



DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT

City Planning Commission

Date: January 10, 2019
Time: After 8:30 A.M.
Place: Los Angeles City Council Chamber, Room 340
200 N. Spring Street
Los Angeles, CA 90012

Public Hearing: November 7, 2018
Appeal Status: Appealable to City Council by applicant if disapproved in whole or in part
Expiration Date: March 18, 2019
Multiple Approval: Yes

Case No.: CPC-2018-5152-SN-SP
CEQA No.: ENV-2015-2497-EIR (4th Addendum)
Incidental Cases: N/A
Related Cases: CPC-2015-3477-SP-SN
DIR-2018-2065-SPP
DIR-2018-2076-SPP
Council No.: 9 (Price); 1 (Cedillo)
Plan Area: Southeast Los Angeles; Westlake
Specific Plan: Coliseum District Specific Plan; Coliseum and Soccer Stadium Sign District
Certified NC: Empowerment Congress North Area; South Central; Pico Union
GPLU: Public Facilities; Hybrid Industrial; Commercial Manufacturing
Zone: PF-1; CM-1-CPIO; CM-1-O
Applicant: Jim Bailey
LAFC Sports, LLC
Representative: DJ Moore; Lauren Paul
Latham & Watkins, LLP

PROJECT LOCATION: 3939 S. Figueroa Street, Los Angeles, CA 90037; 3912 S. Grand Avenue, Los Angeles, CA 90037; and 1320 W. 12th Place, Los Angeles, CA 90015

PROPOSED PROJECT: Amendments to the Coliseum Specific Plan and the Coliseum and Soccer Stadium Sign District to expand those plan overlays to include two additional non-contiguous parcels adjacent to the I-110 (Harbor) Freeway and regulate signage therein, with the intent of allowing a freestanding digital sign on each of those two parcels visible from the freeway.

REQUESTED ACTIONS:

1. Pursuant to CEQA Guidelines Sections 15162 and 15164, in consideration of the whole of the administrative record, that the project was assessed in the previously certified Environmental Impact Report, Case No. ENV-2015-2497-EIR, certified on December 18, 2015, and the previously approved First Addendum (September 2015), Errata No. 1 to the First Addendum (March 2016), Second Addendum (May 2017), and Third Addendum (June 2017); and consider the addendum dated October 4, 2018;
2. Pursuant to Los Angeles Municipal Code (LAMC) Section 12.32.E, a Specific Plan Amendment to the Coliseum District Specific Plan; and
3. Pursuant to LAMC Sections 11.5.7 G and 12.32.E, an amendment to the Coliseum and Soccer Stadium Sign District.

RECOMMENDED ACTIONS:


1. **Find**, based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the previously certified Environmental Impact Report, Case No. ENV-2015-2497-EIR, certified on December 18, 2015 and the previously approved First Addendum (September 2015), Errata No. 1 to the First Addendum (March 2016), Second Addendum (May 2017), Third Addendum (June 2017), and Fourth Addendum (October 4, 2018); and pursuant to CEQA Guidelines 15162 and 15164, that no major revisions are required to the EIR and no subsequent EIR is required for approval of the project;
2. **Recommend** that the City Council approve an amendment to the Coliseum District Specific Plan;
3. **Recommend** that the City Council approve an amendment to the Coliseum and Soccer Stadium Sign District;
4. **Recommend** that the City Council adopt the attached Findings;

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Director of Planning

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PROJECT ANALYSIS

Council Motion

At the Planning and Land Use Management Committee meeting on May 1, 2018, Councilmember Curren D. Price, Jr. presented a motion, seconded by Councilmember Gilbert A. Cedillo, instructing the City Planning Department to initiate all necessary updates and amendments to the Coliseum District Specific Plan (Specific Plan) and Coliseum and Soccer Stadium Sign District (Sign District) to permit the addition of digital freeway signs as is appropriate for a Major League Soccer stadium, and include locations that are not contiguous with the stadium site, and are visible when approaching freeway off-ramps to access the stadium. The motion further included instructions to process and coordinate review of any needed updates and amendments to the Specific Plan and Sign District, to work with the Los Angeles Football Club (LAFC) to prepare the necessary land use documents, and to process the project application and all necessary land use and environmental documents in an expedited manner.

The Chief Legislative Analyst (CLA) read into the record a clarification that the amendments in the motion related to existing land use ordinances and stated that the stadium was already built. After an opportunity for public comment, the Committee recommended to approve the motion with the clarification by the CLA. On May 9, 2018, the City Council adopted the motion by a 10–0 vote, with five absences.

Project Summary

The Los Angeles Football Club (LAFC) proposes two freeway signs for its Major League Soccer (MLS) stadium and entertainment venue, which is located within the cultural and event center of Exposition Park. The two freeway signs would be visible from freeway off-ramps used to access the stadium, consistent with existing allowances under California's Outdoor Advertising Act (California Business & Professions Code Section 5200, et seq.). The two freeway signs would include both static and digital components, and would be located adjacent to the 110 Freeway, with one freeway sign located at 3912 South Grand Avenue (APNs 5122-046-028, 5122-046-029, 5122-046-030; referred to herein as the Grand Avenue Sign on the Grand Avenue Site) and a second freeway sign located at 1320 West 12th Place (portion of APN 5137-031-029; referred to herein as the 12th Place Sign on the 12th Place Site). Site plans for the two signage sites are provided in Figures 1 and 2 on pages A-3 and A-4.

The existing Coliseum District Specific Plan (Specific Plan), which was last amended and approved in 2017, and Coliseum and Soccer Stadium Sign District (Sign District), which was approved in 2016, expressly recognize that at a future date, locations for freeway signs located on non-contiguous parcels within any zone may be added to the Specific Plan and Sign District. The freeway signs, described further below, are a component of the comprehensive signage program for the MLS stadium identified in the approved Specific Plan and Sign District that includes naming and sponsorship rights, consistent with a state-of-the-art stadium and entertainment venue. The MLS stadium opened for LAFC's first home game in April 2018.

Background

The Project Site consists of the existing Specific Plan and Sign District area in Exposition Park, along with two non-contiguous parcels adjacent to the Harbor Freeway (Interstate 110/State Route 110), which are proposed to be added to the Specific Plan and Sign District for the purpose of building two electronic message signs for the LAFC stadium, known as Banc of California Stadium, visible from the freeway. The two freeway signs would include both static and digital

components and would be located adjacent to the 110 Freeway, with one freeway sign located at 3912 South Grand Avenue and a second freeway sign located at 1320 West 12th Place.

As the proposed Project would be an amendment to the existing Specific Plan and Sign District, the area within the existing boundaries of the Specific Plan and Sign District is also considered part of the Project Site, even though the construction proposed by the Project is limited to the two signs on the non-contiguous parcels to be added to the Specific Plan and Sign District. This existing area is comprised of Exposition Park, including the Los Angeles Memorial Coliseum, Banc of California Stadium, museums such as the California Science Center, other cultural and athletic facilities, and support facilities including surface parking lots.

The Grand Avenue Site is located within the Southeast Los Angeles Community Plan Area, with a land use designation of Hybrid Industrial, and a zoning designation of CM-1-CPIO (Commercial Manufacturing Zone, Community Plan Implementation Overlay). The 12th Place Site is located within the Westlake Community Plan Area, which designates the site for Commercial Manufacturing. The 12th Place Site is zoned CM-1-O, Commercial Manufacturing Zone with an Oil Drilling supplemental use district. The Exposition Park site, where the Specific Plan and Sign District currently apply, is located within the South Los Angeles Community Plan Area. The Exposition Park site is designated as Public Facilities, with the zoning designation PF-1.

See Figure 1 below for the Grand Avenue and the 12th Place Site plans.

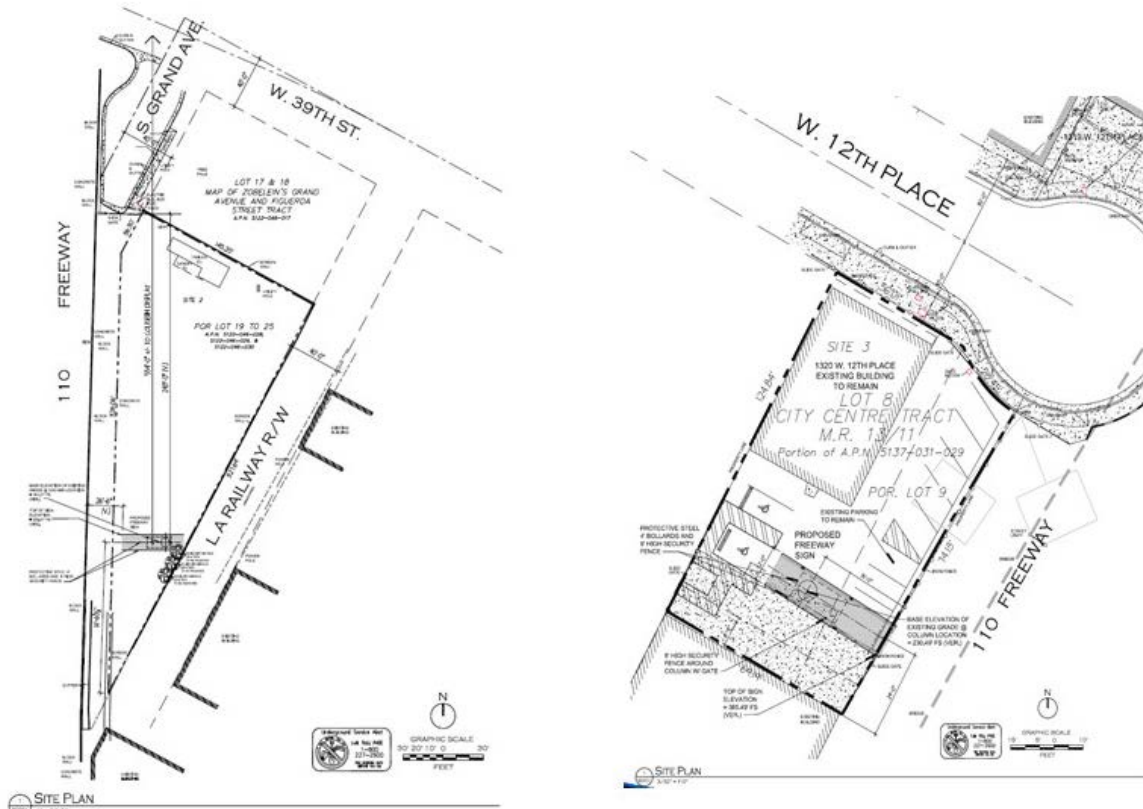


Figure 1. Proposed Grand Avenue and 12th Place Site Plan

The Grand Avenue Site does not currently have any structures on it, and is used for storage. The 12th Place Site has a small commercial building, but that would remain under the Project, as the area where the proposed sign would be built is currently occupied only by a surface parking lot. The Exposition Park site is developed with a mix of athletic and cultural venues and ancillary facilities, and would not be altered by the Project. The only changes proposed to the Exposition

Park site are decreases in the allowed sign area for the Soccer Stadium Zone and South Parking Lot Zone. These decreases represent the deletion of several signs which have not been constructed and the reallocation of an equal amount of sign area to the Freeway Zone for the two digital signs proposed in this Project. Accordingly, this Recommendation Report will focus on the Grand Avenue Site and 12th Place Site, where the digital signs are proposed to be built.

Adjacent Land Uses

Grand Avenue Site: Interstate 110, the Harbor Freeway, is immediately west of the Grand Avenue Site, save for a small portion of Grand Avenue used to access the site via its northwest corner. North of the Site is a single-story apartment building. The southeastern boundary of the Grand Avenue Site fronts along an alley that has been converted to a parking lot; across the parking lot is a mix of single-family homes, apartment buildings, and manufacturing uses. These surrounding uses are all designated as Hybrid Industrial in the Southeast Los Angeles Community Plan, and have the zoning designation CM-1-CPIO.

12th Place Site: State Route 110, the Harbor Freeway, is immediately east of the 12th Place Site. The Los Angeles Convention Center lies immediately east of the freeway. On the north side of 12th Place, across from the Site, is an eight-unit bungalow courtyard apartment complex at 1321 through 1323 $\frac{3}{4}$ 12th Place. Other adjacent uses are all commercial or light manufacturing, although approximately 220 feet northwest of the Site is the Crescent Court Apartments public housing complex, which is designated Highway Oriented Commercial in the Westlake Community Plan and zoned CR-1 and C2-1. Other adjacent uses, including the bungalow courtyard apartments, are designated Commercial Manufacturing and zoned CM-1-O and CM-1.

Streets and Circulation

Grand Avenue Site:

Grand Avenue is a north-south street designated Avenue II under the Mobility Plan 2035 in the Project vicinity, adjacent to the northwest corner of the Grand Avenue Site and providing access to the site. Grand Avenue terminates adjacent to the Grand Avenue Site where it meets the 110 (Harbor) Freeway and heads north into downtown Los Angeles and Chinatown. Near the Project Site, Grand Avenue is dedicated to a width of an 80-foot right-of-way with a 12-foot sidewalk and parkway on the east side. As Grand Avenue meets the Harbor Freeway at an angle, the width of the street narrows to a point.

39th Street is an east-west street designated Avenue II under the Mobility Plan 2035 in the Project vicinity, 100 feet north of the Grand Avenue Site. 39th Street continues under the Harbor Freeway via an underpass, and has an onramp to the Fastpass-restricted southbound lanes and an off-ramp from the Fastpass-restricted northbound lanes of I-110 near the Project site, between the northbound and southbound lanes of the freeway. 39th Street is constructed to a 56-foot roadway width in an 80-foot right-of-way, with 12 feet of sidewalk and space for tree planters on each side.

Interstate 110, the Harbor Freeway, is a north-south limited-access highway located immediately west of the Grand Avenue Site. In the Project vicinity, the Harbor Freeway has five lanes of general travel in both directions, as well as two express lanes in each direction limited to Fastpass users. Nearby northbound onramps are located at Martin Luther King, Jr. Boulevard and Exposition Boulevard/Hope Street, and southbound onramps are located at 37th Street, Martin Luther King, Jr. Boulevard, and, for the Fastpass-restricted lanes, 39th Street. Nearby northbound offramps from the freeway in the Project vicinity are located at Martin Luther King, Jr. Boulevard, 37th Street, and, for the Fastpass-restricted lanes, 39th Street. Nearby southbound offramps are found at Exposition Boulevard and Martin Luther King, Jr. Boulevard.

12th Place Site:

12th Place is an east-west street designated a Local Street located immediately north of and providing access to the 12th Place Site. In the Project vicinity, 12th Place has a 60-foot-wide right-of-way with a 40-foot roadway and 10-foot sidewalks on either side of the street. 12th Place terminates at the 110 (Harbor) Freeway adjacent to the 12th Place Site.

Albany Street is a north-south street located west of the 12th Place Site. Albany Street is designated a Collector street and has a 60-foot-wide right-of-way which has been constructed with a 40-foot roadway and 10-foot sidewalks on either side of the street.

State Route 110, the Harbor Freeway, is a north-south limited-access highway located immediately to the east of the 12th Place Site. In the Project vicinity, the Harbor Freeway has five lanes of northbound through travel, three lanes of southbound through travel, a 3-lane southbound transition ramp providing access to the 10 (Santa Monica) Freeway, and a 1-lane on-ramp providing southbound access to the freeway from 11th Street. Other nearby southbound on-ramps are located at 8th Street, the 10 Freeway, and Washington Boulevard. Nearby northbound on-ramps are located at 18th Street, the 10 Freeway, and 11th Street/Chick Hearn Court. Nearby southbound off-ramps from the Harbor Freeway are located at Blaine Street/Connecticut Street, 18th Street, and the 10 Freeway. Nearby northbound off-ramps from the Harbor Freeway are located at the 10 Freeway, Pico Boulevard/L.A. Live Way, and James M. Wood Boulevard/9th Street. The Harbor Freeway maintains its state route number of 110 throughout its length, but is designated as an Interstate highway only south of Interstate 10, the Santa Monica Freeway. State Route 110 continues to the north past downtown, changing names to the Arroyo Seco Parkway at the interchange with the 101 (Hollywood/Santa Ana) Freeway.

Persons would not generally access the electronic signs or use the Grand Avenue or 12th Place Sites except for occasional maintenance or service work. As such, pedestrian, bicycle, and vehicular access and circulation is not of particular importance for the Proposed Project.

On-Site Related Cases

Case No. CPC-2016-4121-GPA-ZC-SP-SPP: On May 18, 2017, the City Planning Commission recommended approval of multiple entitlements for the construction of the 5-story, 299,717-square-foot Lucas Museum in Exposition Park. The City Council approved this project on June 27, 2017 and Ordinance 185,035 became effective on August 14, 2017.

Case No. CPC-2016-4382-SP: On January 26, 2017, the City Planning Commission recommended that the City Council adopt an amendment to the Coliseum District Specific Plan to allow the renovation of the Memorial Coliseum. The City Council adopted the amendment on June 28, 2017, and Ordinance No. 185,042 became effective on August 14, 2017.

Case No. CPC-2016-3632-DA: This was a concurrent case with CPC-2016-4382-SP requesting approval of a Development Agreement for the provision of community benefits with a combined value of \$2,500,000, for a term of 10 years; this was approved by the City Planning Commission on January 26, 2017.

Case No. DIR-2016-4737-SPP: On December 22, 2016, the Director of Planning approved a Director's Administrative Clearance to allow the construction of a new two-story, 18,228 square-foot warehouse/office building within the yard area; the removal of two existing video boards (scoreboards) from the Peristyle and installation of two new video boards in the East End Zone; the removal of one existing game clock from the Center Peristyle and installation of one new game clock in the same location; and the installation of two new signs, one below the existing clock and one below the existing thermometer.

Case No. DIR-2015-2496-SPP-DD: On June 21, 2016, the Director approved demolition of the Sports Arena, construction of the Soccer Stadium, and alcohol uses, consistent with the Coliseum District Specific Plan. This was a concurrent case with CPC-2015-3477-SP-SN.

Case No. CPC-2015-3477-SP-SN: On December 18, 2015, the City Planning Commission recommended that the City Council adopt an amendment to the Coliseum District Specific Plan and the establishment of a Supplemental Use Sign District to facilitate the demolition of the Sports Arena and the construction of the LAFC. The City Council adopted the Specific Plan Amendment and Sign District on May 6, 2016. Ordinance Nos. 184,289 and 184,290 became effective on June 21, 2016.

Council File No. 09-0905: On June 24, 2009, the City Council effectuated an Amendment to the Coliseum District Specific Plan, including regulatory controls related to On-site alcohol consumption, parking, signage and construction upgrades. Ordinance No. 180,768 became effective August 16, 2009.

Case No. CPC-2006-3082-SP-DA: On May 17, 2006, the City Planning Commission approved the establishment of the Coliseum District Specific Plan, including regulations related to land use, design requirements, on-site alcohol consumption, parking and signage, and the Development Agreement between the City of Los Angeles and the Los Angeles Memorial Coliseum Commission. Ordinance No. 177,558 establishing the Coliseum District Specific Plan became effective June 15, 2006. On August 1, 2006, the City Council approved Ordinance No. 177,840 authorizing execution of a Development Agreement by and between the City of Los Angeles and the Los Angeles Memorial Coliseum Commission.

Off-Site Relevant Cases

There are no relevant off-site cases.

Project Analysis

Sign District

When the Coliseum and Soccer Stadium Sign District was originally approved by the City Council on May 6, 2016, it anticipated the later inclusion of new Stadium Freeway Signs. The Outdoor Advertising Act, in Cal. Business & Professions Code Section 5272, creates a framework for allowing such signs to advertise arenas from positions near freeways not contiguous with the arenas themselves, governed by local regulations on size, brightness, hours of operation, etc., such as through a Sign District. The Coliseum and Soccer Stadium Sign District follows that framework in adding non-contiguous parcels to the Sign District for Stadium Freeway Signs.

Section 8.E.5 of the Sign District creates a "Freeway Zone" for up to three Stadium Freeway Signs in addition to the Existing Major Site Sign to be located on "up to three other non-contiguous parcels." At the time of the establishment of the Sign District, the only non-contiguous parcel included was the site at 3843 Grand Avenue housing the Existing Major Site Sign for the Coliseum. As the Outdoor Advertising Act allows for two Stadium Freeway Signs per major venue, the signs proposed on the 12th Place Site and the Grand Avenue Site would advertise the LAFC Soccer Stadium, the Existing Major Site Sign would advertise the Coliseum, and there could potentially be another sign in the future for the Coliseum. That fourth future sign, however, would have to be approved under a future project and Sign District Amendment, and no application has been submitted for such an additional sign.

The Proposed Project amends the Sign District to include two non-contiguous parcels for Stadium Freeway Signs and also establishes regulations on the signage consistent with and complementary to the existing Sign District and environmental review. Detailed review and final approval for the construction of the signs would subsequently be authorized under a Director's level review under the related cases DIR-2018-2065-SPP and DIR-2018-2076-SPP, evaluating the proposed signs' consistency with the regulations of the Sign District and Specific Plan as amended herein.

The two proposed signs are identical in design, each 135 feet tall and incorporating 4,642 square feet of digital display area and 3,260 square feet of static elements, resulting in 7,902 square feet of sign area per Stadium Freeway Sign, and a combined total of 15,804 square feet of signage for the two signs. A rendering of the proposed sign design is seen in Figure 2 although this particular design would not be required by the Sign District; for the purposes of the amendments to the Sign District and Specific Plan it is merely illustrative of what would be allowed under the proposed regulations.

The current Sign District establishes a Total Sign Area available for Signs in the District to be 77,175 square feet, with certain signs excluded from the total. This Total Sign Area is further subdivided into several Sign Zones, each of which is allocated a defined Zone Sign Area, except for the Freeway Zone, within which the Existing Major Site Sign for the Coliseum and up to three additional Stadium Freeway Signs do not count against the Total Sign Area. The amendment to the Sign District proposed with this Project maintains the 77,175 square feet of Total Sign Area, but establishes a maximum Sign Area for the two proposed Stadium Freeway Signs of 15,805 square feet. An equal sign area of 15,805 square feet is correspondingly reduced from the allowable Sign Area within the Exposition Park site, specifically within the Soccer Stadium Zone and South Parking Lot Zone. Thus, the Zone Sign Area within the Soccer Stadium Zone is reduced from 37,500 square feet to 23,195 square feet and the Zone Sign Area within the South Parking Lot Zone is reduced from 7,000 square feet to 5,500 square feet. In this way the Proposed Project does not increase the total amount of allowed signage, reallocating sign area originally approved for the Exposition Park site and moving it to the Grand Avenue Site and 12th Place Site. See Table 1 for a summary of this.

Sign Zone	Existing Allowed Sign Area (square feet)	Proposed Allowed Sign Area (square feet)
Soccer Stadium Zone	37,500	23,195
South Parking Lot Zone	7,000	5,500
Freeway Zone: Grand Avenue Site and 12 th Place Site (combined)	N/A	15,805
<i>Subtotal for Soccer Stadium-Related Uses</i>	44,500	44,500
Primary Stadium (Coliseum) Zone	24,000	24,000
Secondary Stadium (Coliseum) Zone	10,000	10,000
Freeway Zone: Existing Coliseum Sign and potential future site(s)	Not limited	Not limited
<i>Total Sign Area, notwithstanding totals of separate Zone Sign Areas</i>	77,175	77,175

Table 1, Existing and Proposed Sign Area

Large digital signs such as these are designed to be visible from the freeway, but have certain regulations to ensure that they do not create driving hazards or annoyances to the occupants of other nearby properties. A refresh rate for the images on the digital displays of eight seconds is proposed, consistent with Caltrans recommendations and other area freeway signage. Furthermore, the two Stadium Freeway Signs and the Existing Major Site Sign are required in the proposed Amendment to the Sign District to synchronize their image refreshing, so that all signs that refresh do so at the same time, or observe an eight-second delay before allowing another image to refresh. The Sign District also requires the Applicant to engage in good-faith discussion with the owners or operators of similar signs to coordinate the refresh rates of all digital signs visible from the 110 Freeway. Between the eight-second refresh periods, the images on the signs are required to remain static and not be animated in any way.

The federal spacing requirement of 500 feet between digital signs is also maintained. Illuminance shall not exceed 0.3 foot-candles above ambient illuminance, and the signs are required to gradually transition to a nighttime brightness of no greater than 300 candelas per square meter. These requirements keep the light from the signs within a safe and comfortable range for freeway drivers and also well within the thresholds for light and glare impacts to the signs' ground-level neighbors adopted by the City CEQA Thresholds Guide and evaluated in the Fourth Addendum to the Environmental Impact Report.

Specific Plan Amendment

The Coliseum District Specific Plan was adopted in 2006 to assure orderly development of the area around the Coliseum and Exposition Park and has been amended several times since, most notably in 2017 when the plan to develop the Lucas Museum of Narrative Art was approved. The Specific Plan regulates signage through the Coliseum and Soccer Stadium Sign District; in order to do so it also includes the Existing Major Sign Site, which is non-contiguous with the Exposition Park Site, and expressly anticipates the future inclusion of non-contiguous parcels to accommodate Stadium Freeway Signs.

As sign regulations within the Specific Plan are set in the Sign District, the amendments to the Specific Plan in the Proposed Project are limited to the addition of the non-contiguous Grand Avenue Site and 12th Place Site to the Specific Plan area for the purposes of erecting the Stadium Freeway Signs, and the establishment of a height limit of 135 feet for the signs. Within the Exposition Park site, no changes would be effectuated by this Specific Plan Amendment, and the only change effectuated by the Sign District Amendment within the Exposition Park site would be a reduction in approved sign area.

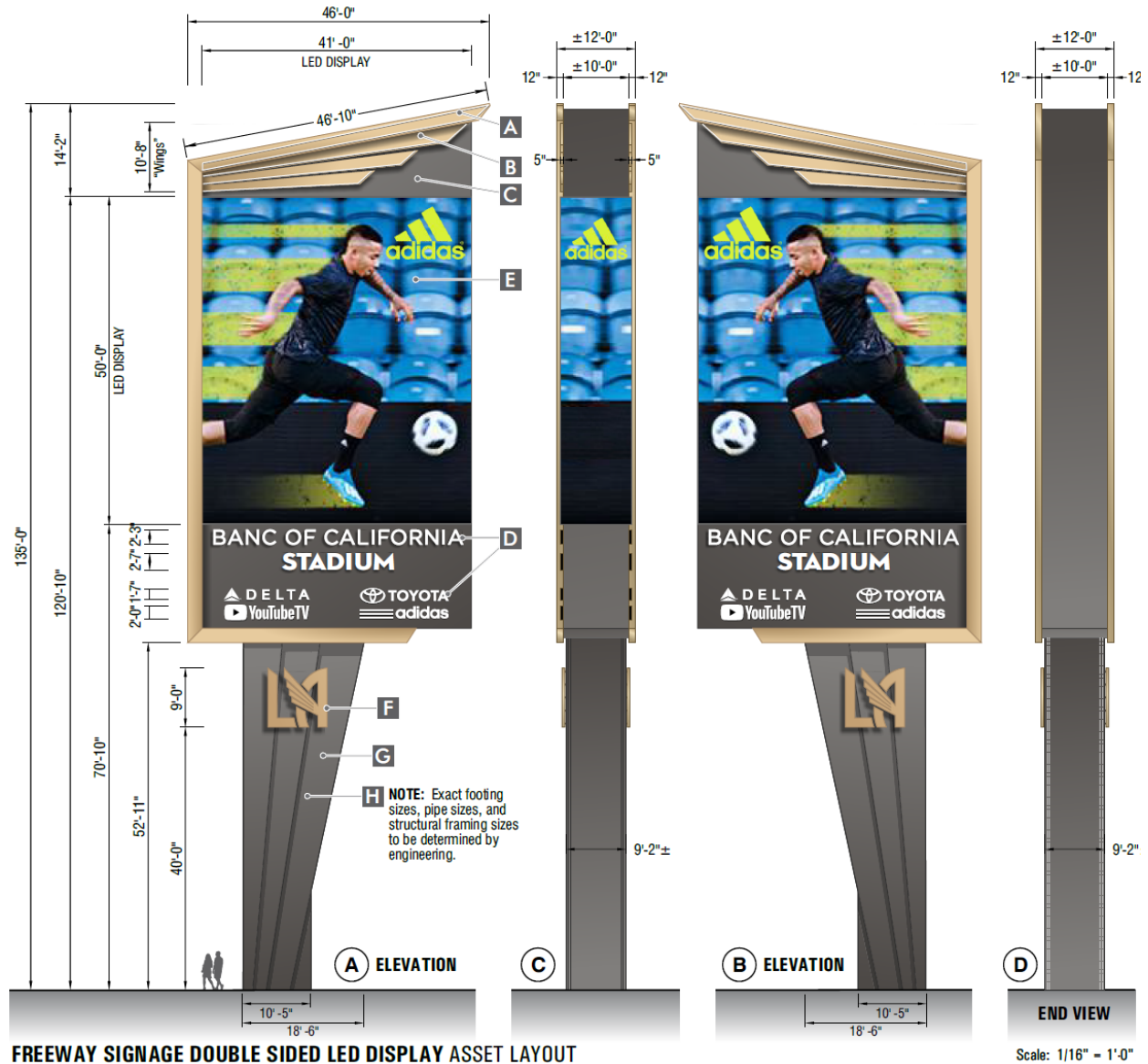


Figure 2. Rendering of proposed Stadium Freeway Sign

Other Digital Signs Visible from Freeways

Several other arenas, stadiums, and other venues in the Los Angeles area have large digital signs designed to be viewed from adjacent freeways, similar to the Proposed Project. Within the existing Sign District and Specific Plan area, the Coliseum has such a sign, designated the Existing Major Site Sign in the Sign District, adjacent to the northbound lanes of the Harbor Freeway at 3843 Grand Avenue, approximately 550 feet north of the proposed Grand Avenue Site. This sign has an overall height of 156 feet, 2,313 square feet of digital sign area, a refresh rate of 8 seconds, and hours of operation limited to 5:00 a.m. to midnight.

