City of Los Angeles
Broadway Arts Center (BAC)
Mayors' Institute on City Design, NEA Funded Planning
Final Report



What: BAC Project Vision

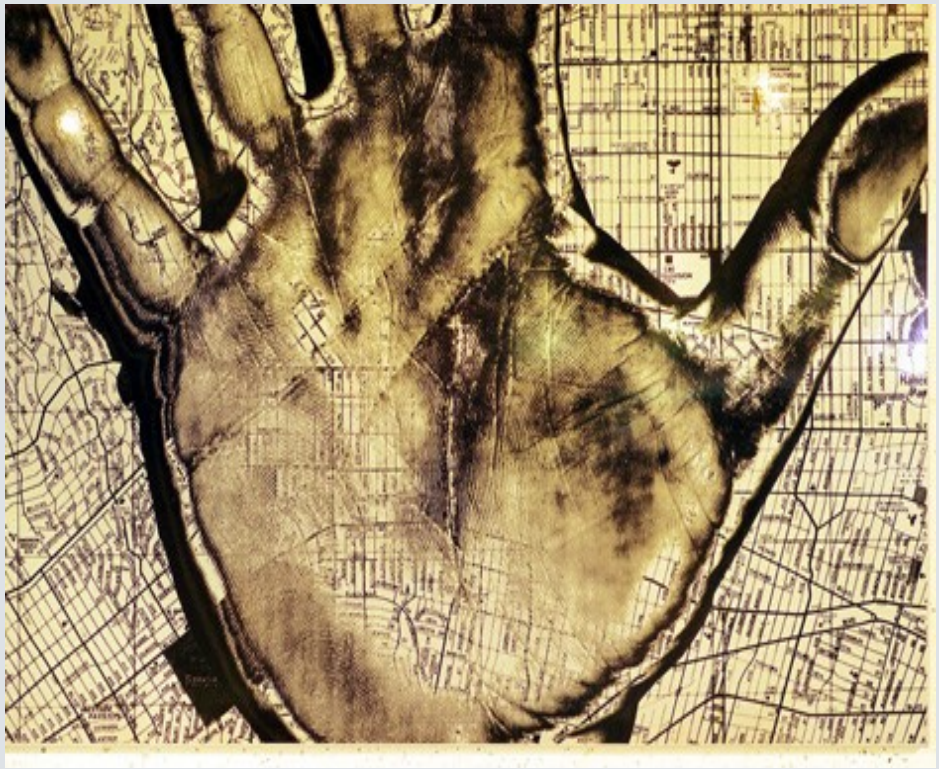






- Mixed-use private, public development
- Affordable Artists' Housing
- Performing Arts Space and Visual Arts Gallery
- Educational Facility
- Creative Business Commercial Center

Projected Outcomes



- Provide Affordable Housing for Artists
- Create Jobs and Foster Economic Development
- Expand Educational Opportunities
- Advance Community Revitalization

Who: Core Group Partners

Facilitator:

DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles



DCA generates and supports high quality arts and cultural experiences through grant making, public art commissions, neighborhood art centers and theaters, marketing, development, and building relationships with our community partners.

City of L.A.





