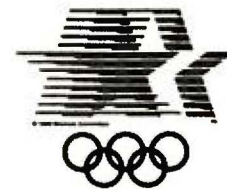


Gen.Col.
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1983



Site Study
1984
Olympic Games
Los Angeles
Exposition Park

Report Prepared by Archisystems International for the Los Angeles Olympic Organizing Committee



Site Study
1984
Olympic Games
Los Angeles
Exposition Park

Report Prepared by **Archisystems International**
7100 Havvenhurst Avenue Van Nuys California 91406

Architecture Planning Interiors
213/786-0211

Introduction

The purpose of this study is to establish a conceptual Master Plan for the Exposition Park "Superblock" area in preparation for the 1984 Olympic Games. Track and Field, Boxing, and the Opening and Closing Ceremonies are the primary events at this venue. This report concentrates on the athletic events. The ceremonial events are being planned by others.

This report was prepared for the Los Angeles Olympic Organizing Committee over an eight week period. Several information gathering and work sessions were held with representatives and consultants of the LAOOC regarding the various complex planning issues. As directed by the LAOOC and consistent with their philosophy, the planning approach reflects a "spartan" attitude. Wherever possible, existing facilities are utilized in order to minimize capital expenditure.

LOCATION

Exposition Park is located in the middle of the greater Los Angeles area, an urban zone of about 12 million people. The study area is bounded by Exposition Boulevard to the north, Figueroa Street to the east, Santa Barbara Avenue to the south, and Vermont Avenue to the west. There are 133 acres within these boundaries.

HISTORY AND PRESENT USE

The park was established in 1872 as a

fairground and was the site for the 1932 Olympic Games. The existing 92,000 seat Coliseum and the swimming stadium were constructed for those games. More recently, a 16,000 seat sports arena was constructed. The Coliseum and Sports Arena are to house the Track and Field, and Boxing events in 1984. Other facilities include parking for 5,000 cars, the Museum of Natural History, the California Museum of Science and Industry, the Hall of Economics and Finance, a Space Museum in the old Armory Building, the Hall of Health, the Kinsey Auditorium, the Rose Garden, and landscaped open space. A new swimming stadium is being constructed in the northern section of the University of Southern California Campus. The existing swimming stadium in Exposition Park will not be used for competition.

PLANNED USES AND ALTERATIONS

Three new museums are in the planning stages and are scheduled to be completed prior to the 1984 Olympics. They are the Aerospace Museum, the Afro-American Museum, and the Multicultural Center. Also planned, is a landscaped formalized pedestrian mall connecting Vermont Avenue with Figueroa Street. The museums will front on the Mall.



Table of Contents

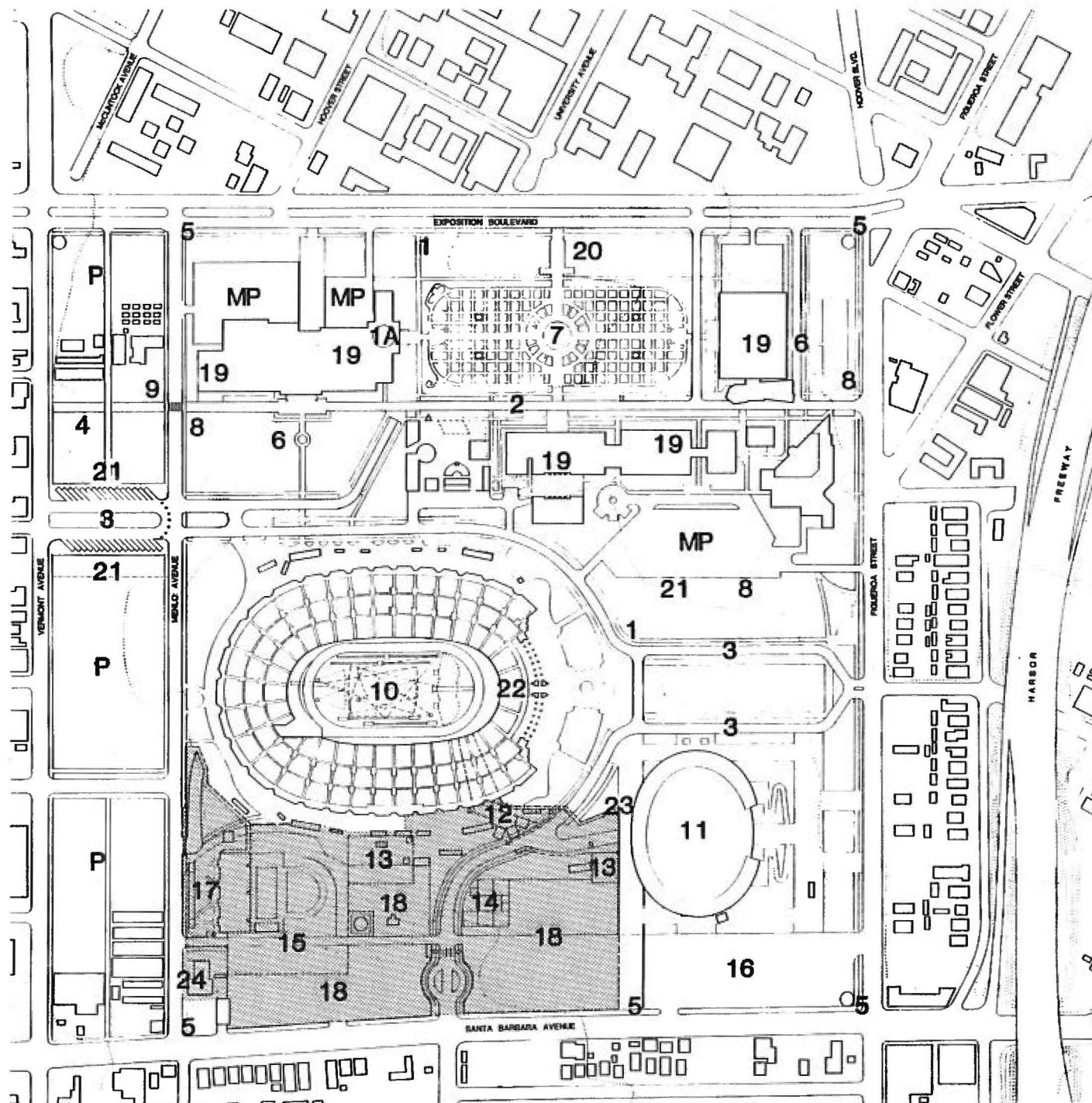
Introduction	i
Illustrative Site Plan	1
Site Master Plan	2
Recommendations	3-5
Existing Conditions	6
Pedestrian Flow Diagram	7
Transportation Diagram	8
Service Area	9
Athletes' Warm- Up Area	10
Mixed Zone	11
Coliseum Seating	12
Planning Assumptions	13-15
Park Population Graph	16
Site Perspective Viewpoints	17

Aerial Photo

Photo taken at
1982 "Who" Concert

Exposition Park

Site Master Plan



- 1A Main Information Center Rotunda
- 1 Information Booths
- 2 State Mall
- 3 Bus Loading
- 4 Commercial Zone
- 5 Landmarks
- 6 Bandstand
- 7 Rose Garden
- 8 Food Service
- 9 Postal Service
- 10 Coliseum Athletics
- 11 Sports Arena Boxing
- 12 Mixed Zone
- 13 ABC & Communications
- 14 VIP Compound
- 15 Services
- 16 Charter Bus Parking
- 17 Athlete Warm-Up Area
- 18 VIP Parking
- 19 Available Sponsor Hosting
- 20 Bud Clydesdales
- 21 Vendors
- 22 Stage
- 23 Press Sub-Center (Basement of Arena)
- 24 Available Enclosed Space
- MP Museum Parking



Exposition Park

Recommendations

A. Service Elements

Service elements, which require separation from the public should be located directly south of the Coliseum from the Coliseum fence to Santa Barbara Avenue. This area is away from major green areas and is the only zone which provides direct tunnel access to both the Coliseum and Sports Arena. The area should be fenced. A security access point should be located at the Hoover Street entrance from Santa Barbara Avenue.

1. Location of Athletes' Warm-Up Area

Three locations for the athletes' warm-up area were seriously considered and reviewed in a workshop session with members of the LAOOC. Two of the locations were near the peristyle end of the Coliseum, the third was the selected location west of the Swim Stadium adjacent to the Coliseum field tunnel. The three schemes were evaluated against a set criteria:

The Swim Stadium area emerged as the superior location for four primary reasons.

- a. The location does not detract from the important formality of the peristyle.

- b. It does not use open green area critical for public use.
- c. Access to the field of play is direct and protected.
- d. The Swim Stadium provides space for many of the support functions related to the athletic warm-up and event preparation procedure.

2. Location of Press Center

10,000 square feet of enclosed space is required for the Press Center. It's location must be central to both Track and Field, and Boxing events. The obvious zone is between the Coliseum and Sports Arena structures. The storage room of the Sports Arena should be used to house this function. It is a good location and has the correct amount of area. By using this space, a significant cost savings will accrue since a temporary structure will not be needed. It also saves land area for other uses.

3. Mixed Zone

Since the Mixed Zone for Track and Field needs to be near the Press Center and where the athletes exit the field of play, the decision was made to exit the athletes

from the southeastern quadrant of of the field. This works well since the athletes' shuttle bus can handle all return trips from a single location between the Coliseum and Sports Arena.

