



BRINGING BACK BROADWAY™

Los Angeles City Councilmember José Huizar

Launched in 2008 by Los Angeles City Councilmember José Huizar, the Bringing Back Broadway initiative is an ambitious ten-year plan to revitalize the historic Broadway corridor between 2nd Street and Olympic Blvd.

Bringing Back Broadway's goals are to:

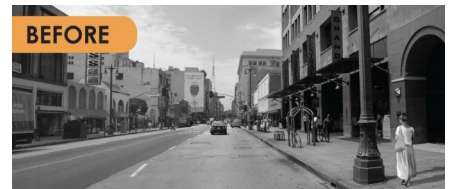
- Stimulate economic development—reactivate theatres and vacant commercial spaces along the street and in the upper floors;
- Create a sense of place and history through urban planning and design, historic preservation, and a new, innovative streetscape plan;
- Implement public policy that encourages revitalization and historic preservation; and
- Make the dream of once again riding a streetcar downtown a reality.

STREETScape MASTER PLAN

The award-winning Broadway Streetscape Master Plan boldly prioritizes people over vehicles, reducing lanes of traffic on Broadway while also providing a showcase for urban transportation, the future Downtown L.A. Streetcar, and revitalization of Broadway.

The Master Plan was designed by Melendrez under Councilmember Huizar's leadership. The process began in 2009, 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. The plan was fully adopted by the City of Los Angeles in 2013. Phase one, known as the "Dress Rehearsal" is in place, completed by LADOT in Sept. 2014. The Dress Rehearsal effectuates the experience of the streetscape plan by achieving the road reconfiguration, and increased pedestrian space and amenities using cost-effective, semi-permanent materials and signal timing methods.

Tables, chairs and umbrellas, placed in the new pedestrian areas along the street have been "adopted" for the Dress Rehearsal by Broadway businesses, and offer an opportunity for pedestrian activation of space formerly used as a lane of traffic. Leading pedestrian interval, or "pedestrian head start" crosswalk signal timing is being implemented beginning in the northern section of the corridor. This allows pedestrians to be well into the intersection before vehicles are given a green light, which enhances pedestrian visibility and safety. Phase 2 of the plan will include new pedestrian lighting, street furniture, wayfinding signage, plants and street trees, decorative paving materials, water drainage and filtration system and more. The Dress Rehearsal will be replaced by Phase 2 hardscape / permanent construction on a block-by-block basis in coming years.



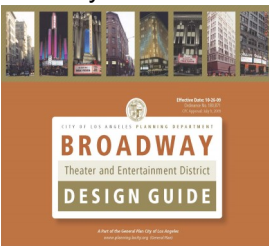
BEFORE



AFTER



Rendering of Phase 2 Future Build-Out



THEATRE & ENTERTAINMENT DISTRICT POLICIES

The Broadway Theatre and Entertainment District 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 adopted as official City policy.

BUSINESS SUPPORT, ECONOMIC DEVELOPMENT AND 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. Numerous retail, restaurant, and service businesses have already planted their flag on Broadway with more on the way! Broadway is open for business—and we're here to help.

- **Ace Hotel** is now open at the United Artists Theatre & Commercial building. Ace features 212 rooms, a rooftop deck, and retail / restaurant amenities. The reactivated historic United Artist Theatre will feature live performances, conferences, special events and more, programmed by Ace. Ace also has locations in London, NYC, Portland, Seattle, Palm Springs and Panama.
- Swedish fashion powerhouse **Acne** opened Dec. 2013 in Broadway's Eastern Columbia Building. Acne's only other U.S. boutique is located in SoHo, NYC.
- **Urban Outfitters** has renovated the historic Rialto Theatre on Broadway, featuring the longest marquee in L.A. The new store opened in Dec. 2013.
- **Alma**, by noted chef Ari Taymor, serves dinner in Broadway's 900 block. Bon Appétit Magazine named Alma the "Best New Restaurant in America" in 2013.
- **353 S. Broadway** and **529 S. Broadway** are both being redeveloped with creative office spaces in the upper floors and new storefront retail on the ground floor. Internet shoe seller **Rocket Dog** occupies the upper floors of 900 S. Broadway.
- Iconic **Grand Central Market**, at 317 S. Broadway, is one of the oldest open-air markets in the country. GCM brings together the cuisines and cultures of LA. The market is rolling out phased renovations and upgrades. Recent additions include **Horse Thief Barbeque**, **DTLA Cheese**, **Eggslut**, **Olio Pizza**, **Belcampo Meat**, **Sticky Rice Thai Street Food**, **Valerie Market**, **G&B Coffee** and **Oyster Gourmet**.
- **Tanner Goods**, a craftsman leather goods store born in Portland is open & Broadway. **Kinfolk Studios** is under construction for a bar and creative design space in the basement space of 9th & Broadway's Eastern Columbia to open in 2014. Other locations: Portland, Brooklyn and Tokyo. **Aesop Cosmetics**, hailing from Melbourne will open soon too! Other Aesop Signature Stores are in NYC, Boston, and San Francisco.
- **UMAMI Broadway**, by the wildly popular Umami Burger team, is open near 9th & Broadway.
- **Two Boots Pizza**, an NYC favorite, made its Broadway debut in a formerly vacant taco stand in Spring 2012.
- Renovation of beloved **Clifton's Cafeteria** is underway, including the addition of a full-service restaurant & lounge, reactivation of Clifton's Bakery, and restoration of the long-hidden historic façade. Look for openings in 2014.
- The **L.A. Brewing Company** now serves 100 beers on tap in the historic Chapman Building.
- Famed fashion jewelry designer **Tarina Tarantino** is under construction for relocating the world headquarters for her made in L.A. brand to Broadway near 9th Street, in a building she will call the "Sparkle Factory."
- Retail giant **Ross Dress for Less** opened in 2013 at 719 S. Broadway after a top to bottom renovation of the beautiful historic Woolworth's department store.
- Reactivation of several Broadway historic theatres and commercial buildings is in the works.
- Other new Broadway businesses include **Indie Desk**, **DTLA Bikes**, **Angelo Home**, **Kelly's**, the new **Globe Theatre**, **Om Nom Organic Grocery**, **Maccheroni Republic**...the list goes on. Join us!



