

Donald Battjes, Jr.
Los Angeles County Museum of Art

Nick Blackburn
Pacific Capital Group

Gary Conrad
Howard Building Corporation

Gary Erickson
The Erickson Group

Bill Fain
Johnson Fain Partners

Richard Fausett
Merrill Lynch

Bill Feathers
Feathers Consulting

Tom Gilmore
Gilmore Associates

Liz Harrison
Harrison Properties

Eloise Helwig
L.A. Orthopaedic Hospital Foundation

John Hendricks
Union Bank of California

Michelle Isenberg
Isenberg & Associates

Frank Jansen
Chicago Title

Fritz Kastner
Stegeman and Kastner, Inc.

Lynn Kious
Disney Worldwide Services

Stuart Laff
AECOM Consulting

Sue Laris
Downtown News Group

N. Richard Lewis
Lewis & Associates

Steve Marcussen
Cushman Realty

Lauren Meléndrez
Meléndrez Design Partners

Peggy Moore
Community Redevelopment Agency

David Prosser
Herman Miller Workplace Resource

James Rabe
Keyser Marston Associates, Inc.

Elsa Ralston
Wells Fargo Bank

David Ross
David L. Ross Communication

Sam Ross
Crain & Associates

Richard Stanson
NPRESS, LLC

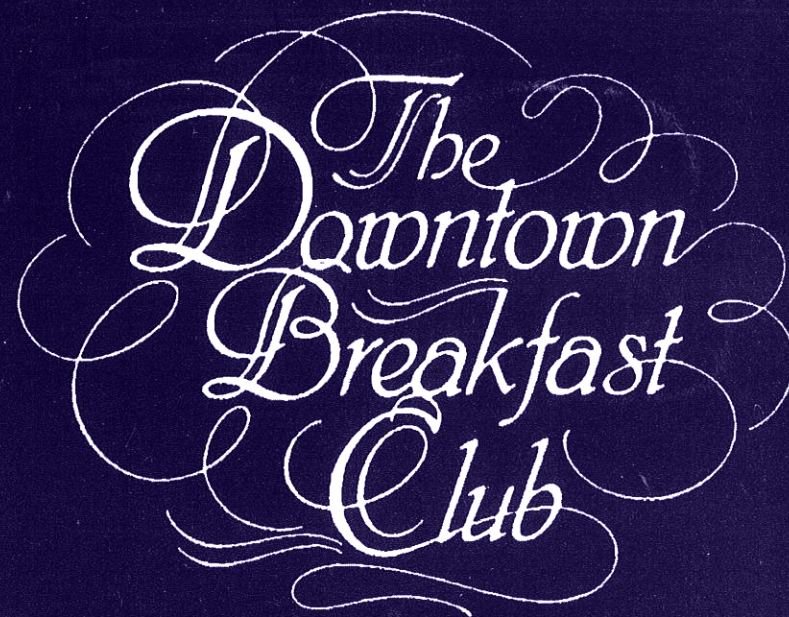
Robert Stewart
Stewart / Romberger & Associates

Robert Taylor
Environomics West, LLC

Andrew P. Watson
Syska & Hennessy, Inc.

John Whitaker
Pillsbury Winthrop

Robert Wund
Kajima Construction Services, Inc.



21st Annual Roses and Lemon Awards Breakfast

Thursday, April 26, 2001
Regal Biltmore Hotel
Los Angeles

The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster and encourage the orderly and planned growth of downtown Los Angeles. The group consists of individual representatives of all the major fields of development—real estate, banking international investment, architects and engineers, urban planners, investment brokers, insurance, development organizations, and governmental agencies. Meeting on a bimonthly basis, the group maintains a profile of current business activity through featured guest speakers as recruited by its members. This type of professional interface encourages and supports sound principles of developing a better quality of life for downtown Los Angeles.

