



## CALENDAR OF EVENTS

### Extended through March 11, 2012

#### California Science Center

##### 1001 Inventions

Discover the scientific contributions made by men and women during the Golden Age of Muslim Civilization.

For more info go to:

[www.californiasciencecenter.org](http://www.californiasciencecenter.org)

### Now Open

#### California Science Center

##### Ecosystems

Discover amazing environments from the familiar to the fantastic, and find out how the physical and living worlds affect—and in some ways, define—each other.

For more info go to:

[www.californiasciencecenter.org](http://www.californiasciencecenter.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](http://www.nhm.org)

### March 17th, 2012

#### Sports Arena

##### SK8 Wars Urban Battle AM Tour

A thrilling skate competition, great bands and 20 + vendors of Action Sports, Food, Beverages and other types of entertainment is the perfect combination for a fabulous family fun-filled day. SK8 Wars is an amateur street skating competition that brings the world of extreme sports to the inner city.

For more info go to:

[www.sk8wars.com](http://www.sk8wars.com)

### April 6th, 2011

#### 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](http://www.nhm.org/site/activities-programs/first-fridays)

# Discover The Difference

A QUARTERLY PUBLICATION  
OF THE FIGUEROA CORRIDOR PARTNERSHIP  
BUSINESS IMPROVEMENT DISTRICT

## WINTER 2012

## FIGUEROA CORRIDOR PARTNERSHIP UP FOR RENEWAL

It is that time again. The time when we look back on all that the Figueroa Corridor Partnership BID (FCPBID) has done for the neighborhood and look forward to all we still have to do and will achieve. The Figueroa Corridor Partnership has been in business since 1998, and since that time has had a major impact on the Figueroa Corridor, not only making a cleaner safer neighborhood, but also encouraging and helping developers to transform the neighborhood.

The BID is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover Corridor, linking downtown Los Angeles to Exposition Park. It has expanded from 40 blocks in 1998 to 75 blocks in 2012. In 1998 The Partnership committed to a clean & safe corridor, to changing the perception of the corridor, to creating an aesthetically pleasing environment, to developing an economically vibrant area, and committed to fiscal responsibility.

### We have delivered clean and safe

The Community Ambassadors Provide safety patrols from 7:30 a.m. to 11:00 p.m. daily. They are highly trained security guards and customer service/public relations experts. They create a high profile safety presence in the district, provide information and assistance to all visitors in the district, provide the area merchants support and service, provide the LAPD, USC DPS, and the Expo Park DPS with information on reports of criminal activity, assistance during traffic incidents, and assistance with outreach to the community. They promote the goals and objectives of the FCPBID. From 1999 to 2011 The Ambassadors have made:

Merchant Contacts	174,744
Transient Contacts	37,270
Vehicle Information Cards	12,694
Public Assists	11,383

The Clean Team provide service from 7:00 a.m. to 3:00 p.m. on weekdays and 7:00 a.m. to noon on Saturdays. They enhance the perception of safety in the district

"A clean and maintained area is perceived as a safe area"

The Clean Team also provides the district with high levels of cleanliness on the sidewalks and curbs, sidewalk pressure washing, over 200 trash receptacles maintained six days a week, 24 hours or less turnaround on graffiti removal, and landscaping and/or weed removal. From 1999 to 2011 The Clean Team has:

Bags of trash removed	509,983
Tons of trash removed	10,208
Graffiti Tags Removed	9,175
Graffiti Removal Sq Feet	329,270

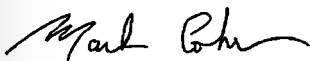
## FROM THE CHAIR

Please allow me to introduce myself, my name is Mark Cohen, I'm the CFO of Anjac Fashion Buildings and CAST Real Estate Holdings, your new Chairman of the Figueroa Corridor Business Improvement District Board of Directors, and yes I am a BIDaholic!

I was a previous board member of the Historic Core BID and currently preside as a board member of the L.A. Fashion District BID and your Figueroa Corridor BID. So why am I a firm believer of BID's and why should property owners have to pay for services that our city has always been responsible to provide? It's the same reason the Helm's Bakery man disappeared, Photo Mats became obsolete, and we can no longer remember all of the players on our favorite baseball teams. It's simple, "Things Change" and with change comes readapting and developing new strategies! The days of our city cleaning streets and sidewalks, trimming trees, maintaining our breezeways, and protecting our valuables has diminished and it has become the duty and responsibility of each and every property owner to supplement city services in order to thrive in these most difficult times. In our area, change was good and change worked!

