

Bringing Back BROADWAY

■ **Councilman José Huizar announces grand plans to renovate the Broadway theatre district downtown, revitalizing the area where many City Employees work and play.**

COUNCIL—On Jan. 28, City Councilmember José Huizar, joined by Mayor Antonio Villaraigosa and property owners of the largest theater district west of the Mississippi, unveiled a vision for Bringing Back Broadway and announced an initial \$36.5 million investment for projects that will restore downtown's historic Broadway District to its former glory.



The Los Angeles Theatre announces the news.

The district, in the heart of downtown, is also heavily populated with offices of the City, where many City Employees work and socialize.

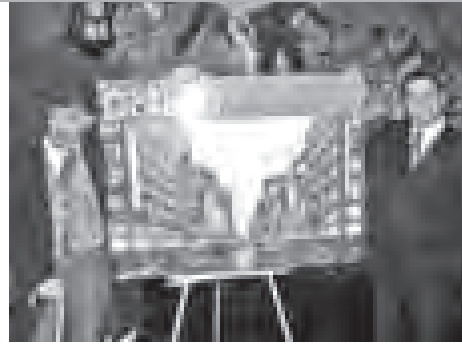
"All great cities have a bustling theater district—London, New York, and Paris would not be the cities they are today if their theater districts, and all the great things to do nearby the theaters, did not exist as the cultural hearts of those cities," Councilmember José Huizar said during a news conference at the Los Angeles Theater. "Now is the time for Los Angeles' cultural heart to beat again on Broadway."

Bringing Back Broadway is a public-private partnership between Councilmember Huizar's office, the Mayor's office, the City and owners of properties on Broadway. For the initial phase of the initiative, Councilmember Huizar has identified more than \$16.5 million in City, state and federal resources to help pay for streetscape design, property for a new parking facility, and the next steps in the streetcar revival plan.

"Bringing Back Broadway complements the dynamic revitalization efforts that are transforming downtown Los Angeles into a world-class destination," the Mayor said. "A restored Broadway District will keep Los Angeles rooted in history as we grow into our future."

Property owners committed to invest more than \$20 million for façade lighting and improvement, historic rehabilitation, business improvement district activities and state-of-the-art technical upgrades.

"Bringing Back Broadway is a long-range



Councilman José (right) at the press conference announcing the Bringing Back Broadway campaign.

vision and a passion project for everyone involved," Huizar said. "This is just the beginning. We will see great progress this year and over the next several years, with a decade of work before us to make Broadway revitalization a reality to benefit our entire City. It's a great feeling to get things started and see the opportunities ahead."

Huizar envisions a Broadway that harkens back to its glory days, while providing entertainment, eclectic cultural amenities and diverse retail options for downtown residents and visitors enjoying one of the city's most remarkable pieces of history.

The Bringing Back Broadway initiative will link Broadway's past to its future. The City is studying the feasibility of reviving the downtown streetcar. The streetcar served as a popular mode of transportation along Broadway until 1961. The revived downtown streetcar would connect the revitalized Broadway district to new, large-scale downtown developments, such as L.A. Live and the Grand Avenue project.

Under the plan, private investments, such as property rehabilitation and technical upgrades necessary to sustain programming, will be made while the City improves the public way, increases parking and focuses on transit connectivity with the streetcar.

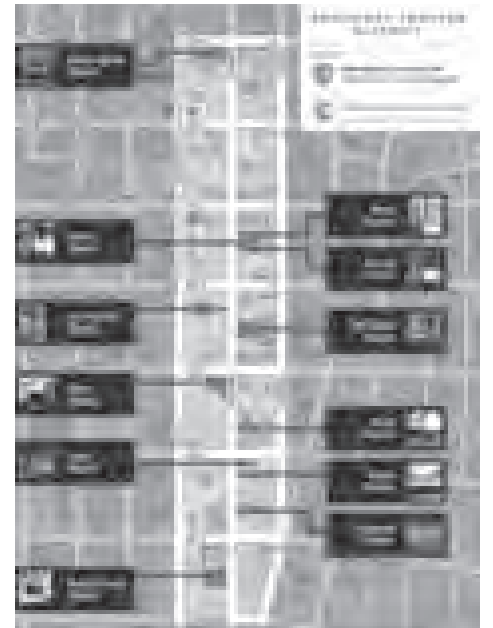
Before Hollywood became the worldwide center for the entertainment industry known today, Broadway was the birthplace. Vaudeville acts and early century cabarets found great success inside the ornate theaters that lined Broadway. The Marx Brothers performed on Broadway, and many of our nation's greatest entertainers – Bing

Crosby, Bob Hope, Jack Benny and George Burns – honed their craft on Broadway. Later, the theaters evolved into the grandest of movie palaces. Charlie Chaplin premiered "City Lights" at the Los Angeles Theatre, and Broadway was the launching pad for numerous Hollywood stars and starlets on the silver screen.

"Broadway holds just as important a role in shaping our City's main business into what it is today as El Pueblo's Olvera Street, known as the birthplace of Los Angeles, played in forming our cultural destiny," Huizar said.

"The Broadway of tomorrow will be a strolling boulevard that offers a wide variety of options – concerts, plays, musicals, sidewalk dining, shopping and others services – to meet the desires of current Broadway retail patrons, and our growing and diverse Downtown community," Huizar said. "There will truly be something for everyone on Broadway, day and night."

To learn more about the Bringing Back Broadway initiative, visit online at www.BringingBackBroadway.com.



A diagram of the Broadway Theatre District.

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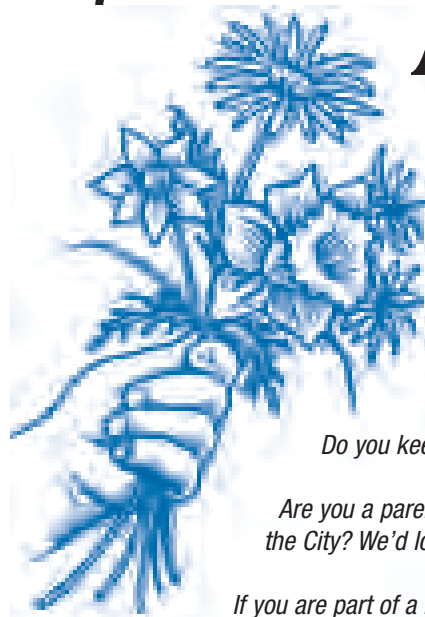


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