Los Angeles Convention Center (LACC) Expansion
CITY OF LOS ANGELES/DEPARTMENT OF PUBLIC WORKS
BUREAU OF ENGINEERING

COMPETITION BRIEF

FOR THE

LOS ANGELES CONVENTION CENTER (LACC) EXPANSION AND RENOVATION

“PLAN B” PROJECT

Proposed 2014 Pre-Qualified On-Call Architectural and Related Professional Services

Consultant List

Architectural Design Services

City of Los Angeles
Department of Public Works
Bureau of Engineering

JUNE 11, 2014
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The Bureau of Engineering is soliciting proposals from qualified teams for professional Design Services for a Competition Brief on behalf of the City of Los Angeles (Owner) for the further development and expansion of the Los Angeles Convention Center (LACC) facility at 1201 S. Figueroa in the City of Los Angeles, California.

I. ABOUT THE LOS ANGELES CONVENTION CENTER

The Los Angeles Convention Center, designed by architect Charles Luckman, opened in 1971 and was expanded in 1993 and 1997. Green glass and white steel frame pavilions, designed by architect I.M. Pei & Partners, house the exhibition halls, towers and lobbies that are conveniently linked by a central meeting room concourse.

The Los Angeles Convention Center is committed to representing the best of Los Angeles before a worldwide audience in the areas of business, arts, sciences, humanities, education and the environment and has a LEED-EB O&M Gold certification from the US Green Building Council.

The northeast portion of LACC was demolished in 1997 to make way for the Staples Center.

The Los Angeles Convention Center (Fig. 1 and Fig. 2) currently includes:

A. 720,000 ft² of exhibit hall space (210,000 ft² West Hall, 347,000 ft² South Hall, and 163,000 ft² Kentia Hall below South Hall that can also be converted into a 415-car parking garage)
B. 47,000 ft² of multipurpose/ballroom space (26,000 ft² Concourse Hall, 21,000 ft² Petree Hall)
C. 55 meeting rooms totaling 102,000 ft² (Concourse and Petree Halls convert into an additional 10 meeting rooms)
D. A 300-seat presentation theater
E. Sun-filled spacious lobbies with artwork by nationally recognized artists
F. 3 food courts
G. A full-service Business Center
H. Concourse Building (two-stories with meeting rooms bridging over Pico Boulevard)
I. On-site parking for 5,600 vehicles including electrical charging stations
J. Shuttle bus pick-up and drop-off areas
K. Advanced fiber optics, power and data/network systems
L. Convenient access to the Marriott/Ritz Hotel and Sports & Entertainment venues LA Live & Staples Center
Fig. 1 - Existing Site Plan
II. PROJECT HISTORY

A. New Hall and Event Center (NH-EC) Project Plan A

On February 1, 2011, Farmers Insurance Exchange and Anschutz Entertainment Group (AEG) announced a historic 30-year naming rights agreement for a new privately financed downtown Los Angeles football stadium (Farmers Field) and Event Center. Subsequently, the City of Los Angeles signed a non-binding Memorandum of Understanding (MOU) with AEG outlining financing, land lease, and other considerations. As a part of this MOU, the existing West Hall would be replaced by the stadium. In order to replace lost Convention Center space, design started for an extension of the South Hall including the addition of a new state-of-the-art ballroom, new kitchen and additional lobby and pre-function spaces. The new convention center design layout (New Hall) bridged over Pico Boulevard and allowed access to over 540,000 square feet of contiguous prime exhibit space.

This New Hall-Event Center (NH-EC) also referred to as “Plan A” in this Competition Brief retains the full commitment of the City of Los Angeles.

The underlying purpose of Plan A is to enhance the marketability of the Convention Center through modernized facilities and the addition of a major multipurpose sports and entertainment venue, which builds upon the character and success of the adjacent Los Angeles Sports and Entertainment District. These objectives include:

1. Modernization and enhancement of the Convention Center by replacement of the outmoded West Hall with a modern New Hall contiguous to the existing South Hall, and by creating a more efficient exhibit hall contiguous to the existing South Hall that would substantially improve the rank of the Convention Center, make it more competitive nationally, and increase the number of trade shows and conventions attracting largely out-of-town visitors.
2. Design of a new multi-purpose room of a size that can function as exhibit hall space, meeting rooms or a ballroom that through joint booking with the Event Center can provide Convention Center expansion capabilities for Exhibition Events through the use of the adjacent Event Center floor area, premium suites and club spaces at the Event Center for exhibit and meeting use.