It is inevitable, BID's are our future as they hold the key to the success of commercial areas with the potential of new development. Since the inception of our Fig BID, the corridor has never been safer, streets have never been cleaner, and over TWO BILLION DOLLARS of new and future projects have been and will be developed. Would all of this have still occurred if there was no FIG BID? I really do not think so and I do believe you feel the same way! So please join me and our fellow board members in supporting the Figueroa Corridor Business Improvement District in our continuing efforts in making the Figueroa Corridor the most successful and efficient BID in the city.

Sincerely,



Mark Cohen, Board Chairman

## FIGUEROA CORRIDOR RENEWAL CONT.

### We Have Delivered an Aesthetically Pleasing environment

160 trees have been trimmed, and the Partnership took on the task of branding the neighborhood. Angels Walk, an historical walking tour, provided 15 signs designating the Corridors historical significance. Figueroa Corridor Partnership added 100 Figueroa medallions to the neighborhood along with 180 trash can medallions. LA Walks Wayfinding Program added 68 total signs to find your way around the neighborhood, including 34 map signs, 20 vehicle word signs, and 14 pedestrian word signs.

### We Have Delivered Development of an Economically Vibrant Area

#### New Investment

In The First Ten Years	\$1,553,654,000
Since 2008	\$ 504,300,000
Total Investment since 1999	\$2,057,954,000

#### Approximately 75% Increase in Retail Businesses

The list of investment projects and new development in the Figueroa Corridor is extensive. It includes LA Child Guidance Center, Texere Plaza, Expo Center, Shrine, Expo Line, Zemetkis Center, many new student housing developments, green space and streetscape, two new schools, The Galen Center, Othopaedic Hospital Universally Accessible Play-ground, and many existing building improvements.

### Figueroa Corridor Partnership BID Renewal

One block outside the BID the streets are lined with trash, homeless are sleeping on sidewalks, graffiti is everywhere. Sign the petition and keep the Figueroa Corridor a clean, safe, vibrant and welcoming place to be.

**PETITION TO RENEW THE FIGUEROA CORRIDOR PARTNERSHIP PROPERTY BASED BUSINESS IMPROVEMENT DISTRICT**  
PURSUANT TO SECTION 36600, ET SEQ OF THE CALIFORNIA STREETS AND HIGHWAYS CODE

LEGAL OWNER:

APN NUMBER	SITE ADDRESS	ASSESSMENT AMOUNT	PERCENTAGE
TOTALS			

☐ YES, I want my property(ies) to be included in this Business Improvement District.

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION - (Must be completed by petition signer)**

I, \_\_\_\_\_, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to the best of my knowledge as of \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_. Petitioner Signature: \_\_\_\_\_

Property Owner's Name (Please Print or Type) \_\_\_\_\_

Property Owner's Signature \_\_\_\_\_ Date \_\_\_\_\_

- OR -

Duly Authorized Representative's Signature \_\_\_\_\_ Title (Please Print or Type) \_\_\_\_\_

Date \_\_\_\_\_

Please Return To: Figueroa Corridor Partnership  
3982 S. Figueroa St., Ste. 207  
Los Angeles, CA 90037  
Ph: 213.746.9577 Fax: 213.746.7876

Property owners should have received their petition packets in the mail.

The packet includes a letter from the current and past BID Chairs, the petition to be signed, the management plan and the engineers report. Please read over the packet carefully and sign the petition to continue services.

**The petition must be signed in two places**, one signature in the grey box and one under the grey box. If you do not sign in both places your vote will not count, so it is extremely important you sign twice.

If there are any questions please call (213) 746-9577.

### 2012 Timeline

February – March Petition Drive

April – Council Resolution to Establish

April to May – 218 Ballot Process

June – Public Hearing

July – District Renewed

New District Begins Services January 1, 2013

## VILLAGE AT USC

It was standing room only as more than 500 community residents came to the USC Galen Center on Oct. 27 to learn about The Village at USC, the largest development of its kind in the history of South Los Angeles.

Residents were glad to hear that Trader Joe's is being pursued and that a new retail center will be built on the footprint of the USC-owned University Village shopping center at Jefferson Boulevard and Hoover Street.

Community members crowded around several information booths in the Founders Room for details about the mixed-use project that will create 3 million square feet of community-serving retail, student housing and academic space.

But the feature that most people said made them happy: jobs.

"I think this is pretty great - right now, there are no jobs," said Magdalena Chavez, who has a degree in human services from California State University, Dominguez Hills.

Chavez, who has two children, heard about the meeting at her children's preschool program, the USC School for Early Childhood Education. The program serves 600 low-income children under 5 years of age in the University Park neighborhood.

"This will bring what, 12,000 jobs. That's a lot," Chavez said. "The economy is so bad. I've graduated, and I can't find a job."

