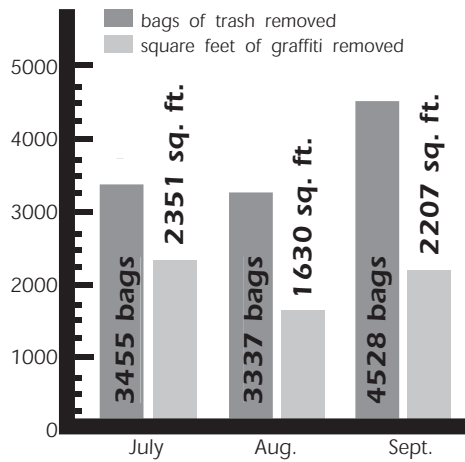


FIGUEROA CORRIDOR CLEAN UP

Trash & Graffiti Removal



Team Members Of The Quarter

Thank you for doing a great job!



James Conners
Ambassador Team



Ruben Sepulveda
Clean Team

3rd Quarter 2004

SHARE YOUR THOUGHTS

Do you know of something going on in the Corridor that you'd like to share? We welcome your submissions as well as your feedback. Please note the following editorial deadlines:

Winter 2005...December 1 Spring 2005...March 1 Summer 2005...June 1 Fall 2005...September 1



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Inside...

- **VEHICLE CARDS**
INCREASE SAFETY AND
AWARENESS
- **LA TAQUIZA**
ATTRACTS
ATTENTION
- **ARCHITECTURE**
BUFFS COME TO
CORRIDOR

DISCOVER

THE DIFFERENCE

Vehicle Cards Help Prevent Theft and Serve as Friendly Reminders

Despite the Figueroa Corridor's sharp decrease in crime since the establishment of the Figueroa Corridor Partnership Business Improvement District in 1998, as of June 2001, car break-ins continued to be an issue. This was particularly true around the USC campus where students, hurrying off to class, would leave purses, loose change, cell phones, or CDs in plain site.



Downtown Los Angeles was experiencing a similar problem, and by using the Downtown Center BID's vehicle card program as a model, the Partnership's community safety ambassadors began leaving friendly notices on the windshields of parked cars that had valuables on display. In order to not have the ironic consequence of actually tipping off thieves, the slips were placed inside envelopes to make them resemble parking tickets.

The program continues today and now also serves a second function. Community Ambassadors notify drivers if they leave their lights on, have a flat tire, have a broken window, or if the car was involved in

an accident. Sometimes these seemingly obvious problems aren't discovered until after a driver drives off, disallowing them to immediately address the problem. This service is strictly for courtesy purposes and makes up about 10% of the vehicle cards distributed.

The vehicle card program seems to be working well. Community Ambassador Captain Alex Palacios said there has been a slight decline over the past three years in the number of people who leave out valuables. The Partnership has issued an average of 82 cards per month since the start of the program, and the number continues to slowly decrease. People also seem to appreciate the service. Palacios said, "We receive about five calls per week in regards to the cards, and their reaction is both surprise that we take the time and gratitude for providing this service."

Executive Director Steve Gibson said the main reason the Figueroa Corridor has become a safe area is because of crime prevention programs such as the BID's community ambassadors and vehicle cards. "These are examples of how simple, friendly programs can keep an area safe and welcoming. Crime prevention is much easier than reacting to already-occurred instances. We're helping make sure that those instances don't happen in the first place."

La Taquiza Recognized as One of County's Best Mexican Restaurants

In the September issue of *Los Angeles Magazine*, Figueroa Corridor restaurant La Taquiza was named one of the top 25 Mexican restaurants in Los Angeles County. This is no small feat within a region known for scores of delicious Mexican eateries and from a magazine that caters to high-end tastes.

In the October 31, 2004, issue of *L.A. Times Magazine*, NPR and PBS Host David Brancaccio lamented that La Taquiza is one of the things he misses most about L.A. The recent New York transplant said, "I miss L.A. horribly. I was back recently (*cont. on page 2*)

CALENDAR OF EVENTS

Through December 4
Snapshot: A Look at Los Angeles Photographers

Highlights the work of five young photographers working in L.A. Sixspace, Tues.-Sat., 12-6 p.m. 213.765.0248 www.sixspace.com

December 9
From The Top
 Nationally broadcast pre-college

classical concert competition. Part of a national tour that includes the Lincoln Center and the Kennedy Center.