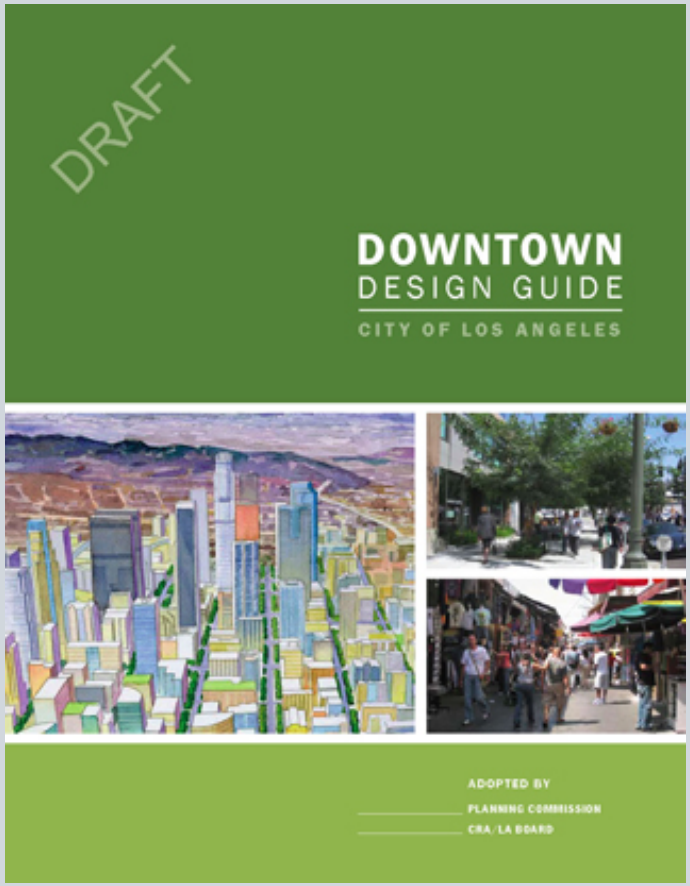


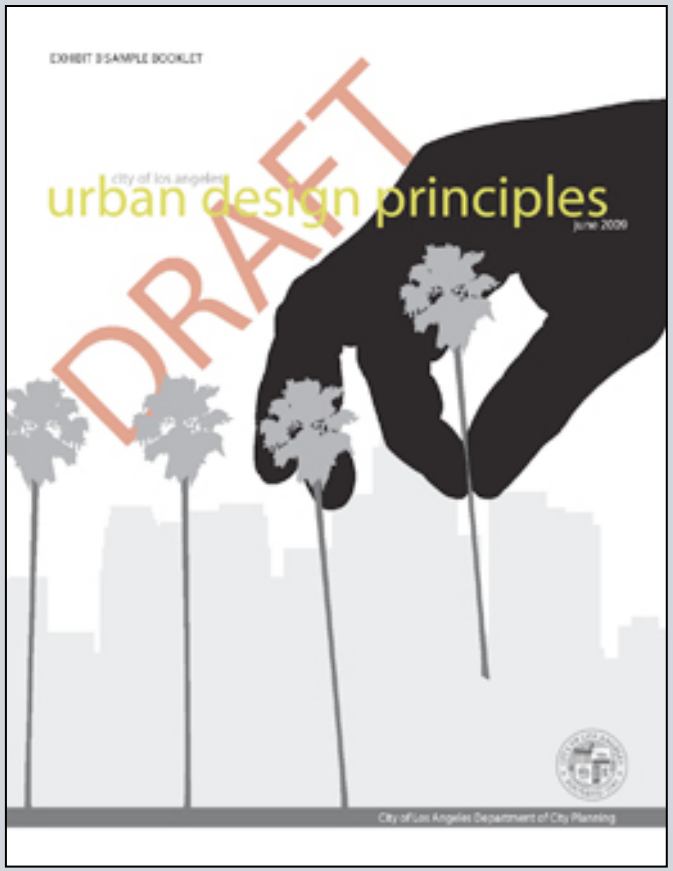
Bringing Back Broadway is a public/private initiative that involves property and business owners, community stakeholders, civic organizations, elected officials, and public agencies.

City of L.A.

City of Los Angeles
Department of City Planning

urban design studio





The Urban Design Studio is supervising the connection between the proposed BAC and the neighborhood based on their recently completed Downtown Design Guide and Urban Design Principles.

Private/Non-Profit Partners

Actors Fund
Housing
Development Corporation



Schermerhorn House in Brooklyn -
Affordable Housing and Performance Space Developed by The Actors Fund

The Actors Fund is a nationwide human services organization that helps all professional in performing arts and entertainment.

The Actors Fund and the Actors Fund Housing Development Corporation has helped finance and develop four affordable housing projects for entertainment industry professionals (similar to the proposed Broadway Arts Center).

Private/Non-Profit Partners

artspace

building better communities through the arts





Artspace is the nation's leading developer of affordable housing for artists.

Artspace also provides consulting services for planning and predevelopment activities such as those needed for the Broadway Arts Center: preliminary feasibility study, needs assessment, arts market survey, cultural resource study, etc.

Private/Non-Profit Partners



CalArts (California Institute of the Arts) was founded by Walt and Roy Disney in 1961 as the nation's first art institute to offer BFAs and MFAs in both the visual and performing arts.

