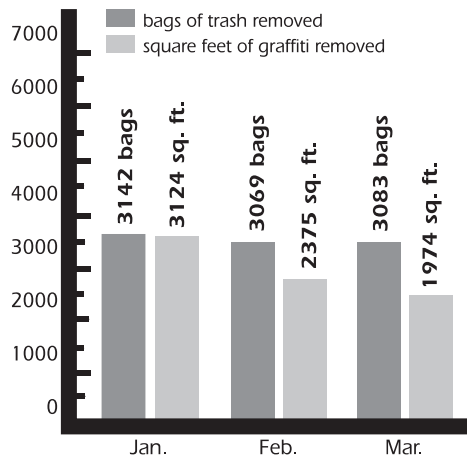


FIGUEROA CORRIDOR CLEAN UP

Trash & Graffiti Removal

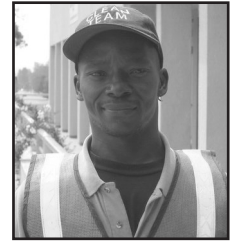


Team Members Of The Quarter

Thank you for doing a great job!



Anthony Walthour
Ambassador Team



Maurice Bowman
Clean Team

1st Quarter 2006

SUBMIT NEWS

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

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



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Inside...

- **CORRIDOR BOASTS DIVERSITY OF RELIGIOUS INSTITUTIONS**
- **DEPUTY MAYOR SPEAKS AT ROSES LUNCHEON**
- **EXPO LIGHT RAIL LINE MOVING FORWARD**

DISCOVER

THE DIFFERENCE

Religious Institutions Contribute Beauty And Humanity To Figueroa Corridor

A large number of religious institutions flourish and collaborate in and around the Figueroa Corridor. From storefronts to cathedrals, representing all faiths, they offer historical significance, architectural elegance, and a social network to the corridor and its environs.

Father Juan Antonio Ruiz, pastor of St. Vincent de Paul Church on West Adams Blvd. and Figueroa St., says the graceful Baroque church is modeled after cathedrals in Mexico. "We call this area of the Figueroa Corridor the 'corner of the three cathedrals,'" Father Ruiz laughs. "We have St. Vincent de Paul Catholic Church, St. John's Episcopal Church and the Cathedral of the Automobile [the ornate Automobile Club of Southern California]. The corner is an important artistic element in the Figueroa Corridor."

St. John's Episcopal Church is a replica of an 11th century church in Tuscany, Italy. Its austere Romanesque exterior contrasts with the rich ornamentation found inside, where Venetian glass mosaics adorn the walls. Father Mark Kowalewski, says, "I think the beauty of the building really adds to our worship experience." Father Kowalewski is one of many Figueroa Corridor clergy who recognize the part played by the area's religious institutions. "We're very interested in how St. John's can be a partner with the development of the Figueroa Corridor and the downtown renaissance."

The Omar Ibn Al Khatab Foundation (shown in photo, above right), which features a green domed mosque and minaret, is located on Exposition Blvd. and Vermont Ave. The Foundation works primarily with the community at large and with religious, secular, and educational institutions to "raise the standards of the neighborhood and the people who live there," says Dafer Dakhil, director of community development and internal affairs. "Our facility is often used by non-profit groups and USC to hold meetings or award ceremonies. In fact, it is used by more non-Muslims than Muslims."



If the walls of United Church of Christ's 1931 Romanesque church could talk, they would tell of days when the University of Southern California was a Methodist institution. It was located across from the university on 34th street, and its congregation was primarily the university community. Today the church is the only independently-owned property on the USC campus.

Located just outside the Figueroa Corridor, but providing a spiritual home and important services to those living in and around it, is the First African Methodist Episcopal Church. Paul Williams, the celebrated African American architect, designed the church, which was completed in 1963. The Reverend Brenda LaMothe says, "Visitors come from all states to take part in our worship services, and the foreign press often films the services."

Some of the other religious institutions in and around the Figueroa Corridor include the Church of Jesus Christ of Latter Day Saints, St. Mark's Lutheran Church, St. Agnes Catholic Church, St. Phillips Episcopal Church, Hebrew Union College-Jewish Institute of Religion, and Second Church of Christ Scientist.

To read the complete story, please visit www.figueroacorridor.org.

