

[Metro.net](#) (web)

Resources

► [Safety](#)

► [Pressroom](#) (web)

► [CEO Hotline](#)

► [Metro Projects](#)

► [Facts at a Glance](#)
(web)

► [Archives](#)

► [Events Calendar](#)

► [Research Center/
Library](#)

► [Metro Cafe](#) (pdf)

► [Metro Classifieds](#)

► [Retirement
Round-up](#)

Metro Info

► [Strategic Plan](#) (pdf)

► [Org Chart](#) (pdf)

► [Policies](#)

► [Training](#)

► [Help Desk](#)

► [Intranet Policy](#)

Need e-Help?

Call the Help Desk
at 2-4357

[E-Mail Webmaster](#)

Web ad reminds shoppers in the San Fernando Valley to "Go Metro" for holiday shopping.



Shoppers Invited to Use Metro to Reach Unique Shopping Areas

By DAVE SOTERO

(Nov. 24, 2004) Metro is encouraging holiday shoppers looking for gifts in some of LA's unique shopping areas to use the Metro Bus and Rail system this year.

Downtown Los Angeles provides a treasure trove of shopping districts for every gift-giving need. Entire blocks are dedicated to selling everything from jewelry to fashions, toys to flowers, produce and more.

The **Toy District** has 12 square blocks of wholesale-priced toys, including action figures, stuffed animals, games, and knickknacks. Shoppers can access the area, bounded by Third, San Pedro, Fifth and Los Angeles Streets, via Metro Red Line and DASH "D" buses.

In the **Fashion District**, located between Broadway, Wall Street, 7th Street and Pico Boulevard, shoppers can find discounted women's wear, men's wear, children's wear, accessories and textiles. Santee Alley between Ninth Street and Olympic Boulevard is an excellent location for bargain fashion shopping.

In the **Jewelry District**, located between Hill Street and Broadway, from 5th Street to 8th Street, shoppers can save 50-70 percent off regular prices for such jewelry items as precious gems, gold and silver watches, rings and chains.

The **Flower District** between San Pedro and Wall Streets in downtown offers cut flowers, potted plants and exotic blooms.

Grand Central Market, located at 317 S. Broadway in Los Angeles' Historic District, is the oldest of all concession-type markets on the Pacific Coast, offering produce, dried goods, spices, meats, poultry, seafood and 13 ethnic eateries.

Both **Chinatown** and **Olvera Street** are within walking distance from Union Station. Chinatown, also accessible via the Metro Gold Line and Dash "B" Buses, provides shoppers with jewelry stores, herbal medicines, teas and clothing. Many specialty stores sell fine art,

Chinese antiques and jade.

Olvera Street, at 845 N. Alameda Street, offers festive holiday shopping, including clothing, curios, toys, candles and fragrances.

Little Tokyo, bordered by 3rd Street, Alameda Street, Central Ave and 1st Street, is yet another ethnic shopping enclave that can easily be reached via the Metro and DASH systems.

The Original Farmer's Market and the Grove, located at Third and Fairfax, offer authentic arts and crafts, antiques, jewelry, clothes and souvenirs. It is accessible via Metro Bus 217 and Fairfax Dash Bus.

Choices also abound for upscale shopping via the Metro system.

Metro Red Line stops at **Hollywood/Highland** give high-end shoppers a choice of boutique shops offering designer clothing, watches, perfumes and more.

The **Universal City** Metro Red Line Station provides shopping opportunities at Universal City Walk for, among other things, collectible items and Hollywood souvenirs.

On the Metro Green Line, shoppers can access **Plaza Mexico**, located adjacent to the Long Beach/I-105 station. Considered the Mexican Universal City Walk, the plaza offers everything from clothing to fresh vegetables, electronic equipment to beauty supplies. There's also a meat and seafood market and bakery.

Metro also serves most major shopping malls in Los Angeles County, including **Northridge Fashion Center**, **Topanga Mall**, **Macy's Plaza downtown**, **CityPlace in Long Beach** and **Hastings Ranch Shopping Center** in Pasadena, as well as **Old Town Pasadena**.