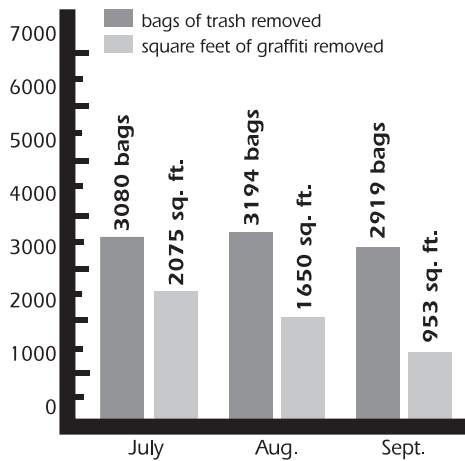


FIGUEROA CORRIDOR CLEAN UP

Trash & Graffiti Removal



Team Members Of The Quarter

Thank you for doing a great job!



Jovan Ford
Ambassador Team



Evelyn Harrison
Clean Team

3rd Quarter 2006

SUBMIT NEWS

Figueroa Corridor-related news submissions are welcomed and encouraged. Please send them to info@figueroacorridor.org. Editorial deadlines:

Winter 2007...December 1 Spring 2007...March 1 Summer 2007...June 1 Fall 2007...September 1



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BREAKS GROUND

DISCOVER

THE DIFFERENCE

California Science Center Breaks Ground On \$165 Million World Of Ecology Exhibit

On October 4, Governor Arnold Schwarzenegger presided over the groundbreaking ceremony of the California Science Center's World of Ecology, a major expansion effort that will nearly double the size of the Science Center, adding an additional 170,000 square feet. Also in attendance were former governors Davis and Deukmejian, Senator Kevin Murray, Assemblymember Mark Ridley Thomas, and several other state and local leaders.

"The World of Ecology exhibit is going to be something extraordinary and different," Schwarzenegger said. "This Center will take the best features of zoos, museums, science centers, aquariums, botanical gardens and bring them together to create something entirely new." The \$165 million addition is expected to open by 2009.

The new exhibit will fuse the live-habitat concept of zoos, aquariums, and botanical gardens with the interactive learning focus found in leading science centers and museums. Jeffrey Rudolph, president and CEO of the Science Center said, "This innovative combination of live habitats, real science tools, and interactive exhibits promises to be a new model for museum exhibitions that provides both a richer environment for science learning and a more intimate connection with the amazing diversity of life that surrounds us."

The World of Ecology will feature living plants and animals to explain key principles of ecology as guests explore the gallery's eight exhibit "zones." Within the Forest Zone, for example, an 180,000-gallon saltwater tank teeming with the life of a kelp forest will illus-

trate the science and significance of biodiversity. In total, the World of Ecology will feature more than 300 species of animals and plants and will include a discovery room for preschool and early school age children.



Two award-winning architectural firms, Zimmer Gunsul Frasca and Esherick, Homsey, Dodge and Davis, worked together to design the expansion, which will be added to the west end of the main building.

The World of Ecology is part of a larger Phase II portion of the Science Center's master plan. Other aspects of Phase II are the completed Science Center School and Amgen Center for Science Learning. Phase II will increase visitor attendance from 1.4 million to 2 million visitors annually.

The California Science Center is a public-private partnership between the State of California and the nonprofit California Science Center Foundation. For more information, visit its website, www.californiasciencecenter.org.

CALENDAR OF EVENTS

October 22 Through April 27, 2007
Hollywood Over The White House: The Oval Office In Film And Television

Rare photos, memorabilia and scripts provide a behind-the-scenes look at the making of presidential films. USC Doheny Memorial Library. Weekdays, 10:00am-5:00pm. www.usc.edu.

October 27, 2006
Trio Con Brio Copenhagen

The "Olympian mastery" of this prize-winning ensemble opens DaCamera's 34th season of Doheny Soirées. Doheny Mansion, Pompeian Room. 8:00pm. www.dacamera.org.

November 4
Science Matters: Religion On The Brain

Learn about recent findings of brain activity associated with religious experience and different perspectives on the relation between faith and science. Register online. California Science Center. 1:30-3:30pm. www.californiasciencecenter.org.

Through November 5
Spider Pavilion

Shake off your fears and see orb weaver spiders create intriguing webs, witness feeding time, and more! Natural History Museum. www.nhm.org.

November 8
God Sleeps In Rwanda

Filmmaker Kimberlee Acquaro attends a screening of her Academy Award-nominated film, which tells the stories of Rwandan women as they rebuild their lives after the genocide. USC Leavy Library. 5:30pm. www.usc.edu. RSVP to crcc@usc.edu.

