BROADWAY THEN

• Birthplace of vaudeville and entertainment in L.A.

• 12 historic theatres in 9 blocks / National Register historic district

• Former commercial capital of the U.S.
  – First Broadway Department Store (3rd / Bway)
  – Flagship stores for Bullocks, May Company, Fifth Street Store & others

• Terminus for Route 66 & hub of world-renowned streetcar system
BROADWAY – NEED FOR THE INITIATIVE

- Steady decline over several decades
  - Upper floors emptied out
  - Sidewalk infrastructure in great disrepair
  - Ground floor slowly lost anchors, retail @15-20% vacancy
  - Shoppers attracted to other areas, for ease and convenience
  - Can’t support a district with ground floor only
  - Only two theatres open for regular programming

- 1,195 housing units in or going in on Broadway
- More than 1M square feet vacant in upper floors
  - No jobs, no revenue, no support for revitalization
- Not connected to the rest of Downtown – “invisible line”
GOALS

• Activate inactive theatres. Reactivate vacant commercial space in upper floors; assist retailers and attract businesses to fill ground floor vacancies

• Increase parking and transit options for Broadway

• Encourage and incentivize economic development and job creation while creating a sense of place and history through urban planning, design/ lighting guidelines and a new streetscape improvement plan

• Encourage a diverse range of cultural, entertainment, commercial and retail uses on Broadway that will sustain vitality for generations

• Make the dream of riding a modern streetcar transportation system in downtown a reality.
THEATRES - ANCHORS FOR REVITALIZATION

• Historic Broadway Theatre District - largest collection of historic theatres on a single street in the nation. Each is privately owned; each has challenges to overcome.

• Orpheum is a model – completely renovated 15 years ago. Now holds more than 250 events per year.

• United Artist will soon be reactivated as part of Ace Hotel. Los Angeles, Palace, Tower and State Theatres to be renovated. Restaurants and bars to be added, retail to be reconfigured. Others used for filming, or special events.
STREETSCAPE MASTER PLAN

Putting Broadway on a “Road Diet”

Prioritizes people over cars with a reduction in traffic lanes with sidewalk and curb extensions & 24-hour parking/loading to support Broadway businesses.

- Iconic destination for residents, visitors and tourists
- Enhanced public realm for gathering and public activities
- Sets the stage for the future streetcar
- Promotes calmer traffic flow and increased pedestrian activity – good for business
- Streamlined bus service
- Design by Melendrez
STREETSCAPE MASTER PLAN
Putting Broadway on a “Road Diet”

Plan developed 2009-2010
Environmental review cleared in 2012
Phase 1 funding approved by Council in 2013
“Dress Rehearsal” to be implemented in 2014
Permanent construction as funding is available
Expanding an iconic space: Union Square North (Manhattan)

- Speeding decreased by **16%**, while median speeds increased by **14%**
- Injury crashes fell by **26%**
- **49%** fewer commercial vacancies (compared to 5% more borough-wide)
- **74%** of users prefer the new configuration
BRINGING BACK BROADWAY™

ROAD DIET - CASE STUDY, NEW YORK CITY D.O.T.
COURTESY OF NYCDOT – Measuring the Street Report

172% increase in retail sales (at locally-based businesses, compared to 18% borough-wide)

BID held 27 public events in 2012

Maintenance partner agreement
Pedestrian plaza
• Incorporates Urban Design Guidelines & the Historic Lighting Element developed previously, but which were not made city policy.

• Public-Private working group developed and drafted

• Numerous public workshops and outreach

• Ordinance adopted by City Council Sept. 2009

• Guides private development – new and existing:
  • Prioritizes historic preservation and pedestrian experience
  • Develops cohesive look for design, lighting, signage, and the appearance of buildings, storefronts and facades
  • Supports entertainment / cultural uses
  • Encourages neon & historic materials
  • Grandfathers in any permitted, non-compliant conditions
UMAMICATESSEN
Now Open
The Chapman Building
Encouraging Storefront Transparency. If roll-down doors are desired by the property owner, they must be transparent. Solid doors are not allowed.
$750,000 in Community Development Block Grants

For façade lighting

Lighting designs, permitting and clearances funded and will be provided for selected buildings
BROADWAY SIGN DISTRICT – CURRENTLY BEING DRAFTED

• Will allow replacement of signs which were historically present, but are no longer allowed by current code

• Rights for revenue-generating signs will be used as an economic incentive to reward already completed reactivation of buildings and discourage vacancy and blight, so we can achieve an active district from storefront to rooftop once again.