Staples Center has two large digital signs, one located on Figueroa Street at Venice Boulevard, visible from the 10 (Santa Monica) Freeway, and one on 11th Street/Chick Hearn Court visible from the 110 (Harbor Freeway, approximately 1125 feet northeast of the proposed 12th Place Site, within the Los Angeles Sports and Entertainment District (LASED). These two signs have overall heights of 143 feet, digital sign area of 1,258 square feet each, a refresh rate of 8 seconds, and 24-hour operation.

Community Plan Updates

The 12th Place Site is located within the Westlake Community Plan Area, which is not currently undergoing a community plan update program.

The Grand Avenue Site is within the Southeast Los Angeles Community Plan Area, which recently completed a community plan update, with a published draft Community Plan Implementation Ordinance (CPIO) that was adopted by the City Council on December 12, 2018, and took effect December 29, 2018. The CPIO re-designates the Grand Avenue Site as Hybrid Industrial and changes the underlying zoning to CM-1-CPIO (Commercial Manufacturing). Commercial uses are allowed on land designated Hybrid Industrial in accordance with the CM-1 zoning, although the zoning would be superseded by the Specific Plan if the Proposed Project were approved.

The Exposition Park Site is within the South Los Angeles Community Plan Area, which also recently completed a community plan update, with the same adoption and effective dates for its CPIO as the Southeast Los Angeles Community Plan Area. With the Community Plan Update, the entire Exposition Park Site was designated as Public Facilities, with a corresponding zone of PF-1.

Environmental Analysis

The environmental impacts of the Proposed Project were evaluated in the Fourth Addendum, dated October 4, 2018, to the Environmental Impact Report for the Los Angeles Memorial Sports Arena Redevelopment Project, ENV-2015-2497-EIR, State Clearinghouse No. 2010041059. The original EIR analyzed the environmental impacts of Case No. CPC-2015-3477-SP-SN, the Project that allowed the demolition of the Sports Arena, the building of the LAFC Soccer Stadium, and the establishment of the Sign District.

The conclusions of the Fourth Addendum were that the Proposed Project did not introduce any new significant and unavoidable environmental impacts, nor did it exacerbate any previously identified significant and unavoidable environmental impacts. This was accomplished by keeping the brightness of the signs within a safe range that would not impair driver safety nor cause any light and glare impacts on freeway drivers or on the signs' ground-level neighbors. Light and Glare impacts are measured against several thresholds, such as a light intensity exceeding 3.0 foot-candles (fc) at the property line of any residence or other sensitive receptor, a light intensity 0.6

fc above ambient illuminance, or a nighttime brightness exceeding 600 candelas per square meter (cd/m^2). The Project as analyzed in the Addendum stayed within these thresholds of significance, and the regulations in the Sign District Amendment as proposed restrict the brightness of the freeway signage even further, for example, maintaining an illuminance no more than 0.3 fc above ambient illuminance and a nighttime brightness below $300 \text{ cd}/\text{m}^2$. These are included in the Mitigation Monitoring Program (MMP) as Project Design Features PDF A-7 and PDF A-8.

Keeping the overall sign area allowed within the Sign District constant (i.e., transferring the allowable Sign Area from the Exposition Park site to the Grand Avenue Site and 12th Place Site) allowed for the total amount of construction traffic and air quality impacts to remain consistent with the original EIR. Also, Mitigation Measure MM H-3 is included in the MMP requiring removal and remediation of underground storage tanks at the Grand Avenue Site, if any are found. Project Design Feature PDF L-2, also in the MMP, requires the erection of a temporary sound barrier during construction at the Grand Avenue Site to keep neighboring residences free from any significant noise impacts. Therefore, the conclusion of the Addendum was that no significant impact was introduced to the project, nor any existing significant impact intensified, beyond that which was already analyzed in the adopted Environmental Impact Report.

Public Hearing and Testimony

A public hearing was conducted at City Hall for the Proposed Project on November 7, 2018, after having the legally proper hearing notices mailed and posted for the public. About 25 people were in attendance, and the Applicant presented the Proposed Project and responded to several questions posed by one member of the public who expressed concerns that the Project would demolish homes. The response was also translated by City staff into Spanish. The remainder of the members of the public who spoke expressed support for the Project, citing the positive effects of investment and the community involvement of the LAFC soccer team.

Conclusion

This Project was anticipated when the Soccer Stadium was first approved in 2016 and the Sign District established, specifically allowing for three future Stadium Freeway Signs. The state Outdoor Advertising Act also anticipated the need for large new sports venues to have large, freeway-visible signage. This project provides for that need, crucial not only to providing motorists with information about the Soccer Stadium but also to generate the advertising revenue needed to pay for having built the Soccer Stadium without public funds. Regulations on image refresh rates and illumination are designed to maintain highway safety and avoid significant light and glare impacts for the Project's neighbors. The proposed sign sites are appropriately located immediately adjacent to the Harbor Freeway either near existing sports and entertainment areas or near the LAFC site. Moreover, the amendment to the Sign District does not increase the total square footage of allowed signage already approved for the Sign District. As such the Department of City Planning recommends approval of the Amendments to the Coliseum District Specific Plan and the Coliseum and Soccer Stadium Sign District.

FINDINGS

General Plan Consistency

The proposed Amendments to the Coliseum District Specific Plan and Coliseum and Soccer Stadium Sign District are in conformance with the purposes, intent, and provisions of the City of Los Angeles General Plan.

Framework Element—Land Use

Objective 3.1 - Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors."

The two new Stadium Freeway Signs would support the new MLS stadium and its ancillary uses within Exposition Park and thereby enhance the available resources to support the City's and neighborhood's existing and future residents, businesses, and visitors. The stadium has and will continue to enhance the economic vitality of the South Los Angeles area and the region by providing both temporary job opportunities associated with the construction of the stadium and permanent jobs opportunities associated with on-going operation of the stadium. The Stadium Freeway Signs would support the comprehensive signage program for the stadium that includes naming and sponsorship rights, consistent with a state-of-the-art MLS stadium and entertainment venue, and were acknowledged in the City's approval for the stadium as a component of the expected overall signage program.

With respect to freeway signage, the Sign District, expressly recognizes that additional locations for freeway signs could be added to the Sign District at a future date, which was necessary because locations for freeway signs had not yet been identified or secured at the time the City Council approved the Sign District in 2016. The Sign District specifically provides that "up to three Stadium Freeway Signs may be located in the future on up to three other non-contiguous parcels in an expanded Freeway Zone." (Sign District Section 8 E.5.) This is in addition to a fourth non-contiguous parcel at 3843 Grand Avenue already housing the Existing Major Site Sign for the Coliseum. The Sign District further provides that "[a]n amendment of this Ordinance shall be required to add the locations of additional Stadium Freeway Signs to the District." (Sign District Section 9 X.1.a.) Accordingly, to permit the proposed freeway signs, LAFC proposes to amend the Sign District to include the Grand Avenue Site and the 12th Place Site in the Sign District and to provide regulations for the Freeway Signs.

In addition, consistent with the provisions in the Sign District the Specific Plan provides that a Sign District "may be established . . . and may include up to four non-contiguous parcels located in any zone, including the parcel located easterly of the 110 (Harbor) Freeway containing the Existing Major Site Sign, and additional non-contiguous parcels that may contain new Stadium Freeway Signs as may be allowed by the Outdoor Advertising Act, codified in California Business & Professions Code Section 5272, et seq." (Specific Plan Section 3.C.) The Specific Plan further provides that "[s]igns within the Specific Plan area shall be regulated by a Sign District with boundaries that encompass the Specific Plan area. The Sign District may also include the Existing Major Site Sign and Stadium Freeway Signs, as permitted by the Outdoor Advertising Act, as codified at California Business & Professions Code Section 5272, et seq., which may be located on separate parcels that are non-contiguous with the Specific Plan area." (Specific Plan Section 11.)

Thus, for the four total non-contiguous freeway-adjacent parcels anticipated in the Sign District and Specific Plan, one is already in use for the Existing Major Site Sign for the Coliseum, two are being proposed with this Project for the identical LAFC Soccer Stadium Freeway Signs, and one

would remain unused upon approval of this Project, but held in reserve for possible future use by a second Coliseum sign, although no such fourth sign is currently proposed. A fourth such sign, if proposed in the future, would have to be approved through a process similar to the two LAFC Soccer Stadium Freeway Signs proposed in this Project.

The Stadium Freeway Signs would not increase the square footage of signage that has already been approved for LAFC's stadium and entertainment venue. Instead, the Freeway Signs' square footage is proposed to be allocated from signage that is already contained in the Sign District for LAFC's stadium. Accordingly, as part of the amendment to the Sign District, the amount of signage allowed on the stadium site (in the Soccer Stadium Zone and South Parking Lot Zone) would be reduced and allocated to the Grand Avenue Site and the 12th Place Site in the amended Freeway Zone where the new proposed Freeway Signs would be located.

The stadium and its ancillary uses hosts MLS games, concerts, conferences, and a variety of special events. The Stadium Freeway Signs would serve as monuments to the stadium, by advertising its events and sponsors, and draw attention to these events within Exposition Park. The Stadium Freeway Signs' designs evoke the LAFC brand and contain Art Deco details. The Stadium Freeway Signs are critical elements of the stadium's overall signage program, and are designed to draw attention to the stadium, its sponsors, and its events, which will in turn draw visitors to Exposition Park and generate additional revenue to support the on-going operation of the stadium and its ancillary facilities, as well as the museums and other businesses in and around Exposition Park.

In addition, the Stadium Freeway Signs would provide needed financial support to the stadium by advertising products and services provided by the sponsors, pursuant to requirements of the Outdoor Advertising Act. The Stadium Freeway Signs are an important component of the larger stadium project that adds a diverse array of entertainment, restaurant, business and other public uses to the already diverse existing set of uses within and around Exposition Park.

Framework Element- Land Use

Policy 3.4.1 - Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range.

The proposed Stadium Freeway Signs would be sited along a major thoroughfare, the 110 Freeway, and the digital faces would be visible in either the northerly or southerly direction of travel along the freeway. The Stadium Freeway Signs are proposed to be located on freeway-adjacent properties that currently contain storage and commercial uses. The Stadium Freeway Signs have been designed to minimize impacts to nearby residential uses by directing digital elements and lighting toward the freeway and away from surrounding development. Each sign includes an aluminum backing that will screen mechanical equipment from the view of neighborhoods. The Stadium Freeway Signs' structural support extends their iconic design all the way to the ground evoking the LAFC wing motif as well as Art Deco architectural lines. This ensures that visual interest and quality materials will also be provided at the pedestrian level, to the extent there are limited areas of visibility at the sign bases.

The Stadium Freeway Signs would support the MLS stadium and ancillary uses by driving attendance to events and advertising sponsors, which creates additional revenue to support the stadium's ongoing operation. The stadium and its ancillary uses are located among a diverse array of neighborhood commercial, residential, and open space uses within and surrounding

Exposition Park. The ancillary uses associated with the stadium are open to the public on non-event days to serve as a catalyst for the revitalization of Exposition Park and to complement and enhance the existing venues and destinations within the park. Together with existing commercial, retail, and restaurant uses across Figueroa Street from the stadium site, these uses improve the commercial character of the neighborhood for residents and visitors alike who demand a diversity of commercial options. The Stadium Freeway Signs would highlight these important uses for the area and direct visitors to the various entertainment and commercial options available within Exposition Park. In addition, the revenue from the Freeway Signs would fund the long-term operation of the stadium and ancillary uses, ensuring that these amenities continue to provide jobs and economic value to the local community and City as a whole.

Framework Element—Urban Form and Neighborhood Design

Objective 5.2 Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2 Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime (see Chapter 3: Land Use). Additionally, develop these areas so that they are compatible with surrounding neighborhoods, as defined generally by the following building characteristics.

The Stadium Freeway Signs would be located near existing commercial and entertainment centers along the 110 Freeway, and have been designed to be compatible with surrounding neighborhoods. The Stadium Freeway Signs would direct attention to the new MLS stadium and its sponsors, by advertising events, on-site uses, as well as sponsor products and services. The 110 Freeway is a high-traffic corridor that guides drivers into and out of downtown Los Angeles and its surrounding neighborhoods. The Stadium Freeway Signs placement along the 110 Freeway is consistent with freeway-facing signage advertising for other large sporting event venues in the Los Angeles region, such as the Coliseum, Staples Center, and StubHub Center. The Stadium Freeway Signs are designed to ensure visibility of messaging both during the daytime and at night. The digital faces of the Stadium Freeway Signs are in a unique portrait orientation, which will provide for an iconic design. The Stadium Freeway Signs' static elements incorporate the LA monogram and LAFC wing motif into the design.

The Stadium Freeway Signs are an important element of the stadium and will both support the advertising and naming sponsorship rights for the stadium (which in turn generates revenue streams necessary for stadium funding and operations), and draw visitors to Exposition Park. The stadium and ancillary uses are located in Exposition Park, which is home to a number of cultural, entertainment, and sporting facilities and has long served as a community and regional center. Exposition Park is served by a robust public transit system. Transit lines and stops in the vicinity include the Expo Park/USC Station, Jefferson/USC Station, and Expo/Vermont Station stops of the Expo Light Rail Line, as well as seven nearby Metro and LADOT bus lines within a quarter mile of the stadium site. These transit lines allow access to the stadium from a wide latitude of areas. For example, the Metro Expo Line serving the stadium via by the Expo Park/USC (.35 miles) and the Expo/Vermont (.7 miles) Metro Expo Line Stations, provide light rail connections running from Downtown to Santa Monica. Furthermore, the stadium includes convenient pedestrian access to this substantial existing infrastructure.

The Stadium Freeway Signs support the stadium and other uses by providing Exposition Park with additional visibility. The stadium is another landmark feature adding to the already expansive list of public entertainment within the park and the Freeway Signs will serve as a monument to

the stadium and its sponsors, driving attendance to the stadium and other attractions located in Exposition Park.

Framework Element – Urban Form and Neighborhood Design

Policy 5.8.4 - Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.

The Amendments to the Sign District and Specific Plan do not specify a specific design for the Stadium Freeway Signs. However, the Applicant has submitted applications for two Stadium Freeway Signs whose construction would be subject to the Director of Planning's approval of their consistency with the proposed Amendments. These proposed signs' designs are consistent with this policy.

The Stadium Freeway Signs would be constructed with designs that are identical to each other and evoke the LAFC brand and contain Art Deco details. The designs would be highlighted by orienting the signs' digital boards in a portrait orientation instead of the typical landscape orientation utilized in most signs. In addition, the signs would be designed consistent with the LAFC color scheme, which is black and gold, and would also include gray and white elements. These colors are reflected in the LAFC stadium. The signs would be designed with the LAFC wing motif at the top of the sign. The signs' structural support, which would extend the design all the way to the ground, would evoke the LAFC wing motif as well as Art Deco architectural lines, which are used throughout the LAFC branding. The letters "LA" also feature prominently at the base of the signs, reflecting both their association with the LAFC professional soccer team and their location in the City of Los Angeles.

The environmental analysis in the Fourth Addendum to the Environmental Impact Report (EIR) concluded that the Proposed Project did not introduce any new significant and unavoidable environmental impacts, nor did it exacerbate any previously identified significant and unavoidable environmental impacts. This was accomplished by keeping the brightness of the signs within a safe range that would not impair driver safety nor cause any light and glare impacts on the signs' ground-level neighbors. Light and Glare impacts are measured against several thresholds, such as a light intensity exceeding 3.0 foot-candles (fc) at the property line of any residence or other sensitive receptor, a light intensity 0.6 fc above ambient illuminance, or a nighttime brightness exceeding 600 candelas per square meter (cd/m²). The Project as analyzed in the Addendum stayed within these thresholds of significance, and the regulations in the Sign District Amendment as proposed restrict the brightness of the freeway signage even further, for example, maintaining an illuminance no more than 0.3 fc above ambient illuminance and a nighttime brightness below 300 cd/m². These are included in the Mitigation Monitoring Program (MMP) as Project Design Features PDF A-7 and PDF A-8.

Community Plan Consistency

12th Place Sign, Westlake Community Plan

The 12th Place Site is located within the Westlake Community Plan area. The Westlake Community Plan was adopted on September 16, 1997. The Westlake Community Plan area is located south of the Hollywood Freeway (US-101), north of the Santa Monica Freeway (Interstate 10) and west of the 110 Freeway. The 12th Place Site is currently designated for Commercial Manufacturing uses in the Westlake Community Plan and is located across from the Staples Center.

Commercial

Objective 1: To conserve and strengthen viable commercial development in the community and to provide additional opportunities for new commercial development and services.

Policy 1: The commercial facilities be located on existing traffic arteries and commercial corridors.

Policy 6: The development of new high intensity uses activities be designed to emphasize service or employment of local residents.

The proposed 12th Place Sign would be located along the existing traffic artery and commercial corridor of the 110-Freeway, immediately to the west of Downtown Los Angeles and directly across from an established sports and entertainment center where other freeway-facing signs are located. The 12th Place Site is a rectangular shaped parcel developed with a one-story commercial building with a surface parking lot. No change to the building is proposed as part of the addition of the 12th Place Sign. The sign is part of a comprehensive signage program supporting LAFC's approved MLS stadium that is integral to its long-term financial viability. The stadium presents a major economic opportunity to create jobs and stimulate investment in the City. The stadium has enhanced the economic vitality of the region by providing both temporary job opportunities associated with the construction of the stadium and permanent jobs opportunities associated with on-going operation of the stadium. LAFC has a local hire program that ensures that many of the permanent jobs that the stadium generates are filled by local residents. The signage program, including the 12th Place Sign, is an important element of a major league sports stadium as it is necessary to support the advertising and naming sponsorship rights for the stadium and will generate revenue streams necessary for stadium funding and operations. The 12th Place Sign is an integral part of the stadium's economic success by providing advertising revenue needed to support on-going operations and drive attendance at games and special events.

As with all professional sports stadiums, advertising revenue and sponsorships are needed to fund this continued operation. The 12th Place Sign will help to ensure the long-term sustainability of the stadium and its ancillary uses, and retain the jobs it has created. The stadium and its ancillary uses have created a new hub for entertainment within Exposition Park, and the 12th Place Sign will help maintain and increase the economic base in the City that the stadium has assisted in developing.

Recreation and Parks Facilities/Open Space

Objective 2: To conserve, maintain, and better utilize existing recreation and park facilities which promote the recreational experience.

Policy: Preserve and improve the existing recreation and park facilities and park space.

LAFC has committed to expanding recreational opportunities for youth in the community and has invested in various programs that encourage children to play soccer. The cornerstone of LAFC's community initiatives is the LAFC Youth Leadership Program, which trains at-risk high school students to serve as coaches of youth soccer program in South and Central Los Angeles. These high school students then organize and lead soccer programs, after-school classes, and workshops to get kids interested in soccer. The LAFC Youth Leadership Program helps connect kids with recreational opportunities in their community while developing skills and competencies

in high school students. The 12th Place Sign will provide LAFC with revenue needed to support on-going community programs, including those focused on encouraging recreational experiences.

LAFC's recently developed MLS stadium project is part of an on-going revitalization of Exposition Park. The stadium and its ancillary uses will continue to draw visitors and support maintenance and improvement activities. The stadium's ancillary uses, which operate on non-game days, provide visitors to Exposition Park with various dining options, allowing them to extend their stay at the park. The 12th Place Sign will highlight the stadium and its ancillary uses, and draw attendees to games, special events, nearby museums and Exposition Park generally. By helping to draw additional visitors to Exposition Park, the proposed 12th Place Sign will help preserve and promote Exposition Park's facilities and park space.

Grand Avenue Sign, Southeast Los Angeles Community Plan

The proposed Grand Avenue Sign is located within the Southeast Los Angeles Community Plan area. The Southeast Los Angeles Community Plan recently completed a community plan update, with a published draft Community Plan Implementation Ordinance (CPIO) that was adopted by the City Council on December 12, 2018, and took effect December 29, 2018. The Community Plan outlines objectives and policies to guide land use and development within the 14.8-square-mile area bounded by the Santa Monica Freeway on the north, Figueroa Street and Broadway on the east, the 105 Freeway and 120th Street on the south, and the Alameda corridor to the west. The Grand Avenue Site is now designated for Hybrid Industrial uses in the Southeast Los Angeles Community Plan.

Industrial Land Use

Goal LU14: Sufficient land is conserved for a variety of industrial uses with maximum employment opportunities.

Policy LU14.1: Retain Industrial Designations for Industrial Uses. Retain industrial plan designations, such as for the Alameda Corridor and the Goodyear Tract, to provide for existing and future industrial uses which contribute quality job opportunities for residents and which minimize environmental and visual impacts to the community.

Policy LU14.2: Protect Established Industrial Districts from Encroachment. Protect viable, established industrial districts from encroachment by non-industrial uses, including retail, residential, live-work, and schools.

The Grand Avenue Sign would be located within land designated Hybrid Industrial just to the east to the 110 Freeway on a vacant property currently used for storage located near the stadium, which is located to the west of the freeway. The Grand Avenue Sign would direct the sign faces toward the freeway, which is consistent with other nearby signage used to advertise venues and sponsors, including the Coliseum freeway sign. The Grand Avenue Sign is an integral part of the stadium's economic success by providing advertising revenue needed to support on-going operations and drive attendance at games and special events. The Freeway Signs would draw attendees to Exposition Park and its surrounding neighborhoods, stimulating existing commercial development in the area. The design of the Freeway Signs incorporate the classic elements of Art Deco Design. The unusual portrait orientation of the digital displays and black, gold, and gray sign structures convey a distinctive character unlike other signage. The Freeway Signs were designed with attention to detail to ensure that every element, from the LAFC wing at the top of the sign to the cohesive sign structure that reaches grade, contributes to the aesthetic theme. Additionally, the proposed Project was analyzed in an Addendum to the Environmental Impact

Report, finding that the Grand Avenue Sign created no new significant environmental impacts, and did not substantially increase the intensity of any existing environmental impacts.

Accordingly, the Grand Avenue Sign conserves an industrial use within an industrially-designated area, supporting a stadium that provides job opportunities for residents, minimizing environmental and visual impacts to the community. The Grand Avenue Sign also does not involve any encroachment on industrial districts by non-industrial uses.

Goal LU16: Industrial uses that are compatible with adjacent residential and commercial land uses.

Policy LU16.1: Buffering and Transitions. When separated by a shared property line, industrial properties should be designed in a manner sensitive to adjacent residential, public facility, and other similar uses by providing buffering and appropriate transitions.

Policy LU16.2: Context-Sensitive Design. Promote context-sensitive design that provides quality design and aesthetically pleasing façades visible from public view.

Policy LU16.4: Minimize Incompatibilities. Minimize residential-industrial land use incompatibilities and prohibit noxious industrial uses adjacent to residential.

The Grand Avenue Sign would be constructed with a design that evokes the LAFC brand and contains Art Deco details. The design would be highlighted by orienting the sign's digital boards in a portrait orientation instead of the typical landscape orientation. With a portrait orientation, the digital portion of the Grand Avenue Sign and the 12th Place Sign would be unlike other freeway signs in the City of Los Angeles. In addition, the Grand Avenue Sign would be designed consistent with the LAFC color scheme, which is black and gold, and would also include gray and white elements. These colors would preserve the character and provide consistency with signage at the MLS stadium. Further, the Grand Avenue Sign would be designed with the LAFC wing at the top of the sign, which provides architectural diversity compared to other freeway signs in the City. The Grand Avenue Sign's structural support, which would extend the design all the way to the ground, would evoke the LAFC wing as well as Art Deco architectural lines, which are used throughout the LAFC branding.

The Grand Avenue Sign also was designed to minimize any pedestrian-level impacts. The Grand Avenue Sign's digital displays are directed toward the freeway and away from adjacent properties. Accordingly, while the sign would attract visitors to the Exposition Park commercial area and enhance the commercial district, it would not detract from neighboring properties. Specifically, the Grand Avenue Sign will have an aluminum backing to screen mechanical equipment from the street level and adjacent properties. The sign also will be fenced to further minimize any pedestrian-level impacts, and its structural support extends the design all the way to the ground evoking the LAFC wing as well as Art Deco architectural lines.

The environmental analysis in the Fourth Addendum to the Environmental Impact Report (EIR) concluded that the Proposed Project did not introduce any new significant and unavoidable environmental impacts, nor did it exacerbate any previously identified significant and unavoidable environmental impacts. This was accomplished by keeping the brightness of the signs within a safe range that would not impair driver safety nor cause any light and glare impacts on the signs' ground-level neighbors. Light and Glare impacts are measured against several thresholds, such as a light intensity exceeding 3.0 foot-candles (fc) at the property line of any residence or other sensitive receptor, a light intensity 0.6 fc above ambient illuminance, or a nighttime brightness exceeding 600 candelas per square meter (cd/m²). The Project as analyzed in the Addendum stayed within these thresholds of significance, and the regulations in the Sign District Amendment

as proposed restrict the brightness of the freeway signage even further, for example, maintaining an illuminance no more than 0.3 fc above ambient illuminance and a nighttime brightness below 300 cd/m². These are included in the Mitigation Monitoring Program (MMP) as Project Design Features PDF A-7 and PDF A-8.

Therefore, the proposed Grand Avenue Sign is compatible with adjacent residential or commercial land uses.

Goal LU17: Hybrid Industrial corridors that facilitate transitions from traditional industrial districts to neighborhoods and commercial areas, and accommodate job generating uses with limited residential in selected areas.

Policy LU17.1: Preserve Hybrid Industrial Zones. Improve jobs-housing balance by preserving the job generating potential of Hybrid Industrial zones.

Policy LU17.2: Minimize Impacts. Minimize impacts to sensitive uses and surrounding neighborhoods through transitions and buffering.

The proposed Grand Avenue Sign is part of a comprehensive signage program supporting the stadium that is integral to its long-term financial viability. The stadium presents a major economic opportunity to create jobs and stimulate investment in the City, particularly in the South Los Angeles community, which suffers from higher unemployment and poverty rates than other parts of the Greater Los Angeles region. The stadium has enhanced the economic vitality of the region by providing both temporary job opportunities associated with the construction of the stadium and permanent jobs opportunities associated with on-going operation of the stadium. The signage program, including the Grand Avenue Sign, is an important element of a major league sports stadium as it is necessary to support the advertising and naming sponsorship rights for the stadium and will generate revenue streams necessary for stadium funding and operations. The Grand Avenue Sign is an integral part of the stadium's economic success by providing advertising revenue needed to support on-going operations and drive attendance at games and special events. The Grand Avenue Sign would draw attendees to Exposition Park and its surrounding neighborhoods, which will expand market opportunities by stimulating existing commercial uses and supporting the establishment of new businesses.

As with all professional sports stadiums, advertising revenue and sponsorships are utilized to supplement this continued operation. The Grand Avenue Sign will help to ensure the long-term sustainability of the stadium and its ancillary uses, and retain the jobs it has created. The stadium and its ancillary uses have created a new hub for entertainment within Exposition Park, and the Grand Avenue Sign will help maintain and increase the job generating potential of the nearby Soccer Stadium.

