JAZZ FESTIVAL | 20 MUST-SEE HISTORIC SITES | BILLIE! | RESILIENCY HAPPENING NOW!

CENTRAL AVENUE

JULY 2018 / VOL. 3 / NO. 2 / A CENTRAL AVENUE HISTORIC DISTRICT PUBLICATION

Inside This Edition:

The Central Avenue Resiliency Plan

23rd Annual Central Avenue Jazz Festival

July 28th & 29th
11:00 am to 7:00 pm

“BILLIE! BACKSTAGE WITH LADY DAY”

an exciting play that takes you back to the era celebrated by the 23rd Annual Central Avenue Jazz Festival

Take Central Avenue Historic Tour!
DON’T MISS IT!

New Developments
New Businesses
New Shade & Fruit Trees
New Monument Signs
New Street Banners
New Trash Receptacles
One-on-One Business Development

Serving the Properties & Business Community on Central Avenue from Washington Boulevard to Vernon Avenue
Purpose

The Central Avenue Historic Business Improvement District (CAHD) is a Property Based Business Improvement District authorized to operate for a period of 5 years, commencing in 2016. CAHD comprises 130 property owners and 188 individually assessed parcels of land on Central Avenue between the south side of Vernon Avenue and south side of Washington Boulevard in Los Angeles, totaling 1.56 miles.

The CAHD strives to improve the economic vitality for each individual assessed parcel in the district through the following program services:

1. Clean Streets Services Team
2. Safety Ambassadors
3. Parking Demand Management
4. Branding and Marketing, and
5. Community Engagement Events

Central Avenue Historic District board meetings are open to the public and subject to the Brown Act. Your attendance and input are truly welcomed and needed. Please visit our website to download agendas and minutes or give us a call at 323-230-7070 and we will gladly email information to you.

www.centralavenuehistoricdistrict.org

Central Avenue Historic District Board Meetings
First Wednesdays on Odd Months from 10:30 am to 12:30 pm
Location: New 9th Constituent Service Center, 4301 S. Central Avenue, LA, CA 90011

CAHD Ad-hoc and Standing Committee Meetings
Third Wednesdays 2:00 pm to 5:00 pm - (All Committees)
Location: CAHD Program Office, 2508 S. Central Avenue, LA CA 90011

Executive Committee Meeting Agenda
Third Tuesday on Even Months 9:30 am to 11:00 am
Location: A Place Called Home, 2830 S. Central Avenue, LA, CA 90011
"BILLIE! BACKSTAGE WITH LADY DAY"

Is an award-winning, one-woman show about the life of one of the world’s most iconic jazz blues singers.

“What is fascinating about this piece are all the lesser known details of Holiday’s life tapestry, like the deep love for her mother...how Billie was raped at age 10 and the difficulty for Holiday being the first black woman in an all-white Band (Artie Shaw). Details build methodically and meaningfully through Hardy’s intense, intimate portrait and enrich one’s understanding of Holiday’s bitter yet compromised attitude.”

- Don Grigware, GrigwareTalksTheatre.com

CAHD is excited to offer this free cultural experience to festival attendees as part of our efforts to improve the economic vitality of Central Avenue and to celebrate the corridor’s Rich cultural and urban enterprise history.

Syntia L. Hardy
@ A Place Called Home
It will talk you back in time!

Performances @ 11:30 am & 3:00 pm Sat and Sun July 28th and 29th during the 23rd Annual Central Avenue Jazz Festival
Doors open @ 11:00 am & 2:30 pm

The Bridge Theater @ A Place Called Home
2901 S. Central Avenue, LA, 90011
RSVP for tickets to attend the play and tour at the CAHD booth, call 323-230-7070 or visit www.centralavenuehistoricdistrict.org
Tour Bus Transportation Provided

SYNTIA L. HARDY (Billie Holliday) is an Emmy Award winning actress, singer, dancer who has appeared on film, on TV, commercials (radio and TV) and on stages nationally and internationally. Her Emmy was for a PBS special/documentary called Precious Memories: A Stroll Down 47th Street.