B. Public Space

Large crowds will flood the grounds at midday. Open lawn areas should be left unobstructed for picnic use. The proposed State Mall which links Vermont with Figueroa should be viewed as the Exposition Park Main Street. Public oriented service and entertainment should be located to benefit from and encourage the use of the Mall.

C. Diverse Activities

To relieve density on the park grounds at peak hours, use of the museums should be maximized and the University of Southern California should be encouraged to sponsor activities directly across Exposition Boulevard.

D. Food Service

Public food service should be scattered throughout the site with the east and west end of the "Main Street Mall" designated as major food distributors. Both should be housed in tent structures large enough to have a significant visual impact. This is particularly impor-

tant at the east end to attract noon time peak crowds to an area that is somewhat isolated from the center of activity.

E. Information

A main information center should be located in the Natural History Museum under the large dome at the east end of the building. This area can be opened directly to the outside. (The entry has been closed for years and is not needed for normal function of the museum). The dome creates a distinct architectural feature both externally and internally. The entrance is near the "Main Street Mall" on an important feeder pedestrian way from the north and overlooks the Rose Garden. Information kiosks should be located at main pedestrian entrances around the perimeter of the site.

F. On Site Roads

All on-site roads should be closed to public vehicular traffic. Service and emergency vehicles should be allowed. Menlo Avenue should become a main pedestrian way with one half of the surface for pedestrians only.

G. Access to Site

Two factors will cause modification to the normal pedestrian flow to the site. The first is the Olympic Village which restricts pedestrian movement through the USC campus. This will

cause an increase of pedestrian traffic at the east and west corners of the site at Exposition Boulevard. The second is a fenced service area along Santa Barbara Avenue. Pedestrians who normally enter the site at Hoover will be directed east and west.

Main site entrances should be designated with symbolic elements such as archways or colorful large scale banners to define the park boundaries and set a festive mood.

H. Athletes' Shuttle Bus Route

A primary criteria for the shuttle bus route from the USC campus to the drop-off areas was to avoid public vehicular traffic routes and to contain the route within restricted areas as much as possible. Menlo provides such a route if no public vehicles are allowed. The 90 degree crossing of Exposition Boulevard is the only exposure to public vehicular traffic. Once the service compound is entered at the athletes' warm-up area, the shuttle remains within a restricted zone until the return exit at Menlo.

I. Bus Loading Areas

Three bus loading areas are designated. One is for staff shuttle located midblock on Santa Barbara Avenue. Two serve the public. One is approximately midblock on Vermont; the other is

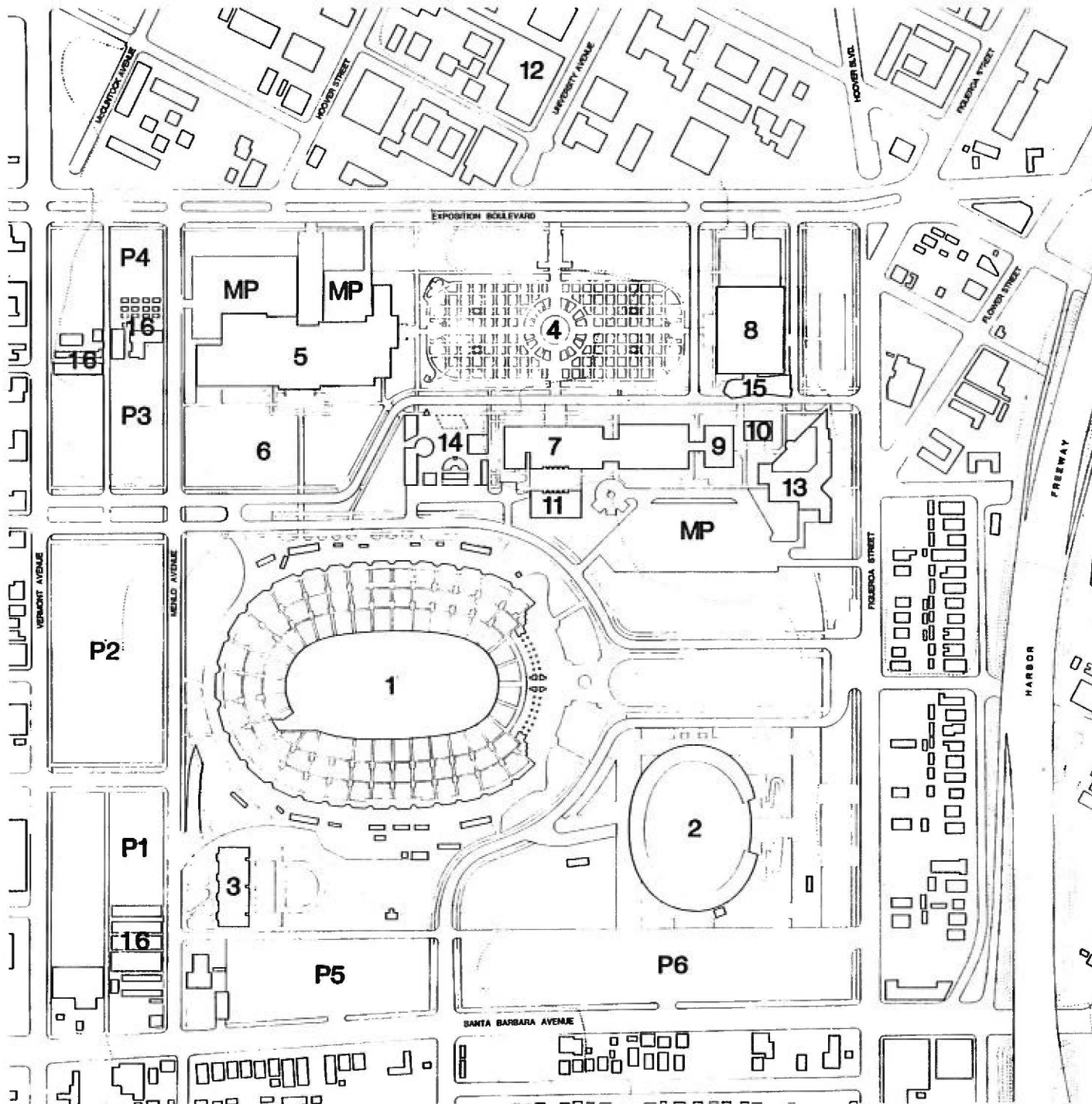
midblock on Figueroa. All are accessible by 90 degree street crossings of the main arterials.

Existing Conditions

- 1 Coliseum
- 2 Sports Arena
- 3 Swimming Stadium
- 4 Rose Garden
- 5 County Museum of Natural History
- 6 Playing Field
- 7 California Museum of Science & Industry
- 8 Armory Building
- 9 Hall of Health
- 10 Kinsey Auditorium
- 11 Hall of Economics and Finance
- 12 University of Southern California
- 13 Afro-American Museum*
- 14 Multicultural Center*
- 15 Space Museum*
- 16 Private Apartments
- P Parking Lot
- MP Museum Parking Lot

* To be completed by June, 1984

Exposition Park



Pedestrian Flow Diagram

- 1 Exposition Park
- 2 Olympic Village
USC
- 3 Swimming Venue
- 4 Coliseum Athletics
- 5 Sports Arena
Boxing