The Grand Avenue Sign also was designed to minimize any impacts to sensitive uses and surrounding neighborhoods. The Grand Avenue Sign's digital displays are directed toward the freeway and away from adjacent properties. Accordingly, while the sign would attract visitors to the Exposition Park commercial area and enhance the commercial district, it would not detract from neighboring properties. Specifically, the Grand Avenue Sign will have an aluminum backing to screen mechanical equipment from the street level and adjacent properties. The sign also will be fenced to further minimize any pedestrian-level impacts, and its structural support extends the design all the way to the ground evoking the LAFC wing as well as Art Deco architectural lines.

The environmental analysis in the Fourth Addendum to the Environmental Impact Report (EIR) concluded that the Proposed Project did not introduce any new significant and unavoidable

environmental impacts, nor did it exacerbate any previously identified significant and unavoidable environmental impacts. This was accomplished by keeping the brightness of the signs within a safe range that would not impair driver safety nor cause any light and glare impacts on the signs' ground-level neighbors. Light and Glare impacts are measured against several thresholds, such as a light intensity exceeding 3.0 foot-candles (fc) at the property line of any residence or other sensitive receptor, a light intensity 0.6 fc above ambient illuminance, or a nighttime brightness exceeding 600 candelas per square meter (cd/m²). The Project as analyzed in the Addendum stayed within these thresholds of significance, and the regulations in the Sign District Amendment as proposed restrict the brightness of the freeway signage even further, for example, maintaining an illuminance no more than 0.3 fc above ambient illuminance and a nighttime brightness below 300 cd/m². These are included in the Mitigation Monitoring Program (MMP) as Project Design Features PDF A-7 and PDF A-8.

Outdoor Advertising Act Consistency

The proposed Stadium Freeway Signs are consistent with the Outdoor Advertising Act (Cal. Business & Professions Code Section 5200, et seq.) ("OAA"). The OAA regulates signage that is visible from freeways and provides allowances for signage that is associated with major professional sports stadiums. Pursuant to OAA Section 5272, up to two freeway signs for a major professional sports stadium are exempt from certain OAA requirements provided they meet the following requirements:

- The freeway signs advertise products, goods, or services marketed or promoted on the premises of an arena pursuant to a sponsorship marketing plan;
- The arena is capable of providing a venue for professional sports on a permanent basis;
- The arena has a capacity of 15,000 or more seats;
- The freeway signs are authorized as of January 1, 2019, by, or in accordance with, a local ordinance, including, but not limited to, a specific plan or sign district adopted in connection with the approval of the arena by the city, county, or city and county;
- The freeway signs bear the name or logo of the arena; and
- The freeway signs are visible when approaching off-ramps from the interstate, primary, or state highways used to access the premises of the arena.

The proposed Stadium Freeway Signs would meet all of these requirements. Advertising on the Freeway Signs would be subject to a sponsorship marketing plan. The LAFB stadium has a capacity of 22,000 seats and provides a venue for a MLS team on a permanent basis. The Stadium Freeway Signs would be authorized by the Specific Plan and Sign District ordinances adopted in connection with the stadium. The Stadium Freeway Signs would bear the name of the arena. Finally, both of the Stadium Freeway Signs would be visible when approaching off-ramps from the 110 Freeway used to access the stadium. Accordingly, the Stadium Freeway Signs would satisfy all the necessary requirements provided in OAA Section 5272 and the Stadium Freeway Signs would be consistent with the OAA.

Sign District Amendment and Specific Plan Amendment Findings

The project is in conformity with public necessity, convenience, general welfare, and good zoning practice.

The proposed Stadium Freeway Signs are part of a comprehensive signage program supporting the stadium that is integral to its long-term financial viability. The stadium has enhanced the economic vitality of the region by providing both temporary job opportunities associated with the construction of the stadium and permanent jobs opportunities associated with on-going operation of the stadium. The signage program, including the Stadium Freeway Signs, is an important element of a major league sports stadium as it will support the advertising and naming sponsorship rights for the stadium and will generate revenue streams necessary for stadium funding and operations.

Signage for the stadium site and adjacent areas within Exposition Park, including the neighboring Los Angeles Memorial Coliseum property, is regulated by the Sign District. The Sign District provides comprehensive signage regulations to ensure that stadium signage is cohesive with existing signage and appropriate for a major league sports stadium.

The Stadium Freeway Signs are consistent with the Sign District, which currently authorizes up to three freeway signs on sites that are not contiguous with Exposition Park, in addition to the Existing Major Site Sign for the Coliseum at 3843 Grand Avenue. The Sign District is consistent with the Outdoor Advertising Act, which regulates signage associated with major professional sports stadiums that is visible from freeways. The Stadium Freeway Signs would be sited to allow advertising to both northbound and southbound traffic on the 110 Freeway. Consistent with the Sign District requirements, the Stadium Freeway Signs would each include digital panels that will advertise the stadium and its sponsors. The Stadium Freeway Signs have been designed to orient visibility toward the freeway and away from neighborhoods.

The Stadium Freeway Signs would be constructed with designs that complement each other and evoke the LAFC brand and contain Art Deco details. The iconic designs would be highlighted by orienting the signs' digital boards in a portrait orientation instead of the more typical landscape orientation. In addition, the signs would be designed consistent with the LAFC color scheme, which is black and gold, and would also include gray and white elements. The signs would be designed with the LAFC wing motif at the top of the sign. The signs' structural support, which would extend the design all the way to the ground, would evoke the LAFC wing as well as Art Deco architectural lines, which are used throughout the LAFC branding.

The two proposed Stadium Freeway Signs would not increase the square footage of signage that has already been approved by the City Council for LAFC's stadium and entertainment venue. Instead, the Freeway Signs' digital square footage is proposed to be allocated from digital signage that is already contained in the Sign District for LAFC's stadium. Accordingly, as part of the amendment to the Sign District, the amount of signage allowed on the stadium site would be reduced and allocated to the Grand Avenue Site and the 12th Place Site in the amended Freeway Zone, where the new proposed Freeway Signs would be located.

The Stadium Freeway Signs would support the stadium and ancillary uses, ensuring that these uses continue to provide entertainment, dining, and employment opportunities to Exposition Park and South Los Angeles. The stadium's location within Exposition Park continues to help drive the revitalization of the area by drawing additional visitors to this hub of entertainment and culture. The stadium is easily accessible by various public transportation routes, providing easy access from all parts of the region. In addition, the ancillary uses will serve the visitors to Exposition Park both when the stadium hosts events and on non-event days. The stadium and ancillary uses have created long-term jobs and economic benefits to the surrounding communities.

The Sign District includes comprehensive signage regulations to ensure that signs are developed in a cohesive fashion and reflect the parameters that the City Council have established for the LAFC stadium and the Los Angeles Memorial Coliseum. The Sign District regulates signage operating hours, illumination of permitted signs, refresh rates for digital displays, and the design and placement of signs. These regulations, and those related to signage contained in the Specific Plan, contemplated the future development of freeway signs to support LAFC's MLS stadium. The City Council adopted the Sign District to ensure that the development of signage, including freeway signs, would conform to minimum design standards and be developed in a thoughtful manner.

With respect to freeway signage, the Sign District expressly recognizes that additional locations for freeway signs could be added to the Sign District at a future date, which was necessary because locations for freeway signs had not yet been identified or secured at the time the City Council approved the Sign District. The Sign District specifically provides that "up to three Stadium Freeway Signs may be located in the future on up to three other non-contiguous parcels in an expanded Freeway Zone." (Sign District Section 8 E.5.) This is in addition to the Existing Major Site Sign for the Coliseum at 3843 Grand Avenue. The Sign District further provides that "[a]n amendment of this Ordinance shall be required to add the locations of additional Stadium Freeway Signs to the District." (Sign District Section 9 X.1.a.) Accordingly, to permit the proposed freeway signs, LAFC proposes to amend the Sign District to include the Grand Avenue Site and the 12th Place Site in the Sign District and to provide regulations for the Freeway Signs.

The proposed Sign District and Specific Plan amendments would allow the development of Freeway Signs needed to support the long-term sustainability of the previously approved MLS stadium and ancillary uses. The City Council contemplated the addition of new sites to accommodate the freeway signs authorized under the Specific Plan and Sign District. The Freeway Signs are fully consistent with the Sign District's requirements for freeway signs, which are themselves consistent with the OAA. The Stadium Freeway Signs are critical to funding the stadium and its long-term operation. For these reasons, the Stadium Freeway Signs are in conformance public necessity, convenience, general welfare. The Stadium Freeway Signs support and conform to good zoning practice by developing previously-authorized signage in a manner that is consistent with both state and local law.

CEQA Findings

While the City of Los Angeles is the Lead Agency for this Project amending the Sign District and Specific Plan to incorporate two sites for freeway signage for the LAFC Soccer Stadium, environmental impacts for this Project are analyzed in the Fourth Addendum to an Environmental Impact Report (EIR) originally prepared for a project for which the Los Angeles Memorial Coliseum Commission (Coliseum Commission) was the Lead Agency.

Serving as Lead Agency, the Coliseum Commission determined that an Environmental Impact Report should be prepared for the Los Angeles Memorial Sports Arena Redevelopment Project in accordance with the requirements of the California Environmental Quality Act ("CEQA") (Pub Resources Code §21000 et seq.; 14 Cal. Code Regs. §15000 et seq.). In compliance with CEQA Section 21080.4 and Section 15082 of the State CEQA Guidelines, the Coliseum Commission circulated a Notice of Preparation (NOP) to state, regional, and local agencies, and member of the general public for a 30-day review period starting on April 19, 2010 and ending on May 19, 2010. The NOP was subsequently re-circulated for a period running from May 27, 2010 to June 30, 2010, to announce a public scoping meeting would be held to solicit comments from the general public and responsible agencies with regard to the scope of the EIR. The public scoping meeting was held on June 16, 2010 at the Coliseum Commission's Board Room at 3939 S. Figueroa Street, in Los Angeles, California. Appendix A to the EIR contains copies of each NOP, the scoping meeting attendance sign-in sheet, and all written comments submitted to the Coliseum Commission in response to the NOPs.

The EIR analyzed the demolition of the Los Angeles Memorial Sports Arena and the development of two potential options on the Sports Arena's site in Exposition Park: (1) a multiple-use space that would serve as a public venue for civic gatherings, celebratory and entertainment events, (e.g. festivals, carnivals, rallies, concerts) and other similar uses (Multi-Use Project); or (2) a Major League Soccer (MLS) Stadium with a permanent seating capacity of approximately 22,000 seats and associated amenities such as restrooms, concessions, press facilities, spectator viewing areas, luxury suites and club seating, and locker and dressing facilities (Original Stadium Project). As required by CEQA, the Draft EIR was prepared and circulated during a 45-day public review period that began on November 15, 2010 and ended on December 30, 2010. Pursuant to Section 15088 of the CEQA Guidelines, the Coliseum Commission, as Lead Agency, reviewed all comments received during the review period for the Draft EIR and responded to each comment in Section III of the Final EIR.

The Coliseum Commission published the Final EIR on January 21, 2011. The Final EIR is intended to serve as an information document for public agency decision-makers and the general public regarding the objectives and components of the proposed project. The Final EIR addresses the environmental effects associated with implementation of each project option, identifies feasible mitigation measures and alternatives that may be adopted to reduce or eliminate these impacts, and includes written responses to all comments received on the Draft EIR during the public review period. Copies of the Draft EIR, Final EIR, and EIR Appendices were made available for public review on the Coliseum Commission's website and at its administrative offices during normal business hours at the Sports Arena ticket office. On February 2, 2011, the Los Angeles Memorial Coliseum Commission, acting as lead agency, certified the Final EIR (Certified EIR) prepared for the Los Angeles Memorial Sports Arena Redevelopment Project (State Clearinghouse No. 2010041059).

After the Certified EIR was certified by the Coliseum Commission, the Coliseum Commission leased the Sports Arena and the Project Site to the University of Southern California (USC) with permitted uses including those approved under the Certified EIR. USC has now leased the Sports Arena site to the Los Angeles Football Club (LAFC or Applicant), which sought approval of certain

modifications to the Original Stadium Project in order to develop the LAFC Stadium on the Project site (Modified Project). The Modified Project consists of the Original Stadium Project (reconfigured on the Project site) together with the addition of up to approximately 105,900 square feet of ancillary facility floor area (up to approximately 119,000 gross square feet), including the following uses and floor areas: up to approximately 30,250 square feet of office and conference facility space, including no more than 21,250 square feet of office space; an approximately 36,000-square-foot "World Football" museum; up to approximately 27,750 square feet of team store or other retail space; and up to approximately 11,900 square feet of restaurant uses. The Modified Project also includes signage and lighting programs to support stadium operations.

In accordance CEQA Guidelines Section 15164, an addendum was released on September 4, 2015 (Modified Project Addendum) to analyze the Modified Project's proposed modifications to the Original Stadium Project and to determine whether implementation of the Modified Project would result in any new significant environmental impacts that were not identified in the Certified EIR, or whether the previously identified significant impacts would be substantially more severe under the Modified Project.

On September 17, 2015, the Coliseum Commission, acting as lead agency under CEQA, considered the Modified Project, the Certified EIR and the Modified Project Addendum at a public meeting. The Coliseum Commission found that the minor changes resulting from the Modified Project do not meet the standards for a Subsequent or Supplemental EIR pursuant to Public Resources Code Section 21166 and CEQA Guidelines Section 15162. In addition, the Coliseum Commission approved the Modified Project and adopted: (1) the Modified Project Addendum; (2) CEQA findings pursuant to Public Resources Code Section 21081 and CEQA Guidelines Section 15091; (3) a Statement of Overriding Considerations pursuant to CEQA Guidelines Section 15093; and (4) a Mitigation Monitoring Program. On June 21, 2016, the City of Los Angeles (City) approved the Modified Project and the Modified Project Addendum as a responsible agency pursuant to CEQA Guidelines Section 15096.

The Modified Project and Modified Project Addendum authorized the development of future freeway signs associated with the stadium, but did not specify their locations as the locations had not yet been secured. Two additional addenda analyzed impacts associated with extended construction hours and the replacement of existing street trees adjacent to the LAFC Stadium, and did not include analysis of impacts associated with signage. Subsequently, sites for two freeway signs have been identified and the design of the freeway signs has been developed. The freeway signs would include both static and digital components and would be located adjacent to the 110 Freeway with one freeway sign located at 3912 S. Grand Avenue (APNs 5122-046-028, 5122-046-029, 5122-046-030) (the Grand Avenue Sign on the Grand Avenue Site) and a second freeway sign located at 1320 W. 12th Place (portion of APN 5137-031-029) (the 12th Place Sign on the 12th Place Site) (collectively the Grand Avenue Sign and the 12th Place Sign are referred to as the Freeway Sign Project). Because the Freeway Sign Project is not within the jurisdiction of the Coliseum Commission and is within the jurisdiction of the City of Los Angeles, the City is the lead agency for purposes of CEQA in considering the potential effects of the proposed Freeway Sign Project. In accordance CEQA Guidelines Section 15164, the City released an addendum on October 4, 2018 (Freeway Sign Addendum) to analyze the development and operation freeway signs and determine whether implementation of the freeway signs would result in any new significant environmental impacts that were not identified in the Certified EIR or previous Addenda, or whether the previously identified significant impacts would be substantially more severe with the development of the freeway signs.

The Freeway Sign Addendum demonstrates that the Freeway Sign Project would not result in any new significant impacts compared to those evaluated and disclosed in the Certified EIR, nor would it substantially increase the severity of previously identified significant impacts. In addition, the Freeway Sign Addendum demonstrates that there are no substantial changes to the

circumstances under which the Original Stadium Project analyzed in the Certified EIR would have been undertaken, and no new information of substantial importance which was not known and could not have been known when the Certified EIR was certified has been identified. Therefore, the City finds that the minor changes resulting from the Freeway Project do not meet the standards for a Subsequent or Supplemental EIR pursuant to Public Resources Code Section 21166 and CEQA Guidelines Section 15162.

The analyses provided below address the environmental issues evaluated in the Certified EIR and Addenda and focus on any potential changes in environmental impacts that could result from the installation and operation of the proposed Freeway Sign Project. Specifically, potential impacts are compared with the analyses and findings within the Certified EIR and Addenda for those impact areas that could be implicated by the installation and operation of the proposed Freeway Sign Project to determine if such impacts are within the envelope of impacts previously documented, including whether new significant impacts would result or whether previously identified significant impacts would be substantially more severe. Furthermore, the analyses only address those environmental issues that could be affected by implementation of the two proposed freeway signs; impacts that are influenced by population or habitable building square footage, for example, are not addressed. Also, several of the analyses focus strictly on construction-related impacts, as operational impacts would be negligible for most issues.

The City therefore makes the following findings required by CEQA Guidelines Section 15096 for responsible agencies.

I. FINDINGS REQUIRED TO BE MADE BY LEAD AGENCY UNDER CEQA

California Public Resources Code (PRC) Section 21166 states that unless one or more of the following events occur, no Subsequent or Supplemental EIR is required by the lead agency or by any responsible agency:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR;
2. Substantial changes occur with respect to the circumstances under which the project is being undertaken that will require major revision in the environmental impact report; or,
3. Previously unknown new information at the time of the certification of the EIR as complete becomes available.

The findings reported in the following pages incorporate the facts and discussions of the environmental impacts that are found to be significant in the Certified EIR, including any modifications to the Certified EIR's analysis disclosed in the Freeway Sign Addendum, for the project as fully set forth in those documents. The following discussion includes a description of the Freeway Sign Project's impacts, comparison to the impacts analyzed in the Certified EIR and previous Addenda, and any required mitigation measures.

The Freeway Sign Addendum evaluated the following potential project and cumulative environmental impacts that could be implicated by the Freeway Sign Project: Aesthetics; Air Quality (Construction); Biological Resources; Cultural Resources; Geology and Soils; Greenhouse Gas Emissions; Hazards and Hazardous Materials (Construction); Hydrology and Water Quality (Construction); Land Use and Planning; Noise (Construction); Traffic and Transportation (Construction); and Utilities and Service Systems – Energy.

The Freeway Sign Addendum did not evaluate the following areas, because the Freeway Sign Project would result in no change in the potential impacts identified in the Certified EIR and prior

Addenda in these areas: Agriculture and Forestry Resources; Air Quality (Operation); Hazards and Hazardous Materials (Operation); Hydrology and Water Quality (Operation); Mineral Resources; Noise (Operation); Population, Housing, and Employment; and Public Services.

II. IMPACTS FOUND TO BE LESS THAN SIGNIFICANT AND NOT SUBSTANTIALLY MORE SEVERE THAN THE IMPACTS PREVIOUSLY IDENTIFIED IN THE CERTIFIED EIR OR ADDENDA

A. *Aesthetics/Visual Resources*

1. Visual Character and Views (Construction and Operation)

As set forth in the L.A. CEQA Thresholds Guide and within the Certified EIR, visual character and views impacts are based on a number of factors that are used to determine whether a project would substantially alter, degrade, or eliminate the existing visual character of an area. As set forth on pages IV.A-21–IV.A-22 of the Certified EIR, these factors include the existing valued aesthetic features that would be removed; open space to be developed; integration of new structures with open spaces; contrast of project features with the area's aesthetic image; the potential for new structures to detract from the existing image of the area; the project's contribution to the area's aesthetic value; and consistency of the project with applicable design guidelines and/or regulations.

Construction-related visual character and views impacts were not assessed in detail in the Certified EIR. However, the Addenda concluded that impacts with respect to visual character and views during construction would be less than significant. As set forth in the L.A. CEQA Thresholds Guide and within the Certified EIR, visual character and views impacts are based on a number of factors that are used to determine whether a project would substantially alter, degrade, or eliminate the existing visual character of an area.

Construction activities associated with installation of the two proposed freeway signs would be limited in scope and duration, as described above. Aside from involving new locations within which sign installation would occur, the general nature of construction activities would be similar to those previously evaluated. Both the 12th Place Site and the Grand Avenue Site are within commercial/industrial properties and site activities are largely shielded from public view at ground level due to existing fencing (the signs would become visible once erected). As such, views of construction activities from off-site areas would be screened by the existing fencing surrounding each sign site. Given the temporary nature of construction activities (approximately one to two months), the limited amount of construction equipment needed on-site, and the presence of existing fencing that would limit views of construction activities, short-term construction activities would not substantially or adversely alter or degrade the visual character of the sign locations. As such, installation of the freeway signs would not affect the construction-phase analysis of visual character and views provided in the Certified EIR and Addenda. Therefore, impacts would remain less than significant, and no mitigation measures are required.

The Certified EIR concluded that impacts with respect to visual character and views during operation would be less than significant. Similarly, the Addenda determined operational impacts relative to visual character and views, including impacts related to the addition of signage to the Expo Park Site, would be less than significant. In particular, the Modified Project Addendum evaluated the Sign District, recognizing that the signage program would represent an important component of the Modified Project and a strong visual element that would influence the aesthetics of the Expo Park Site. The types and extent of permitted signage, including freeway signs and other dynamic signage, were found to emphasize the Modified Project's event- and entertainment-

oriented aspects and help establish a unique visual identity for the Expo Park Site, while being consistent with the well-lit, active pedestrian environment in the surrounding area.

With the addition of the two proposed freeway signs, the Freeway Sign Project's overall physical development envelope would not vary substantially from that previously evaluated. In particular, the approved Sign District permits freeway signs and includes one designated Freeway Zone site located east of the 110 Freeway, directly east of the Expo Park Site. In addition, the Sign District allows for up to three additional freeway signs located on up to three other non-contiguous parcels in an expanded Freeway Zone. Accordingly, consistent with the existing allowances in the Sign District, the Sign District would be amended to include the Grand Avenue Site and the 12th Place Site in the Sign District area and set forth regulations for the two proposed freeway signs. As part of the proposed Sign District Amendment, LAFC would remove exterior digital and static signage previously approved for the Expo Park Site such that with the addition of the Freeway Sign Project there would be no increase to the approximately 44,500 square feet of total signage, including the maximum of approximately 18,300 square feet of exterior digital signage, that is already permitted within the Expo Park Site under the Sign District.

As it relates to views, visual resources in the general Project area, including within and around the MLS stadium, the Grand Avenue Site, and the 12th Place Site, include the Coliseum and landscaped open space areas within Exposition Park, the Coliseum sign located on the east side of the 110 Freeway, the downtown skyline to the north and east, and the distant San Gabriel Mountains to the north. In addition, although the Project area does not include any City- or State-designated scenic highways or view corridors, the segments of the 110 Freeway located adjacent to the Grand Avenue and 12th Place Sites are designated by the City in the applicable Community Plans as a scenic freeway, due to the availability of northbound views of the downtown skyline and the San Gabriel Mountains in the distance. The Grand Avenue Sign would minimally affect northerly views of the Coliseum sign, downtown skyline, and distant mountain ridges from specific points along the 110 Freeway, but any obstruction would be limited, intermittent, and transitory in nature. The 12th Place Sign could partially obstruct some views of downtown or the distant mountains from certain limited vantages, but these resources would continue to be visible from numerous locations throughout the surrounding area, including from other vantage points on the 110 Freeway. As such, consistent with the conclusions in the Certified EIR and the Addenda, potential impacts associated with views would be less than significant.

Based on the analysis above, the Freeway Sign Project would not result in any new significant impacts with respect visual character and views, including impacts related to signage, and it would not substantially increase the severity of any significant impacts previously identified in the Certified EIR.

2. Light and Glare

Potential impacts associated with construction-related lighting and glare were not assessed in detail in the Certified EIR. The previous Addenda concluded that light and glare impacts associated with construction would be less than significant with mitigation. As set forth on page IV.A-22 of the Certified EIR, impacts with respect to light and glare would be significant if a project would result in a new substantial source of light or glare, which would adversely affect day or nighttime views in the area.

Installation of the two freeway signs would be subject to Code Required (CR) Measure G-2, detailed in the adopted MMP, which restricts exterior construction and demolition activities to the hours of 7:00 a.m. to 6:00 p.m. Monday through Friday, and 8:00 a.m. to 6:00 p.m. on Saturday, except as may otherwise be permitted by the Los Angeles Board of Police Commissioners. Thus, construction lighting would be limited to short durations during the winter season—if sign installation occurs during the winter months—and would be temporary. Further, construction-

related illumination would be used for safety and security purposes only, in compliance with LAMC light intensity requirements. Additionally, the perimeter of the Project Site would continue to be screened by existing fencing, which would limit views of construction activities and associated lighting. Therefore, uses surrounding the Grand Avenue and 12th Place Sites would not be substantially affected by construction light or daytime glare. Thus, with adherence to existing LAMC regulations, light and glare impacts associated with sign installation would be less than significant. As such, the Freeway Sign Project would not result in any new significant impacts with respect to construction-related lighting. No additional mitigation measures are required.

The Certified EIR concluded that impacts with respect to light and glare during operation would be less than significant with mitigation. The Modified Project Addendum determined the Modified Project's operational lighting impacts to be less than significant, although the adopted mitigation measures would still be implemented. The Modified Project Addendum specifically addressed signage lighting associated with proposed signage in the Sign District and concluded that illumination impacts associated with signage would be less than significant, and no mitigation measures were required. Daytime glare impacts under the Modified Project were found to be less than significant with incorporation of the adopted mitigation, while nighttime glare impacts, including the signage program, were found to be less than significant.

As set forth in the Certified EIR, impacts with respect to light and glare would be significant if a project would result in a new substantial source of light or glare, which would adversely affect day or nighttime views in the area. A detailed analysis of the potential light and glare impacts associated with the Freeway Sign Project's two freeway signs is provided in the Lighting Technical Report (Lighting Report) prepared by Francis Krahe & Associates on August 6, 2018. As discussed in detail in the Lighting Report, a computer model was used to evaluate the freeway signs' potential light and glare impacts in accordance with recommended practices established by the Illuminating Engineering Society of North America (IESNA). To analyze potential lighting impacts, both illuminance and glare from the freeway signs were evaluated.

A. Grand Avenue Sign

Light-sensitive land uses in proximity to the Grand Avenue Site were selected for analysis based on their potential to experience an increase in light intensity associated with the proposed sign, proximity to the Grand Avenue Site, and view of the Grand Avenue Site. Specifically, the closest residences to the Grand Avenue Site were identified to the north, west and east, and these locations were used in the analysis as sensitive receptors.

Existing light levels (illuminance) were measured at the receptor locations to determine existing lighting conditions in the vicinity of the Grand Avenue Site. The measured illuminance is consistent with urban lighting conditions, with relatively high illuminance at the street and sidewalk within the public right-of-way as well as near I-110, and medium to high illuminance within commercial and industrial properties due to safety and security lighting. The Grand Avenue Site includes commercial uses with exterior security lighting, which contribute to a bright nighttime environment. The Lighting Report also evaluates existing visual contrast conditions at each of the receptor sites, which describe how bright a visible object appears in comparison to the surrounding objects within any given field of view. Contrast ratios are classified as high (greater than 30:1, which are generally uncomfortable to the human eye); medium (between 10:1 and 30:1, which will not introduce a new sources of glare); and low (under 10:1, which also will not introduce a new sources of glare). Contrast ratios less than 3:1 are not visible and are considered to be of uniform brightness. Within views of the Grand Avenue Site from the receptor sites, the measured light output (luminance) includes prominent, high brightness light sources and illuminated surfaces, such as street lights, illuminated signs, and flood lighted buildings, as well as lower brightness surfaces such as sidewalks, parking lots, and unilluminated walls or landscape areas. The Lighting Report determined that contrast ratios from the receptor locations

for the Grand Avenue Sign would be in the low classification, and some would not be visible. As a result, the Grand Avenue Sign would have a less than significant glare impact.

The potential brightness of the Grand Avenue Sign at full power in an all-white setting would be 7,500 cd/m². The Grand Avenue Sign would be limited to 6,750 cd/m² during the daytime. In accordance with proposed Project Design Feature (PDF) A-7, at night, the sign would be limited to a maximum of 300 cd/m², consistent with Sign District requirements. The sign also would comply with applicable California Energy Code (Title 24, Part 6) standards, such as Section 130.3, which requires a minimum 65 percent dimming at night for sign lighting. The Lighting Report determined that the Grand Avenue Sign's illuminance would fall below the LAMC significance threshold at the analyzed receptor locations. In addition, more distant properties would experience substantially less light from the freeway sign due to the increased distance and intervening development, trees, and landscaping. Therefore, light trespass impacts relative to LAMC requirements would be less than significant.