3. Construct a multi-purpose Event Center that complements and promotes the adjacent convention and sports and entertainment uses.

4. Develop a Project that promotes General Plan goals, objectives and policies related to the ongoing revitalization of the nearby area and downtown Los Angeles.

5. Design a Project that is compatible with existing Convention Center facilities, promotes the spectator experience at Event Center events and is consistent with smart growth and urban design principles.

6. Seamlessly integrate the additional exhibition space with the existing South Hall and Concourse Building to create an overall complex that is efficient, architecturally compatible, and maximizes opportunities for contiguous event and meeting space.

7. Create additional open space assembly areas for visitors that can serve as pre-event and post-event gathering places to enhance the visitor experience, including a reconfigured Gilbert Lindsay Plaza with open space that can be used by the community.

8. Incorporate signage into the design of the Project in a manner that is compatible with the signage program of the neighboring Los Angeles Sports and Entertainment District and is capable of attracting sponsorship revenues.
9. Take maximum advantage of existing and planned transportation infrastructure and efficiently utilize existing parking resources to conserve resources, reduce environmental impacts and improve access.

10. Construct the Proposed Project in a manner that limits disturbance to ongoing Convention Center operations.

11. Promote economic development and job creation in the project area through increased private investment, event activity and tourism.

B. Alternative Development Scenario (Plan B)

In order for Plan A to proceed, it is necessary for AEG to obtain a football team by October 2014.

As such, the Ad Hoc Committee on the Downtown Stadium and Convention Center Renovation, at its meeting of March 27, 2013, initiated a discussion of development options for the LACC in the event that the New Hall and Event Center (NH-EC) project approved by Council on September 28, 2012, does not proceed.

In response to a Motion (Perry-Parks, CF 11-0023-SB), the Chief Legislative Analyst (CLA) commissioned a study by Convention, Sports and Leisure (CSL) to compare the LACC facilities to similar facilities around the nation and identify future planning needs to ensure that the LACC would be competitive in the future (Exhibit No. 1). The CLA, at Council instruction, also commissioned the Urban Land Institute (ULI) to form a Technical Panel to evaluate LACC renovation options (Exhibit No. 2). At its meeting of September 24, 2013, the Committee received a CLA report on the outcome of the CSL and ULI studies and requested that the CLA follow up with additional detail.

This CLA report (Exhibit No. 3) dated December 4, 2013 consolidated key concepts and
recommendations in the two studies and recommended proceeding with both short-term and long-term strategies to improve the LACC. Recommendations in the report are to improve and modernize the facility, as well as ensure expansion of exhibition space and meeting rooms.

Recent discussions with convention meeting planners have made clear that the City must be ready to implement an alternative development strategy immediately should the NH-EC program falter. Without actionable plans to improve the LACC in place, the City will likely lose a significant amount of existing business and will be unable to gain new bookings in future years.

This Competition Brief is proposed to initiate alternative designs for an expanded, renovated, and modernized LACC that addresses the requests for actionable plans to improve the Convention Center.

This alternative development scenario is referred to as Plan B.

It should be reiterated that the City remains committed to the NH-EC project. Staff pursued all required efforts necessary to advance designs for the New Hall, with designs completed to the end of Design Development documents. The Cultural Affairs Commission has also given final approval to the New Hall design. But recent news reports concerning the National Football League (NFL) and NFL owners' interests in locating teams in London and Toronto suggest that the City must be prepared with other options to immediately initiate LACC improvements that do not rely on the development of a stadium on the site.

III. PROGRAMMING GOALS FOR THE LOS ANGELES CONVENTION CENTER

This Brief seeks to develop a program for the LACC expansion and renovation under the Plan B scenario.

The ULI study recommended that the City achieve "Jewel Status" for the LACC. The panel recognized
that site constraints would not allow the City to expand in a way that would attract all conventions. Thus, the recommendation is to maximize use of the existing space and ensure that the design and services create an exceptional experience for LACC visitors and exhibitors, unique to Los Angeles.

Based on input from the CSL report (Exhibit No. 1) and the ULI Technical Panel report (Exhibit No. 2), along with input from LACC staff and clientele, the following has been designated as key design criteria in a plan-B scenario.

A. Preservation of West Hall

Designs should consider preservation of as much of the existing West Hall as possible thus providing the opportunity to demonstrate to the community innovative 'green' design concepts, substantially saving energy and material resources.

B. New Exhibit Space

LACC currently has 720,000 ft\(^2\) of exhibit space. The desired amount of overall exhibit space is at least 1,000,000 ft\(^2\). Space should be designed to maximize “contiguous” exhibit space. One challenge is that the South Exhibit Hall is five (5) feet higher in elevation than the West Exhibit Hall (South Hall = 250’ level, and West Hall is 245’ level).