Private/Non-Profit Partners

LISC
Los Angeles



Atlas Performing Arts Center in Washington D.C. -Developed with LISC Support

LISC is a national organization supporting local urban development through technical assistance and investments. LISC will provide resources for site planning and identify alternative financing models including New Market Tax Credits.

The Scope of Work

- 7 Focus Groups
- Public Planning Workshop
- Preliminary Feasibility Study Findings
- Artist and Creative Organization/Business surveys
- Housing and Commercial Market Study
- Narrative Space Program





artspace

Actors Fund
Housing
Development Corporation

Community Participation

7 focus group meetings were held in January 2011
Over 80 organizations and individual represented

- Funders/Financing Agencies
- Arts Organizations/Creative Businesses
- Individual Artists (2 groups)
- City Leadership
- Community Organizations
- Businesses Sector

Public Planning Workshop at the L.A. Theatre

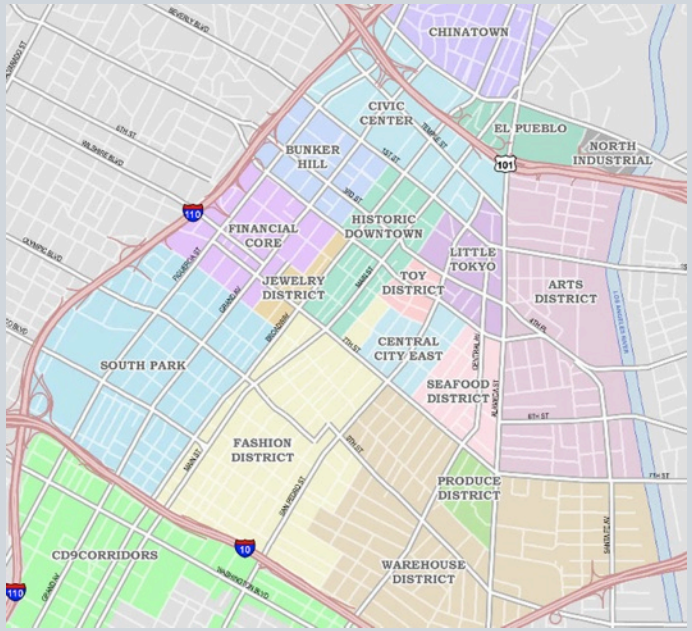
- Over 170 participants shared their ideas and insights

Community Input Findings

- Up to 100 units of housing (financing)
- Single site vision expanded to campus approach
  "Broadway Cultural Quarter"
- Anticipated large need for affordable space (Rehearsal, performance, studio, shared space, storefront space, traditional and live/work housing)
- CRA dissolution = acquisition and funding challenge
- Public/private funding essential
- Enthusiasm from private and public sector: Ongoing engagement is critical!

Site Considerations

GOAL: Identify priority sites for consideration



Explored over 12 sites & downtown neighborhoods

- ✓ A variety of prospects
- ✓ The Historic Broadway Corridor a priority for further exploration
- ✓ Arts Market survey will lend more info
- ✓ Final site selection and site control options occur in next phase of work (predevelopment)

The Arts Market Surveys: Findings



Miembros de Nuestra Comunidad Creativa… Artistas…Personas relacionadas con las artes y las industrias de entretenimiento…

¡Queremos conocer su opinión!