USC Bovard Auditorium, 7:30 p.m. Tickets \$10-\$25 213.740.2584, www.usc.edu/music

January 12-16
Disney On Ice Presents Disney/Pixar's Monsters, Inc.
 Los Angeles Sports Arena

Afternoon and evening showtimes Tickets \$13-\$50, 213-480-3232 www.disneyonice.com

January 14
Philharmonia Quartett Berlin
 Heralded string quartet. The Da Camera Society of Mount St. Mary's College Doheny Mansion, 7:45 p.m. Tickets \$58 & \$82 213.477.2929, www.dacamera.org

Through May 28
Deconstructing Apartheid: The Photography of Peter Magubane

Internationally recognized photojournalist. Exhibit features 88 photographs and artifacts and commemorates the 10th anniversary of the end of apartheid. California African American Museum 213.744.7432, www.caam.ca.gov

Message From The Chair



Darryl Holter, Chair

Last month, I was invited to speak at the annual meeting of the International Downtown Association in Vancouver, B.C. This was a great opportunity for me to make my first visit to one of the most beautiful downtowns in North America. Located on a peninsula surrounded by the Pacific, with a beautiful backdrop of mountains, Vancouver has a bustling downtown. With its high density, Vancouver provides a partial glimpse of what downtown L.A. might look like someday.

Executive Director Steve Gibson facilitated the session "BIDs 101," where he and I, along with BID leaders from Calgary and Providence, Rhode Island explained how to organize an improvement district. The questions from the audience revealed the same sorts of issues that we concerned ourselves with when we organized in 1998.

A week after returning to L.A., I was asked to meet with a group of property owners in North Hollywood who are considering establishing a BID. As in Vancouver, I was confronted with the same sorts of issues. North Hollywood is a quite vibrant area that has seen a dramatic growth in property values in the last five years. It has potential to become an interesting village district.

Finally, last week I spoke at a panel organized by the Central City Association (CCA) on new developments in Downtown L.A. As I was representing the Figueroa Corridor, I used a few important numbers to illustrate the developments along Figueroa Street. For example, \$300 is the amount of money that was paid per square foot on a property located on Ninth and Figueroa for the development of condominiums. In South Park, 17 million is the number of people who have visited the Staples Center since it was built. 2,500 is the number of residential units that have been built or are planned for the area. And of course for our BID district, I used 1.5 billion, which is the number of dollars that have been spent in new investments since we organized the BID. A large audience in attendance at the CCA meeting was quite enthusiastic.

One of the perks that go with this job of being the Chair of the BID is that I get to give these presentations. It's always a pleasure to raise the profile of our district in the public eye.

Darryl Holter

Chair, Board of Directors
Figueroa Corridor Partnership

OUR NEIGHBORHOOD

...La Taquiza cont. from page 1

and didn't have time to see friends, to go to the burrito place, La Taquiza..."

The recognition probably comes as no surprise to Figueroa Corridor locals who know of La Taquiza's delicious and



generous offerings. "We have the best food around, so it really wasn't surprising to us," said Miguel Medina, who owns the restaurant with his father,

Angel. "Our food is based from Guadalajara, and when people from there come here, they tell us we have better food than the food in Guadalajara."

The Medinas, who also own three other La Taquiza restaurants in L.A., opened the Figueroa Corridor location in 1996.

The spacious dining area makes it popular with large groups, and the recent remodel has made it even more comfortable. Regular customers include nearby workers, residents, students, and a variety of other people who travel across town for its famous fare and delicious salsas.

If you have yet to experience La Taquiza, now's the time to join the masses. Hours are 8:30 a.m.– 11 p.m. and until midnight on weekends. 3009 S. Figueroa St. (at 30th St.).

Exhibits Draw Controversy, Coverage, and Crowds

The Figueroa Corridor has received significant media coverage throughout 2004 from such developments as its new schools to its potential as the future home of an NFL team. However, two of its museum exhibits may have elicited the most attention of all.

Body Worlds, a traveling exhibit at the California Science Center (through January 23, 2005), delves into issues of human health and tells its story through plastinates – figures composed of human body parts from individuals who bequeathed their bodies for public education. This has invoked some controversy, particularly from those who feel it denigrates the deceased and from religious groups that object to any public exhibition of human corpses. However, more than 600 visitors have signed on as potential body donors since the exhibit opened in July. Nearly 250,000 people saw *Body Worlds* in its first three months, including many celebrities, such as Leonardo di Caprio and Meg Ryan. Detailed information

about the exhibit is available at www.californiasciencecenter.org.