Councilmember José Huizar joins the community at the grand opening of UMAMI (photo by Adam Brown)

TARINA TARANTINO
HANDMADE IN THE U.S.A.



ACE HOTEL

URBAN OUTFITTERS

INDIE Desk

Acne



LOS ANGELES BREWING COMPANY

ROSS DRESS FOR LESS

FIGARO



Two Boots

Take My Picture! Gary Leonard

BISTROT · BOULANGERIE · LOUNGE



BROADWAY SIGN DISTRICT

Signage is an important part of Broadway's architectural history. Marquees on movie palaces, gracefully lettered open panel rooftop signs, painted wall signs, blade signs, and other projecting signs are an insignia of Broadway's famous district which we want to encourage.

The Historic Broadway Sign District is currently in draft form, and is meant to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Broadway, provide economic incentives for the rehabilitation and reactivation of Broadway's buildings, as well as control the blight created by poorly placed, badly designed signs.

Neon will be encouraged and revenue generating signs will be allowed on buildings that have been rehabilitated and / or have a significant level of occupancy in the upper floors.

FAÇADE LIGHTING GRANTS

\$750,000 in grant funding will pay for façade lighting on Broadway buildings. The program is meant to help enhance the aesthetics of the district, support public safety and encourage pedestrian activity, especially at night.

Councilmember Huizar's Bringing Back Broadway is working with the Los Angeles Neighborhood Initiative to administer the grants, which will use Community Development Block Grant funding. Grants will cover design, permitting, construction management and installation on more than a dozen Broadway buildings. Selection preference was given to historic buildings and to buildings for which there has already been investment made towards renovation, reactivation, and rehabilitation. Installation is set to begin in 2015.



HISTORIC BROADWAY 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. In fact the corridor's architecture and location make it prime for boutique hotel and creative office uses.



Developed through a multi-year process through Councilmember Huizar's Bringing Back Broadway, LAFD, LADBS and private sector architects and code experts, the Historic Broadway Commercial Reuse Guidelines were finalized in Dec. 2013.

The guidelines can help 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 and providing a roadmap for the City implementation of the implementation of the California Historic Building Code. Assigned Fire & Building plan-checkers now directly assist Broadway's commercial reuse projects.

DOWNTOWN L.A. STREETCAR

The Downtown L.A. Streetcar will be an approx. 4-mile, fixed-rail, modern streetcar system. It will run along 1st Street, Broadway, 11th Street, Figueroa Street, 7th Street or 9th Street, and Hill Street. The project will serve the Civic Center, historic Broadway and the Historic Core, the Fashion District, South Park, L.A. Live and the Convention Center, the Financial District, and restaurant row through the Jewelry District.

The streetcar will promote transit connectivity among the Metro Red Line, Purple Line, Blue Line, Expo Line, future Regional Connector, and dozens of local and regional bus lines to provide urban circulator service to many of the area's most popular tourist destinations. It is planned to run 7 days a week, up to 18 hours a day, attracting thousands of daily riders. The City of L.A.'s Bureau of Engineering will oversee construction of the project, and the streetcar will be operated by LADOT.

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 "first and last mile" solution. Streetcars run on surface streets, often 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.

Streetcar lines attract new development and stimulate economic activity along their alignments. In 2014, AECOM conducted an Economic Impact Study for the L.A. Streetcar. The report found the project would result in a boost to Los Angeles tourism, development and economic strength, including:

- \$1.6 billion in new development
- Nearly 26,000 jobs in the L.A. region
- \$303 million in new public revenue to the City, County and State

(above projections for Downtown without a streetcar)

The Streetcar Project has \$367.5 million in committed local funding, that includes: \$62.5 million in local capital funding via the CFD special tax approved by voters; \$10 million from the Community Redevelopment Agency (CRA) and \$1 million from the Measure R Local Return Fund for planning, environmental and pre-construction costs, in addition to the City Council's approved 30 year, \$294 million plan for operation of the system over 30 years. The remainder of construction funding will be sought from state and federal grants, the FTA Small Starts program, and an innovative public-private partnership known as a DBOFM, to Design, Build, Operate, Finance and Maintain the streetcar.

The project was accepted into Project Development in the FTA Small Starts program in March 2014. Environmental review is underway with a draft EIR expected in 2015. More at www.lastreetcar.org.



The selected streetcar route, proceeds south on Broadway from 1st to 11th Street, west to Figueroa, north to 7th, east to Hill, and north, terminating at 1st Street. An optional spur to be built if funding is available, will extend up 1st Street to Grand Avenue. A 9th Street (in lieu of 7th) alternative is also being environmentally reviewed.