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

CRA/LA
BUILDING COMMUNITIES

urban design studio

BRINGING BACK BROADWAY

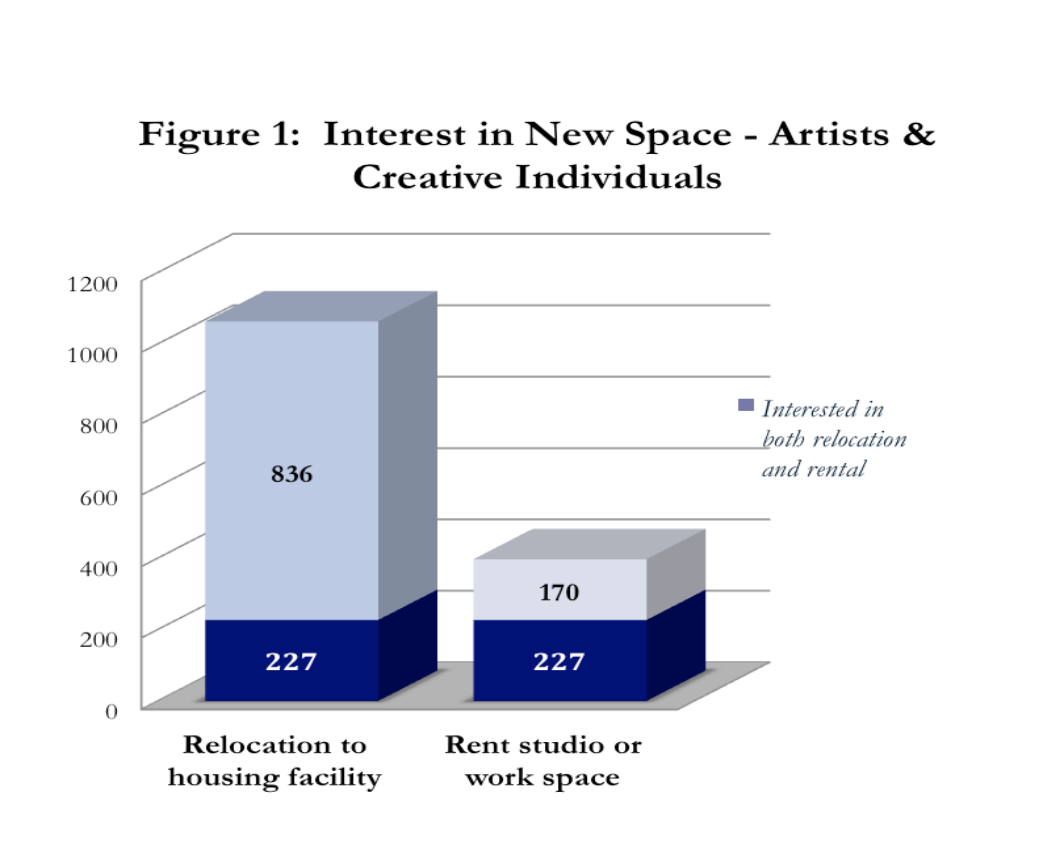
LISC
Los Angeles

CalARTS

Actors Fund
Housing
Development Corporation

artspace

Survey of Individuals: Summary



*it is likely that some would choose to relocate or rent, but not both

Significant findings:

- 1,863 respondents. One of the largest responses we have ever received!
- 1,063 are interested in relocating. Largest show of interest we have ever seen!
- 397 are interested in renting studio, rehearsal or creative workspace in this facility
- 170 are only interested in this type of space while 227 are interested in both housing & separate studio/workspace

Artists/Individuals Interested in Housing





These interested artists practice a wide variety of art forms

Most Common:

- Acting/Voice over
- Writing/Literary Arts
- Music

	#	
Acting/Voice over	648	61%
Writing/Literary Arts	276	26%
Music	256	24%
Film/Video/TV/Digital Prod	170	16%
Arts Education/Instruction	163	15%
Painting/Drawing	156	15%
Producer (film/video/TV/ digital/web)	130	12%
Director (theater)	129	12%
Photography	127	12%
Dance/Choreography	122	11%
Performance Art	110	10%

Individual Artists' Group Memberships or Affiliations

Nearly 2/3rds of those interested (64%) belong to a Union/Guild

Group, Sector or Affiliation	#	%
Union or Guild (e.g., AEA, AFTRA, SAG, AGMA, AGVA, AFM, IATSE, WGA, DGA, etc.)	681	64
Informal or member-based group of creative peers (e.g. , writers, photographers, woodworkers, art center, hot shop, etc.)	283	27
Theater/Dance Company	249	23
Film/Television studio or production company	135	13
Music Association (band, choir, orchestra, etc.)	94	9
CalArts	91	9
Performing arts/entertainment alliance or association	91	9
Visual art Association	66	6

Income and Affordability

- 59% of the interested respondents' household incomes are at or below 60% of the AMI
- 51% of these artists' household incomes are at 50% or less of the AMI.
- A Low Income Housing Tax Credit (LIHTC) funded project would well serve these households.
- Current HUD max rents for households at these income levels would range between: $738/$886 for an efficiency to $1096/$1315 for a 3-bedroom

