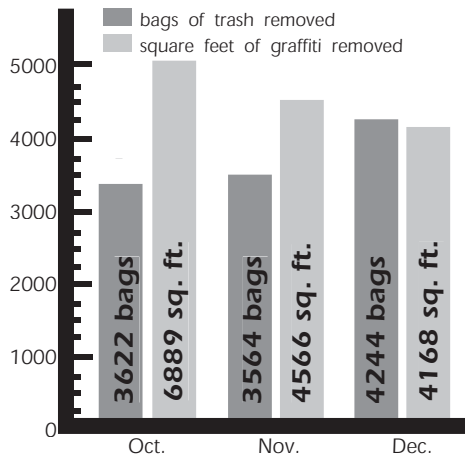
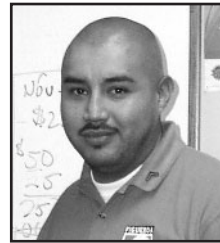


FIGUEROA CORRIDOR CLEAN UP

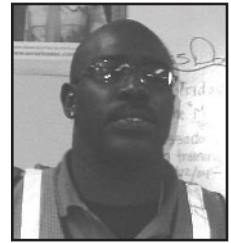
Trash & Graffiti Removal



Team Members Of The Quarter Thank you for doing a great job!



Juan Serrano
Ambassador Team



Roy Greenlow
Clean Team

4th Quarter 2004

SUBMIT NEWS

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

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



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Inside...

- LATTC's Grand Expansion
- USC's 125th Anniversary
- Community Medallions

DISCOVER

THE DIFFERENCE

LATTC Undergoing Massive Renovation and Expansion

This first decade of the new century poses many exciting challenges for Los Angeles Trade Technical College (LATTC). The "Information Age" consistently demands higher levels of education and skill, and the resources to deliver education are scarce. LATTC approaches this challenge by renovating itself so students can assume the workforce and leadership positions of this century. In order to remain a premier educational institution, LATTC is modernizing its facilities, technological infrastructure, and academic and vocational programs. After 25 years, LATTC is undergoing a rebirth with the assistance of voter approved funding.

The public's support of Proposition A/AA is a strong indication that the south side of downtown Los Angeles deserves quality educational facilities. By 2008, LATTC will invest approximately \$240 million to construct three new buildings, a 700-space underground parking structure, and renovation of 14 existing structures. LATTC will be noticed for its seamless and modern architectural style that juxtaposes its 79-year history with wireless technology. LATTC aims to expand access to education and technology through existing partnerships with USC, UCLA, NASA and JPL. Collaborating with public and private interests will ensure that LATTC is the focal point of technological investments and training in Los Angeles. The remarkable success of LATTC's On-Line courses is an amazing example of the unlimited potential for professional development and skill acquisition.

In a few years, our neighbors can view through the tree lined streets into the windows of the Culinary Arts classrooms and see our students learning while working. Land that once divided the college will be integrated as the site of two five-story classroom buildings. These buildings, measuring over 250,000 square feet of new classroom space, will serve as LATTC's new entrance on Grand Avenue. A new grassy quad and the re-positioning of the track and field will create the Central Park of the west coast.



Above: One of two buildings that will flank the Grand Avenue Entrance. Left: The Learning Resource Center will house the central library, media services and a writing center. Renderings: MDA Johnson Favaro architects.

Such a vision certainly balances developments on the north side of Grand Avenue. When measuring the intellectual capital gained through myriad of academic, cultural, and vocational programs offered at LATTC, the whole community wins. This bastion of education aims to serve as the intellectual lighthouse for those in search of a bright future, and thanks to the voters, the future looks very promising.

-- Daniel A. Castro, President, LATTC

CALENDAR OF EVENTS

January 13-April 2
African American Artists in Los Angeles
Show features artists from 1990 to the present.
California African American Museum
213.744.7432, www.caamuseum.org

Opens January 28
Forces of Nature
Experience storms, earthquakes, and volcanoes.
IMAX Theatre
323.744.7400, www.californiasciencecenter.org

February 13
47th Annual Grammy Awards
Shrine Auditorium
310.392.3777, www.grammy.com

Opens February 20
Conversations
Exhibit pairs Museum scientists with contemporary LA artists to take a fresh look at objects from the Museum's rich collections.
Natural History Museum of L.A. County
213.763.DINO, www.nhm.org

March 6
Casals Quartet
Classical string quartet from Spain.
The Da Camera Society of Mount St. Mary's College
Doheny Mansion, 2:00 & 3:30 p.m.
213.477.2929, www.dacamera.org

