



ANTONIO R. VILLARAIGOSA  
MAYOR

**EXECUTIVE DIRECTIVE NO. 22**

**Issue date: November 30, 2011**

**SUBJECT: Downtown Event Center Planning**

**Introduction**

The renaissance of Downtown Los Angeles is in full swing. Every day, people from across the City and throughout the region come to the heart of Los Angeles to work, dine, shop and play. The streets of Downtown have become lively thoroughfares, as established businesses and old favorites are joined by start-up firms, cutting-edge galleries and trend-setting restaurants, cafes and bars. The area's development as a residential district – inaugurated by the adaptive re-use ordinance – continues to advance. Each year, more and more Angelenos are happy to call Downtown home. The LA Live Sports and Entertainment District and Convention Center Hotel have firmly established the City center as a prime destination for tourists, convention-goers and sports and entertainment fans.

Several major projects promise to move the revitalization of Downtown into its next major phase. These catalytic projects include Korean Air's planned replacement for the Wilshire Grand Hotel, the redevelopment of the historic Union Station properties, and the major expansion of the central city's transit network via completion of Metro's Regional Connector. The cornerstone of Downtown's continued growth and development will undoubtedly be the construction of the Farmer's Field football stadium and multi-purpose Event Center, including the renovated Convention Center.

Given the significance of the Farmer's Field project, it is imperative that City Departments work together to ensure that thoughtful design, architecture and planning are employed during the entire project. With smart traffic planning and mitigation, well-planned transit and pedestrian connections, attractively landscaped streetscapes, and generous parks and green space, it will be possible build a landmark with multiple beneficial connections to the surrounding neighborhoods. The goal is to maximize the contribution of the Farmer's Field project to the economic growth, civic life and livability of Downtown Los Angeles.

The success of this vision crucially depends on the coordinated actions of the Departments of City Planning, Transportation, Public Works, Convention Center, and Cultural Affairs, and the Community Redevelopment Agency. In order to ensure that these departments and agencies deploy their expertise in a cooperative and collaborative manner, I am directing the implementation of the following initiatives:



### **Event Center Vision Team**

The Event Center Vision Team will provide advice and coordinate the urban design and facilities review of the City Architect and the Departments of Cultural Affairs and City Planning. The Vision Team will be comprised of the City Architect, the General Managers of the Departments of Convention Center and Cultural Affairs, the Director of Planning and the Chief Executive Officer of the CRA, or their designees.

Each designee shall be a senior staff member with decision-making authority in his or her department or agency. The Vision Team will be chaired by the Director of Planning. Working through the City Planning Department's Urban Design Studio and its Professional Volunteer Program ("PVP"), noted architects and urban designers shall be invited to assist the Vision Team in its review of Event Center plans and proposals.

Over the last year, the Urban Design Studio's PVP has provided a remarkable forum for design professionals working in the private sector. The PVP assists City staff responsible for evaluating plans and proposals and making recommendations to the Council and Mayor. This successful new pilot program should now be expanded to cover the Event Center. The PVP shall identify opportunities both on-site and off-site to incorporate parks, open space, and streetscape improvements into a master plan. With the assistance and informed expertise of the PVP, the Vision Team will be in a better position to evaluate submitted plans and proposals. The goal of this exercise is to make sure that the Event Center and its surrounding environs provide an inviting and attractive environment with a mix of uses and programming affordable for all attendees.

### **Event Center Infrastructure Team**

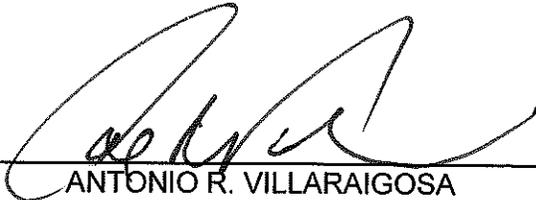
The Event Center Infrastructure Team will provide advice and coordinate the transit facilities, street system and crowd control review of the Department of Public Works, the Department of Transportation and the City Planning Department. The Infrastructure Team shall be comprised of the directors of the Department of Public Works Bureaus of Engineering, Sanitation, Street Lighting and Street Services, the General Managers of the Departments of Transportation and Convention Center, the Director of Planning and the Chief Executive Officer of the CRA, or their designees. Each designee shall be a senior staff member with decision-making authority in his or her Bureau, Department or Agency. The Infrastructure Team will be chaired by the Director of Planning. The Infrastructure Team shall coordinate closely with the Los Angeles County Metropolitan Transportation Authority.

The Infrastructure Team will review the impacts identified in the Environmental Impact Report and proposed mitigation measures and devise a comprehensive, coordinated infrastructure strategy that responds to the challenge of building a project of this magnitude in an already dense urban center. The strategy will identify the bundle of public improvements that may be necessary to ensure that the Event Center's long-range impacts on the transit and streets systems are successfully mitigated.

**Direction**

Each Event Center Team will provide a bi-weekly progress report to the Deputy Mayor for Economic and Business Policy. If requested, the teams will also provide periodic updates to the City Council's Ad Hoc Committee on the Event Center. The Event Center Teams are further directed to provide me with their final recommendations no later than February 29, 2012. These recommendations shall be considered for inclusion in the specific plan's conditions of approval, the Development Agreement, the financing approvals and other items, as appropriate.

Executed this 30th day of November, 2011



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ANTONIO R. VILLARAIGOSA  
Mayor