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Office of Councilmember Jose Huizar
Attn: Ms. Jessica Wellington Mclean
City Hall Office
200 N spring Street Room 465
Los Angeles, CA 90012

Dear Honorable Los Angeles City Council Members:

You have asked us to join with you and members of the downtown Los Angeles community involved in the Bringing Back Broadway initiative to help return the historic Broadway entertainment corridor to its former bustling glory. We are delighted to be a part of this historic initiative.

Through the Bringing Back Broadway Initiative, Los Angeles' Broadway is at last beginning to receive the care and attention it has so long-deserved from the City. We are very pleased that, as part of that plan, the City intends to ensure Broadway's future by creating new municipal parking to serve the commercial corridor, support historic theatres which have been a part of entertainment downtown for more than a century, and help promote private investment and redevelopment.

This parking project will also fulfill a promise made many years ago by Mayor Tom Bradley. Mayor Bradley first brought the importance of Broadway's legacy to my attention in the 1980's, when he asked me to purchase the Los Angeles Theatre in order to save it from demolition. I did so for the love of the beautiful Theatre and with the promise and understanding that the City would also make Broadway a priority by providing public parking to support the significant private investment required to maintain and rehabilitate it into a viable entertainment venue. We have waited for many years to see the events take place which are now thankfully happening on Broadway.

As was requested by City Council in its action on Feb. 10, 2009, this letter of intent outlines the work that we will undertake to restore and reactivate the Los Angeles and Palace Theatres if the City constructs parking adjacent to the Los Angeles Theatre to serve commercial and theatre uses.

With the understanding that new public parking will be created, which represents a significant capital investment on Broadway on the part of the City, our plans for the Palace and Los Angeles Theatres likewise represent a multi-million dollar investment revolving around four major principles. The Theatres must be:

- (a) Restored in keeping with their historic pedigrees and according to the Secretary of the Interior Standards for Rehabilitation in a national register district;
- (b) Made fully functional and comfortable to use;
- (c) Easily adaptable to accommodate multiple uses and sustain viability; and
- (d) Marketed and programmed for public use on a regular basis to draw patrons the venues, thereby utilizing the parking provided by the City and creating revenue for the City as well as the venues.

Consequently, this outlines our general plan, which we will develop in further detail with a qualified Preservation Architect, working cooperatively with the City of Los Angeles Office of Historic Resources, Bringing Back Broadway, the Los Angeles Conservancy and CRA/LA. While new public parking is being created by the City, we will:

1. Restore and rehabilitate the Palace and Los Angeles Theatres including facades, ticket booths, entrances, lobbies, stages, seating areas, restrooms, dressing rooms, public spaces and other interior spaces (as appropriate);
2. Install and/or update HVAC (heating and air conditioning systems), stage lighting, stage rigging and curtain systems, projection equipment, sound & audio systems, plumbing and electrical systems and other necessary utilities and infrastructure necessary to make the Palace and Los Angeles Theatres serviceable and accommodating for regular public use and viable as entertainment venues (as appropriate);
3. Adapt interior spaces to permit the maximum flexibility of use of the Palace and Los Angeles Theatres;
4. Develop mutually acceptable timelines so that the rehabilitation and technical outfitting of the Palace and Los Angeles Theatres will be completed and the Theatres will be online and scheduled for regular programmatic use by the time the new parking being constructed by the City to serve, on a first priority basis, commercial and theatre uses is operational.

As Councilmember Huizar's Bringing Back Broadway initiative has demonstrated, success on Broadway can only be achieved if all stakeholders are working in tandem and coordination. We are pleased to work in partnership with you at this historic moment in the development of priority parking for our Theatres at mutually acceptable rates. We look forward to the development of a mutually acceptable program, timeline and strategic plan to address both our historic theatre rehabilitation projects and the construction of adequate, safe and accessible parking for all Broadway patrons.

Very truly yours,


Ezat Delijani