March 12
Women in the Global Struggle Against Apartheid
South African Consul-General Jeanette T. Ndhlovu gives a talk, followed by Q&A and a short film.
California African American Museum
1:00 p.m.
213.744.7432, www.caamuseum.org

March 13
USC Chamber Orchestra
World premiere of "Fleet."
Walt Disney Concert Hall, 7:30 p.m.
323-850-2000, http://wdch.laphil.org

SAVE THE DATE



Fifth Annual
Blooming of the
Roses Luncheon
April 22, 2005
Exposition Park
Rose Garden

Message From The Chair



Darryl Holter, Chair

I'm writing during the holidays when everyone is rushing around, trying to beat the Christmas countdown. But sometimes we should remember to slow down.

Last week, Yrene Chavez, a cashier at Nissan of Downtown L.A., was struck by a car while crossing Washington Blvd. one block west of Figueroa St. Although

she was crossing within the so-called protection of a white striped crosswalk, she suffered a fractured arm and leg, internal injuries, and a displaced hip.

I felt sad when I heard the news, because two years earlier, I put in a request to the city to do something about the problem of pedestrians crossing where drivers are driving too fast. After experiencing a few close calls crossing from our Nissan store to the Reconditioning building and seeing my father-in-law, Nick Shammass, nearly get hit by a speeding vehicle, I wrote to the DOT asking them to consider a safer crosswalk, perhaps yellow or with a button that could be activated by pedestrians.

After several weeks, I received a phone call informing me that not enough accidents had taken place to justify any change in the crosswalk. That seemed a bit lame, but instead of getting upset and going up the chain of command, I let it go at that and returned to the other problems on my desk. That's partly why I felt so sad when I heard about the accident. I wondered whether Ms. Chavez would have made it across the street safely if I had pursued the issue more aggressively a few years ago.

Many drivers speed through this intersection before entering onto the 110 Freeway. Mentally, they are already on the on-ramp, half a block away. Fortunately, we have a friend in Councilmember Jan Perry who promised to look into the situation. A few days later, LAPD set up a speed trap and ticketed dozens of speeders.

I'm hoping we can do something. For the record, the Figueroa Corridor BID has always pushed for pedestrian rights and calming of traffic on Figueroa and Flower Streets. We helped land the \$3.5 million street improvement project on Vermont Ave. that features landscaped medians and stamped asphalt crosswalks to more clearly delineate the safety zone. We'll continue to work in this area.

Meanwhile, Ms. Chavez is returning to work. I'm greatly relieved, but here's my New Years' Resolution: "Slow Down."

Darryl Holter

*Chair, Board of Directors
Figueroa Corridor Partnership*

CORRIDOR NEWS



Streetscape Signage Coming to Corridor

The Figueroa Corridor "Community Medallions" – a streetscape signage and marketing program that consist of permanent metal banners affixed to street poles – will be installed by mid-February, with installation work beginning by late January and taking approximately two weeks. Fluoresco Lighting and Signs has been hired to do the fabrication and installation work.

The Figueroa Corridor Community Medallions are double-sided and have a simple design consisting solely of the Figueroa Corridor Partnership BID's white, black and teal logo (as seen on the masthead of this newsletter and next to the return address), and are 2'6" feet tall and 2'3" fall wide. Compared to the commonly-used canvas banners seen along commercial corridors, the Medallions are easier to keep clean and entail an easier permitting process.

Executive Director Steve Gibson said, "The Medallions will add to the sense of community in the Corridor and also act as a marker for out-of-town visitors."

The Medallions will be installed on all major streets within the district – including Figueroa, Vermont, Flower, Jefferson, Washington, Adams, Exposition, and others – and two Medallions will be installed per block.



2005 Preservation Awards Accepting Nominations

For the past 23 years, the Los Angeles Conservancy has recognized outstanding achievement in the field of historic preservation through its annual Preservation Awards ceremony held in May. The awards are selected by an independent jury of experts in architecture, preservation, and community development. USC's Mudd Hall of Philosophy was one of nine award recipients in 2004.

If you know of a preservation project that deserves recognition, the Conservancy is accepting nominations for residential, commercial, institutional and landscape projects located within

Los Angeles County, completed by December 31, 2004.

For detailed information and to download the nomination form, please visit www.laconservancy.org or call the Conservancy at 213.623.2489. Submissions are due January 31, 2005. There is an application fee of \$25.



