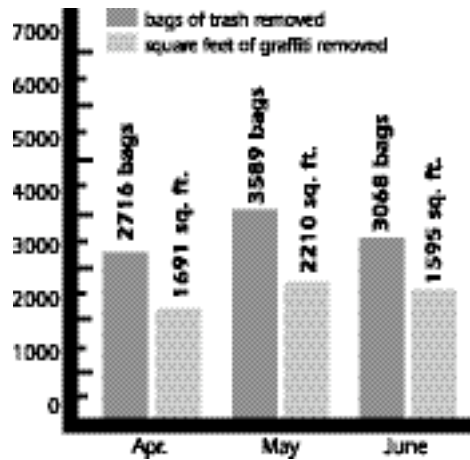


# FIGUEROA CORRIDOR CLEAN UP

## Trash & Graffiti Removal



## Team Members Of The Quarter

Thank you for doing a great job!



Sentel White  
Ambassador Team



Evelyn Harrison  
Clean Team

2nd Quarter 2006

## SUBMIT NEWS

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

Fall 2006...September 1    Winter 2007...December 1    Spring 2007...March 1    Summer 2007...June 1



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## Inside...

- TUSCANY OPENS ITS DOORS TO FIRST STUDENT RESIDENTS
- HOSPITAL SELLS LAND TO HOUSING DEVELOPER
- PARTNERSHIP BOARD MEMBERS ELECTED TO CAC

# DISCOVER

## THE DIFFERENCE

## High-End 'Tuscany' Opens Its Doors To Student Residents

The high-end student housing development, Tuscany, located catty-corner from USC at 3760 South Figueroa Street, opened its doors to its first residents in mid August. The \$40 million, five-story project will house 512 USC students in 120 one- to four-bedroom apartments, all of which were leased early this year.

"The students will have everything they need in the building – spacious apartments, study lounges, parking, and five ground-floor eateries where they can get food, drinks, and coffee," said Casey Smith, director of Conquest Student Housing, the project's developer.

Residency at Tuscany also comes complete with 24-hour security, a swimming pool, rooftop sun deck, recreation room, fitness center, massage therapy room, spas, steam rooms, saunas, and locker rooms. The interior of the complex features six landscaped courtyards with fountains, and all rooms have high-speed T-3 Internet and Dish Network television.

The apartments were specifically designed for student usage, with oversized bedrooms and closets, as well as dual sinks in the bathrooms. Clark & Hedrick Architects designed the building, and the Salter Company is the contractor.

"Tuscany will be a valuable addition to the Figueroa Corridor, because it also serves the needs of the surrounding community," Smith said. The retailers – Coffee Bean & Tea Leaf, Quizno's Subs, Coldstone Creamery, Robek's, and Pick Up Stix – are expected to open in September. "The community will benefit from the addition of the five eateries, all new to the area. Every retailer will have patio seating, and the corner patio of the Coffee Bean and Tea Leaf will be a great place for students and community members to congregate."

In order to improve the streetscape surrounding the project, Conquest has completely redone all of the sidewalks and curbs and added new landscaping along the Figueroa Street frontage.



This aerial photo of the Tuscany shows its location on the east side of Figueroa Street just south of Exposition Boulevard. West-facing apartments have a view across Figueroa Street of the Amgen Center for Science Learning, located within a historic armory building, as well as the contemporary Science Center School.

There will be two levels of underground parking for tenants, and a ground-level parking garage will serve customers of the five businesses. According to Smith, the number of spaces significantly exceeds code requirements.

"We believe that this project will improve students' lives greatly because of its location directly across the street from the campus, combined with all of the amenities and retail options provided on-site," Smith said.

Steve Gibson, executive director of the Figueroa Corridor Partnership, agrees. "It's always a good thing when you can house people near where they work or study," he said. "The community benefits from reduced traffic and pollution, and commuting time is reduced for, in this case, 512 students. Perhaps most importantly, the increased pedestrian traffic helps create more of a community and acts as the 'eyes and ears' of the neighborhood, thereby increasing safety."

### CALENDAR OF EVENTS

#### Through August 27

##### Deep Sea 3D

Narrated by Johnny Depp and Kate Winslet, this immersive, underwater adventure transports audiences to waters around the globe for up-close encounters with fascinating sea creatures. IMAX Theatre, 213.744.7440

#### Through September 4

##### Marvel Super Heroes Science Exhibition

Learn the remarkable achievements of science and technology through action stations that explore the science within Marvel's characters. California Science Center  
www.californiasciencecenter.org, 213.744.7440

#### September 6 – October 28

##### The Inferno of Dante by Michael Mazur

Recent paintings by Mazur provide a unique interpretation of Dante's text. A collaboration with former U.S. Poet Laureate Robert Pinsky. USC Fisher Gallery  
www.usc.edu/fishergallery, 213.740.4561