WELCOME

*Lauren Meléndrez, President
Donald Battjes, Program Chair*

APPRECIATION

*Steve Marcussen, Presenter
Gil Cedillo, State Assemblyman*

PRESENTATION OF ROSE AWARDS

HOUSING

Gary Conrad and Lynn Kiou, Presenters
Medici Apartments
Old Bank District
The Southern

ADAPTIVE REUSE

Richard Fausett and Elizabeth Harrison, Presenters
Accelerated Charter School
The Brewery Lofts & Studios
Los Angeles Center Studios

CIVIC/PRIVATE COMMITMENT

Bob Taylor and Dick Stanson, Presenters
Downtown Drop-In Center
L.A.'s Best After School Enrichment Program
Market Court

GOOD IDEAS -We'd like to see more!

Lauren Meléndrez and John Hendricks, Presenters
Blooming of the Roses Festival
Celebration of the Angels
The Grammys in Los Angeles
Great American Heart Walk
PRAXIS Project

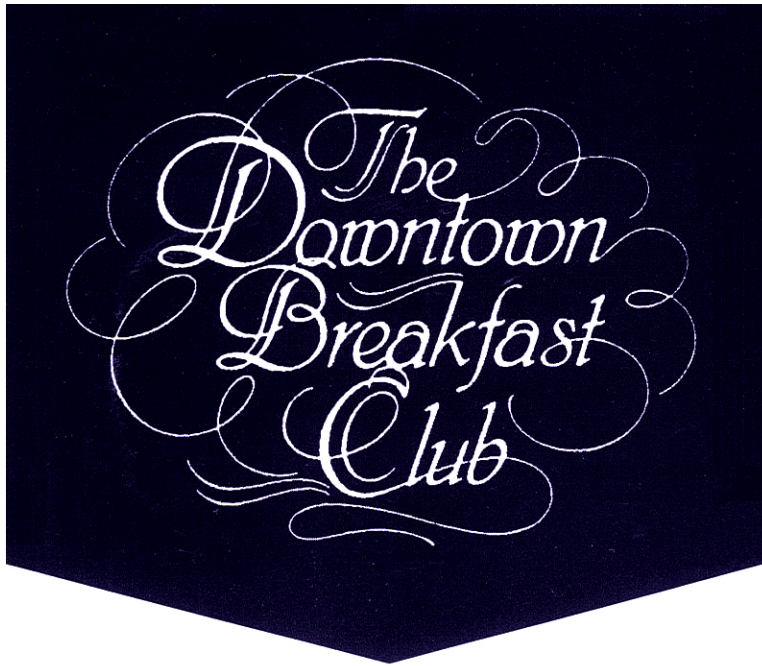
LEGEND AWARD

*Sue Laris, Presenter
Mayor Richard Riordan*

PRESENTATION OF LEMON AWARD

Tom Gilmore, Presenter

Adjournment



You are cordially invited to the
21st ROSES AND LEMON AWARDS
at the Crystal Room
Regal Biltmore Hotel, Los Angeles

Thursday, April 26, 2001

Reception 7:30 a.m.

Breakfast 8:00 a.m.


Your Host

R.S.V.P to your host

Chadwick in partnership with Bill Stumpf, is one of the nation's most popular high-end office chairs.

(Jesus Sanchez)

Club Pans, Praises Progress in L.A.

The best and worst of downtown Los Angeles came in for praise and ridicule last week as the Downtown Breakfast Club presented its 21st annual Roses and Lemons Awards to those who have, in the club's view, enhanced or slowed social and economic progress downtown.

The real estate group bestowed a Rose on the Old Bank District near 4th and Main streets for "infusing a downtrodden part of downtown with new vitality and helping to remedy the city's serious shortage of housing" through the conversion of three office buildings to 235 loft apartments.

"confusing downtown circulation," saying the city needs to improve routing of one-way streets and provide more signs to let people know where they are and where they're going. The city's Department of Building and Safety, however, drew an accolade (but not a Rose) from developer Tom Gilmore for streamlining the building code.

