



JOSE HUIZAR  
COUNCILMEMBER, 14TH DISTRICT

## PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: George I. Gonzalez (213) 200-9974

### **COUNCILMEMBER HUIZAR RECEIVES \$550,000 FOR IMMEDIATE INVESTMENT TO BRING BACK BROADWAY**

*Interdepartmental Task Force Will Create Much Needed Create Parking Opportunities on Broadway*

**LOS ANGELES (March 5, 2008)** – Los Angeles City Councilmember José Huizar, as part of his Bringing Back Broadway initiative, today secured unanimous Council approval to allocate \$550,000 for Broadway streetscape design, planning and construction along the historic corridor. The funds will be allocated to the Community Redevelopment Agency; which will begin work on the streetscape design in April.

“The more than half-million dollars will help us begin immediate work on the revitalization of Broadway; these are just the first steps in this public-private partnership,” said Councilmember José Huizar.

Councilmember Huizar also introduced City legislation today calling for the creation of an interdepartmental task force to address the need for new parking to serve Broadway and the surrounding community.

“Broadway is in the midst of an extraordinary renaissance. The community just celebrated the reopening of the Million Dollar Theater, which is already beginning to book shows,” said Councilmember Huizar.

“It is absolutely critical that we build on this momentum and support Broadway property owners by providing adequate parking for the growing number of theater and commercial patrons.

Councilmember Huizar’s legislative motion directs the Chief Legislative Analyst to immediately convene an interdepartmental task force, which will include the Community Redevelopment Agency, Bureau of Engineering, General Services Department, Los Angeles Housing Department, Department of Transportation, and Council District 14. This task force will be responsible for outlining the various financing and development options to create new parking facilities to serve the Broadway corridor.

(more)

Bringing Back Broadway is a public-private partnership between Councilmember Huizar's office, the Mayor's Office, various City departments, and Broadway property owners. For the initial phase of the initiative, Councilmember Huizar has identified more than \$16.5 million in City, state and federal resources to help pay for streetscape design, property for a new parking facility, and to initiate the revival of the streetcar.

The Bringing Back Broadway initiative is being overseen by a Board of Trustees, which includes a broad range of stakeholders. Since the initial unveiling of the Bringing Back Broadway initiative, the Board of Trustees has met twice and has organized itself into three committees, 1) Preservation, Planning & Infrastructure Committee, 2) Streetcar, Parking & Transportation Committee, and 3) Marketing, Programming & Economic Development Committee.

"I am pleased that the Broadway Trustees have begun working in earnest on this historic initiative. The Trustees are all committed to ensuring that the City of Los Angeles explores all options available to facilitate the creation of innovative mixed-use, parking, retail, and housing options to support the cultural and entertainment activities that will be enjoyed as Broadway undergoes its revitalization."

To learn more about the Bringing Back Broadway initiative, visit online at [www.BringingBackBroadway.com](http://www.BringingBackBroadway.com).

###