B. 12th Place Sign

Light-sensitive land uses in proximity to the 12th Place Site were similarly selected for analysis based on their potential to experience an increase in light intensity associated with the proposed sign, proximity to the 12th Place Site, and view of the 12th Place Site. Four sites surrounding the 12th Place Site were selected in the analysis as sensitive receptors.

Similar to area surrounding the Grand Avenue Site, the measured illuminance around the 12th Place Site is consistent with urban lighting conditions, with higher illuminance near I-110 and the adjacent industrial buildings and the lowest levels near residential properties to the west and southwest. The 12th Place Site is surrounded by City street lights, exterior security lighting, and parking lot light fixtures, which contribute to a bright night environment. Existing visual contrast conditions in the vicinity of the 12th Place Site were calculated based on the measured average and maximum luminance levels at each receptor site. The Lighting Report determined that contrast ratios from the receptor locations for the 12th Place Sign would be in the low classification, and some would not be visible. As a result, the 12th Place Sign would have a less than significant glare impact.

As with the Grand Avenue Sign, potential brightness of the 12th Place Sign at full power in an all-white setting would be 7,500 cd/m². The 12th Place Sign would be limited to 6,750 cd/m² during the daytime. In accordance with proposed PDF A-8, at night, the sign's faces would be limited to 300 cd/m², consistent with Sign District requirements. The sign also would comply with applicable California Energy Code (Title 24, Part 6) standards, such as Section 130.3, which requires a minimum 65 percent dimming at night for sign lighting. The Lighting Report determined that the 12th Place Sign's illuminance would fall below the LAMC significance threshold of 3.0 fc for signs at all analyzed receptor locations. In addition, more distant properties would experience substantially less light from the freeway sign due to the increased distance and intervening development, trees, and landscaping. Therefore, light trespass impacts relative to LAMC requirements would be less than significant.

3. Shading

Potential impacts associated with shading were not assessed in detail in the Certified EIR. However, the Addenda concluded that impacts with respect to shading would be less than significant. As set forth in the L.A. CEQA Thresholds Guide, a project would have a significant shading impact if off-site shadow-sensitive uses would be shaded by project-related development for more than three hours between the hours of 9:00 a.m. and 3:00 p.m. Pacific Standard Time

(between early November and early March), or more than four hours between the hours of 9:00 a.m. and 5:00 p.m. Pacific Daylight Time (between early March and early November).

A. Grand Avenue Sign

Shadow-sensitive uses in proximity to the Grand Avenue Site include multi-family residential uses to the immediate north, multi-family residential uses further north across 39th Avenue, and single- and multi-family residential uses to the east across an alley, as well as further to the east. The 110 Freeway essentially forms the western boundary of the Grand Avenue Site and serves as a buffer for land uses to the west.

Shadow drawings showing representative shadows cast by the Grand Avenue Sign during the Summer Solstice, Winter Solstice, and Spring/Fall Equinoxes are presented in Figure 9 through Figure 11, on pages **Error! Bookmark not defined.** through **Error! Bookmark not defined.** of the Freeway Sign Addendum. Given the slender profile of the sign, shadows would transition quickly across neighboring properties throughout the course of the day. Accordingly, the Grand Avenue Sign is not anticipated to shade off-site shadow-sensitive uses in excess of the thresholds during any time of the year. As such, potential shading impacts would be less than significant, and no mitigation measures are required.

B. 12th Place Sign

The 12th Place Site is nearly entirely surrounded by commercial and light industrial uses. Nearby shadow-sensitive uses include a small residential community one block to the northwest, and a series of small residential buildings within a commercial manufacturing (CM) zone to the immediate north across 12th Place. The 110 Freeway essentially forms the eastern boundary of the 12th Place Site and serves as a buffer for land uses to the east.

Shadow drawings showing representative shadows cast by the 12th Place Sign during the Summer Solstice, Winter Solstice, and Spring/Fall Equinoxes are presented in Figure 12 through Figure 14, on pages **Error! Bookmark not defined.** through **Error! Bookmark not defined.** of the Freeway Sign Addendum. Given the slender profile of the sign, shadows would transition quickly across neighboring properties throughout the course of the day. Accordingly, the 12th Place Sign is not anticipated to shade off-site shadow-sensitive uses in excess of the thresholds during any time of the year. As such, potential shading impacts would be less than significant, and no mitigation measures are required.

Based on the analysis above, the Grand Avenue Sign would not result in additional or more severe impacts associated with scenic views and vistas, light and glare, or shading. Similarly, the 12th Place Sign would not result in additional or more severe impacts associated with scenic views and vistas, light and glare, or shading. Thus, the Freeway Sign Project would not result in any new significant impacts with respect to aesthetics and would not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

B. Air Quality

1. Localized Emissions (Construction)

The Certified EIR and Addenda concluded that air quality impacts associated with construction would be significant and unavoidable for regional emissions of nitrogen oxides (NOX) and reactive organic compounds (ROG)/volatile organic compounds (VOC) but less than significant for localized emissions of all pollutants. Of note, the Modified Project Addendum determined that

regional construction emissions under the Modified Project would be less than those of the Original Project for most pollutants, although the significance of air quality impacts would remain unchanged.

Installation of the proposed freeway signs would involve minimal construction activity over the course of one to two months, as the signs would be fabricated off-site and installed in large structural pieces. Excavation would be limited to approximately 950 cubic yards for the Grand Avenue Sign and 350 cubic yards for the 12th Place Sign, with the excavated materials likely sent to Olinda Landfill in the City of Brea. An auger would be used to drill the holes, which would be reinforced with concrete and rebar. Installation would require only a few construction workers on-site, thus limiting the number of construction worker trips to and from the sites. Similarly, delivery truck trips would be minimal since sign fabrication would occur off-site. Based on the anticipated excavation quantities, a combined total of fewer than 100 haul truck trips would be necessary from the two sites. Such limited construction activity dispersed over two distinct sites would have a negligible effect on the broader emissions previously evaluated.

A total of 15,804 square feet of signage previously approved for the Expo Park Site would be reallocated to the Grand Avenue and 12th Place Sites in the amended Freeway Zone. In essence, the Freeway Sign Project proposes the relocation of some of the signage that was previously proposed, evaluated and approved, but that has not yet been constructed. The construction impacts associated with this signage relating to air quality have been previously considered in connection with evaluation of the Modified Project as a whole. To this end, the air quality analyses provided in the Certified EIR and the Addenda were based on conservative assumptions (e.g., all equipment operating simultaneously) to account for minor changes such as the current proposal. In addition, construction activities associated with the currently proposed freeway signs would occur outside of the peak construction periods that were analyzed in the Certified EIR and the Addenda and against which air quality impacts were previously assessed.

Further, given that construction impacts are based on peak daily emissions associated with the peak level of construction activity, it is acknowledged that the peak construction activity related to installation of the proposed freeway signs would be substantially less than the peak activity level associated with construction of the MLS stadium. Additionally, these construction activities and in particular the related trips would occur in 2019, well after completion of the MLS stadium (which has been in operation since April 2018), and thus would not combine with other stadium construction impacts to produce peak construction emissions beyond those previously evaluated. Moreover, the Freeway Sign Project would still implement the same project design features and mitigation measures set forth in the adopted MMP (as applicable), thus controlling exhaust emissions from on-site heavy-duty construction equipment, encouraging contractors to apply for Southern California Air Quality Management District (SCAQMD) Surplus Off-Road Opt-In for NOX (SOON) funds, and complying with SCAQMD Rule 403 regarding fugitive dust control.

As such, construction impacts associated with the proposed freeway signs are anticipated to be less than those previously evaluated and would be less than significant. Therefore, the proposed Freeway Sign Project would not result in any new significant construction-related impacts with respect to air quality, nor would it substantially increase the severity of any significant impacts previously identified in the Certified EIR and the Addenda.

C. *Biological Resources*

Significant impacts to biological resources could occur if a project were to conflict with a habitat conservation plan or local ordinance protecting biological resources, or result in adverse effects on endangered and/or threatened species, riparian habitat, wetlands, other sensitive natural communities, or wildlife movement.

The Certified EIR and previous Addenda concluded that no impacts to biological resources would occur.

Both the Grand Avenue Site and the 12th Place Site are located within developed properties located within highly urbanized areas that do not provide native or natural habitats and do not support any candidate, sensitive, or special status species. In addition, there are no locally designated natural communities, federally protected wetlands, riparian habitats, wildlife corridors, or native wildlife nursery sites in the vicinity. Furthermore, the 12th Place Site is completely devoid of vegetation, while landscaping within the Grand Avenue Site is limited to a few isolated trees, including three Washingtonia palms, and shrubs. Although unlikely, the Grand Avenue Site Washingtonia palms could potentially provide nesting sites for migratory birds. In the event any of the palms require removal or would otherwise be affected by installation of the Grand Avenue Sign, construction activities would be required to comply with the Migratory Bird Treaty Act and the California Department of Fish and Game Code. Through compliance with this regulatory requirement, potential impacts to nesting birds would be less than significant.

Thus, installation and operation of the proposed freeway signs would not affect these types of resources or conflict with any adopted habitat conservation plans. As such, consistent with the conclusions in the Certified EIR and Addenda, no impact with respect to sensitive species, sensitive habitats, wildlife movement corridors, or habitat conservation plans would occur, and no mitigation measures are required. Similarly, impacts related to potential conflicts with local policies or ordinances protecting biological resources, including the City of Los Angeles Protected Tree Ordinance and City of Los Angeles Street Tree Division requirements, would be less than significant, and no mitigation measures are required.

Based on the analysis above, the Freeway Sign Project would not result in any new significant impacts with respect to biological resources and would not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

D. Cultural Resources

1. Archaeological and Paleontological Resources

Potential impacts to archaeological and paleontological resources were not assessed in detail in the Certified EIR. However, the Modified Project Addendum found the Modified Project's impacts with respect to archaeological and paleontological resources to be less than significant.

Both the Grand Avenue Site and the 12th Place Site are located within developed properties that have been subject to disturbance and excavation in the past. Any archaeological and/or paleontological resources that may have existed near the surface of the sites are likely to have been disturbed and/or previously removed. However, the footing for the Grand Avenue Sign would extend to a depth of approximately 16 feet, while the 12th Place Sign footing would extend to a depth of approximately 46 feet. As such, excavation into native Alluvium soils would occur. Accordingly, although unlikely, the potential exists for previously undiscovered archeological and/or paleontological resources to be encountered during installation of the proposed freeway signs. If any potential archaeological resource is discovered during sign installation, work in the area would cease and deposits would be treated in accordance with applicable federal, State, and local guidelines, including those set forth in California Public Resources Code (PRC) Section 21083.2. Any discovery of human remains would be treated in accordance with PRC Section 5097.98 and Health and Safety Code Section 7050.5. Therefore, through regulatory compliance, impacts with respect to archaeological resources would be less than significant, and no mitigation measures are required.

Based on the analysis above, construction of the Freeway Sign Project would not result in any new significant impacts with respect to archaeological and paleontological resources and would

not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

2. Historic Resources

The Certified EIR and the previous Addenda concluded that impacts with respect to historic resources would be significant and unavoidable even with implementation of mitigation. Such impacts were related to the demolition of the Los Angeles Memorial Sports Arena, which was found eligible for the California Register of Historical Resources under Criteria 1 (PRC Section 5024.1; Title 14 CCR, Section 44852) for its association with events that have made a significant contribution to Los Angeles history. In addition, the Modified Project Addendum evaluated the potential for the Modified Project to affect the integrity of several nearby historic resources within Exposition Park and found such impacts to be less than significant.

The following analysis is based on the Historic Resources Investigation: Los Angeles Football Stadium Freeway Sign (Historic Memo) prepared by Historic Resources Group on August 2, 2018. The analysis of impacts to historic resources primarily focuses on direct impacts, which are effects that would result in a “substantial adverse change” to a historic resource. CEQA Guidelines Section 15064.5(b) defines a substantial adverse change as the “physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired.” The significance of a historic resource is materially impaired when a project demolishes or materially alters in an adverse manner those physical characteristics that convey its historical significance and that justify its inclusion in, or eligibility for, historic listing.

In addition, the analysis of historic resources also reviews indirect impacts to historic resources, which address the alteration of the setting of a historic resource, the interruption or alteration of historic spatial relationships, or the obstruction of important views. However, an alteration of existing conditions (whether the physical setting, spatial relationships, or views) does not necessarily constitute a significant indirect impact. To be significant, the alteration would need to materially impair the significance of that resource as defined by CEQA. To do so, the setting, spatial relationship(s), or view affected would need to be intrinsic to the significance of the historic resource.

A. Grand Avenue Sign

As previously indicated, the Grand Avenue Site is located within a developed property that includes storage uses. According to the Historic Memo, no listed or designated historic resources are located on the site or in the immediate vicinity. However, SurveyLA conducted historic resource surveys in 2012 and 2015 throughout the Southeast Los Angeles Community Plan area, within which the Grand Avenue Site is located. SurveyLA identified a collection of ornamental streetlights dating from the early-20th century located on South Grand Avenue between 39th Street (just north of the Grand Avenue Site) and Jefferson Boulevard. The streetlights were identified as historically significant as an “excellent collection of early ornamental streetlights in Southeast Los Angeles.” Field observation of the streetlights on South Grand Avenue between 39th Street and Jefferson Boulevard confirms that they are the double-lantern model streetlights installed during the 1920s. They are treated as historic resources in the Freeway Sign Addendum for the purposes of CEQA.

SurveyLA also identified the Coliseum sign located at 3843 South Grand Avenue as eligible for local listing. The Coliseum sign was found significant for its association with the 1984 Olympic

Games. However, the SurveyLA finding indicates the Coliseum sign “appears to be eligible for local designation only and may not meet significance thresholds for National Register and California Register eligibility.” As discussed further in the Historic Memo, the National Register Criteria for Evaluation exclude properties that have achieved significance within the past 50 years unless they are of exceptional importance. The Coliseum sign was constructed in 1984 and thus is 34 years old. In addition, the Coliseum sign was altered for maintenance and upgrades in 2015. SurveyLA uncovered no evidence to suggest the sign is of exceptional importance sufficient to satisfy the National Register criteria. Therefore, the Coliseum sign was not found eligible for the National Register. Although criteria for the California Register are somewhat less exacting in terms of age thresholds, it is likely the sign was not found eligible for the California Register for similar reasons.

The sign is one of a handful of extant structures specifically designed and constructed for the 1984 Olympic Games, which represent an important event of national, state, and local history. Despite some alterations, the Coliseum sign retains its original form and structure from 1984, and replacement display components have maintained the original display area dimensions. Therefore, while the Coliseum sign is not eligible for listing under the National Register and California Register, because the sign may be eligible for local designation, the Freeway Sign Addendum conservatively treats the sign as a historic resource for the purposes of CEQA.

With respect to direct impacts, as the Grand Avenue Site does not include any historic resource(s), installation of the Grand Avenue Sign would not result in any material impairment of a historic resource. For the eligible historic resources in the surrounding vicinity (i.e., the South Grand Avenue streetlights and the Coliseum sign), the physical characteristics that convey historic significance and justify eligibility for historic listing would remain intact and unchanged following development of the Grand Avenue Sign. Therefore, introduction of the Grand Avenue Sign would not result in a significant direct impact to historic resources as defined by CEQA.

Relative to indirect impacts, the South Grand Avenue streetlights would be located more than 400 feet from the Grand Avenue Sign. New construction located south of the streetlights, including the approximately 135-foot-tall Grand Avenue Sign, would not alter the setting or spatial relationships of the streetlights in a manner that would impair or reduce their historic significance. Based on view studies provided in Appendix D of the Historic Memo, the Grand Avenue Sign would not block the Coliseum sign at a point approximately 1,000 feet south of the Coliseum sign travelling northbound in the far right lane of I-110. The far right lane is considered the most conservative viewing angle, and the other lanes are less likely to have view obstruction given their angle of view. No view blockage would occur from any lane at any distances closer than 1,000 feet from the Coliseum sign. It is the physical form and design of the Coliseum sign, as well as the readability of its text displays, that together convey the sign’s historic significance. However, any interruption in views of the Coliseum sign would occur at distances at which the sign is not readable. Intermittent interruption of current views of the Coliseum sign from some limited locations at distances beyond 1,000 feet would not be sufficient to reduce the sign’s ability to convey its historic significance.

Accordingly, construction of a freeway sign at the Grand Avenue Site would not alter the setting or spatial relationships, nor obscure important views of a historic resource and, therefore, construction of a freeway sign at the Grand Avenue Site would not result in a significant impact to historical resources as defined by CEQA.

B. 12th Place Sign

As previously indicated, the 12th Place Site is located within a developed property that includes commercial uses. The parcel contains a one-story, brick-clad commercial office building

constructed in 1958. The building is rectangular in plan with a flat roof. According to the Historic Memo, the building is not an important example of style or type, and no important associations were uncovered. As such, no listed or designated historic resources are located on the site or in the surrounding vicinity. In addition, SurveyLA conducted a historic resource survey in 2014 within the Westlake Community Plan area, within which the 12th Place Site is located, and did not identify any resources eligible for historic listing either on-site or in the surrounding vicinity.

Given that there are no listed, designated, or eligible historic resources located on or near the 12th Place Site, introduction of the 12th Place Sign would not have any effect, either directly or indirectly, on historic resources. More specifically, no material impairment of a historic resource, alteration of the setting or spatial relationship of a historic resource, or obstruction of views of a historic resource would occur. As such, the 12th Place Sign would not result in a significant impact to historic resources as defined by CEQA.

Based on the analysis above, the Freeway Sign Project would not result in any new significant impacts with respect to historic resources and would not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

E. *Geology and Soils*

Potential impacts related to geology and soils were not assessed in detail in the Certified EIR. However, the Modified Project Addendum determined the Modified Project would not: cause or accelerate geologic hazards which would result in substantial damage to structures or infrastructure, or expose people to substantial risk of injury; constitute a geologic hazard to other properties by causing or accelerating instability from erosion, or accelerate natural processes of wind and water erosion and sedimentation, resulting in sediment runoff or deposition which would not be contained or controlled on-site; or destroy, permanently cover, or materially and adversely modify any distinct or prominent geologic or topographic features. As such, impacts related to geology and soils were concluded to be less than significant.

As previously described, installation of the Grand Avenue Sign and 12th Place Sign would require footings to a depth of 16 feet and 46 feet, respectively. An auger would be used to drill the holes, which would be reinforced with concrete and rebar. Soil export of up to approximately 1,300 cubic yards would be required. The following analysis is based on the Geotechnical Engineering Report—Los Angeles Football Club Stadium Freeway Signs, Los Angeles Football Club Stadium Project (Geotech Report) prepared by Langan Engineering and Environmental Services, Inc. (Langan) on June 27, 2017. The Geotech Report provides geotechnical, seismic, and construction-related recommendations for the proposed freeway signs, which were prepared in accordance with the 2016 California Building Code (CBC) and associated 2017 City of Los Angeles amendments to the Los Angeles Building Code (LABC).

Field investigations involved borings within the two signage sites to a depth of 101.5 feet below the ground surface (bgs). The subsurface conditions at each site generally consist of artificial fill underlain by Alluvium deposits, as described further below. Groundwater was not encountered at either site within the maximum explored depth.

Within the Grand Avenue Site, fill soils comprised of medium dense, brown to brown-white, dry to moist, silty fine to coarse sand with fine to coarse gravel were encountered to approximately seven feet bgs. Below this, Alluvium was encountered to the maximum explored depth of 101.5 feet. The Alluvium consists of dense to very dense, tan-brown to gray-tan, dry to moist, fine to coarse sand, with variable amounts of silt and gravel and very stiff, light brown to brown-gray, moist, silt and clay with varying amounts of fine to medium sand. The historical high groundwater level at the site is reported to be 45 to 50 feet bgs; however, a 2016 Langan study for the LAFC

stadium reported groundwater at 162 feet bgs at a monitoring well approximately one mile northwest of the stadium site.

Within the 12th Place Site, fill soils comprised of loose, brown, moist, silty fine to coarse sand with fine to coarse gravel were encountered to depths ranging from five to seven feet bgs. Below this, Alluvium was encountered to the maximum explored depth of 101.5 feet. The Alluvium consists of dense to very dense, tan to orange-brown, dry to moist, fine to coarse sand, with variable amounts of silt and fine to coarse gravel and very stiff to hard, brown, moist, silt and clay with varying amounts of fine sand. The historical high groundwater level at the site is reported to be 90 to 100 feet bgs.

According to the Geotech Report, the alluvial soils at each site are suitable to support the proposed freeway signs using deep foundations, such as cast-in-drilled-hole (CIDH) piles. The Geotech Report details the appropriate design criteria, including seismic design criteria, pile capacity parameters, lateral capacities, pile installation and corrosion considerations, as well as considerations for excavation and utilities. Groundwater is not anticipated to be encountered; however, temporary casing may be needed to maintain an open and stable borehole during drilling and prior to pouring concrete due to the presence of cohesionless soil layers (gravelly sand layers) at various depths. It is recommended that a Geotechnical Engineer review the final design plans to confirm technical specifications and observe the installations in order to perform testing of geotechnical-related work, as needed, and ensure quality assurance. In addition, the proposed freeway signs would be designed and constructed in accordance with applicable Los Angeles Building Code and California Building Code regulations. Other site conditions at the Grand Avenue Site and the 12th Place Site, such as proximity to active faults, potential for fault rupture and ground shaking, and liquefaction or landslide potential, would not result in impacts different from those described in the Modified Project Addendum.

Based on the information provided in the Freeway Sign Addendum and in the Geotech Report, the Freeway Sign Project would not result in any new significant impacts with respect to geology and soils and would not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

F. *Greenhouse Gas Emissions*

The Certified EIR and the previous Addenda concluded that impacts with respect to greenhouse gas (GHG) emissions would be less than significant. As discussed in the First Addendum, numerous regulatory changes occurred following certification of the Certified EIR in 2011 which are pertinent to the study of GHG impacts under CEQA, and the regulatory environment has continued to evolve.

The Grand Avenue and 12th Place Signs would be fabricated off-site and installed in large structural pieces. On-site installation work for each sign is anticipated to take approximately one to two months to complete and would require a combined total of approximately 1,300 cubic yards of soil export. Given the limited scope of construction work and associated construction trips involved, particularly as compared to construction of the MLS stadium, construction-related GHG emissions associated with the signs would be minimal.

A total of 15,804 square feet of signage previously approved for the Expo Park Site would be reallocated to the Grand Avenue and 12th Place Sites in the amended Freeway Zone. In essence, the Freeway Sign Project proposes the relocation of some of the signage that was previously proposed, evaluated and approved, but that has not yet been constructed. Accordingly, although site-specific conditions and sign specifications may vary, the construction of 15,804 square feet of signage previously approved, which was included as part of the Modified Project and addressed in the Modified Project Addendum, would instead occur on the Grand Avenue and 12th Place

Sites. In other words, the construction impacts associated with this signage have been previously considered. To this end, the GHG analyses provided in the Certified EIR and the Addenda were based on conservative assumptions to account for minor changes such as the current proposal.

Similarly, operation of the signs would require virtually no vehicular trips other than for occasional maintenance activities and relatively limited energy usage to illuminate the signs, thus generating a limited amount of GHGs. Electricity necessary for the operation of the previously approved sign square footage under the Sign District would have generated substantially the same amount of indirect GHG emissions, so the Freeway Sign Project would not result in any net gain in GHG emissions. Furthermore, the proposed freeway signs would be subject to 2016 Title 24 energy requirements, which have resulted in energy efficiency improvements compared to the 2013 Title 24 standards that were in effect at the time the Modified Project was approved in 2015. Accordingly, GHG emissions associated with operation of the proposed freeway signs are anticipated to be nominal and the same or less than those generated by an equivalent amount of previously approved signage, had it been constructed within the Expo Park Site. Therefore, consistent with the conclusions in the Certified EIR and the previous Addenda, impacts with respect to GHG emissions would be less than significant and not cumulatively considerable, and no mitigation measures are required.

Based on the analysis above, the Freeway Sign Project would not result in any new significant impacts with respect to GHG emissions and would not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

G. Hazards and Hazardous Materials

The Certified EIR concluded that impacts with respect to hazards and hazardous materials would be less than significant through compliance with applicable regulatory requirements, while the Modified Project Addendum concluded such impacts would be less than significant with mitigation. The following analysis is based in part on regulatory database reviews for each of the two sign sites conducted by Converse Consultants in August 2018.

Existing conditions at the Grand Avenue Site include a storage yard use, with a temporary trailer and a canopy as the only structures on-site. According to the database search, the property was identified on the HAZNET database for manifesting approximately 0.2424 ton of asbestos waste in 1993. As the waste was disposed of under a manifest, this listing is not considered an environmental concern. There are no leaking underground storage tanks (LUSTs) or other contamination cleanup programs within the Grand Avenue Site. Similarly, there are no permitted underground storage tanks (USTs), waste discharge requirements, oil/gas sites, or hazardous waste locations on-site. Additionally, the site is not located within a Methane Zone or Methane Buffer Zone identified by the City. Two properties within a 300-foot radius of the Grand Avenue Site are listed on the Environmental Data Resources (EDR) Historical Cleaner database and the EDR Historical Auto Stations database, respectively, but based on a lack of documented releases, these listings are not expected to represent an environmental concern. The remainder of listings are located more than 300 feet from the Grand Avenue Site and/or have received a regulatory case closed status; accordingly, these sites are not expected to represent an environmental concern to the Grand Avenue Site.

The 12th Place Site is developed with a one-story commercial building and a surface parking lot. According to the database search, there are no LUSTs or other contamination cleanup programs within the 12th Place Site, and no currently permitted USTs, waste discharge requirements, oil/gas sites, or hazardous waste locations on-site. The property was identified on the EDR Historical Auto Stations database as a former automobile repair facility in 1933; the California Statewide Environmental Evaluation and Planning System (SWEEPS) UST and California Facility Inventory Database (CA FID) UST databases as an inactive tank site; and the HAZNET database for

manifesting approximately 0.01 ton of aqueous solution containing reactive anion wastes in 2000. With respect to the UST listing, a July 27, 1991 permit was issued to abandon (i.e., close) atmospheric tanks per specifications submitted to the City of Los Angeles Fire Department (LAFD) Fire Prevention Bureau and subject to a field inspector's approval. Based on this information, the former UST is not considered an environmental concern. Regarding the HAZNET listing, based on a lack of documented releases and proper handling, this listing also is not considered an environmental concern. Surrounding the 12th Place Site, several properties are listed on the following databases: the EDR Historical Auto Stations database in 1924; the Resource Conservation and Recovery Act Small Quantity Generator (RCRA-SQG), Facility Registry Service/Facility Index (FINDS), Enforcement and Compliance History Online (ECHO), and CA Emissions (EMI) databases; the EDR Historical Auto Station database from 1933 to 1994; the EDR Historical Cleaner database from 1939 to 1937; and the CA Envirostor, CA Historical UST, and EDR Historical Cleaner databases. Based on the current regulatory status, lack of violations and/or non-contiguous locations of these properties, these sites are not expected to represent an environmental concern to the 12th Place Site. In addition, the 12th Place Site is located within a Methane Zone identified by the City. Such areas have a risk of methane intrusion emanating from geologic formations, and the City has development regulations in place to address ventilation and methane gas detection systems depending on the design category. While excavation within the Methane Buffer Zone could pose a potential for methane build-up, resulting in a possible hazardous condition, adherence to the City of Los Angeles' Methane Mitigation Ordinance, applicable construction safety measures, as well as compliance with California Occupational Safety and Health Act (OSHA) safety requirements would serve to avoid substantial risk in the event elevated methane levels are encountered. Based on such safety provisions and appropriate monitoring, construction activities associated with the 12th Place Sign within the Methane Buffer Zone are not expected to substantially expose construction workers to elevated levels of methane. Thus, compliance with regulatory standards would reduce the chance of exposure of people to a substantial risk resulting from the release or explosion of methane gas or from exposure to a health hazard. Related impacts would be less than significant.

