

The City of Los Angeles (City) is moving forward with plans to expand the Los Angeles Convention Center to foster economic development and facilitate smart growth around this important City asset. The Convention and Tourism Development Department and the Chief Administrative Officer have repeatedly demonstrated the need to expand the number of hotel rooms near the Convention Center to remain competitive with other cities. The Los Angeles Tourism & Convention Board has found that inadequate hotel and convention space has contributed to a loss of as much as \$1 billion annually in convention business.

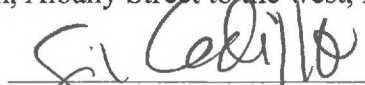
In a recent 2017 Hotel Market Study for the Downtown Los Angeles area commissioned by Council District 14, it was reported that 4,637 hotel rooms are now open and another 717 hotel rooms are currently under construction, which is about 67-percent of the way to satisfy the Convention and Tourism Development Department's benchmark of 8,000 hotel rooms open or under construction within walking distance of the Convention Center by 2020. It also reported that Los Angeles has a surprisingly small number of hotels rooms within walking distance of the Convention Center when compared to other major cities and emphasized that Los Angeles needs to particularly focus on hotels within ½ mile radius of the Convention Center. The number and proximity of hotel rooms are major factors when trying to attract large national conventions which provide the greatest economic impact.

There is an approximately 2.59-acre site located at the southeast corner of Albany Street and Pico Boulevard in the Westlake Community Plan area, located within 320-feet of the Convention Center. The addresses of the site are 1330 West Pico Boulevard and 1308-1346 South Albany Street, and the site includes the following Los Angeles County Assessor parcels: 5135-035-012 and 5135-035-029 (Site). The Site, together with several surrounding parcels adjacent to the 110 Freeway between Pico Boulevard and Olympic Boulevard (generally bounded by Olympic Boulevard to the north, Albany Street to the west, Pico Boulevard to the south, and the 110 Freeway to the east) have the potential to attract private investment to develop large hotel projects that can stimulate Convention Center growth, generate significant economic benefits, and satisfy the City's long-range planning goals.

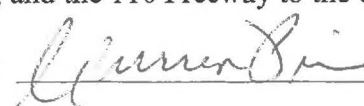
The City desires to implement comprehensive zoning regulations and development patterns that promote a strong urban identity for communities in transitional areas near the Downtown and Convention Center districts. Visionary land-use planning would catalyze an underserved area in proximity to the entertainment core and transportation corridors, including the Los Angeles Sports and Entertainment District, the Convention and Event Center Specific Plan Area, and the Metro Blue Line Pico Station. The City also seeks to promote connectivity between neighborhoods and support efforts to integrate mobility and way-finding features in order to enhance circulation and pedestrian walkability currently physically bifurcated by freeway infrastructure and inadequate public improvements. Consideration of a Sign District should promote a consistent identity between the Site, the "Add Areas", Convention Center, South Park, Pico-Union and Central City West neighborhoods.

I THEREFORE MOVE that the City Council instruct the Department of City Planning, in consultation with the Council District 1, to initiate consideration of a General Plan Amendment to change the "Commercial Manufacturing" to the "Regional Center Commercial" land use designation to allow a floor area ratio of 6:1, a Vesting Zone Change and Height District Change from CM-1-HPOZ and CM-1 to C2-2, and Sign District, including the preparation and adoption of any required Resolution and Ordinance, with respect to the site at 1330 West Pico Boulevard and 1308-1346 South Albany Street and the area generally bounded by Olympic Boulevard to the north, Albany Street to the west, Pico Boulevard to the south, and the 110 Freeway to the east.

PRESENTED BY:


Gilbert A. Cedillo
Councilmember, First District

SECONDED BY:

JUN 01 2018


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