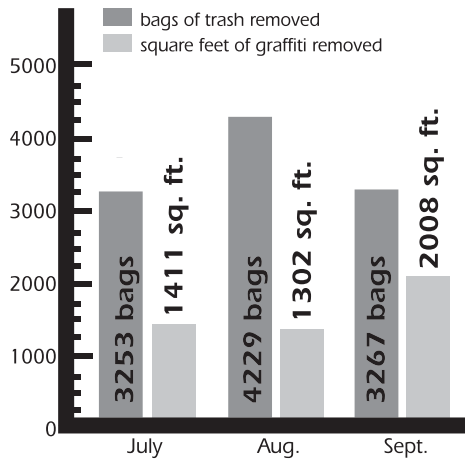


FIGUEROA CORRIDOR CLEAN UP

Trash & Graffiti Removal



Team Members Of The Quarter

Thank you for doing a great job!



Jovan Ford
Ambassador Team



Shannon Robertson
Clean Team

3rd Quarter 2005

SUBMIT NEWS

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

Winter 2006...December 1 Spring 2006...March 1 Summer 2006...June 1 Fall 2006...September 1



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Inside...

- CAR DEALERSHIPS FORM NEW 'AUTO ROW'
- URBAN LAND INSTITUTE LOOKS AT AREA'S LAND USE
- VERMONT AVE. MEDIANS NOW COMPLETE; SENIOR HOUSING ON THE WAY

DISCOVER

THE DIFFERENCE

The Shammass Group's New Auto Center Reinterprets 'Suburban Model' For Downtown L.A.

Before year's end, The Shammass Group's Volkswagen, Porsche and Audi dealerships will have a new home. Formerly housed in one store at Figueroa St. and Jefferson Blvd., the three dealerships will occupy a new \$16.5 million auto center on the southeast corner of Washington Blvd. and Figueroa St. immediately adjacent to the 10 and 110 freeways. Each nameplate will have its own showroom and service drive. The idea, says Darryl Holter, Chief Executive Officer, is to "use what we know about suburban auto malls and take advantage of a central location near the freeways and the burgeoning population downtown."

The iconic Felix Chevrolet-Cadillac store will remain at Figueroa St. and Jefferson Blvd., while the auto center refocuses most of the street's dealerships farther north. The new location is diagonally across from The Shammass Group's Downtown L.A. Motors Mercedes-Benz and Downtown L.A. Nissan.

Nearby independent dealers create additional automobile shopping choices for consumers. L.A. Volvo recently opened its doors at 1945 Figueroa St., just south of Washington Blvd. Robert Branzuela, dealer principal and general manager, says, "We're excited to be a part of the new downtown renaissance."

Chrysler/Jeep and Dodge will soon set up their stores south of Volvo, and Toyota Central and Kaiser Bros. Honda are established dealerships north of the new auto center on Figueroa St. Holter says, "We're going from four points in the area to 11 or 12 in a year," creating a critical mass of dealerships that will attract more customers.

The new auto center also opens up land next to USC for students and the public. On the former site of the Volkswagen, Porsche and Audi stores, University Gateway Development, LLC (composed of Urban Partners and Shammass Investments, LLC) will construct a mixed-use



The new Audi dealership will be under the same roof as the Porsche and Volkswagen showrooms on Washington Blvd. and Figueroa St., adjacent to the 10 Fwy.

development of 421 student apartments over ground-floor retail and an upscale restaurant. USC will relocate its bookstore from the center of campus to this property, making it accessible to the general public.

Fred Jackson, development associate with Urban Partners, says the project will benefit both the university and the community. "There's a huge demand for student housing. This project will add over 1,600 beds." In addition, University Gateway is entirely privately financed, he says. "All the property tax generated will be turned back into tax increment for use in the Hoover Redevelopment Project Area." Holter adds, "The auto center and dorms represent a move toward the highest and best use of land."

The new auto center will celebrate its new home on October 27 with an Oktoberfest reception for clients and the Corridor business community. For more information, please call Linda Morgan at Downtown L.A. Motors, 213.745.7200, ext. 8812.

CALENDAR OF EVENTS

October 22-23

Festival of Flight

Explore the art and science of flight during this two-day festival with performances and hands-on science activities. Free admission.

California Science Center
www.californiasciencecenter.org, 323.744.7400

October 27

Billie and Me

Dianne Reeves, Fontella Bass, Rokia Traore, and others pay tribute to the renowned singer. Accompanied by audio and film footage.

USC Bovard Auditorium, 7-9 p.m., \$30-\$15
www.usc.edu/calendar, 213.740.2167

Through October 29

Julio González: Sculptures and Drawings from the IVAM Collection

The artist pioneered the use of welded iron as an artistic material and influenced the work of Pablo Picasso, David Smith and others.

