



CALENDAR OF EVENTS

Now Open Through Jan. 6th

California Science Center Cleopatra Exhibit

Don't miss the only West Coast appearance of Cleopatra: The Exhibition at the California Science Center. This dramatically staged 13,000-square-foot exhibit features the largest collection of Cleopatra-era artifacts from Egypt ever assembled in the U.S. Here for a limited time only.

For more info go to:

www.californiasciencecenter.org

Now Open

Natural History Museum Dinosaur Encounters

Get close to a living, breathing dinosaur! Fun, educational, and interactive, Dinosaur Encounters features NHM's life-size dinosaur puppets.

For more info go to: www.nhm.org

Every Sunday

Natural History Museum Sustainable Sundays

Features workshops, activities (indoors, and out in the garden), and film screenings. They're conservation-minded, but not preachy or boring, we promise!

For more info go to:

www.nhm.org

Now Open

California Science Center Space Shuttle Endeavor

While we are building Endeavour's permanent home, a new addition to the Science Center called the Samuel Oschin Air and Space Center, Endeavour can be viewed in the Samuel Oschin Space Shuttle Endeavour Display Pavilion.

For more info go to:

www.californiasciencecenter.org

November 2nd

Natural History Museum First Fridays

Roam the Museum after hours, and see cutting-edge music and discussion in First Fridays.

For more info go to:

www.nhm.org/site/activities-programs/first-fridays

Discover The Difference

A QUARTERLY PUBLICATION
OF THE FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

FALL 2012

SHUTTLE ENDEAVOR LANDS IN LA

Space shuttle Endeavour crisscrossed the state in a final curtain call Friday, bringing hundreds of thousands of people out of their homes and offices to gaze skyward before the orbiter landed to cheering crowds at Los Angeles International Airport.

The last leg of a journey that began Wednesday at Florida's Kennedy Space Center, the flight into Los Angeles was celebrated across the region as the shuttle circled various Southern California landmarks.

"It was awesome. I don't use that word very often, but that was awesome," said Redondo Beach resident Catherine Anderson, who was among the throngs of people who came to El Segundo to see the shuttle land just before 1 p.m. on LAX's south runway.

Hitching a ride on top of a modified Boeing 747, the Endeavour - which soon will find a permanent home at the California Science Center - departed Edwards Air Force Base in the Mojave Desert on Friday morning, circling the high desert that gave birth to the shuttle fleet before heading to Northern California.

The flyover took Endeavour over the state Capitol as well as Golden Gate Bridge. Then it returned to Southern California, where crowds had gathered on clifftops, in skyscrapers, at the ports, along the beach and out on streets to get a glimpse of the youngest orbiter in the shuttle fleet as it rode piggyback on the 747.

Before its stunning landing, the shuttle made appearances at the Hollywood Sign, the Griffith Observatory, the Jet Propulsion Laboratory, the Queen Mary and Disneyland.

Residents throughout the South Bay and Harbor Area spotted the shuttle as it flew over San Pedro, Torrance, Hawthorne, Redondo Beach, Hermosa Beach, Manhattan Beach, El Segundo, Marina del Rey and other communities.

At LAX, the jumbo jet rolled to a United Airlines hangar, where Endeavour will be prepped for a slow-speed journey to the California Science Center next month.

People who once worked on the shuttle - which journeyed into space 25 times - watched with familiarity and awe. Terry Lee, an astronaut trainer for NASA, broke into tears and had trouble speaking as the scuffed-up orbiter came to a stop.

"It's just the end," she said. "She's our last one. She closes it out."

Aspiring astronaut Bob Meyrahn saw the landing from the Proud Bird restaurant just east of the LAX runways. As the shuttle made a low swoop on its descent at about 12:50 p.m., he pumped his fist and let out a shout.

Along El Segundo's Imperial Avenue adjacent to LAX, people started arriving as early as midnight to choose viewing sites for the Endeavour's arrival, El Segundo police Detective Eric Atkinson said.

SHUTTLE CONT.

"There are a lot of people who are really into it," said Atkinson, who early in the day was stationed with other police at Main Street and Imperial Avenue. "I started at 5 this morning and there were already dozens of people up on the hill."

