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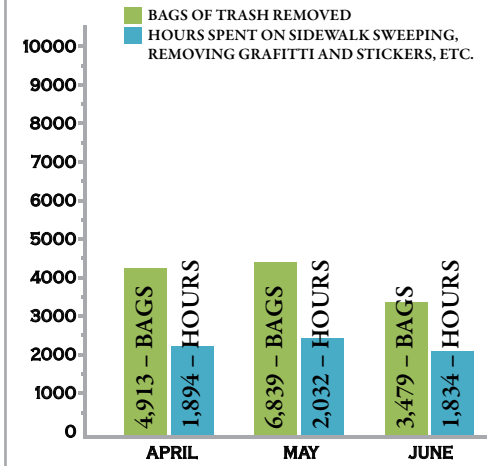
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The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean,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

FIGUEROA



CORRIDOR

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A QUARTERLY PUBLICATION
OF THE FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

FALL 2015

MLS COMING TO EXPOSITION PARK

LAFB's ambitious plans for its proposed \$250 million stadium that will open in 2018 at Exposition Park extend off the site and into the surrounding economically depressed neighborhoods.

"It's a natural next step in the evolution and development and revitalization of the downtown corridor here," said co-owner Henry Nguyen. "The Figueroa corridor is something that's been talked about for decades and now we have an opportunity to be one of the southern gateways or landmarks of this corridor."

"No single entity including us can transform a neighborhood," he added. "It takes a really collaborative effort. I feel like all the elements are here. You can't avoid an area just because there's problems. You really have to address it

head on. ... As many challenges there are to a site like this we can bring some solutions."

Combined with a proposed soccer museum as part of 100,000-square-feet of redevelopment that will include retail and offices, Nguyen hopes the stadium will become a tourist attraction. Go see the Space Shuttle next door at the California Science Center, then check out the soccer facility will become the message it seems.

"We have over seven million visitors to this great city every year and we hope this is one of the great landmarks they are going to want to see," Nguyen said. "This is going to be an intimidating, tight, urban soundbox stadium."

MLS Commissioner Don Garber hopes that LAFB will do for south

Los Angeles what the Seattle Sounders and Portland Timbers did for their neighborhoods.

"We've seen what Seattle has been able to do to drive development in and around that building," he said. "As the commissioner of a major sports league I believe stadiums drive development, drive opportunity and drive hope."

And drive catchphrases apparently.

It all sounds good, but I suggest in this week's column that a huge challenge lies ahead for LAFB in part because of the relatively insular campus they sit on that makes the area different from downtown Seattle or Portland (in part because it is not in a downtown, for instance).

