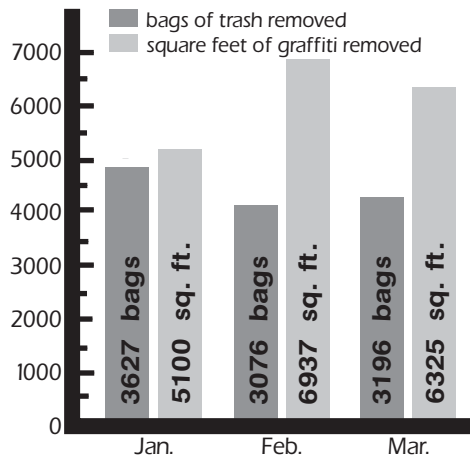


FIGUEROA CORRIDOR CLEAN UP

Trash & Graffiti Removal



Team Members Of The Quarter

Thank you for doing a great job!



Jevon Ford
Ambassador Team



Jeffery Shelton
Clean Team

1st Quarter 2005

SUBMIT NEWS

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

Summer 2005...June 1 Fall 2005...September 1 Winter 2006...December 1 Spring 2006...March 1



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Inside...

- CORRIDOR TO FEATURE LARGEST U.S. Wayfinding PROGRAM
- NEW MEDIANS GOING IN ON VERMONT AVE.
- MEMBERS SHARE HOW BID HAS IMPROVED COMMUNITY



DISCOVER

THE DIFFERENCE

Figueroa Corridor and Greater Downtown To Feature Largest Wayfinding Program in Nation

The Figueroa Corridor is once again leading the way in urban streetscape design. In addition to its recently installed Community Medallions and soon-to-be rolled out Angel's Walk stanchions, the Corridor will also be one of nine downtown districts to feature the nation's largest urban wayfinding program, Downtown L.A. Walks.

L.A. Walks will consist of more than 1,300 pedestrian and vehicular signs pointing people in the right direction to famed attractions, free-way entrances, and other frequently visited places.

The Partnership's very own management consultant, Urban Place Consulting Group, is the program manager for all phases of the project. Partnership Executive Director and Urban Place President Steve Gibson said, "This program is very exciting for L.A. Not only will it allow residents and visitors to better navigate their way around the various downtown districts, but it also puts L.A. on the map for having the largest such program in the nation."

Partnership Deputy Director and Urban Place Program Manager Aaron Aulenta said the Figueroa Corridor signs will highlight such attractions as the Exposition Park museums, USC, and the Shrine Auditorium, as well as lesser-known destinations, like Mercado La Paloma, which sits just outside the district to the east. "Thousands of people visit the Corridor each year to attend football games, concerts, museums, and other events, and these signs will help them get where they need to go without getting lost," he said.

The signs will also help "brand" the downtown business districts by displaying each district's brand logo and color. For example, the Figueroa Corridor signs will feature the Figueroa Corridor Partnership's logo and brand color of teal.

The first sign is scheduled to go up April 26, and installation will complete by September. The program includes three types of signs:

large-font text signs for drivers, text signs for pedestrians (example below), and colorful pedestrian maps.

The Confederation of Downtown Associations (CDA) spearheaded the effort and provided oversight for the project through a contract with the L.A. Department of Transportation. The CDA is an alliance of nine downtown-area business improvement districts (BIDs) and business associations: Central City East, Chinatown, Downtown Center, Fashion District, Figueroa Corridor, Historic Downtown, Little Tokyo, South Park, and Toy District. Urban Place was contracted by the CDA to manage the project, and each BID will maintain the signs in each district. Hunt Design Associates and Corbin Design created the signs, and Fluoresco Lighting and Signs, Inc. are fabricating and installing them.

L.A. Walks cost just over \$2 million, and approximately 70% of the funding came from two federal transportation grants. The City's Department of Transportation, Community Redevelopment Agency, and the nine downtown BIDs provided the 30% local match.

Partnership Chair Darryl Holter, who led the fundraising effort and who is a founding member of the CDA, said, "This program shows that L.A. cares about its visitors and that we want them to have an enjoyable time exploring our wonderful neighborhoods. The Figueroa Corridor has a wealth of cultural institutions, beautiful architectural works, and other visitor attractions. We are thrilled to be involved in a program that highlights the treasures of our neighborhood."



