



CCEA Moves to New Location

After several years at its San Pedro Street location, Central City East Association has moved to new headquarters just around the corner on 725 South Crocker Street. The two-story 5,500 square-foot building has the required ground floor access for Operations' Security Patrol bicycles and Clean Team carts. Administration offices are located on the second level with a new meeting room that seats 25 people for meetings or luncheons, and has already hosted a luncheon with the Mayor (see article this page).



CCEA Board member Paul Vert & Mayor Jim Hahn

Mayor Lauds CCEA During Visit to New Headquarters

Mayor Jim Hahn covered a range of issues critical to the Toy and Industrial districts during a luncheon on February 9, celebrating the opening of CCEA's new headquarters on South Crocker Street.

When asked about Downtown's industrial economy, Mayor Hahn emphasized that his Industrial Development Policy Initiative (IDPI) will result in new policies and programs that will make Los Angeles a better place for industrial firms to locate and expand. He also touted programs offered by the City's Community Development Department, Industrial and Commercial Development Division (www.lacity.org/CDD/bus_index.html). He went on to note how pleased the City is with the residential resurgence in Downtown, but reassured the audience of his commitment to industrial space. "We are working to strike a balance," the Mayor said.

Mayor Hahn made a special point of reflecting on his long working relationship with CCEA, and he congratulated the Board and staff for their many accomplishments. "Business Improvement Districts are critical to a thriving economy," said the Mayor. "CCEA's management of the Toy and Industrial Districts shows how well BIDs can work to preserve economic drivers in the Downtown area."

Please make a note of our new address and zip code. Phone numbers, fax number, e-mails and all other contact information remains the same.

Central City East Association
 725 South Crocker Street
 Los Angeles CA 90021-1411
 213-228-8484 fx 213-228-8488



Meeting Room



Reception Area



CCEA Exterior



Congratulations!!!
 9th District
 Councilwoman
 Jan Perry
 on her 2nd term!

Hon. Jan Perry with Michael Tansey, Principal, Peterson/Tansey

DISTRICT NEWS

DISCOVERING Inner-City Arts



Hal Bastain and ICA Development Director Sharyn Church

One of the jewels of the Industrial District is Inner-City Arts (ICA), an organization that offers opportunities for children to build artistic self-expression and enhance their ability to perform both creatively and academically. It is always a distinct pleasure to introduce the greater part of Downtown to Inner-City Arts.

On February 3 2005, Director of Economic Development for the Downtown Center BID, Hal Bastain took a tour of the facility and recognized the potential for Inner-City Arts to serve the larger Downtown community with programs and activities for the burgeoning residential population. ICA staff members were invited to and participated in the "Downtown Open House" tour of residential lofts, condos and apartments sponsored by the DCBID.

Not For Just Kids Anymore

Inner-City Arts continues to make inroads in the arts and education scene. Currently they are offering an adult series and welcome all levels of experience (or lack thereof). The adult classes are lead by the co-founder and artistic director of Inner-City Arts, Bob Bates. The classes are seven Tuesdays from 6 pm to 9 pm starting on July 12 and continuing through August 23. Call Susie at 213-627-9621 or download a registration form at www.inner-cityarts.org. Space is limited.

The ABCs of CCE

The new growth in our district was directly reflected this winter with a plethora of student groups requesting interviews of the CCEA staff.

Several students from various universities were interested in the Central City East area. Our staff assisted them in their studies on pressing issues ranging from homelessness to adaptive reuse.



Some examples:

A UC Riverside student was developing her thesis on homelessness in Skid Row. She was working with her professors who are also conducting interviews in Milwaukee and New York. The ultimate goal is to develop a better understanding of the issue and compare the politics of welfare reform in the three cities.

At USC's School of Policy, Planning & Development students were performing research on cross-sectoral governance in the CCE area, which is basically the role of public non-profit and non-profit sectors in social problem solving and applications.

Another USC class titled Civic and Community Relations was interested in adaptive reuse and the effect it is having on homelessness.

A journalism class from the USC Annenberg School of Communications was doing a story on the effort to revitalize Downtown Los Angeles and how it was affecting the District.

Students from UCLA's Social Welfare Program were preparing a paper on adaptive reuse and its effects on Downtown.

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Let's Do
Lunch



410 Boyd

located at 410 Boyd Street
(Corner of Boyd and San Pedro)

Dine al fresco in the new outdoor patio!
Monday - Friday 11:30 am to 11 p.m

(kitchen closes at 9:00 pm)

Saturday 5 pm to 2 pm
with a DJ starting at 10:00 pm

Specialties include:

Blackened Chicken Salad
Wonton Wrapped Shrimp

Full bar with a Happy Hour from 4-7 pm
213.617.2491



Toy District At Work and At Play

The Toy District continues to be a source of innovation and creative inspiration.

Recently 50 designers from Mattel Toys went on a "Toy District Excursion" researching toys that are not found in the mass market retail outlets.

Representatives from Mattel tell us they were very pleased with the excursion and especially impressed with the cleanliness and safety of the area. They are planning to schedule more in the future.

New Board Chair
DOUG HINCHLIFFE

The governing board of Central City East Association welcomed Doug Hinchliffe as its new 2005-2006 Chairman.