The Village at USC will begin the public hearing process soon, and the first phase of the development could be built perhaps by 2015.

There will be walk streets and a large grocery store in addition to the Trader Joe's, a town square with a fountain, a hotel, sit-down restaurants, shops and services.

But most important to the community - the project would create 8,000 permanent and 4,000 construction jobs.

"The university really values community input," said Thomas S. Sayles, senior vice president for USC University Relations. "We have heard: We

want better places to shop. We want better places to dine right here in our own community. But what is most important, we want jobs.

"This project offers 12,000 jobs, and we want them to come from this community."

USC and the city of Los Angeles are working on a local hiring program. The blueprint could be based on USC's current program, which puts \$5 million in salaries back into the local community every year, according to Kristina Raspe, vice president for real estate development and asset management.

Student housing would be built above the shops and services, making room for 5,200 students. That would return about 900 privately owned housing units now occupied by students back to the community.

The project, which will be built without public land, public subsidies or public funds, would provide \$1.1 billion in construction-related economic impact and more than \$4 million in annual revenue to the city.

"This would be the largest project ever in South Los Angeles, and it will transform this neighborhood," said Sayles, who grew up a few miles away from USC.

David Cortez, a musician who lives nearby, took his 14-year-old son to the meeting. Cortez was glad the project would be built near his home and that it would provide jobs. But Cortez also has other ideas.

His son, a freshman at Manual Arts High School, is enrolled in the USC Neighborhood Academic Initiative. The college preparatory program sends nearly 100 percent of its students to college and about 25 a year get full-financial packages to USC.

"This is good for my son - he's going to be at USC in four years. I don't want him to have to travel far off campus for things," Cortez said. "Most important, this is good for the students."

For more information, visit [village.usc.edu](http://village.usc.edu)

## VILLAGE AT USC WEBSITE

The existing USC-owned regional shopping center, located on Jefferson Boulevard directly adjacent to USC's University Park campus, is dated, has limited retail offerings, and needs to be replaced. The University Village shopping center will be transformed into a vibrant, pedestrian-oriented and safe environment. It will include up to 350,000 square feet of community-serving retail, new student housing and academic space, and will increase the quality of life for students and the community.

The shopping center will be transformed into "The Village at USC." The heart of The Village at USC will include a new plaza that offers retail and entertainment uses such as a bookstore, restaurants, a neighborhood market, park-like green space, and other activities that enhance life in the surrounding community. The Village at USC will create a sense of place for the entire community, including:

- \*350,000 sf of community-serving retail (at least one grocery store, a food court, sit-down restaurants, shops and service providers--dry cleaners, hair salons, shoe repair, etc.).

- \*\*12,000 new jobs (8,000 permanent and 4,000 construction related) will be created, with hiring preferences for local residents.

- \*\*\*5,400 student beds will be built, allowing approximately 900 housing units in the neighborhood currently occupied by students to be returned to the community.

The new "Village at USC" website is live.

The address is <http://village.usc.edu>

In addition, we have also created a Facebook page and Twitter account:

FACEBOOK: <http://www.facebook.com/pages/The-Village-at-USC/168296169861597>

TWITTER: [twitter.com/villageatusc](https://twitter.com/villageatusc).

The website focuses on the proposed redevelopment of the University Village. The key sections include...

- \*Project Overview

- \*Project Renderings

- \*Project Goals

- \*Conceptual Plans

- \*Process & Timing

- \*Economic Impacts

- \*Sustainability

- \*Frequently Asked Questions (FAQs)

- \*SHOW YOUR SUPPORT

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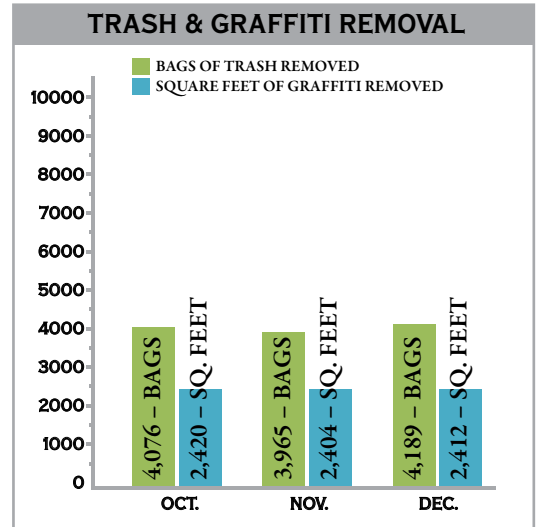
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##### Aaron Aulenta

##### Katie Gibson

Staff

## 4TH 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:

- Fig Corridor Renewal
- Village at USC

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