

CITY OF LOS ANGELES

CALIFORNIA



DOWNTOWN LOS ANGELES NEIGHBORHOOD COUNCIL

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March 23, 2010

Nicholas Maricich, APA LA Awards Co-Chair
Los Angeles Department of City Planning
200 N. Spring Street, Room 667
Los Angeles, CA 90012

RE: APA Award Nomination – Broadway Theater & Entertainment District Design Guide

Dear Mr. Maricich:

The Downtown Los Angeles Neighborhood Council (“DLANC”) submits this letter of support for the nomination of the Broadway Theater & Entertainment District Design Guide (“Broadway Guide”) for an award from the American Planning Association in the category of Planning Excellence in Implementation. DLANC has consistently supported projects designed to further the City’s Bringing Back Broadway Initiative, including plans and guidelines for improvements designed to encourage redevelopment while retaining the historic character of Broadway in Downtown Los Angeles.

The Broadway Guide is a key planning document for the Bringing Back Broadway Initiative, a public-private partnership with the goal of restoring a nine-block stretch of Broadway as a vital commercial and entertainment corridor. This National Register Historic District, including 12 historic theaters, has tremendous economic development opportunity, and is an important transportation corridor, with the potential to link existing transit users to new mobility options, like the proposed Downtown L.A. Streetcar and the Regional Connector.

In putting together the Broadway Guide, the City’s Planning Department synthesized existing design guidelines and planning efforts with significant input from a broad variety of stakeholders to develop a visionary plan to facilitate the redevelopment of Broadway while preserving its unique historic fabric. By emphasizing principles of sustainability, the Guide promotes walkability, density and mixed-use in a transit-oriented area. The Broadway Guide reflects both a high-quality professional design and sensitivity to the input from the many community members who participated in the design process.

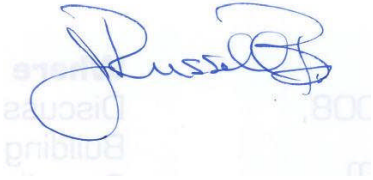
The rich history and tremendous future potential of Broadway make its revitalization a priority, and DLANC believes the Broadway Guide will be critical to those renovation efforts. We appreciate the efforts of your planners and all those involved in the Bringing Back Broadway initiative to move the Broadway Guide forward quickly in difficult economic times. DLANC strongly believes that the City’s investment in the Broadway public-private partnership will be a catalyst for long-term private economic development in our region.

We applaud the City's success in developing, refining and approving the Broadway Guide on an expedited schedule, and believe it richly deserves recognition from the American Planning Association as an outstanding example of Planning Excellence in Implementation.

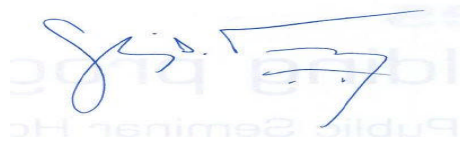
Thank you.

Very truly yours,

Very truly yours,

A handwritten signature in blue ink, appearing to read "J. Russell Brown".

J. Russell Brown
DLANC President

A handwritten signature in blue ink, appearing to read "Shiraz D. Tangri".

Shiraz D. Tangri
DLANC Planning & Land Use Committee Co-Chair

CC: Hon. José Huizar (Los Angeles City Council District 14)
Jessica Wethington-McLean (Executive Director, Bringing Back Broadway)
Curt Gibbs (Community Redevelopment Agency)
Patricia Diefenderfer (LA Department of City Planning)