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12th Annual
**ROSES & LEMONS
AWARDS BREAKFAST
1992**

**THURSDAY APRIL 23RD
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.

BREAKFAST

WELCOME

Howard Reback

SPECIAL GUEST

Linda Martinez

Music Center Spotlight Award Winner

PRESENTATION OF ROSE AWARDS

Linda Griego

Frank Jansen

Lauren Meléndrez

Michelle Isenberg

Jim Williams

Al Collins

I. NEW STRUCTURES:

The Gas Company Tower

777 Tower

865 South Figueroa

III. CIVIC/PRIVATE COMMITMENT:

Los Angeles Mission

St. Vincent Meals on Wheels

Weingart Center

II. RENOVATION:

Figueroa Court

811 Wilshire

Bradbury Building

IV. PUBLIC ART PROGRAMS:

The Gas Company Tower

Frank Stella (Dusk)

Edward R. Roybal Federal Building

Jonathan Barofsky (Molecule Man)

Tom Otterness (The New World)

Joel Shapiro (Untitled)

Sanwa Bank Plaza

Eric Orr (L.A. Prime Matter)

V. GOOD IDEAS (WE'D LIKE TO SEE MORE):

Homeless Outreach Program

Union Station Clean Up

Angel's Flight Return

PRESENTATION OF LEMON AWARD

Howard Reback

ADJOURNMENT

REAL ESTATE

Downtown club casts roses on 777 Tower

But it calls public-interest group sour, gives it 'lemon'

BY MICHAEL STREMFEL

Real Estate Editor

The 777 Tower, a new 52-story office tower in the financial district of downtown Los Angeles, took top honors last week at the Downtown Breakfast Club's 12th annual "Roses and Lemon Awards."

The Downtown Breakfast Club, a group of 28 downtown L.A. real estate activists, hands out four "roses" each year for real estate-related achievements and one "lemon" for the year's worst real estate-related blunder.

This year's top "rose," awarded to the "best new structure in downtown L.A.," went to the 777 Tower, which was designed by noted architect Cesar Pelli and jointly developed by Prudential Realty Group, MECA Associates and a subsidiary of Mitsubishi Estate Corp.

The 777 Tower beat out Gas Company Center and 865 S. Figueroa for that honor.

"These awards are great, but the proof is in the pudding, which is how a building stands the test of time," said Steve Hogan, managing director of 777's ownership group. "We feel this building will definitely stand that test of time; it's a great addition to Los Angeles."

On a more sour note, the Downtown Breakfast Club's annual "lemon" award went to A Local and Regional Monitor (ALARM) for that public-interest group's chronic opposition to all major development projects in downtown L.A.

The lemon award is given out each year to the "worst" downtown structure, proposed project, issue, organization or public

responded last week that the lemon resulted from downtown developers' basic misunderstanding of ALARM's mission.

"Contrary to popular belief, ALARM is not anti-growth," Schiller insisted. "In fact, unless the kind of infrastructure that ALARM is seeking is put into place in the near-term future, growth in the central city area will inevitably come to a screeching halt."

ALARM has filed five lawsuits. Four of those are in opposition to major downtown projects, and one opposes the Central City West Specific Plan, which would allow huge commercial projects to be built just west of downtown L.A.

ALARM lost the initial decisions on four of those cases, one of which was decided just last week. Those cases involved chal-

lenges to the Central City West Specific Plan, Metropolis, Grand Avenue Plaza and the 65-story office tower proposed for the site adjacent to the as-yet-unbuilt Disney Concert Hall.

ALARM has appealed three of the initial decisions, and those appeals are all pending. Last week's ruling on the Central City West Specific Plan will likely be appealed, as well, sources said.

ALARM's legal challenge to Los Angeles Center is scheduled to go to trial next month.

"Rather than be critics of ALARM," Schiller said, "I would urge the Downtown Breakfast Club to join with us in trying to make the central city area function for development which is, in essence, what we are trying to do."

Meanwhile, this year's rose award for best public/private commitment went to the

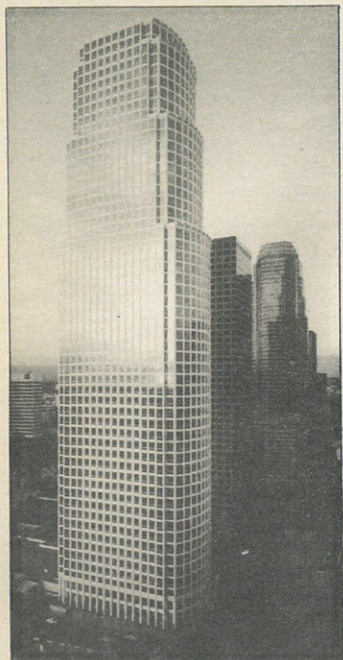
Weingart Center for its "work to restore homeless people to productive citizens."

