



# NEWS

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**FOR IMMEDIATE RELEASE**

## **MTA TO JOIN WITH CRA AND CITY OF LOS ANGELES TO CREATE TRANSIT, HOUSING AND COMMERCIAL JOINT DEVELOPMENT AT HOLLYWOOD/WESTERN METRO RED LINE STATION**

The MTA Board has authorized the staff to join the Community Redevelopment Agency of the City of Los Angeles to create a transit oriented, multi-family housing with commercial space and child care center at the Hollywood/Western Metro Red Line Station.

Planning of the joint development project has been a collective effort conducted by the MTA, the CRA, the Los Angeles Housing Department, and District 13 Councilmember, Jackie Goldberg.

The site at the southeast corner of Hollywood Boulevard and Western Avenue extends from Hollywood Boulevard to Carlton Way. Approximately 99,520 square feet are targeted for the development of 120 units of family housing, a transit plaza, a subterranean parking lot, child care center and retail spaces.

MTA owns approximately 66,000 square feet acquired for station construction and the entrance plaza.

"We believe this project is good for the neighborhood and for the community around the MTA Hollywood/Western station," said Larry Zarian, MTA chairman. "This project will bring business and residents together in an area easy to travel to because of its connection to the rail system."

The joint development project will take advantage of monies available under the earthquake recovery programs of the Los Angeles Housing Department.

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## HOLLYWOOD REDEVELOPMENT

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The Hollywood/Western Metro Red Line Station is located in the Hollywood Redevelopment Project area targeted for reconstruction after the 1994 Northridge earthquake. Buildings contiguous to the station site sustained some of the most concentrated and long-term property damage and loss of housing during the earthquake.

"Development of affordable housing near public transit facilities represents a unique opportunity to encourage use of public transportation," said Joe Drew, MTA interim chief executive officer. "The project will revitalize earthquake damaged neighborhoods, create new economic opportunities for the area, and create a safe and convenient location for transit riders."

The Hollywood/Western Metro Red Line Station is scheduled to open in 1998. The station also will serve the East Hollywood and Los Feliz neighborhoods adjacent to Griffith Park. The joint development project is planned to be completed in 1999.

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FOR IMMEDIATE RELEASE  
DECEMBER 21, 1995

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**Mayor Riordan names Sharon Morris Deputy Mayor  
as Rae James is named MTA Executive Officer for External Affairs**

Los Angeles - Mayor Richard J. Riordan today announced that Deputy Mayor Rae James has accepted the position of Executive Officer for External Affairs at the Metropolitan Transportation Authority (MTA). James will assume her new duties on January 8, 1996.

In making today's announcement, Mayor Riordan also announced that he has promoted Sharon Morris from within his administration to fill James' position. Morris is a Board of Public Works Commissioner. A native Angeleno, Morris earned her M.A. in Urban Planning from UCLA and her B.A. from California State University, Los Angeles. Her appointment is effective January 2.

James has served the Riordan Administration since the Mayor took office in July of 1993. She has been responsible for overseeing the Housing, Planning, Transportation, Redevelopment, Community Development, Building and Safety and Environmental Affairs departments. She has also served as the mayor's liaison to the MTA and the Housing Authority.

James has more than 20 years' experience in the areas of financial analysis and public policy research and implementation. She has served the City of Los Angeles for 12 years. In addition to the mayor's office, she worked for the Community Redevelopment Agency and the Chief Legislative Analyst's office.

In her new role at the MTA, James will manage a \$20 million budget and more than 200 staff members. She will be responsible for overseeing the media relations, customer relations, public relations and marketing departments. With over 1 million daily bus and subway riders, the transportation agency is the third largest public transportation network in the country.

Mayor Riordan trumpeted James' contributions to his administration and to the city. "As a key member of my senior staff, Rae has been a keen advisor in the areas of housing, transportation and redevelopment. She created the widely hailed national model known as Los Angeles Neighborhood Initiative, an innovative street level program which unites residents and business people in the redesign of their community. The mayor also congratulated the MTA for seeking James' expertise. "The decision to recruit Rae was a good one. Her skills and talents will be a tremendous asset to the MTA, but most especially, to our region's public transportation dependent riders."

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In describing his new deputy mayor, the Mayor praised her extensive background in both the public and private sectors, "I'm delighted to welcome Sharon to my staff. Her breadth of experience in strategic planning, policy making and program development will be an asset to my team," said Mayor Riordan. "I know the city will continue to benefit from her expertise in housing, environmental affairs and community building."

As a commissioner of the Board of Public Works, Morris currently oversees the various bureaus that maintain the City's infrastructure system, including Sanitation, Street Lighting, Street Maintenance, and Engineering. She has served as the Director of Intergovernmental Affairs for the South Coast Air Quality Management District, and has held a number of public affairs, legislative and community relations posts with Southern California Gas Company.

At the federal level she worked in the Department of Housing and Urban Development, and has worked as a legislative analyst for the City's Chief Legislative Analyst.

"Today's announcements are a natural progression in an aggressive, entrepreneurial administration," Riordan said.

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