



JOSE HUIZAR
COUNCILMEMBER, 14TH DISTRICT

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CONTACT: Rick Coca (213) 200-9974
rick.coca@lacity.org

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Councilmember Huizar Announces Bringing Back Broadway's Façade Lighting Grant Recipients

\$750,000 in grants to 13 Broadway buildings will help light historic features, contribute to public safety and encourage night-time activity along the increasingly revitalized corridor

LOS ANGELES (March 25, 2014) – Councilmember José Huizar, in partnership with the Los Angeles Neighborhood Initiative (LANI), is pleased to announce that 13 recipients for the Bringing Back Broadway \$750,000 architectural façade lighting grant program have been selected.

This announcement represents another step forward for the Councilmember's Bringing Back Broadway initiative and its efforts to spur revitalization of the historic Broadway corridor.

"Façade lighting will help create a safer, more attractive Broadway and will highlight the architectural features of some of the corridor's most beautiful historic buildings," said Councilmember Huizar. "It will also encourage a more active pedestrian environment and help drive new business to Broadway. This is an excellent use of these grant funds and I look forward to working with our partners in putting these historic buildings back in the spotlight where they belong."

In addition to new businesses opening up, ongoing streetscape improvements and the future Downtown LA streetcar, the façade lighting grants program points to a bright future for Broadway and the historic district.

In all, 22 applications were received and site visits were conducted between May and October of 2013 to determine viability of installation, condition of electrical infrastructure, and opportunities for enhancement of the façade through lighting design. Selection priority was given to property owners who are actively investing or have invested in the revitalization of their buildings. Selection priority was also given to historic buildings. No match was required to obtain the grant, but some property owners will contribute to the project to achieve the implementation of larger scale designs.

(more)

City Hall Office • 200 N. Spring Street, Room 465 • Los Angeles, CA 90012 • Phone (213) 473-7014 • Fax (213) 847-0680

Boyle Heights Office • 2130 E. First Street, Suite 202 • Los Angeles, CA 90033 • Phone (323) 526-3059 • Fax (323) 526-3066

Eagle Rock/Highland Park Office • 2035 Colorado Boulevard • Los Angeles, CA 90041 • Phone (323) 254-5295 • Fax (213) 485-8788

El Sereno Office • 4927 East Huntington Drive North, Suite 100 • Los Angeles, CA 90032 • Phone (323) 226-1646 • Fax (323) 226-1644

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Noted lighting designer Tom Ruzika, whose credits include theatrical lighting designs for the Mark Taper Forum, the Hollywood Bowl, the Los Angeles Theatre Center and other national and international theater, opera, and ballet companies, will create the lighting design for each selected property as part of the grant. Mr. Ruzika's designs are already in place on some Broadway and historic core buildings, including the Old Bank District, Chapman Lofts and the Eastern Columbia Building, as well as 12 other historic buildings in Downtown. In 2004, Mr. Ruzika created the original Lighting Design Master Plan for 104 buildings in the historic core district.

Mr. Ruizika's Broadway roots go back generations, and he is excited to finally be able to implement many of the lighting design concepts originally created for the historic corridor.

"Broadway is like a large stage setting with the building facades as the featured performers," Ruizika said. "I look forward to helping bring them back into focus through this grant program."

The lighting equipment for the historic facades will be energy efficient, low wattage/high output LED fixtures with an LED life expectancy in the range of 40,000 to 70,000 hours. All lighting will be Title 24 and Cal Green compliant, and all lighting fixture locations will be respectful of the historic nature of the architectural façade details.

The Los Angeles Neighborhood Initiative is contracted to handle grant activities on behalf of the City. Berg & Associates, led by Dominic Costello and Melanie Nelson, are the construction management firm for the project.

"As an organization dedicated to community driven revitalization, LANI understands that strategic improvements, such as lighting can significantly impact the look and feel of a building," said Veronica Hahni, LANI's executive director. "Drawing new attention by highlighting the architectural splendor of historic Los Angeles, this project will have a positive effect on the entire district, furthering the objectives of the Bringing Back Broadway Initiative and celebrating the renaissance of this vital commercial corridor."

Installation of the final designs is expected to occur throughout 2014 and 2015. The program was funded through a Community Development Block Grant secured for the Bringing Back Broadway effort. Grantees are required to maintain the lighting as installed and to ensure the lights are lit for a period of not less than 10 years in return for having received the grant.

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1. **242 S Broadway** – Victor Clothing Lofts, built in 1914: Awarded \$20,788 to accent decorative roof eaves.
2. **304 S Broadway** – Bradbury Building, built in 1893: Awarded \$166,304 to illuminate the entire top floor's decorative panels and roof eaves.
3. **307 S Broadway** – Million Dollar Theatre, built in 1917: Awarded \$138,587 to illuminate the decorative arch above the marquee, spotlight 3rd floor statues, and light tile panels on 3rd Street.
4. **353 S Broadway** – Zobel Building, built in 1912: Awarded \$20,788 to accent façade columns.
5. **430 S Broadway** – Bumiller/Campbell Blake Building, built in 1906: Awarded \$41,576 to illuminate top floor decorative panels and roof eaves.
6. **445 S Broadway** – Newberry Annex Building, built in 1913 (now known as the Metropolitan Building) Awarded \$27,717 to upgrade existing column accent lighting.
7. **529 S Broadway** – Shulte United Building, built in 1928: Awarded \$15,489 to provide new decorative fluted hood lights to illuminate top floor signage.
8. **540 S Broadway** – Broadway Spring Arcade, built in 1924: Awarded \$20,788 to illuminate decorative arch above Broadway entrance.
9. **648 S Broadway** – Clifton's Brookdale Cafeteria, built in 1935: Awarded \$69,293 to provide architectural lighting of the two top floor façades.
10. **818 S Broadway** – Apparel Center Building, now known as Wurlitzer Music Building, built in 1923: Awarded \$20,788 to upgrade existing column accent lighting.
11. **849 S Broadway** – Eastern Columbia Building, built in 1930: Awarded \$34,647 to upgrade the lighting of the existing decorative arch above the Broadway entrance.
12. **850 S Broadway** – Ninth and Broadway Building, built in 1929: Awarded \$69,293 to upgrade the lighting of the existing decorative arch above the Broadway entrance, and to illuminate the 2nd floor decorative panels on Broadway.
13. **908-910 S Broadway** – L.L. Burns Western Costume Building, now known as the Sparkle Factory, built in 1914: Awarded \$103,940 to spotlight façade columns, and outline the architectural crown detail.

*All grants are based on estimated costs to complete the stated scope of work. Cost estimates are rounded to the nearest dollar.

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