The Weingart Center beat out two other contenders in that category, the Los Angeles Mission and St. Vincent's Meals on Wheels.

Winner of the rose for best public art was Eric Orr for his creation, "The Fountain" at Sanwa Bank Plaza. Orr's artwork beat out a Frank Stella mural in the Gas Company Center and a series of sculptures at the Federal Court Building.

The rose for best renovation project went to 811 Wilshire, which beat out the Bradbury Building and the Union Bank Retail Plaza.

The Downtown Breakfast Club also gave an honorable mention to three "good ideas we'd like to see more of." Those were the Union Station clean-up by Catellus Development Corp.; the return of Angel's Flight funicular railway; and the Homeless Outreach program.



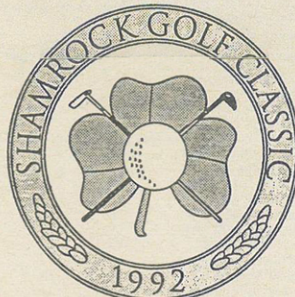
Top rose: 777 Tower

policy.

"This organization (ALARM) has repeatedly challenged through litigation any development in the downtown area, no matter how meritorious, because of its myopic anti-growth mentality," stated Downtown Breakfast Club Chairman Howard Reback, in a prepared release.

ALARM's attorney, Sabrina Schiller,

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DOWNTOWN NEWS

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Pigozzi
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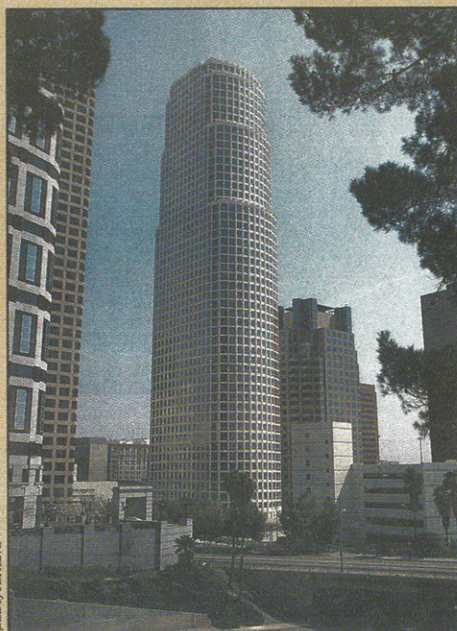


photo by Jim Harris

Recognized for its "distinguished and majestic architecture," the 777 Tower received a Rose for best new structure at the Downtown Breakfast Club's annual Roses and Lemon Awards.

**DOWNTOWN
BY
BREAKFAST CLUB'S
ANY
ROSE AWARDS PUT
OTHER
THE BLOOM ON
NAME...
BUDDING DEVELOPMENT**



photo by Mike Piment

Weingart Center president Maxene Johnston was honored for the Center's civic/private commitment.

A spray of "Roses" were bequeathed last week to Downtown's brightest accomplishments of the past year. The Downtown Breakfast Club, the organization of public and private real estate professionals, recognized several Roses and one "Lemon" at its annual "Roses and Lemon Awards."

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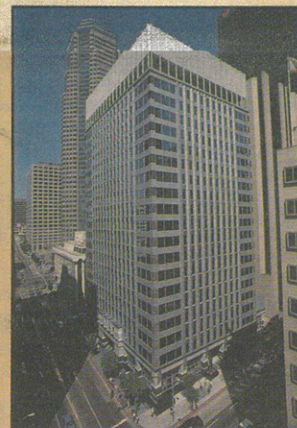


photo by Jim Harris

Co-general partners G.E. Investments and Treptow Development transformed the 32-year-old 615 S. Flower into 811 Wilshire and were acknowledged with a renovation rose. Landau Partnership redesigned the building inside and out.

ON BROADWAY

Awash in Red Ink, the Million Dollar Closes

by Steven Wolf

L.A.'s first movie palace, the opulent Million Dollar Theatre on Third Street and Broadway, succumbed to a prolonged spell of red ink last Thursday and stopped showing films.

