

MOTION

PUBLIC WORKS
PLANNING AND LAND
USE MANAGEMENT
HOUSING COMMUNITY &
ECONOMIC DEVELOPMENT

The area of Downtown surrounding Broadway is the historic heart of Los Angeles and is the home of an unparalleled collection of early 20th Century commercial architecture including stunning Beaux Arts, Art Deco and Revival style buildings.

Broadway between Third Street and Ninth Street is Nationally recognized and designated the "Broadway Theater and Commercial District", National Historic Monument No. 79000484 designated May 9, 1979 and contains the largest and most dense historic theater district in the United States.

Since the 1999 approval of the Adaptive Reuse Ordinance by the Council, the Historic Core has undergone a very successful renaissance as a new loft community as historic commercial and office buildings have been renovated, restored and converted to successful residential uses.

The retail component of the District has largely evolved into a thriving daytime ethnic retail area utilizing only the ground floor spaces with vacant upper floors and which district is largely deserted at night but could flourish with entertainment and new commercial uses with appropriate assistance.

The theaters and commercial venues suffer from a lack of accessible, conveniently located and signed parking, street lighting and coordinated rehabilitation efforts all of which conspire to hamper the District's most effective use and rehabilitation.

The City owns and operates the Pershing Square Parking Facility, located only one block west of Broadway between Fifth and Sixth Streets which has potential to assist in revitalizing the district.

A number of studies have been launched to analyze the District, notably, the "Broadway Theaters Entertainment District Study" of May 1995 prepared for the Community Redevelopment Agency and a more recent "Historic Downtown Los Angeles Broadway Theaters Planning Project" report of 2005 prepared by National Preservation Partners.

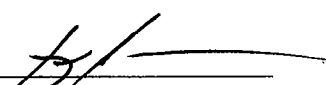
With the amount of information available, the nascent components in place and the current evolution of Downtown Los Angeles into a vibrant residential and mixed-use community, there is a very powerful confluence of factors that if properly organized and coordinated could work in synergy to revitalize this important heart of Los Angeles.

I THEREFORE MOVE that the Council direct the Planning Department, Community Redevelopment Agency, Department of Transportation, Department of General Services, Department of Recreation and Parks, and Department of Public Works, Bureau of Street Services, to work together to analyze and create appropriate and flexible incentives, and provide recommendations within 60 days as to the following:

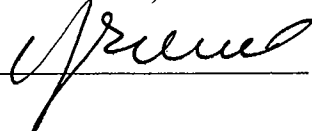
1. Planning and public works efforts needed to help facilitate new development of commercial and entertainment uses of Broadway between Third and Ninth Streets.
2. Protection of historic facades, streetscape improvements, parking organization, and economic revitalization of Broadway between Third and Ninth Streets.
3. Land use incentives to facilitate the development of Broadway between Third and Ninth Streets as the center for entertainment, retail, and residential uses.

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PRESENTED BY


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Councilman, 14th District

SECONDED BY



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