Pedestrian
Movement



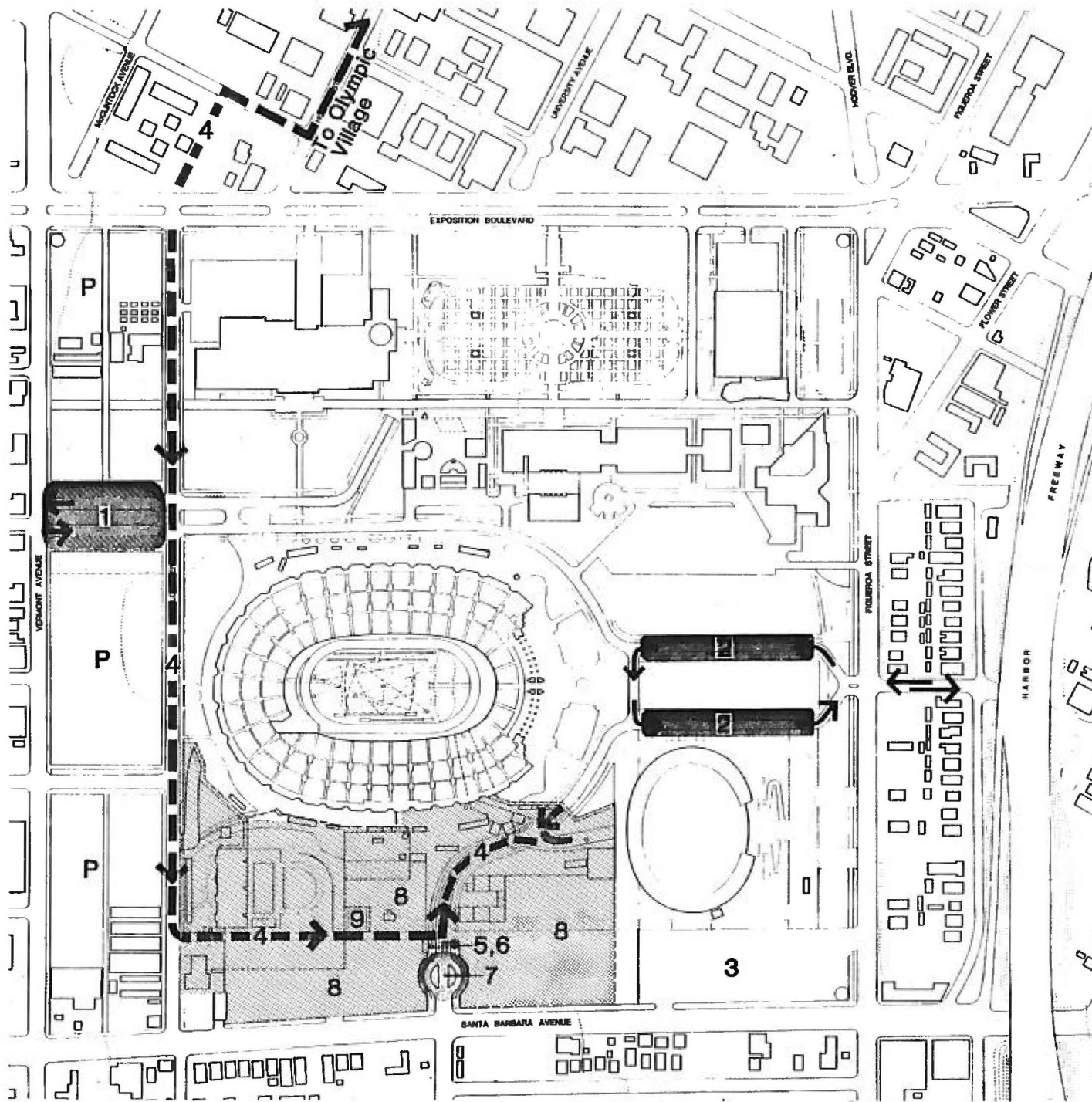
Major Site
Access Points



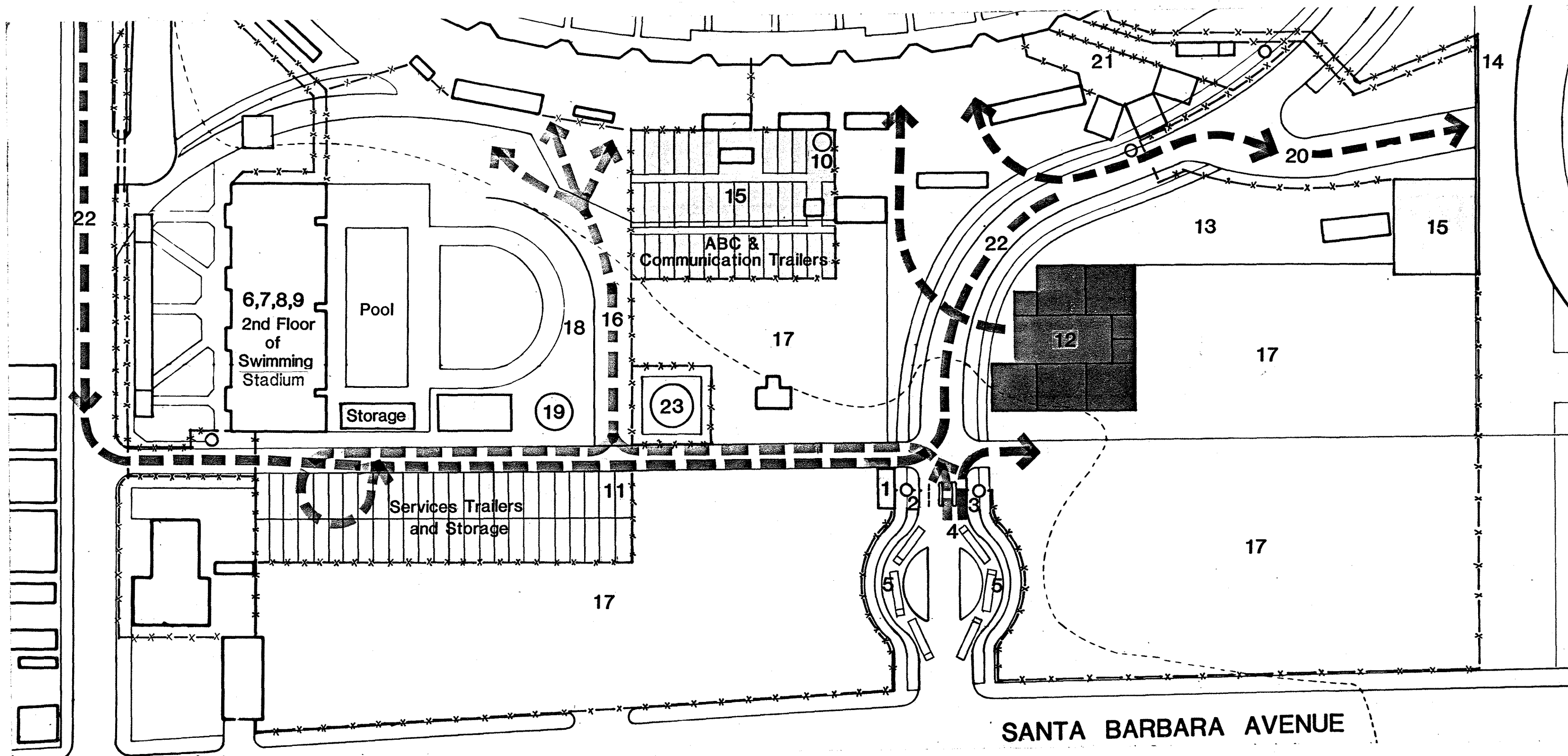
Exposition Park

Transportation Diagram

- 1 Bus Loading Zone (Vermont Avenue)
- 2 Bus Loading Zone (Figueroa)
- 3 Charter Bus Parking 160 Buses Parked in Tandem
- 4 Athlete Shuttle Bus Route
- 5 Service Entrance
- 6 Press and VIP Entrance
- 7 Press and Employee Shuttle Loading Area
- 8 VIP Parking
- 9 Helicopter Landing Area
- 10 Secured Service Area
- P Parking for 2500 Cars



Exposition Park



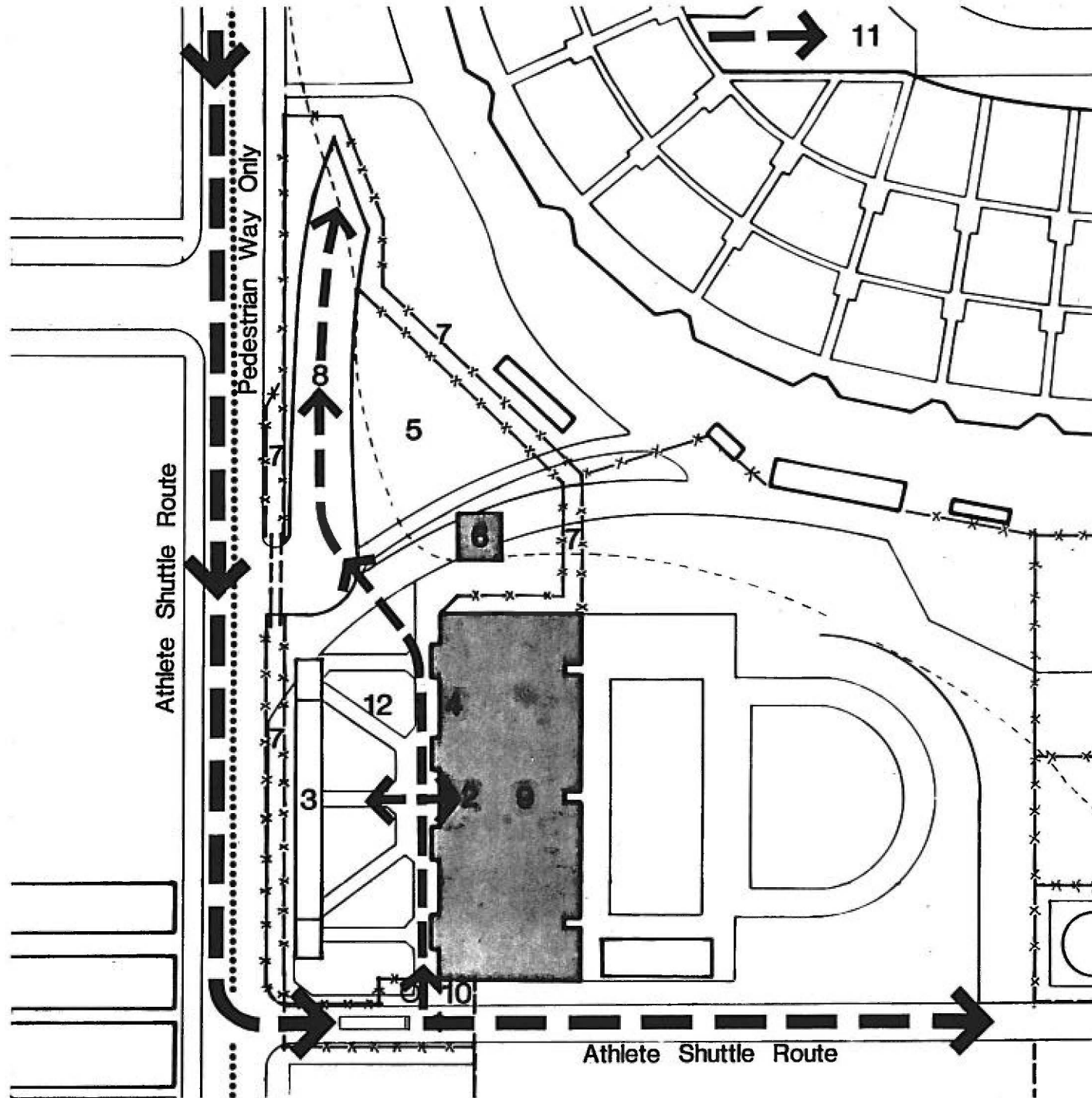
Services Area

- 1 Personnel Office
- 2 Staff Check-In
- 3 Press and VIP Credential Check
- 4 Service and VIP Vehicle Entrance
- 5 Employee and Press Shuttle Loading
- 6 Ceremonies Office
- 7 Competition Support Offices
- 8 Copy Center
- 9 Administration
- 10 Results Production Center
- 11 Uniform Storage
- 12 VIP Hosting
- 13 VIP Lawn Area
- 14 Press Sub-Center
- 15 ABC Compound
- 16 Services Route
- 17 VIP Parking
- 18 Employee Eating Area
- 19 Employee Food Service
- 20 Press Route
- 21 Mixed Zone
- 22 Athletes' Shuttle
- 23 Helicopter Landing Pad

