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***ROSENDAHL ANNOUNCES GROUNDBREAKING OF  
CENTURY BOULEVARD BEAUTIFICATION PROJECT  
Median Enhancement Project to Revitalize Gateway to Los Angeles***

**Los Angeles-** Committed to revitalizing the gateway to Los Angeles, City Councilmember Bill Rosendahl, along with city officials and area businesses, today announced the groundbreaking of the Century Boulevard Median Enhancement Project.

The \$1.2 million project, which will extend landscaped medians from Aviation Boulevard to La Cienega Boulevard, will continue efforts to beautify the major corridor near LAX.

Rosendahl, who chairs the City's Public Works Committee and is a member of the City's Trade, Commerce, and Tourism Committee, introduced a motion last year supporting beautification efforts along the Century Boulevard corridor.

"Century Boulevard is the welcome mat for the world," Rosendahl said. "We must put a fresh face on the gateway to our great city. This corridor should reflect the beauty of Los Angeles."

The community beautification project will result in four new landscaped median islands with an irrigation system, one new paved median island, and one refurbished paved median island. The enhancement project is an easterly extension of the LAX Gateway Enhancement Project, which included landscaped median installation from LAX to Aviation Boulevard.

“We are very pleased to participate in this landmark street improvement project that aims to enhance the driving experience for residents and visitors to and from Los Angeles International Airport,” said William Robertson, Los Angeles Department of Public Works, Bureau of Street Services Director. “Our Street Services Engineering, Special Projects and Urban Forestry Divisions will work enthusiastically to finish this project by the expected completion time to enhance the quality of life for motorists as well as pedestrians.”

The City of Los Angeles worked closely with Gateway to LA, the airport business improvement district, to shape the project.

“We are excited about this project because it signals yet another effort to beautify an area that is often a traveler’s first impression of our city,” Gateway to L.A. Executive Director Laurie Hughes said. “Our goal is to make Century Boulevard an attractive, appealing and interesting destination unto itself.”

In addition to landscaping, the project will include a *Gateway to LA* monument sign featuring small pylons similar to the lighted pylons at LAX.

Construction is scheduled to begin this week and will continue through March 2008.

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