CALENDAR OF EVENTS

May 27

Conversations at CAAM: Interview with California Poet Laureate Al Young

Versatile and prolific, Young, 66, is a poet, writer, teacher, and lecturer whose poems have appeared in the *New York Times*, *Rolling Stone*, and the *Norton Anthology of African-American Literature*. As a screenwriter, he has worked with Sidney Poitier, Bill Cosby, and Richard Pryor. In this Q&A, Young will be interviewed by Beverly LaFontaine of the Pasadena Conservatory of Music. California African American Museum, 1-3 p.m. www.caamuseum.org, 213.744.7432

May 27 & 28

World Cup Soccer Legends Tour

May 27: Argentina vs. Brazil (4:30 p.m.); Central America vs. Mexico (7 p.m.). May 28: Game 1 (2 p.m.); Game 2 (4:30 p.m.). L.A. Memorial Coliseum, www.lacoliseum.com

June 2

First Fridays: Nature and the City

Discussion with *Conversations* artists, performance by Jon Hassell in the rotunda, and last chance to explore *Sonic Scenery* and *The Mysterious Bog People* after hours. Natural History Museum, 7-11:30 p.m. www.nhm.org, 213.763.DINO

June 17

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

June 26-August 25

Hands-On Science Camp

Kids in grades preschool through 12th can find fun in the lab this summer. Weekly workshops in more than 25 courses are available, from Super Power Factory to Outrageous Organisms. California Science Center www.californiasciencecenter.org, 213.744.7440

July 3-30

Exploration of Architecture

USC's School of Architecture offers this summer program for high school students considering a career in architecture or related fields. www.usc.edu/events, 800.281.8616

Through September 4

Marvel Super Heroes Science Exhibition

Kids (and adults) can learn about the remarkable achievements of current science and technology through action stations that explore the science within Marvel's characters. California Science Center www.californiasciencecenter.org, 213.744.7440

Message From The Chair



Darryl Holter, Chair

One of the most important developments coming to the Figueroa Corridor is the 8.5-mile **Exposition Light Rail line**, which will run from downtown's 7th St./Metro Center station to Washington Blvd. in Culver City. Construction will begin this summer and is expected to be completed in 2010.

The long-term benefits of this project should outweigh the burden that the construction may cause to area businesses and others in the community. The Expo Line will reduce traffic in the Figueroa Corridor by encouraging students, commuters, residents, and tourists to use public transit. Riders will then get to experience the neighborhood on foot until they reach their end destination/s. This will help to create a more pedestrian-friendly environment in the Figueroa-Flower Corridor. The presence of more people walking around will help make the area feel more like a neighborhood, a community.

Because the Expo Line will increase pedestrian traffic around each of its stations, the areas immediately surrounding each transit stop are being designed with the pedestrian in mind. Sidewalks and intersections will be safer, more accessible, and more attractive. New trees and landscaping will be installed and artists will be commissioned to produce works of art. All stations in the Figueroa Corridor will be at ground level (versus underground or aerial). Station renderings and other information on the Expo Line can be found at www.buildexpo.org.

There will be three stops in the Figueroa Corridor – at 23rd St. and Flower St., Jefferson Blvd. and Flower St., and Exposition Blvd. and Vermont Ave. – and possibly also a fourth at Exposition Blvd. and Figueroa St. This fourth location would well-serve USC, the Galen Center, Exposition Park, and other important destinations at this busy intersection.

After the Expo Line opens, the Corridor may begin to take on a different feel – a feel of being much more inviting for residents and visitors. The Line should increase economic development in the area and also hopefully attract more restaurants and nightlife, both of which are sorely needed, particularly with the growing student community.

Darryl Holter

*Chair, Board of Directors
Figueroa Corridor Partnership*

CORRIDOR NEWS

Deputy Mayor Robert “Bud” Ovrom Speaks At Roses Luncheon About Pedestrian-Friendly Developments

Los Angeles Deputy Mayor for Housing and Economic Development Robert “Bud” Ovrom (pictured right) spoke to a crowd of nearly 150 in the Exposition Park Rose Garden on April 28 at the Sixth Annual Blooming of the Roses Luncheon, co-sponsored by the Figueroa Corridor Partnership and the Department of Recreation and Parks.

“I really don't know if you'll find an area of the city that has as much going on right now as the Figueroa Corridor,” he said. “This an incredibly exciting time.”

Ovrom described the importance of building student housing around USC. “USC has a lot more students than it has on-campus student housing. As a result, students live all over the place and have been driving in to USC.” According to Ovrom, the largest group of people living downtown is USC students. “Now we see a resurgence of residential housing construction in the Figueroa Corridor. This will give students the ability to more easily access the campus and walk to school.”

He described other projects in the works, such as the Galen Center, the Exposition Light Rail line, and Angels Walk – as well as completed projects like LA Walks – that will further add to the walkability of the area. “You'll have this perfect mix of a place where people can work, a place where people can live, a place where people can access entertainment – and all do of that within a very walkable area,” he said.

Ovrom spoke about the effort to attract an NFL team to the Coliseum, which, if successful, will involve a \$600-\$800 million investment. “The first wave will create about \$25 million for infrastructure improvements immediately in and around the Coliseum. ...The City is putting no public money into the Coliseum itself or into the professional team. The tax money will be used to provide for infrastructure improvements that benefit Exposition Park and the surrounding neighborhoods.”