Exposition Park

Athletes Warm Up Area

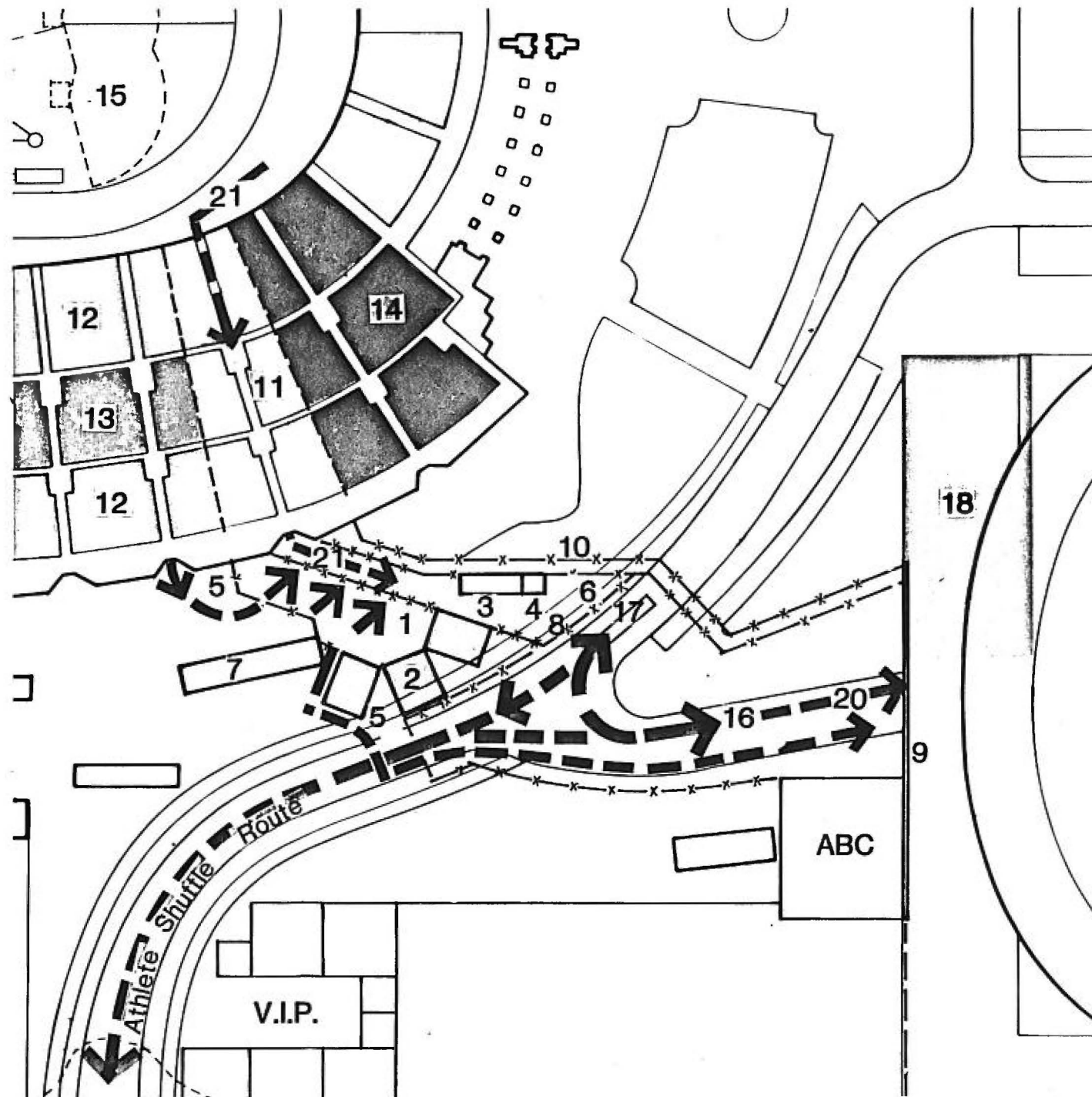
- 1 Athlete Drop Off
- 2 Athlete Control Center
- 3 50M Warm Up Track
- 4 First Aid & Training Room
- 5 Exercise and Meditation
- 6 Equipment Storage and Repair
- 7 Double Security Fence
- 8 Ramp to Field of Play
- 9 Existing Swimming Stadium
- 10 Credential Check
- 11 Field of Play
- 12 Sod over Existing Walkways



Exposition Park

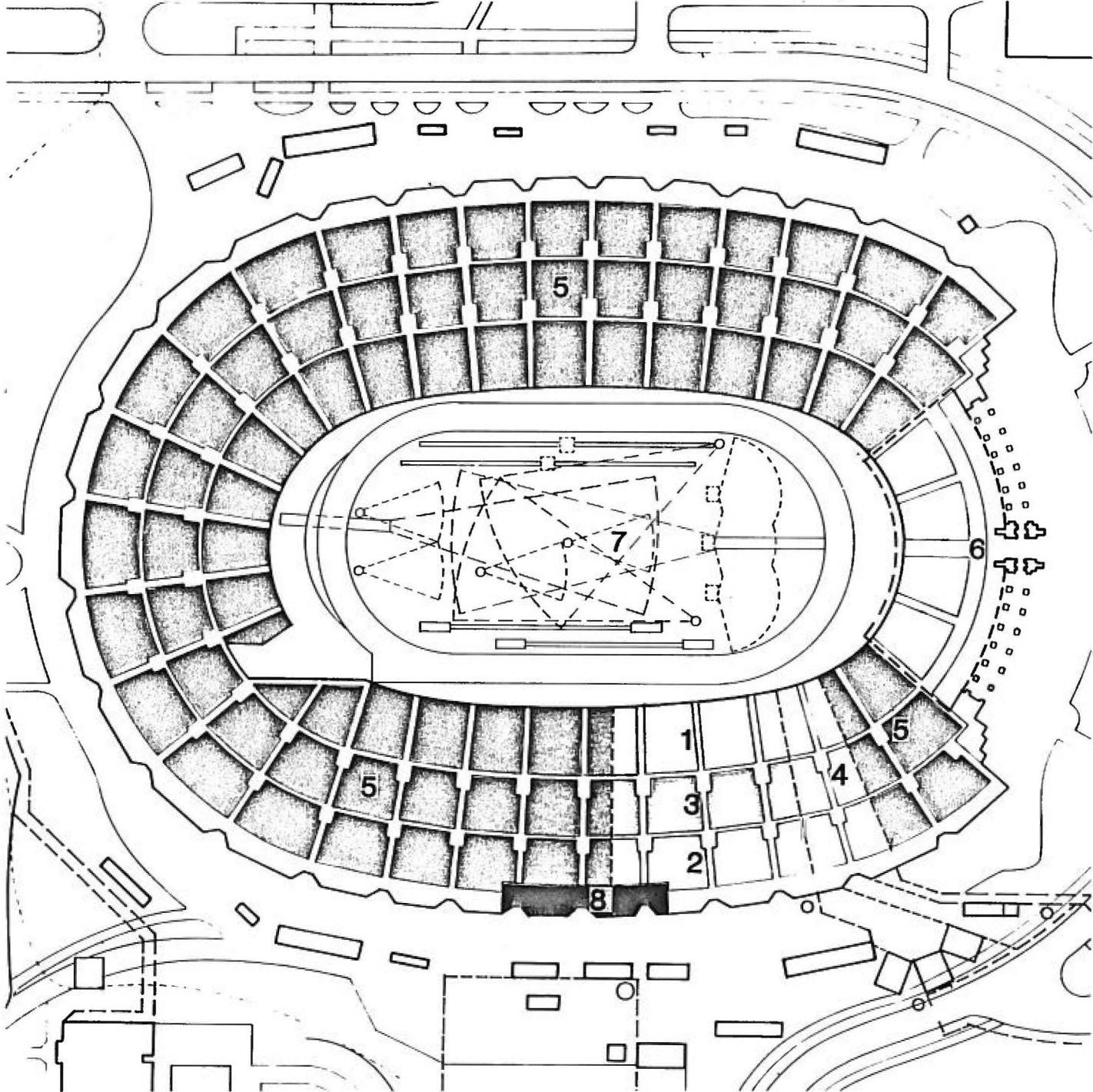
Mixed Zone

- 1 Mixed Zone Press
- 2 Interview Rooms
- 3 Doping Control and Restrooms
- 4 Athlete Refreshments
- 5 Credential Check
- 6 Baggage Check
- 7 Restrooms
- 8 Athlete Lounge
- 9 Solid 15 Foot Security Fence
- 10 Double Security Fence
- 11 Athlete Seats
- 12 Press Seats
- 13 VIP Seats
- 14 Public Seats
- 15 Field of Play
- 16 Boxing Drop and Pickup
- 17 Athletics Pickup
- 18 Press Sub-Center (Basement of Sports Arena)
- 19 Press Route to Sub-Center
- 20 Boxing Athletes' Route
- 21 Athlete Route from Field



Exposition Park

Coliseum Seating



- 1 Press Seating
- 2 Commentator Seating
- 3 VIP Seating
- 4 Athlete Seating
- 5 Public Seating
- 6 Stage
- 7 Field of Play
- 8 Press Box

Exposition Park

Planning Assumptions

The planning is based on the Exposition Park Program Requirements provided by the LAOOC dated September 9, 1982.