C. New Meeting Room Space

LACC currently has 102,000 ft\(^2\) via 55 meeting rooms. The LACC goal is to have a total of at least 170,000 ft\(^2\) of dedicated meeting room space with an approximate total of 85 rooms. Rooms should vary in size and be divisible to maximize flexibility in space offerings.

D. Ballroom

Both ULI and CSL recommend that an expansion of the LACC include a large ballroom of approximately
60,000 square feet in size. The ballroom should be designed in a way that meets multiple needs, including additional exhibition and meeting room space. The ballroom would be divisible into smaller rooms and represent a key “go to” feature of the facility. The Plan A New Hall design includes a 47,000 square foot ballroom, which would be the largest in the Los Angeles area.

E. Multi-Purpose and Special Event Space

In addition to the ballroom and meeting room requirements in C and D above, the design should maintain or improve the amount of space and functionality of the existing multi-purpose/special event spaces currently in the Concourse Hall (26,000 ft²) and the Petree Hall (21,000 ft²).

F. Exterior Building Design

Currently, the Los Angeles Convention Center consists of two different exterior building design elements connected at a single point. The new design should unify the existing elements, as well as the new elements, into an iconic design that captures the spirit of Los Angeles and speaks to national and international visitors alike, signaling that LACC is the destination of choice for conventions and events.

G. Outdoor Exhibit/Event and Gathering Spaces

Los Angeles is well known for its year round mild climate and to take advantage of this particular natural resource, the design of exterior event/meeting and gathering spaces will help accentuate what makes Los Angeles a desired destination, and are highly desirable for the expansion of the LACC. Being located at the edge of downtown, the site affords views towards both the downtown skyline and in the direction of the ocean, and these views should be integrated within the design thinking.

Along Figueroa at Pico Boulevard, there is a nearly 4-acre existing open space known as Gilbert
Lindsay Plaza that will be required to be designed as open space with the ability to program various convention center events, community events and facility arrival needs. The City received State Prop 1C grant funds to improve Gilbert Lindsay Plaza, with a budget of approximately $2.8M. These funds must be expended by 2017. The Plan A project identified additional improvements, increasing the budget to approximately $10M.

The Plan A improvements included design plans for AEG (by Melendrez & Associates) to revitalize and redesign the Gilbert Lindsay Plaza in which the currently programmed bus layover areas, the Gilbert Lindsay Memorial public art installation, underutilized plaza space, and a vehicular access road will be redesigned into a multi-purpose park, plaza, and public space. The revitalized park will be one of Downtown’s largest open spaces and an important amenity for the surrounding neighborhoods. The functionality of the Melendrez & Associates design should be considered as part of the expansion, as it reflected the LACC operational objectives.

LACC currently has 5,600 parking spaces. The Convention and Event Center Project Final Environmental Impact Report (Exhibit No. 4) included Alternative 5 to the Plan A design that would provide a total of 7,544 parking spaces, an increase of 1,944 spaces. The existing South Hall and Venice Garages would remain, the Bond Street Garage would not be built, and the L.A. Live Way Garage would be built. The West Hall Garage would be reconstructed under the new West Hall Replacement Building with 1,100 spaces and 419 spaces would be provided with the hotel.

With the expansion of the LACC and the potential addition of an on-site hotel, consideration must be given to cost effective additional parking of a similar scale as proposed within the referenced Alternative 5.
H. Sustainability

The City of Los Angeles is among the leaders in sustainability design, and the Los Angeles Convention Center should carry on this leadership. To that end, it is to be noted that the existing building is currently LEED EBOM Gold rated. Future design should maintain or exceed the LEED Gold rating.

I. Effective Circulation

Due to the overall expanse of the Los Angeles Convention Center, efficient access and circulation is a key design element to aid in achieving a well-functioning facility. Achieving proper and efficient access and circulation is not only key for LACC clients and attendees (public circulation), but also for event operations such as freight services, food/catering services, utility services and more.

J. Identify Public-Private Development Opportunities

Identify public-private development opportunities that fit with the LACC campus and generate adequate revenue to support development of the major improvements. These could include one or more hotels and possibly retail uses. Revenues generated through the development of private uses on the property, including ground lease payments and possessory interest tax, could be used to help support bond payments. The conceptual plan should provide a blank pad where a privately developed, owned and operated 1,000-room hotel, and possibly other commercial use, could/should be located to best address the goals of LACC.

