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For Immediate Release

August 14, 2007

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ROSENDAHL TO KICK-OFF CENTURY BOULEVARD MEDIAN ENHANCEMENT PROJECT

Councilman Hosts Community Beautification Groundbreaking Ceremony

Who: Los Angeles City Councilmember Bill Rosendahl
Ron Olive, Assistant Director, Department of Public Works,
Bureau of Street Services
Representatives from Los Angeles Board of Public Works
Laurie Hughes, Executive Director, Gateway to LA

When: Thursday, August 16, 2007
10:00am

Where: Southeast corner of Century Boulevard and Concourse Way
(east of Aviation Boulevard)
Los Angeles, CA 90045

What: Los Angeles City Councilmember Bill Rosendahl will host a press conference and groundbreaking ceremony to officially kick-off the Century Boulevard Median Enhancement Project.

The \$1.2 million project, which will extend landscaped medians from Aviation Boulevard to La Cienega Boulevard, will continue efforts to beautify the major corridor near LAX.

The project will also include a *Gateway to LA* monument sign featuring small pylons similar to the lighted pylons at LAX.

The City of Los Angeles worked closely with Gateway to LA, the airport business improvement district, to shape the project.

Construction is scheduled to begin this week and will continue through March 2008.

Last year, in an effort to beautify the major corridor, Councilmember Rosendahl introduced a motion calling for the revitalization of Century Boulevard near LAX. The motion specifically called for the City's Bureau of Street Services to provide landscaping and median enhancements to Century Boulevard.

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