CALENDAR OF EVENTS

April 17–September 5

Robinson's-May Pavilion of Wings
Outside, enclosed pavilion filled with live, free-flying butterflies from 30 U.S. species.
Natural History Museum of L.A. County
213.763.DINO, www.nhm.org

April 22 Fifth Annual Blooming of the Roses Luncheon

Figueroa Corridor Partnership event featuring news announcements by area stakeholders, childrens' art contest, and lunch outside in the beautiful Exposition Park Rose Garden.
213.746.9577, www.figueroacorridor.org

April 27–May 13

USC School of Fine Arts Annual Student Exhibition
Undergraduate, mixed media show.
USC Fisher Gallery
213.740.4561, www.usc.edu/fishergallery

May 6 Flutist Eugenia Zukerman and Rossetti String Quartet

Part of the Doheny Soiree concert series of the Da Camera Society of Mount St. Mary's College.
Doheny Mansion, 7:45 p.m.
213.477.2929, www.dacamera.org

May 7

Annual Revlon Run/Walk for Women
5K run/walk, health expo, and celebration concert that is L.A.'s biggest fundraiser for women's cancers.
Los Angeles Memorial Coliseum
310.393.6344, www.revlonrunwalk.com

May 12–August 6 Afterburn

Willie Cole: Selected Works 1997–2004
Assemblage art that transforms everyday domestic objects into works of art.
California African American Museum
213.744.7432, www.caamuseum.org

May 21

USC Architectural Tour
Two and a half hour tour offered by the Los Angeles Conservancy.
USC Figueroa Corridor Campus, 10 a.m.
323.623.2489, www.laconservancy.org

May 23–24

54th Annual California State Science Fair
Approximately 1,000 middle and high school students who have won regional science fairs compete in this event that recognizes the state's best student research projects.
California Science Center
323.744.7400, www.californiasciencecenter.org

Message From The Chair



Darryl Holter, Chair

Our members participated in the March 8 annual meeting at the Radisson Hotel. The theme was “Changing the Environment; Improving the Community.” We began with clean and safe team updates and awards, and also reviewed the BID’s “branding” efforts: the Community Medallions, L.A. Walks directional signage, and the Angels Walk walking tour.

Members learned how the BID has helped to create a 110% property value increase from 1995 to 2004.

But the most interesting part of the meeting occurred when we discussed how these changes have improved the community. We described the “value added” concept where increased economic activity has a multiplier effect that creates jobs and stimulates consumer confidence and spending. Several property owners, including some who had never attended a meeting before, stood up and offered accounts of how changes in the district have a direct and positive impact upon the community.

- Mary Schmitz said the BID has enhanced the safety of high school students at the new Orthopaedic Hospital Medical Magnet High School. “The parents of the students are thanking the school administration for the safety of the area,” she said.

- For Jim Gilson of the Natural History Museum, the proof that the BID is doing well is that property owners just outside of the district are asking how they can join and be assessed. “When people are actually *asking* to pay you for something, you know you’re doing a good job.”

- David Roberts of Councilman Parks’ office noted that USC students who used to commute to campus now want to live in the neighborhood, and that this has created a tremendous demand for student housing.

- Margaret Farnum of the Coliseum described how EPICC’s membership is now 20,000 and how the Science Center’s Body Worlds exhibit had to turn people away.

- Property owner Lew Miller observed that Lovelace Ave., located just south of Washington Blvd., used to have tons of trash and graffiti. “But then something obviously changed because, all of a sudden, it was gone. And now I find out, it was the BID!”

I enjoyed seeing new faces and hearing their positive assessments of the district. Today’s reality stands in sharp contrast to where the neighborhood was before the BID began its operations.

Darryl Holter

Chair, Board of Directors

Figueroa Corridor Partnership

CORRIDOR NEWS

L.A. Child Guidance Clinic Brings Vital Services to the Children and Families of L.A.

The Figueroa Corridor is home to a large number of organizations and services focused on improving the lives of children. The Exposition Park Intergenerational Community Center serves as a safe haven where kids can learn, exercise, and play. The Science Center School provides an innovative education to students K-5, and Orthopaedic Hospital Medical Magnet High School prepares youngsters for college. And several other institutions and public-private partnerships bring a wealth of healthful and educational resources to children in our neighborhood and beyond.

One of these agencies is the Los Angeles Child Guidance Clinic, which has been serving the children and families of Central and South L.A. with mental health services for 80 years. Comprehensive services are provided to seriously emotionally disturbed children and their families at three community-based service sites, in over 30 local schools, and in families’ homes.

The Clinic is dedicated to ensuring easy access and promoting early intervention. For example, the award-winning Early Intervention and Community Wellness Division programs reach out to at-risk kids early, in order to reduce the chance they will need mental health or special education services in the future. The Life Learning Program provides services and support for 15–25-year-olds who are transitioning into mainstream society to ensure they are able to maintain jobs, benefit from school, and maintain stable housing.

The organization also promotes public policy that improves the quality and funding of mental health services, and it advocates on behalf of families to secure other necessary services, such as enrollment into special education school classes and referral to homeless and domestic violence shelters.

“One of our critical points of entry is our no-fee Walk-In Clinic, where any parent or caregiver from our communi-

ty can walk in without an appointment and get access to services,” said Clinic Executive Director Betsy Pfromm. “This is extremely important, especially in this community where families are dealing with the multiple and complex issues connected with poverty and community violence. The Clinic serves as a safety net for these children and their families, who otherwise would not be receiving the support and help they need.”

It is hard to imagine what these families would do without the vital services provided by the Clinic. Especially considering that since 1994, its client base has increased by more than 200%.