K. Public Art

Public art must be an integral part of the design to enhance local identity and contribute towards the identity and character of the convention center. Designs should consider the inclusion of public art elements in the external treatment of buildings and to enhance existing and new open spaces. Signage
that encompasses a public art approach and the incorporation of artworks that aid legibility and movement should also be considered.

In addition, several items that have a beneficial impact on convention business have been identified as short-term improvements under “Plan A” and could be integrated into the Plan B design. These would include:

**Items from Plan A/New Hall Design**

A. Tiered Seating in the South Hall Lobby: Tiered seating promotes informal gathering and social networking. Both CSL and ULI recognized that the changing nature of the convention business, with a growing reliance on digital communications, requires the creation of informal gathering places for event participants. The Plan A/New Hall design incorporates such a space in the South Hall Lobby.

B. Food Court Expansion and Enhancements: Such enhancements would support expanded convention business by providing more seating and a reconfigured kitchen and service area.

C. Enhanced Electronic Signage: This would provide better information for convention participants and reduce the need for custom signage boards.

D. Outdoor Connection/Stairs from Food Court to Gilbert Lindsay Plaza: This would implement one of the key concepts in the ULI report, which emphasized the value of the outdoor experience in Los Angeles as a marketing benefit. An exterior walkway and stairwell/tiered seating area would connect the interior food court with the outdoor opportunities in Gilbert Lindsay Plaza.

**Other Items**

A. Technology: Enhancements to existing technology are required to ensure maximum service for wi-fi connectivity, video conferencing, simultaneous translation, and other technology upgrades
to serve convention clients and domestic and international visitors. In addition, CSL recommends development of a video production facility to support convention client activities. Additional details are needed to fully scope out such a concept and it may be possible for the City's Information Technology Agency to partner on this concept.

B. Facade and Other Aesthetic Upgrades: The West Hall has not been significantly renovated to modern design standards. Modest upgrades, such as carpet replacement and painting, have been curtailed pending the final outcome of the New Hall and Event Center Project. Some of the upgrades necessary could be addressed as short-term capital improvements, such as new carpet and paint. Others, such as facade replacement, would require more substantial funding and would need to be integrated into the long-term solution noted below.

C. Maintenance and Infrastructure Backlog: Existing LACC clients have indicated that they require greater electrical reliability in the LACC, as well as improved information technology infrastructure. LACC has identified maintenance and infrastructure improvements that require immediate attention.

D. Solar Panels Installation: Currently, LACC is reviewing the installation of solar panels at appropriate roof locations for the South Hall and Concourse Hall.

E. Signage: Roof mounted and other LACC signage will have to be addressed within the framework of existing agreements and regulatory requirements and undergo review and approval by the City for any modifications. Copies of existing signage agreements and additional details will be provided to the shortlisted teams.

**Convention and Event Center Specific Plan (CECSP)**

The Convention and Event Center Project Final Environmental Impact Report (EIR) (Exhibit No. 4), Appendix A includes a Convention and Event Center Specific Plan. For Plan B, the CECSP can be used
as a template with modifications to reflect the project with hotel. The Specific Plan currently identifies the Event Center limitations (FAR, height, exterior design, and lighting requirements), but these studies would need to be conducted again to determine the impact of the convention center expansion and hotel.

The following may be used as a guide for the exterior design requirements for the hotel:

A. **Exterior Design Requirements**: Except as otherwise specified, the following design requirements shall apply with respect to development of each Subarea.

1. Exterior building materials for new buildings within Subarea 1 and Subarea 2 (Fig. 3 and Fig. 4) shall be consistent with the requirements and quality of materials specified in the Approved Plans. Exterior building materials for Buildings in other Subareas shall be compatible in materials and quality with the materials used for other Buildings in the Subarea in which the Building will be constructed.

2. Subareas 1(B), 1(C), 1(D), 2(B), 2(C), 3(B), 3(C), 3(D) and 4 shall be designed to enhance the pedestrian experience through such features as landscaping, specialized street and pedestrian level lighting, and paving materials.

