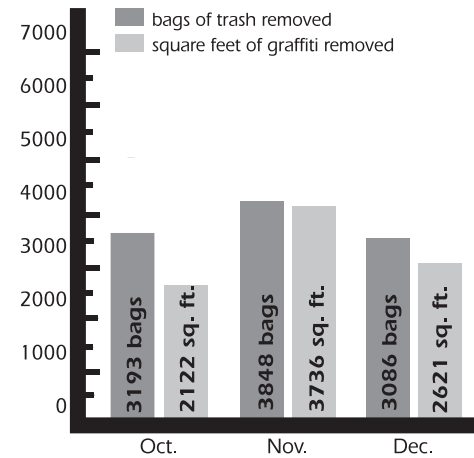


## FIGUEROA CORRIDOR CLEAN UP

### Trash & Graffiti Removal



### Team Members Of The Quarter

Thank you for doing a great job!



**Demetri Lawrence**  
Ambassador Team



**Jeffrey Shelton**  
Clean Team

4th Quarter 2005

### SUBMIT NEWS

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

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

## FIGUEROA



## CORRIDOR

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### Inside...

- MORE STUDENT HOUSING AND BUSINESSES COMING TO AREA
- UNIVERSALLY ACCESSIBLE PLAYGROUND UNDER CONSTRUCTION
- PARTNERSHIP UNVEILS NEW WEB SITE



A quarterly publication of the Figueroa Corridor Partnership Business Improvement District

Winter 2006

# DISCOVER

## THE DIFFERENCE

## University Gateway To Bring Much-Needed Student Housing And Amenities To Figueroa Corridor

The ongoing effort to develop the Figueroa Corridor into a more livable and pedestrian-friendly district will get a major boost this fall when Los Angeles-based developer Urban Partners LLC breaks ground on University Gateway, an innovative mixed-use, residential/retail development.

Bounded by Figueroa St. on the east, 32nd St. on the north, the Shrine Auditorium and surface parking on the west, and Jefferson Blvd. on the south, University Gateway will bring sorely needed USC undergraduate student housing. By providing students with housing, the development will prevent traditional residential housing stock from being converted into student housing. The development will also alleviate two oft-cited complaints from local residents and stakeholders: traffic congestion and lack of parking.

“From a community perspective, the greatest benefits of the project are likely to be protecting existing residential housing and improved traffic and parking,” said Dan Rosenfeld, a principle of Urban Partners. “Every bed that we build at the USC campus represents a student who will not need to drive to school. Every parking stall we build is a car that will not park in the neighborhood.”

In addition to housing more than 1,600 undergraduates in 421 apartments, the development will feature 100,000 square feet of ground-floor retail with a sit-down restaurant, coffee shop, fitness center, and USC bookstore with a comprehensive inventory of books that will appeal to both scholars and general interest patrons.

“The Gateway project represents the best possible use of the land,” said Figueroa Corridor Partnership Chair Darryl Holter, whose company, The Shammass Group, owns the land on which the planned site will be constructed. “We decided to relocate the car dealerships that were on that site to new facilities on Figueroa and Washington so that



the old site, located in the heart of the Figueroa Corridor, could be used for a higher-density purpose and so the dealerships could cluster nearer the 10 Freeway to form a ‘Downtown Auto Center.’ The Auto Center and University Gateway are two components of a united plan.”

University Gateway’s architectural plan features a pedestrian-oriented retail environment that includes wide sidewalks and more than 70,000 square feet of open space, much of which will be landscaped with trees, grass, and native vegetation. “We’ve tried to design it in such a way that the parking is somewhat buried in the back of the building,” Holter said. “The parking lot will be accessed via side streets instead of crossing pedestrian walkways on Figueroa.”

The project is expected to create more than 670 full-time jobs – 500 during construction and 170 for continuous operations. In addition, Clark Construction, the selected contractor, is creating a program to hire local employees and minority contractors and subcontractors.

According to Urban Partners, the \$135 million project will be completely financed through private investments, not subsidized by taxpayer dollars.

