



# THE BROADWAY INITIATIVE

In the Historic Core of Downtown Los Angeles

The Broadway Initiative is a unique proactive effort by the Conservancy to restore Broadway and the surrounding Historic Downtown by taking a leadership role in their revitalization. Our work enhances the opportunities for the Historic Downtown to become a vital 24-hour urban place – a center for arts & entertainment, a community for residents, a lively marketplace and a gathering spot for all Angelenos.

Through the Initiative, we work with new and existing stakeholders to encourage historically sensitive investment in and re-use of the district's underutilized structures, market the district to potential building users, investors and the general public, and advocate for public-sector support of and commitment to the area's renaissance.

## A Vision

The Broadway Initiative is working diligently to enhance the existing vitality of the Historic Downtown to make it a thriving, 24-hour urban place that includes:

- A bustling residential neighborhood with residents living in historic structures converted to lofts, apartments, and live/work spaces;
- A lively nighttime entertainment district with restaurants, nightclubs, performing arts and movies, particularly in Broadway's historic theatres;
- A diverse mix of ground-floor retail activity;
- An ongoing connection to the Latino community and expanded appeal among all Angelenos;
- An attractive and comfortable streetscape with new sidewalks, pedestrian lighting, and street trees, including brightly lit and rehabilitated historic buildings, signage and storefronts; and
- Secure, easy-to-find parking.

## What We're Doing

- Providing guidance on historically sensitive design for new and existing buildings (including storefronts and signage) through the *Historic Downtown Los Angeles Design Guidelines*.
- Awarding grants and design assistance for façade rehabilitation projects.
- Promoting Broadway's theaters to presenters and producers to cultivate arts and entertainment activity and partnering with arts and entertainment organizations to expand cultural programming in the district.
- Producing an annual self-guided Loft Tour that highlights unique living spaces in converted historic buildings.
- Publishing "Shop Broadway," a shopping guide that promotes unusual products, stores and places on Broadway.
- Securing public-sector funding to support physical revitalization and private investment, including City, State & Federal monies.
- Building and strengthening relationships with property owners, business improvement districts and other downtown partners.
- Facilitating key development and rehabilitation projects.
- Offering technical assistance on financing programs, planning and building regulations, expert consultants, and helpful contacts.

For more information, contact Trudi Sandmeier, Broadway Initiative Coordinator, at 213/430-4208 or [tsandmeier@laconservancy.org](mailto:tsandmeier@laconservancy.org).