



# INDUSTRIAL DISTRICT NEWSLETTER

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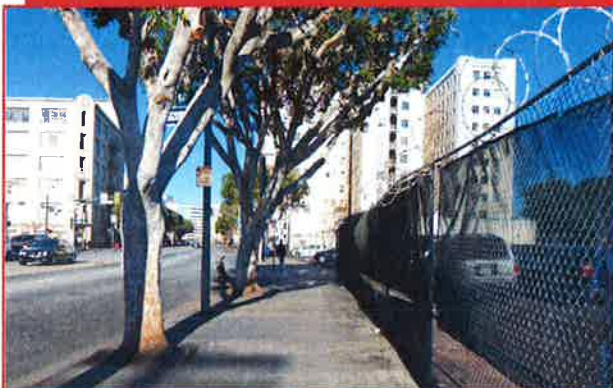
## Tree Trimming Sheds Light on Industrial District Streets

At the end of December, CCEA's Downtown Industrial BID began trimming all of the overgrown ficus trees within the BID boundaries (Third to 8th/Olympic and from San Pedro to Alameda).

"We've never before had the budget to take on such a large scale trimming operation," said CCEA Executive Director Estela Lopez. "The City is no longer trimming trees other than for life-threatening emergencies, however, the large canopies on many of our streets in Skid Row are a magnet for criminal activity such as hiding narcotics."

The BID security escorted the private tree trimming company as their personnel made their way through the entire BID area. There were some streets where LAPD was called in for extra security but the entire operation was completed without incident.

With the trees being trimmed, there will be greater "daylight" on sidewalks, more illumination from streetlights, and in turn there should be fewer questionable activities in and below the trees.



*(Left) A debris-free sidewalk on San Pedro Street at 6th Street. (Right from Top) Crews working on severely overgrown ficus tree on Crocker Street between 5th and 6th Streets; Before and after pictures of 5th Street at Central Avenue.*

## And in More Tree News.....

Central City East Association partnered with community leader Katherine McNenny and several volunteers in the Downtown Industrial District to plant trees along San Pedro Street just north of 5th Street. McNenny, a resident at Little Tokyo Lofts presented the BID board with a plan to acquire, plant and maintain trees appropriate for the area. The BID approved a \$2,000 contribution toward the project. With final approval from the City of L.A. Bureau of Street Services, the trees were planted in October 2011. To see more pictures of the planting, please visit [www.treesonsanpedrostproject.wordpress.com](http://www.treesonsanpedrostproject.wordpress.com).



# NEW YEAR, NEW LEADERSHIP AT CCEA

At the October 2011 CCEA/Downtown Industrial District BID Board meeting, a new slate of officers was elected to lead the organization for the next two years. Many thanks to outgoing chairman Paul Vert for extraordinary service during his term. Paul oversaw the successful campaign to renew the BID in 2009 and has been a dedicated member of the Board for many years. We are grateful that he will remain involved with the BID and CCEA after his retirement from his position at Young's Holdings in 2012. Young's has asked Paul to remain as their representative on our Board and we couldn't be happier!

The new CCEA/BID chairman is Larry Rauch of Los Angeles Cold Storage. Larry is a founding member of CCEA and has served as Vice Chairman for the past two years. Larry brings a wealth of experience in business and non-profit board management. Mark Shinbane of Ore-Cal Corporation was elected Vice-Chair, Matt Klein of HBK Investments is the new Treasurer, and Ernie Doizaki of American Fish and Seafood is the newly elected Secretary.

## New President Brings Colorful Career to Inner-City Arts

Inner-City Arts has named Joseph A. Collins as its new President and Chief Executive Officer. Most recently the CEO of the Kanye West Foundation, Collins is a veteran in the fields of arts, education and youth development having spent most of his career leading and managing programs in New York, California and Chicago. Collins co-created and executive produced the nationally televised stay-in-school concert series S.H.O.W. (Students Helping Our World), which motivated and rewarded high school students for improved school attendance and grades. Collins began his career as a Special Education Teacher and Acting Interim Principal with the New York City Department of Education. He transitioned to the University Settlement Society of New York where he oversaw the agency's college advisement and middle school initiatives. He currently serves as a young benefactor to the VHI Save The Music Foundation, and is on the nominating committee for the NAACP Image Awards, an advisor to the Hip Hop Education Summit, and sits on several arts and youth development committees in New York and Los Angeles.



## Maintenance & Security

### October

Total incidents:	2,011
Extra patrols:	139
Citizen contacts:	56
Merchant contacts:	33
Trash bags:	4,282
Graffiti reported/removed:	35
Bulky items:	104
Area weeded:	30 blocks

### November

Total incidents:	2,166
Extra patrols:	139
Citizen contacts:	74
Merchant contacts:	33
Trash bags:	4,181
Graffiti reported/removed:	32
Bulky items:	116
Area weeded:	40 blocks

### December

Total incidents:	2,110
Extra patrols:	111
Citizen contacts:	191
Merchant contacts:	90
Trash Bags:	5,856
Graffiti reported/removed:	30
Bulky items:	101
Area weeded:	49

## SKID ROW'S NOTORIOUS FORD HOTEL FINDS NEW LIFE

On December 9th, SRO Housing Corporation celebrated the Grand Opening of the Ford Apartments, a \$28-million rehabilitation of the former Ford Hotel, which had for decades been a run-down, gang-ridden hovel of prostitution, violence and deaths. The now transformed Ford Apartments include an attractive flagstone courtyard with a fountain, 150-efficiency apartments with kitchenettes and private baths, a community room, a library/computer room, 24-hour security, on-site case management, along with laundry rooms and lounges on each floor.

"The Ford Apartments, formerly a blight in the Central City East community, is now a symbol of hope and transformation for downtown Los Angeles' Skid Row," said Anita Nelson, CEO of SRO Housing Corporation. "We have transformed the building and, with new residents moving in daily, we are transforming lives as well."



The original Ford Hotel, built in 1925, served the stream of new arrivals to California. Residents lived in tiny, 120-square-foot rooms—295 in all—containing only a bed and small sink. As the years passed, the hotel suffered from neglect and mismanagement, becoming a center for drugs, prostitution and violent crimes. Police deemed the Ford Hotel, "the worst drug-

trafficking spot in Central Los Angeles," and three of the hotel's owners were sentenced to jail time in the 1990's for mismanagement.

The Ford Apartments, the largest Los Angeles County housing project funded by the Mental Health Service Act, came to fruition by way of a successful partnership with Enterprise Community Partner. Enterprise's \$12 million Low-Income Housing Tax Credit equity investment in the Ford Hotel will ensure that 150 residents have a safe and affordable place to call home, while also having access to critical services on-site.

New resident, Wendy Brooks, 61, whose retirement savings were wiped out by the Enron collapse, calls her new home "Paradise!" Brooks said, "I slept in my bathtub one night because I was so happy to have my own private bath and not have to share a communal shower."