Affordable Rents

Housing

42% can pay $800 or less per month

	#	
$400	52	5%
$500-600	164	15%
$700-800	232	22%
$900-1,000	250	24%
$1,100-1,200	131	12%
$1,300-1,500	126	12%
$1,600-2,000	82	8%
$2,100-2,500	23	2%
Over $2,500	3	.3%
TOTAL	1,063	100

Studio, rehearsal, workspace

36% can pay $250 or less per month

	#	
None	8	2%
Under $150	81	20%
$250	62	16%
$350	66	17%
$450	32	8%
$500	59	15%
$600	17	4%
$700-1,000	52	13%
Over $1,000	20	5%
TOTAL	397	100

(All interested in non-housing space)

Current studio / rehearsal / creative work arrangements for those interested in housing

Strong need for dedicated studio / working space



- When asked about their current studio or work space, 44% (469) of the interested artists indicated that they currently do not have the space they need for their arts or arts/entertainment/creative industry work

- Many of the interested artists (34%) use space within their home

- 75% do not have space that they use specifically for their art

Workspace Features – housing related Preferences

shared-spaces	#	
Business center	45	43%
Rehearsal space – Theater/ Performance Art	438	41%
Film/Video screening room	350	33%
General purpose studio space	322	30%
Theater/Performance space: 99 seats or less	310	30%
Recording studio	260	24%
Dance studio/ rehearsal space	256	24%

special features	#	
High-Speed data lines	600	56%
Natural light	449	42%
Soundproofing	390	37%
Access to dressing rooms/bathrooms	305	29%
High ceilings	279	26%
Projection and/or sound equipment	212	20%

- workspace needs are similar to needs of orgs/businesses
- consistent with art forms practiced
- Similar to those interested in Studio rental – additional gallery space and co-working space need

Live and Work Space Preference Ranking

	#		Rank of # 1
Combined live/work	979	92%	56%
Shared work/studio, same building but separate from housing	814	77%	17%
Living space only	784	74%	16%
Private work/studio leased in same building	780	73%	10%

*Respondents may have selected multiple arrangements

Neighborhoods of Interest

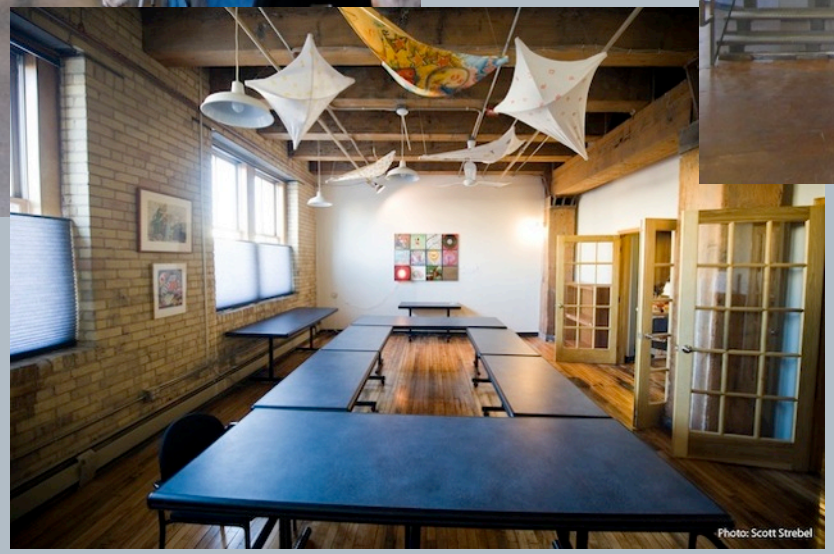
for Individuals Interested in living Downtown L.A.

