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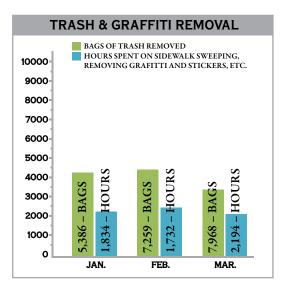
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The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship, or reside.



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# Discover the Difference

A QUARTERLY PUBLICATION

OF THE FIGUEROA CORRIDOR PARTNERSHIP

**BUSINESS IMPROVEMENT DISTRICT** 

## **SPRING 2016**

# LOS ANGELES SAYS A FINAL FAREWELL TO THE SPORTS ARENA

Bruce Springsteen looked out on Saturday's sold-out crowd at the Los Angeles Memorial Sports Arena. They were all witnesses for the last show to be performed there. "This is it!" he shouted. "They're expecting us to tear it down tonight."

The 56-year-old arena will indeed be torn down to make way for a soccer stadium in Exposition Park. But for one last night, the place that Springsteen nicknamed "The Dump That Jumps" lived up to its unofficial title.

As the four-hour concert neared its end, Springsteen dedicated his song "Wrecking Ball" to the facility. It was more than a rousing rock song. It marked the end of an era when the Sports Arena was the populist, egalitarian space for major events in L.A.

"We've got to play this one for the old building," Springsteen announced. "We're gonna miss this place. It's a great place to play rock 'n' roll."

The aging structure wasn't the most storied place to see arena rock in L.A. — that would be the Fabulous Forum in Inglewood. For modern pop shows, it's Staples Center at L.A. Live, though some electronic acts and the DJs at the bustling FYF Fest regularly played the arena. But the Sports Arena, which could hold up more than 16,000 fans for a concert, always drew a certain kind of rock act that valued intimacy. It was the place where you could see the sweat on the guitarist's face and feel squalls of feedback from the cheap seats. No matter how much you paid for a ticket, you were always in the heaving mass of the crowd.

What of those 511 arrested at the Pink Floyd concert in 1975? What of those 511 arrested at the Pink Floyd concert in 1975? Some of the most important shows in L.A. rock history happened at the arena. Pink Floyd performed some of its first sets for "The Wall" there in 1980. U2 played there in the '80s as it ascended to global-titan status with "The Joshua Tree," and Michael Jackson sold out six nights during his Bad tour in 1988-89. Fresh off its groundbreaking 2006 Coachella set, the Grammy-winning duo Daft Punk played there in 2007, helping spark the city's craze for electronic dance music. Springsteen made it a second home, playing there — as he estimated — 34 times before Saturday's set. After headlining the opening engagement at Staples Center in 1999, Springsteen never played the newer downtown venue again, preferring the Sports Arena's scruffier, luxury box-free confines.

The Sports Arena was built in 1959 for around \$7.4 million, in anticipation of the city's growing need for major sports and entertainment facilities.It was designed by Welton Becket, who also dreamed up local landmarks such as the Capitol Records Tower, the Beverly Hilton hotel and Hollywood's Cinerama Dome. When it was built, the venue was then the largest arena in Los Angeles.

Then-Vice President Richard M. Nixon attended the opening, and the arena played host to the 1960 Democratic National Convention that nominated John F. Kennedy for the presidency. The L.A. Lakers moved there in 1960 (Doris Day was a courtside regular), and it housed the Clippers from 1984

to '99. USC's basketball team played in the arena from 1959 to 2006, and the 1984 Olympics boxing matches were held there too. Perhaps befitting the venue's populist image, Democratic presidential candidate Bernie Sanders held a rally there in August. But over the decades, the city moved on. The Lakers left for the Forum in 1967, and the Clippers followed them to Staples in 1999. The venue still had great sight lines for concerts, but its lack of luxury-box accommodations and other contemporary amenities left it, for better or worse, behind the times.

Over the next two years, the arena will be demolished to make way for a 22,000-capacity, \$250-million openair soccer stadium. The site will be the home for a Major League Soccer franchise expected to debut in 2018, with backing from Magic Johnson, Dodgers co-owner Peter Guber and others. The shift in venue might reflect L.A.'s changing demographics and cultural tastes — more room for soccer, less room for classic rockers.

After almost four hours, as the E Street Band bashed through the Isley Brothers' "Shout" and brought every last Springsteen fan to their feet, the crowd could sense the night was almost over.

The 66-year-old Springsteen hollered and dug into his Telecaster, knowing that his 3 1/2 -decades in the Sports Arena were winding down for good. But still, he couldn't quite bear to leave yet.

"One more time!" he shouted.