



NEWS

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DEVELOPERS ENTHUSIASTIC ABOUT EXPECTATIONS OF HIGH RIDERSHIP ON HOLLYWOOD EXTENSION OF METRO RED LINE

Ridership on the Metro Red Line is expected to more than double when Red Line trains start operating to Hollywood, a prospect that has commercial developers knocking on the front door of the film capital of the world in search of business opportunities.

Patronage of the Metro Red Line is projected to increase from the current level of 39,000 daily riders to approximately 85,000 one year after the alignment opens in December 1998.

Total Metro Rail system ridership by then should exceed 150,000 boardings each weekday making the MTA rail system, which includes train service on the Metro Blue Line between downtown Los Angeles and Long Beach, and the Metro Green Line, between Norwalk and the South Bay, one of the most used modern rail systems in the United States.

Metro Red Line trains now operate between downtown Los Angeles at Union Station to Wilshire at Western Avenue. Next year, service on the line will be extended north beneath Vermont to Hollywood Boulevard and west beneath Hollywood Boulevard to Vine.

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The MTA is negotiating with a major property developer for the revitalization of more than 210,000 square feet of property near the future Hollywood and Highland subway site, which would open in the year 2000 when the Metro Red Line extension to North Hollywood begins service. The finished development is expected to include restaurants, theaters and stores, helping to re-establish Hollywood as one of the region's premier tourist attractions.

Also in the works are plans to transform 118,000 square feet of land near the Hollywood Boulevard and Western Avenue subway station site into a mixed-used project offering senior housing and commercial space.

Other strong signs that Hollywood is making a comeback include the \$9.5 million restoration of the historic Egyptian Theatre, now in progress, when completed the \$8 million restoration and earthquake proofing of the El Capitan Building, and the opening of the new Hollywood Entertainment Museum last fall. The \$4 million renovation of the Hollywood Entertainment Plaza will be complete sometime this year and the Hollywood Wax Museum has undergone a face-lift.

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