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**STAN YOSHIHARA**  
Cushman & Wakefield



*14th Annual*

**ROSES & LEMONS  
AWARDS BREAKFAST  
1994**

**THURSDAY APRIL 14TH  
THE BILTMORE HOTEL  
LOS ANGELES**

**BREAKFAST**

**WELCOME**  
David Prosser

**SPECIAL RECOGNITION AWARD**  
Liz Harrison

**SPECIAL AWARD - FIRE DEPARTMENT**  
Gary Erickson

**PRESENTATION OF ROSE AWARDS**  
John Whitaker  
John Hendricks  
Michelle Isenberg  
Colin Shepard  
Lauren Meléndrez

*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. CIVIC/PRIVATE COMMITMENT**

State of California's Commitment to  
Historic Downtown  
Central City Association for "Fightback L.A."  
Public Relations Campaign  
Downtown Safe and Clean (Five Programs)

**II. RENOVATION**

Renovation of the Central Library  
Los Angeles Public Library

**III. PUBLIC ART**

Grand Hope Park  
Artists: Lita Albuquerque, Gwynn  
Murrill, Raul Guerrero, Wanda  
Coleman and Kate Braverman w/  
Raul Guerrero, Michael McNabb,  
Ushio Torikai, John Carter

**IV. STRUCTURES/NEW CONSTRUCTION**

Tom Bradley Wing  
Central Library  
Los Angeles Public Library  
Convention Center  
VA Outpatient Clinic

Central Library - Los Angeles Public  
Library  
Artists: Ann Preston, Therman  
Statom, Rene Petropoulos, David  
Bunn, Reis Niemi

**V. PUBLIC OPEN SPACE**

Pershing Square  
The Maguire Gardens  
Grand Hope Park

The Maguire Gardens  
Artists: Jud Fine, Laddie John Dill,  
Mineo Mizuno

**PRESENTATION OF LEMON AWARD**  
Howard Reback

**ADJOURNMENT**



# LOS ANGELES DOWNTOWN NEWS

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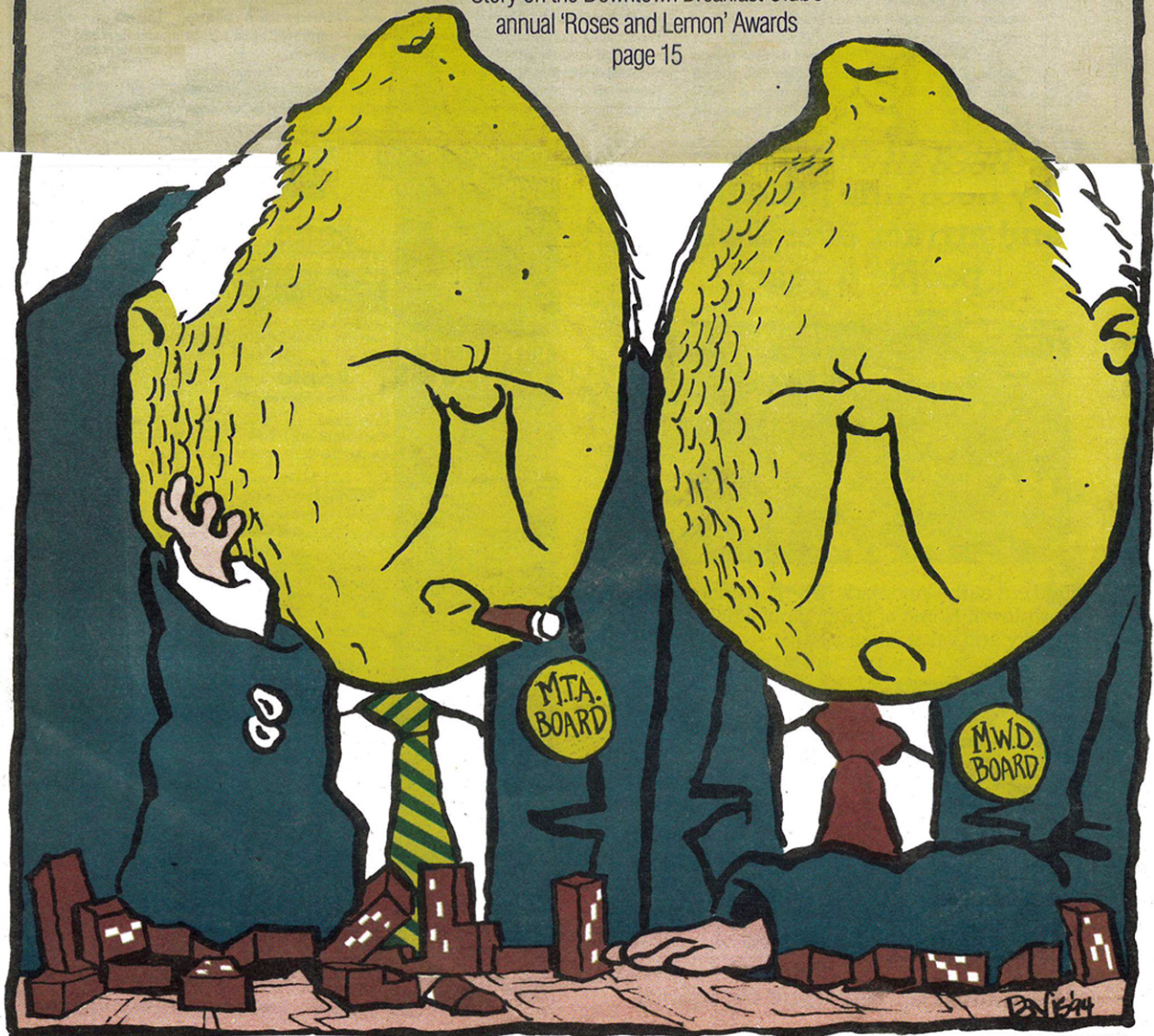