At both the Grand Avenue Site and the 12th Place Site, no demolition (aside from pavement removal) would be necessary, so there would be no potential for contact with or release of asbestos containing materials, lead-based paint, or polychlorinated biphenyls. As previously indicated, the sign footings are not anticipated to reach groundwater. However, given that excavation for the sign footings would extend to depths of at least 16 feet and 46 feet, respectively, it is possible that contact with a previously unknown or unidentified UST or subsurface contamination could occur if such conditions exist on-site. Although the regulatory database reviews revealed no evidence of recognized environmental conditions in connection with the Grand Avenue Site or the 12th Place Site, mitigation is proposed to address the potential for any hazards associated with previously unknown or unidentified conditions. Mitigation Measure H-3 calls for a geophysical survey at each signage site and tank removal in accordance with applicable regulations if any UST is found. This measure has been incorporated into the Freeway Sign Project's MMP. With the implementation of this measure, potential impacts with respect to hazards and hazardous materials would be less than significant.

Based on the above, with regulatory compliance and implementation of Mitigation Measure H-3, the Freeway Sign Project would not result in any new significant impacts with respect to hazards and hazardous materials and would not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

H. *Hydrology and Water Quality*

The Certified EIR and the previous Addenda concluded that construction-related impacts with respect to hydrology, water quality, and groundwater would be less than significant through compliance with applicable regulatory requirements, as ensured through mitigation measures

requiring regulatory compliance. In particular, the Applicant was required to prepare and implement a Stormwater Pollution Prevention Plan (SWPPP) in compliance with the National Pollutant Discharge Elimination System (NPDES) Construction General Permit administered by the State Water Resources Control Board (SWRCB), as well as comply with other applicable NPDES permit requirements and General Waste Discharge Requirements (WDRs) related to construction dewatering. Coverage under an NPDES permit is required for the discharge of pollutants to “waters of the United States,” while SWPPPs require the implementation of temporary controls, or best management practices (BMPs), to address the discharge of pollutants, including soil and sediment, in stormwater discharges. The WDRs include provisions mandating notification, sampling and analysis, and reporting of dewatering and testing-related discharges.

The combined area of the Grand Avenue Site and the 12th Place Site is approximately 0.31 acre, which falls below the one-acre threshold for a “small construction activity” subject to NPDES requirements and preparation of a SWPPP. As such, installation of the proposed freeway signs would not be subject to any NPDES permit, WDRs, or SWPPP requirements. Nonetheless, construction activities would be required to comply with the City’s grading permit regulations (set forth in LAMC Chapter IX, Article 1, Division 70), including the preparation of an erosion control plan to reduce the effects of sedimentation and erosion, as applicable. Additionally, construction would comply with the City’s stormwater and urban runoff control requirements (set forth in LAMC Chapter VI, Article 4.4), including Municipal Separate Storm Sewer System (MS4) permit requirements, as applicable. With respect to groundwater, recent borings did not encounter groundwater at either site within the maximum depth explored depth of approximately 101.5 feet. The historical high groundwater level at the Grand Avenue Site is reported to be 45 to 50 feet bgs; however, a 2016 Langan study for the MLS Stadium reported groundwater at 162 feet bgs at a monitoring well approximately one mile northwest of the stadium site. The historical high groundwater level at the 12th Place Site is reported to be 90 to 100 feet bgs. As the sign footings are not anticipated to reach groundwater, construction dewatering would not be expected to occur, and thus dewatering BMPs would not be necessary. Following sign installation, the ground surface surrounding each sign footing would be graded and returned to existing conditions such that existing stormwater flows and drainage patterns would be maintained.

Therefore, consistent with the conclusions in the Certified EIR and the previous Addenda, construction-related impacts with respect to hydrology, water quality, and groundwater would be less than significant through regulatory compliance. Based on the analysis above, the Freeway Sign Project would not result in any new significant impacts with respect to hydrology, water quality, or groundwater, nor would they substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

I. *Land Use and Planning*

The Certified EIR and Addenda concluded that impacts related to consistency with applicable land use plans and policies would be less than significant. Although impacts would be less than significant, the Certified EIR included mitigation to reinforce requirements for permits and discretionary approvals to ensure land use consistency. The Certified EIR and Addenda specifically evaluated consistency with the land use and zoning designations for the Expo Park Site, the South Los Angeles Community Plan, the Exposition/University Park Redevelopment Plan, the California Museum of Science and Industry (CMSI)/Exposition Park Master Plan, and applicable regional plans and regulations.

Given the locations and nature of the proposed freeway signs, of most relevance to the Freeway Sign Addendum’s analysis of regulatory consistency are the Coliseum District Specific Plan, the Coliseum and Soccer Stadium Sign District (Ordinance No. 184290), the land use and zoning designations for each signage site, the Southeast Los Angeles Community Plan (with respect to

the Grand Avenue Sign) and the Westlake Community Plan (with respect to the 12th Place Sign), the Redevelopment Plan for the Council District Nine Corridors South of the Santa Monica Freeway Recovery Redevelopment Project (CD9 Corridors Redevelopment Plan) (with respect to the Grand Avenue Sign; applicable signage regulations set forth in the LAMC, and the Outdoor Advertising Act (California Business & Professional Code Section 5200, et seq.).

The Freeway Sign Project's consistency with the applicable land use plans and policies noted above are addressed below.

1. Coliseum District Specific Plan

The Specific Plan established a Freeway Zone, which currently consists of a single site located immediately east of the 110 Freeway and north of 39th Street, in the location of the existing Los Angeles Memorial Coliseum freeway sign. The Specific Plan also allows the future expansion of the Freeway Zone, explaining that it may include up to three additional non-contiguous parcels for freeway signs permitted by the Outdoor Advertising Act. As such, a Specific Plan Amendment is requested to extend the Specific Plan's Freeway Zone to include the Grand Avenue Site and the 12th Place Site. Subsequently, a Director's Review would occur pursuant to Specific Plan Section 6.A to verify compliance of the freeway signs with applicable Specific Plan requirements. However, with the exception of several signage definitions and clarifying the applicability of certain LAMC provisions, the Specific Plan refers to the Sign District for the regulation of signage. Therefore, with the proposed amendment to the Specific Plan, the Freeway Sign Project would be consistent with the Specific Plan. Impacts would be less than significant, and no mitigation measures are required.

2. Coliseum and Soccer Stadium Sign District

The Sign District regulates signage within the Specific Plan area, including the Los Angeles Memorial Coliseum and the Expo Park Site where the stadium is located, adjacent parking and open space areas, and the Freeway Zone (i.e., the existing Los Angeles Memorial Coliseum freeway sign site). With respect to freeway signage, the Sign District provides that an additional three Stadium Freeway Signs may be located in the future on up to three other non-contiguous parcels. Accordingly, a Sign District amendment is requested to include the Grand Avenue Site and the 12th Place Site in the Sign District area and set forth regulations for the proposed freeway signs.

The Sign District permits approximately 44,500 square feet of signage for the MLS stadium (specifically, 37,500 square feet within the Soccer Stadium Zone and 7,000 square feet in the South Parking Lot Zone), including up to approximately 18,300 square feet of exterior digital signage (based on the total area of approved individual digital signs), and excluding aerial view signs, information signs, temporary signs, and interior signs. LAFC proposes to reallocate approved signage from the Soccer Stadium Zone and the South Parking Lot Zone, including approved exterior digital signs, such that with the addition of the freeway signs (totaling approximately 9,284 square feet of digital signage and approximately 6,520 square feet of static signage) there would be no increase to the 44,500 square feet of signage permitted for the MLS stadium and no increase to the approximately 18,300 square feet of approved exterior digital signage.

While the Sign District sets forth limits to the size of individual signs for various sign types, no size restrictions are established for freeway signs. As such, the sign area of 7,902 square feet per freeway sign, comprised of 4,642 square feet of digital display area and 3,260 square feet of static sign area, is permitted under the Sign District. In addition, the Sign District limits freeway signs to two sign faces. The Grand Avenue Sign and 12th Place Sign advertising would primarily occur

on the north and south facing sign faces, however, the digital board would wrap around the side of the sign facing the freeway. This would create a cohesive digital package connecting all three sign faces and provide an opportunity for the City to program this area during special events to promote messages or symbols of local interest. The Sign District Amendment would clarify that the digital wrap on the side of the sign is permitted. The Sign District also requires a minimum separation from another stadium freeway sign of 500 feet, which the proposed Grand Avenue Sign and 12th Place Sign would meet (the Grand Avenue Sign would be located approximately 554 feet from the Coliseum sign). The Sign District also regulates the operating hours, illumination, and refresh rates for digital signs in the Soccer Stadium Zone and South Parking Lot Zone. However, as such requirements are not established for the Freeway Zone, the proposed Sign District Amendment would provide regulations addressing the operating hours, illumination, and refresh rates for the freeway signs that would comply with the Outdoor Advertising Act, as applicable.

It is noted that the Sign District includes procedures to ensure compliance with Sign District requirements. Specifically, per Sign District Section 6 C and D, the Director's Sign-Off or Project Permit Compliance process requires the Director's determination that a sign is in compliance, with conditions imposed to achieve compliance if necessary. The consistency of the freeway signs with the Sign District would be evaluated based on the Sign District Amendment initiated by the City Council regarding the proposed Grand Avenue Sign and 12th Place Sign. Therefore, with the proposed amendment to the Sign District, the Freeway Sign Project would be consistent with the Sign District. Impacts would be less than significant, and no mitigation measures are required.

3. Community Plans/Land Use and Zoning Designations

A. Grand Avenue Sign

The Southeast Los Angeles Community Plan functions as part of the Land Use Element of the City's General Plan that is applicable to the Grand Avenue Site. The Freeway Sign Addendum was published before the Southeast Los Angeles Community Plan Update was completed, and thus analyzed Land Use impacts at the Grand Avenue Site with respect to the former Community Plan, land use designation, and zoning on the site. The then-current Southeast Los Angeles Community Plan provided a land use designation of Industrial: Limited Manufacturing for the Grand Avenue Site. This land use designation did not preclude signage; however, signage was addressed more broadly in the Community Plan's Community Design and Landscaping Guidelines. While several of the signage guidelines pertained specifically to public signage, relevant guidelines called for distinctive signage to identify principal entries to unique neighborhoods, historic structures and districts, and public buildings and parks; and unique signage to identify major commercial, cultural, or historic areas in the Community Plan area. The proposed Grand Avenue Sign would meet these guidelines through its modern and prominent design intended to draw attention to events at and sponsors of the MLS stadium located within Exposition Park across the 110 Freeway. In particular, as envisioned by the Sign District (discussed above), the new freeway sign would help establish a unique visual identity for the MLS stadium while emphasizing its event- and entertainment-oriented aspect. Therefore, the Grand Avenue Sign is consistent with the Southeast Los Angeles Community Plan. Impacts would be less than significant, and no mitigation measures are required.

With respect to zoning, the Grand Avenue Site was zoned [T][Q]MR1-1VL at the time of the publication of the Freeway Sign Addendum, prior to the completion of the Southeast Los Angeles Community Plan Update. Pursuant to Ordinance No. 166961 applicable to the [T][Q]MR1-1VL zone at the Grand Avenue Site, signage was restricted to identification signs. Flashing signs, animated signs, and off-site signage were then prohibited on the Grand Avenue Site. In addition, height in the 1VL Height District was limited to 45 feet. Accordingly, in order to permit the Grand

Avenue Sign, the Specific Plan is proposed to be amended so that it would permit the Grand Avenue Sign and modify the existing zoning limitations on the Grand Avenue Site. As explained in Section 3.B of the Specific Plan, “[w]henver this Specific Plan contains provisions that establish regulations... which are different from, more restrictive or more permissive than what would be allowed pursuant to the provisions contained in the LAMC [Los Angeles Municipal Code], this Specific Plan shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances.” Therefore, the land use regulations provided for in the amended Specific Plan would supersede those of the LAMC, including those of the [T][Q]MR1-1VL zone. Accordingly, with the proposed amendment to the Specific Plan, the Grand Avenue Sign would be consistent the applicable land use regulations for the Grand Avenue Site. Impacts would be less than significant, and no mitigation measures are required.

It should be noted that the Southeast Community Plan completed its revision since the publication of the Freeway Sign Addendum, and a new land use designation of Hybrid Industrial and rezoning to CM-1-CPIO were approved for the Grand Avenue Site. With respect to height, there is now no height limit for the sign in the CM zone within Height District 1, as the applicable height limit is based on building floor area. The former [T] [Q] conditions prohibiting certain types of signage were removed from the Grand Avenue Site. The revised zoning places the Grand Avenue Site within the Community Plan Implementation Overlay District (CPIO) within Subarea I Hybrid Limited. In order to permit signage within the CPIO within Subarea I Hybrid Limited, the Grand Avenue Site would need to be included in a specific plan. Therefore, under the updated Southeast Community Plan, the proposed amendments to the Specific Plan and Sign District would also be the necessary City approvals to permit the Grand Avenue Sign.

B. 12th Place Sign

The Westlake Community Plan functions as part of the Land Use Element of the City’s General Plan that is applicable to the 12th Place Site. The 12th Place Site is located in the Westlake Community Plan area and has a land use designation of Industrial: Commercial Manufacturing. The Westlake Community Plan does not have any guidelines, restrictions, or requirements regarding signage. In addition, the 12th Place Site is zoned CM-1-O. In the CM zone within Height District 1 there is no applicable height limit for the sign, as the height limit is based on building floor area. Accordingly, the proposed 12th Place Sign would be consistent with the applicable land use and zoning designations, as well as the Westlake Community Plan. Further, as with the Grand Avenue Site, the Specific Plan and Sign District Amendments would apply those planning documents to the 12th Place Site and set forth the land use and signage regulations applicable to the 12th Place Site. Impacts therefore would be less than significant, and no mitigation measures are required.

4. Redevelopment Plan for the Council District Nine Corridors South of the Santa Monica Freeway Recovery Redevelopment Project

The Grand Avenue Site is located in the CD9 Corridors Redevelopment Plan area, which covers commercial and industrial corridors located south of the I-10 freeway to 84th Street and on both sides but mainly east of I-110. Accordingly, all permit applications require review and approval by CRA/LA prior to permit issuance. Adopted in 1995, the CD9 Corridors Redevelopment Plan contains development standards regarding land use, density, and design. Regarding signage, the Redevelopment Plan states requires that all signs comply with the Design for Development specific to billboards and pole signs. Accordingly, the proposed Grand Avenue Sign is proposed to be reviewed and approved by CRA/LA. Because the Grand Avenue Sign would be consistent with the Specific Plan and Sign District, the Grand Avenue Sign would be consistent with Section 512 of the Redevelopment Plan.

The Design for Development broadly defines pole signs and provides sign regulations, including regulations regarding proximity to other signs, proximity to residential uses, proximity to scenic highways, and maximum sign areas. The Grand Avenue Sign is not designed as a pole sign or billboard and is instead designed as a three-dimensional digital board with a unique portrait orientation to emphasize the event- and entertainment-oriented aspect of the MLS stadium. The CRA will review the Freeway Sign Project to determine compliance with the Design for Development or whether a minor modification or amendment to the Design for Development is required to clarify that the restrictions on billboard and pole signs under the Design for Development do not apply to the Grand Avenue Sign.

Therefore, the Grand Avenue Sign complies with the Redevelopment Plan. Impacts would be less than significant, and no mitigation measures are required.

5. Los Angeles Municipal Code

Signage regulations are primarily set forth in LAMC Chapter 1, Article 3, Section 13.11 (“SN” Sign District); Chapter 1, Article 4.4 (Sign Regulations); Chapter II, Article 8 (Advertising); Chapter VI, Article 7 (Outdoor Advertising Structures, Accessory Signs, Post Signs and Advertising Statuary); and Chapter IX, Article 1 (Building Code), Division 62 (Signs). However, the Sign District ordinance (discussed above) is intended to permit certain signs not otherwise permitted by the LAMC in order to create a vibrant and animated area that includes dynamic and creative signage. Accordingly, in certain cases, the Sign District provisions supersede LAMC requirements, including specifically LAMC Sections 14.4.4 C, D, and F; Sections 14.4.10 D and E; Sections 14.4.17 A through G; Sections 28.10, 28.11, and 28.15; and Sections 67.02(a) and 67.29. In addition, the Sign District provisions preempt the regulations in LAMC Sections 14.4.1, et seq., and 91.6201, et seq., relating to height, digital displays, sign area, and location; Section 14.4.5 regarding LADOT hazard review; and Sections 14.4.6, 91.6201.6.6, and 80.08.4 regarding freeway exposure. Other applicable LAMC signage provisions apply unless otherwise indicated in the Sign District ordinance. Furthermore, building permits must be obtained from the Los Angeles Department of Building and Safety (LADBS), as required, in accordance with applicable LAMC provisions for any signs, sign structures, and/or sign alterations other than changes to or replacement of copy.

Of the remaining LAMC signage requirements that are applicable to the proposed freeway signs, the most relevant to the analysis in the Freeway Sign Addendum are LAMC Sections 14.4.4 E and 93.0117, which address lighting restrictions based on the resulting light levels at nearby residential property lines or residential uses. Please refer to the lighting analysis above in Section V.A(b)(ii) for a discussion of compliance with these requirements. It is also noted that permits would be obtained for the proposed freeway signs, as required by LADBS, in accordance with applicable LAMC requirements.

Therefore, the freeway signs would comply with applicable LAMC requirements. Impacts would be less than significant, and no mitigation measures are required.

6. Outdoor Advertising Act

Signs that are visible from and located within 660 feet from the edge of a freeway right-of-way are subject to the State’s Outdoor Advertising Act (California Business & Professions Code Section 5200, et seq.), most recently updated in 2016. However, the Outdoor Advertising Act exempts from certain requirements up to two freeway signs that are associated with but located off of the premises of a professional sports arena with 15,000 or more seats, such as the MLS stadium, and that meet certain criteria. These criteria include signs that are used to advertise products, goods, or services either sold, marketed, or promoted at the arena; and, for signs located off the

arena premises (such as the proposed freeway signs), the signs must be authorized by an ordinance adopted by the City prior to January 1, 2021 (such as the Sign District), bear the name or logo of the arena, and be visible when approaching freeway off-ramps used to access the arena. Accordingly, these types of off-premises signs are instead governed by the stadium freeway sign provisions set forth in the Sign District ordinance.

The proposed freeway signs would meet all of these requirements. The content of the freeway signs would be defined pursuant to a sponsorship marketing plan(s). The MLS stadium has a capacity of approximately 22,000 seats and provides a venue for a MLS team on a permanent basis. The freeway signs would be authorized by the Specific Plan and Sign District for the stadium, based on the proposed Specific Plan and Sign District Amendments. The freeway signs would bear the name of the arena, and both signs would be visible when approaching the I-110 off-ramps used to access the stadium.

Accordingly, the Freeway Sign Project would satisfy all the necessary requirements provided in Outdoor Advertising Act Section 5272, and the freeway signs would be consistent with the Outdoor Advertising Act. Impacts would be less than significant, and no mitigation measures are required.

7. Land Use Compatibility

The Certified EIR and the Addenda concluded that impacts related to land use compatibility during construction would be significant and unavoidable, while land use compatibility during operation would be less than significant. The significant and unavoidable conclusion was based on temporary and intermittent impacts to adjacent land uses due to temporary increases in air emissions (including fugitive dust), noise, and traffic congestion as a result of construction activities. These potential effects were discussed in their respective sections of the Certified EIR and the Addenda, and mitigation measures were recommended to further reduce construction-related impacts to adjacent land uses. Nonetheless, the Certified EIR and the Addenda concluded that from a land use compatibility standpoint, construction impacts would be significant and unavoidable, although the extent of impacts would be temporary and sporadic and would only persist through the construction period.

As previously described, installation of the proposed freeway signs would involve minimal construction activity over the course of one to two months, as the signs would be fabricated off-site and installed in large structural pieces. As evaluated herein, any construction-related impacts associated with the signs would be similar to or substantially reduced in comparison to construction of the MLS stadium. Furthermore, the proposed freeway signs represent a reallocation of signage previously approved but not constructed on the Expo Park Site, which was included as part of the Modified Project and addressed in the Modified Project Addendum; in other words, the construction impacts associated with this signage have been previously considered. In addition, construction activities associated with the currently proposed freeway signs would occur outside of the peak construction periods that were analyzed in the Certified EIR and the Addenda and against which land use compatibility impacts were previously assessed. Accordingly, land use compatibility impacts during sign installation would be reduced relative to those previously analyzed for the MLS stadium on the Expo Park Site.

The primary type of land use compatibility impact associated with operation of the proposed freeway signs relates to aesthetics and lighting. As discussed above, aesthetic and lighting impacts would be less than significant. Therefore, land use compatibility impacts during operation are anticipated to be less than significant, consistent with the conclusions presented in the Certified EIR and the Addenda.

Based on the analysis above and with approval of the requested entitlements, the Grand Avenue Sign and the 12th Place Sign would comply with applicable land use regulations and requirements. Therefore, consistent with the conclusions in the Certified EIR and the Addenda, impacts with respect to consistency with applicable land use plans and regulations would be less than significant. Accordingly, the Freeway Sign Project would not result in any new significant impacts with respect to land use consistency and land use compatibility and would not substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

J. Noise

The Certified EIR and Addenda concluded that impacts with respect to construction noise would be significant and unavoidable even with implementation of mitigation.

Installation of the proposed freeway signs would involve minimal construction activity over the course of one to two months, as the signs would be fabricated off-site and installed on the two signage sites in large structural pieces. An auger would be used to drill the holes, and no pile driving would occur. At each signage site, temporary sound barriers and mufflers on equipment would be used with the auger to reduce noise by at least 10 dBA, and for each doubling of distance from the equipment, noise levels would be reduced by another 6 dBA. Installation would require only a few construction workers on-site, thus limiting the number of construction worker trips to and from the sites. Similarly, delivery truck trips would be minimal since sign fabrication would occur off-site. Based on the anticipated excavation quantities, a combined total of fewer than 100 haul truck trips would be necessary. Such limited construction trips dispersed over two distinct sites would have a negligible effect on the broader construction-related traffic noise previously evaluated. Additionally, these construction activities and in particular the related trips would occur in 2019, which is well after the completion of the MLS stadium's construction (which began operation in April 2018), and thus would not combine with stadium impacts to produce noise levels beyond those previously evaluated.

Nonetheless, a quantitative analysis of construction noise was performed to determine potential impacts to nearby sensitive receptors. Relative to the Grand Avenue Site, sensitive receptors are located approximately 80 feet east of the proposed construction site (i.e., the specific sign location). At the 12th Place Site, sensitive receptors are located approximately 160 feet north of the proposed construction site. It was assumed that an auger/drill rig, crane, backhoe, and haul trucks would be required for sign installation at each location. In accordance with PDF L-2 set, a temporary noise barrier would be installed at the Grand Avenue Site to block the line-of-sight from construction activities to the nearby sensitive receptors. Sensitive receptors near the 12th Place Site would not have a direct line-of-sight to construction activities.

Construction noise levels were calculated for the closest residential use to each sign location. Relative to the Grand Avenue Site, sensitive receptors are located approximately 80 feet east of the proposed construction site. At the 12th Place Site, sensitive receptors are located approximately 160 feet north of the proposed construction site. Furthermore, it is noted that both the Grand Avenue and 12th Place Sites are located adjacent to I-110 and thus characterized by high ambient noise levels due to constant freeway noise. Moreover, the Freeway Sign Project would still implement the same Code-required measures and mitigation measures set forth in the adopted MMP (as applicable), thus minimizing construction noise to the extent feasible. Based on the assessment of the ambient noise conditions and implementation of PDF L-2, the Freeway Sign Addendum concluded that the noise impacts associated with the Freeway Sign Project would be less than previously evaluated and less than significant.

Therefore, construction of the proposed freeway signs would not result in any new significant construction-related impacts with respect to noise, nor would they substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

K. *Traffic/Transportation*

Potential impacts from construction-related traffic were not assessed in detail in the Certified EIR. Construction traffic impacts were determined to be less than significant in the Addenda. Installation of the proposed freeway signs would require only a few construction workers on-site, thus limiting the number of construction worker trips to and from the sites. Similarly, delivery truck trips would be minimal since sign fabrication would occur off-site. Based on the anticipated excavation quantities, a combined total of fewer than 100 haul truck trips would be necessary. Such limited construction trips dispersed over two distinct sites would have a negligible effect on the broader construction-related traffic impacts previously evaluated. Additionally, these construction trips would occur in 2019, well after completion of construction of the MLS stadium (which began operation in April 2018), and thus would not combine with trips for construction of the stadium to produce traffic levels beyond those previously evaluated. Furthermore, as previously discussed, the proposed freeway signs represent a reallocation of signage previously approved for the Expo Park Site, which was included as part of the Modified Project and addressed in the Modified Project Addendum; accordingly, the construction trips associated with this signage have been previously considered. Moreover, the Freeway Sign Project would still implement the same project design features and mitigation measures set forth in the adopted MMP (as applicable), thus minimizing construction traffic to the extent feasible.

As such, traffic impacts associated with installation of the proposed freeway signs are anticipated to be less than significant. Therefore, the Freeway Sign Project would not result in any new significant construction-related impacts with respect to traffic/transportation, nor would they substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

L. *Utilities and Service Systems – Energy*

The Certified EIR and the previous Addenda concluded that impacts with respect to energy conservation would be less than significant. Specifically, energy demands during construction were determined to be typical of construction projects for similarly sized projects and would not necessitate additional energy facilities or distribution of infrastructure. Regarding energy during operations, the Modified Project Addendum concluded that while the Modified Project would represent an increase in annual energy consumption over existing conditions with the Sports Arena due to the proposed additional number of annual events at the MLS stadium and the addition of the Ancillary Uses, the Modified Project would be more energy efficient than the Sports Arena, as well as than the Original Project analyzed in the Certified EIR. Therefore, the Certified EIR and Addenda both concluded that the existing electricity and natural gas infrastructure and supplies would be able to accommodate projected energy demand, and impacts related to energy conservation would be less than significant.

Construction and installation of the proposed freeway signs would be typical of construction activities associated with similar types of signs, which were contemplated as part of the Modified Project, and would not necessitate additional energy facilities or distribution of infrastructure. Moreover, as previously discussed, the Freeway Sign Project proposes the reallocation of some of the signage that was previously proposed, evaluated and approved for the Expo Park Site, but that has not yet been constructed. Accordingly, although site-specific conditions and sign specifications may vary, the construction of 15,804 square feet of signage previously approved for the Expo Park Site, which was included as part of the Modified Project and addressed in the

Modified Project Addendum, would instead occur on the Grand Avenue and 12th Place Sites. In other words, the construction impacts associated with this signage have been previously considered. To this end, the energy analyses provided in the Certified EIR and the Addenda were based on conservative assumptions to account for minor changes such as the current proposal.

Likewise with respect to operation, the energy demand associated with sign operation would be nominal. As previously discussed, the Freeway Sign Project represents the reallocation of 15,804 square feet of signage that was previously proposed for the Expo Park Site, evaluated in the Modified Project Addendum, and approved, but that is not yet constructed or operational. In other words, the operational impacts associated with this signage have been previously considered. To this end, the energy analyses provided in the Certified EIR and the Addenda were based on conservative assumptions to account for minor changes such as the current proposal. Furthermore, the proposed freeway signs would incorporate state-of-the-art technology to avoid the wasteful, inefficient, and/or unnecessary consumption of energy, as required by CEQA Guidelines Appendix F. In addition, the proposed freeway signs would be subject to 2016 Title 24 energy requirements, which have resulted in energy efficiency improvements compared to the 2013 Title 24 standards that were in effect at the time the Modified Project was approved in 2015. As such, existing electricity and natural gas infrastructure and supplies would be able to accommodate the Freeway Sign Project's energy demand, and impacts related to energy conservation would be less than significant.

Based on the analysis above and provided in the Freeway Sign Addendum, energy impacts associated with the proposed freeway signs are anticipated to be less than significant. Therefore, the Freeway Sign Project would not result in any new significant impacts with regard to energy or substantially increase the severity of any significant impacts previously identified in the Certified EIR or the Addenda.

M. Cumulative Impacts

While the specific geographic context for the cumulative impact analysis of each of the issues addressed above may vary, many types of impacts, particularly those related to construction, are typically localized and thus largely limited to the immediate vicinity. In each of the analyses provided above, impacts associated with the Freeway Sign Project would be within the envelope of impacts evaluated in the Certified EIR and the Addenda, and as such, the Freeway Sign Project's contribution to potential cumulative impacts would remain unchanged from that previously evaluated. Furthermore, as previously discussed, the Freeway Sign Project represents the relocation of 15,804 square feet of signage that was previously proposed for the Expo Park Site, evaluated in the Freeway Sign Project Addendum, and approved, but that has not yet been constructed or become operational. In other words, the impacts associated with this signage have been previously considered. Therefore, the cumulative impact conclusions set forth in the Certified EIR and the Addenda would not change as a result of the Freeway Sign Project. As such, the Freeway Sign Project would not result in any new significant cumulative impacts, nor would it substantially increase the severity of any significant cumulative impacts previously identified in the Certified EIR or the Addenda.

