



Los Angeles City Councilmember José Huizar

## BRINGING BACK BROADWAY™

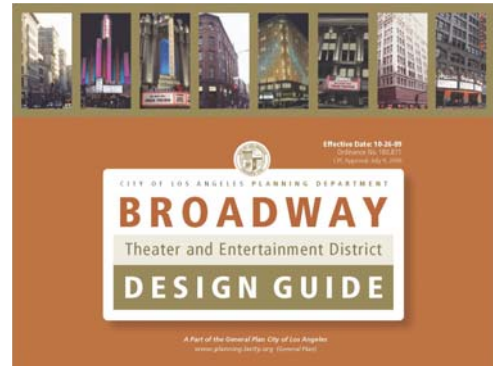
## PROGRESS & MILESTONES November 2011

Launched in 2008, Bringing Back Broadway is a ten-year vision and an ambitious plan to revitalize the historic Broadway corridor between 2nd Street and Olympic Blvd. Goals are to: reactivate theatres and vacant commercial spaces; implement infrastructure improvements; create a sense of place and history through urban planning, historic preservation, urban design and streetscapes; and make the dream of once again riding a streetcar downtown a reality.

## THEATRE & ENTERTAINMENT DISTRICT POLICIES

*The Broadway Theatre & Entertainment District Overlay and Design Guide, adopted in 2009, provides design, sign and historic lighting guidelines to support entertainment and cultural uses on Broadway. Urban Design Guidelines and an Historic Lighting Element developed in past years were updated and recently adopted as official City policy.*

This policy was developed during a year-long process including numerous community workshops, hearings and a variety of events at which hundreds of stakeholders provided input.

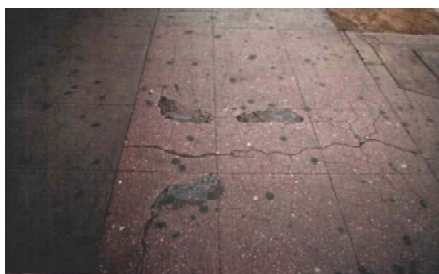


**NEXT STEPS:** A **Broadway Sign District** is in the works, which will create economic opportunities to incentivize the preservation of historic signs and reactivation of Broadway's buildings.

## SIDEWALK INFRASTRUCTURE IMPROVEMENT



*The infrastructure of one of the city's oldest and most historic districts is collapsing. Basements of historic buildings extend out under the sidewalks on Broadway, which are in poor shape due to years of water seepage and damage to structures and infrastructure underneath the sidewalks.*



Basement reconstruction is complete on the east and west sides of Broadway from 4th to 5th Street, the east side of Broadway from 3rd to 4th Street, as well as the southern portion of the west side of that block (including Grand Central.) The east and west sides of 2nd to 3rd and the northern portion of the west side of 3rd to 4th are next.

The rest of Broadway to Olympic Blvd. will be completed on a block-by-block basis, with funding being pursued to complete this critically important public safety project.

## STREETSCAPE MASTER PLAN

*The Broadway Streetscape Plan boldly prioritizes people over vehicles, while providing a showcase for urban transportation, the Downtown L.A. Streetcar and revitalization of the Historic Broadway Theatre District.*

The development of the Broadway Streetscape Master Plan is now in its environmental review phase and can be funded and implemented once the underlying infrastructure is addressed.



The development of the Master Plan was a one-year process led by Melendrez Design Partners involving significant community input and numerous public events. Hundreds of stakeholders provided input on environmentally-friendly design, street configuration, historic influence, transit stations, design palette, paseos and open space, curb extensions and crossings, as well as pedestrian safety and comfort. A "dress rehearsal" could be conducted temporarily in paint and planters before permanent construction begins.