Sexy opera? 17  
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## THE Lemonheads

*Downtown development takes a sour view of the MTA and MWD and their quests for new headquarters*

Story on the Downtown Breakfast Club's annual 'Roses and Lemon' Awards  
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# Agencies Razzed; Central Library 'Rosed'

## L.A. Times Just Misses Being 'Lemoned' at Annual Breakfast Club Awards

by Kurt Schellenbach

**L**eaders from Downtown real estate and other professions chastised two of Los Angeles' largest impending public sector developments last week when the Downtown Breakfast Club criticized the Metropolitan Water District (MWD) and Metropolitan Transportation Authority (MTA) in their search for new headquarters. The club handed both agencies a symbolic "lemon" at its annual awards breakfast last Thursday at the Biltmore Hotel. "For politicized, irrational, befuddled, cavalier and arbitrary selection processes for the headquarters sites," club spokesman Howard Reback said, "unconscionable selection processes that continue to this day, the Lemon Award goes to

### DOWNTOWN REAL ESTATE

the boards of directors of the MTA and the MWD."

Ironically, in the same week the Breakfast Club lambasted the two public agencies for procrastination, the MWD voted to negotiate exclusively with Catellus Development Corp. for headquarters at Union Station (see story on page 3). That move puts both the MWD and the MTA at Union Station, making that area the largest—and just about the only—major development on the Downtown horizon.

The MTA voted last year to move to Catellus' Union Station after lengthy delays and the merging of the transportation agency's two previous entities, the Southern California Rapid Transit District (RTD) and the Los Angeles County Transportation Commission (LACTC). During that time, the LACTC voted in closed session for headquarters at Watt City Center, west of the Harbor Freeway. That decision was voided after the agency merger.

(A close runner-up for the 'Lemon' was the Los Angeles Times, which the Breakfast Club accused of overly negative reporting on Los Angeles. "All the news that's fit to spin," quipped Reback, accusing the Times "believing their own spin" in considering a move from Los Angeles.)

While the Downtown Breakfast Club ridiculed the two public agencies, its awards were also directed at public ventures. The renovation of the Los Angeles Central Library was the big winner at the awards ceremony. Not only did the Central Library expansion and rehabilitation (by Hardy Holzman Pfeiffer Associates) win for best renovation, but its adjacent Robert F. Maguire III Gardens won for best public open space and public art.

Maguire III Gardens, which recently enhances a facility which rightly deserves to be called one of the city's great architectural treasures."

In the New Structures category the club recognized the 350,000-square-foot, expansion of the Los Angeles Convention Center, designed by Gruen Associates with Pei Cobb Freed & Partners.

Showing concern with the social and civic atmosphere as well as buildings, the club also pinned a rose on five separate entities organizing clean-up and crime prevention patrols: The Central City Association; Central Enhancement Corps (LAPD/Police Boosters); Central City East Association; Downtown Property Owners Association; and First Interstate Bancorp. The club also commended the Los Angeles Fire Department (for its "extraordinary performance during the recent fires and the Northridge earthquake") and to Weingart Center Director Maxene Johnston for her direction of the homeless center, which club member Liz Harrison called "a model for centers elsewhere around the country."

For the first time, Downtown Breakfast Club reached a unanimous verdict in the category of Best New Structure. The Los Angeles Convention Center Expansion took the rose.



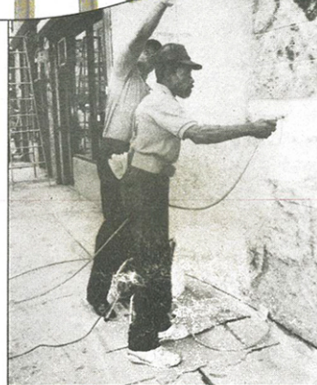
photo by Gary Leonard  
The Central Library's Robert F. Maguire III Gardens, shown here at last year's dedication by Maguire, was a double winner: The Breakfast Club lauded the park for best public open space and best public art.



In the area of renovation, the Breakfast Club honored the Los Angeles Central Library. The architectural firm of Hardy Holzman Pfeiffer Associates rehabilitated and augmented Bertram Goodhue's 1926 design.



photo by Los Angeles CA/B/Michèle & Tom Grimm



Downtown's five separate safe and clean programs were honored for their contributions to esthetics and crime prevention.