



## CITY OF LOS ANGELES

### LOS ANGELES CONVENTION AND EXHIBITION CENTER AUTHORITY COMMISSION

Commissioners: Wayne Avrashow (President), Cheryl Turner (Vice President),  
Ray Bishop, Martin Cooper, David S. Cunningham Jr., Peter Gravett, Ingrid Hutt,  
J. Richard Leyner, Robert R. Mallicoat, Keith Martin, Courtney J. Reum,  
Majib Siddiquee, Jason L. Seward



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June 19, 2015

The Honorable Curren D. Price Jr., Chair  
Economic Development Committee  
Office of the City Clerk  
200 North Spring Street  
Room 395, City Hall  
Los Angeles, California 90012

Dear Council Member Price:

**SUBJECT: DESIGN COMPETITION FOR THE LOS ANGELES  
CONVENTION CENTER**

As President of the Los Angeles Convention and Exhibition Center Authority Commission (Authority) I am pleased to report to you that our Board unanimously voted to **support the staff recommendation** to select the HMC/Populous design team to undertake our proposed Expansion and Futurization Project for the Los Angeles Convention Center (LACC).

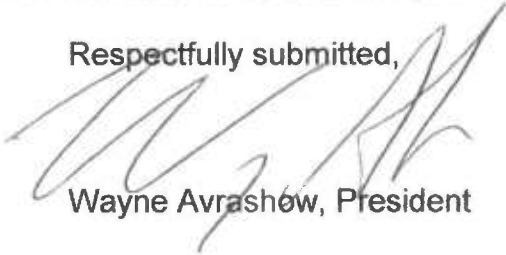
During the future Design Refinement phase, we encourage staff and City Council to continue to place a strong emphasis on the following design elements and related points:

- At all levels, the Design Team should reflect the social **diversity** of the City.
- The architecture of the building should include a **“wow factor”** (Disney Hall is an example) that identifies the LACC as a uniquely Los Angeles experience, with emphasis on indoor/outdoor fresh air and sunshine, ample areas for socializing, and a dramatic rooftop ballroom which captures the downtown skyline.
- The **urban design** of the campus should **integrate the surrounding neighborhoods**, with particular emphasis on Pico Boulevard, to connect the economic vitality of the LACC to the neighborhoods west of the freeway as well as the all-important **pedestrian connectivity to L.A. Live**.

- The design needs to be **flexible** and **functional** not only for today's conventions, but to meet unknown future demands and a variety of event related uses.
- Given the sheer size of the LACC and L.A. Live campus, **accessibility** needs must be incorporated to include such features as moving sidewalks and proper vertical circulation.
- This facility should incorporate "state-of-the-art" features for **sustainability, technology, and security**.
- The expanded and futurized LACC will still never reach its full potential without major additional hotel development. We strongly urge the Mayor and City Council to include the option for an **on-site, 1,000+ room headquarters hotel**.

In closing, I wish to sincerely commend the Mayor and the City Council for placing a much needed, and long overdue, priority on upgrading the Los Angeles Convention Center. Our Authority Commission stands ready to assist you in every way we can.

Respectfully submitted,



Wayne Avrashov, President

RRO:WA:cv  
Exec. Ref. No. 15-085

- cc: Honorable Eric Garcetti, Mayor  
Honorable Paul Krekorian, Vice Chair, EDC  
Honorable Gilbert A. Cedillo, EDC Member  
Honorable José Huizar, EDC Member  
Honorable Paul Koretz, EDC Member  
Honorable Nury Martinez, EDC Member  
Honorable Herb J. Wesson Jr., EDC Member  
Sharon Tso, Chief Legislative Analyst  
Miguel A. Santana, City Administrative Officer  
Robert R. "Bud" Ovrom, Executive Director, CTD  
Gary Lee Moore, City Engineer  
Kimberly Miera, Deputy City Attorney  
Holly L. Wolcott, City Clerk