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ROSES AND LEMON AWARDS BREAKFAST

> Thursday, April 6, 2017 Crystal Ballroom Millenium 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; Stephanie Stevens;
Catherine Ryan; Athletic Club Flower Shop;
Southern California Trophy

WELCOME

Lori Tierney, President

OPENING REMARKS

Shelby Jordan & Charlie Muttillo, Co-Chairs

SPECIAL RECOGNITION

Lori Tierney, Presenter

THE BLOC

PRESENTATION OF ROSE AWARDS

HOME SWEET HOME

Charmaine Atherton & Nate Nusbaum, Presenters

Blossom Plaza • Hanover Olympic • Piano Lofts

LET'S DRINK!

Jessica Lall & Shirley Spinelli, Presenters

BARS: El Dorado Bar • Pacific Seas • Westbound

BREWERIES: Angel City Brewery

LET'S EAT!

Laurie Stone & Michelle Isenberg, Presenters

UPSCALE: 71 Above • Officine Brera • Spring

CASUAL: Chicas Tacos • Fritzi Coop • Howlin' Rays

DOWNTOWN'S ROSE GARDEN

Mike Savage & Todd Bauer, Presenters

Hauser & Wirth • La Kretz Innovation Campus •

Metro Bike Share • United States Courthouse

PRESENTATION OF LEMON AWARD

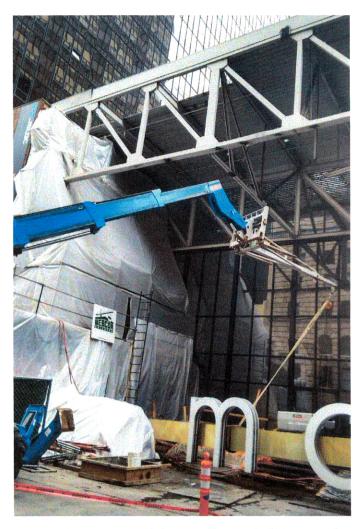
Hal Bastian & Jim White, Presenters

http://www.ladowntownnews.com/news/smartphone-addicts-get-lemonized-at-downtown-awards/article_0d6228f0-1aec-11e7-9d62-f7e708c5cae4.html

FEATURED

Smartphone Addicts Get 'Lemonized' at Downtown Awards

By Nicholas Slayton Apr 6, 2017



The 37th annual Roses and Lemon Awards gave a special recognition to the Bloc shopping center. Presenters noted how the center went from a closed-off space to an open-air destination thanks to the removal of its roof, which happened in 2015.

photo by Heidi Kulicke

The annual Roses and Lemon Awards were handed out this morning, and while plenty of people applaud the projects lauded with Rose prizes, in reality Downtowners most anticipate who gets the Lemon.

This year it went not to a single person or project, but rather to a collective group: "Smartphone Zombies" were Lemonized for being a blight on public safety and the community.

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"We wanted to call them out because we think these devices are the best and worst things ever invented," said Hal Bastian, a member of the Downtown Breakfast Club, which presented the 37th annual awards at the Millennium Biltmore Hotel.

Bastian noted that the cell-phone connected masses are increasing as the city invests in pedestrian infrastructure, including sidewalk repairs and safer improvements.

"The serious thing we want to articulate to all of you, and I've done this, is walking across an intersection like this," Bastian said while miming looking down at a phone. "The guy in the car is doing the same thing and is going to win. We know it's not going to change, so it's a manner of how we manage it and respond to it."

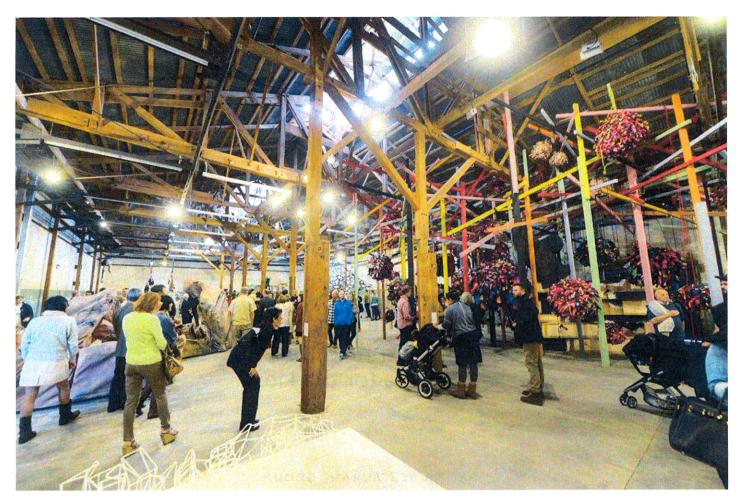
The Lemon came at the end of the ceremony. Before that, the DBC recognized a quartet of Downtown projects in a category dubbed the "Rose Garden of Innovative Concepts." They included Hauser & Wirth Los Angeles, which opened in March 2016 and turned a former Arts District grain mill into a public arts complex; the cleantech-focused La Kretz Innovation Campus; the Civic Center's United States Courthouse, which meshes sustainability with a modern design; and the Metro Bike Share program.



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



VIEW MENU + ORDER



Hauser Wirth & Schimmel photo by Gary Leonard

Other prizes were handed out in individual sectors. The Home Sweet Home Rose went to the Blossom Plaza apartment building in Chinatown. Developer Forest City's 237-unit project opened last September after more than a decade of delays.

Two restaurants were honored. An upscale dining Rose was handed to the Northern Italian-focused, Arts District establishment Officine Brera. A casual eating prize went to chef Neal Fraser's hot dog and chicken spot Fritzi Coop, adjacent to the Arts District Brewing Co.

This year, libation-focused awards were split between bars and breweries. One Santa Fe's Westbound took home the Rose in the former, while the Arts District's Angel City Brewery received the latter. Runners-up included the El Dorado Bar and the Pacific Seas tiki bar inside the restored Clifton's Cafeteria.

The club also gave a special recognition Rose to the transformation of the Financial District mixeduse complex The Bloc. Developer Wayne Ratkovich Company reimagined the former Macy's Plaza, removing a roof to create an open-air courtyard off Seventh Street. nicholas@downtownnews.com