November 16 Through March 4, 2007
Intersections Of South Central

Photo exhibit interprets the changing landscapes of South Central since the 1920s. California African American Museum. www.caamuseum.org.

November 28, 2006
Spike Lee: America Through My Lens
 Critically-acclaimed director Spike Lee will discuss his experience in the film industry making technically original, politically inspired and often controversial films. USC Bovard Auditorium. 7:00pm. www.usc.edu.

To find out about more events taking place in the Figueroa Corridor, please visit:
www.figueroacorridor.org.

Message From The Chair



Darryl Holter, Chair

The Partnership's board of directors, at its September meeting, reaffirmed the success of the Figueroa Corridor Partnership business improvement district (BID) by agreeing that it should be renewed for five years, at which point board members can elect to renew it again if so desired.

The board expressed strong satisfaction with the BID's services – including with the clean team, safety ambassadors, and marketing efforts – and voted that no changes in services are needed at this time. The board feels the BID has greatly improved the area throughout the years by making it cleaner, safer, and more inviting, and that the BID is necessary in order to retain this high level of maintenance.

Somewhat atypical for a BID is that the board voted not to increase assessment rates the first year of the renewal. Many BIDs seek to raise rates at each renewal period, and the Partnership's management plan allows an increase each year to keep up with inflation. However, the board has only raised rates once, at five percent, over the entire five years of the BID's existence. This has been possible due to good management on the part of the board and staff.

The one thing that may change with the renewal is the BID boundaries. The Partnership is exploring the idea of expanding in a few areas, including east on Jefferson on the other side of the 110 Freeway, up Hoover to Adams, and/or up Vermont to Adams or the 10 Freeway. The Partnership doesn't need to expand, but if there are clustered areas of property owners adjacent to the BID that would like to join, the Partnership will consider such an expansion.

The Partnership is currently in talks with property owners in the abovementioned areas in order to gauge their interest. If there's a strong interest, the board will then need to decide whether we would like to in fact expand our reach. If the BID is expanded, new members will pay the same rate as current members.

Please be sure to read our next newsletter for comprehensive information about the details of the BID renewal plan. If you have any questions, feel free to contact me at (213) 743-5519 or Steve Gibson, executive director of the Partnership, at (213) 746-9577.

Darryl Holter
Chair, Board of Directors
Figueroa Corridor Partnership

CORRIDOR NEWS

Figueroa Street Gains First Class Athletic And Cultural Facility With Opening Of USC Galen Center

USC has an impressive athletic history. It is the only university in the world to have a gold-medal winning athlete in every summer Olympiad since 1912. It holds the most National Collegiate Athletic Association championships amongst all NCAA Division I programs. And then there's Trojan football and its many fans.

Now the university can also take pride in its 300-square-foot Galen Center, the new home for its basketball and volleyball teams, which celebrated its grand opening on October 21.

Prior to the Galen's opening, USC men's and women's basketball games were held at the Los Angeles Memorial Sports Arena and teams practiced at an on-campus gym. Now, both the basketball and volleyball teams can practice and compete within one facility.

The Galen includes a 255,000-square-foot arena with locker rooms, a weight room, and a medical training room, as well as an attached 45,000-square-foot pavilion with three practice courts and offices for coaches and administrators. The facility also houses the Athletic Department Hall of Fame as well as function rooms, a ticket office, concession stands, and merchandise stores.

"The Galen Center will provide a state-of-the-art facility that was previously not available to USC or the surrounding community, so we're all looking forward to having it come online," Carol Dougherty, USC Senior Associate Athletic Director, said.

Dougherty said that in addition to Trojan games, the center will host concerts, theatrical performances, lectures, pageants, high school and middle-school sporting events and graduations, and other events. Several youth programs will use the center, including After School Sports Connection, Kids in Sports, the National Youth Sports Program, Kids' Corner, the LAUSD Academic Decathlon, and summer sports camps. It will also play host to the 2016 Summer Olympics, should Los Angeles win the bid.

Approximately one-third of the stadium's 10,258 seats are being sold through lifetime personal seat licenses (PSLs) ranging from \$2,500-\$10,000 per seat. PSL seat holders will be honored as "Galen Founders" and have first access to event tickets and priority access to the on-site restaurant. Twenty-two private suites, which sit above the regular seating, range in price from \$30,000-\$50,000 annually.

The center, named after Helene and Lou Galen who donated more than \$35 million for its construction, was designed by HNTB, a sports architectural firm based in Missouri. Located on the southeast corner of Jefferson Blvd. and Figueroa St., across the street from USC, the building was designed to meld with the university's brick architecture. Two entry courtyards located on Figueroa St. at the main and south entrances offer landscaped space for people to informally gather.