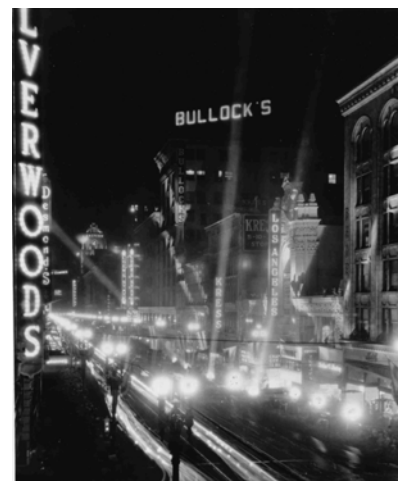
**BUDGET & FUNDING:** The estimated cost for basement reconstruction and streetscape construction between 2nd to Olympic is \$30-million. (Basement / sidewalk reconstruction alone is estimated at \$3M per block). About half that amount has already been identified and awarded. Despite tough economic times, the funding gap is being filled one step at a time as the work progresses.

## **BROADWAY** 100 CENTENNIAL CELEBRATIONS

*BROADWAY 100 has been a multi-event festival of films, art, theatre productions and tours throughout 2011 to honor the oldest surviving theatre district in Los Angeles, and commemorate important Broadway milestones, including the 100-year anniversaries of three of Broadway's oldest remaining theatres.*

Partners and collaborators included: the Los Angeles Conservancy; L.A. Historic Theatre Foundation; Historic Downtown Business Improvement District; L.A. Stage Alliance; and the City of L.A. Department of Cultural Affairs.

Activities included: the Conservancy's expanded 25th annual "Last Remaining Seats" series with a special celebration on the Palace Theatre's 100-year birthday with the unveiling of its recent \$1-million phase one restoration; REDCAT's Broadway debut with the U.S. premiere of "Tempest: Without a Body;" an historical and visual retrospective lecture and tour entitled "Broadway at 100 – A History of L.A.'s Iconic Street;" "Lucent Dossier Experience" as well as other tours, discussion and cultural activities.



## DOWNTOWN L.A. STREETCAR

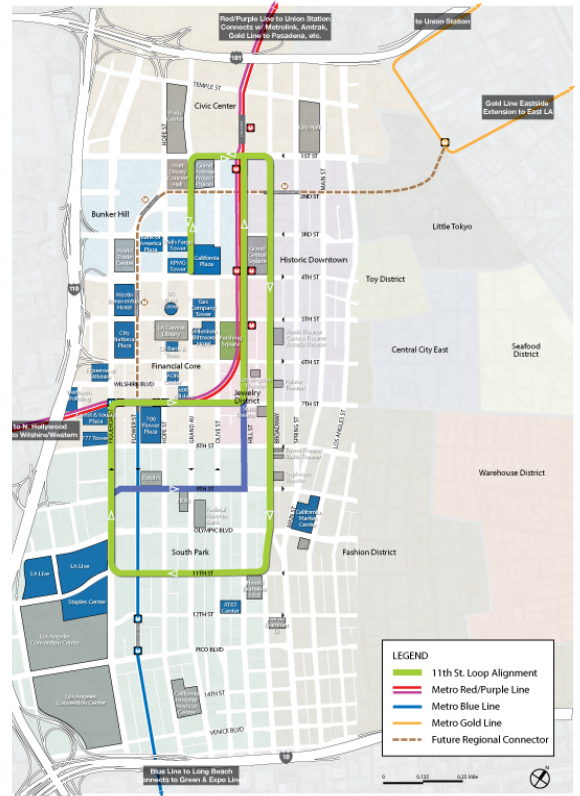
The proposed Downtown L.A. Streetcar will be an approximately 4-mile urban streetcar system which would run 7-days a week, about 18 hours a day, attracting thousands of riders each day. It would serve areas including Bunker Hill, Grand Avenue and the Music Center, Historic Broadway and the Historic Core, South Park, L.A. LIVE and the L.A. Convention Center. The project is undergoing Alternatives Analysis / Environmental Assessment at METRO.

Streetcars are environmentally friendly, ADA-compliant, efficient, attractive and user-friendly. They provide a convenient way for residents, workers and tourists alike to better connect to public transit and reach destinations without using a single occupancy vehicle. Streetcars are a much-needed “last mile” solution.