USC Fisher Gallery
www.usc.edu/fishergallery, 213.740.4561

November 5

Doheny Mansion Tour

Docent-led tours of the historic Mansion at 9:00, 9:45, 10:30 and 11:15 a.m. \$25 admission benefits mansion's preservation.

Reservations 213.477.2764.

Through November 6

Spider Pavilion

Watch a variety of creepy crawlers in their natural habitats eating, spinning webs, and more.

Natural History Museum
www.nhm.org, 213.763.DINO

November 12

USC Architectural History Tour

This 2 1/2 hour walking tour tells the stories of the people and ideas that have shaped the campus over the last century. \$5 for Conservancy members; \$10 for non-members.

10 a.m. Reservations required.
 323.623.2489, www.laconservancy.org

December 27-29

Hoopin' in the Holidays

1st annual black college basketball tournament featuring teams from Morehouse College, Wilberforce University and others.

Los Angeles Sports Arena
www.blackhoopclassic.org, 323.234.2400

Through February 10

The Whole World's Watching

Examines the rich history of the social movements of the 1960s and 1970s through 90 documentary photographs.

California African American Museum
www.caamuseum.org, 213.744.7432

Message From The Chair



Darryl Holter, Chair

The Figueroa Corridor has undergone significant physical changes in the past five years, and more changes are coming down the pike.

To date, street improvements and connections to other downtown neighborhoods top the list of accomplishments. These got off the ground in 1998 when the Los Angeles Department of Transportation came to talk to

us about creating a High Occupancy Vehicle exit off the 110 Fwy. at Figueroa St. to carry traffic downtown. Out of those discussions, we were able to gain \$3.5 million for street improvements such as stamped asphalt crosswalks, landscaped medians, 60 new street trees and new, lighted bus shelters on Figueroa St.

The first spin-off of that project was \$25,000 for wayfinding signage that's part of Downtown L.A. Walks, in which each downtown district has its unique logo and signage.

A second spin-off has been to connect the Figueroa Corridor to Angel's Walk walking tours. Historical markers have been approved for an extension of Angel's Walk from 7th St. and Figueroa St. to the Los Angeles Coliseum. In addition, two phases of a median landscape and street improvement project on Vermont Ave. have been completed.

In terms of the overall picture, the Corridor has distinct challenges. Unlike most BIDs, which are compact and rectangular, Figueroa St., Vermont Ave., and Flower St. create a long, thin geographical entity. Its job is to move traffic. As a business district, however, we also want to calm the traffic so that we're pedestrian-friendly. We have done this using several kinds of street improvements, such as left turn pockets and the abovementioned medians.

Changes yet to come will continue to alter the scale and use of the business district. For example, we're now looking at pedestrian-operated signals on Figueroa St. We have approval for a signal in front of the Nissan store where one of the employees was hit by a car, and we're participating in a study to determine where other pedestrian-controlled crosswalks can be implemented.

Looking toward the future, we see two priorities: continuing to focus on making the district pedestrian-friendly; and intensifying land use. To keep pace with rapidly rising land values and expanding population, we have to move vertically. Zoning changes will be needed to allow us to go up five or six stories. That's our next challenge.

Darryl Holter

*Chair, Board of Directors
Figueroa Corridor Partnership*

CORRIDOR NEWS

Urban Land Institute Looks At Land Use In The Figueroa Corridor

On September 21, the Urban Land Institute introduced its Young Leaders Group—professionals in their 20s, 30s and 40s involved in real estate development—to the Figueroa Corridor with an event held at USC's Davidson Conference Center. Entitled "The Figueroa Corridor: Case Study of a District's Reemergence," the event was designed to inform members about the area, which the ULI termed as being "at the forefront of urban revitalization." The evening included a hors d'oeuvres reception, panel discussion and question and answer session, and generated great interest in the Corridor and its accomplishments.

The panel was moderated by Steve Gibson, executive director of the Figueroa Corridor Partnership Business Improvement District (BID). Panelists included: Darryl Holter, chief executive officer of The Shammas Group; A. Bingham Cherrie, USC associate vice president of planning; Pat Lynch, general manager of the Los Angeles Memorial Coliseum Commission; Shelby Jordan, president of Exposition Park West Asset Leasing Corporation; and David Parks, eighth council district deputy for economic development. Councilmembers Bernard Parks and Jan Perry also spoke.

Gibson began by reviewing the BID's creation, describing how businesses and nonprofits "decided to come together as stakeholders and see collectively if they could turn the neighborhood around by forming a property-based BID," said Gibson. Eight years later, the results are clear: the Figueroa Corridor is now seeing more than \$1.5 billion in public, nonprofit and private investment and exponentially higher land values.

Holter described his interest in making the Corridor reflect the "highest and best use of land" by grouping car dealerships on the north end of Figueroa Street into a downtown urban auto center, while developing University Gateway—student housing, the univer-

sity bookstore and retail—farther south near USC. "Making the area clean and safe laid the groundwork for investment," Holter said.

