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15th Annual

**ROSES AND LEMONS
AWARDS BREAKFAST
1995**

**THURSDAY, APRIL 13TH
THE 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 groups, architects and engineers, urban planners, investment brokers, insurance development organizations and governmental agencies. Meeting on a bi-monthly 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.

PROGRAM

INTRODUCTION

Fritz Kastner

PROGRAM CHAIRMAN

John Hendricks

SPECIAL AWARDS

INNER-CITY ARTS

LOS ANGELES POLICE DEPARTMENT

Sue Laris-Eastin

SPECIAL RECOGNITION AWARD

MR. KEVIN STARR

William Fain

PRESENTATION OF ROSE AWARDS

Bob Stewart

John Whitaker

Frank Jansen

Michelle Isenberg

I. RENOVATIONS AND STRUCTURES

Chamber of Commerce

Grand Central Square

Union Rescue Mission

II. CIVIC/PRIVATE COMMITMENT

Linder Building Beautification Project

DASH for Christmas Season

New Soccer Field at 3rd and Lucas

III. EVENTS

Los Angeles Marathon

Union Bank 5K Run

YMCA-FIB Stair Climb

IV. PUBLIC ART

Los Angeles Convention Center

The Harbor Freeway Overture

Little Tokyo Art Programs

PRESENTATION OF LEMON AWARD

Howard Reback

ADJOURNMENT

LOS ANGELES DOWNTOWN NEWS

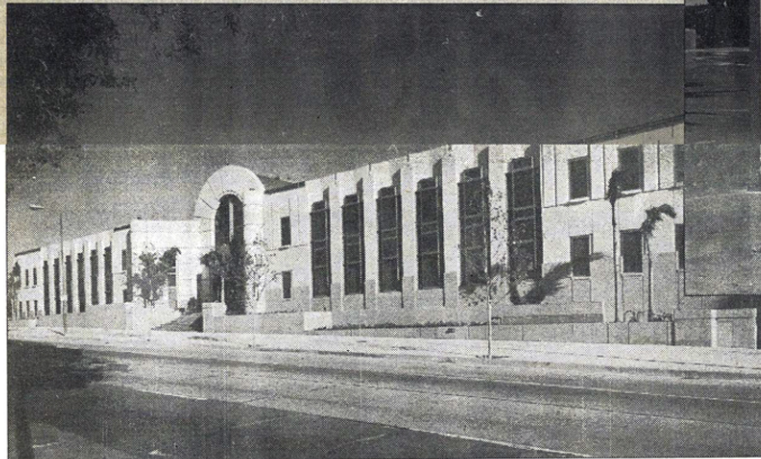
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'Rosed' and Roasted

Downtown's annual toasting of new projects—the 'Roses and Lemon Awards'—celebrates the Chamber of Commerce Building, The Field of Dreams, the L.A. Marathon, The Convention Center Art Program and more, while mocking former Councilman Ernani Bernardi. See story on page 10.



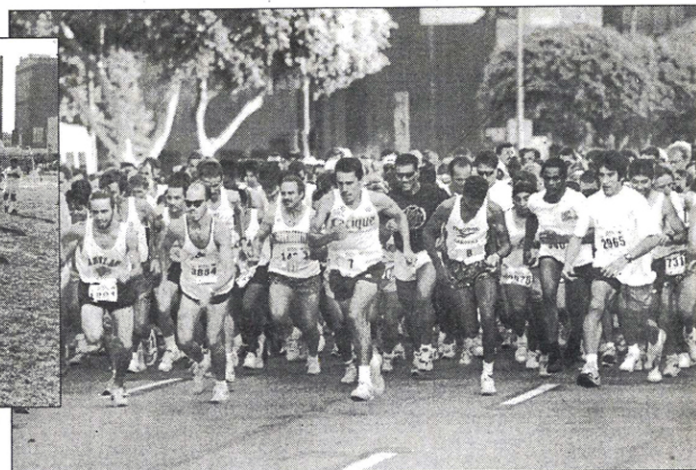
The new headquarters for the Los Angeles Chamber of Commerce.



photo by Stocker
Pat Ward Williams' "Gilbert Lindsay Memorial" at the L.A. Convention Center.



photo by Gary Leonard
The Field of Dreams soccer field in City West.



The Los Angeles Marathon.

photo by Gary Leonard

CONCERT



Indie rock goddess
Liz Phair
flies solo
19

Breakfast Club Toasts New Projects

Chamber of Commerce Building Among Winners at Annual Awards

by Jack Skelley

An active and socially conscious Downtown was celebrated last Thursday at the Biltmore Hotel when the Downtown Breakfast Club presented its yearly "Roses and Lemon" awards. The club, representing both the public and private sectors in the community, annually honors those Downtown developments of the past year that show excellence—architectural, artistic and in the fields of public events and social commitment.

DOWNTOWN DEVELOPMENT

The new headquarters of the Los Angeles Chamber of Commerce received a Breakfast Club "rose" in the category of new structures and renovations. The two-story, 64,000-square-foot structure is designed by Scott Johnson of the firm Johnson Fain and Pereira Associates in a broadly neo-classical style. In granting its rose, the Breakfast Club deemed the building a "superior opening statement" for the Central City West area of Downtown.