The Natural History Museum's *L.A.: Light/Motion/Dreams* has made news by being a completely different type of exhibit for the museum, and for signaling a new direction for the museum itself. The show reflects the institution's increasingly more proactive and future-oriented focus by asking questions about the future of the earth, humankind, and the L.A. region. A colorful three-page spread in the October 31, 2004, *L.A. Times* inspired questions such as: Is it appropriate for a natural history museum to show exhibits that look to the future and not simply chronicle the past? Is it too political to discuss environmental degradation and conservation? Should these issues even be considered political? That the exhibit is causing people to discuss these matters in public forums may be its biggest contribution of all. *L.A.: Light/Motion/Dreams* ends January 9, 2005. More information is at www.nhm.org.

CORRIDOR NEWS



LATTC Begins Major Expansion and Renovation

On October 29, 2004, Los Angeles Trade Tech College broke ground on a \$240 million expansion and renovation. When completed in 2008, the school will be able to accept nearly twice as many students as its current level of 13,000. The much-needed improvements include Internet access and air conditioning, both of which the school currently lacks, a 700-car underground parking structure, three new buildings, and renovation of 14 existing buildings. The project is being funded through Proposition A and AA.



L.A. Conservancy Launches USC Architecture Tour

Adding to its program of architectural tours, the Los Angeles Conservancy has launched a quarterly walking tour of USC's University Park campus. The event debuted Saturday, November 6, 2004, and consisted of several two hour tours throughout the day.

Since its founding in 1880, USC has continued to play a significant role in the city's architectural makeup. The buildings within the 155-acre campus range in style from Beaux Arts to Modern to Postmodern. Several important civic leaders have endowed buildings on campus, including George Allan Hancock, Edward Doheny, and Mark Taper. In 2001 and 2004, USC received Conservancy Preservation Awards for being a diligent steward of its historic structures. In 2001, it won for its restoration of the Doheny Library, and in 2004, for the Mudd Hall of Philosophy.

The L.A. Conservancy is a non-profit organization that helps preserve and educate people about the architectural and cultural jewels within L.A. County. For more information about the L.A. Conservancy or upcoming USC tour dates, visit www.laconservancy.org or call (213) 623-2489.



Science School Receives Architecture Award, Chosen as Site of Annual Gala

This year, the Los Angeles chapter of the American Institute of Architects (AIA/LA) chose to hold its annual award gala at the Figueroa Corridor's new Science Center School and Amgen Center for Science Learning. The school was also the recipient of the "Building Coalitions Award," and three individuals in particular were recognized: California Science Center Executive Director Jeffrey Rudolph; Morphosis Principal Thom Mayne, AIA; and LAUSD Chief Facilities Officer James A. McConnell, Jr.

Carlo Caccavale, Director of Special Events for the AIA/LA, said the Science Center School seemed like "the perfect venue to hold the gala, because it's architecturally relevant, it's brand new, and it celebrates an L.A.-based architect, Thom Mayne." He said the AIA/LA wants to help support a strong connection between the LAUSD and the architectural community and that having the event at the Science Center School was "a good reason to celebrate that architecture can develop a better school system."

The black tie affair took place the evening of November 4, 2004, and helped bring atten-

tion to the new school and the ever-more-contemporary face of the Figueroa Corridor.



Two New Schools Become Downtowners of Distinction

Two Figueroa Corridor schools were honored at the fourth annual Downtowners of Distinction Award ceremony on October 26, 2004. The award program included 15 districts of downtown, and the Science Center School and Orthopaedic Hospital Medical Magnet School tied in the Figueroa Corridor category. Projects are selected by the editorial staff of the *Los Angeles Downtown News* and then voted on by leaders from each district. The schools were recognized for their architectural and community-building contributions to the neighborhood. Both opened in September and, combined, bring more than 1,500 students into the Figueroa Corridor.



Natural History Museum Partners With Wolfgang Puck

The Natural History Museum of Los Angeles County has partnered with Wolfgang Puck Catering & Events to provide all catering services. Puck is a noted L.A.-based chef with several fine dining establishments in the Western U.S., a national catering company, and a number of cookbooks. Now, museum guests and members can look forward to Puck's food at the museum's catered events.

Wolfgang Puck Catering & Events also began operating the museum's cafe in April 2004, where it serves casual and healthy food for children and adults on weekdays 10 a.m.–4 p.m. and weekends 9:30 a.m.–4 p.m.

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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.