#### September 18

##### Photojournalist Erich Lessing Talk:

**Photographs from the Hungarian Revolution**  
Lessing discusses his storied career and guides a tour of his photo exhibit. 9:30 a.m. – 2 p.m. USC Doheny Memorial Library, Second Floor  
www.usc.edu, 213.740.2070

#### September 22 – October 22

##### Overnight Adventure: Camp Earthquest

Jump in a time capsule and get up close and personal with dinosaurs, insects, minerals and more. Make a fossil cast, pan for 'gold,' and explore the Museum. Natural History Museum, \$43/person  
www.nhm.org, 213.763.3535

#### September 30

##### Silver Dollar Football Classic

Morehouse vs. Alcom. Battle of the Bands will be at the Sports Arena on September 29. L.A. Memorial Coliseum  
www.lacoliseum.com, 213.480.3232

#### October 14

##### Doheny Mansion Tour

Docent-led tours of the historic mansion at 9:00, 9:45, 10:30, and 11:15 a.m. The \$25 admission benefits the mansion's preservation. Reservations: 213.477.2764

#### Through October 28

##### ¡Azúcar! The Life and Music of Celia Cruz

The exhibit explores the life of legendary Cuban-born singer Celia Cruz (1925-2003), the undisputed Queen of Latin Music, and her impressive career that spanned six decades. California African American Museum  
www.caamuseum.org, 213.744.7432

## Message From The Chair



*Darryl Holter, Chair*

In July, several members of our board of directors were elected to the Community Redevelopment Agency's (CRA) Exposition/University Park Community Advisory Commission (CAC). We are delighted, as the CAC plays a decisive role in the shaping of the Figueroa Corridor.

The CAC advises the CRA on proposed CRA develop-

ments, such as the Exposition Park Intergenerational Community Center's Swim Center, the Department of Social Services, the soon-to-open Galen Center, and the University Gateway project, all of which enrich the community and economic vitality of the area.

The CAC is comprised of 21 members, including two from USC, three from Exposition Park, four property owners, three residents, three representatives from community organizations, three business owners, and three City Council office appointees. The Partnership board directors voted onto the CAC include property owner Dafer Dakhil and business owners Steve Gibson and myself.

It is important that the business and community leaders of the Figueroa Corridor have a voice on decisions that affect our district. In the past, some CAC members have viewed economic development as harmful to the community without understanding that everyone benefits from economic expansion and job creation. Others have opposed new development projects while carrying the banners for important but sometimes too narrowly defined issues, including historic preservation, no-growth policies, subsidized housing, or parking issues. Some have opposed appropriate student housing projects in the name of protecting single-family homes without understanding that the chronic shortage of student housing is what drives landlords to convert single-family units into sardine-can housing for students.

The Partnership feels the new commissioners are well positioned to help the CAC meet its stated goals – alleviating overcrowded and substandard housing, promoting the creation of affordable housing, encouraging a thriving business community, and improving streets, sidewalks and parking. Since the BID was created in 1998, our members and their organizations have all been instrumental in bringing business, housing, and streetscape projects to fruition within the Figueroa Corridor. Their accession to the CAC will ensure the continuation of those achievements into the 21st century.

***Darryl Holter***

*Chair, Board of Directors  
Figueroa Corridor Partnership*

## CORRIDOR NEWS

### Upscale Housing Developer G. H. Palmer Associates Buys Hospital Land At 23rd And Flower Streets

Los Angeles Orthopaedic Hospital (LAOH) has sold 9.45 acres of its 12.5-acre downtown campus to G.H. Palmer Associates for \$70.5 million in an all-cash transaction. The site, located at Flower and 23rd Streets – between downtown and USC – is home to an aging hospital building that used to house LAOH's inpatient services.

To make way for this land sale, LAOH moved its inpatient and surgical facilities to the Santa Monica-UCLA Medical Center campus in Santa Monica last year, where a new inpatient Orthopaedic Hospital is under construction. James V. Luck, Jr., LAOH president, CEO, and medical director, says that this move, coupled with the land sale, will allow the LAOH to reduce operating costs by as much as \$5 million per year. "This money will allow us to continue our growth and expand our research to better treat children and adults with orthopaedic disorders and support our education of musculoskeletal professionals," he said.

The downtown facility still houses the hospital outpatient services and cares for those with crippling disorders,

regardless of their ability to pay for treatment. The hospital will continue to serve more patients than any orthopaedic facility in the country – over 60,000 visits each year.

G.H. Palmer Associates has developed several high-end apartment complexes in downtown, and its CEO, Geoffrey H. Palmer, is credited with helping start downtown's upscale housing boom.