Bud Ovrom at the luncheon. Photo by: Juan Carlos Chan

Greg Fisher of Councilmember Jan Perry's office also spoke enthusiastically about the smart development happening within the Corridor. “I think the attempt we are making with the literally billions of dollars in improvements in the Figueroa Corridor and surrounding areas is to reestablish the Corridor as a preeminent piece of linear real estate that will sort of be the Wilshire Boulevard of the south side,” he said. “It will become a street that becomes very, very important instead of just another transit corridor.”

Fisher emphasized the importance of the Expo Line and held up a map from 1880 showing the old rail line, connecting Santa Monica with downtown. “We have also reduced the number of minutes between DASH buses on Line F connecting downtown to the Exposition Park area by a third. This is a substantial increase that allows a lot more traffic coming and going into downtown.”

He described his excitement and involvement with the Angels Walk program, and said the Downtown L.A. Walks wayfinding system is “a wonderful way of taking some of the sting out of visiting downtown for those that don't understand it.”

Other luncheon speakers included Exposition Park Manager Jon Gibby, Recreation and Parks Assistant General Manager Kevin Regan, Rose Princess Carolyn Loo, and Bing Cherrie, associate vice president of planning for USC.

CORRIDOR NEWS



Save Money With Resource Efficiency Rebates And More

Los Angeles residents aren't the only ones who benefit from the Los Angeles Department of Water & Power's incentive programs to conserve resources. Businesses save money, too, with energy efficiency rebates, water conservation programs, free trees, the green power program, and the solar energy program. So before you spend money on more light bulbs or replace that old toilet, check out www.ladwp.com and click on the "Rebates and Programs" link to learn about how you can save money while doing so. Now that's a bright idea!



Midway Car Rental Comes To Corridor

In February, Midway Car Rental opened a car rental office at 1945 S. Figueroa St., next to the Volvo dealership. Established in 1970, Midway Car Rental is the largest privately owned vehicle rental company in Los Angeles. The company's fleet includes luxury vehicles – including Bentleys and Porsches, green cars, such as the Toyota Prius, and standard cars. The company also offers used cars for sale. For more information on the company and discounts, call 213-747-5465 or visit www.midwaycarrental.com.



Downtown L.A. Walks Art And Culture Podcast Tour Coming June 1

As part of the marketing efforts for the new "Downtown L.A. Walks" wayfinding signage program, podcasts tours will be available on the the program's web site (www.downtown-lawalks.com) beginning June 1.

The podcast tours (audio tours downloadable off the Internet) are organized by theme, and the first one to be made available will be the Arts and Culture tour, which has a large portion dedicated to the Figueroa Corridor.

"The idea is that people will go to the site, download one of the tours onto their iPod, and go on a self-led walking tour of the Corridor and other areas while learning about the arts and entertainment venues described," said Partnership Deputy Director Aaron Aulenta.



Audi Dealership Partners With Habitat For Humanity To Help Build New Home

The new Audi dealership at 1900 S. Figueroa St. donated \$5,000 plus a portion of the proceeds from every car sold from the time of its March 23 grand opening through April 23 to Habitat for Humanity, totaling \$3,750. The \$8,750 will be used to help build a home for an L.A. family of three currently living in a one-bedroom apartment. Audi also donated a new car for Habitat to raffle off, and \$100 tax-deductible raffle tickets can be purchased at the dealership through August 31.



Left-Turn Signals Going In Throughout Corridor

As part of the Department of Transportation's Automated Traffic Surveillance and Control program, it was determined that the intersections of Jefferson Blvd. and Hoover St., Figueroa St. and Martin Luther King Jr. Blvd., and Vermont Ave. at Exposition Blvd., Martin Luther King Jr. Blvd., and Jefferson Blvd. need left-turn signals. These intersections are among the 450 left-turn signals that

will go in throughout the city in an effort to relieve traffic congestion and enhance safety for motorists and pedestrians. The signals will be installed by the end of 2010.



Mount St. Mary's College Embarks On Its Largest Campaign In History

Mount St. Mary's College has embarked on its second campaign in history and its largest to date. The \$45-million "Invest in the Mount Campaign" will put \$13 million toward new student housing and instructional facilities and technology on its Figueroa Corridor Doheny Campus, \$13 million to revitalize the undergraduate college on its Chalon Campus in West Los Angeles with renovated dorms, a new campus center and updated instructional facilities and technology, and \$19 million for student scholarships, educational program support, and unrestricted operating dollars.

The College held a Venetian carnival-themed gala on February 25 at its Doheny Campus to publicly announce the campaign and celebrate the more than \$29 million already raised during the campaign's silent phase.



Maria Lyons, director of Student Activities at Mount St. Mary's College, Doheny Campus (third from left) with her friend, Freddie McClain (far left) pose at the gala event with two actors hired to portray Venetian carnival characters in front of the Doheny Mansion.

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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.