

LACC Expansion Goals and General Criteria – Plan “B”

Primary Project Goals:

- Position the Convention Center to expand its economic impact by developing a facility and a surrounding campus that is more competitive with major west coast centers, and one that attracts/accommodates citywide events with higher number of delegates.
 - Increase annual room nights to 500,000 by increasing citywide sales
- Create adequate space inventory and a modern, functional design to achieve the following:
 - Attract and host larger conventions and trade shows.
 - Attract and host multiple “medium” size citywide events simultaneously (i.e., have ability to stack events).
 - Accommodate growth of anchor tenants (LA Auto & E3).
- Increase LA’s competitive destination status on the west coast (currently LA runs last in citywide event room-night generation among its competitive set - San Francisco, San Diego, Anaheim, and Los Angeles).
- Create a responsible, prominent civic presence and statement as the southern gateway to downtown.
- Integrate the building into the fabric of the community through responsible urban design. This includes “walkability” and a connection with surrounding neighborhoods, the LA Live campus, transportation hubs, etc.
- Capitalize on LA’s great weather by creating/offering significant outdoor programming venues.
- Address the design over Pico Blvd in a manner that avoids the creation of a long tunnel.
- Lead the industry in sustainability, technology, and innovative design.
- Create private use opportunities to generate additional revenue.

Primary Project Criteria:

- Add approximately 220,000 s.f. of exhibit space (resulting in a total of 940,000 s.f. of exhibit space).
- Add approximately 30 additional meeting rooms of various sizes; with an increase of approximately 78,000 s.f. of additional meeting room space.
- Add a ballroom of approximately 70,000 s.f. The ballroom must be designed to divide into smaller ballrooms and convert into a mini-conference center. It must also be designed for exhibits. Increase ballroom space if budget allows.
- Add Show Management suites for executive show offices and support staff.
- Create/reserve adequate space (a pad) for a 1,000 room hotel on-site, and as an alternative, identify desirable urban connections to a new off-site hotel(s).
- Modernize West Hall (interior and exterior). To address funding availability, the following key renovation items are to be considered in the phasing of the West Hall modernization: New floor utility boxes; modernization of interior finishes in the exhibition hall space of West Hall; façade modernization or façade replacement; modernization of the pre-function spaces and restrooms; and interior painting. Other items can be proposed for phasing.
- Harmonize the exterior architectural treatments/façades of the entire complex, considering South Hall, all new construction, and West Hall.
- Identify best on-site location(s) for an additional 2,000 parking spaces. Parking structure(s) is to be “separate” from the convention center building structure, and will not be part of this project.
- Create significant exterior gathering/event spaces to capitalize on LA’s weather. This includes the reprogramming of Gilbert Lindsay Plaza.
- Improve facility functionality, access, circulation, etc. to enhance and expedite event production and service operations, food & beverage operations and offerings, and ultimately the client/attendee experience.
- Improve urban design and guest experience by creating activation and improved connections to other campus elements, to the surrounding community. Improve “wayfinding”, “walkability”, and access.
- Target a construction budget of \$350 million (hard costs) excluding 2,000 new parking spaces.