



NOTICE OF PUBLIC MEETING

Public Input on Design Criteria for Convention Center Expansion (Plan B)

- For:** Design Criteria for the Los Angeles Convention Center (LACC) Expansion and Renovation - Plan B Project
- By:** City of Los Angeles, Los Angeles Department of Convention & Tourism Development (CTD) and the Department of Public Works, Bureau of Engineering (BOE)
- Date:** Thursday, January 15, 2015
- Time:** 6:00 p.m. to 7:30 p.m.
- Location:** Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, 90015
Meeting Rm. MR411, Level 2

The City of Los Angeles will hold a Public Meeting regarding the proposed LACC Expansion and Renovation Plan B Project at 1201 S. Figueroa St., Los Angeles, 90015. The meeting is to solicit input from the public. The public can also submit written comments from January 7th to January 30th at: <http://eng.lacity.org/projects/laccexpansion/>

The purpose of the Public Meeting is to present the proposed project to the public to allow all interested parties to comment on the City's proposed design criteria for the LACC. Input will be taken at the public meeting and during the public comment period from January 7th to January 30th. After the comment period, the City will review all the comments regarding the project. The City Legislative Analyst (CLA) and City Administrative Officer (CAO), with assistance from the Department of Convention & Tourism Development (CTD) and respective commissions, and the City Engineer, will then prepare and submit design criteria to the three architectural firms that have been selected to participate in the competition for Plan B.

Comments:

Interested parties can provide oral and written comments during the meeting on January 15th. Written comments can also be submitted during the public comment period from January 7th to January 30th by:

1. Email to eng.lacc.responses@lacity.org, or
2. At <http://eng.lacity.org/projects/laccexpansion/>. Click on the "**Comments**" link in the left hand menu to submit comments.

Comments can also be mailed to the following address:

Bond Program Division
Bureau of Engineering
1149 S. Broadway Suite 820
Los Angeles, CA 90015-2213
Attn: Bradley Atwell

For further information, please contact Cyril Charles at cyril.charles@lacity.org (213-485-4893) or Bradley Atwell at brad.atwell@lacity.org (213) 485-4331.

Thank you for your participation and interest in the Los Angeles Convention Center (LACC) Expansion and Renovation Plan-B Project.

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 (additional economic impact of \$500,000,000 annually).
- 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 Show & the E3 Show).
- Increase Los Angeles’s competitive status and become “the” convention destination of choice on the west coast (currently Los Angeles 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 280,000 s.f. of exhibit space (resulting in a total of 1,000,000 s.f. of exhibit space).
- Add approximately 30 additional meeting rooms of various sizes; with an increase of approximately 70,000 s.f. of additional meeting room space. Increase meeting room space if budget allows.
- Add a ballroom of approximately 60,000 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.
- 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).
- Harmonize the exterior architectural treatments/façades of the entire complex, considering South Hall, all new construction, and West Hall.
- Add approximately 2,000 additional parking spaces.
- 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 and to the surrounding community. Improve “wayfinding”, “walkability”, and access.