### CALENDAR OF EVENTS

#### February 15–April 15

**Variations on a Theme: American Prints from Albers to Lichtenstein**  
Over 100 works from prominent U.S. artists of the '60s and '70s from Hockney to Thiebaud.  
USC Fisher Gallery  
[www.usc.edu/fishergallery](http://www.usc.edu/fishergallery), 213.740.4561

#### Through March 2

**Magnificent Desolation: Walking on the Moon 3D**  
Narrator Tom Hanks transports viewers to the lunar surface.  
IMAX Theatre, 11:30 a.m., 1:30 and 2:30 p.m.  
[www.californiasciencecenter.org](http://www.californiasciencecenter.org), 323.724.3623

#### March 3

**Soweto Gospel Choir**  
South African choir singing in eight languages and using synchronized dance moves alongside djembe drumming, trills, and throat clicks.  
USC Bovard Auditorium, 7 p.m.  
[www.usc.edu/spectrum](http://www.usc.edu/spectrum), 213.740.2167

#### Through March 5

**Milton Bowers' Writings on the Walls**  
Northern California artist and social commentator inspired by Basquiat, Rauschenberg, Bearden, and Haring.  
California African American Museum  
[www.caamuseum.org](http://www.caamuseum.org), 213.744.7432

#### March 17

**Mendelssohn String Quartet**  
Heralded by the BBC and New York Times, this quartet will play Mendelssohn's Andante and Scherzo, Op. 81, Puccini's "I Crisantemi," Mozart quartets, and Beethoven.  
USC Doheny Memorial Library, 8 p.m., \$60–\$85  
[www.dacamera.org/events](http://www.dacamera.org/events), 213.477.2929

#### March 18

**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

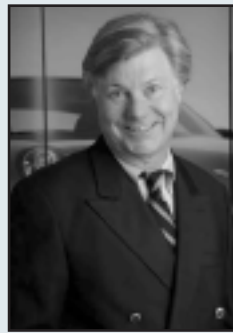
#### April 20

**Essie Mae Washington-Williams Luncheon**  
Discover the extraordinary life story of Senator Strom Thurmond's bi-racial daughter, and hear her read from her new book.  
USC Doheny Memorial Library, 4:45  
[www.usc.edu/events](http://www.usc.edu/events), 213.740.2328

#### Through May 3

**Sonic Scenery**  
Experience the museum's collections anew alongside music created by musicians and composers from the Sun Ra Arkestra to Ozomatli.  
Natural History Museum of L.A. County  
[www.nhm.org](http://www.nhm.org), 213.763.3466

## Message From The Chair



Darryl Holter, Chair

It's the beginning of another big year for the Figueroa Corridor. Several anticipated developments will complete in 2006 and will inject the district with more life and new amenities.

January saw the opening of the new **Porsche, Audi, and Volkswagen dealerships** at Figueroa and Washington, and **L.A. Walks** – the largest wayfinding signage program in the nation – was installed throughout downtown.

Looking forward, the innovative pedestrian 'walking tour,' **Angel's Walk**, is expected to grace our sidewalks by summer. Colorful sidewalk stanchions throughout the district will describe the area's architectural and historical landmarks, and self-tour guidebooks will be available at museums and other community gathering spots.

USC's \$89 million **Galen Center** will open up in fall to accommodate the school's men and women's basketball and volleyball games, as well as lectures, concerts, and other events.

The **Radisson Hotel Parking Structure** will open up in late summer to accommodate hotel guests and Galen Center patrons.

A mixed-use development on Figueroa just south of Exposition called **The Tuscany** will provide 120 luxury apartments for USC students as well ground-floor cafes and eateries, such as Coffee Bean & Tea Leaf and Quizno's Subs, among others.

By the end of this year, **Chrysler, Jeep, and Dodge** dealerships will occupy the Pierce-Arrow building located south of the Volvo dealership on Figueroa to join downtown's newly redeveloped 'Downtown Auto Center.'

**Orthopaedic Hospital's Universally Accessible Playground** will also open by the end of this year to offer children with physical disabilities a place to play.

Last but not least, a decision is expected soon regarding the possibility of an **NFL team** coming to the Coliseum.

But it doesn't end with 2006. Just as many projects are under construction or breaking ground this year, making 2007 and beyond just as exciting!

**Darryl Holter**  
Chair, Board of Directors  
Figueroa Corridor Partnership

## CORRIDOR NEWS

### L.A. Walks Signs Up And Pointing The Way To Downtown Destinations

The nation's largest wayfinding signage program is now complete. Installation of the Downtown L.A. Walks signage program finished in January, leaving in place vehicle and pedestrian signs throughout downtown to guide visitors toward local attractions, transit stops, and other important destinations.

