

This template is designed to help your organization advocate for the revitalization of the Los Angeles Civic Center. You can adapt the bracketed text to reflect your organization's specific mission and concerns.

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## Coalition Letter Template: Reactivating the Civic Center Master Development Plan

**To:** Mayor Karen Bass; Councilmember Ysabel Jurado, CD14

**From:** [Your Organization Name]

**Date:** [Current Date]

**Subject:** SUPPORT for Reactivating and Evolving the Civic Center Master Development Plan (CCMDP)

**Dear Mayor Bass and Councilmember Jurado:**

[Your Organization Name] writes to express our strong support for the reactivation and modernization of the **Civic Center Master Development Plan (CCMDP)**. As noted by the Downtown Los Angeles Neighborhood Council (DLANC), the Civic Center currently risks being "hollowed out" as public agencies vacate the area, leaving behind vacant lots like the former Parker Center site. We believe a coordinated effort is required to transform this district from a "9-to-5" facility into a thriving, "24/7 destination".

### Key Advocacy Pillars & Talking Points

We urge the City to adopt the following principles as it moves forward:

- **Support for DLANC's Recommendations:** We formally support DLANC's call for an updated Request for Proposal (RFP) and a re-evaluation of consultant studies to account for current market conditions and municipal priorities.
- **Codifying the Master Plan Process:** The City must challenge "infeasibility" narratives and create a codified, transparent roadmap for Phase 1 and beyond to ensure long-term capital investment is not abandoned.
- **Establishing Advisory Committees:** We recommend the formation of a **Community and Technical Advisory Committee**. This body would ensure that the "10-Minute Diamond" concept—focused on walkability and pedestrian orientation—is realized through expert and local insight.
- **The Importance of Community Engagement:** To truly "reconnect the Civic Center" with Little Tokyo, the Historic Core, and El Pueblo, the planning process must include robust,

continuous engagement with the stakeholders who live and work in these adjacent neighborhoods.

- **Preserving Historic Fabric while Adapting:** The Civic Center is the heart of our region's history. We must preserve its historic character while thoughtfully adapting it to modern housing needs and the shift in office space demand caused by the pandemic.
- **A World-Class Connector:** A revitalized Civic Center acts as a vital anchor to Grand Park and a bridge between lifestyle districts like Little Tokyo and business hubs like Bunker Hill.
- **Economic Vitality:** This project is a cornerstone for DTLA's economic recovery, especially as we prepare for the global stage of the **LA28 Games**.

## Sample Support Language

"Our organization views the Civic Center not merely as a collection of administrative blocks, but as a potential world-class urban core. By activating the 'Civic Center Authority' in coordination with the County, the City can ensure optimal asset management that benefits the entire region. We must move away from the '9-to-5' model and toward a holistic 24-hour community that drives business opportunities and social cohesion."

## Conclusion

The current state of the Los Angeles Mall and the vacant lot at the former Parker Center symbolize a vision interrupted. We urge your offices to take immediate action to update financial analyses and issue new solicitations to fulfill the promise of a connected, vibrant Civic Center.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Organization]

**Cc:** City Administrative Officer

Chief Legislative Analyst

Municipal Facilities Committee

Bureau of Engineering