USC has invested more than \$400 million over the last eight years and expects to spend \$600 million within the next three on new classrooms, laboratories and living units, Cherrie said. He noted the importance of community involvement, a theme also voiced by Jordan, who developed low-income housing units on 38th and Wisconsin streets and recently broke ground on a 104-unit senior housing development on 38th St. and Vermont Ave.

Lynch added, "The NFL folks have also come around to the Figueroa Corridor...[They recognize] the cities have the critical mass." Councilmember Parks expressed optimism about the Corridor's NFL prospects and urged people to "roam around the community around Vernon, Vermont, Exposition and Figueroa and look at projects you can do to support the development."

A significant boost to the Corridor will come about with a lightrail station at Jefferson Blvd. and Figueroa St., noted Roberts. He also talked about the need for more market-rate housing and mixed-use development and said that an ordinance is being considered that will allow higher density in the area.

Answering a question from the audience about whether there is still opportunity for development along the Corridor, Holter responded, "There's a need for more restaurants, more excitement and smaller projects." Roberts added that giving eminent domain back to the project area, which is currently under consideration, would also make it easier to assemble large blocks of land for sizable developments.

Ninth District Council Member Perry expressed the feeling of many in saying, "It's exciting to see projects that we've talked about for over 20 years now coming to fruition."

CORRIDOR NEWS



Vermont Medians And Street Improvements Completed

Vermont Ave.'s nearly \$1 million median and street improvement project was completed in late September. The Exposition Blvd. to Jefferson Blvd. upgrades include repair of sidewalks on both sides of Vermont Ave., three new median islands, the pruning of 23 street trees and the planting of 97 new street trees along the parkway and 33 new trees in the median.

Funded by the Metropolitan Transit Authority and the City of Los Angeles, the landscaped medians provide a traffic calming effect, increasing the safety of pedestrians and motorists. Repair of the sidewalks allow safer pedestrian access to the local shops and USC. The improvements extend upgrades completed in 2002 from Martin Luther King, Jr. Blvd. to Exposition Blvd.



Senior Housing Going In On Vermont

Community Resource Talent Development (CRTD) will construct 140 units of senior housing at 39th St. and Vermont Blvd. The development for seniors 62 years and older is funded by the Department of Housing and Urban Development (HUD) 202 program, which funds Section 8 housing for independent-living seniors.

"There's a great demand for housing in this area," says Shelby Jordan, CRTD's executive director. "The project will free up single-family homes where seniors are currently living and put them in a community of their peers in a secure environment." Completion is scheduled for January 2007.



Hollywood's Back Lot—And More

The Los Angeles Memorial Coliseum and Sports Arena do double duty as "Hollywood's Back Lot," says Margaret Farnum, the Coliseum's chief administrative officer. Movies that were filmed or released in 2005 include *Herbie The Love Bug*, *Ice Princess* and *Cutting Edge II*. The Coliseum and Arena have also been the setting for televised episodes of CSI-NY, Cold Case and Joan of Arcadia. Miller, Nike and Cingular are a few of the many companies that have filmed recent commercials there.

Highlighting the Coliseum's storied past, the National Football League staged a free concert in Exposition Park on September 8 to commemorate the 40th anniversary of the Super Bowl. The first Super Bowl was played at the Los Angeles Coliseum on January 15, 1967 (Green Bay Packers-35; Kansas City Chiefs-10). The concert featured Kanye West, Maroon 5, Good Charlotte and the USC Marching Band. Concerts were held simultaneously in Detroit, which is hosting Super Bowl XL in February 2006, and Gillette Stadium in Foxboro, Mass., where the New England Patriots and Oakland Raiders played the first game of the season.



Dr. Tom K. Harris, Jr. Selected As Interim President Of Los Angeles Trade Tech College

After a rigorous selection process, Dr. Tom K. Harris, Jr. has been selected as the interim president of Los Angeles Trade-Tech College. Dr. Harris was a former chancellor of the North Orange County Community College District.



'First Friday' Series Returns To Natural History Museum

The Natural History Museum's monthly Friday evening events return this fall with renowned DJs, live bands, architects, authors and more. These eclectic nights (November 4, December 2, and January 6) feature discussion, music, dancing, film and fashion. For detailed information, visit www.nhm.org or call 213.763.DINO.



Haunted Campus Slated For Mount St. Mary's Campus

Children that live near the Doheny Campus of Mount St. Mary College will be treated—not tricked—on Halloween night, October 31. The college's students, staff and sisters transform the campus into a haunted fantasy and host neighborhood children in an evening of games, contests, and candy.



Last year, more than 5,000 children and adults showed up, says Maria Lyons, director of student activities on the Doheny Campus. "We're all proud of this event at the college. It's a fun and safe experience." Students contributed 3,000 pounds of candy last year, but Lyons says there's always a need for more. To contribute to this year's festivities, call Lyons at 213.477.2671.

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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.