Partnership Recognizes Top Team Members



The Figueroa Corridor Partnership's annual holiday party, held on December 17, 2004, named Ruben Sepulveda (center) Clean Team Member of the Year and Juan Serrano (left) and Sharonne Yates (right) Ambassadors of the Year. Partnership Board Members Darryl Holter, Eska Wilson, Margaret Farnum, and Mark Cohen were in attendance.



CAAM Offers Family Fun on Sundays

The California African American Museum received a \$100,000 grant from Target Stores in November to create "Target Sundays at CAAM" – free family programming on the first Sunday of every month. The first event, held on January 6, honored the legacy of Dr. Martin Luther King Jr.

On February 6, "Remembering Malcolm X – Mysteries, Myths and Misconceptions" will feature documentary film, youth workshops on tolerance and understanding, and a live stage reading of the Malcolm X and Martin Luther King, Jr.-inspired play, "The Meeting."

The March 6 "It's Sunday, Where Is Your Hat?" will explore "Hattitude" in the African American community and commence with the Kool Kids Fashion & Hat Show. Please call CAAM at 213.744.2132 for more information.

CORRIDOR NEWS



USC Celebrates 125th Anniversary with Intriguing Programs and Events

In 1880, USC opened its doors to 53 students and 10 professors. Now, 125 years later, the university is an internationally recognized research institution with more than 31,000 students and 4,300 faculty.

To commemorate its anniversary, USC will hold a variety of exhibits, performances, lectures, and conferences through spring 2006. Activities will revolve around the USC 125th Anniversary Project's two-part theme: "honoring the past" and "inventing the future."

The celebrating has already begun. In November 2004, the Los Angeles Conservancy began its first architectural walking tour of the campus. The remaining 2005 tours include March 12, May 21, July 9, September 24, and November 12. (Please visit www.laconservancy.org for more information.)

The fascinating virtual exhibit "125 Years of USC Postcards" (www.usc.edu/programs/125/exhibit_postcards) includes more than 80 postcards dating back to the early 1900s featuring the campus, Exposition Park, and the surrounding commercial and residential neighborhoods. There are also a few postcards of downtown, including one of the historic Broadway theatre district at night, with its scores of neon theatre signs and bustling nightlife, and another of Olvera Street. Visitors can examine both sides of the cards, some of which have handwritten text.

USC is also holding a large number of events

surrounding the "inventing the future" theme, in order to showcase the university as a leader in research education. A series of guest lectures on a wide range of topics is taking place at the University Park campus and also throughout the greater Los Angeles area.

The anniversary events will culminate in spring 2006 with a USC-hosted international conference on the future of higher education, seeking to define the research institution of the 21st century.

To view all anniversary programs and events, and to learn about USC history, visit the USC 125th Anniversary Project's detailed Web site: <http://www.usc.edu/programs/125>.



The Metropolitan Transit Authority's Exposition Line Nears Reality

In January, the Metropolitan Transit Agency is expected to approve the Environmental Impact Report for the Exposition Line, a 9.6 mile light rail line that will connect downtown with Culver City.

Beginning at 7th and Figueroa in downtown, the route will follow the existing Blue Line tracks along Figueroa to Washington Blvd. From there, it will connect to Exposition Blvd. either along Flower or Hill Street.

This segment of the route that stretches from downtown to Vermont Ave. will be the first portion constructed. From there, the route will continue west along Exposition Blvd. to Robertson St. in Culver City. The commute from one end of the Exposition Line to the other will take 27 minutes and is expected to

serve approximately 45,000 riders per day.

If the environmental review goes well in January, construction will start by 2007 and complete in 2010. A possible future route will continue to the Santa Monica shoreline, along a route east of the 10 Fwy.



Assemblyman Ridley-Thomas' Coliseum-Area Bill Takes Effect

Assemblyman Mark Ridley-Thomas' Assembly Bill 2805, which seeks to entice the NFL's return to the Coliseum, went into effect on January 1. The bill was signed by Governor Arnold Schwarzenegger in September and adopted by City Council in October. Eighth District Councilmember Bernard Parks introduced the bill.

AB 2805 extends the timeline and financing options of the Hoover Redevelopment Project Area, which was initiated in the 1960s to improve the area around Exposition Park. The bill increases the project area's bonding capacity and requires that tax increment funds generated through a \$400-\$500 million investment by the NFL is used for public infrastructure improvements within the redevelopment project area.

The bill demonstrates that, should the NFL choose the Coliseum as the venue for its L.A.-area team, Los Angeles is willing to pay for improved infrastructure around the Coliseum, which will, in turn, will help attract new commercial, retail, and housing development.

The NFL is expected to choose its venue early this year.

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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.