	#	%
Arts District	629	59
Historic Broadway Corridor	503	47
Historic Core	457	43
Little Tokyo	364	34
Bunker Hill	341	32
Chinatown	234	22
Fashion District	218	20
Toy District	145	14
South Park	135	13
Central City East	92	9
No Preference	198	19

Survey of Creative and Arts/ Cultural Organizations and Businesses: Summary

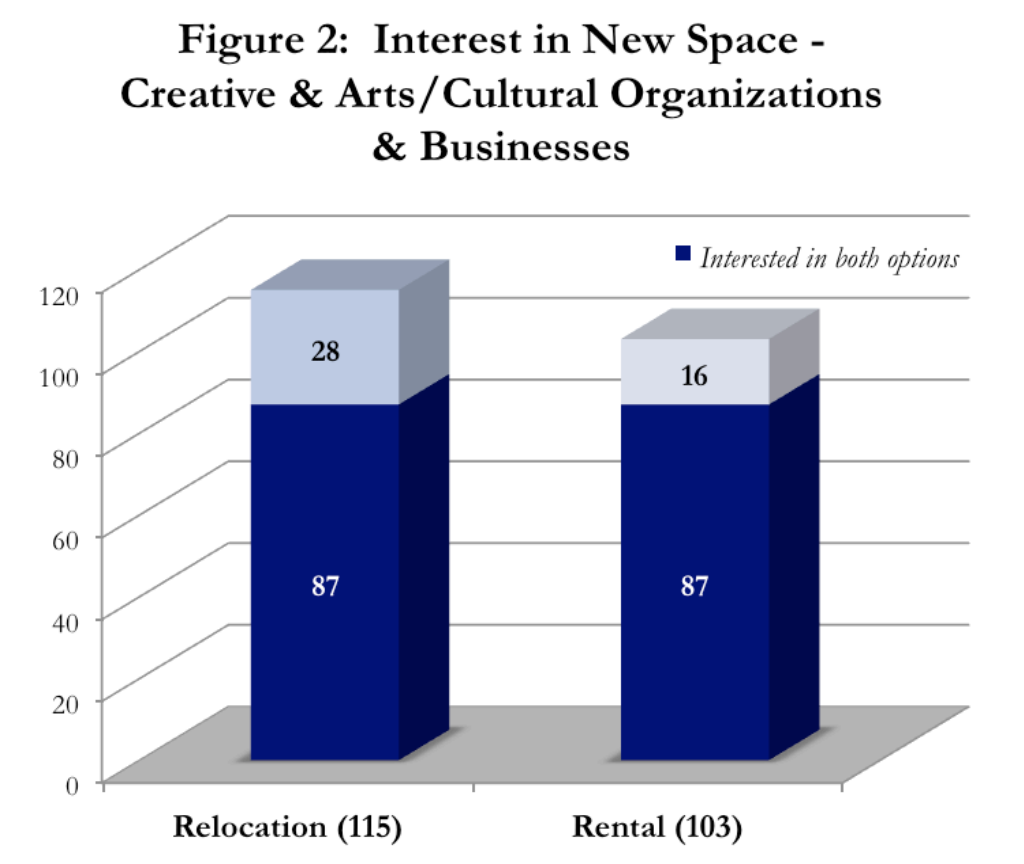






Significant Findings

- 151 total responding organizations/ businesses.
- 131 (87%) of these are interested in utilizing space in a new arts/creative facility in Downtown Los Angeles.
- 115 are interested in relocating to, expanding into or launching a new enterprise in new multi-use arts/ creative facility.
- 103 are interested in renting space on a short-term or occasional basis



Types of Organizations/Businesses

- 63%(82) are a 501(c)(3) or other nonprofit organization
- 25%(33) are a for-profit business
- 60% (79) are primarily arts and cultural organizations

The survey reached a wide variety of organizations working directly in the arts or as a creative/arts-related businesses



These organizations represent a wide variety of arts disciplines and services

Most Common:

- Theater Arts
- Arts Education/Instruction
- Film/Video/Television/Web-based content production

Organizations may have selected multiple activities

	#	%
Theater Arts	49	39
Arts Education/Instruction	45	36
Film/Video/TV/Web	36	29
Performance Art	32	25
Music	30	24
Dance/Choreography	27	21
Digital Art	24	19
Writing/Literary Arts	24	19
Advocacy/Services/Tech	22	18
Mixed Media	21	17
Art Gallery/Curatorial	19	15
Design	17	14

Organizational Growth and Stability

Age of Organizations

Not yet in operation	2	2%
5 years or less	39	30%
6-10 years	21	16%
11-15 years	17	13%
more than 15 years	52	40%

Annual Operating Budgets

Not yet determined	20	15%
Under $10,000	20	15%
$10K-$50K	29	22%
$51K-$100K	17	13%
$101K-$250K	17	13%
$251K-$500K	9	7%
Over $500K	19	15%

