

ULI Los Angeles

ULI—the Urban Land Institute

URBAN MARKETPLACE[®]

Make a Deal, Make a Difference

2004



THE REVITALIZING POWER OF ETHNIC RETAIL

Los Angeles' lower income or distressed neighborhoods illustrate the powerful impact of America's increasing multiculturalism. This year's project case studies demonstrate how neighborhood retail centers were successfully repositioned to shifting demographics. Learn how to tap into new market opportunities which can energize inner city communities.

Lynwood's "Plaza Mexico" integrates historic Mexican pueblo ambiance into a 36-acre site of retail, food, and office space. The newly-opened six-acre "Los Jardines" town center, built in partnership with the Bell Gardens Redevelopment Commission, creates a Main Street environment with authentic Hispanic experiences and national retailers.

In addition to the take-home value of how to do these deals in your neighborhood, registrants will receive the newly-released ULI publication "Ten Principles for Rebuilding Neighborhood Retail" and ULI's "Info Packet" on ethnic retail prepared especially for Urban Marketplace 2004 registrants.

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| Case Studies: | Plaza Mexico | Lynwood, California |
| | Los Jardines | Bell Gardens, California |
| Moderator: | Michael Beyard | ULI Senior Resident Fellow, Retail |
| Panelists: | Michael Fallas | President, National Stores, Inc. |
| | David Hidalgo | Principal, David Hidalgo Architects |
| | Arturo Sneider | Partner, Primestor Development, Inc. |
| | John Noguez | Vice Mayor, City of Huntington Park |
| Audience Facilitator: | Bob Rodino | Principal, Rodino Associates |

David Hidalgo

Principal

David Hidalgo Architects

David Hidalgo Architects (DHA) is a first-generation firm that has been in continuous practice for more than seventeen years. DHA is founded on a balance of form and function, and grounded in the experiences of everyday life.

Hidalgo attended the Southern California Institute of Architecture where he achieved a bachelor's degree in architecture. Hidalgo's extensive travels have taken him through numerous studied tours throughout Europe, Lugano, Switzerland and Oaxaca, Mexico. These travels have exposed him to various architectural forms and have further inspired his work by adding dimension and sensitivity to style.

Much of David Hidalgo's dedication and commitment to architecture comes from his father, Arthur Hidalgo, A.I.A., who was instrumental in the firm's foundation. The late architect and educator brought over 30 years of residential, commercial, industrial, and institutional project experience to the firm. His strict adherence to rigorous project documentation, research, scheduling and project monitoring, as well as his emphasis on maintaining clear-cut architect/client communications were significant legacies to his son who continues to apply his professionalism and commitment to quality with each new assignment.

Bill Holland

Vice President

URS Corporation

Bill Holland has over 34 years of professional experience working for the City of Los Angeles, Department of Public Works, Bureau of Engineering and the private sector. Bill has served as Design Program Manager for National Register Los Angeles Central Library renovation and expansion as well as Design Program Manager for the Seismic Rehabilitation of the Los Angeles City Hall, the nation's second most recognized building.

Holland has played a lead role in six bond construction programs, responsible for planning to execution, including the highly successful 1989 Central Library Bond program. He managed 12 fire station projects, including the Dual Facility Modification Program, an effort leading to modifications at more than 100 stations. As Program Manager for the successful Municipal Facilities Program, he reported to and coordinated with the City Engineer, Board of Public Works and a wide variety of City Boards and Departments. He was also responsible for development of 1998 Library and Police Bond programs' schedules and budgets.