"Downtown L.A., given its large size and diverse districts, can be challenging for visitors to navigate," said Steve Gibson, L.A. Walks project manager and Figueroa Corridor Partnership executive director. "The L.A. Walks signs will make it easier for people to find their desired destination and also discover new ones they may not have known about."

Gibson said that the Figueroa Corridor signs will be particularly useful for the



thousands of people each year that come to the district for football games, concerts, and other events.

### Partnership's New Web Site Features Enhanced Design And Community And Visitor Resources

The Figueroa Corridor Partnership welcomed in 2006 by unveiling a freshly designed web site that visitors will find attractive and easy to navigate. The site, [www.figueroacorridor.org](http://www.figueroacorridor.org), serves as a one-stop resource for the Figueroa Corridor and features: a calendar of

"The new site will give visitors new to the Figueroa Corridor a good feel for what the area's all about," said Partnership Deputy Director Aaron Aulenta. "People who work or live in the area will find it equally useful as a place to find out about upcoming

events and local businesses and amenities. Additionally, the site will help L.A. residents keep track of all of the new buildings and streetscape programs going in every year."

The design is simple and clean for ease of use so that visitors can quickly access

information. An L.A. County firm, Skyhound Internet, was chosen to manage the redesign.

Figueroa Corridor community members can contact the Partnership with events, venue rental information, or other news at [info@figueroacorridor.org](mailto:info@figueroacorridor.org).



events; a business directory; a comprehensive list of local event venues for rent; information about developments that were recently completed, are under construction, or are soon to break ground; background on the Partnership and its operations; and more.

## CORRIDOR NEWS



### Orthopaedic Hospital To Build Universally Accessible Playground For Children

The Los Angeles Orthopaedic Hospital Foundation (LAOHF) has been awarded a grant of more than \$900,000 from the Los Angeles-based Everychild Foundation to support the construction of a new, universally accessible playground for children with crippling conditions. LAOHF was chosen among a select group of organizations to receive the Everychild Foundation's sole 2006 grant.

Jacqueline Caster, president of Everychild Foundation, said the park fulfills the organization's mission to provide equal opportunities for all children. "Our grant to the Los Angeles Orthopaedic Hospital Foundation for the construction of this universally accessible playground will have widespread benefits for our children, pediatric patients, and the entire community. The park will be a secure recre-

ational environment where children with disabilities can play like all other children. Hopefully, it will serve as a model for other similar projects."

The playground will be built on just under half of an acre, and construction is expected to complete by the end of 2006. It will be designed with input from parents, children, and health professionals from the community.

"The playground will only enhance Orthopaedic's founding mission to provide children with the finest orthopaedic care regardless of ability to pay so they can live a healthy, happy life," said Mary Schmitz, Ph.D., LAOHF president. "This innovative playground will provide a safe place for children with disabilities to play and exercise. It will be open to the larger community, creating an integrated environment where children of all abilities can learn from and with each other."



The above rendering is a mock-up of what the Orthopaedic Hospital's Universally Accessible Playground for children might look like. The actual playground will be designed with input from parents, children, and health professionals from the local community.



### Ahmanson Senior Center Undergoing Jazzy Renovation

The Exposition Park Intergenerational Community Center's Ahmanson Senior Center is in the middle of a makeover. In addition to offering computer training, yoga classes, movie screenings, and sewing clubs, the center will soon also boast a jazz-themed café complete with a stage, portraits of jazz musicians, an espresso station, imitation leather chairs, and a \$2,500 Kawai piano donated by the Weingart Foundation. Designed by a University of Southern California student, the café will serve as a comfy hangout for community seniors, many of whom are accomplished musicians.



### Natural History Museum's Friday Night Events A Big Success With L.A. Residents

The Natural History Museum's second year of 'First Fridays' events, which take place the first Friday of each month in fall and winter, proved to be an even bigger hit with Los Angeles residents than last year's lineup. The nighttime events bring hundreds of people of diverse ages and backgrounds to the museum to hear a panel discussion by leading scientists and thinkers and then enjoy cocktails and music by popular L.A. bands and DJs in the mammal halls. The December panel, featuring Pulitzer Prize Winning Author and Scientist Jared Diamond, was the most successful to date and sold out days in advance. (Diamond's latest book, *Collapse*, was the basis for the museum's recent environmental exhibit of the same name.) Nearly 700 people were in attendance, and people were turned away at the door.

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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.