Ticket sales at the Million Dollar had been declining for years, a result of inner-city decay and competition from suburban

plexes, making the 75-year-old theater a soft target for the recession.

Bruce Corwin, president of Metropolitan Theaters Corporation, which operates most of the remaining historic theaters Downtown, said the Million Dollar can still be booked by live acts and film crews in need of a vintage location, but he expressed sadness

"It's always hard to do this," said Corwin. "But there's nothing else to do."

One in a Series

In the past year, Metropolitan has had to close several theaters, including the Cameo on Broadway and the Westlake on Alvarado Street. Attempts have been made to turn the situation around by replacing films with live

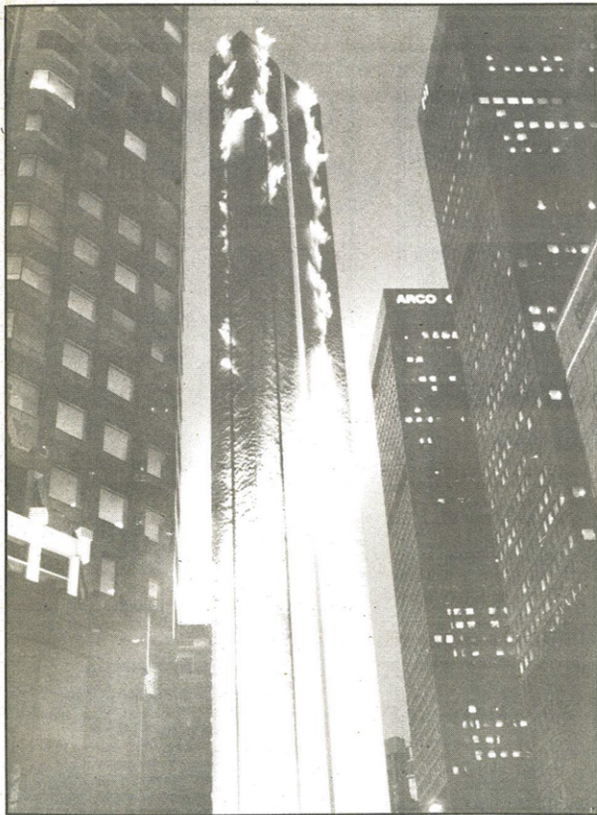
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SINGLE LIFE PAGES 28-31



Eric Orr's spectacular sculpture ("L.A. Prime Matter") regularly undergoes a ritual purging by flame and dousing by water. The artwork received a Rose from the Breakfast Club.

photo by Jim Harris

DOWNTOWN BY BREAKFAST CLUB'S ANY ROSE AWARDS PUT OTHER THE BLOOM ON NAME... BUDDING DEVELOPMENT



Continued from page 1
and Lemon Awards Breakfast" at the Biltmore Hotel.

The 777 Tower at Citicorp Plaza—architect Cesar Pelli's commanding ivory column—received the Rose for best new structure. Also collecting Roses were 811 Wilshire, which won for best renovation, and the Weingart Center, the social service agency on Skid Row, which was recognized for "superior civic/private commitment."

A bitter Lemon "award" was given to the environmental activist group ALARM (A Local and Regional Monitor) which has plagued Downtown projects with expensive legal opposition. Many developments—Metropolis, Grand Avenue Plaza, Disney Hall, L.A. Center—have tangled with ALARM, and the attendees at last week's breakfast cheered the public tongue-lashing by the Breakfast Club.

The 777 Tower is a joint venture development of The Prudential Realty Group, California MEC, Inc. (a subsidiary of Mitsubishi Estate New York Inc.) and MECA Associates USA. The Citicorp Plaza trophy tower was in competition with

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The historic Bradbury Building, which has undergone numerous renovations in its long life, was a Rose award nominee.