Syntia has received other awards and nominations for her work (i.e. NAACP, Dramalogue Critics’ Award (twice), LA Weekly Award just to name a few). Some of her work includes: Home; Merry Wives of Windsor; Flyin’ West; Rap Master Ronnie; The Little Dreamer: A Night In The Life of Bessie Smith, and A Corner of Gold. She has also written and starred in her own cabaret show, Dinner Musicale with Syntia & Friends. Syntia is very happy to introduce to some and reacquaint to others the life of Billie Holiday.
Hollywood Community Housing Corporation is developing the New Paul Williams Apartments on the former Historic Angeles Funeral Home site at 1010 E. Jefferson at Central Avenue and is named in honor of the famed black architect who designed the funeral home and many iconic building all over Los Angeles. Construction will be completed in 2018. It will consist of 41 units of affordable housing, including 34 units of new construction and 7 units within the repurposed funeral home.

Call HCHC at (323) 469-0710 for Information on New Rentals

Concerned Citizens of South Central Los Angeles remolded its first housing development built in 1992!

Roberta Stephens Villas I & II is located on the northeast and northwest corners of 27th and Central at 1035 E. 27th Street and 1113 E. 27th Street. The project was named the first sewing instructor at Thomas Jefferson High School.

Call (323) 846-2500 for Information on Available Units

Visit Our Website for a List of All the Affording Housing Developments on Central Avenue

www.centralavenuehistoricdistrict.org
Masjid Bilal Islamic Center has a rich history and tradition that spans over a half-century. Formerly called Muhammad's Temple of Islam #27 and located at 5606 Broadway, the community has played an essential role in the growth of Muslims throughout the Southern California area. It is the oldest identifiable Muslim community in Los Angeles. They are currently initiating phase two of a three-phase plan, which is re-construction of Masjid Bilal and a new Community Center located on Central Ave. The beautiful new complex will be built on 56,000 sq. ft. of land. Upon completion in 2018, the facility will encompass an entire city block at the intersection of Martin Luther King Blvd. and Central Avenue.

After nearly two decades of growth, which included the opening of a parochial school, the congregation needed more space. In May of 1973, the Muslim community purchased an historic 40,000 sq. ft. three-story brick building located at 4016 Central Avenue for $180,000.00. With Brothers working day and night, the building was completely remodeled to accommodate the religious and educational needs of the community. However, during the 80's, Masjid Bilal was hit hard by several strong earthquakes and had to be demolished. In 1999, Asad Khan, of Langdon-Wilson International Architectural Firm, was contracted to design a 3-phased plan for the property. With the help of, the City Zoning Commissioner issued the community official approval for the plans.

Located at 4016 S. Central Avenue, Los Angeles, CA 90011 it is now home for the Center for Advanced Learning (CAL), a public charter school that educates more than 300 students from the surrounding community grades Kindergarten through 5th. The school has become highly successful and a leading model for communities throughout Southern California.

Phase one, a modern state-of-the-art 16 classroom educational facility, was completed in 2007 with financial support from Saudi Arabian Businessmen and women, grants from the, Sheikh Mohammed Dakhil, Dalal Muhtadi, Talal Zarif and the good charitable believers of Masjid Bilal Islamic Center. The school building is named. The community hopes to continue forging ahead towards the future with the same energy and determination that has defined it over the years. Everyone is invited to join and support this monumental task.

Donations can be made to this historic project by visiting Masjid Bilal’s website at [www.masjibilalonline.com](http://www.masjibilalonline.com)
Franchise Corps Are Investing in Central Avenue!
Revitalizing Designs, New Buildings and More Jobs!

TACOS EL GAVILAN
Redeveloped an entire block parcel in 2017 at the Washington Boulevard Gateway to Historic Central Avenue
1900 S. Central Avenue

McDonald’s
Rebuilds on Central Avenue with a Fresh New Design and Site Plan. Will be completed by end of 2018
4011 S. Central Avenue

New CVS Y Mas!
Replaced the old Fresh N Easy @ Adams and Central in the Beautiful Meta Affordable Housing Development
1025 E. Adams Boulevard
The new 7,500 sq. ft. APCH Annex & Teen Center of program space will house their Bridge to the Future Teen Programs, as well as providing practice and presentation space for their dance company, band, fine arts program, digital media, and for new theater and spoken word programs. APCH will be able to host many more community events and performances for the entire neighborhood!