• Public meetings to discuss draft ideas coming soon.
BROADWAY SIGN DISTRICT – CURRENTLY BEING DRAFTED

ENCOURAGES
• Blade Signs
• Neon
• Painted Wall Signs
• Open Panel Roof Signs
• Pedestrian Signs
• Sequential Lighting Elements
• Sculptural elements

PRESERVES
• Ghost Signs
• Murals
Sparkle Factory
Now Under Construction

Clifton’s Cafeteria
Re-Opening Planned for 2014
Figaro Bistro opened Dec. 2012. Traditional French menu for breakfast, lunch and dinner
Alma – Chef Ari Taymor (formerly of Flour+Water, San Fran)
“Most important new restaurant” - L.A. Weekly
“Most exciting chef in Los Angeles” – Tasting Table
“Best New Restaurant in America, 2013” – Bon Appetit Magazine
ACNE (ACK-nay)
Eastern Columbia Building
Swedish Fashion Powerhouse
Only other U.S Location is in SoHo, NYC.
Will be open by years end!
Urban Outfitters - Rialto Theatre
Opening early 2014
BUSINESS SUPPORT & JOB CREATION

- 15-20% vacancy rate on Broadway is decreasing.
- Recruiting new businesses and offering support for those who are already here
- Supporting existing economic engines – including fashion, retail, restaurants
- Cutting red tape with departments
- Hundreds of jobs. Just the beginning.
The Streetcar is a component of Bringing Back Broadway, but the Streetcar project serves far more than just Broadway.
Vision for Downtown L.A.
What is a streetcar?

The Downtown L.A. Streetcar is planned as a modern, fixed-rail, electric streetcar system that will travel with the flow of traffic.
Economic Catalyst

- SPENDING: $24.5 Mil
- JOBS: 9,300
- REVENUE: $47 Mil
- DEVELOPMENT: $1.1 Bil

AECOM STUDY - ABOVE PROJECTIONS FOR DOWNTOWN WITHOUT A STREETCAR
Ridership

- More than 6,000 riders per day
- Connects with existing and future transit investments:
  - Blue/Expo Lines
  - Red/Purple Lines
  - Regional Connector
  - Regional Bus Network
### Streetcar Cost Estimates

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$125 Million</td>
<td>Planning estimate based on per mile cost of other U.S. streetcar systems (including utilities)</td>
</tr>
<tr>
<td>2013</td>
<td>$153-162 Million + Utilities</td>
<td>Preliminary build-year estimate based on route (utility costs unknown and not yet included)</td>
</tr>
</tbody>
</table>
Utility Relocation Cost Estimates

Current estimates range from $79.3 – $165.8 million

- Estimates based on California Public Utilities Commission (CPUC) Light Rail standards
- No design solutions or advanced engineered completed
- Large variance in cost due to unknowns in underground utility landscape

Example of design solution in Portland
Construction Methods

Utility estimates based on CPUC Light Rail standards

**Light Rail**
- 3-4 feet of track base / ballast
- All utilities relocated to guarantee lifeline service
- All lanes closed during construction

**Streetcars**
- Streets remain open during construction
- Most utilities remain in-place
- 12-18 inch track slab
Engineering and Design Process

Route Selection → Conceptual Engineering → Preliminary Engineering → Initial Final Design → Final Design → Construction

Increasing Cost Certainty

Current Status (we are here)
Cost Saving Strategies

Technical Expertise
• Local Utility Specialist
  • Detailed mapping of utility and conflicts
  • Recommend design solutions
• Consultant Project Manager
  • Independent Cost Estimate
  • Financial Plan
  • Project Schedule
• Consultant Engineering & Design Firm
• General Contractor

Utility Regulations
• Address applicability of California Public Utilities Commission (CPUC) standards
Downtown Los Angeles

STREETCAR

- Secured Funding
  - $10M – CRA/LA Funding
  - $1M – Measure R
  - $62.5M – Community Facilities District

- Planned Funding
  - $75M – Federal Small Starts Grant

Other cities use a range of funding sources to build their streetcar systems

Funding - Planning and Construction
Exploring Additional Funding Sources

• Partnerships
  • Design, Build, Operate Maintain (DBOM)
  • Design, Build Operate, Finance, Maintain (DBOFM)

• Design Solutions

• State and Federal Grants
Operations Funding

$294 Million of Operating Funds over 30 Years
Taxpayer Protections

- Community Facilities District Rates are **Locked**
  - Rates do not increase – regardless of project costs
  - Can not be adjusted
  - CFD contingencies in place

- No City General Funds
Upcoming Milestones

• Local Utility Specialist
  • Complete detailed utility mapping and verification

• Consultant Project Manager
  • Finalizing hiring / selection
    • Independent Cost Estimate

• Environmental Review Process
  • Release Drafts for Public Review
  • Certify Environmental Documents

• Federal Funding
  • Enter Project Development
Accomplishments to Date

- Feasibility and Alternatives Analysis Completed
- Route Selected
- $62.5 million Community Facilities District Approved
- Numerous City Council Approvals and Ongoing Support
- EIR/EA Underway
- $294 million of Operating Funds Approved