

CITY OF LOS ANGELES

CALIFORNIA



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DEPARTMENT OF
CONVENTION AND
TOURISM DEVELOPMENT**

ROBERT R. "BUD" OVROM
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June 17, 2015

Date: 6/23/15

Submitted in Econ. Dev. Committee

Council File No: 14-1383

Item No.: 4

Re: Communication from
the LAOCTD

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

SUBJECT: DESIGN COMPETITION FOR THE L. A. CONVENTION CENTER

Dear Council Member Price:

I am pleased to report to you and the other members of the Economic Development Committee that this morning the Board of Commissioners of the Convention and Tourism Development Department (CTD) 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.

We were extremely pleased to receive such outstanding proposals from three incredibly well qualified design teams. Any of these teams could have done a great job for the City, but only one could be selected to lead the effort. We want to commend the Bureau of Engineering and our CTD staff for their thoughtful and professional assessment of the submittals.

Our Commission very much looks forward to working with you, as host Council District of the Los Angeles Convention Center, and the Economic Development Committee, as well as the City Council and the Mayor as we move forward with this exciting project.

Economic Development Committee
June 17, 2015
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You have our full commitment to do everything in our power to maximize this campus as the economic engine it can be for the entire City!

Respectfully Submitted,



Jon Vein, President
Board of Commissioners, L.A. Department of
Convention & Tourism Development

JV:RRO:cv
Exec. Ref. 15-083

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



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).

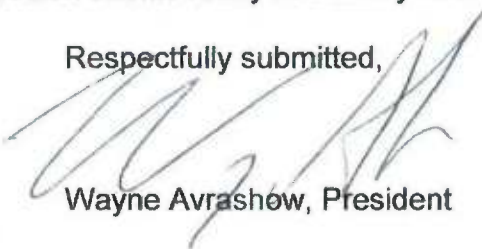
During the future Design Refinement phase, we encourage staff and City Council to continue to place a strong emphasis on the following design elements and related points:

- 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



June 4, 2015

Bud Ovrom
Executive Director
Los Angeles Department of Convention & Tourism Development
1201 S. Figueroa Street
Los Angeles, CA 90015

Re: Los Angeles Convention Center Design Competition

Dear Bud,

Established in 1924, the Central City Association (CCA) is Los Angeles's premier business advocacy organization, with 450 members employing over 350,000 people in the Los Angeles region. As the premier voice of business, we recognize the critical role that the Los Angeles Convention Center (LACC) plays in spurring Downtown's continued growth and development.

We strongly support the Department's goal of positioning LACC as a dominant driver of economic development and job creation and are impressed by the high quality of designs put forth in the design competition. CCA believes the expansion and modernization of LACC is critical to increase tourism and convention business.

The three modernization plans provide a convention center anchor hotel, reposition Pico Boulevard as an important gateway to Downtown and improve the useable space at LACC. All of the plans are creative and thoughtful and we commend your department for this effort.

The Department is well positioned to make LACC a very meaningful building block within the City's larger economic development strategy and we look forward to our continued work together. CCA supports the LACC Expansion and Futurization Project.

Sincerely,

Carol E. Schatz
President & CEO



LOS ANGELES AREA
CHAMBER OF COMMERCE

June 9, 2015

Mr. Bud Ovrom
Executive Director
Los Angeles Convention Center
1201 South Figueroa Street
Los Angeles, CA 90015

Dear Bud,

I was very impressed with the three architectural presentations on June 2, describing proposals for the expansion of the Los Angeles Convention Center. The presentations got me excited about the tremendous opportunity we have to create an international meeting place for leaders from around the United States and the world.

Thank you for leading this charge. I encourage you, the City Council and Mayor Garcetti to move forward with one of these bold visions to dramatically expand convention opportunities for Los Angeles. It will be good for our economy and for community pride.

Sincerely,

Gary Toebben
President & CEO
Los Angeles Area Chamber of Commerce