Streetcars run on surface streets, in the same lane of traffic as automobiles, making them easily integrated into neighborhoods. Because they load at the curbside with no steps required to board, they are accessible for all.

New streetcar lines consistently attract development and stimulate economic activity along their alignments. In 2011, AECOM conducted an Economic Impact Study for the L.A. Streetcar and found that the project would result in significant additive value generated throughout Los Angeles over the next 25 years. The report projected a \$125 million streetcar investment would yield:

- \$1.1 billion in new development
- 7,200 construction jobs
- 2,100 permanent jobs
- \$24.5 million in annual tourism spending
- \$47 million in new public revenue



City of Los Angeles officials join with civic and business leaders at a press conference to announce the results of a report detailing significant positive economic impact and job creation related to the Downtown L.A. Streetcar



**BUDGET & FUNDING:** The streetcar project is estimated to cost \$110-125-million, typical of per-mile streetcar projects in other cities. \$10-million from CRA/LA and \$1-million from City of Los Angeles Measure R Local Return is approved and allocated. Another \$60-million in federal funding will be sought through federal grants and the Small Starts program. A Community Facilities District is planned to generate \$50-62-million dollars from private property tax to match the public sector funding for this public-private partnership. More at [www.lastreetcar.org](http://www.lastreetcar.org)

## HISTORIC COMMERCIAL REUSE GUIDELINES

*More than one million square feet of commercial space is vacant or significantly underutilized in the upper floors of Broadway's buildings, producing no jobs, no revenue and no support for revitalization in the area. While many have been converted, not all remaining buildings are suitable for adaptive reuse to housing. Current ground floor retail vacancies are at 15-20%. Mom & Pop shops are sometimes discouraged from opening on Broadway because of difficult change of use processes often faced in historic and older high-rises. Historic Commercial Reuse guidelines can help transform these spaces, so that Broadway is once again active from storefront to rooftop.*



The L.A. Fire Department and L.A. Department of Building & Safety are working with Bringing Back Broadway and a dedicated group of architects and code experts to develop guidelines for the implementation of the California Historic Building Code. The intent is to incentivize the safe reactivation of Broadway's commercial buildings by addressing obstacles faced by historic buildings undergoing changes of use and commercial reuse after prolonged inactivity.

## BUSINESS SUPPORT, ECONOMIC DEVELOPMENT & JOB CREATION

*Bringing Back Broadway works closely with property owners and Business Improvement Districts in the area to actively recruit new businesses to fill vacancies along Broadway. There are considerable incentives available to businesses that locate on Broadway, and we're here to help.*

In the 3 ½ years since the inception of Bringing Back Broadway, a number of new businesses have opened on Broadway, filling vacancies and creating much-needed jobs. These include: Kelly's Coffee & Fudge; Mac & Cheeza; DTLA Bikes; Take My Picture Gallery; Flames Mediterranean Grill; and Silo. The re-opening of the Million Dollar Theatre was also celebrated. After years of closure, the theatre again offers unique, multi-cultural entertainment programming as it did in its prime.



Andrew Meieran joins with the City of Los Angeles, the L.A. Conservancy, and the Clinton family to discuss plans for Clifton's Cafeteria



UMAMI *catessen*



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**MORE COMING SOON!** A number of exciting new Broadway projects are in the pipeline:

- Umamicatessen – a new venture by restaurateurs behind Umami Burger, opening in 2012
- Two Boots Pizza – an NYC favorite, making its Broadway debut in 2012
- Figaro Bistro – the French bistro in Los Feliz is coming to Broadway with a second location
- Renovation of beloved Clifton's Cafeteria is underway, including the addition of a full-service restaurant & lounge, reactivation of Clifton's Bakery and an application for historic landmark status
- Reactivation another of Broadway's historic theatres is in the works. A concept is being developed for a mixed use Broadway Arts Center. A new national retailer is planning to come to Broadway, and a new brew pub is on the way – stay tuned for details!