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CALIFORNIA



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July 12, 2022

Eric Garcetti
Mayor

Kevin De León
Councilmember,
Council District 14

VIA EMAIL

RE: Request for Support for the revitalization of the historic Broadway Theater District

Mayor Garcetti and Councilmember De León:

At our regularly held public meeting on July 12, 2022, the Board of Directors of the Downtown Los Angeles Neighborhood Council ("DLANC") voted to provide the following comments:

As you are certainly aware, the COVID-19 pandemic has dramatically affected the economy of the historic Broadway Theater District in Downtown Los Angeles. The theaters, hotels, and associated small businesses along this corridor continue to suffer from reduced public access, which is due to several conditions that can be mitigated with the City's support.

The Broadway Theater District, part of the important National Register Historic Places, is in the center of downtown Los Angeles and is the heart of its Historic Core. Broadway enjoys a rich history. Before Broadway became the birthplace of vaudeville and cinematic entertainment in Los Angeles, the street was called Fort Street and was an alternative business route to and from El Pueblo, the 18th Century birthplace of Los Angeles. Today, Broadway features one of the largest concentrations of historic theatres in the nation with twelve important theatres located within nine blocks, set between a culturally important collection of architectural variety.

During the decade preceding the COVID-19 pandemic, effective public-private partnerships generated an enormous revitalization of the District defined by increased housing, jobs, and cultural activity for millions.

Since 2007, more than \$2B has been invested in the restoration, reparation, and upgrading of everything from city infrastructure and historic features to mobility and streetscaping along DTLA's Historic Core. However, while great strides were made over the last decade, the pandemic interrupted this momentum and has left DTLA businesses and residents with stalled projects and initiatives. DLANC supports the resumption of the City's efforts to revitalize the Broadway Theater District, which would also achieve the City's economic goals of developing and promoting LA's rich cultural diversity, and increasing neighborhood tourism, as outlined in the 2021 LA Tourism Master Plan.

DLANC supports efforts to improve city infrastructure in ways that increase public access to the Million Dollar, Roxy, Cameo, Arcade, Los Angeles, Palace, State, and United Artist Theaters. Specifically, we are grateful for the support from and continuing involvement of the Department of Transportation (LADOT), Economic and Workforce Development Department, and Department of Public Works Bureau of Engineering (LABOE) in the restoration of theater facades and marquees, improved loading and unloading, and improved public safety of the neighborhood so as to facilitate increased programming and filming within these civic gems.

We ask that the City do everything possible to aid in revitalizing LA's historic Broadway Theater District so as to improve the economic opportunities and quality-of-life for DTLA stakeholders. We look forward to continuing our great work with you and your staff to make this dream a reality.

*** SUBJECT TO APPROVAL BY DLANC BOARD OF DIRECTORS ON JULY 12, 2022 ***

Sincerely,

Claudia Oliveira
President,
DLANC

Ryan Afari
Chair,
DLANC Planning & Land Use Committee

Cc: TBD