3. Kiosks shall be compatible in color and style with the portion of the Specific Plan area in which they are located.

4. All ventilation, heating or air conditioning ducts, tubes, equipment or other related rooftop appurtenances shall be screened when viewed from adjacent streets.
5. Consistent with the functions and uses of the Convention Center and Event Center Building, the following guidelines shall be addressed in the initial development of a Plan B design:

   i. Pedestrian-level lighting shall be used adjacent to parking areas as described in the Project Design Features and the Mitigation Measures set forth in Appendix C of this Specific Plan.

   ii. Roadway and sidewalk illumination measures shall be determined by the Los Angeles Bureau of Street Lighting in accordance with IES national guidelines.

   iii. Any new street lighting or pedestrian lighting system built in the public right of way shall be designed to currently adopted City standards. Equipment shall be tested and approved by the Bureau of Street Lighting.

   iv. All new lighting shall be designed to minimize glare and to minimize light impacts upon adjacent private property and shall comply with the Project Design Features for Architectural Lighting and Luminaires set forth in Appendix C of this Specific Plan.

   v. The use of mirrored or highly reflective building materials (excluding low-e glass, which shall be permitted) for the exterior walls of Buildings shall be minimized.

   vi. Architectural and/or landscape screening elements shall be incorporated into project design so as to minimize off-site glare impacts.

B. Visual Standards and Lighting: Sports field lighting, outdoor special light effects and other exterior lighting within the Specific Plan area shall comply with the applicable lighting requirements set forth in Appendix C to this Specific Plan.
FROM THE CECSP (TO BE USED TO INTERPRET POTENTIAL EXTERIOR DESIGN GUIDELINES)

FIGURE 3 - SUBAREA MAP 1
FROM THE CECSP (TO BE USED TO INTERPRET POTENTIAL EXTERIOR DESIGN GUIDELINES)
Above Grade

- **SUBAREA 1**
  CONVENTION CENTER
  1A: Convention Center Buildings
  1B: Pico Passage
  1C: South Hall Plaza
  1D: South Hall Circulation

- **SUBAREA 2**
  EVENT CENTER
  2A: Event Center Building
  2B: Event Plaza West
  2C: Event Center Streetscape

- **SUBAREA 3**
  ARENA
  3A: Arena Building
  3B: Event Plaza East
  3C: Star Plaza / Figueroa Streetscape
  3D: Gilbert Lindsay Plaza North

- **SUBAREA 4**
  GILBERT LINDSAY PLAZA

- **SUBAREA 5**
  PARKING GARAGES AND PEDESTRIAN BRIDGES
  5A: Parking Garages
  5B: Pedestrian Bridges

**FIGURE 4 - SUBAREA MAP 2**
FROM THE CECSP (TO BE USED TO INTERPRET POTENTIAL EXTERIOR DESIGN GUIDELINES
IV. DESIGN REQUIREMENTS AND GOALS OF THIS COMPETITION BRIEF

The goal of this Competition Brief is to identify the design team -- consisting of an architect, a cost estimating firm to provide construction cost estimates, and other technical sub-consultants -- most qualified to accomplish the following objectives ("Project Objectives"):

A. Achieve the “Plan B” Expansion's quantitative and qualitative programming goals as described in this Brief.
B. Respect the constraints and comply with the guidelines imposed by the City.
C. Preserve and enhance the beauty and utility of the public realm spaces surrounding the Project Site through, among other things, improved access and programming.
D. If extra funding beyond the listed construction budget is available, identify opportunities that would be available to further enhance the project.

Each Bureau of Engineering On-Call Architectural Consultant must include as part of the design team a firm with extensive design experience on large convention centers of similar scale if this experience does not exist in-house. In addition, the proposed team should include key sub-consultants (structural, civil, mechanical, electrical, plumbing, landscape architecture, acoustical design, audio-visual, telecom, food service, vertical transportation, security, wayfinding) with extensive convention center design and construction experience on projects of this scale.

The focus of the Competition Brief is to identify a design team through the design competition process that can deliver a solution that meets the Project Objectives with an outstanding expression of architecture and planning.

Products of this Selection Process will include conceptual design studies for the Project Site and surroundings with drawings, a virtual 3-D model without animation, and a physical model illustrating
the primary design characteristics of the proposed buildings, a preliminary construction cost estimate, and a phasing proposal.

V. MANDATORY PRE-SUBMITTAL MEETING AND JOB WALK

A mandatory pre-submittal meeting will be held on **Monday, June 23, 2014 at 9:30 A.M.** at the project site (see map attached with the Task Order Solicitation letter). The site address is **1201 S Figueroa St, Los Angeles, CA 90015**. Following the pre-submittal meeting, a mandatory job-walk will be held at **11:30 A.M.** at the project site to brief prospective consultants on the scope of the project and provide an opportunity for questions.

VI. PROJECT BUDGET

Competition submittals will be required to meet the construction budget for the LACC elements of the project estimated at $350M. The hotel is to be financed by a private entity.