Mr. Hinchliffe has been involved with CCEA since 1994, when he moved Downtown to take over Lowe Enterprises industrial properties. He is a Principal at Seventh Street Development, a privately held real estate development company. He is also Board President of Inner-City Arts, an arts education center in Central City East.



DISTRICT NEWS

CENTRAL CITY POLICE BOOSTERS
Annual Luncheon

The Central City Police Boosters held their Annual Luncheon and Awards Ceremony on March 8, 2005 at the Wilshire Grand Hotel.

"The heart of any City is its Downtown", Central City Association's President and CEO Carol Schatz stated. "The pillars of renaissance responsible for revitalization include capital projects such as the Staples Center development, the Business Improvement Districts that contribute over \$50 million to the Downtown area, and the housing resurgence."



Thom Thomas Vice President L.A. Cold Storage, LAPD Chief William Bratton, Asst. Chief Sharon Papa & Deputy Chief Lee Carter

'Police Recognition Day' was the theme, and honorees included LAPD officers, a civilian employee, as well as volunteer contributions. Captain Blake Chow expressed the importance of working partnerships between LAPD officers and the community with a philosophy for teamwork.

The Boosters is a non-profit organization working to make the Downtown area safer and a better place to work and live. They organize year-round community programs, many of which include "at risk" and troubled youths, and many charity events. For more information on the Boosters call 213-972-1876.

TOY DISTRICT
↑ Little Tokyo
↑ Wholesale District

Wayfinding System

FINDS ITS' WAY

After seven years of planning, designing and an involved city permit process, a

multi-level wayfinding and signage system is about to be unveiled. A total of 1,300 wayfinding signs will be installed on street lighting poles in 13 districts Downtown.

The purpose of the wayfinding signage program is to identify Downtown Los Angeles as a destination as visitors arrive from area highways and thoroughfares. They will enhance the area's public image through distinctive and helpful graphics including maps indicating neighborhoods and various points of interest. The first sign will be installed at Disney Hall with the remainder of the program to be completed by September 2005.

The Industrial District and the Toy District will have a total of 57 wayfinding signs. Twenty-one of the signs will be visible for vehicular traffic and remaining signs are for pedestrian use.

Corrections;
Whole Body Gallery's Yoga and Pilates classes are located at 420 San Pedro St. not on Santa Fe, as indicated in the Winter issue.
L.A.'s Best Deli and Cafe is located at 605 S. Central.

SURVEILLANCE OBSERVED



CCEA members were recently invited to observe surveillance cameras in action at LAPD's Central Division. The cameras are a network of remote cameras connected via long range wireless transceivers and are monitored at the police station. Seven of the cameras were installed in MacArthur Park last year, and others are being used in the Fashion District and on Hollywood Blvd. CCEA is presently developing a plan with LAPD to install several cameras in the CCEA area.

Trash Pick-up

Toy District			Los Angeles Industrial		
Month	Bags	Boxes	Month	Bags	Boxes
January	7,959	757	January	5,156	637
February	6,508	353	February	4,109	411
March	7,811	357	March	4,902	396
Total	22,278	1,467	Totals	14,167	1,444

Cardboard Recycle Jan. 2090 lbs, Feb. 1440 lbs, March 2620 lbs

CCEA Newsletter
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Spring 2005
Volume 15 Issue 25

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TEAM MEMBERS of The Quarter

Thanks for doing a great job!!!

Public Safety Team
Ahiezzer Rodriguez



Clean Team
Ecclesiastes Arman



Central City East Association

A Toy District and Los Angeles Downtown Industrial District Newsletter



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Biz Highlight

Roark Graphic Supplies

424 Boyd Street 213-621-3153

In the early 1980's, there were about 35 art exhibition spaces and galleries with an estimated one thousand artists living in loft buildings in the Downtown area. The average loft was around six to twelve thousand square feet and rented for around five cents a square foot. That was before the City Council passed a live/work ordinance allowing artists to live in buildings renovated to meet the artist-in-resident codes.

One year prior to the passage of the live/work ordinance, owners Rob Sweedler and Howard Reading moved their young business, Roark Graphic Supplies, to the southern edge of Little Tokyo. Sweedler and Reading had heard about the arts community that was coalescing in downtown from the then director of the gallery at the Japanese-American Cultural Community Center. Roark has continued to be one of the mainstays of the fine and commercial art community over the last two and a half decades.

Roark's business is focused primarily on architects and painters and is divided between retail and commercial sales. The retail business serves a varied clientele, including about 1000 architecture students from the University of Southern California, Southern California Institute of Architecture (SCI-Arc), Pasadena Community College, Art Center, Woodbury University and others. Their commercial clients' list is a viable who's-who of architectural firms as well as many well known fashion companies, ad agencies and graphic designers. "Just about anyone who takes an idea and makes something is a potential Roark customer." says Sweedler.

Recently, Roark helped CCEA purchase a conference table for their new office space [see front page]. CCEA Operations Manager Russ Strong contacted several companies and searched catalogs on-line to no avail. Roark was instrumental in helping CCEA obtain a table within budget and on-time delivery. *Note: The name Roark is taken from the main character, Howard Roark, in the Ayn Rand novel 'Fountainhead'.*