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Councilmember Huizar Praises \$354,000 El Sereno Beautification

Façade and Signage renovation part of ongoing effort to beautify the Huntington Drive Corridor

LOS ANGELES (Sept. 3, 2009) – Councilmember José Huizar joined Los Angeles Neighborhood Initiative officials and community members today to celebrate the completion of building renovations on Huntington Drive, which along with other recent beautification efforts championed by the Councilmember, will help create a more pedestrian-friendly environment along the corridor.

In 2006, Councilmember Huizar asked the City's Community Development Department to find projects that would improve the business environment along Huntington Drive. LANI, a non-profit organization that works on neighborhood revitalization projects, worked with the CDD, the El Sereno Steering Committee and Councilmember Huizar's office to design and implement the improvements, which included new paint, awnings, brick restoration and signage and lighting upgrades.

"Along with the other beautification efforts I've worked on, including street and sidewalk improvements, the trimming of 500 trees, added trash receptacles and stepped up cleanups, these wonderful building renovations will go a long way to improve business along Huntington Drive," said Councilmember Huizar. "I want to thank the CDD, LANI and the El Sereno Steering Committee for their efforts, which will benefit the entire El Sereno community."

Besides new building, lighting and signage improvements to nine storefronts between Castalia and Rosemead avenues, the renovations allowed one property owner the opportunity to lease three spaces that have been empty for more than 20 years. For their involvement, LANI awarded the El Sereno Steering Committee, which consists of El Sereno stakeholders and property and business owners, their 2009 Outstanding Community Project Award winners.

Councilmember Huizar recently funded the trimming of 500 trees along Huntington Drive and Eastern Avenue, as well as adding 20 new trash receptacles and increasing bulky-item pickups throughout El Sereno.

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