The estimates of attendance are based on the Competition Schedule-Central Venue dated October 8, 1982. That schedule provides separate morning and afternoon ticketing. We have assumed that the Coliseum and Sports Arena will be emptied between morning and afternoon sessions for cleaning and stocking.

A. Total Attendance Per Peak Day = 162,800.

Determine the total attendance for one day's event (assuming capacity crowd in both Coliseum and Sports Arena).

1. Personnel on site other than ticketed or non-ticketed spectators.	5,000
2. Non-ticketed spectators	20,000
3. Spectators for morning events	106,000
4. Assume 30% of those attending in afternoon did not attend in morning: $106,000 \times .30 =$	<u>31,800</u>
	162,800

*B. Site Density for Public at Peak Time = 24.4 Sq.Ft./Person

Determine the maximum number of people on grounds designated for public outside of buildings at worst conditions. Use August 8th as a sample day, assume capacity crowd at Coliseum and Sports Arena.

- Coliseum empties 90,000 spectators at 1:15 P.M., 30% (4,800) leave site and 70% (63,000) remain in vicinity for afternoon competition (beginning at 4:00 P.M.). 63,000
- Sports Arena empties 16,000 spectators at 2:30 P.M., 30% (4,800) leave site and 70% (11,200) remain in vicinity for evening competition (beginning at 6:00 P.M.). 11,200
- Assume one half of 5,000 service personnel are in public zone. 2,500
- Assume 20,000 non-ticketed spectators are in public zone. 20,000

* See Population Graph Page

Note: Assume Coliseum gates open one hour prior to events. Assume 27,000 of the 90,000 Coliseum spectators arrive after the gates open and, therefore, have no impact on the site density.

- 5. Assume 8,000 people are either inside museum buildings or off site for lunch at peak period. -8,000
- 6. Total number of people on grounds designated for public between 1:30 P.M. and 3:00 P.M. 88,700
- 7. The open site area designated for public use is 2,708,000 square feet. Reducing that by a factor of 20% to allow for landscaping and miscellaneous obstructions, leaves 2,166,400 ÷ 88,700 = Density = 24.4 Sq.Ft./ Person

Note: Our research revealed that Disneyland's density at peak hours is 12 sq.ft./ person.

C. Vehicular Traffic

This report does not address the ve-

hicular traffic issue. It is a critical problem and is being studied extensively by others.

D. Parking Shortfall = 12,000 spaces

- 1. Los Angeles Department of Transportation estimates a 12,000 parking space shortage for the Coliseum, Sports Arena and Swim Stadium events. 12,000 spaces
- 2. 2,500 spaces will be eliminated from Exposition Park to accommodate service functions. 2,500 spaces
- 3. Attribute 15% of the shortfall to Swim Stadium -2,175
- Total Shortfall ± 12,000

E. Shuttle Bus - 30,000 people to site

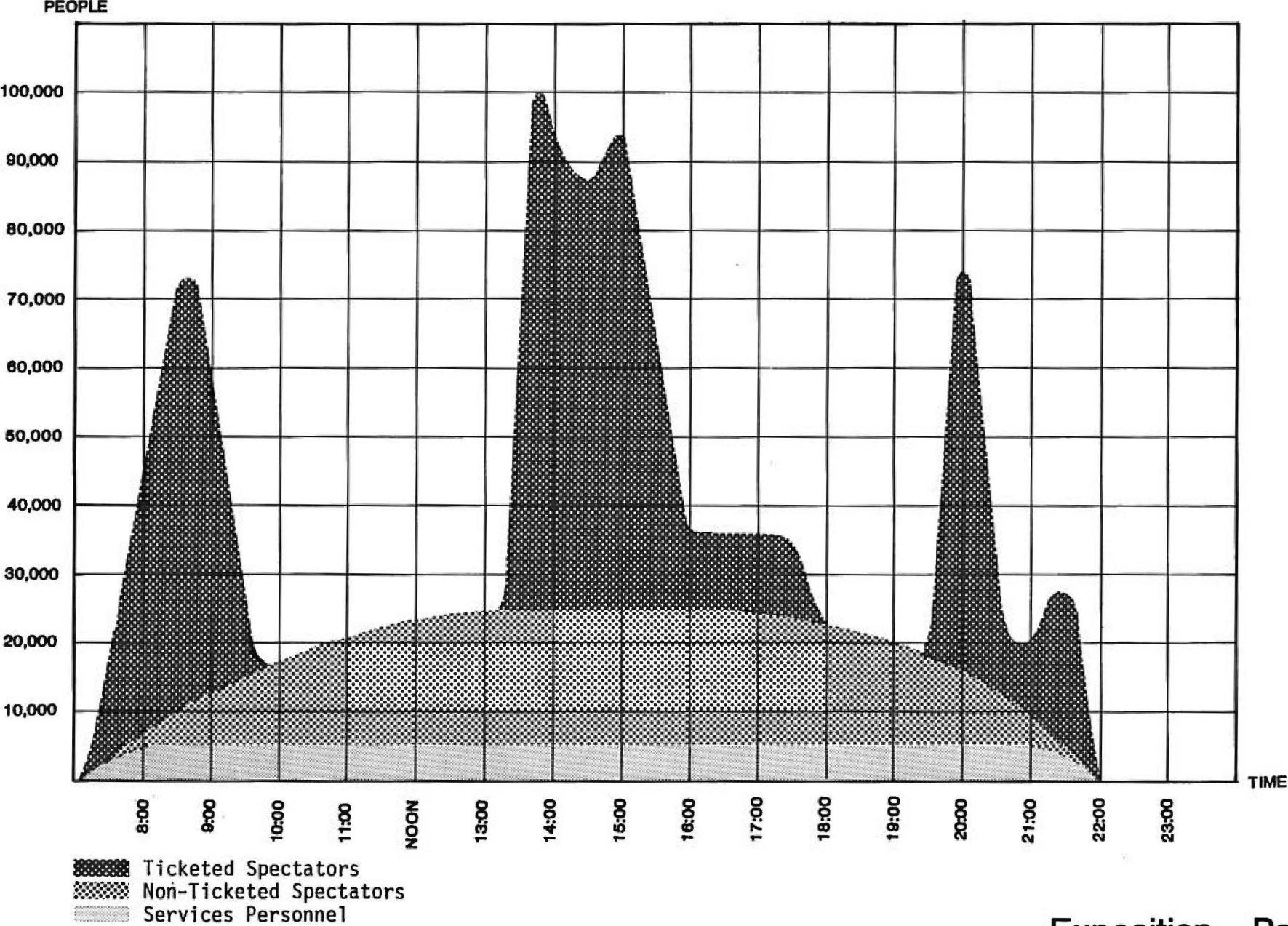
- 1. Assume the 12,000 parking space shortfall will be made up by a Park & Ride System.
2.5 people/car X 12,000 = 30,000
- 2. Assume 60 passengers/bus
30,000 ÷ 60 = 500 Loads

3. Assume 4 trips/bus = 125 buses.

4. Assume two points of bus loading on site in order to disperse the crowd. Provide a minimum of ten loading bays at each bus loading area.