III. GENERAL FINDINGS

As demonstrated in by the Freeway Sign Addendum, all environmental impacts from the freeway signs would be substantially similar to or less than those addressed in the Certified EIR and previous Addenda. The City has determined that:

1. The City, acting through the Department of City Planning, is the "Lead Agency" for the Freeway Sign Project that is evaluated in the Freeway Sign Addendum. The City finds that the

Freeway Sign Addendum was prepared in compliance with CEQA and the CEQA Guidelines. The City finds that it has independently reviewed and analyzed the Freeway Sign Addendum and that the Freeway Sign Addendum reflects the independent judgment of the City.

2. The Freeway Sign Project does not involve substantial changes in the project scope requiring major revisions in the previous EIR due to new significant environmental effects, or an increase in the severity of a previously identified significant effect.

3. The circumstances under which the project is undertaken do not require revisions of the previous EIR due to new significant environmental effects or an increase in the severity of previously identified significant effects.

4. There is no new information of substantial importance showing new significant environmental effects not discussed in the previous EIR, or an increase in the severity of previously examined significant effects.

5. The City finds that the Freeway Sign Addendum provides objective information to assist the decision-makers and the public at large in their consideration of the environmental consequences of the Project.

6. The mitigation measures identified for the Freeway Sign Project are included in the Freeway Sign Addendum, which include those applicable measures from the Certified EIR and previous Addenda. The final mitigation measures for the Freeway Sign Project are described in the Mitigation Monitoring Program (MMP). Each of the applicable mitigation measures identified in the MMP is incorporated into the Freeway Sign Project. The City finds that the impacts of the Freeway Sign Project have been mitigated to less than significance by the feasible mitigation measures identified in the MMP.

7. CEQA requires the Lead Agency approving a project to adopt an MMP or the changes to the project which it has adopted or made a condition of project approval to ensure compliance with the mitigation measures during project implementation. The mitigation measures included in the MMP serve that function. The MMP includes all the mitigation measures and project design features adopted by the City in connection with the approval of the Freeway Sign Project and has been designed to ensure compliance with such measures during implementation of the Project. In accordance with CEQA, the MMP provides the means to ensure that the mitigation measures are fully enforceable.

8. In accordance with the requirements of Public Resources Section 21081.6, the City hereby adopts each of the mitigation measures expressly set forth herein as conditions of approval for the Freeway Sign Project.

9. The custodian of the documents or other material which constitute the record of proceedings upon which the City's decision is based is the City Department of City Planning, Environmental Review Section, 221 North Figueroa Street, Room 1350, Los Angeles, California 90012.

10. The City finds and declares that substantial evidence for each and every finding made herein is contained in the Freeway Sign Addendum, which is incorporated herein by this reference, or is in the record of proceedings in the matter.

11. The City is certifying/approving the Freeway Sign Addendum for, and is approving and adopting findings for, the entirety of the actions described in these Findings and in the Freeway Sign Addendum as comprising the Freeway Sign Project.

12. The Freeway Sign Addendum is a Project Addendum for purposes of environmental analysis of the Project. A Project Addendum examines the environmental effects of a specific project. The Freeway Sign Addendum serves as the primary environmental compliance document for entitlement decisions regarding the Freeway Sign Project by the City and other regulatory jurisdictions.

PUBLIC HEARING AND COMMUNICATIONS

Summary of Public Hearing Testimony and Communications Received

The Public Hearing on this matter was held at Los Angeles City Hall in Downtown Los Angeles, Room 1020 on November 7, 2018 at 2:30 PM.

1. Present: Approximately 25 people attended: The applicant and representative, neighboring residents, community organizations, other stakeholders, and a representative from Council Office District 9.
2. Public Speakers: Nine (9) public speakers. Eight speakers were generally in support of the proposal and one was opposed.
3. The Applicant's land use attorney, D.J. Moore, spoke and described the Project.
 - The Soccer Stadium had been conceived from the outset as having Stadium Freeway Signs, and the original Sign District anticipated the inclusion of future signs.
 - Other area stadiums such as StubHub Center and Staples Center have similar signs.
 - A large venue like this is not an everyday use; allowing large digital signs for the stadium would not lead to a precedent of large signs for more common uses.
 - Design of the signs, with display on the edge facing the freeway, was based on input from the City Planning Department.
 - Light is not directed toward neighborhoods and is limited to 450 candelas per square meter (the proposed Amendments to the Sign District now limit this to 300 candelas per square meter).
4. Issues raised at the November 7, 2018 Public Hearing
 - Support for the private financing of the stadium
 - An LAFC supporters' union says that the team supports football causes, including programs for at-risk youth. They are a great community partner, employing local hires and establishing a youth academy.
 - ICEF public schools students received financial literacy training from the club.
 - The Project has negotiated a labor agreement for over 40% local hires; they are involved in the community and in sponsorship.
 - LAFC Youth Leadership Program supports a partnership with the Bresee Foundation. 15 students from Augustus Hawkins High School have received soccer coaching.
 - LA's Best Afterschool Program received support from the team through a partnership with Council District 9 to build soccer fields.
 - The club has been transparent with fans, invested millions, and employed thousands.
 - Are we thinking about the residents? Some speak Spanish. Will they be booted out of their homes? It's great for the economy, but what about old people in their homes?
 - Council District 9 supports the Project. The club collaborated with the council office on design.

The Applicant's land use attorney, D.J. Moore, responded to the query about residents being booted from their homes to say that the project is limited to two small commercial sites and that no residential properties will be directly affected. This response was also translated orally into Spanish by City staff.

5. Communications Received.
 - No written comments from the public regarding the Project were received.

CPC-2018-5152-SN-SP

EXHIBIT A

Vicinity Maps

**STADIUM FREEWAY SIGNS
PER CAL. BUSINESS & PROFESSIONS CODE SECTION 5272 AND SIGN DISTRICT SECTION 8.E.5**

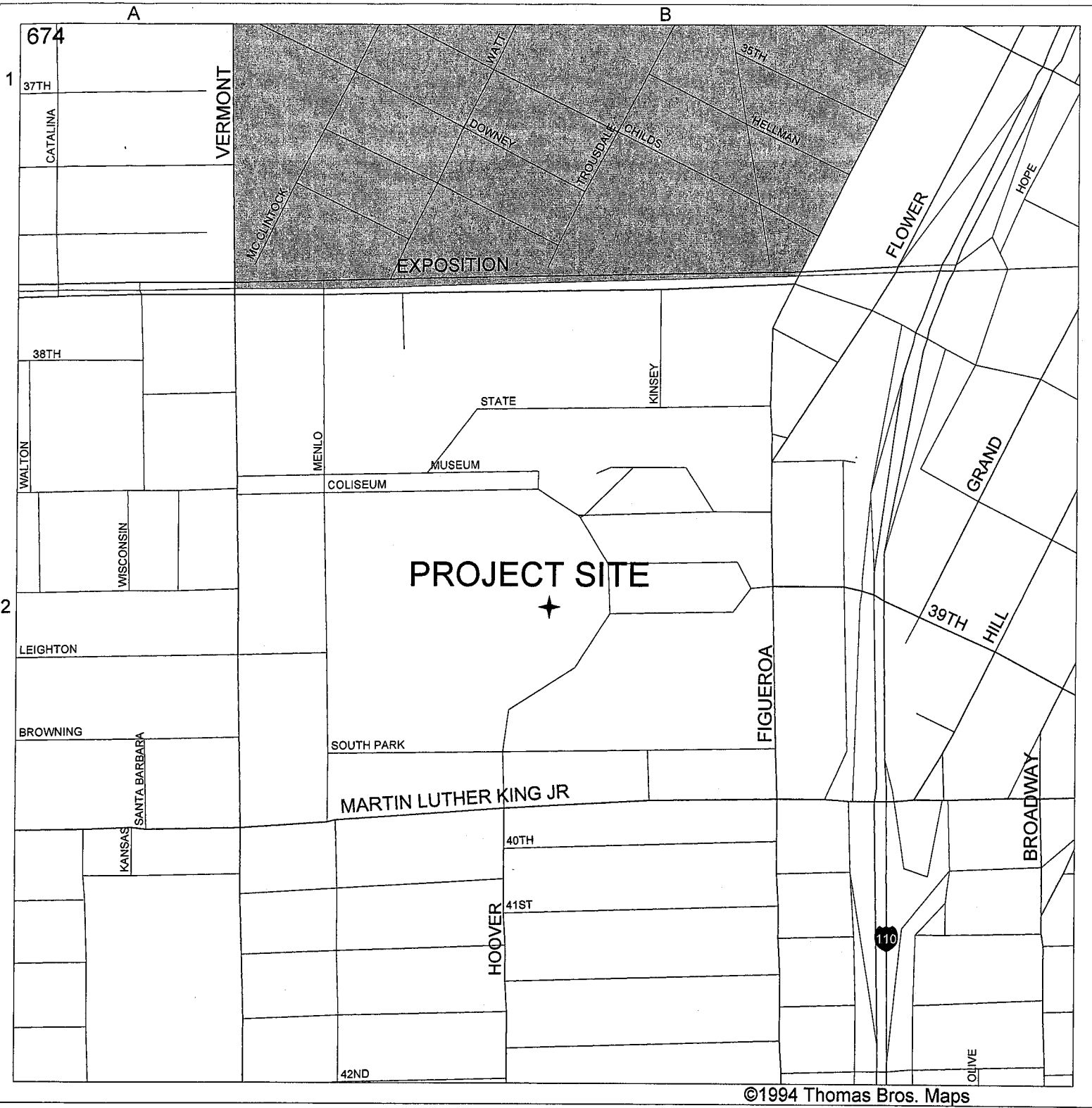


**STADIUM FREEWAY SIGN
1320 W. 12TH PLACE**

**BANC OF CALIFORNIA STADIUM
3939 S. FIGUEROA AVE.**

**STADIUM FREEWAY SIGN
3912 S. GRAND AVE.**





©1994 Thomas Bros. Maps

VICINITY MAP

SITE : 3939 S. FIGUEROA STREET

GC MAPPING SERVICE, INC.
 3055 WEST VALLEY BOULEVARD
 ALHAMBRA CA 91803
 (626) 441-1080, FAX (626) 441-8850
GCMAPPING@RADIUSMAPS.COM



VICINITY MAP

SITE : 3912 S. GRAND AVENUE

GC MAPPING SERVICE, INC.

3055 WEST VALLEY BOULEVARD
 ALHAMBRA CA 91803
 (626) 441-1080, FAX (626) 441-8850
GCMAPPING@RADIUSMAPS.COM



©1994 Thomas Bros. Maps

VICINITY MAP

SITE : 1320 W. 12TH PLACE

GC MAPPING SERVICE, INC.

**3055 WEST VALLEY BOULEVARD
ALHAMBRA CA 91803**

**(626) 441-1080, FAX (626) 441-8850
GCMAPPING@RADIUSMAPS.COM**

CPC-2018-5152-SN-SP

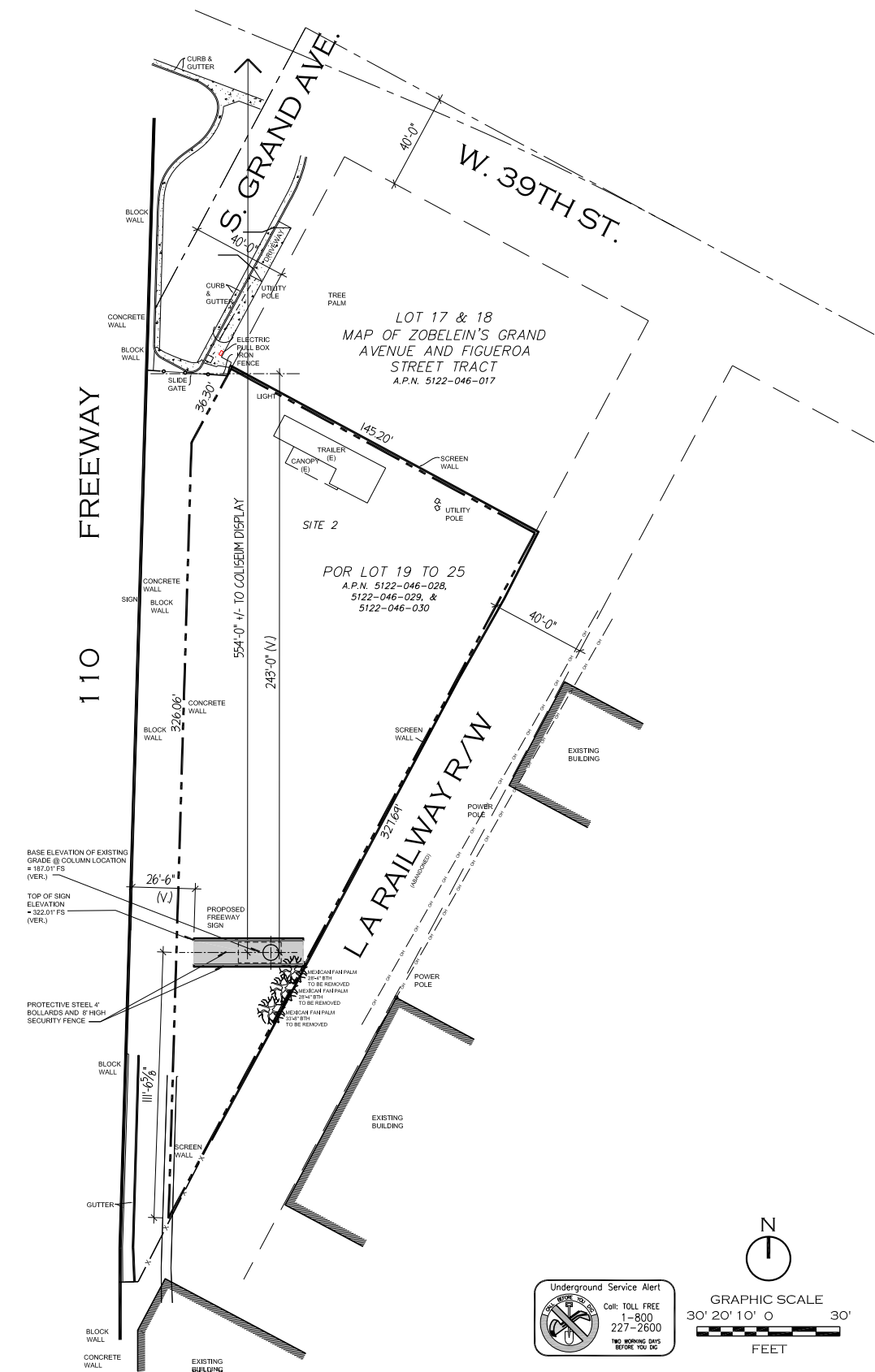
EXHIBIT B

Plans

Grand Avenue Site Plan

12th Place Site Plan

Sign Design Diagram (The two signs are identical)



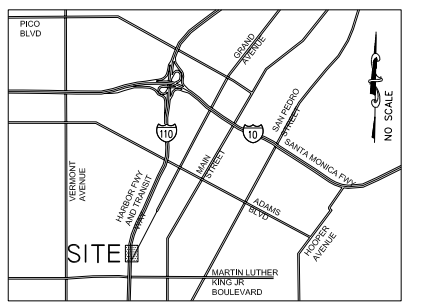
1 SITE PLAN
SD001 1" = 30'-0"

LEGAL DESCRIPTION

REAL PROPERTY IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, DESCRIBED AS FOLLOWS
 THAT PORTION OF LOTS 19 TO 25 INCLUSIVE IN BLOCK U OF ZOBELIN'S GRAND AVENUE AND FIGUEROA STREET TRACT, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS SHOWN ON MAP RECORDED IN BOOK 9, PAGE 41 OF MAPS IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY DESCRIBED AS FOLLOWS
 BEGINNING AT THE MOST EASTERLY CORNER OF SAID LOT 19, THENCE ALONG THE SOUTHEASTERLY LINE OF SAID LOTS 19, 20, 21, 22, 23, 24 AND 25, S 27 DEGREES 56' 25" W, 327 69 FEET TO A POINT IN THE SOUTHEASTERLY LINE OF SAID LOT 25, DISTANT S 27 DEGREES 56'25" W, 427 76 FEET FROM THE MOST EASTERLY CORNER OF LOT 17 OF SAID TRACT, THENCE N 01 DEGREE 29' 53" E, 326 06 FEET TO A POINT ON THE NORTHWESTERLY ONE OF SAID LOT 19, DISTANT S 27 DEGREES 56' 17" W, 136 37 FEET FROM THE MOST NORTHERLY CORNER OF SAID LOT 17, THENCE ALONG THE NORTHWESTERLY LINE OF SAID LOT 19, N 27 DEGREES 56' 17" E, 36 30 FEET TO THE MOST NORTHERLY CORNER OF SAID LOT 19, THENCE ALONG THE NORTHEASTERLY LINE OF SAID LOT 19, S 61 DEGREES 50" 34" E, 145 20 FEET TO THE POINT OF BEGINNING
 EXCEPTING THEREFROM ALL MINERALS, OILS, GASES, AND OTHER HYDROCARBONS BY WHATSOEVER NAME KNOWN THAT MAY BE WITHIN OR UNDER SAID LAND, WITHOUT HOWEVER, THE RIGHT TO DRILL, DIG OR MINE THROUGH THE SURFACE THEREOF, AS RESERVED IN THE DEED FROM THE STATE OF CALIFORNIA, RECORDED SEPTEMBER 25, 1959, 4765, IN BOOK D614 PAGE 921, OFFICIAL RECORDS

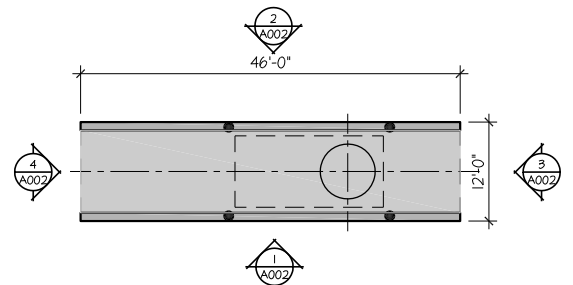
NOTE: BTH = BROWN TRUNK HEIGHT:
 THE NURSERY STANDARD MEASUREMENT FOR MEXICAN FAN PALMS IS THEIR "BROWN TRUNK" HEIGHT, THE DISTANCE BETWEEN GRADE AND THE NEWEST EMERGING SPEAR.

VICINITY MAP



SITE DATA PER SURVEY INFORMATION

Name	Surface Area
LOT SIZE	26,424.41 SF



2 PLAN - TOP
SD001 3/32" = 1'-0"



Design & Engineering Solutions
 Phone - 701.772.4266
 Fax - 701.772.4275

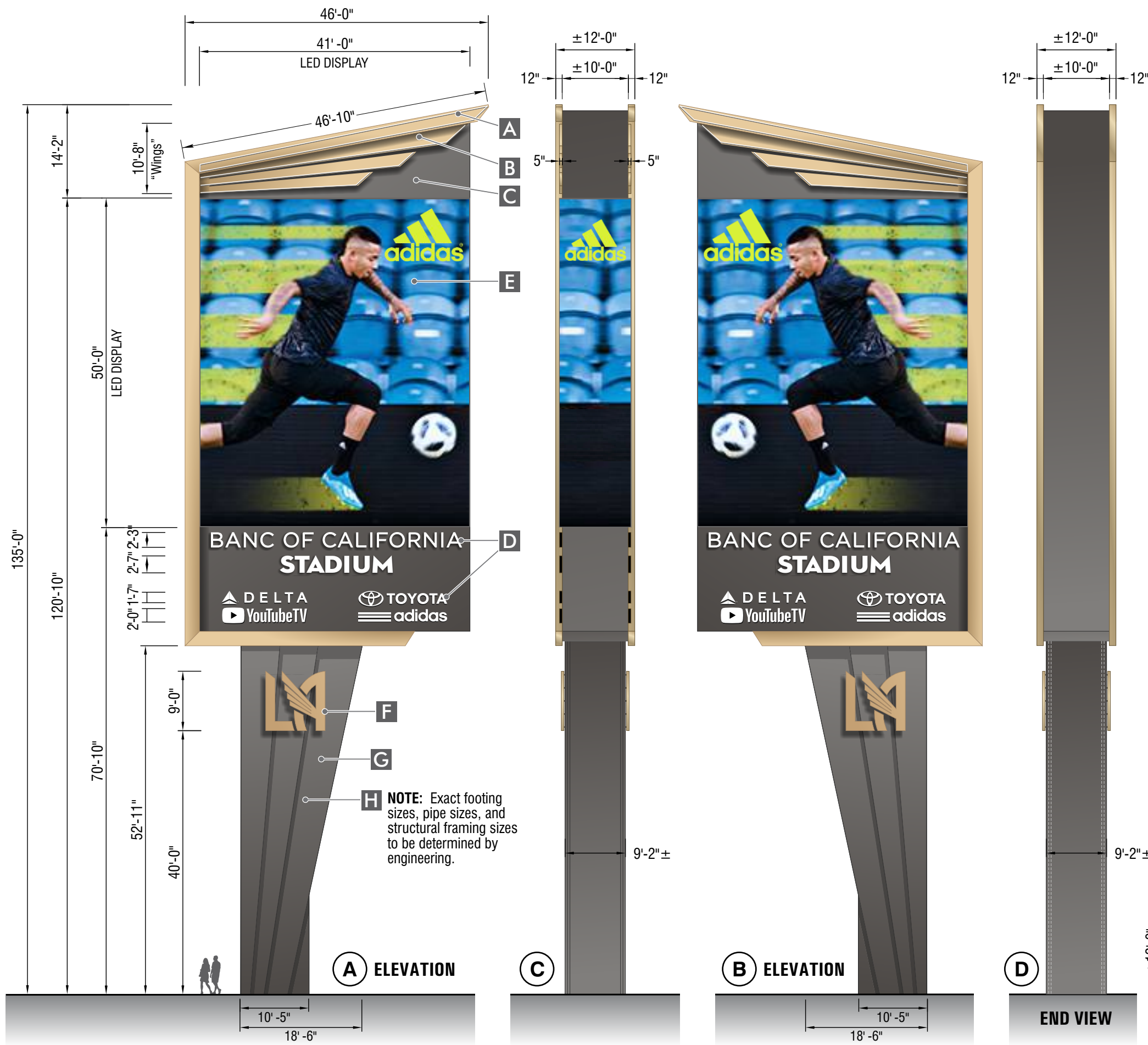
FREWAY SIGN @
 GRAND AVENUE



L AFC
 Technology Integration

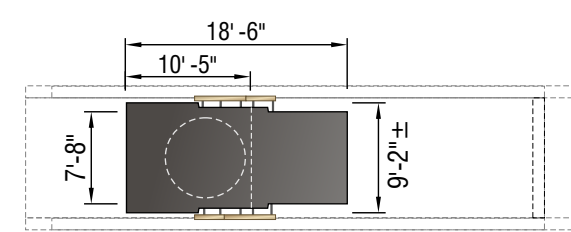
Revision Record	
Revision	Date

DATE
07/30/18
 SHEET
SD001

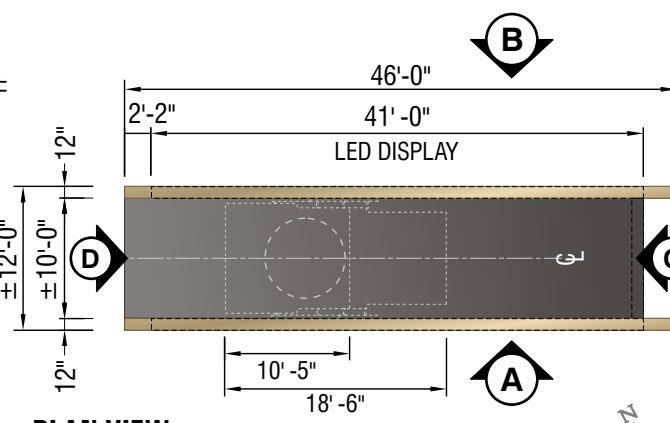


FREeway SIGNAGE DOUBLE SIDED LED DISPLAY ASSET LAYOUT

SIGN SPECS		
A TOP	TYPE	.125" ALUMINUM SKIN
	PAINT COLOR	METALLIC GOLD
	TEXTURE	SMOOTH SEMI-GLOSS FINISH
	LIGHTING	EXPOSED WHITE LED BORDER TUBE
HALO-LIGHTING	WHITE LED HALO-LIGHTING ON INSIDE VERTICAL EDGE ONLY	
B "WINGS"	TYPE	.125" ALUMINUM SKIN
	PAINT COLOR	METALLIC GOLD
	TEXTURE	SMOOTH SEMI-GLOSS FINISH
LIGHTING	EXPOSED WHITE LED BORDER TUBE	
C BACKGROUND	TYPE	D/F NON-ILLUMINATED
	PAINT COLOR	DARK GRAY
	TEXTURE	LIGHT TEXCOTE FINISH
D LETTERS	TYPE	.040 ALUMINUM CHANNEL LTRS.
	FACE COLOR	WHITE ACRYLIC
	RETURNS	5" PRE-COAT BLACK
	TRIM CAP	1" PRE-COAT BLACK
	LIGHTING	WHITE LED
	INSTALL	FLUSH MOUNT TO BACKGROUND
E EMC	PIXEL SPACING	16mm, 44'-1" X 37'-9½"
	MAKE	PANASONIC (Provided by Others)
	LED COLOR	FULL COLOR
	SURROUND	.090" - .125" ALUMINUM
	TEXTURE	SMOOTH SEMI-GLOSS FINISH
F "LA" LTRS	TYPE	.063"/.090" BACK ALUM CHNL LTRS
	FACE COLOR	WHITE ACRYLIC
	FACE VINYL	3M #3630-131 "Gold Metallic"
	RETURNS	5" PRE-COAT GOLD SATIN
	TRIM CAP	1" PRE-COAT GOLD SATIN
	LIGHTING	WHITE LED
	INSTALL	PEGGED OFF POLE COVER
G POLE COVER	MATERIAL	.125" ALUM. OVER STEEL FRAME
	PAINT COLOR	DARK GRAY
	TEXTURE	LIGHT TEXCOTE FINISH
H PIPES	MATERIAL	STEEL PIPES (PER ENGINEERING)
I (NOT USED)		
J (NOT USED)		



PLAN VIEW - Pole Cover
Scale: 1/16" = 1'-0"



PLAN VIEW
Scale: 1/16" = 1'-0"

EMI
ELECTRA-MEDIA, INC.
LAWNDALE - CALIFORNIA
Phone Number: (310) 725-0816

YESCO
LOS ANGELES DIVISION
10235 Bellegrave Avenue, Jurupa Valley, CA 91752
Telephone: (909) 923-7668, Fax: (909) 923-5015
www.yesco.com
CALIFORNIA CONTRACTOR LICENSE NO. 980698

CLIENT INFORMATION

LOS ANGELES FOOTBALL CLUB
Address: Banc of California Stadium
3939 South Figueroa St.
Los Angeles, CA 90037
Sign Loc: 1320 W. 12th Place
Sales Exec: Steve Laddaga

SCALE	DATE	BY
NOTED	08/22/17	Kerry

REVISIONS

NO.	DESCRIPTION

CUSTOMER APPROVAL

- ACCEPTED WITH NO CHANGES
- ACCEPTED WITH CHANGES AS NOTED
- REVISE AS NOTED AND RE-SUBMIT

(Customer Signature) _____ (Date) _____
(Title) _____

PRODUCTION APPROVAL

(Sales Exec. Signature) _____ (Date) _____
(Production Mgr. Signature) _____ (Date) _____

Design ART 06737 R12
SIGN 2 - PICO Sign
Sheet 2 of 13

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.
This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO SIGNS, LLC. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO. See your sales representative or call the nearest office of YESCO.