Palmer names his company's apartment complexes after famous Italian Renaissance families, including the Medici, Visconti, Orsini, and Piero. The properties are designed around lushly landscaped courtyards with pools and fountains and feature ornate lobbies. Units are equipped with high-end amenities, such as granite countertops and quadruple-pane glass, and tight security includes entry by way of subterranean garage.

The company will likely build a similar project at the hospital site, with as many as 800 units going in on the property. The hospital has 18 months to vacate the land.

### USC's 83rd Football Season

This year's USC's football season marks the 83rd year that the games have been held at the Los Angeles Memorial Coliseum. USC's first football team was formed in 1888, eight years after university was founded. This year's home game schedule is as follows:

September 16	Nebraska	(ABC)	5:00 p.m.
October 7	Washington	TBA	TBA
October 14	Arizona State	(ABC)	5:00 p.m.
November 11	Oregon (Homecoming)	(FSN)	7:15 p.m.
November 18	California	(ABC)	5:00 p.m.
November 25	Notre Dame	(ABC)	5:00 p.m.

For more information, visit [www.usctrojans.com](http://www.usctrojans.com) or [www.lacoliseum.com](http://www.lacoliseum.com). Tickets can be purchased online or by calling 213-740-GOSC.



## New IMAX Theatre Film 'Hurricane On The Bayou' Opens August 25

In August 2005, the face of one of America's most beloved cities was changed beyond recognition. *Hurricane on the Bayou* takes viewers on a breathtaking tour of one of the most vibrant places in America, the Louisiana bayou and the city of New Orleans.

Learn how the steady erosion of the surrounding wetlands, a natural barrier to storms, contributed to the devastating impact of Hurricane Katrina. Poetically told through the sounds of some of New Orleans greatest musicians, *Hurricane on the Bayou* dramatically illustrates the importance of nature conservation. Narrated by Meryl Streep.

For tickets and more information, visit <http://goto.californiasciencecenter.org/hurricaneonthebayou>. For advance ticket sales or to make a group reservation, please call 213-744-2019. Groups of 15 people or more need a reservation and will receive a discounted rate. Your IMAX ticket purchase helps fund exhibits and education programs at the California Science Center.



## Gibson Dunn & Crutcher Creates Scholarship Fund At Mount St. Mary's College

Gibson, Dunn & Crutcher LLP, a law firm with offices in L.A. as well as several other cities in the U.S. and Europe, has created a comprehensive scholarship fund at Mount St. Mary's College that will be awarded to students studying pre-law. The scholarships, in the amount of \$10,000, will be awarded to

students over a two-year period beginning in 2006.

The firm has included a mentoring component to the scholarship by having a Gibson Dunn lawyer serve as a mentor for each recipient.

"A number of Gibson Dunn lawyers routinely assist Mount St. Mary's mock trial team in competition and have been highly impressed by the students' capabilities," said Leslie Ripley, director of recruiting and diversity at Gibson Dunn. "Many have what it takes to succeed at a major law school, but even the cost of taking an LSAT review course is prohibitive for many students with limited financial means. We hope that this scholarship will help students pursue a career in law."



## Los Angeles Could Host The 2016 Summer Olympics

Los Angeles, along with San Francisco and Chicago, has made the cut as one of the nation's three finalists to host the 2016 Summer Olympics. Other cities vying for the Games include Europe's Rome, Milan, Madrid, and Hamburg, as well as Tokyo and Fukuoka, Japan.

The U.S. Olympic Committee will decide next March which of the three cities, if any, to submit to the International Olympics Committee (IOC). The IOC will announce the chosen location in 2009. It is believed that Africa and South America, two continents that have never hosted the Games, will host in 2020 and 2024.

Los Angeles is emphasizing its diversity and 38 Olympic-quality venues, including the Memorial Coliseum, as its strong points.



## Robinsons-May Shoppers Ride Butterfly Bus To Natural History Museum

In celebration of the Robinsons-May Pavilion of Wings at the Natural History Museum, Robinsons-May offered shoppers a free ride to the Natural History Museum on August 1 to experience the free-flying butterfly exhibit.

Departing from the Robinsons-May store at the Downey Stonewood Center five times during the day, customers rode the double-decker Butterfly Bus to the Natural History Museum in historic Exposition Park. Once there, shoppers received free admission to the pavilion and museum. Local Latin fusion musicians, Trio del Alma, serenaded guests with romantic boleros during their visit.



Radio station KLVE did a live in-store broadcast, offering listeners the chance to win one of four Pavilion of Wings gift baskets, valued at \$100 each. To top it off, free water bottles were wrapped with a removable coupon for a free butterfly-themed gift that guests redeemed in Robinsons May upon their return to Downey.

For more information on the Natural History Museum's butterfly pavilion, please visit [www.nhm.org](http://www.nhm.org) or call (213) 763-DINO.

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