Also receiving a "rose" was a nearby project: the new soccer field at Third Street and Lucas—dubbed the "Field of Dreams." This project won in the Breakfast Club's civic/private commitment category for consolidating a wide range of Downtown businesses and organizations to help the recreation-starved children of that neighborhood. The Field of Dreams, coordinated by the Ketchum Downtown YMCA, was lauded as a crucial play area on a piece of undeveloped property on Crown Hill.

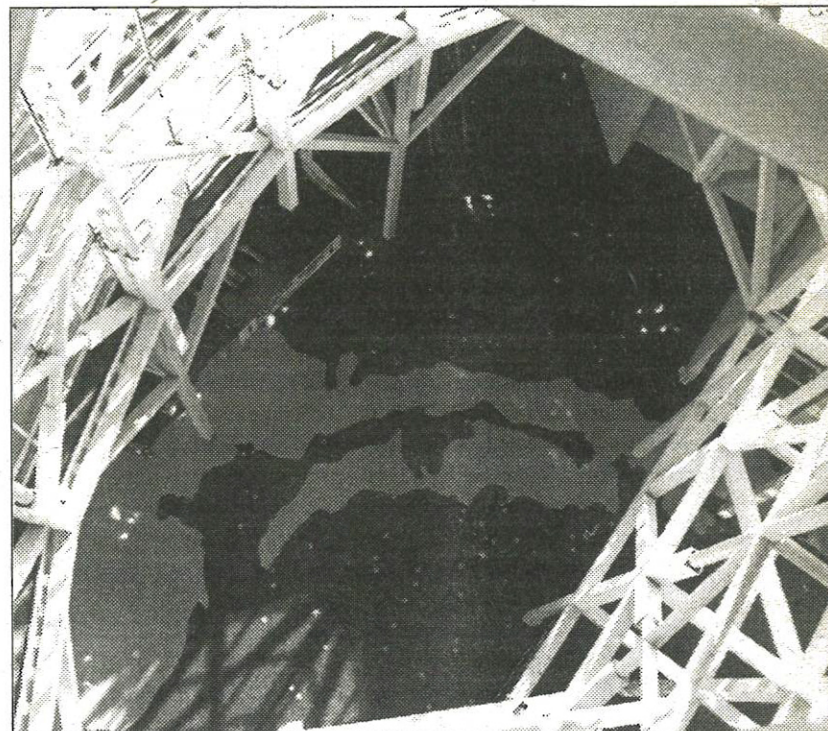
The "rose" for special events went to the annual Los Angeles Marathon, which last month included 24,000 participants. In accepting the award, the director of the marathon,

William Burke, thanked the "167,000 people who have run in the Los Angeles Marathon in the past 10 years." Since its founding in 1985 the race has become the third-largest marathon in the world.

The Breakfast Club also honored Downtown's commitment to public arts by giving a "rose" to the ambitious art program at the newly expanded Los Angeles Convention Center. Breakfast Club member Michelle Isenberg drew attention to the project, which includes two large terrazzo floor murals by Alexis Smith, a series of wall panels by Matt Mullican and the Gilbert Lindsay Memorial—a large, outdoor montage of the life of the late Downtown councilman—by Pat Ward.

The club also awards individuals and organizations that have made a difference in the community over the years. Among this year's winners was Kevin Starr, official State librarian and author of a comprehensive series of histories of California. He reciprocated by praising Downtown as the center of "a great city." Downtown is not only "a psychological center—a 'there' to be there," said Starr, but also "a classically conceived Downtown... a city in time with a past, present and future. That's what the founders of this city had in mind."

Also honored for very tangible benefits to the Downtown community was the Central Division of the Los Angeles Police Department and the Community Police Advisory Board for causing a sharp decline in crime rates in the area. The Breakfast Club noted that violent and property crime was reduced 23 percent last year, with that trend already continuing into 1995. The Inner City Arts Center, a crucial educational oasis for children living on Skid Row, also received a special prize, with architect Michael Malten, designer of the center's new facility, accepting the award.



The view looking down on Alexis Smith's floor mural "Milky Way" in the L.A. Convention Center—part of the art program applauded by the Downtown Breakfast Club.

There was one sour note in the proceedings—the "lemon" award, with which the club ridicules entities that it considers questionable. This year the "lemon" went to former City Councilman Ernani Bernardi for his ongoing opposition to the Community Redevelopment Agency (CRA) projects in Downtown. Through a series of lawsuits, Bernardi helped impose the CRA's Downtown "spending cap" of \$750 million, and continues to thwart efforts to raise the cap, preventing the paying off of bonds and the completion of projects.

"We are compelled to regard the Bernardi lawsuit as legal folly because after all is said and done, the CRA has been—and can continue to be—very beneficial to Downtown economically and socially," spokesman Howard Reback told the crowd of about 300 at the Biltmore.