If extra funding beyond the listed construction budget is available, submittals should identify opportunities with estimated costs that would further enhance the project.
### VII. PROJECTED SCHEDULE FOR TASK ORDER

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7. Presentation and Discussion of Work Product with City Team from: December 10, 2014 to: December 12, 2014


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VIII. JURY, PROCESS, AND SELECTION CRITERIA

This is a two-stage competition. Initially, a jury comprised of City staff and stakeholders will narrow the entries down to approximately three teams of those submitted. Judges will short-list the solicitation responses based on the qualifications of the design team as follows:

A. Capability, qualifications and experience of the team to provide the Scope of Services as demonstrated by the solicitation response and a possible interview. 30%

B. The experience of the primary individual team members as it relates to the scope of this project, especially the experience of the Convention Center Design Architect, the Project Manager, the lead designer for each sub-consultant discipline especially the structural, civil, mechanical, electrical and plumbing engineers, and landscape architects. 30%

C. Past performance of prime and sub-consultants working as a consultant on similar projects, in respect to quality, compliance with budget, schedule and responsiveness. 30%
D. Efforts to meet the City Business Inclusion Program subconsultant outreach and anticipated participation levels as listed in Section XII of this Competition Brief.  

TOTAL 100%

During the second stage of the competition, each short-listed firm will be asked to create a conceptual design package of their design which will be juried by City staff. The winning design will be selected on the basis of the creativity of the design, its practicality, adherence to the construction budget, adherence to the program, and its ability to create a sense of place appropriate to the Los Angeles Convention Center site. Selection criteria will include the following:

A. The civic "presence" of the design, which clearly identifies the building as a significant public structure, while emphasizing exterior event spaces. 20%

B. The ability to meet the design criteria in a manner that yields the highest levels of functionality, efficiency and marketability to the desired clientele. 20%

C. The site/phasing analysis of existing elements, the proposed site, and consideration of future improvements. 15%

D. Demonstrated ability to deliver the design within the construction budget. 20%

E. Design team ability to integrate cost effective and innovative sustainable design features. This is a LEED Gold level project. 10%

F. The quality of the interior space and its flexibility to meet the current and future program. 15%

TOTAL 100%
Once a final design has been chosen, the qualifications and relevant project experience of those shortlisted in the initial stage will be carefully reviewed by the City and will be considered before determining the final award.

**IX. AWARDS**

A. The approximately three (3) shortlisted teams will each receive an award of about $200,000 to develop and present an architectural model with site plans, exterior elevations, a cost estimate, a phasing plan, and a design and construction schedule to the City.

B. The winner of the final award will have a chance to enter into negotiations with the City and may be selected to enter into an Agreement with the City to further develop the design and construction documents for the project. In the negotiation of the contract for ongoing services, the architectural team member you have identified in your proposal as the prime for the contract will work to meet the City Business Inclusion Program (BIP) anticipated levels.

**X. DISPLAY OF ARCHITECTURAL MODELS**

Architectural models developed by the short-listed teams in the design competition (and related drawings) will be displayed at the lobby of the Bureau of Engineering, 1149 S. Broadway, Los Angeles, CA 90015. Feedback will be solicited and will be shared with the design team to be considered as part of the input into the decision process.

**XI. SUBMISSION REQUIREMENTS**

Prior to submitting a solicitation response, each firm must carefully review this Brief and any addenda subsequently issued. Teams are responsible for seeking any clarification or information needed to respond and are solely responsible for any deficiencies in the response submitted.
Each firm is solely responsible for all costs, direct or indirect, incurred responding to this Brief. The City will incur no obligation or liability in connection with the submittal of a response.

**STAGE I:**

Solicitation Responses shall be bound and include cover, dividers and resumes. *Nine (9) copies* of your Solicitation Responses shall be delivered no later than 2:00 p.m. on Thursday, July 24, 2014 to:

City of Los Angeles

Bureau of Engineering

1149 S. Broadway, 7th Floor, Los Angeles, CA 90015

Attn: Deborah Weintraub

Bound Solicitation Responses shall include the following:

a. **Section 1 – Cover Letter:** Please include a cover letter stating project interest which includes:
   - A statement describing why your team considers itself qualified to complete the project and perform the work required in a responsive manner; and
   - A description of the anticipated interaction with the client.

b. **Section 2 – Review of Preliminary Scope of Work:** Review the preliminary scope of work and provide comments, suggested modifications, changes and/or additions as appropriate.