Parking spots were in short supply by midmorning while spectators waited for the shuttle to appear overhead. Streets off Imperial Avenue were packed with cars. Kids were riding bikes, people were carrying coolers and lawn chairs, and some even brought ladders to better their views of the airfield.

"It's not every day you get to see a space shuttle on the back of a 747 flying in," said Gary Winterboer, a photographer who carpooled to El Segundo with a friend from Granada Hills. "That thing will never ever fly again."

The pair hauled in step stools and ladders to see over the crowd that packed Imperial. Afterward, both said they were happy with their pictures.

"I got some pretty good landings," Winterboer said.

Police reported no major problems with the crowd of people - thought to be more than 10,000, El Segundo police Lt. Carlos Mendoza said.

At the Proud Bird - a regular hangout for aviation enthusiasts - guests milled across the lawn, which is dotted with vintage airplanes. They chatted and set up cameras while waiting for Endeavour to show up.

Richard Green of Huntington Beach brought his father, Bob, and sister to the Proud Bird. His father has spent a career in the aerospace industry, but it is Richard who is the self-proclaimed space geek. In 1983, Richard and his sister drove to Lancaster to watch the Columbia land.

The Endeavour's arrival came a day later than planned because of weather delays at the start of the trip originating from Florida. After lifting off Wednesday - rather than as planned on Monday - the shuttle stopped overnight at Ellington Field near Johnson Space Center in Houston.

It left Houston early Thursday and touched down at 12:52 p.m. at NASA's Dryden Flight Research Center Edwards Air Force Base.

On Oct. 12 and 13, Endeavour will make a 12-mile trek from LAX through Westchester, Inglewood and South Los Angeles before ending up at the Science Center in Exposition Park.

The center is one of four institutions selected by NASA to receive a retired space shuttle orbiter for permanent display.

Though planners have spent more than a year organizing the move, there is still much to do.

"There's no existing playbook for moving a spaceship through a city," said Marty Fabrick, project director for the mission to bring the shuttle to Los Angeles.

"There weren't a lot of options because of the size of the orbiter. ... We considered air-lifting it or using freeways, but we quickly determined those weren't feasible options.

"We did find a route without destroying buildings. But we're moving utility poles and trees. ... I'm very excited to see it on the ground after a year and a half of planning."

Manufactured by Rockwell International in Palmdale, the Endeavour is the fifth and final NASA shuttle to be built. It replaced the Challenger, which exploded after a 1986 launch, killing all of the astronauts on board.

The Endeavour has a 78-foot wingspan, stands 57 feet tall on the runway and measures 122 feet in length. It made 25 space missions, and after a final launch in May 2011 had logged 122,883,151 miles.

It's also known for several firsts, including carrying the first married couple and black female into space, along with the first Japanese national to fly on a U.S. spaceship. It also made the first servicing mission to the Hubble Space Telescope.

On Oct. 30, the Science Center will put the Endeavour on display in a pavilion until a new addition called the Samuel Oschin Air and Space Center is built.

PLANNING APPROVES DOWNTOWN STADIUM

Calling it a visionary project capable of boosting the local economy, a city panel Thursday backed Anschutz Entertainment Group's plan to build a football stadium in downtown Los Angeles. After an 11-hour hearing, the City Planning Commission unanimously approved plans for the \$1.2 billion stadium and new Convention Center hall near Staples Center.

The vote marks the first major sign-off on AEG's downtown project, which is expected to win approval from the City Council on Sept. 28.

"This is exactly what the city needs," said Planning Commissioner Sean Burton. "Los Angeles is a special place, and this will be a world-class sports facility."

In approving the 72,000-seat stadium, the commission backed AEG's plan to expand downtown's sports and entertainment district and build on the developer's financial success with Staples Center. AEG, which also built the L.A. Live project, is seeking to bring the National Football League back to Los Angeles after a 17-year absence. While no deal with the league is in place, AEG hopes to lure a team to L.A. with the promise of a new stadium. Under the plan, AEG intends to tear down and relocate the West Hall of the Convention Center for the city and build a stadium on the site. City officials contend they can't afford to build the hall themselves.