Other Roses went to L.A.'s Best, an after-school program aimed at reducing the dropout rate, drug use and gang activity; and the Accelerated Charter School in South Central Los Angeles for making something useful out of an abandoned garment company headquarters.

(Bob Howard)

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AWARDS

Breakfast Club hands out Roses, Lemon

Los Angeles – The Downtown Breakfast Club recognized the best – and worst – projects of downtown Los Angeles at its 21 annual Roses & Lemon Awards, held yesterday at the Regal Biltmore Hotel.

The non-profit organization presented the Legend Award, a relatively recent addition to the program, to Mayor Richard Riordan for his leadership and accomplishments in improving the city. Cited were the mayor's efforts on speeding up the permit process, charter reform, classroom computer labs, putting more cops on the street and other initiatives.

In the housing category, developer Tom Gilmore's Old Bank District received a Rose for revitalizing the area around Fourth and Main streets, and helping to relieve downtown's shortage of units. The project, designed by architect Wade Killefer, transformed three old office buildings in the city's historic core into some 235 loft apartments. The Accelerated Charter School, formerly the Carole Little Co. headquarters, received the Rose for adaptive reuse.

LA's BEST After School Enrichment Program won the Rose for civic/private commitment. Roses went to the entire slate of nominees in the "Good Ideas" category: the Blooming of the Roses Festival at Exposition Park, A Community of Angels public art project, the Grammys in Los Angeles, Great American Heart Walk and the PRAXIS Project.

Finally, the anxiously awaited Lemon went to the city's Department of Transportation, for its planning and oversight of downtown L.A.'s unwelcoming and motorist-unfriendly traffic signage.

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LOS ANGELES DOWNTOWN NEWS

L.A.'s URBAN NEWSPAPER

Volume 30, Number 18

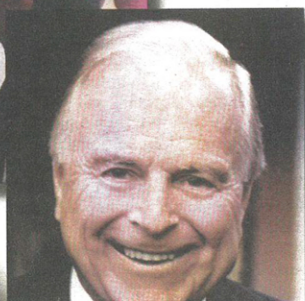
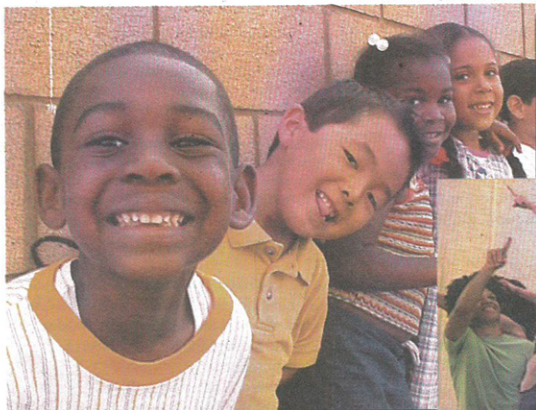
April 30, 2001



**100 THINGS
TO DO
DOWNTOWN**

pages 13-16 & 20

21st Annual *Roses & Lemon* Awards



This year's
Rose Award
winners included,
clockwise from top:
Accelerated Charter School;
Praxis dance project; Mayor Richard
Riordan; State Assemblyman Gil Cedillo;
Great American Heart Walk; the Old Bank
District; and the Grammy Awards at Staples Center.



Treasures
of L.A.

3



Education

8



Raves for
3hree

12



Adaptive Reuse Wins Big at 'Roses'

DOT Gets Lemon Award for Poor Downtown Signage

by Kathryn Maese

A historic bank district, a dance project, angel sculptures and a garment factory-turned-charter school were among the winners Thursday at the Downtown Breakfast Club's Roses and Lemon Awards.

The group's oft-dreaded but much anticipated Lemon Award for the worst project went to the Department of

ACCOLADES

Transportation (DOT) for its "confusing Downtown circulation and wayfinding" program.