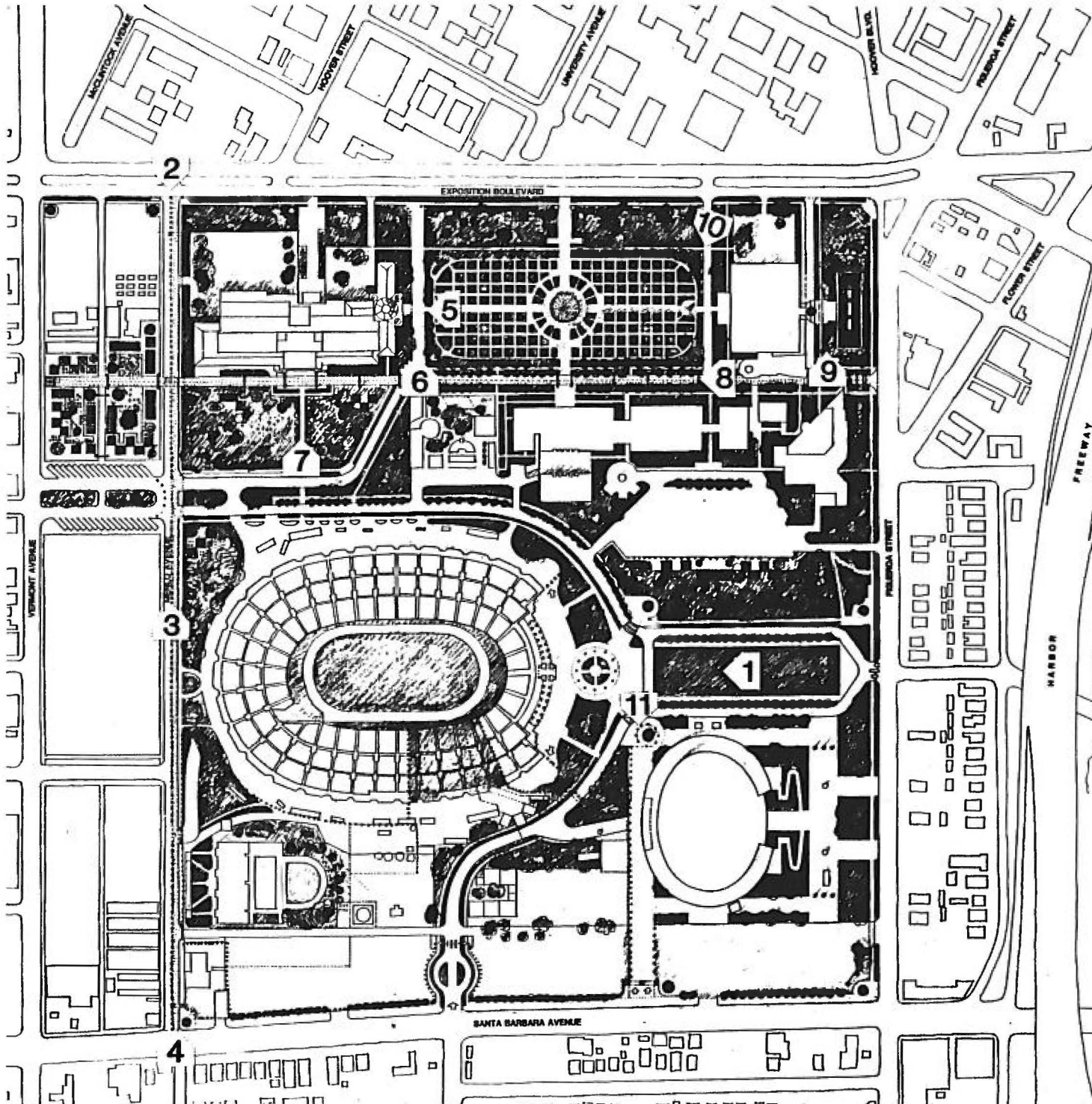
Park Population Graph

Projected for August 8, 1984



Exposition Park

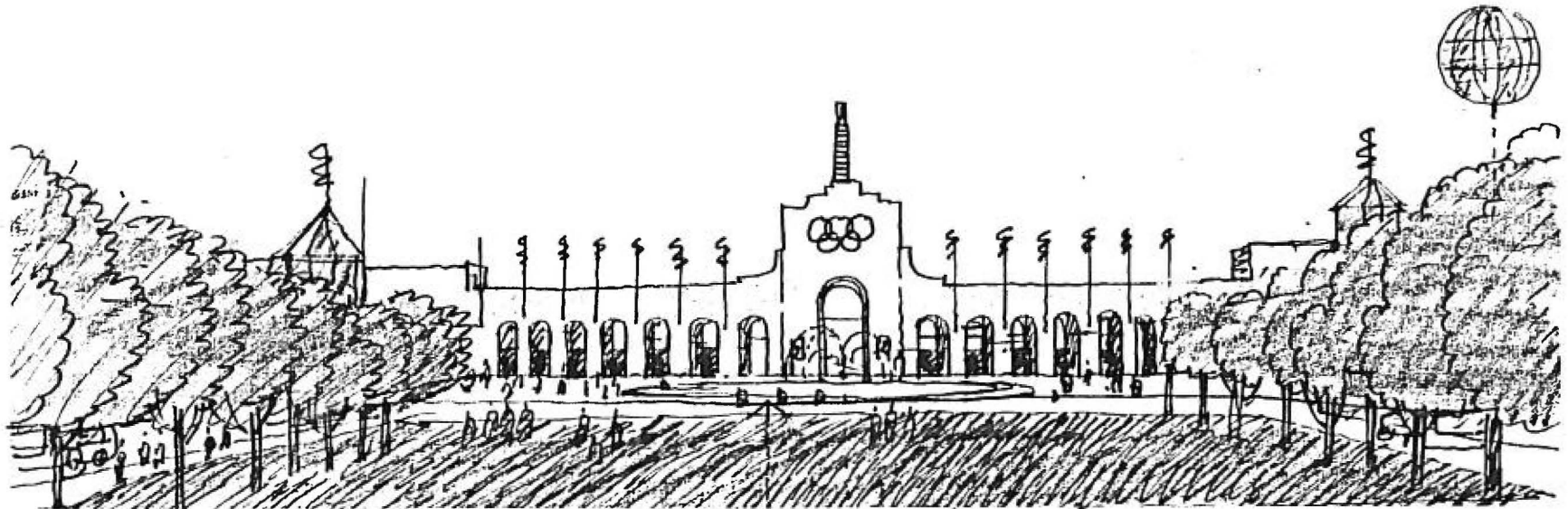
Site Perspectives Viewpoints



- 1 View of Peristyle
- 2 North Entry Menlo Avenue
- 3 Menlo Avenue
- 4 South Entry Menlo Avenue
- 5 East Entrance Natural History Museum
- 6 Natural History Museum Walk
- 7 South Entrance Natural History Museum
- 8 Internal View of State Drive Mall
- 9 North East Corner Open Space
- 10 Rose Garden Corners
- 11 View South from Peristyle Walk



Exposition Park



↑ existing trees remain

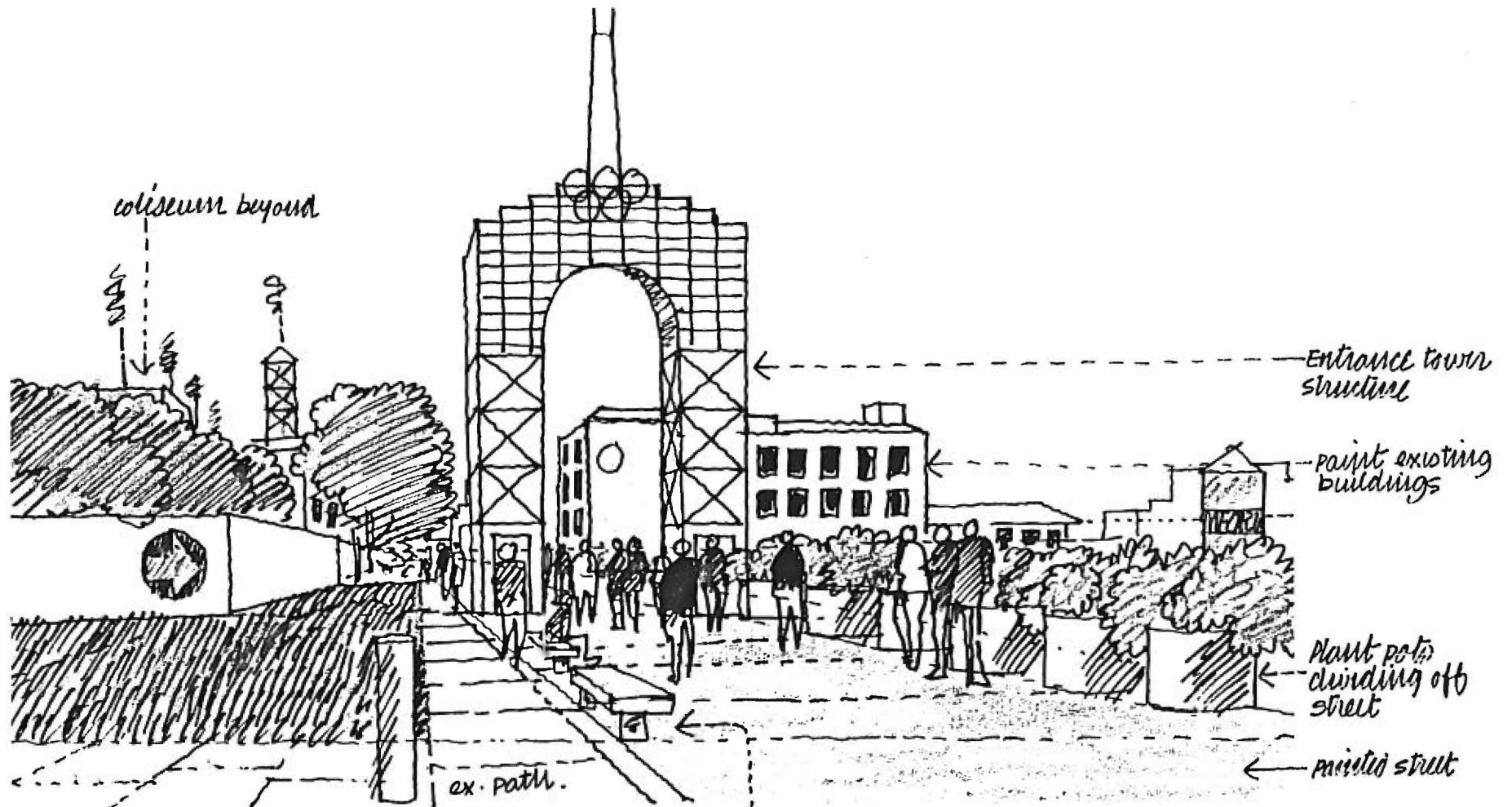
Add water element
Remove planters.

↑
Remove rocks & trees
make good lawn.