c. **Section 3 – Narrative Summary:** List and provide a summary narrative of scope, delivery method, construction budget, schedule, characteristics of project and personnel for convention centers and other comparable projects each key firm has recently completed.
d. **Section 3 – References:** Provide contact information for at least three (3) references for completed convention center projects of similar size and scale for the proposed prime consultant.

e. **Section 4 – Architectural Team:** Provide a project team organization chart for the design competition phase and a separate organization chart for the design and construction phase. Each proposal shall clearly list the Prime Architect for the design and construction phase should the contract be awarded to that team.

f. **Section 4 – Qualifications and Capabilities:** Provide a detailed discussion of the qualifications and experience of the primary Convention Center Design Architect that would be assigned to this project. Provide additional information regarding the qualifications and experience of all other key staff that will be assigned to work on the project team. Please submit resumes of only those individuals that will actually be assigned to work on the project. Indicate how your team’s resources will work together to complete this project.

g. **Section 5 – Related Project Manager Experience and References:** Present a description of your firm’s Project Manager’s past performance on similar projects, including coordinating the work of sub-consultants. Provide locations, description of work, dates of construction and value of contracts, if applicable. Include name, address and phone number for three (3) references for the Project Manager.

h. **Section 6 – List of Sub-consultants:** Identify any sub-consultants your firm will utilize to complete this project. Include resumes of the individuals who will be directly involved in this project, and briefly describe your firm’s past experience, working relationship and involvement in joint projects with these sub-consultants.

(It is understood that permission to add new sub-consultants will likely be necessary to meet
qualification requirements of the contract, but existing sub-consultants should be provided opportunities to partner on the team in a supporting capacity to the extent possible.)

i. **Schedule B – Work Order List of Sub-consultants:** Include a completed Schedule B (Exhibit No. 6) with your Stage I proposal. Note that the list must include any request to add sub-consultants prior to the issuance of NTP, if the list of sub-consultants requires modification from the sub-consultants listed in the Schedule A of the consultant contract.

The prime consultants are encouraged to include the existing sub-consultants on Schedule B of your On-Call contracts to the extent possible, even if other similar sub-consultants are added to meet the experience requirements of projects of this scale.

j. **Non-collusion Affidavit:** A non-collusion affidavit (Exhibit No. 7) must be signed and submitted with your proposal.

Excluding the resumes, bound solicitation responses shall not exceed forty (40) pages.

**STAGE II:**

The objective of the Submittal Requirements is to have each team communicate their design concept(s) as clearly and as simply as possible. There is also a need for uniformity to permit equitable comparisons. Submittals need to communicate functional relationships between proposed and existing elements, the appearance of elements, their massing, forms, openings, etc. There is also a need to communicate the three-dimensional qualities of each proposal via sketches, a 3-D virtual model and a physical model.

**SUBMITTAL REQUIREMENTS:** The Submittal will consist of a site model plus a maximum of eight (8) vertically oriented 30" x 40" boards and narrative material.
The boards should be of rigid, light material, such as foam core. Drawings may be made directly on these boards or drawings and/or prints may be mounted thereon. Drawings may overlap from one board to another. Three-dimensional (3-D) visualizations will be permitted at the presentations, but are not required. Respondents should include the name of their team on all exhibits. All plans should be oriented with "project North" located as on the plan of the existing site that will be provided.

A. **SITE MODEL 1"= XX'** (Final scale to be determined at the Pre-Submittal Meeting)

This model should be of the entire Project Site, and should include the surrounding streets and as much of the existing Convention Center as required to demonstrate the connectivity and circulation issues. The model should conceptually illustrate all proposed improvements, activity areas, buildings and landscape elements, open space areas, pedestrian and vehicular routes; parking, and related elements at full build out.

B. **REQUIRED DRAWINGS**

The following drawings are required:

1. **Context Plan** (Final scale to be determined at the Pre-Submittal Meeting)

   This Context Plan should clearly illustrate the relationship and linkages between the site (at full build out) and its surrounding neighborhoods and circulation systems. The entire site, surrounding streets, and nearby properties should be included.

2. **Site Plan 1"=XX'** (Scale to be determined at the Pre-Submittal Meeting):

   The Site Plan should include the full site shown on the Site Model, and should clearly illustrate the urban design and landscape design concept(s) for the site. The plan should be drawn as a rooftop view of the site at build out. All major planning and design concepts should be freely annotated onto this
Site Plan.

3. Floor Plans 1"=XX' (Scale to be determined at the Pre-Submittal Meeting):

Provide floor plans for all levels of the Expansion.

4. Construction Period Phasing Plan:

Provide a diagram illustrating the projected progress of construction and the related Convention Center traffic flow, pedestrian flow, exiting and continuity of business plan, freight deliveries, loading and related logistics during the Plan B construction period.

