

NEWS



Councilmember Tom LaBonge 4th District

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FOR IMMEDIATE RELEASE

Councilmember and City Agencies Launch Western Ave. Face-Lift

(February 26, 2009) Councilmember Tom LaBonge planted a tree on Western Avenue today to kick-off an 18-block restoration and rejuvenation project in Koreatown. The refurbishment project is a multi-agency effort that includes tree-planting and a program to remove visual blight on Western Avenue, the busy commercial corridor that was once the City's western boundary.

"I'm happy that so many agencies have come together to clean up Western Avenue," Councilmember LaBonge said. "This is a busy street that can become a great urban avenue with a little attention from all of us. This project will make a big difference."

The Pro-Active Code Enforcement project and tree-planting effort is a cooperative project of Council Districts 4, 10 and 13; the Community Redevelopment Agency of Los Angeles (CRA/LA); the Koreatown Youth & Community Center (KYCC); Million Trees Los Angeles (MTLA) and the City's Department of Building and Safety. Commercial building owners and tenants will receive free street trees and counseling on the removal of illegal and excessive signs, banners, flags and buntings. Over 100 free *Gingko Biloba* trees will be planted during this effort.

"We are excited and proud to be partnering with Councilmember LaBonge and the CRA to green this commercial corridor. Working together with the community and investing in LA's urban forest will provide numerous benefits for generations of Angelenos," said Lisa Sarno, Executive Director for MTLA.

"The CRA/LA work of revitalizing communities often involves projects like this," said Leslie Lambert, Hollywood & Central Regional Administrator. "By reaching out to community organizations and partnering with various agencies, we are pulling together resources that will help transform Western Avenue and make it a more appealing place to live and do business."

The effort targets Western Ave. between Marathon Ave. and 12th St. MTLA will provide the trees and KYCC will water the trees for two years to ensure their survival.

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