



# City of Huntington Park Media Release

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## **City of Huntington Park Welcomes Louis Morales as New Community Development Director**

*Seasoned municipal planner and Huntington Park native brings more than 37 years of experience to guide city's next era of growth*

Huntington Park, CA — The City of Huntington Park is proud to announce the appointment of Louis Morales as its new Community Development Director, marking both a homecoming and a pivotal step forward for the city's future. A Huntington Park native and graduate of Huntington Park High School, Mr. Morales brings more than three decades of professional planning, redevelopment, and economic development experience with cities across Southern California, including Adelanto, Anaheim, Commerce, Cudahy, El Segundo, Los Angeles, Lynwood, Montebello, and San Diego.

Mr. Morales has served as Interim Community Development Director for the past six months, providing steady leadership and oversight during a critical period of project planning and departmental transition. His successful interim tenure demonstrated both his technical expertise and his ability to collaborate effectively with staff, developers, and regional partners. This has earned the confidence of city leadership to assume the position permanently.

A former planning intern for the City of Huntington Park while attending Cal Poly Pomona, Morales holds a Bachelor of Science in Urban and Regional Planning and has since built a distinguished career across Southern California. Louis brings both public and private sector experience and his prior leadership roles include Community & Economic Development Director and Deputy City Manager for the City of Lynwood and Assistant City Manager for the City of Adelanto. In addition, Louis served on the Downey Planning Commission for 9 years, where as Chairman he led the transformation of the City's downtown area through an award winning Downtown Specific Plan that promoted pedestrian activity.

Over his 37-year career, his portfolio includes transformative regional projects such as the Citadel Outlets expansion in Commerce, the Plaza México redevelopment in Lynwood, and the Los Angeles Lakers' corporate headquarters and practice facility in El Segundo. In recent years, Morales has provided strategic consulting to cities through Tierra West Advisors and his own consulting firm respectively, offering expertise in economic development, project negotiations and development strategies, entitlement processing, urban design, housing policy, and redevelopment planning. Louis has provided consulting and staffing services at the executive levels for over 25 cities in Southern California.

"It's an honor to return home to the city where I grew up and began my career," said Morales. "Huntington Park shaped my commitment to community building, and I'm eager to continue advancing projects that

strengthen our neighborhoods and expand economic opportunity, and I look forward to bringing a new level of energy and enthusiasm to the City of Huntington Park.”

The timing of Morales’ appointment comes as Huntington Park begins a Comprehensive General Plan and Municipal Code Update, following the successful adoption of its Housing, Environmental Justice, and Safety Elements in 2023. His leadership will ensure that future development aligns with community needs, supports sustainable growth, and enhances the city’s economic vitality.

City Manager Ricardo Reyes welcomed Morales’ appointment, calling it a significant step in advancing the city’s long-term development goals. “Louis represents the best of what Huntington Park stands for, an expertise rooted in local experience and a genuine commitment to progress,” said Reyes. “His steady hand as interim director and proven ability to deliver complex projects will help move the city forward as we modernize our planning framework and attract quality investment.”

Born and raised in the Walnut Park area, Morales attended Middleton Elementary, Gage Middle School, and Huntington Park High School. A lifelong supporter of youth and public spaces, he fondly recalls his early days at the old YMCA on Clarendon and Seville—now returning to help shape Huntington Park’s next generation of public spaces and development opportunities.

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