View of Peristyle 1

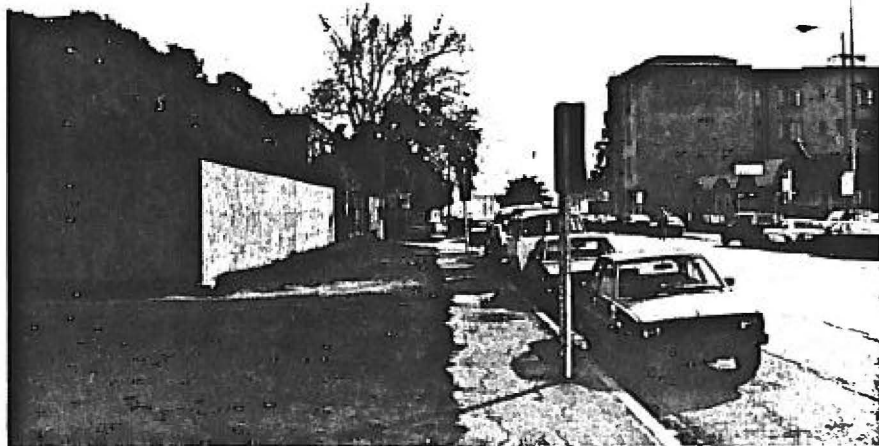


Exposition Park

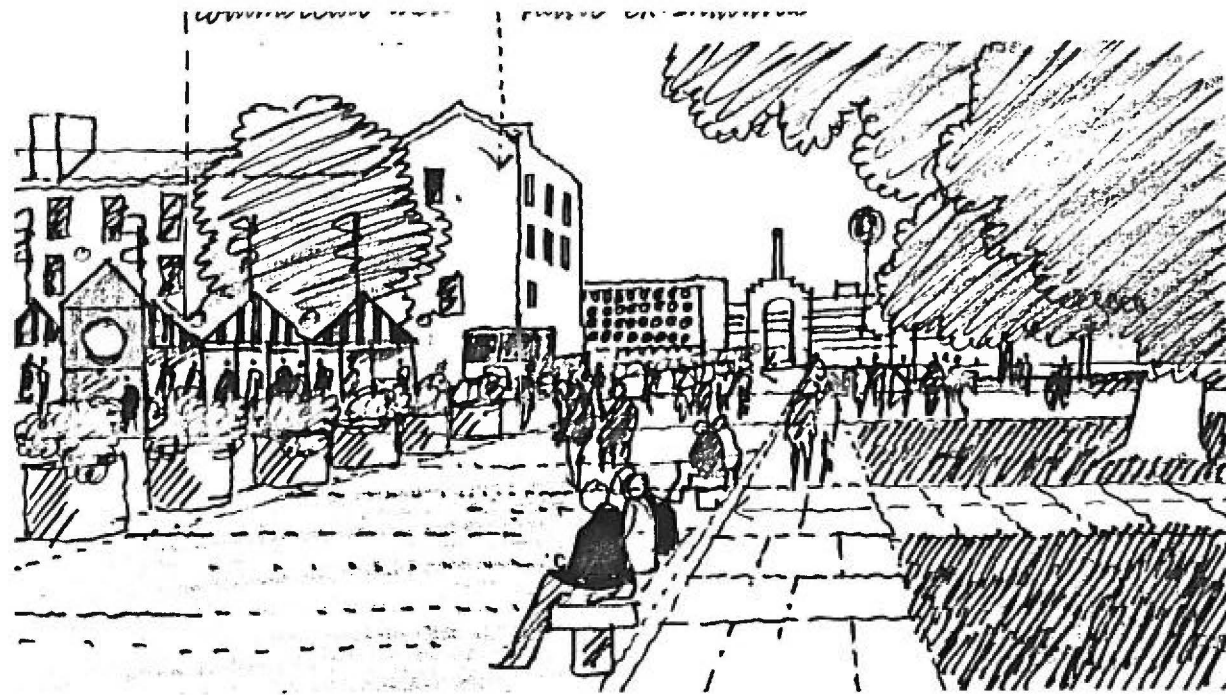


North Entry Menlo Avenue **2**

Bench seating



Exposition Park



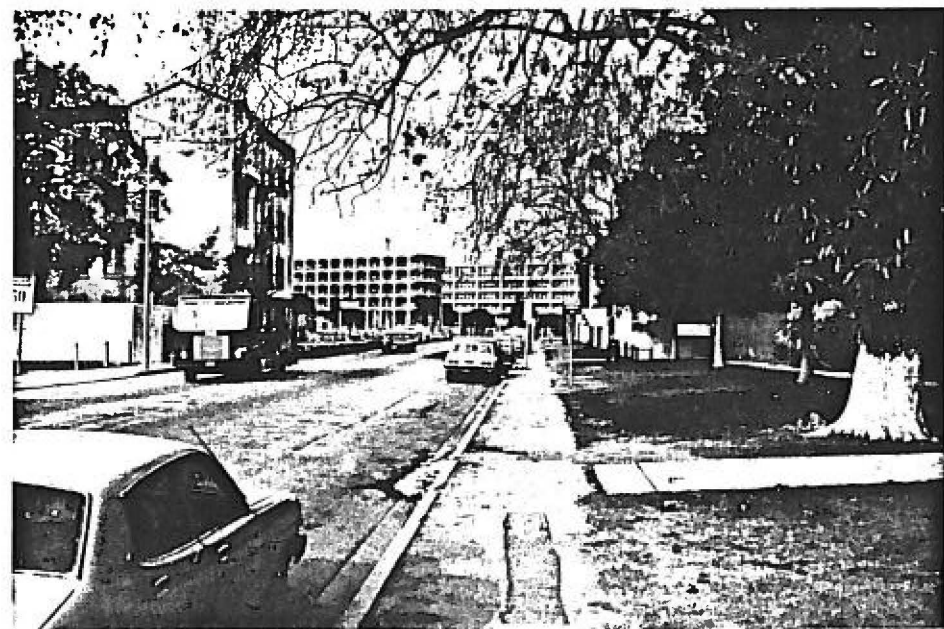
← Existing tree

plant tubs as street divider between pedestrian & vehicular traffic.

