



**For Immediate Release**

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**\*\*\* MEDIA ADVISORY \*\*\***

## **IN THE AFTERMATH OF A RECENT SERIOUS ACCIDENT NEAR THE LOCATION, ALARCÓN TO JOIN COMMUNITY TO ACTIVATE NEW TRAFFIC SIGNAL AT ROXFORD ST AND BRADLEY AVE IN SYLMAR**

**WHO:** Hon. Richard Alarcón, Los Angeles City Councilmember (District 7)  
Captain Bill Scott, LAPD Mission Division  
Senior Lead John Lonegran, LAPD Mission Division  
Louis Owens, Interim Principal, Herrick Ave. Elementary School  
Cherie Blose, President, Sylmar Chamber of Commerce  
Hiral Bhakta, Member, Sylmar Neighborhood Council  
Guillermo Reyes, Member Sylmar Neighborhood Council  
John Fisher, Assistant General Manager, Department of Transportation (DOT)  
Manoochehr Adhami, Project Engineer, Department of Transportation

**WHEN:** Thursday, March 5<sup>th</sup> at 12:00 Noon

**WHERE:** Roxford St & Bradley Ave, Sylmar, CA 91342  
(North side of the street)

**WHAT:** Little over a month after a serious hit and run accident on Roxford Street that injured a 2 year old girl, Councilmember Alarcón will join with the LAPD, DOT and community members for a short ceremony to turn on the light at the intersection of Roxford and Bradley.

**VISUALS:** Turning on the light, community members using the new cross walk.

**BACKGROUND:** This signal at Roxford Street and Bradley Avenue was authorized by the Department of Transportation (DOT) in response to complaints of speeding in October 2006. Design usually takes about a year, and in 2007 when the design was completed, this location was added to the Golden State Freeway ATSAC Project as a change order so it would be installed as quickly as possible. The signal was originally justified by DOT based on combination of high traffic volumes on both streets during both the peak hour, as well as over a four hour period, and also due to the fact that there was a long stretch of roadway on Roxford Street without a traffic signal where the speeds of traffic were well above the posted speed limit, and where a signal would likely break up Roxford Street into smaller segments and reduce speeds.

This signal is two blocks away from Herrick Avenue Elementary School, and fits with Alarcón's mission to increase safety around schools and parks and to protect neighborhood children.

*Signal activation event is weather permitting – please call 213-219-5534 to confirm in case of inclement weather.*