Dr. Benjamin Tehrani, DPM, AACFAS is a top podiatric surgeon and founder of King’s Point Foot and Ankle Specialists in Los Angeles. As a distinguished health care provider, Dr. Tehrani completed an internship in general surgery, an accolade only a handful of podiatric surgeons hold in the United States.

The Bridge Theater @ A Place Called Home
2901 S. Central Avenue, LA, CA 90011
For Rental and Event Information
Call (323) 232-7653

Dr. Benjamin Tehrani
PODIATRIC MEDICINE & SURGERY
Office | 2512 S. Central Ave. #1 | Los Angeles, CA 90011 |
Phone | +1-323-843-3668 | Email | ben@kpfoot.com
info@kpfoot.com | www.kpfoot.com

Cal Poly Pomona Urban Planning Students Help the Croom Family Reimagine their Property at 41st & Central Avenue
Central Avenue District Resiliency Plan in Action!

The Central Avenue Resiliency Plan sets forth guiding principles to foster the envisioned aesthetics and development along the corridor and the vibrancy of the business community. We are using the design guidelines set forth in the draft Southeast Community Plan and the Mobility Plan to address aesthetics and development needs and the Healthy LA Plan, the ULI Urban Retail Strategies document and our own findings to guide the vision for resiliency on Central Avenue. The plan includes elements such as new trash receptacles, tree planters and banners.

New Trash Receptacles for Central Avenue

The CAHD is installing over 30 fifty-five gallon high-quality heavy gauge solid and perforated steel trash receptacles with easy lift off tops along the corridor. The receptacle base is dipped in corrosion resistant plastisol for added durability. These receptacles will replace the green wire and plastic dome top receptacles. The 10 “Big Belly” self-compacting receptacles will remain. They are being installed by our Clean Streets Team CRCD Enterprises, Inc.

Central Avenue Monument Concept

We have retained the services of LA sign shop to design branding monument concepts for Central Avenue at Vernon Avenue, Martin Luther King, Jr. Boulevard, Jefferson Boulevard, Adams Boulevard and Washington Boulevard.

The existing instrument monuments at Vernon Avenue will be illuminated with new lighting and identification plaques on each base. Please let us know what you think about the design concepts!
The Planting Plan

CAHD has developed partnerships with The New Ninth, A Place Called Home, City Plants and the Conservation Corps to plant trees in all the empty tree wells within the District and to install over 40 large planters with fruit trees and succulents. We will ask our property and business owners to help water our new living creatures to help keep them alive.

Our CRCD Enterprises Clean Streets Team will maintain the soil, sweep the leaves and water them as well. If you would like to volunteer to help plant the trees or if you do not want a tree near your property, please give us a call.

The Central Avenue 1.5 Mile Orchard!

- **Jacaranda** (Jacaranda mimosifolia)
- **Eastern Redbud** (Cercis canadensis)
- **Chinese Flame Tree** (Koelreuteria bipinnata)
- **Pink Trumpet Tree** (Handroanthus impetiginosus)
- **Crape Myrtle** (Lagerstroemia indica)
- **Pink Tacoma**
Clean Streets is a CAHD corridor clean up program in partnership with

MEET our TEAM

Sidewalk, gutter, street furniture, tree well and accessible vacant lot cleaning on Central Avenue between Washington Boulevard and Vernon Avenue.

Graffiti removal, trash removal and bulky item pick-up at no cost.

THE NEW 9th

COALITION for RESPONSIBLE COMMUNITY DEVELOPMENT

CENTRAL AVENUE
HISTORIC BUSINESS IMPROVEMENT DISTRICT

Call our Clean Streets contractor CRCD Enterprises Inc. at:
(213) 743-6193 ext 400 to Report
The first of its kind in the nation when it opened in 1997, the museum features photos of pioneering firefighters, paintings, and examples of vintage equipment. African Americans had limited opportunities for advancement and placement in the Fire Department; in the 1920s, they were relegated to the segregated stations 30 and 14 (at 3401 South Central Avenue). It took decades, but eventually the department became integrated. The museum just celebrated 20 years in 2017.

