

Broadway Theaters Planning Project - Part I

Monday, 31 May 2004

Market Study starts for Broadway Theaters - Part I
Begins June 1, 2004

With the generous support of the University of Southern California Arts Initiative, the Community Redevelopment Agency, and the Community Development Department of Los Angeles, the first critical phase of the Broadway Theaters Planning Project is underway.

The historic Broadway theaters are an under-utilized cultural resource of the City of Los Angeles. When restored, the theaters will provide entertainment options for the expanding residential community of downtown, new business opportunities, and jobs to the surrounding community. By restoring the theaters and creating new life on the streets, we will not only provide amenities for the Downtown community, but for all Angelenos whose heritage is intertwined with the fate of these important community landmarks.

The Broadway Theaters Planning Project is designed to facilitate the rescue, restoration, and reuse of the historic Broadway theaters through a multi-phase project that will identify the market, find solutions, create partnerships, and ultimately create a comprehensive business plan for the revitalization of the Broadway's Historic Theater District.

The Broadway Theaters Planning Project is a nonprofit partnership between National Preservation Partners and the Los Angeles Conservancy. For more information about the project and how you can get involved, please visit www.Natlpp.org, or call Tara Jones (NPP) at 866/494-4457 or Trudi Sandmeier (LAC) at 213/430-4208.