The majority of the crowd packed into City Hall Thursday backed the project, with representatives from a wide spectrum, including the Sierra Club and Los Angeles Business Council, speaking in favor. The loudest opposition came from members of the Play Fair at Farmers Field Coalition, a group that has filed a lawsuit over state legislation that assisted with environmental reviews of the project.

For members of the coalition who live downtown, traffic and congestion are major concerns. Traffic analysts expect 19,500 cars to come downtown for a typical Sunday afternoon NFL game.

Additionally, the stadium is expected to be busy throughout the week, hosting everything from rodeos to soccer matches.

USC MAKES A GOOD NEIGHBOR

Preventing cavities. Offering pro bono legal advice. Helping high school students conduct research for a hospital. Providing acting classes.

These are just a few of the activities and benefits that are available to families living near USC's two campuses thanks to an innovative fundraising program called the USC Good Neighbors Campaign. Begun in 1994 by then-USC President Steven Sample, the program asks university faculty and staff to contribute a portion of their paychecks to support programs that help strengthen local communities. Over the years, students, alumni and friends have joined in.

The drive is held every October, although contributions can be made any time of the year. Donors have the option of directing their funds to USC Neighborhood Outreach - a nonprofit grant-making organization that funnels 100 percent of money raised into university-community partnership programs - or the United Way, which deducts an administrative fee of 9 percent. The university covers all campaign administrative costs.

In 2007, the USC Good Neighbors Campaign passed the \$1 million mark, and to date, the drive has raised over \$14 million to support community organizations that are partnering with USC to put children on the pathway to college, make streets safer for families, and offer activities and programs aimed at improving the health and well-being of residents in the neighborhoods surrounding USC's campuses.

The Good Neighbors Campaign (GNC) officially kicked off this year's fundraising drive with dual celebrations on USC's two main campuses.

The University Park Campus (UPC) hosted a celebration on Oct. 2 in Alumni Park and the Health Sciences Campus (HSC) held its festivities last month.

Now in its 18th year, GNC is an annual fundraising initiative organized by USC Civic Engagement that directs staff and employee donations toward the communities surrounding the university campuses.

"The Good Neighbors Campaign is part of what makes USC so special," said Thomas S. Sayles, senior vice president for University Relations. "It's a testament to the abounding generosity and compassion of the Trojan

Family and a testament to our continuous commitment to the community.

"I am confident that the Trojan Family, like years past, will live up to its reputation of being a good neighbor by participating full force in the campaign."

Since 1994, more than \$14 million has been raised for the GNC. This year, the campaign has set its fundraising goal at \$1.6 million, topping last year's \$1.4 million target.

"The purpose of the campaign launch is to bring faculty, staff and community leaders together to see benefits of the Good Neighbors Campaign and to help us create excitement to reach our goal of \$1.6 million," said Carolina Castillo, executive director of development for Civic Engagement, at the UPC rally.

At the UPC celebration, USC President C. L. Max Nikias and other senior administrators gave community partners a \$1.5 million check, which represented the funds raised from last year's campaign.

As cardinal and gold streamers burst through the air, Nikias commended the GNC for its long-standing commitment to making lasting differences in the community through the funding of education programs.

Local community members from the surrounding neighborhoods were also on hand to share their experiences and programs with USC faculty and staff.

"As a USC alumnus and now beneficiary of the incredible generosity of the Trojan Family, we at Proyecto [Pastoral] are so proud to partner with USC in providing much-needed services to the community," said Fatima Djelmane, the organization's associate director. Proyecto Pastoral is a University Neighborhood Outreach grant recipient that aims to provide training, education and social services to residents of East Los Angeles.

The GNC runs through Oct. 31, but donations can be made at any time during the year. To view the campaign's online giving page, visit communities.usc.edu/gnc

STADIUM CONT.

"Game gridlock should not undermine my community's access to emergency services," said downtown resident Wesley Walker, a senior who is worried the traffic will slow the arrival of ambulances and firetrucks to the area.