Opened in 1927, this 2,100-seat theatre adorned with Moorish Revival architecture, 25-foot-wide marquee, big stage, and orchestra pit garnered the nickname “West Coast Apollo” because it presented many of the same stellar acts that played New York’s famed Apollo. Until the early 1960s, the Lincoln offered motion pictures, stage shows, talent shows, and vaudeville, especially for African Americans, who were barred from downtown Los Angeles entertainment palaces or relegated to “colored only” seating. Thus, major performers Count Basie, Lionel Hampton, Duke Ellington, Bill “Bo- jangles” Robinson, Nat “King” Cole, Billie Holiday, Sammy Davis Jr., B.B. King - graced the Lincoln.

Among the most influential of the city’s African American faith institutions, Second Baptist Church has been a leader in both spirituality and civil rights activism. Established in 1885 in a room over a stable in downtown Los Angeles, the church grew as the Great Migration brought African Americans from Louisiana, Texas, and Arkansas. Second Baptist has also built two complexes of federally subsidized housing for seniors, Griffith Gardens and Kilgore Manor, run by HDSI Management.
The Coca-Cola Building is a historic landmark in many ways. The building design is strongly reminiscent of an early 20th century ocean liner. The architect Robert V. Derrah created a single structure with a soothing, streamlined form, completed with hatch cover and portholes and surrounded by a flying bride. There are also two giant Coke bottle replicas flanking the building. This site was once the Company headquarters.

Founded in 1925, Golden State Mutual Life Insurance Company made history as one of the first African American-owned insurance companies established in the American West and was central in the development of African American-owned businesses throughout the U.S. In 1928, to accommodate its growing workforce and business, the firm secured a lot and commissioned its first headquarters at 4261 South Central.

By 1945, Golden State was the largest black-owned business of any type west of the Mississippi River and the nation’s seventh-largest African American-owned insurance company. In 1949, the company moved its headquarters to Adams Boulevard and Western Avenue in the West Adams district.

Listed on the National Register of Historic Places and the City of Los Angeles Historic-Cultural Monument Landmarks #159, this is the restored family home of Dr. Ralph J. Bunche, his sister Grace, and grandmother, Ms. Lucy Taylor Johnson. Dr. Bunche was the graduating valedictorian at Thomas Jefferson High School, a trained political scientist at UCLA, and the first Nobel Peace Prize Winner of color in any country.
Jefferson High, founded in 1914 as “Home of the Democrats”, is a historic landmark from its architecture to its notable alumni: Dorothy Dandridge, Ralph J. Bunche; Barry White, Alvin Ailey, Stanley Crouch, IwaoTakamoto, and John Meehan.

The Bowers Retail complex, originally established in 1950 in the Westlake district near Downtown LA, arrived on Central Avenue in 1964. Their laundry-cleaning business is joined by a dentist, a sporting goods store, a computer repair shop, a tattoo supply store and Amigo Discount store.

Originally opened as the Somerville Hotel in 1928, the Dunbar Hotel is named after notable poet Paul Laurence Dunbar. It hosted the first west coast meeting of the NAACP and was the preferred place of leisure and hospitality for African Americans: from workers like the Pullman porters to luminaries like Joe Louis, Langston Hughes, Thurgood Marshall, Ella Fitzgerald, Lena Horne, Count Basie, Louis Armstrong, Duke Ellington, Billie Holiday, when most fine hotels and restaurants declined to serve them.

The Elks Hall made the move to 4016 South Central and became a popular music and dance venue in the early 20th century. The location is now the home of the Masjid Bilal Islamic Center, established in the 1950s as Muhammad’s Temple of Islam, No. 27. The faith community bought the historic Elks Hall in 1973 and remodeled it. Masjid Bilal became the first large mainstream Islamic community in Los Angeles.
Taste of Central Avenue

Fast, Fresh & Authentic - It’s All Good on Central Avenue! Handmade pies, cakes, cobblers, cookies, pizzas, pupusas, tamales and more! Family recipes made with fresh ingredients for authentic taste.