- Organizations of all sizes and ages need space
- Fledgling organizations would be well served in an incubator setting for growth
- Large organizations may serve as anchor tenants or exist in a solitary settings
- no one project will serve all needs
- Collaboration, sharing spaces and resources are key

Types of Space Needed

Relocation

Event Space	74	64%
Administrative	73	64%
Conference/Meeting	57	50%
Theater/Performance (informal/flexible)	57	50%
Classrooms/Teaching	55	48%

Short-term or Occasional Rental

Event Space	62	60%
Theatre/Performance	58	56%
Rehearsal	43	42%
Classrooms/Teaching	40	39%
Conference/Meeting	30	29%
Dance Studio	26	25%

- There are opportunities for organizations to share space
- Sharing reduces construction and operating costs
- Funders support multi-use facilities that benefit many organizations and reduce the need for individual operational funding

Performance Space Needs

Organizations and individuals interested in relocation need a space for performances or productions

Organizations	#	%
99 seats or smaller	38	55
100-249 seats	37	54
250-349 seats	16	23
350-499 seats	9	13
500-999 seats	8	12
1,000 seats or more	6	9

Individuals	#	%
99 seats or smaller	310	29
100-249 seats	176	17
250-349 seats	87	8
350-499 seats	73	7
500 seats or more	77	7

What Does This All Mean?

- Up to 354 affordable artist/creative worker housing units in Downtown are supported (recommendation is for less in inaugural project)
- Up to 57 studio, creative work and/or rehearsal spaces, to start (potentially more)
- While individuals and organizations are involved in a wide variety of disciplines the performing arts and educational involvement are significant – consistent with vision
- The market supports multiple locations but the Broadway corridor remains one of the priority sites for investigation
- The need for space is greater than a single project can accommodate

Housing/Commercial Market Study

Purpose

- Assess the the viability of BAC as a LIHTC financed mixed use housing project

Model Tested

- 100 units, 50% live/work, 50% traditional
- 50,000sf of non-residential space
- Broadway Corridor Location/Downtown Primary Market Area
- New construction/infill
- 60% or less of AMI

Conducted by Novogradac and Company, LLP

Market Study Findings

Residential

- Significant unmet demand
- Feasible project
- Will have a positive impact on area

Non-Residential *(supply & demand analysis)*

- Improving retail market in Downtown L.A.
- Office spaces (1-5 year lease terms)
- Projected: Office/Retail 6-9 month lease-up
- Study provided maximum market rental rates for spaces: office/retail/studio/theater (affordability comparison critical)
- Parking minimum (1 space per 1000sf)

Narrative Space Program Summary

Legal Structure/Components of the BAC

- Single mixed-use facility
- Two condominium components
  (each financed/owned/operated separately)

- Rental Housing with common amenities
- Non-residential, for creative tenants
  (2 floors)

Housing Program Concept

50 live/work spaces

Count	Bedroom	Size
6	Efficiency	650sf
25	1 bedroom	800sf
16	2 bedroom	1000sf
3	3 bedroom	1250sf

50 Traditional living

Count	Bedroom	Size
6	Efficiency	500sf
25	1 bedroom	650sf
16	2 bedroom	850sf
3	3 bedroom	1100sf

Plus:

2 medium rehearsal studios: 2000sf each (50x40)

3 small rehearsal studios: 500sf each

Central lobby/shared networking space: 2500sf

SUBJECT TO CHANGE

Non-Residential Program

Shared Spaces For Tenants/Community

- 1 small theater (99 or 249 seats)
- 2 performing arts studios (2000sf each)
- 3 multi-purpose studios (500sf each)

Commercial

Retail/Exhibition/Storefront

- Ground floor
- Subdivided; 10,000sf total

Office/Administration

- 2nd floor
- Sub-divided; 20,000sf total
- From co-working to midsize space

Working Studios

Up to ten working studios – 200sf each

- Long, short or occasional rentals
- Multi-disciplinary
- Remaining demand in another facility….

Shared Community Space

<u>One 2000sf space</u>

- Programmed by residents/tenants
- Publicly interactive (informal performance, meetings, networking, etc.)

<u>One 1500sf space</u>

- Specialized equipment, business center etc.

Next Steps: Predevelopment