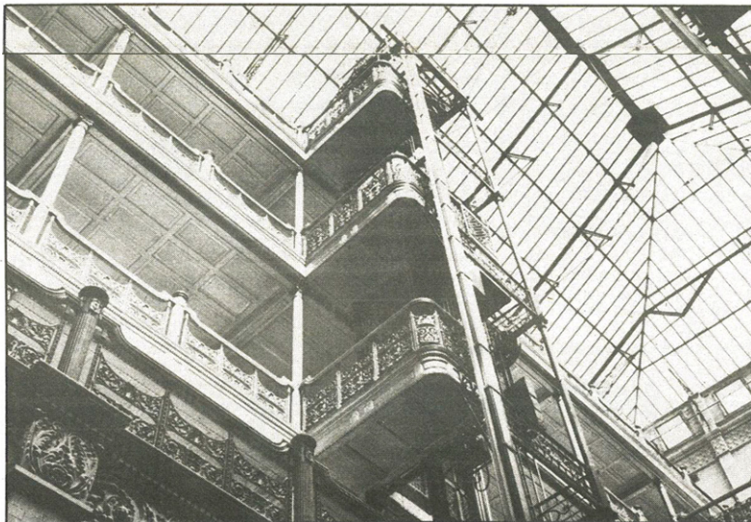
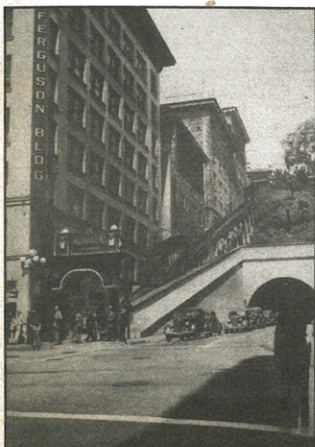


photo by Jim Harris



From 1901 to 1969 Angel's Flight connected the historic core to Bunker Hill. The idea of rebuilding of the funicular prompted a Rose from the Downtown Breakfast Club.



The clean-up and revitalization of Union Station by the Catellus firm was one of three honorees for "Good Ideas."

photo by Jim Harris

Roses and Lemon

Continued from page 11

two other premiere skyscrapers: Manulife's 865 South Figueroa and Maguire Thomas' Gas Company Tower, part of the Library Square development on Fifth Street. Vying for best renovation with 811 Wilshire (a stainless steel and aluminum restoration by Landau Partnership architects and Treptow Development) were Figueroa Court, the new retail mall fronting the Union Bank building, and the Bradbury Building, the classic grillwork-and-atrium

structure renovated by Ira Yellin Company on Broadway.

The Weingart Center's award was accepted by its president, Skid Row rehabilitator Maxene Johnston, who praised the public/private commitment which "turned the death-a-day El Rey hotel into the life-a-day Weingart Center."

Sanwa Bank Plaza's spectacular creation "L.A. Prime Matter," with its combination of fire, water and light, won a Rose for best public art program. The artwork is designed by Eric Orr.

In the category of "Good Ideas" there were three honorary winners: The Homeless Outreach Project, the clean-up of Union Station and the reconstruction of Angel's Flight.

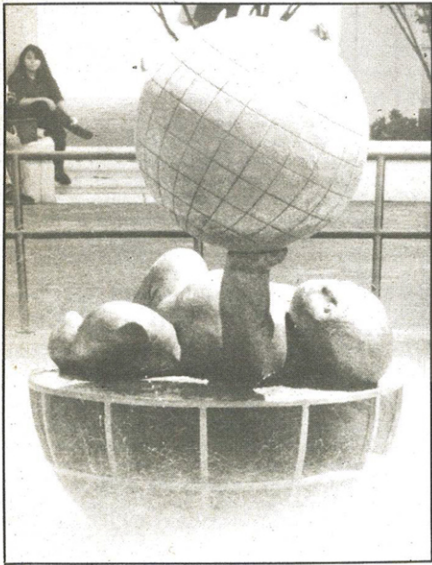


photo by Jim Harris

The Breakfast Club vindicated Tom Otterness' controversial outdoor installation "The New World" with a Rose nomination as part of the artwork at the Federal Court Building.

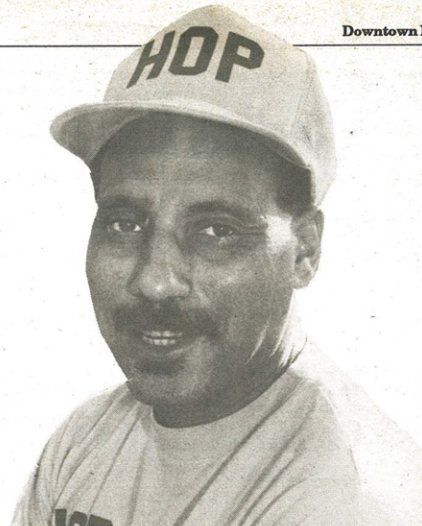


photo by Mike Fowler

Mike Neely of the Homeless Outreach Project (HOP) was acknowledged with a "Good Ideas" Rose. HOP rehabilitates individuals stuck on Skid Row.



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