

# Broadway Theaters Planning Project - Part I - Market Study

Friday, 13 May 2005

## Broadway Theaters Planning Project - Part I: Results of Market Study

By utilizing the marketing concepts from the USC School of Fine Arts students and our findings from our January 2002 theatre analysis we were able to raise \$43,500 from the Los Angeles Community Redevelopment Agency (CRA) and the Community Development Department (CDD) to fund a Arts and Entertainment Market Study by AMS Planning and Research for the Broadway Theatre District. AMS Planning & Research was retained by National Preservation Partners to conduct a market study to determine the feasibility of developing a theater district in downtown Los Angeles. National Preservation Partners is a non-profit organization whose objective is to assist with the preservation, restoration and reuse of historic buildings in the United States. This study was funded by grants from the Los Angeles Community Redevelopment Agency (CRA) and Community Development Department (CDD), administered by the Valley Economic Development Corporation (VEDC).

The intent of this planning effort is to evaluate the market conditions and possible reuse options for nine of the 12 original historic theaters on Broadway in downtown Los Angeles. The methodology incorporated both quantitative and qualitative data and analysis. Research methods included personal interviews, review of downtown planning documents, analysis of demographic and lifestyle data for the region, direct input from arts organizations and downtown residents, and examination of theater district models from other major metropolitan areas in the U.S.

The study is deliberately limited in focus to the historic theaters on Broadway and the market conditions for arts and entertainment events in the area. This study is not intended to be a "master plan" for Broadway nor does it provide specific business plans for individual properties. More specific planning efforts have been done for downtown by organizations such as the Los Angeles Conservancy, the Community Redevelopment Agency and the Center City Association and are summarized later in this report. This study acknowledges these documents and provides recommendations specific to the development of the theaters within the broader planning context set forth in those plans. Steering Committee

National Preservation Partners established a Steering Committee for this study consisting of representatives from several City agencies and departments and the Los Angeles Conservancy, a non-profit preservation organization.

The members of the Steering Committee are: Warren Cooley  
Valley Economic Development Corporation Tara Devine Mayor Hahn's Office of Economic Development  
Jeffrey Herr  
Los Angeles Cultural Affairs Department Tara Jones  
National Preservation Partners Krista Kline Councilman Antonio Villagarosa's Office Kavey Samsamey  
Community Redevelopment Agency Trudi Sandmeier L.A. Conservancy, Broadway Coordinator Don Spivack Community Redevelopment Agency

This committee met several times throughout the study process to review findings and discuss recommendations and possible outcomes of the study. They have also reviewed and approved this report.

The other major stakeholders in the project are the theater owners themselves. AMS consultants met with theater owners individually and with the Historic Downtown Business Improvement District's Entertainment Committee. Their input has been valuable in developing the recommendations discussed in this report and their on-going participation will be essential if the theaters are to be put back into use.

The Broadway Theaters Market Feasibility Study is available for purchase as pdf file

The report includes:

- Market Feasibility Study
- Area Household composition
- Demand for amenities
- Market Demographics
- and more.

37 pages - \$25 each

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