Sushi-Listos Cafe

La Ramada Restaurant Salvadoreno
2215 S. Central Avenue, Los Angeles, CA 90011
213-749-7030
Specialty: Handmade to Tortillas, Fresh Ingredients, Pupusas

Tacos Los Carnales
4370 S. Central Avenue, Los Angeles, CA 90011
323-846-1135
Specialty: Old School Tacos and Burritos

Tam's #8
2801 S. Central Avenue, Los Angeles, CA 90011
323-234-5630
Specialty: Old School BLT’s and Burgers

Fernando's Bar & Restaurant
3230 S. Central Avenue, Los Angeles, CA 90011
323-231-7036
Specialty: A good time!

La Fogata
2534 S. Central Avenue, Los Angeles, CA 90011
323-232-5100
Specialty: Handmade Tortillas - Fresh Ingredients: Tacos & Burritos

El Compa Restaurant
4052 1/2 S. Central Avenue, Los Angeles, CA 90011
323-238-0831
Specialty: Tamales

Sushi-Litos Cafe
3310 S. Central Avenue, Los Angeles, CA 90011
323-742-9817
Specialty: Sushi and Specialty dishes

Tacos Gavilan
1900 S. Central Avenue, Los Angeles, CA 90011
Specialty: Authentic Mexican Food

El Conquistador
3330 S. Central Avenue, Los Angeles, CA 90011
323-235-4745
Specialty: Handmade Pupusas

Served 2 Enjoy
3007 S. Central Avenue, Los Angeles, CA 90011
310-413-3425 or 310-936-1045
Specialty: Mexican & Mediterranean Foods - Catering

FIND US ON yelp
WWW.CENTRALAVENUEHISTORICDISTRICT.ORG
Sweet Tooth? Savory or Sweet Central Avuene has what you are looking for, from pies to cakes and everything in-between.

27th Street Bakery Shop
Founded in the 1930's by Harry Patterson and his wife, the 27th Street Bakery Shop started out as a restaurant before being converted to a full-time bakery in 1956. The 27th Street Bakery is known for their famous sweet potato pies that have become a staple on the dining tables of Los Angeles residents. Having grown to the largest manufacturer of sweet potato pies on the west coast, all of the pies, cakes and sweets still taste like a slice of "mama's" home cooking.

The 27th Street Bakery Shop is a Los Angeles landmark and a true shining star among the Central Avenue family of businesses.

27th Street Bakery Shop
2700 South Central Avenue
Los Angeles, Ca 90011
Phone: (323) 233-3469
Email: the27thstreetbakery@yahoo.com
Web: www.27thstreetbakery.com

Las Alondras Bakery
Las Alondras Bakery is a family-owned and operated bakery. Around since 2005 yet the family history in baking goes back much further. Using fine ingredients and traditional methods to produce exceptional Mexican and Central American breads, pizza crusts, pan loaves, and cookies. While continually striving for innovation at Las Alondras Bakery, they're still making the creations the way their father taught them to make. And he is pretty proud of that.

Not just a bakery, Las Alondras is a full pizzeria as well. Pick up yours today!

Las Alondras Bakery
4118 S. Central Avenue
Los Angeles, Ca 90011
Phone: (323) 233-8489
Web: www.lasalondrasbakery.org

Family Farm Market is a casual supermarket, specializing in Latino items, including produce, meats & baked goods. Tons of bakery items to fit all your needs. Don't forget the fresh fruit!

La Guadalupana Bakery
2520 S. Central Avenue
Los Angeles, CA 90011
(323) 233-7761
Instagram: guadalupanabakery

Family Farms Market
4322 S. Central Avenue
Los Angeles, CA 90011
(323) 233-6261
facebook.com/familyfarmmarketla

Larios Bakery
2206 S. Central Avenue
Los Angeles, CA 90011
(213) 745-4481
facebook.com/lariosbakery
CAHD AMBASSADORS
your guides for the corridor

WE ARE HERE TO ASSIST YOU

www.CentralAvenueHistoricDistrict.org

CENTRAL AVENUE
Historic Business Improvement District