The annual ceremony, this year held at the Biltmore Hotel, highlights Downtown's best and worst efforts, praising those who contribute to the overall planning and growth of the Central City while excoriating developers and city leaders for ill-conceived projects. The awards, however, serve an important purpose, say club members.

"We hope our irreverent humor will prod [developers] to make lemonade out of lemons," said Program Chair Donald Battjes.

In the Housing category, Gilmore Associates took the Rose Award for its Old Bank District loft apartments at Fourth and Main streets. The Wade Killefer-designed project is in the process of transforming three historic office buildings—the San Fernando, the Hellman and the Continental—into more than 200 loft-style units due to be finished in June. The completed units are more than 90 percent leased.

Other nominees in the housing category were the \$90-million Medici Apartments and the Southern Hotel, a 55-unit complex that will house homeless veterans.

Recognizing the wave of conversions of historic buildings throughout Downtown, club members created a Rose Award for Adaptive Reuse, which went to the Accelerated Charter School on Martin Luther King Jr. Boulevard near Exposition Park. A former Carol Little garment factory, the 4-acre site now houses 270 mostly Latino and African-American students from kindergarten through eighth grade. The school will eventually become a high school and serve 900 students.

"This is an example of what imagination and people working together can do," said club member Richard Fausett. Other adaptive reuse nominees included the Brewery Arts Loft on Main Street next to the Golden State Freeway (5) and Los Angeles Center Studios at Fifth and Beaudry streets.

For Civic/Private Commitment, L.A.'s Best After School Enrichment Program beat out the Downtown Drop-In Center and the Market Court to win the Rose. L.A.'s Best provides 13,000 inner-city students ages 5 to 12 with after-school educational and recreational activities. Founded in 1988 by the late Mayor Tom Bradley, the program is geared toward stemming gang involvement, school dropout and drug use among students. Sponsors include the city, the Los Angeles Unified School District and the private sector.

All five nominees in the Good Ideas category went home with an award, and were praised as being overlooked elements that contribute to a better Downtown. The winners were: the Blooming of the Roses Festival in Exposition Park; A Community of Angels, which commissioned hundreds of angel sculptures to be painted and placed throughout the

city, with proceeds from their sale going to youth programs; the Grammy Awards at the Staples Center; the Great American Heart Walk, in which hundreds of Downtown workers participated; and the Praxis Project, a series of dance workshops that culminated in a one-night performance at the Palace Theater on Broadway.

A standing ovation greeted Mayor Richard Riordan as he accepted the Legend Award, raising it over his head in victory. Riordan, who leaves office in July after eight years, was lauded for the efforts of his Business Team, which included streamlining the city's permit process, as well as Charter reform and children's literacy.

"When I listened this morning to all of the wonderful things happening Downtown, I think of all the people in the private and public sector who I've asked to do things and have done things well and made me look good," he said. "Of course I take all the credit."

The mayor went on to thank those instrumental in several city projects including Staples Center, the Walt Disney Concert Hall and the Downtown Drop-In Center.

While there were numerous nominees for each category, the pickings were slim for the Lemon Award, said developer Tom Gilmore, who presented the distinction amid much laughter. "Oddly enough, this is a year where we had a hard time finding a project for this category," he said. "That's a good sign for L.A."

Still, members voted to bestow the Lemon on the Department of Transportation for its "old signage in a new city." Gilmore pointed to the lack of signage marking the Central City's main attractions, transportation routes and entrances. Slides portrayed the DOT's efforts at marking the area's main points, including: freeway entrances that fail to indicate that commuters are entering Downtown; small, uninviting markers that only read "Downtown" and point nowhere; and Seventh Street with its "no left turn" signs—"I was in Pomona by the time I turned left," Gilmore joked.

Last year's Lemon Award went to the abandoned Belmont Learning Complex on the western edge of Downtown, which so far has cost the city \$200 million.