“Over the years, the Clinic has had opportunities to move further west in the city,” Pfromm said, “but there is a strong need in this community for these services, and the board of directors has never wavered in its commitment to serving South Los Angeles.”

Not only did the Clinic stay put, but in 2002, it opened the doors to a new 30,000 sq. ft. Child & Youth Development Center on Vermont Ave. This has allowed the Clinic to serve 2,000 more clients per year, with over 5,300 children and their families benefiting from its services in 2004.

On Saturday, May 14, from 11 a.m. to 3 p.m., the Clinic is holding its Seventh Annual Family FunFest. The FunFest invites all community members, free of charge, to enjoy pony rides, face painting, food, and games and receive free health and dental screenings.

“May is Mental Health Awareness month, and the festival is a way to let people know these services are available and that access is easy,” said Pfromm.

Last year, the festival attracted more than 600 children and parents, and the Clinic expects an even bigger turnout this year. For more information or to volunteer, please call 323-766-2360 x. 3360 or visit www.lacgc.org.



Additional Landscaped Medians Going in on Vermont

The Vermont Transit Avenida Project Phase 1B, which will bring new medians, landscaping, and streetscaping to Vermont Ave. from Exposition Blvd. to Jefferson Blvd., is expected to begin in April and complete by October. Phase 1A completed in 2002 and includes the area on Vermont Ave. from Martin Luther King, Jr. Blvd. to Exposition Blvd. Phase 1A cost \$2.5 million, and 1B will cost \$750,000. The Phase 1A medians and landscaping have dramatically improved the attractiveness and pedestrian-friendliness of this stretch of Vermont Ave., and Phase 1B, which will extend this further north, will be another very welcome addition to the Figueroa Corridor community.



Safety Ambassador Program Recognized for Keeping Student's Car Safe

The Figueroa Corridor Partnership received the following thank you letter from a USC graduate student in mid-March:

"Dear Figueroa Corridor Ambassadors, On February 14, I accidentally locked my keys in my car downtown, across from USC. Upon the realization of my mistake, I returned to my car and was surprised not only that my car was still there, but that one of your ambassadors was watching it. Thank you so much for your kind work – not only for me, but throughout the city! Lynn Kelly"

Ambassador Oscar Villanueva watched Ms. Kelly's car for three hours until she returned. While this is an example of another day in the life of our wonderful safety ambassadors

who improve the lives of all who visit the Corridor, those who benefit from their services often don't witness them firsthand as did Ms. Kelly. We appreciate her kind note and are very happy we could be of service.



Natural History Museum Partners with Pulitzer Prize Winning Author for Exhibit

A major new exhibit inspired by the Pulitzer Prize Winning Author Jared Diamond's book *COLLAPSE: How Societies Choose to Fail or Succeed* opens May 1 at the Natural History Museum. Diamond won the Pulitzer in 1998 for *Guns, Germs, and Steel*.

The exhibit, entitled *Collapse?*, explores links between societies and their environments, asking why some civilizations decline while others flourish. It uses the Museum's collections in a multimedia-rich installation. Throughout the exhibit's seven-month run, evening programs will offer audiences an opportunity to further engage in these ideas.

Visitors travel through present-day Montana, investigate the fate of ancient Maya civilization, look to the radical and successful solutions of 17th and 18th Century Japan, and examine contemporary Australia's ongoing search for a balanced approach to its environment. A virtual newsroom showcases modern environmental and geopolitical issues as visitors are invited to consider how their decisions have far-reaching impacts.

Collapse? is part of the Museum's growing focus on conservation and its goal to delve into current issues of environmental sustainability and how best to achieve this alongside economic development.



Orthopaedic Hospital to Expand Services to the Westside

In 1998, Orthopaedic Hospital entered into a far-reaching alliance with UCLA Healthcare, a partnership that allows the Hospital to expand its commitment to quality orthopaedic healthcare for the future. As outlined in the original transition plan, the Hospital will relocate its inpatient services to Santa Monica later this year, while continuing to provide outpatient services, including pediatric care and occupational medicine on its downtown campus in the Figueroa Corridor. It is estimated that the move of inpatient services will occur by September.

"Our founding mission of providing charity care for children with crippling conditions—regardless of their ability to pay—is just as important today as it was when Dr. Lowman founded the institution nearly a hundred years ago. This alliance allows us to expand our role in the community and meet the ever-increasing health care needs of children and adults with complex orthopaedic disorders," said James V. Luck, Jr., M.D., president, CEO and medical director for the Hospital.

Orthopaedic Hospital continues its unwavering commitment to the downtown community and to children's charity care. The recently constructed 40,000 sq. ft. Outpatient Medical Center on the downtown campus is positioned to meet the growing demand for pediatric visits, which exceeded 55,000 last year, making the Hospital the largest children's pediatric program in the United States. It is estimated that by the year 2010, the Hospital will provide 75,000 outpatient visits annually.

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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.