5. Exterior Elevations and Site Sections 1"=XX' (Scale to be determined at the Pre-Submittal Meeting):

Provide exterior elevations and sections through the site illustrating key building relationships and the three-dimensional aspects of the proposed improvements, especially the relationship of the proposed exhibition spaces, the ballroom and the meeting rooms.

6. Supporting Drawings & Diagrams:

Provide circulation diagrams that illustrate the flow of pedestrians, vehicles, service and freight operations emergency access, and onsite parking, with their relationship to nearby access streets. Provide an activity diagram that illustrates the location of day and nighttime activity areas. Provide any other drawings or diagrams necessary or desired to convey the planning and design proposals to the City, provided these drawings or diagrams remain within the maximum number of boards set forth above.

7. 11" x 17" BOOKLET (10 copies):

Provide an 11" x 17" booklet (10 copies, which may be brought to the presentation) including images
of all materials that will be presented to the Jury, including photographs of your model.

C. PRELIMINARY COST ESTIMATE FOR CONSTRUCTION
D. PRELIMINARY DESIGN AND CONSTRUCTION SCHEDULE
E. PRELIMINARY PHASING PLAN

All documentation should also be provided electronically in high resolution PDF format.

XII. BUSINESS INCLUSION PROGRAM (BIP) SUBCONSULTANT OUTREACH AND PARTICIPATION LEVELS

It is the policy of the City of Los Angeles to provide Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), Small Business Enterprises (SBE), Emerging Business Enterprises (EBE), Disabled Veteran Business Enterprises (DVBE), and all Other Business Enterprises (OBEs) an equal opportunity to participate in the performance of City contracts. In order to maximize this participation the City of Los Angeles implemented the Business Inclusion Program (BIP).

The BIP requires City departments to set anticipated participation levels based on the opportunities presented in their advertised contracts and each consultant team shall assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs have an equal opportunity to compete for and participate in City contracts.

The anticipated participation levels for this project are 18% percent MBE, 4% percent WBE, 25% percent SBE, 6% percent EBE and 3% percent DVBE.

Note that it is the City policy that a firm can be counted in all eligible categories, except that a firm can only be counted as either MBE or WBE.
XIII. PROGRAM MANAGER

The City's Solicitation Manager is Mr. Cyril Charles, Bureau of Engineering, Project Manager, 213-485-4893.
### XIV. EXHIBITS

<table>
<thead>
<tr>
<th>EXHIBIT NO.</th>
<th>DESCRIPTION</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>Plan A Design Documents (provided for reference only): These are public documents presented to the Cultural Affairs Commission for the Convention Center project with the Event Center that show the main elements of the Plan A design. The Plan B design would not have the same restrictions of the Plan A design, thus the Plan A design documents would not represent the work required.</td>
<td>PDF</td>
</tr>
<tr>
<td>6.</td>
<td>Schedule B – Work Order List of Sub-Consultants</td>
<td>PDF</td>
</tr>
<tr>
<td>7.</td>
<td>Non-Collusion Affidavit Form</td>
<td>PDF</td>
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XV. ADDITIONAL INFORMATION

1. The City has the right to decide to terminate this process and not award or negotiate a contract.

2. The City reserves the right to accept or reject any or all Competition Briefs, or to alter the selection process if warranted, and to postpone the selection process for its own convenience at any time.

3. This Competition Brief process shall in no way be deemed to create a binding contract agreement of any kind between the City and the proposers. The City’s standard form of consultant agreement will form the basis of the contract between the parties.

4. Each proposer responding to this Competition Brief acknowledges and agrees that the preparation of all materials for submittal to the City and all presentations, related costs and travel expenses are at the proposer’s sole expense and the City shall not, under any circumstances, be responsible for any cost or expense incurred. In addition, each proposer acknowledges and agrees that all documentation and/or materials submitted as a part of this competition process shall remain the property of the City.

5. The Bureau of Engineering is releasing this TOS to the proposed 2014 Pre-Qualified On-Call Architectural and Related Professional Services Consultant list approved by the Board of Public Works on June 11, 2014 in anticipation of executing contracts prior to the issuance of NTP for this task.

6. Notice to Proceed (NTP) will not be issued until the consultant contracts are fully executed.
XVI. EXISTING PHOTOGRAPHS AND FLOOR PLANS
Fig. 7 – West Hall View
Fig. 5 – North View
Fig. 3 – Gilbert Lindsay Plaza – Northeast View