

## MOTION

The *Bringing Back Broadway* initiative was created in 2008 for the purpose of revitalizing the historic Broadway corridor in Downtown Los Angeles. Because of this ambitious and strategic economic development plan, the Broadway Corridor today serves as a beacon of revitalization.

The Broadway Streetscape Master Plan is a cornerstone element of the *Bringing Back Broadway* initiative, a broad-based effort that has served as a catalyst for the unprecedented resurgence of Downtown LA as a whole. Approved by City Council, Broadway Streetscape Plan has prioritized people over vehicles by implementing numerous pedestrian-oriented, traffic-calming improvements for the historic Broadway corridor between 1st Street and 12th Street to provide greater pedestrian comfort and security on one of the city's busiest pedestrian streets. Multiple blocks are already fully-funded and the plan is currently at 30% design completion.

In order to build on these prior efforts and continue to aid in the larger community economic development goals for Broadway and the surrounding areas, the City of Los Angeles should explore the feasibility of restricting the driving and parking of private cars on Broadway. A car-free Broadway will add more safe space for pedestrians, bikes, scooters, and public transportation - boldly reclaiming this public space from vehicles and taking significant strides toward reducing carbon emissions.

Broadway is an ideal street to go car-free in that previously-enacted *Bringing Back Broadway* endeavors have already created the largest "road diet" in the City, limiting vehicular travel. Further restricting cars will create a truly multimodal street that will offer residents, workers, and visitors options for safe and convenient travel. The cross-streets will remain open to private vehicles at signalized intersections and emergency vehicles, public transit, and vehicles for the disabled or elderly will still be allowed to use the street.

The Entertainment Overlay Zone that *Bringing Back Broadway* established has already brought back the night life that Broadway had long been known for. Making sure that Broadway was eligible for federal historic tax credits and establishing tax exemptions and business assistance activated programming amongst previously-vacant theaters. Today, nine of the Broadway Corridor's 12 historic theaters are back in operation or have been repurposed into vibrant retail use. These theaters have made Broadway and it is important to continue to preserve and activate these venues, as the ultimate priority is to ensure that they continue to thrive. New arts, entertainment, hotels, restaurants, and bars have created a new nightlife, and Broadway is once again a significant place of food and culture.

*Bringing Back Broadway* also implemented a Façade Lighting Grant Program and Historic Sign District that have contributed to corridor's resurgence. Façade lighting helps create a safer, more attractive Broadway and highlights the architectural features of some of the corridor's most beautiful historic buildings. It also encourages a more active pedestrian environment and helps drive new business to Broadway. The Sign District allows for a variety of sign types that contribute to the historic nature of the district and harken back to Broadway's heyday--most notably blade and neon signs.

These policy changes, ordinances, and initiatives associated with *Bringing Back Broadway* have already produced extraordinary economic impacts that would be sustained through implementing a car-free Broadway. A market analysis has shown that the *Bringing Back Broadway* initiative has resulted in a 23% increase in average wages, a 52% increase in residents who live on Broadway, and a 112% increase in Gross Receipts on Broadway from 2010 to 2016, equaling billions of dollars in new revenue.

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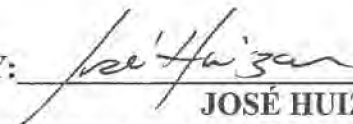
A car-free Broadway can be a significant reality in light of the impending LA Streetcar project. The Streetcar will provide a viable “first-mile, last-mile” public transportation option that will intersect with the Regional Connector and other public transit options. To date, this project has secured \$590 million in funds to design, construct operate and maintain the Streetcar for 30 years. \$294 million has been secured for operations and maintenance, and \$296 million has been secured for project construction. This includes a local assessment tax of \$85 million that was passed with the support of over 73% downtown residents.

*Bringing Back Broadway* has already been a willing partner for CicLAvia from the beginning, where Broadway has been filled with thousands of people on car-free days. *Bringing Back Broadway* and CicLAvia share many of the same goals of transforming our relationship with public spaces. The car-free environment created by CicLAvia is an impeccable example of what can happen when we work together to open streets to create safe spaces for individuals.

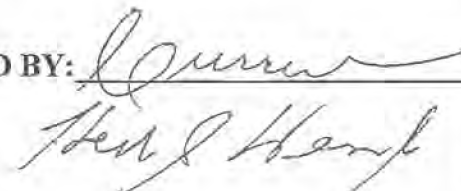
The time to examine a car-free Broadway is now ripe given the breadth of long range planning studies that are currently underway. Council District 14 initiated a planning effort in 2019 with assistance from the Department of Transportation to develop Downtown’s first ever Mobility Implementation Plan (MIP). The Downtown LA MIP will identify existing and future transportation improvements and provide recommendations for funding mechanisms to aid in the implementation of new capital projects. With regard to future land use policies, the Department of City Planning is leading the effort to update DTLA’s two community plans (Central City, Central City East) in the DTLA 2040 Plan, and along with it unveil the City’s new zoning code. Finally, efforts are also underway to explore the feasibility of establishing an Enhanced Infrastructure Funding District (EIFD); an effort managed by the Economic and Workforce Development Department with funding from Metro. These concurrent long range planning efforts are intended to bring together a layered framework for planning and bringing to life the infrastructure necessary to support the continued growth of Downtown LA.

**I THEREFORE MOVE** that the Council instruct Economic & Workforce Development Department, with the assistance of Bureau of Street Services, Bureau of Engineering, Department of Transportation, and Department of City Planning to report on the feasibility of creating a car-free Broadway between 1st and 12 Streets. This analysis should include the integration into existing Streetscape and Streetcar plans, as well as accessibility options related to parking, residential and commercial unloading/loading, ADA, fire and safety, and private events. Special consideration must be given to protecting and promoting the historic theaters along this corridor, including access, loading and unloading, preservation and sustainability. Various forms of community outreach should also be undertaken in relation to these endeavors.

PRESENTED BY:

  
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SECONDED BY:



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