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Councilmember Huizar's Bringing Back Broadway Welcomes Guisados to Broadway Spring Arcade

*Guisados second L.A. location is the latest in a long-line of
successes for the Bringing Back Broadway initiative*

LOS ANGELES (October 23, 2012) – Councilmember José Huizar's Bringing Back Broadway initiative announces the historic Broadway Spring Arcade will soon be home to Guisados restaurant, voted best taco by LA Weekly and featured on HGTV Food Network for its popular Boyle Heights location.

The announcement that Guisados is adding the Historic Core to its flagship Boyle Heights location comes on the heels of a number of economic development successes for Councilmember Huizar's Bringing Back Broadway initiative, a 10-year plan aimed at the restoration and revitalization of the Historic Broadway Theatre District. The initiative celebrated its four-year anniversary in January.

"Guisados will be a great addition to the Broadway Spring Arcade," said Councilmember José Huizar. "I love Guisados in Boyle Heights, and I think the Historic Core is the perfect place for a Downtown location. This will be a big hit and will really complement the other eateries in the neighborhood. It's exciting to see all the great changes happening through our Bringing Back Broadway initiative."

Under owner Armando De La Torre's direction, Guisados has burned a trail on the tastebuds of taco aficionados and gained popularity with Eastside, Silverlake and Downtown crowds alike. De La Torre is excited to join the growing list of new businesses opening up Downtown.

"Downtown is the most exciting place in the city right now," said Armando De La Torre. "We can't wait to bring Guisados to the community and be a part of the revitalization."

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Guisados offers a common Mexican dish of “stewed meats” in the non-traditional format of a taco. In the words of Jonathan Gold in the LA Weekly:

...get a chiles torreados taco, wrapped in a thick, freshly made corn tortilla. It is a taco that could go 15 rounds with Oscar De La Hoya. It is a taco that could play badass trumpet in a mariachi band and sing sweet love songs to your girlfriend. It is a taco that will sneak out of the house in the middle of the night to do things that no taco should ever do, but you will always take it back, because you have tasted the complexity that lies three layers down.

Guisados signed a lease to operate a 1,185 square-foot restaurant at 539 S. Spring St and the project will activate an underutilized space in the historic building, which dates back to 1924. The deal was brokered by Rene Garcia of Keller Williams, a member of the Bringing Back Broadway Marketing & Economic Development Committee and David Ware of Keller Williams.

The Broadway Spring Arcade falls within the boundaries of the Historic Downtown Business Improvement District (HDLABID), which provides clean and safe services, as well as marketing and economic development support for the area.

“The HDLABID is thrilled to welcome Guisados to our district,” said Executive Director Blair Besten. “It’s clear that more and more businesses are realizing that this area is the heart and soul of Downtown and a great place to set up shop.”

Other soon-to-open venues and improvements on Broadway include the popular eatery Figaro Bistro opening next month in Broadway’s historic Schaber Cafeteria building; Ace Hotel now under construction in the United Artist Theatre and Commercial 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; Umamicatessen is now open on Broadway from the Umami Burger team; L.A. Brewing Company with 100 beers on tap in Broadway’s Chapman Building; Two Boots Pizza from New York; Clifton Cafeteria’s upgrade and expansion; Fashion Designer Tarina Tarantino’s Sparkle Factory, which will house her worldwide brand and Made In L.A. facility; Royal Clayton’s in the Broadway Spring Arcade, and the Palace Theatre’s \$1 million renovation in celebration of its 100th birthday last summer.

Councilmember Huizar indicates even more good news is in the pipeline.

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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 Broadway Spring Arcade 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.

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

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