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Councilmember Huizar's Bringing Back Broadway Celebrates Famima!! Grand Opening

National convenience store Famima!! targeted a Broadway location in order to be a part of the unquestionable revitalization underway along the historic corridor.

LOS ANGELES (May 4, 2012) –Councilmember José Huizar's Bringing Back Broadway initiative today welcomed Famima!! to 544 S. Broadway, in the historic Broadway Spring Arcade building.

Famima!! plans to operate the 1800 sq. ft, space 24-hours, 7-days a week. The store will offer tea, coffee, soft drinks and a large variety of u imported beverages like O-Ocha Black Tea, freshly made and packaged gourmet multi-ethnic sandwiches and salads and pan Asian, popular offerings such as sushi, rice balls, hot spring rolls and steamy buns. Breakfast offerings include muffins and Krispy Kreme Donuts. Convenient hot foods will complement a large array of unique, convenient grocery foods, periodicals, and distinctive greeting cards.

Mixing old with new, Broadway's history will be celebrated at the location with two 4' x 5' historical photographs of the historic Broadway Spring Arcade on display near the outdoor patio seating area on Broadway, which will offer Wi-fi.

"The Broadway Spring Arcade has a wonderful history and is one of the most remarkable pieces of architecture along the street. It will be nice to see it activated with a community-serving store, which will help add life to the street day and night," said Councilmember José Huizar.

Philip Hockwald, Vice President, Famima Corporation says the company specifically targeted the Broadway corridor when seeking a new Los Angeles location. "Famima saw the potential of Broadway and we wanted to be here. We believe in Broadway and we believe in the historic core of downtown L.A. We believe Broadway will be a perfect fit for Famima, the residents and the thousands of daily visitors," said Hockwald. "It was the foot traffic which caught Famima's eye. But it was Bringing Back Broadway's progress that persuaded Famima the neighborhood was safe and alive with L.A.'s diverse melting pot demographics."

Originally known as the Mercantile Arcade, the Broadway Spring Arcade building was designed by architects Kenneth MacDonald Jr. and Maurice C. Couchot, modeled after 19th

century shopping arcades in Paris and London. The Spanish Renaissance Revival/Beaux-Arts structure spans a full block between Broadway and Spring Street, featuring a unique retail arcade/pedestrian paseo. It is listed on the National Register of Historic Places as part of the Broadway Theatre and Commercial Historic District.

According to the Los Angeles Conservancy, the building was constructed on the site of Mercantile Place, a small street that by 1924 had been lined with shops for more than 40 years. A competition was held to find a design suitable to replace Mercantile Place. The winning architects, who were awarded \$60,000 for their plans, preserved the retail activity and ambience of the street through the design of a glass-roofed arcade, which offers retail and a pedestrian paseo/promenade. At the building's opening, 2,000 invited businessmen were entertained by the music of three orchestras provided by Sid Grauman, as well as a variety show of vaudeville and dancing in the arcade.

Hallmarks of the structure are its intricately detailed, looming, terra cotta entrance arches. Thin twisted and beaded columns shape the narrow, delicate arches, which traverse the monumental entranceway arches. The central stories above the arches are sheathed with terra cotta molded to imitate stone blocks and the uppermost stories feature Doric columns, hanging swags and a scalloped cornice.

Other recently announced or opened venues and improvements on Broadway include the purchase of the United Artist's Theatre and commercial building by the ACE Hotel group which will open a boutique hotel and numerous restaurants; Two Boots Pizza from New York, and UMAMicatessen from the Umami Burger team, which both celebrated their grand openings on Broadway earlier this month; Los Angeles Brewing Company now serving lunch and dinner, with 100 beers on tap; Clifton Cafeteria undergoing a multi-million dollar upgrade and expansion including restoration underway of its historic long-hidden façade; the Palace Theatre which underwent a million dollar renovation in celebration of its 100th birthday; famed fashion jewelry designer Tarina Tarantino's plan to convert an entire building on Broadway, dubbed "The Sparkle Factory" into the world headquarters for her brand; popular eatery Figaro Bistro now under construction in Broadway's historic Schaber Cafeteria building; Ross Dress for Less reactivating the long-vacant historic Woolworth's Department store building, becoming the first new national retailer to come to Broadway in years; Councilmember Huizar indicates even more good news is in the pipeline.

For more information about Bringing Back Broadway, visit BringingBackBroadway.com.

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