the "Let's Drink!" category.

photo by Gary Leonard

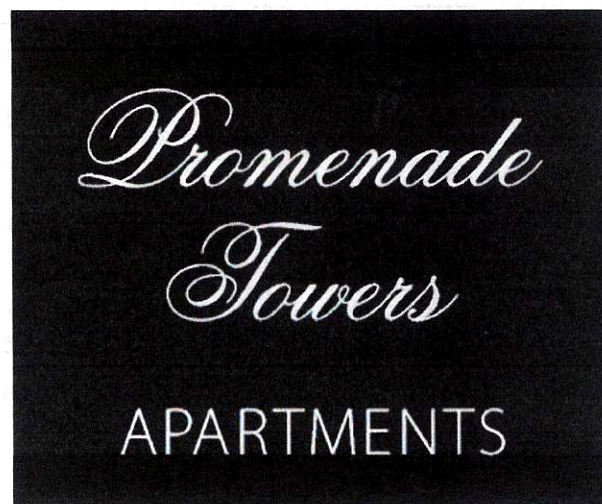
Even when focusing on the negative, the Roses & Lemon Awards kept a positive attitude.

That was the situation at the Millennium Biltmore Hotel on Thursday, March 31, when the Downtown Breakfast Club handed its Lemon "award" to the controversial Neighborhood Integrity Initiative.



Charles Olalia's Ricebar beat out five larger competitors for a prize during the Downtown Breakfast Club's Roses & Lemon awards.

photo by Gary Leonard



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The club, whose members are made up of Downtown business and community leaders, held its 36th annual awards breakfast on Thursday, March 31. The event mainly honored new Downtown Los Angeles projects, though as is tradition, it also dispensed a Lemon for something deemed

negative to the Central City.

The Neighborhood Integrity Initiative is the name given to a proposed ballot measure aimed at fighting so-called “mega developments” proposed for Hollywood, Downtown and other communities. Initiative backers hope to place it on the March 2017 city ballot where, if passed by voters, it would have effects such as a two-year moratorium on new projects that require variances of zoning rules, along with requiring the City Council to review the General Plan.

It has proved divisive, garnering support from some who claim it would stop out of control development, and howls of protests from others who say it would hamper growth and cripple the creation of all kinds of housing, including low-income projects.

Hal Bastian, a Downtown Breakfast Club member who presented the award alongside Jim White, slammed the proposal.

“We could do development reform and not do a moratorium, and in fact that’s what we’re going to do,” said Bastian. “But don’t do brain surgery with a dull machete, which is what this is.”

John Schwada, the communications director for the Neighborhood Integrity Initiative, said that the organization gladly accepts the award. He added that backers do not oppose all development, just rule-bending for projects that push for large variances.

“The Neighborhood Integrity Initiative leadership welcomes the Lemon Award from the DBC, an organization wholly devoted to the real estate industry and comprised of that industry’s paid boosters and handmaidens,” he said. “We consider it a badge of honor to be seen as opposed to a real estate industry culture that swamps our city with traffic, creates overpriced housing, displaces working class families, overwhelms our infrastructure and cooks up sweetheart deals for itself behind closed doors with their City Hall enablers.”

The Rose Goes To...

Before the Lemon, the DBC focused on positives. Club President Lori Tierney said that all of the new projects are part of an evolving community.



“Downtown L.A. is the place to be if you’re young, local and intent on enlarging your income and perception of life,” Tierney said.

A special recognition Rose went to The Broad museum on Grand Avenue. Founding Director Joanne Heyler said the institution has seen 425,000 visitors in the first six months.

Six restaurants were up for the “Let’s Eat!” Rose. The honor went to chef/owner Charles Olalia’s diminutive but widely praised rice bowl restaurant Ricebar.

The Everson Royce Bar in the Arts District took home the top prize for the “Let’s Drink!” category, beating out two competitors.

A residential prize, in the category dubbed “Home Sweet Home,” went to the New Pershing Apartments, an affordable housing development at Fifth and Main streets where developer Skid Row Housing Trust refurbished a pair of century-old buildings while preserving their Victorian facades.

For the Market Rate section of that same category, the Garment Lofts edged out projects including Level Furnished Living and Hanover Grand Avenue.

Other times the DBC couldn’t choose. In the “Game Changers” category, Roses went to both Andrew Meieran’s redevelopment of Clifton’s Cafeteria and the Downtown Whole Foods market.

It was the same thing in the “Urban Essentials” category, which focused on neighborhood cornerstones. Roses were given to the A+D Museum in the Arts District, Downtown Dance & Movement in South Park, the Grow Market at the One Santa Fe complex and the Pershing Square Playgrounds.

Before dispensing the Lemon, Bastian and White praised what they called “Lemons to Lemonade” projects. They noted that last year’s Lemon recipient, the Music Center, has cleaned up a cluttered storage area. Other Lemonade achievements include trimming palm fronds at the Los Angeles Police Department’s headquarters and improving bike lane paint jobs.

“We give the Lemon in a big jab, and it’s intended from a place of love, to get people to improve things,” Bastian said. “The idea is to get the Lemon and then redeem yourself in the next year.”

Which makes it interesting to see what the Neighborhood Integrity Initiative does next.

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Easter
BY PATINA

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

PATINA RESTAURANT GROUP

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