The effects of the stadium on surrounding areas, particularly the working class Pico-Union neighborhood, were heavily debated by the commission, which pushed AEG to pay \$500,000 to fund planning efforts in Pico-Union and the South L.A. neighborhoods.

Additionally, AEG was asked by the Planning Commission to increase funding for local parks, modernize a tunnel along Pico Boulevard, and hire a high-profile architect to design the two stadium garages that will be visible from the freeways, among other requests.

After the vote, AEG issued a statement praising the action.

"Today's unanimous votes taken by the Planning Commission support a transformative project that will create thousands of good, local jobs, generate millions of dollars of economic impact and investment for our City and will bring conventions and the NFL to Los Angeles," the company said.

"The benefits of a world-class, modernized and enlarged Los Angeles Convention Center created by this project will provide benefits to every sector of our City."

Meanwhile, city officials also released the final documents of the financing deal of the project on Thursday.

Under a private-public partnership, the city would issue up to \$391 million in bonds to pay for \$314.6 million cost of the new hall, plus debt service.

BOARD OF DIRECTORS

CHAIR

Mark Cohen
CAST Real Estate Holdings

VICE CHAIR

Irene Rodriguez
USC Credit Union

SECRETARY

Christina Macias
Chano's

TREASURER

Steven Talavera
LA Child Guidance Clinic

Darryl Holter

The Shammass Group

James R Gilson

Natural History Museum
of LA County

Blythe Maling

John Tracy Clinic

Emily Cohen

GH Palmer Associates

Ann Dorr

N. University Park Properties

Cheryl Tateishi

Exposition Park

Maria Lyons

Mount St. Mary's College

Steve Miller

California Tool

Ann Merelie Murrell

Giroux Glass

Rhea Chung

LA Trade-Tech College

Brother Tony Wiedemer

St. Vincent's Church

Fred Yadegar

Sibelle of California

David Roberts

University of Southern California

Jim Meyer

Patirot Hall

Tabitha Stephens

W. 27th Place

Billy Ruvelson

The Icon Company

Marsha Van Valkenburg

Automobile Club

Carolyn Aguayo

Orthopaedic Hospital

Ex Officios:

Henry Fimbres
State Police, Exposition Park

Geraldine Vazquez

Southwest LAPD

Carey Drayton

USC Public Safety

Richard Reyes

Council District One

Purvi Doshi

Council District Eight

Brandi Chapelle

Council District Nine

Managed by Urban Place

Consulting Group, Inc.:

Steve Gibson

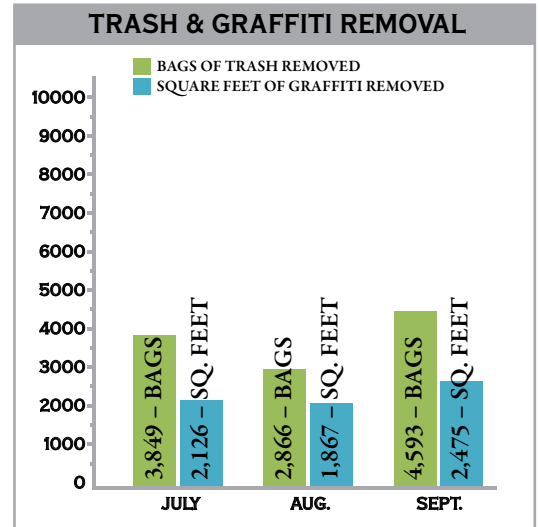
Executive Director

Aaron Aulenta

Katie Gibson

Staff

3RD QUARTER CLEAN TEAM STATISTICS



The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover 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.

FIGUEROA



CORRIDOR

INSIDE:

- Shuttle Endeavor
- USC Good Neighbor Project
- NFL Stadium

FIGUEROA CORRIDOR PARTNERSHIP

3982 S. FIGUEROA ST., SUITE 207

LOS ANGELES, CA 90037

TEL: 213.746.9577

FAX: 213.746.7876

INFO@FIGUEROACORRIDOR.ORG

WWW.FIGUEROACORRIDOR.ORG

SERVICE HOTLINE: 213.746.3444