

Broadway Theaters Planning Project - Parts II and III

Monday, 17 October 2005

Downtown Theaters Feasibility Study - Parts II and III

NPP released its findings of the BTPP project with a presentation at the Los Angeles Theater where property owners, City Officials, and interested individuals attended. The presentation was given by Tara Jones of National Preservation Partners, Paul Westlake of Westlake Reed Leskosky, and Bill Blake with AMS Planning and Research.

Based on the AMS Research Market Study findings and our case study research, representatives from AMS, HCI, and WRL compiled reuse recommendations for the theaters. These reuse scenarios took into consideration the current market demand for space in conjunction with the physical constraints of each building. This information was intended to narrow down the potential reuse options and give a recommended framework on how to proceed to the next step.

By providing detailed information about the market demand, building conditions, and potential funding mechanisms, National Preservation Partners and its participating team of experts have identified some of the obstacles, and some of the solutions, to making Broadway a successful entertainment district for the 21st century.

In October of 2005 NPP held a event at the Los Angeles Theatre to reveal the finding of our four year study and to begin our lobbying efforts to implement the plan. In total, the efforts put forth by National Preservation Partners were valued at over \$250,000, which was funded by grants and in-kind professional service donations. Broadway Theaters Planning Project Report

- pdf version is available for purchase

The report includes:

- Building Assessment
- Theater Condition Assessment
- Re-use analysis
- Architecture Study
- and more.

108 pages - \$25 each

Visit our webshop to purchase the Broadway Theaters Planning Project Report.

Recommendations & Outcomes

Markets - Demand

- New residents ~ 100,000 residents in DT by end of decade
- Latino and other ethnic-specific markets
- Spill over from regional cultural & entertainment centers

Opportunities - Supply

- Independent/Art-House/Foreign film venue
- Ethnic-specific music & cultural programs
- Multi-use performing arts and assembly space
- Adaptive reuses
- Clubs
- Restaurants
- Retail
- Owners
- Predevelopment planning for individual theaters
- Collectively? Individually?
- Develop business plans and implement as appropriate
- City
- Work with owners and other Broadway stakeholders to fix problems and support reuse of theaters
- Support continued planning efforts
- Zoning issues
- Enforcement practices
- Physical improvements
- Parking and access solutions

- Drive event activity to useable venues
- Help recruit tenants and users for other theaters
- With owners~ consent and participation

Presentation of results at the Los Angeles Theatre