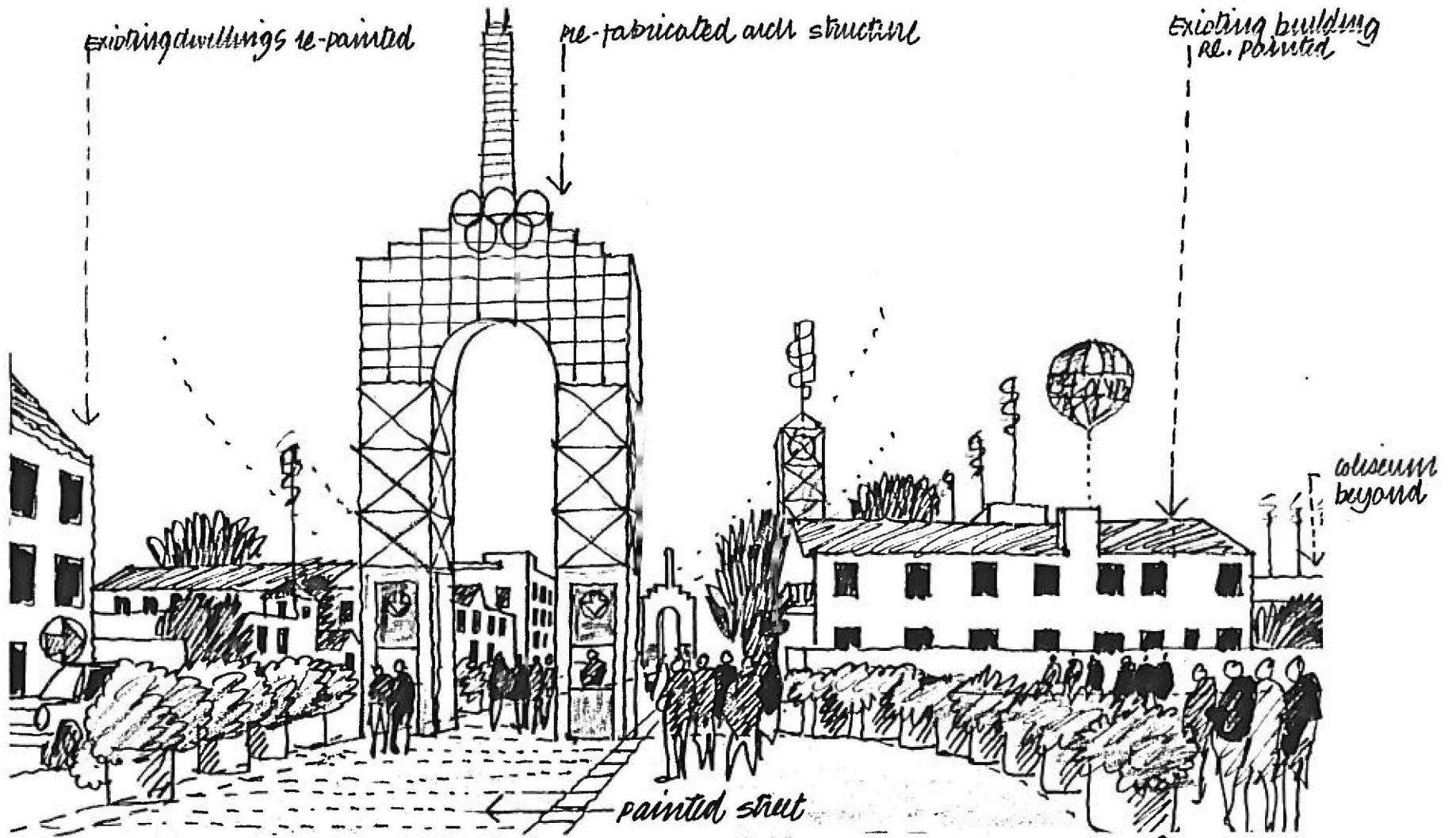
bench seat against existing sidewalk

paint street for pedestrian use

Menlo Avenue **3**



Exposition Park

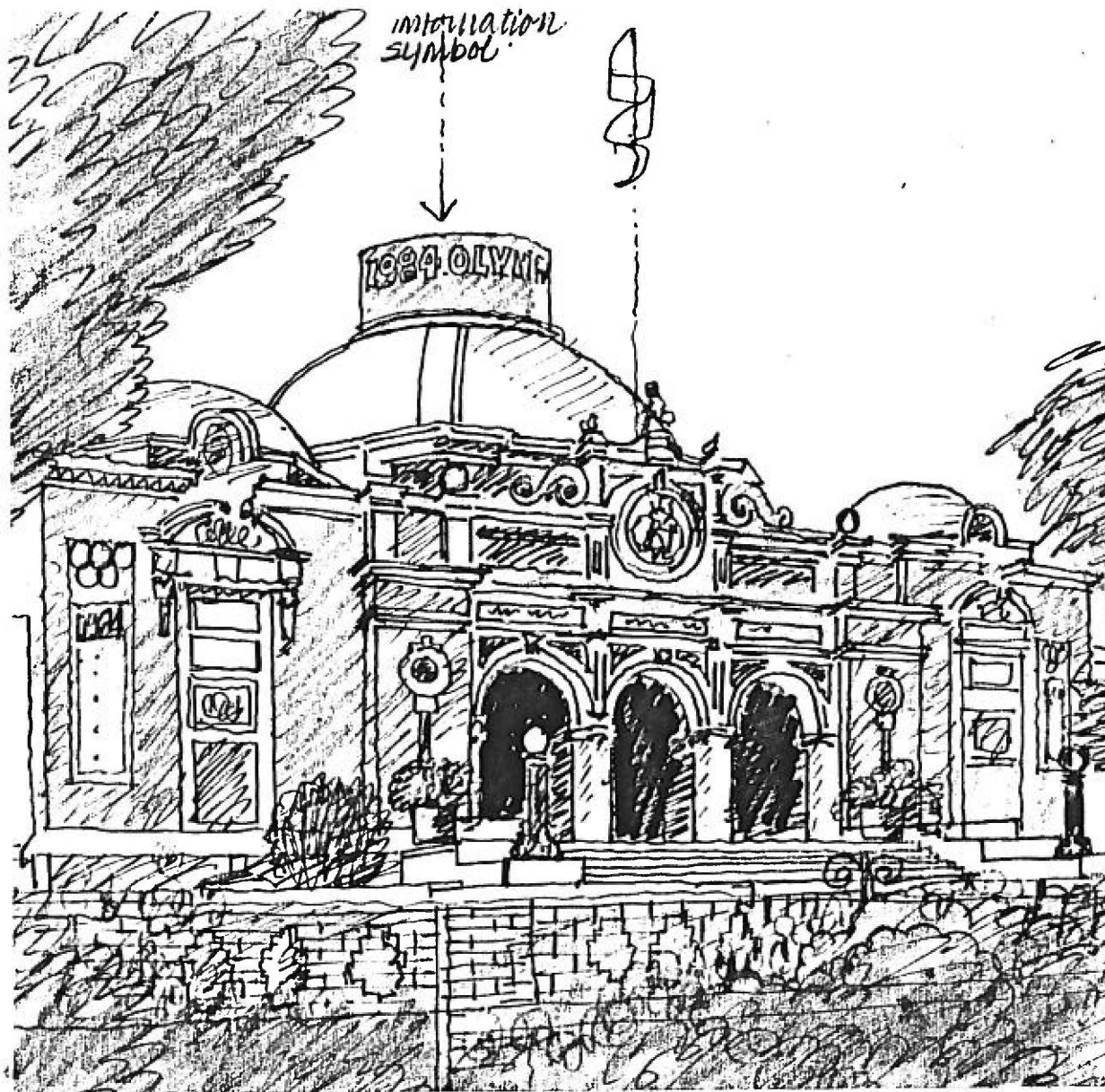


South Entry Menlo Avenue 4



plant tubs
ad barrier

Exposition Park



introduction
symbol

1924 OLYMPIC



Banners, Flower pots,
lights Replacement etc.

Rose garden

East Entrance Natural History Museum **5**

Exposition Park

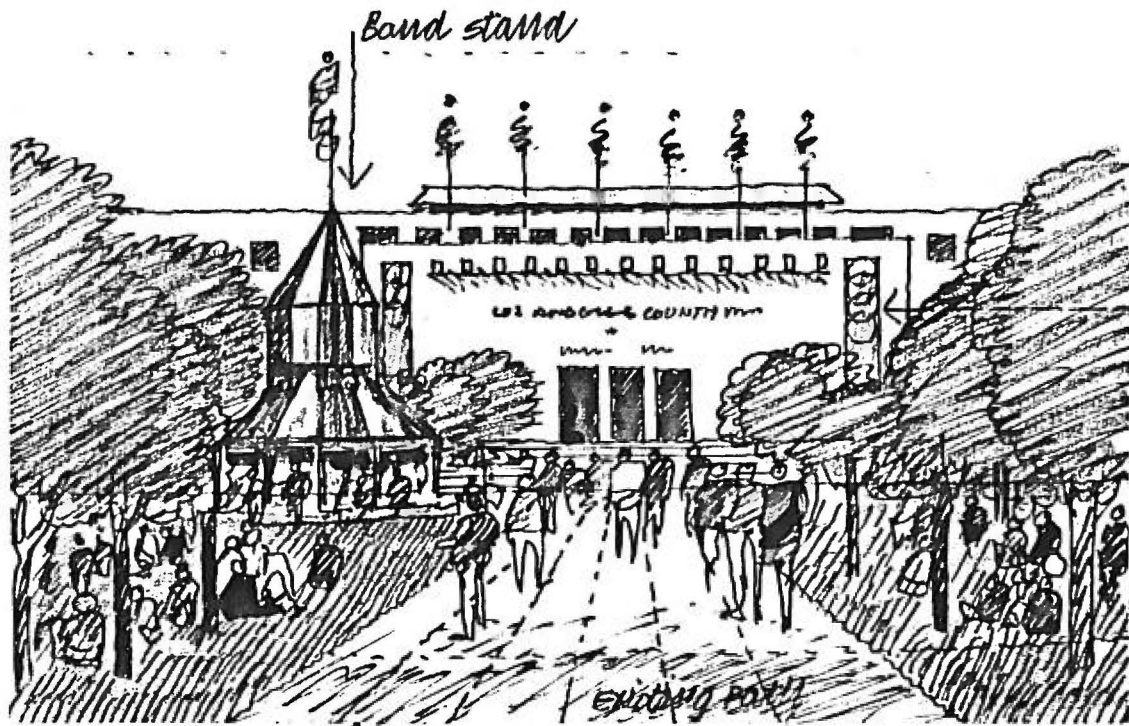


Natural History Museum Walk **6**

Flower pots & bench
seating
replace light standards
wider existing paved
walk



Exposition Park



Existing path ↑

South Entrance Natural History Museum

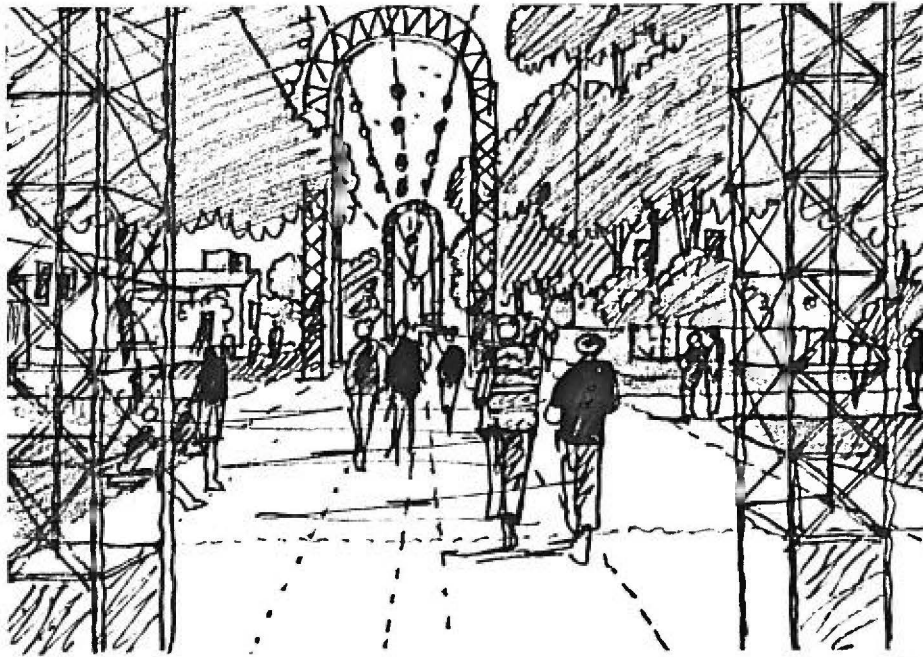
7

Existing building dec.
Banners, Flags
potted flowers etc.

picnic area,



Exposition Park



Internal View of State Drive Mall 8



Exposition Park



tented eating
area, over
existing fenced
space

band stand

picnic area, umbrellas etc.

Northeast Corner Open Space

9



Exposition Park



Rose Garden Corners **10**



plan corners in rose
garden, tables, umbrellas,
music etc.
"Shaded repose"



Exposition Park



View South from Peristyle Walk **11**



Exposition Park



View South from Peristyle Walk **11**



Exposition Park