

WHAT'S NEW at the LA Fashion District

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LA Fashion Market Week is in Full Swing



The Spring 2012 LA Fashion Market is in full swing in the LA Fashion District as Monday, October 17, marked the first day of the four-day event. Thousands of retailers from across the globe will shop the men's, women's and children's apparel and accessories from all the major brands in our district. In the California Market Center, buyers will shop the products at SELECT Contemporary Tradeshaw, FOCUS Apparel & Accessories Show, TRANSIT LA Shoe Show and hundreds of the permanent showrooms. Over at the Cooper Building, COEUR Tradeshaw will be exhibiting for

the first time with a large selection of high-end women's fashion and gift & home accessories. At the New Mart Building, buyers will shop from over 1,000 collections at Designers & Agents. Other buildings such as the Lady Liberty Building, Gerry Building, Primrose Building and 824 Building are also open for business. We will have an update on the activities of this season's Market Week in our upcoming "What's New".

LAPD Captain Horace Frank Moves to Central Area



Captain Horace E. Frank has been appointed as Captain of LAPD Central Division. He was recently within the Emergency Services Division, Counter-Terrorism and Criminal Intelligence Bureau (CTCIB) as the Commanding Officer. He began his career as a police officer in 1988. He was promoted to Sergeant in March 1993 and to the rank of Lieutenant in February 1999. After promoting to Captain in April 2005, Captain Frank was assigned to Southeast Patrol Division as the Commanding Officer, where he led a very successful effort to bring the community and the Division closer together in a successful crime-reduction effort.

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United Artist Building Purchase



East Coast investors recently purchased the United Artist Theater located on Broadway between 9th & Olympic, a storied Los Angeles theater and office complex built by silent film stars that was later owned by one of the city's most popular televangelists.

The historic United Artist building was sold by Wescott Christian Center Inc. to Greenfield Partners for \$11 million. Greenfield, a prominent hotel investor, hasn't revealed its plans for the property.

Downtown Los Angeles has enjoyed a renaissance in the last decade, and some improvements such as condominiums, bars and restaurants have come to the blocks around Broadway and Olympic Boulevard near the United Artists building.

"That area is already starting to form a bona fide neighborhood," said downtown advocate and blogger [Brigham Yen](#).

LA Fashion District BID Executive Director Kent Smith Appointed to the CDA Board

The LA Fashion District BID Staff attended the California Downtown Association (CDA) Conference from Wednesday, October 12 to Friday, October 14 at the Riverside Convention Center. The CDA, a nonprofit corporation that represents thousands of diversified businesses improvement districts throughout California, held its annual conference that focuses on delivering the strategies and creative approaches for creating a sustainable and economically strong city center. The event featured Long Beach Mayor Bob Foster who was the Keynote Speaker. Additionally, that LA Fashion District BID Executive Director Kent Smith was appointed as one of the 13-member CDA Board.

The seminars that the BID Staff attended provided new inspiration to strengthen the BID's marketing and social media plan, address ways to make streets more walkable and build comprehensive strategies to drive retail recruitment as an economic development function. We look forward to putting the important takeaways into action!

Skid Row Housing Trust Maple Project



The nonprofit developer Skid Row Housing Trust is planning a 102-unit permanent supportive housing complex at the south-east corner of Sixth and Maple streets, right across from the Central Division police station. In June, the Star Apartments received an allocation of 9% Low-Income Housing Tax Credits from the California Tax Credit Allocation Committee. As a result, the Trust has assembled all capital financing needed to construct this new permanent supportive housing development.

Construction on the Star Apartments will begin before the end of the year. In addition to the permanent apartments, The Star will also include ample ground floor retail spaces.

Hundreds of CicLAvia Participants Commanded the Streets of the LA Fashion District



For the first time, 9th Street in the LA Fashion District was part of the third installment of CicLAvia on Sunday, October 9. Main and 9th Streets were filled with hundreds of cyclists, walkers, skateboarders, folks pushing strollers and other non-driving types who commanded the streets from Boyle Heights to East Hollywood and parts of Fourth Street in the Arts District, First Street in the Civic Center and Spring Street.

CicLAvia encourages Angelenos to not only make active use of their streets, but to rediscover the roadways and neighborhoods that too often go unnoticed in a car. Take part in the next CicLAvia event on Sunday, April 15, 2012.

California's Energy Future

On Tuesday, October 11, 2011, LA Fashion District BID Executive Director Kent Smith attended a panel discussion on California's Energy Future. The speakers included Michael Picker, Senior Advisor to Governor Brown for Renewable Energy, Mary Nichols, Chair, Air Quality Management Board and Susan Kennedy, Former Chief of Staff for Governor Schwarzenegger.

The panel clearly stated that California is in the midst of a fundamental shift from carbon heavy energy sources to renewables. Legal mandates require all utilities to have 30% renewable energy sources by 2020.

Susan Kennedy expressed concern that this transition will have significant impact on increasing electricity rates throughout the state including at the Department of Water and Power (DWP) in Los Angeles. Ironically, dense urban areas like the LA Fashion District which create environmentally friendly jobs (great transit access) and residences (close to many jobs) receive no special incentives to lessen the impact of these rate increases which will treat compact development and suburban sprawl exactly the same.

We have asked the California Downtown Association (CDA) to examine the state's energy policies to see if more incentives can be provided to favor compact urban areas like the LA Fashion District.

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