Colors represented in this drawing are for presentation only. They cannot match actual processes being used on finished products. All salespersons can reference manufacturer's color charts at your request.
Cost of providing necessary wiring to sign area is not included in this sign proposal.
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CPC-2018-5152-SN-SP

EXHIBIT C

Fourth Addendum to the Final EIR

ENV-2015-2497-EIR

Incorporated by Reference, the Fourth Addendum to the Final EIR may be found at:

https://planning.lacity.org/eir/LAFC_Freeway_Signage/LAFC_FreewaySignageCoverPg.html

CPC-2018-5152-SN-SP
EXHIBIT D
Mitigation Monitoring Plan

LOS ANGELES MEMORIAL SPORTS ARENA REDEVELOPMENT PROJECT

MITIGATION MONITORING PROGRAM

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
Aesthetics					
Project Design Features					
PDF A-1: The perimeter of the Project Site shall be screened during primary construction activities to limit views of construction activities.	Plan approval; Field check to confirm implementation.	Pre-Construction; Construction	Los Angeles Memorial Coliseum Commission (LAMCC); Los Angeles Department of City Planning (DCP), as applicable		
PDF A-2: Stadium field lighting shall be designed based on Major League Soccer (MLS) standards that stipulate the use of high performance lights with good color and good glare control.					
PDF A-3: The Project's field lighting shall be implemented in accordance with the zones established in Figure 34 of the Lighting Study.					
PDF A-4: Design elements shall be incorporated to limit the direct view of the light source surface for all stadium light fixtures and to ensure that the light source cannot be seen from adjacent residential properties or the public right-of-way. Such design elements could include one or more of the following: use of light fixtures that comply with the ratings specified in CALGreen Table 5.106B; use of light fixtures with a focused output where the output angles greater than 20 degrees from beam centerline do not exceed 500 candelas; glare shields and louvers attached to the front face of					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>the light fixture; and/or architectural screens to conceal the direct view of the LED light fixtures from the center of Figueroa Street to the east and the Coliseum District Specific Plan boundary to the north, south, and west.</p> <p>PDF A-5: All light sources, including illuminated signage, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).</p> <p>PDF A-6: Signage luminance shall not exceed 800 candelas per square meter after sunset or before sunrise.</p> <p>PDF A-7: <u>The illuminance of each sign face of the Grand Avenue Sign shall be limited to 600 cd/m² during nighttime hours, defined as between sunset and sunrise.</u></p> <p>PDF A-8: <u>During nighttime hours, defined as between sunset and sunrise, the illuminance of the 12th Place Sign's north and east faces shall be limited to 450 cd/m², while the south face shall be limited to 600 cd/m².</u></p> <p>Project-Specific Mitigation Measures</p> <p>MM A-1: Outdoor lighting shall be designed and installed with shielding such that the light source cannot be seen from adjacent residential properties or the public right-of-way.</p> <p>MM A-2: The exterior of the proposed structure shall be constructed of materials such as, but not limited to, high -performance and/or non-reflective tinted glass (no mirror-like tints or films) and pre-cast concrete or fabricated wall surfaces to minimize glare and reflected heat.</p>					
Agriculture and Forestry Resources					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A
Air Quality					
Project Design Features					
PDF C-1: Off-road diesel-powered construction equipment greater than 50 horsepower, that will be used an aggregate of 40 or more hours during any portion of construction activities, shall meet Tier 3 off-road emissions standards.	Field check to confirm implementation.	Construction	LAMCC; DCP, as applicable		
PDF C-2: The Project Applicant shall encourage construction contractors to apply for South Coast Air Quality Management District Surplus Off-Road Opt-In for NO _x (SOON) funds, should they be applicable and available at the time of construction initiation. The “SOON” program accelerates clean up of off-road diesel vehicles, such as heavy duty construction equipment. More information on this program can be found at the following website: www.aqmd.gov/home/programs/business/business-detail?title=off-road-diesel-engines .					
Project-Specific Mitigation Measures					
MM B-1: The Applicant shall comply with SCAQMD Rule 403—Fugitive Dust. Examples of the types of dust control measures currently required and recommended include, but are not limited to, the following: <ul style="list-style-type: none"> • Water active grading/excavation sites and unpaved surfaces at least three times daily; • Sweep daily (with water sweepers) all paved construction parking areas and staging areas; • Provide daily clean-up of mud and dirt carried 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>onto paved streets from the site;</p> <ul style="list-style-type: none"> • Install wheel washers for all exiting trucks, or wash off the tires or tracks of all trucks and equipment leaving the site; • Suspend excavation and grading activity when winds (instantaneous gusts) exceed 15 miles per hour over a 30-minute period or more; and • An information sign shall be posted at the entrance to each construction site that identifies the permitted construction hours and provides a telephone number to call and receive information about the construction project or to report complaints regarding excessive fugitive dust generation. Any reasonable complaints shall be rectified within 24 hours of their receipt. <p>MM B-2: The Applicant shall use low-VOC paints for all interior and exterior surfaces.</p>					
Biological Resources					
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A
Cultural Resources—Archeological and Paleontological Resources					
Project Design Features					
PDF E-1: A qualified paleontologist shall be retained to perform periodic inspections of excavation and grading activities of the Project Site where excavations into the older Quaternary Alluvium may occur. The services of a qualified paleontologist shall be secured by contacting the Natural History Museum of Los Angeles County. The frequency of inspections shall be based on	Field check to confirm implementation.	Construction	LAMCC; DCP, as applicable		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>consultation with the consulting paleontologist and will depend on the rate of excavation and grading activities, the materials being excavated, and if found, the abundance and type of fossils encountered. Monitoring shall consist of visually inspecting fresh exposures of rock for larger fossil remains and, where appropriate, collecting wet or dry screened sediment samples of promising horizons for smaller fossil remains.</p> <p>If a potential fossil is found, the paleontologist shall be allowed to temporarily divert or redirect grading and excavation activities in the area of the exposed fossil to facilitate evaluation and, if necessary, salvage. At the paleontologist's discretion and to reduce any construction delay, the grading and excavation contractor shall assist in removing rock samples for initial processing. Any fossils encountered and recovered shall be prepared to the point of identification and catalogued before they are donated to their final repository. Any fossils collected should be donated to a public, non-profit institution with a research interest in the materials, such as the Natural History Museum of Los Angeles County. Accompanying notes, maps, and photographs shall also be filed at the repository. If fossils are found, following the completion of the above tasks, the paleontologist shall prepare a report summarizing the results of the monitoring and salvaging efforts, the methodology used in these efforts, as well as a description of the fossils collected and their significance. The report shall be submitted by the applicant to the lead agency, the Natural History Museum of Los Angeles</p>					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>County, and representatives of other appropriate or concerned agencies to signify the satisfactory completion of the Project and required mitigation measures.</p>					
Cultural Resources—Historic Resources					
Project-Specific Mitigation Measures					
<p>MM D-1: Prior to the issuance of a demolition permit, a report documenting the architectural and historical features of the Sports Arena shall be prepared and offered to the Southern California Information Center at California State University, Fullerton, and the City. The report shall include the following:</p> <ul style="list-style-type: none"> a) A written report according to the Historic American Building Survey (HABS) narrative format, which includes historical and descriptive information, including site history, historic context, a significance statement, and character-defining features; b) Duplicates of historic photographs, if available; c) Duplicates of existing drawings including plans, elevations, and sections, if available, and d) Large format (4-inch by 5-inch negative or larger), archival photographs based on HABS guidelines, and 35 millimeter photographs of additional spaces and features not documented in large format. The photographs shall be keyed to a floor and site plan to show the location of each photograph taken. Views shall include the setting, important site features including select landscape, all 	<p>Report submittal; issuance of demolition permit</p>	<p>Pre-Construction</p>	<p>LAMCC; DCP, as applicable</p>		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>exterior elevations, detailed views of significant exterior architectural features, and interior views of significant spaces and features.</p>					
Geology and Soils					
Project Design Features					
<p>PDF F-1: A final design-level geotechnical, geologic, and seismic hazard investigation report that complies with all applicable State and local code requirements shall be prepared for the Modified Project by a qualified geotechnical engineer and certified engineering geologist and shall be submitted to the Los Angeles Department of Building and Safety, consistent with City of Los Angeles Building Code requirements. The site-specific geotechnical report shall be prepared to the written satisfaction of the City of Los Angeles Department of Building and Safety. The site-specific geotechnical report shall address each of the recommendations provided in the <i>Preliminary Geotechnical Engineering Report, Los Angeles Football Club Stadium, Los Angeles, California</i> (Geotechnical Report), prepared by Langan Engineering and Environmental Services, July 24, 2015, including, but not limited to the following, and as may be amended in accordance with future regulatory requirements:</p> <ul style="list-style-type: none"> • Shallow foundations bearing on alluvial soils at the proposed stadium foundation elevation or engineered fill shall be designed with an allowable bearing pressure of 6,000 pounds per square foot (psf) or 3,000 psf, respectively. An increase of 33 percent can be used for temporary or transient loading 	Report submittal; plan approval	Pre-Construction	Los Angeles Department of Building and Safety (LADBS)		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>such as seismic or wind. The minimum lateral dimension of isolated footings shall not be less than 48 inches and shall be embedded at least 24 inches below surrounding grade. In order to minimize differential settlement between the proposed Ancillary Uses and Northwest Plaza structures and the stadium structure, expansion joints shall be installed between any structural connection features.</p> <ul style="list-style-type: none"> Should portions of the proposed structures require the additional support of deep foundation systems due to higher, concentrated compression and/or uplift loads, deep foundations shall consist of drilled piles (i.e., Cast-in-Drilled-Hole (CIDH), or Augered Cast-in-Place (ACIP)) piles that are sized in accordance with the sizing parameters provided in Section 6.2.2 of the Geotechnical Report. A pre-construction test pile and pile load test program shall be implemented with a minimum of four (4) test piles as outlined in Section 6.2.2 of the Geotechnical Report. The lowest proposed floor slab shall be designed as a slab-on-grade bearing following the recommendations outlined in Section 6.3 of the Geotechnical Report. Below-grade walls shall be designed to resist soil and surcharge pressures using the parameters provided in Section 6.4 of the Geotechnical Report. Damp-proofing (such as Grace Water Shield water barrier membrane or equivalent) shall be utilized in below-grade closed areas that 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>may house equipment, finishes, or occupants that could be adversely impacted by moisture intrusion.</p> <ul style="list-style-type: none"> • A perimeter foundation drain shall be installed to collect and route any accumulated water to the site drainage system. • Trees with deep-rooted or widespread rooted systems or vegetation shall not be planted within 30 feet of below-grade walls. • Utility subgrade shall be confirmed to be free of standing water, firm, and unyielding prior to placement of bedding material. Utility trenches above pipe bedding shall be backfilled in accordance with the recommendations provided in the Geotechnical Report for fill compaction requirements using either previously excavated soil (if suitable), or with approved imported material. • After completion of excavation, including removal of all below grade remnants, stripping, grubbing, removal of asphalt, base course material, the soil subgrade shall be compacted in-place by proofrolling with at least 6 passes of a vibratory roller compactor having a minimum static drum weight of 5 tons. Any areas exhibiting rutting or pumping shall be removed and replaced with compacted engineered fill material. All fills should be selected and placed in accordance with the placement and compaction criteria discussed in Section 7.3 of the Geotechnical Report. • Temporary excavations shall be constructed 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>in accordance with Cal/OSHA requirements. Temporary slopes may be excavated at a 2H:1V (horizontal to vertical). Steeper slopes may be excavated with a maximum slope of 1.5H:1V (horizontal to vertical) may be excavated where acceptable by Cal/OSHA and the inspecting Geotechnical Engineer.</p> <ul style="list-style-type: none"> • If perched groundwater is encountered during Modified Project construction, temporary construction dewatering, where required, shall be performed using conventional gravity routing and collection in sump pits, with pumping performed as needed to dispose of any water accumulated in these areas. • All new construction work shall be performed so as not to adversely impact or cause loss of support to structures, hardscape, and landscape elements, paving, or utilities to remain. A pre-construction condition documentation comprised of photographic and videographic documentation of accessible and visible areas of neighboring landscaped, and landscaped areas including pavements and sidewalks shall be performed prior to initiating construction activities at the Project Site and submitted to the Los Angeles Department of Building and Safety. 					
Greenhouse Gas Emissions					
<p>Project Design Features PDF G-1: The Modified Project shall be designed to be capable of achieving at least Silver certification under the U.S. Green Building Council's Leadership in Energy and Environmental Design</p>	Plan approval; Field check to confirm implementation.	Pre-Construction; Operation	LAMCC; DCP, as applicable		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>PDF G-2: (LEED)-BD+C or LEED-ND Rating System (v.3), or equivalent green building standards.</p> <p>The Modified Project shall comply with the required measures of the 2013 Los Angeles Green Building Code and shall implement additional efficiency measures to achieve a reduction in energy consumption that is greater than 25 percent relative to the ASHRAE 90.1-2007 standard, but no less than minimum compliance with the 2013 California energy efficiency standards (Title 24, Part 6). Energy efficiency shall be achieved through building design and through the incorporation of energy-efficient heating, ventilation, and air conditioning (HVAC) systems, lighting, and appliances.</p> <p>PDF G-3: The Modified Project shall include the following measures to promote the use of alternative modes of travel and reduce vehicle miles traveled:</p> <ul style="list-style-type: none"> • Transit accessibility improvements to facilitate transit use (e.g., wayfinding signage, walkways, etc.) • Ten percent of the parking spaces provided in the Modified Project's VIP parking lot on the Project Site shall be constructed to accommodate the future placement of facilities for the recharging of electric vehicles • Reduced price Metro transit passes for project employees • Printed transit information on tickets 					
Hazards and Hazardous Materials					
Project-Specific Mitigation Measures					
MP-H-1:	Prior to the issuance of a demolition permit, a	Survey preparation; issuance of demolition	Pre-Construction; construction	LAMCC; DCP, as applicable	

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>geophysical survey shall be prepared in the area of the identified potential historical gasoline tank (i.e., near the southern boundary line of the Project Site). If a storage tank is identified during the geophysical survey or uncovered during subsequent construction and/or demolition activities, the tank shall be removed (abandoned) in accordance with applicable federal, state, and local laws, to the satisfaction of the California Department of Conservation Division of Oil, Gas, and Geothermal Resources (DOGGR), the South Coast Air Quality Management District (SCAQMD), the Los Angeles Regional Water Quality Control Board (RWQCB), and/or the City of Los Angeles Fire Department (LAFD), as applicable. Soil sampling of the tank excavation site shall be completed by personnel appropriately trained in accordance with the Occupational Safety and Health Administration (OSHA) Hazardous Waste Operations and Emergency Response Standard (HAZWOPER). If contamination is detected above acceptable regulatory levels, remediation activities shall be conducted. The remediation could consist of excavation and disposal of impacted soil; in-situ treatment; and/or vapor extraction. If necessary, remedial efforts shall be conducted under the oversight of regulatory agencies including, but not limited to, the Department of Toxic Substances Control (DTSC); the LAFD; and the RWQCB.</p> <p>MP-H-2: If soil contamination is identified during the soil sampling procedures outlined in Mitigation Measure MP-H-1, prior to issuance of a permit(s) for activities involving construction dewatering.</p>	<p>permit.</p>				

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>evidence shall be provided to the Los Angeles Department of Building and Safety that a valid National Pollutant Discharge Elimination System (NPDES) or Industrial Waste Discharge Permit is in place. The NPDES or Industrial Waste Discharge Permit shall include provisions for evaluating the groundwater for potential contamination and, if necessary, the need for treatment of dewatering discharge.</p> <p>MM H-3: <u>Prior to the issuance of a building permit, a geophysical survey shall be prepared for the sites of the Grand Avenue Sign and the 12th Place Sign. If any underground storage tank is identified during the geophysical survey or uncovered during subsequent construction activities, the tank shall be removed (abandoned) in accordance with applicable federal, state, and local laws, to the satisfaction of the California Department of Conservation Division of Oil, Gas, and Geothermal Resources (DOGGR), the South Coast Air Quality Management District (SCAQMD), the Los Angeles Regional Water Quality Control Board (RWQCB), and/or the City of Los Angeles Fire Department (LAFD), as applicable. If any other subsurface feature is identified, it shall be removed in accordance with applicable federal, state, and local laws.</u></p> <p><u>Soil sampling of the tank excavation site or any other removal site shall be completed by personnel appropriately trained in accordance with the Occupational Safety and Health Administration (OSHA) Hazardous Waste Operations and Emergency Response Standard (HAZWOPER). If contamination is detected</u></p>					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>above acceptable regulatory levels, remediation activities shall be conducted. The remediation shall consist of either excavation and disposal of impacted soil; in-situ treatment; and/or vapor extraction. If necessary, remedial efforts shall be conducted under the oversight of regulatory agencies including, but not limited to, the Department of Toxic Substances Control (DTSC); the LAFD; and the RWQCB.</p>					
Hydrology and Water Quality					
Project-Specific Mitigation Measures					
<p>MM E-1: The Applicant shall ensure that a Stormwater Pollution Prevention Plan (SWPPP) is prepared and implemented during construction. The SWPPP shall be prepared to the satisfaction of the City of Los Angeles Department of Building and Safety prior to the issuance of building permits.</p>	<p>Plan approval; Field check to confirm implementation.</p>	<p>Pre-Construction; Construction; Operation</p>	<p>LADBS</p>		
<p>MM E-2: The Applicant must prepare and implement a SUSMP, in accordance with the LA County RWQCB MS4 Program. The SUSMP shall be submitted and prepared to the satisfaction of the City of Los Angeles Department of Building and Safety.</p>					
<p>MM E-3: The Applicant must comply with LARWQCB's General NPDES Permit and General Waste Discharge Requirements (WDRs) (Order No. R4-2003-0111, NPDES No. CAG994004) governing construction-related dewatering discharges (the "General Dewatering Permit").</p>					
Land Use and Planning					
Project-Specific Mitigation Measures					
<p>MM F-1: The Applicant shall obtain all applicable permits</p>	<p>Plan approval</p>	<p>Pre-Construction</p>	<p>LADBS</p>		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
from the Building and Safety Department (and other state and municipal agencies, as may be required) for Project construction actions.					
Mineral Resources					
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
Noise					
Code-Required Measures					
<p>CR G-1: The Applicant shall comply with the LAMC, which prohibits the emission or creation of noise beyond certain levels at adjacent uses unless technically infeasible.</p> <p>CR G-2: The Applicant shall ensure exterior construction and demolition activities are limited to the hours of 7:00 A.M. to 6:00 P.M. Monday through Friday, and 8:00 A.M. to 6:00 P.M. on Saturday except as may be permitted by the Los Angeles Board of Police Commissioners pursuant to Los Angeles Municipal Code Section 41.40. If extended construction hours are permitted by the Los Angeles Board of Police Commissioners, the following additional measures shall be implemented for any construction hours outside of 7:00 A.M. to 6:00 P.M. Monday through Friday, and 8:00 A.M. to 6:00 P.M. on Saturday:</p> <ul style="list-style-type: none"> • Conduct regular ambient noise level readings to ensure that noise levels at the nearest residential uses to the Project Site do not exceed the ambient noise level by 5 dBA. If the measured noise levels during the night shift exceed the ambient noise levels by 4.0 dBA at the residential sensitive uses, the contractor shall evaluate and employ alternative construction methods to ensure that the construction activities shall not exceed the existing ambient noise levels by 5 dBA at the residential sensitive uses; • Utilize additional sound blankets and sound walls to reduce noise levels; 	<p>Plan approval; Field check to confirm implementation.</p>	<p>Pre-Construction; Construction; Operation</p>	<p>LAMCC; LADBS; Los Angeles Department of Transportation (LADOT); DCP, as applicable</p>		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<ul style="list-style-type: none"> • Disable all equipment back up bells; • Prohibit crane horns for signaling; • Limit the use of radio contact on-site; • Use electricity to power lighting to reduce noise levels; • Position lighting to avoid spill onto properties outside of Exposition Park; • Stage materials on the Project Site during the Daytime Shift, to the extent feasible, to reduce activities occurring during the Nighttime Shift; and • Coordinate with the Office of Exposition Park Management to ensure that extended construction hours shall not conflict with any scheduled Exposition Park activities. <p>Project Design Features</p> <p>PDF L-1: During non-event days, the amplified program sound system shall be designed so as not to exceed a maximum noise level of 85 dBA L_{eq} and 75 dBA L_{eq} at a distance of 50 feet within the Northwest Plaza and the Figueroa Street frontage, respectively.</p> <p>PDF L-2: <u>A 12-foot-high temporary and impermeable sound barrier shall be erected at the Grand Avenue Site along the eastern property line adjacent to the sign construction area. The length of the barrier shall be sufficient (approximately 100 feet) to block the line-of-sight between any construction equipment used on-site for sign installation and the residential uses located approximately 80 feet to the east. The temporary sound barrier shall be designed to provide a minimum 10-dBA noise</u></p>					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>reduction at ground level. At plan check, building plans shall include documentation prepared by a noise consultant verifying compliance with this measure.</p> <p>Project-Specific Mitigation Measures</p> <p>MM G-1: The Applicant shall prepare a Construction Management Plan detailing proposed haul routes and staging areas for the transportation of materials and equipment, with consideration for sensitive uses in the neighborhood. The Construction Management Plan shall be submitted for approval by LADOT and the Department of Building and Safety prior to the issuance of any permits. The Construction Management Plan shall include the following requirements:</p> <ul style="list-style-type: none"> • The preferred haul route to and from the Project Site shall be Martin Luther King, Jr. Boulevard to and from the Harbor Freeway. Trucks shall not be permitted to travel along local residential streets. • A flagman shall be placed at the truck entry and exit from the Project Site onto Martin Luther King, Jr. Boulevard to control the flow of exiting trucks. • Deliveries and pick-ups of construction materials shall be scheduled during non-peak travel periods to the degree possible and coordinated to reduce the potential of trucks waiting to load or unload for protracted periods of time. • Access shall remain unobstructed for land uses in proximity to the Project Site during 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>construction of the Modified Project.</p> <ul style="list-style-type: none"> • In the event of a lane or sidewalk closure, a worksite traffic control plan, approved by the City of Los Angeles, shall be implemented to route traffic or pedestrians around any such lane or sidewalk closures. • The locations of truck staging shall be identified and measures shall be included to ensure that trucks use the specified haul route and do not travel through nearby residential neighborhoods. • Vehicle movements shall be scheduled to minimize vehicles waiting off-site and impeding public traffic flow on the surrounding streets. • Requirements shall be established for the loading, unloading, and storage of materials on the Project Site. • Requirements shall be established for the temporary removal of parking spaces, time limits for the reduction of travel lanes, and closing or diversion of pedestrian facilities to ensure the safety of pedestrian and access to local businesses. • The Applicant shall coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project Site and neighboring businesses. • If the construction periods for the Modified Project and the My Figueroa street improvement project overlap, the Applicant shall coordinate with the City to minimize the potential combined effects of the two projects 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>MM G-2: The Applicant shall ensure all construction equipment engines be properly tuned and muffled according to manufacturers' specifications. For example, Table IV.G-6 in the Certified EIR indicates that noise levels of 82 dBA at 50 feet could be reduced to a noise level of 76 dBA at 100 feet with the proper use of mufflers.</p> <p>MM G-3: Adjacent museums and residents shall be given regular notification of major construction activities and their durations. A visible and readable sign (at a distance of 50 feet) shall be posted on the construction site identifying a telephone number where residents can inquire about the construction process and register complaints.</p> <p>MM G-4: The perimeter of the Project Site shall be enclosed with a temporary barrier wall for security and noise protection purposes during project construction. This barrier wall shall consist of a solid, heavy vinyl material or 0.75-inch plywood positioned to block direct line of sight from the active construction areas and other open space areas and sensitive uses.</p>					
Population, Housing, and Employment					
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A
Public Services—Fire Services					
Project-Specific Mitigation Measures					
MM H.1-1: Sprinkler systems shall be required throughout any structure to be built, consistent with the LAMC requirements for public venue structures (Section 57.903).	Plan approval; Field check to confirm implementation.	Pre-Construction; Construction	LAMCC; Los Angeles Fire Department (LAFD); <u>DCP</u> ₁ .		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency as applicable	Compliance Verification	
				Initial	Date
MM H.1-2: All first-story portions of any commercial or industrial building must be within 300 feet of an approved fire hydrant (Section 57.507.3.2).					
MM H.1-3: The maximum distance between fire flow hydrants on the roads and fire lanes in a high-density residential and commercial area is 300 feet.					
MM H.1-4: Any person owning or having control of any facility, structure, group of structures or premises shall provide and maintain Fire Department access (Section 57.4701.4).					
MM H.1-5: If any portion of the first story exterior walls of any building structure is more than 150 feet from the edge of the roadway of an approved street, an approved fire lane shall be provided so that such portion is within 150 feet of the edge of the fire lane. (Section 57.503.1.4)					
MM H.1-6: When required access is provided by an improved street, fire lane or combination of both which results in a dead-end in access of 700 feet in length from the nearest cross street, at least one additional ingress-egress roadway shall be provided in such a manner that an alternative means of ingress-egress is accomplished (Section 57.503.1.5).					
MM H.1-7: All public and private streets shall be dedicated and improved in conformance with Board of Public Works, Standard Dimension Plan, Number D-22549.					
MM H.1-8: Construction of public or private roadways in the proposed development shall not exceed 15 percent in grade.					
MM H.1-9: Fire lanes, where required, and dead ending streets, shall terminate in a cul-de-sac or other					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>approved turning area.</p> <p>MM H.1-10: All access roads, including fire lanes, shall be maintained in an unobstructed manner. Removal of obstructions shall be at the owner's expense. The entrance to all required fire lanes or required private driveways shall be posted with a sign no less than three square feet in area (Section 57.503.4.2).</p> <p>MM H.1-11: Fire lane width shall not be less than 20 feet. When a fire lane must accommodate the operation of Fire Department aerial ladder apparatus or where fire hydrants are installed, those portions shall not be less than 28 feet in width. The Fire Department may require additional vehicular access where buildings exceed 28 feet in height.</p>					
Public Services—Police Protection					
Project-Specific Mitigation Measures					
<p>H.2-1: The Applicant shall erect temporary fencing around the Project Site during construction activities to secure the Project Site and discourage trespassers.</p> <p>H.2-2: Event Sponsors at the Project Site shall employ private security guards to monitor and secure the Project Site during events and deter any potential criminal activity.</p> <p>H.2-3: The Applicant shall develop and implement a Security Plan in consultation with the LAPD outlining the security services and features to be provided in conjunction with the Project. The plan shall be coordinated with the LAPD and a copy of the said plan shall be filed with the LAPD Central Bureau commanding Officer. Said security plan</p>	Field check to confirm implementation.	Construction; Operation	LAMCC; Los Angeles Police Department (LAPD); <u>DCP, as applicable</u>		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>may include some or all of the following components:</p> <ul style="list-style-type: none"> i. Provisions for an on-site private security force that shall provide 24-hour presence. Security officers shall be responsible for patrolling all common areas including the back service corridors and walkways, parking lots, and stairwells. ii. The VIP parking lot on the Project Site shall be fitted with emergency features such as closed circuit television (CCTV) or emergency call boxes that would provide a direct connection with the on-site security force or the LAPD 911 emergency response system. iii. The proposed security shall incorporate low level and directional lighting features to effectively illuminate project entryways, seating areas, lobbies, elevators, service areas, and parking areas with sufficient illumination and minimum dead space to eliminate areas of concealment. Full cut-off fixtures shall be installed that minimize glare from the light source and provide light downward and inward to structures to maximize visibility. 					
Public Services—Schools					
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A
Public Services—Park and Recreation					
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A
Public Services—Other Public Facilities					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A
Traffic/Transportation/Parking					
Project Design Features					
PDF O-1: The Applicant shall coordinate construction parking through the Exposition Park General Manager. To the degree that any portion of Parking Lot 6 is required for parking for events occurring in Exposition Park during Modified Project construction, adequate parking supplies shall be provided either by requiring all construction workers to park on the Project Site during those events, or requiring the Applicant to secure temporary off-site parking facilities for event users in the numerous nearby lots (such as those maintained by the University of Southern California).	Plan approval; Field check to confirm implementation.	Pre-Construction; Construction; Operation	LAMCC; DCP, as applicable		
PDF O-2: Attendance at conference facility functions on non-event weekdays starting between 7:00 and 10:00 A.M. shall be limited to 261 attendees, and attendance at conference facility functions on non-event weekdays starting or ending between 3:00 and 6:00 P.M. shall be limited to 430 attendees.					
PDF O-3: A maximum of 8,000 sf of uses within the proposed food hall/marketplace may be open for business during the weekday A.M. peak hour. The team store, other retail uses, and all other restaurant uses shall not open for business until 10:00 A.M. or later.					
PDF O-4: For periods at least two hours before, during, and two hours after games/events at the proposed stadium, the Ancillary Uses shall be open only to					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>ticket-holding game/event patrons. For events at the adjacent Coliseum reasonably anticipated to equal or exceed 25,000 patrons in attendance, including USC home football games, the Ancillary Uses shall be open only to ticket-holding patrons of those events for periods at least three hours before, during, and two hours after the events.</p> <p>PDF O-5: Construction activities shall be scheduled so that no more than 70 construction worker vehicles are scheduled to arrive at the Project Site between the hours of 7:00 A.M. and 9:00 A.M.</p> <p>PDF O-6: The Applicant shall coordinate with Metro on appropriate service levels for Metro transit services on stadium event days, including but not limited to the Expo Light Rail.</p> <p>Project-Specific Mitigation Measures</p> <p>MM G-1: The Applicant shall prepare a Construction Management Plan detailing proposed haul routes and staging areas for the transportation of materials and equipment, with consideration for sensitive uses in the neighborhood. The Construction Management Plan shall be submitted for approval by LADOT and the Department of Building and Safety prior to the issuance of any permits. The Construction Management Plan shall include the following requirements:</p> <ul style="list-style-type: none"> • The preferred haul route to and from the Project Site shall be Martin Luther King, Jr. Boulevard to and from the Harbor Freeway. Trucks shall not be permitted to travel along local residential streets. • A flagman shall be placed at the truck entry 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>and exit from the Project Site onto Martin Luther King, Jr. Boulevard to control the flow of exiting trucks.</p> <ul style="list-style-type: none"> • Deliveries and pick-ups of construction materials shall be scheduled during non-peak travel periods to the degree possible and coordinated to reduce the potential of trucks waiting to load or unload for protracted periods of time. • Access shall remain unobstructed for land uses in proximity to the Project Site during construction of the Modified Project. • In the event of a lane or sidewalk closure, a worksite traffic control plan, approved by the City of Los Angeles, shall be implemented to route traffic or pedestrians around any such lane or sidewalk closures. • The locations of truck staging shall be identified and measures shall be included to ensure that trucks use the specified haul route and do not travel through nearby residential neighborhoods. • Vehicle movements shall be scheduled to minimize vehicles waiting off-site and impeding public traffic flow on the surrounding streets. • Requirements shall be established for the loading, unloading, and storage of materials on the Project Site. • Requirements shall be established for the temporary removal of parking spaces, time limits for the reduction of travel lanes, and closing or diversion of pedestrian facilities to 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>ensure the safety of pedestrian and access to local businesses.</p> <ul style="list-style-type: none"> The Applicant shall coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project Site and neighboring businesses. If the construction periods for the Modified Project and the My Figueroa Street improvement project overlap, the Applicant shall coordinate with the City to minimize the potential combined effects of the two projects to the extent possible. 					
<p>MM J-1: Combined with the Coliseum, the campus supervised by the Coliseum Commission currently holds events ranging from 500 to 93,000 people in attendance. The Applicant and USC shall schedule events at the two facilities in such a manner that the event attendance size at the two venues combined does not exceed 93,000 people.</p> <p>MM J-2: The Applicant shall coordinate with Metro Bus Operation Control Special Events Coordinator at 213-922-4632 and LADOT Staff regarding construction activities that may affect Metro and LADOT bus line operations.</p>					
Utilities and Service Systems—Wastewater					
No project design features or mitigation measures are proposed or required.	N/A	N/A	N/A	N/A	N/A
Utilities and Service Systems—Water					
Project Design Features					
PDF P-1: The Modified Project would reduce indoor potable water demand by at least 20 percent below	Plan approval; Field check to confirm implementation.	Pre-Construction; Operation	LAMCC; DCP, as applicable		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>Section 5.303.3 of the 2013 California Green Building Standards Code—January 1, 2014, Errata.</p> <p>Project-Specific Mitigation Measures</p> <p>MM 1.2-1: The Project shall comply with Ordinance No. 170,978 (Water Management Ordinance), which imposes numerous water conservation measures in landscape, installation, and maintenance (e.g., use drip irrigation and soak hoses in lieu of sprinklers to lower the amount of water lost to evaporation and overspray, set automatic sprinkler systems to irrigate during the early morning or evening hours to minimize water loss due to evaporation, and water less in the cooler months and during the rainy season). In addition, the Department of Water and Power requires the following conservation measures for all new development in the City of Los Angeles:</p> <ul style="list-style-type: none"> • High-efficiency toilets (1.28 gallons per flush or less, includes dual flush); • High-efficiency dual flush toilets in single-use bathrooms; • High-efficiency urinals (0.125 gallons per flush or less, includes waterless urinals); • Restroom faucet flow rate of 0.35 gallons per minute or less; • Public restroom self-closing faucets; • Showerhead flow rate of 1.5 gallons per minute or less; • Limit of one showerhead per shower stall; • High-efficiency clothes washers (water factor of 6.0 or less); 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<ul style="list-style-type: none"> • High-efficiency dishwashers (ENERGY STAR rated); • Use of tankless and on-demand water heaters as feasible; • Cooling towers must be operated at a minimum of 5.5 cycles of concentration; • Require onsite water recycling systems for wastewater discharge for commercial laundries, dye houses, food processing, certain manufacturing operations, etc. (subject to a payback threshold of five years or less). Mandate water recycling system for all new car wash facilities. • Strict prohibition of single-pass cooling; (Note: Single-pass cooling refers to the use of potable water to extract heat from process equipment) • Irrigation system requirements: <ul style="list-style-type: none"> – Weather-based irrigation controller with rain shutoff; – Flow sensor and master valve shutoff (large landscapes); – Matched precipitation (flow) rates for sprinkler heads; – Drip/microspray/subsurface irrigation where appropriate; – Minimum irrigation system distribution uniformity of 75 percent; – Proper hydro-zoning, turf minimization and use of native/drought tolerant plant materials; – Use of landscape contouring to minimize 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<ul style="list-style-type: none"> • precipitation runoff; • Metering: <ul style="list-style-type: none"> – All irrigated landscapes of 5,000 square feet or more require separate metering or submetering; • Mandated use of recycled water (where available) for appropriate end uses (irrigation, cooling towers, sanitary); • Standard Urban Stormwater Mitigation Plan (SUSMP): Compliance with all City of Los Angeles SUSMP requirements, and encouraging implementation of Best Management Practices that have stormwater recharge or reuse benefits. 					
Utilities and Service Systems—Solid Waste					
<p>PDF P-2: A minimum of 20 percent of all Construction Specifications Institute (CSI) divisions three through ten building materials and products for development, measured by cost, shall consist of pre-consumer and post-consumer recycled content or shall be manufactured within a 500-mile radius of the Project Site.</p> <p>PDF P-3: During operation, the Modified Project shall:</p> <ul style="list-style-type: none"> • Divert solid waste from landfills through robust recycling, the donation of durable goods, and implementing a front-of-house composting program that includes sourcing biodegradable concessions packaging. The composting program shall incorporate appropriate odor management practices to reduce odor emissions at adjacent receptors. Examples of such practices include nutrient balance, temperature, moisture content, and 	Field check to confirm implementation.	Construction; Operation	LAMCC; DCP, as applicable		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>aeration control.</p> <ul style="list-style-type: none"> Utilize a minimum of 90 percent of on-going consumable paper, janitorial, and lighting products that meet the following criteria: <ul style="list-style-type: none"> Bio-based materials and/or chemicals Minimal presence of exposure to potentially harmful chemicals No Volatile Organic Compounds (VOC) Biodegradable Non-toxic Low flammability <p>Project-Specific Mitigation Measures</p> <p>MM I.4-1: The Applicant shall develop a construction and demolition debris recycling program to divert a minimum of 75 percent of construction related solid waste and demolition debris from area landfills.</p> <p>MM I.4-2: The Applicant shall develop an operational project recycling plan that includes the design and allocation of recycling collection and storage space in the Project. The Applicant shall demonstrate through annual compliance reports submitted to the City of Los Angeles Department of Public Works, Bureau of Sanitation, an annual operational diversion rate of at least 40 percent.</p>					
Utilities and Service Systems—Energy					
<p>Project Design Features</p> <p>PDF P-4: The Modified Project shall explore the feasibility of additional energy efficiency options as applicable to demonstrate compliance with AIA2030 challenge goal of 60-percent reduction</p>	Plan approval; Field check to confirm implementation.	Pre-Construction; Construction; Operation	LAMCC; DCP, as applicable		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>from the 2003 Commercial Building Energy Consumption Standard (CBECS) for “Public Assembly—Recreation” facilities. The CBECS baseline for similar building types is 65 kBtu/sf. In order to achieve a 60-percent reduction the Modified Project shall investigate setting an energy consumption goal of 26 kBtu/sf.</p> <p>PDF P-5: The Modified Project shall explore the feasibility of achieving a 10-percent reduction in energy use below the 2013 California energy efficiency standards (Title 24, Part 6). In so doing, the Modified Project shall register for the savings of the design program.</p> <p>Project-Specific Mitigation Measures</p> <p>MM I.3-1: Built-in appliances, refrigerators, and space-conditioning equipment shall exceed the minimum efficiency levels mandated in the California Code of Regulations.</p> <p>MM I.3-2: The Applicant shall install high-efficiency air conditioning controlled by a computerized energy-management system in the office and retail spaces that provides the following:</p> <ul style="list-style-type: none"> • A variable air-volume system that results in minimum energy consumption and avoid hot water energy consumption for terminal reheat; • A 100-percent outdoor air-economizer cycle to obtain free cooling in appropriate climate zones during dry climatic periods; • Sequentially staged operation of air conditioning equipment in accordance with building demands; • The isolation of air conditioning to any 					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>selected floor to floors; and</p> <ul style="list-style-type: none"> Where feasible, reduce building conditioning load by reducing the amount of conditioned building area. <p>MM I.3-3: The Proposed Project shall be designed in a manner that utilizes Cascade (i.e., passively transferred) ventilation air from high-priority areas before exhausted, thereby decreasing the volume of ventilation air required. For example, air could be passively transferred from occupied space to corridors then to mechanical spaces before being exhausted.</p> <p>MM I.3-4: The Applicant shall incorporate a recycle lighting system heat for space heating during cool weather. Exhaust lighting-system heat from buildings, via ceiling plenum, shall be used to reduce cooling loads in warm weather.</p> <p>MM I.3-5: The Applicant shall install low and medium static-pressure terminal units and ductwork to reduce energy consumption by air-distribution systems.</p> <p>MM I.3-6: The Applicant shall ensure that buildings are well sealed to prevent outside air from infiltrating and increasing interior space-conditioning loads.</p> <p>MM I.3-7: The Applicant shall conduct a performance check of the installed space-conditioning system prior to the issuance of the certificate of occupancy to ensure that energy-efficiency measures incorporated into the Project operate as designed.</p> <p>MM I.3-8: Exterior walls shall be finished with light-colored materials and high-emissivity characteristics to reduce cooling loads. Interior walls shall be finished with light-colored materials to reflect</p>					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>MM I.3-9: more light and, thus, increase lighting efficiency. White, high albedo, and reflective material shall be used for roofing in order to meet California standards for reflectivity and emissivity to reject heat, and be Energy Star rated.</p> <p>MM I.3-10: Thermal insulation that exceeds requirements established by the California Code of Regulations shall be installed in walls and ceilings in accordance with the following specifications as feasible:</p> <ul style="list-style-type: none"> • Exterior walls abutting to conditioned spaces: R-60 • Roof areas abutting conditioned spaces: R-80^b <p>MM I.3-11: Window systems shall be designed to reduce thermal gain and loss, thus reducing cooling loads during warm weather and heating loads during cool weather.</p> <p>MM I.3-12: The Applicant shall install heating-rejecting window treatments, such as films, blinds, draperies, or other on appropriate exposures.</p> <p>MM I.3-13: The Applicant shall install light-emitting diode (LED), fluorescent, and high-intensity-discharge (HID) lamps, which give the highest light output per watt of electricity consumed, wherever possible including all street and parking lot lighting to reduce electricity consumption. Reflectors shall be used to direct maximum levels of light to work surfaces.</p> <p>MM I.3-14: The Applicant shall install photosensitive controls and dimmable electronic ballasts to maximize the use of natural daylight available and reduce artificial lighting load.</p>					