L.A. Walks Wins Competitive Marketing Award

The Downtown L.A. Walks wayfinding signage program received a Downtown Achievement Award from the International Downtown Association (IDA) this year. The highly competitive "Special Achievement Award in Marketing and Communications" was conferred upon L.A. Walks because of its comprehensive marketing campaign that included a press conference, media coverage, advertisements, a website,

and the creation of podcasts. Moreover, the project worked to unify all of L.A.'s downtown districts and was the first time the Confederation of Downtown Associations, an alliance of nine Downtown-area business improvement districts (BIDs) and business associations, worked together on a marketing campaign. The directors of several of the BIDs were in attendance in Portland to accept the award.

CORRIDOR NEWS



George Lucas Donates \$175 Million To USC's School Of Cinematic Arts

Acclaimed filmmaker George Lucas has announced that his private foundation, Lucasfilm Foundation, will donate \$75 million for the construction of new educational buildings and renovations of existing structures at the USC School of Cinematic Arts and a \$100-million endowment for the school. Together, these gifts will be the largest single donation in USC's history.

"I discovered my passion for film and making movies when I was a student at USC in the 1960s, and my experiences there shaped the rest of my career," Lucas said.



Darryl Holter Elected Chairperson of Community Advisory Commission

Partnership Chair Darryl Holter was elected the new chairperson of the Community Redevelopment Agency's Exposition/University Park Community Advisory Commission (CAC) in September. The CAC advises the CRA on proposed CRA developments.

"The CAC can be very important as the Exposition-University Park area develops, especially in view of the possible plans of the NFL to locate at the Coliseum," Holter said. "On the one hand, the CAC needs to listen and reflect the views of the community and bring those views to bear on the proposed developments. On the other hand, the Council members, the CRA staff, and the CRA commissioners must respect the CAC and carefully consider its recommendations. Both

developers and community groups are advised to work through the CAC and with its members rather than attempting to circumvent the CAC as the development process unfolds."

Jim Gilson, Vice President of the Natural History Museum, was also elected to the CAC as a new member.



Exposition Line Construction Underway On Flower Street

The Exposition Metro Line Construction Authority held a groundbreaking ceremony on September 29, attended by Los Angeles Mayor Antonio Villaraigosa and several other local leaders, to officially mark the beginning of construction on the 8.6 mile Expo Line, a light-rail line that will run from downtown to Culver City. The \$640 million project is expected to open in June 2010.

The Expo Line, which will run parallel to the heavily congested I-10 Freeway, will have an estimated travel time of less than 30 minutes. Eight new stations will be built, and two additional stops will share track and stations (7th St/Metro Center and Pico) with the Metro Blue Line as it leaves downtown.

It will then travel to the first Figueroa Corridor stop at 23rd and Flower Streets, serving the southern end of L.A. Trade Tech College, Orthopaedic Hospital, and the future G.H. Palmer apartment building. A stop at Flower St. and Jefferson Blvd. will serve Galen Center and Radisson Hotel guests.

After ducking into an undercrossing, the line will turn west and emerge onto Exposition Blvd., where a ninth station is being considered just west of Figueroa St. to accommo-

date Exposition Park visitors and USC students, faculty, staff, and visitors. If this stop is not built, museumgoers and those heading to USC will detrain at the next stop, at Exposition Blvd. and Vermont Ave.

The line continues west on Exposition Blvd. with stops at Western Ave., Crenshaw Blvd., La Brea Ave., and La Cienega Blvd., until it terminates at Washington and National boulevards in Culver City – or at least for now. Planning will begin shortly on the extension of the line to Santa Monica.

All new stations will be above-ground and feature landscaping and public art, and the La Brea and La Cienega stops will be elevated.

Construction has already begun on Flower St. from 18th to 23rd streets. Soon, work will begin on Flower St. from 23rd St. to Exposition Blvd., and then west on Exposition Blvd. to Vermont Ave.

For more information about the Exposition Line, please visit www.buildexpo.org or call 213-922-3976.



Many local officials celebrated the Expo Line's groundbreaking on September 29. Those pictured, from left, are: Culver City Mayor Gary Silbiger, Santa Monica Councilmember Pam O'Connor, Supervisor Gloria Molina, Mayor Antonio Villaraigosa, Councilmember Herb Wesson Jr., Supervisor Zev Yaroslavsky, and Supervisor and Expo Construction Authority Chair Yvonne Brathwaite Burke.

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The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship, or reside.