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>MM I.3-15: The Applicant shall install occupant-controlled light switches and thermostats to permit individual adjustment of lighting, heating, and cooling to avoid unnecessary energy consumption.</p> <p>MM I.3-16: The Applicant shall install time-controlled interior and exterior public area lighting limited to that necessary for safety and security.</p> <p>MM I.3-17: Mechanical systems (HVAC) and lighting building shall be controlled with timing systems to prevent accidental or inappropriate conditioning or lighting of unoccupied space.</p> <p>MM I.3-18: The Applicant shall incorporate windowless walls or passive solar inset of windows into the Project for appropriate exposures.</p> <p>MM I.3-19: Design Project shall focus pedestrian activity within sheltered outdoor areas.</p>					
Additional Project Design Features					
Project Design Features					
<p>PDF Q-1: All street trees to be removed shall be replaced on a 2:1 replacement ratio in compliance with the City of Los Angeles Department of Public Works' Bureau of Street Services, Urban Forestry Division's policies. Mexican fan palm (<i>Washingtonia robusta</i>) replacement trees shall be 36-inch box (22-foot brown trunk height). Chinese elm (<i>Ulmus Parvifolia</i>) replacement trees shall be 48-inch box.</p> <p>PDF Q-2: Separate from the required replacement of any street trees, the Project Applicant shall plant 10 Mexican fan palms in the Figueroa Corridor or within five blocks of the Figueroa Corridor in a location to be determined in consultation with Los Angeles City Council District 9.</p>	<p>Permit approval; Field inspection and sign-off by Urban Forestry Division.</p>	<p>Construction</p>	<p>Los Angeles Department of Public Works</p>		

Mitigation Measure/Project Design Features ^a	Action Required	Monitoring Phase	Responsible Agency	Compliance Verification	
				Initial	Date
<p>^a PDF = Project Design Feature MM = Mitigation measure (most were set forth in the Certified EIR for the Original Stadium Project). CR = Code-required measure (most were set forth in the Certified EIR for the Original Stadium Project). MP = The "MP" prefix identifies mitigation measures set forth in the Addendum for the Modified Project that would be implemented in addition to the mitigation measures set forth in the Certified EIR for the Original Stadium Project. ^b Insulation is rated in terms of thermal resistance, called R-value, which indicates the resistance to heat flow. The higher the R-value, the greater the insulating effectiveness. The R-value of thermal insulation depends on the type of material, its thickness, and its density. Source: Eyestone Environmental, 2018.</p>					

CPC-2018-5152-SN-SP

EXHIBIT E

May 1, 2018 Council Motion

MOTION

On May 20, 2015, the Economic Development Committee unanimously recommended approval of a Motion (Price-Wesson-LaBonge), Council File No. 15-0613, to encourage the location in South Los Angeles of a state-of-the-art Major League Soccer (MLS) stadium and ancillary facilities for the Los Angeles Football Club (LAFC) (the Project). The LAFC is located in Exposition Park on the site of the former Los Angeles Memorial Sports Arena in South Los Angeles.

In implementing the direction of the Motion that each responsible City department shall work individually and collectively as appropriate to assist LAFC in consideration of all necessary actions to implement the Project, it has been determined that Council initiation of actions related to the Coliseum District Specific Plan (Specific Plan) and Coliseum and Soccer Stadium Sign District (Sign District) is necessary for the City to consider modifications to the Project's proposed signage

On May 6, 2016, the Council approved an amendment to the Coliseum District Specific Plan (Ordinance No. 184289) and approved the Coliseum and Soccer Stadium Sign District (Ordinance No. 184290) to enable the development of the Project (Council File No. 15-1541) along with a supporting signage program. The Project is a transformative investment in South Los Angeles that brings long- needed jobs and community serving facilities like restaurants and meeting spaces to Exposition Park in addition to the soccer stadium, which will result in an overall development of up to approximately 641,000 square feet.

I THEREFORE MOVE that the Council instruct the Planning Department, with the assistance of the City Attorney, to prepare and present the land use ordinances needed relative to the construction of the Los Angeles Football Club Stadium (Council File 15-0613), including the following additional instructions:

1. Instruct the Planning Department, and request the City Attorney, to initiate all necessary updates and amendments to the Coliseum District Specific Plan (Ordinance No. 184289) and Coliseum and Soccer Stadium Sign District (Ordinance No. 184290), to permit the addition of digital freeway signs as is appropriate for a Major League Soccer stadium and include locations that are not contiguous with the stadium site, and are visible when approaching freeway off-ramps to access the stadium.
2. Instruct the Planning Department, and request the City Attorney, to process and coordinate review of any needed updates and amendments to the Coliseum District Specific Plan (Ordinance No. 184289), and Coliseum and Soccer Stadium Sign District (Ordinance No. 184290), for the digital freeway signs upon submittal of the project application.
3. Instruct the Planning Department, and request the City Attorney, upon the Los Angeles Football Club's submittal to the Planning Department, of a project description and deposit of funds for processing the digital freeway signs, to work with LAFC to prepare the necessary land use documents, including amendments to the Coliseum District Specific Plan and the Coliseum and Soccer Stadium Sign District, and assign staffing as needed to process the land use documents and obtain public review prior to the Council's future consideration.
4. Instruct the Planning Department, and request the City Attorney, to coordinate review and process the project application and all necessary land use and environmental documents in an expedited manner.

PRESENTED BY: 
CURREN D. PRICE, JR.
Councilmember, 9th District

SECONDED BY: 
GILBERT A. CEDILLO
Councilmember, 1st District

rrm

ORIGINAL

APR 11 2018



HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

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PATRICE Y. LATTIMORE
ACTING DIVISION MANAGER

CLERK.LACITY.ORG

When making inquiries relative to
this matter, please refer to the
Council File No.: [15-0613-S1](#)

OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL

May 11, 2018

Council File No.: [15-0613-S1](#)

Council Meeting Date: May 09, 2018

Agenda Item No.: 4

Agenda Description: PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT relative to the Los Angeles Football Club Stadium.

Council Action: PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT - ADOPTED

Council Vote:

YES	BOB BLUMENFIELD
YES	MIKE BONIN
YES	JOE BUSCAINO
ABSENT	GILBERT A. CEDILLO
YES	MITCHELL ENGLANDER
YES	MARQUEECE HARRIS-DAWSON
ABSENT	JOSE HUIZAR
ABSENT	PAUL KORETZ
ABSENT	PAUL KREKORIAN
YES	NURY MARTINEZ
YES	MITCH O'FARRELL
YES	CURREN D. PRICE
ABSENT	MONICA RODRIGUEZ
YES	DAVID RYU
YES	HERB WESSON

HOLLY L. WOLCOTT
CITY CLERK

PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT relative to the Los Angeles Football Club Stadium.

Recommendations for Council action, as initiated by Motion (Price - Cedillo):

1. INSTRUCT the Department of City Planning (DCP), with the assistance of the City Attorney, as amended by the PLUM Committee, to clarify the Motion's instruction to prepare and present land use Ordinances relative to amendments to the Coliseum and Soccer Stadium Sign District and Coliseum District Specific Plan, inasmuch as the Los Angeles Football Club Stadium has already been built.
2. INSTRUCT the DCP and request the City Attorney, to initiate all necessary updates and amendments to the Coliseum District Specific Plan (Ordinance No. 184289), to permit the addition of digital freeway signs as is appropriate for a Major League Soccer stadium and include locations that are not contiguous with the stadium site, and are visible when approaching freeway off-ramps to access the stadium.
3. INSTRUCT the DCP, and request the City Attorney, to process and coordinate review of any needed updates and amendments to the Coliseum District Specific Plan (Ordinance No. 184289), and Coliseum and Soccer Stadium Sign District (Ordinance No. 184290), for the digital freeway signs upon submittal of the project application.
4. INSTRUCT the DCP, and request the City Attorney, upon the Los Angeles Football Club's (LAFC) submittal to the DCP, of a project description and deposit of funds for processing the digital freeway signs, to work with the LAFC to prepare the necessary land use documents, including amendments to the Coliseum District Specific Plan and the Coliseum and Soccer Stadium Sign District, and assign staffing as needed to process the land use documents and obtain public review prior to the Council's future consideration.
5. INSTRUCT the DCP, and request the City Attorney, to coordinate review and process the project application and all necessary land use and environmental documents in an expedited manner.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

At a regular meeting held on May 1, 2018, the PLUM Committee considered Motion (Price - Cedillo) regarding the Los Angeles Football Club Stadium. The CLA read into the record a clarification regarding that the amendments in the Motion relates to existing land use Ordinances and that the stadium is already built. After an opportunity for public comment, the Committee recommended to approve the Motion with the clarification by the CLA. This matter is now submitted to the Council for consideration.

Respectfully Submitted,



PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER:</u>	<u>VOTE:</u>
HUIZAR	YES
HARRIS-DAWSON	YES
ENGLANDER	ABSENT
BLUMENFIELD	ABSENT
PRICE	YES

SD

-NOT OFFICIAL UNTIL COUNCIL ACTS-

CPC-2018-5152-SN-SP

EXHIBIT F

Coliseum District Specific Plan with proposed Amendment language

ORDINANCE NO. _____

An ordinance amending and restating in its entirety a Specific Plan, known as the Coliseum District Specific Plan, for a portion of the South Los Angeles Community Plan area.

**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

Section 1. ESTABLISHMENT OF THE COLISEUM DISTRICT SPECIFIC PLAN.

A. Authority and Scope. The City Council establishes the Coliseum District Specific Plan (Specific Plan) for the area bounded by Exposition Boulevard on the north, Figueroa Street on the east, Martin Luther King Jr. Boulevard on the south and Vermont Avenue on the west, plus the Existing Major Site Sign located easterly of the 110 (Harbor) Freeway and two other non-contiguous parcels proximate to the 110 (Harbor) Freeway containing Stadium Freeway Signs for the Soccer Stadium, all as shown upon the following Map 1 and Map 1A within the heavy dashed lines. As shown on Map 1 and Map 1A, the Specific Plan area does not include the EXPO Center, which includes the LA84 Foundation/John C. Argue Swim Stadium, and those portions of Exposition Park north of the Coliseum and Christmas Tree Lane north of Exposition Park Drive containing the Natural History Museum of Los Angeles County; the California Science Center; the California African American Museum; and Jesse Brewer, Jr., Park.

B. Specific Plan Zones. The Specific Plan area is subdivided into five Zones as shown on Map 1 and Map 1A. The purpose of the Zones is to address the relationship between the intensity of uses within the Zones and uses outside of the Specific Plan area.

Sec. 2. PURPOSES.

This Specific Plan is intended to:

A. Provide regulatory controls and incentives for the systematic and incremental execution of that portion of the General Plan which relates to this geographic area, and to provide for public needs, convenience and general welfare as the development of the area necessitates;

B. Assure orderly development by establishing general procedures for development within the Specific Plan area;

C. Provide for the preservation and upgrade of the historic Los Angeles Memorial Coliseum stadium and associated development and enhancements to the site, in conformance with the goals and objectives of local and regional plans and policies;

D. Provide for the redevelopment of the approximately 15-acre Los Angeles Memorial Sports Arena site in the southeastern portion of the Specific Plan area with a state-of-the-art professional soccer stadium and ancillary uses, in conformance with the goals and objectives of local and regional plans and policies; and

E. Provide for the development of a new museum and ancillary uses, replacement parking, and a replacement soccer field located in the westerly portion of the Specific Plan Area, in conformance with the goals and objectives of local and regional plans and policies.

MAP 1

Specific Plan Boundaries

[Map 1 with Zones follows this page.]

Map 1A

Specific Plan Boundaries

[Map 1A with Zones follows this page.]

Sec. 3. **RELATIONSHIP TO THE LOS ANGELES MUNICIPAL CODE.**

A. The regulations of this Specific Plan are in addition to those set forth in the Los Angeles Municipal Code (LAMC), as amended, and any other relevant ordinances, and do not convey any rights not otherwise granted under the provisions and procedures contained in the LAMC or other ordinances, except as specifically provided for here.

B. Whenever this Specific Plan contains provisions that establish regulations (including, but not limited to, standards such as signage, the sale and service of alcoholic beverages, permitted uses, building height and density limits, and parking), which are different from, more restrictive or more permissive than would be allowed pursuant to the provisions contained in the LAMC, this Specific Plan shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances.

C. Sign Ordinance. Notwithstanding LAMC Section 13.11 B, a Supplemental Use "SN" Sign District may be established in the OS zone encompassing the Specific Plan area and may include up to four non-contiguous parcels located in any zone, including: the parcel located easterly of the 110 (Harbor) Freeway containing the Existing Major Site Sign, ~~and additional;~~ two non-contiguous parcels ~~that may contain new~~ located proximate to the 110 (Harbor) Freeway at 3912 South Grand Avenue and 1320 West 12th Place containing Stadium Freeway Signs for the Soccer Stadium; and one additional non-contiguous parcel that may contain a new Stadium Freeway Sign as may be allowed by the Outdoor Advertising Act, codified in California Business & Professions Code Section 5272, et seq.

D. Site Plan Review Ordinance and Conditional Use Permit. Approvals pursuant to LAMC Sections 16.05, 12.24 U 2, 12.24 U 14, and 12.24 U 19 are not required for Projects within the Specific Plan area because this Specific Plan supersedes those sections.

E. Commercial Corner and Mini-Shopping Centers Ordinance. Approvals pursuant to LAMC Sections 12.22 A 23 and 12.24 W 27 are not required for Projects within the Specific Plan area because the Specific Plan supersedes those sections.

F. Conditional Use Permit for Alcoholic Beverages. Approvals pursuant to LAMC Sections 12.24 W 1 and 12.24 X 2 are not required for the sale and service of alcoholic beverages when specifically authorized in Section 9 of this Specific Plan because this Specific Plan supersedes relevant sections of the LAMC.

G. Director's Review. Approvals pursuant to LAMC Section 11.5.7 are not required for Projects within the Specific Plan area because this Specific Plan supersedes that section.

H. Plan Approvals for Deemed to be Approved Uses. Approvals pursuant to LAMC Section 12.24 M are not required for Projects within the Specific Plan area because the Specific Plan supersedes those sections, and the Los Angeles Memorial

Coliseum, the Soccer Stadium, the Museum, the Replacement Parking Structure, the Replacement Soccer Field, and the uses set forth herein shall be permitted uses.

I. Shared Parking. Approvals pursuant to LAMC Section 12.24 X 20 are not required for Projects within the Specific Plan area because the Specific Plan supersedes that section.

J. Landscaping. Approvals pursuant to LAMC Sections 12.40, 12.41 and 12.42 are not required for Projects within the Specific Plan area because the Specific Plan supersedes those sections.

K. Other Review. Signs permitted by this Specific Plan or a Supplemental Use "SN" Sign District that includes the Specific Plan area shall not be required to comply with LAMC Section 14.4.6 (Freeway Exposure). The Existing Major Site Sign located east of the 110 Harbor Freeway is deemed to have complied with the requirements of 14.4.5.0 (DOT Hazard Review).

L. Existing Signs. Existing signs and/or sign support structures, as identified by this Specific Plan in Appendix C-1 and C-2 or a new Sign District, that legally exist prior to the effective date of this Specific Plan shall be permitted to continue pursuant to LAMC Section 91.6216.

Sec. 4. **DEFINITIONS.**

Whenever the following terms are used in this Specific Plan, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in the LAMC. Definitions related to signs shall be construed as defined in the Supplemental Use "SN" District applicable to the Specific Plan area.

Ancillary. Any use or activity allowed by Section 7.A of this Specific Plan that is related to or supports the operation of either the Coliseum, the Soccer Stadium, or the Museum and is located within the Specific Plan area.

Coliseum. The Los Angeles Memorial Coliseum, as indicated on Map 2-A of this Specific Plan.

Coliseum Main Concourse. The existing adjacent grade to the Coliseum, as measured at the Peristyle Plaza.

Coliseum Renovation Project. The project that contemplated the renovation of the Coliseum, as studied in the Environmental Impact Report and Addendum (SCH #1990011065) in Council File Nos. 06-0873 and 06-0873-S1 for City Planning Commission Case Nos. CPC-2006-3082-SP-DA and CPC-2006-6333-PAD-M1.

Director. The Director of Planning or his or her designee.

Existing Major Site Sign. The sign that is currently located easterly of the 110 Harbor Freeway in the Freeway Zone as shown on Map 1.

Historic Fabric Retention Plan. The plan for the preservation and upgrade of the Coliseum as approved by the Cultural Heritage Commission or its designee.

Museum. A new museum with ancillary uses, including, but not limited to, a sit-down restaurant, state-of-the-art cinematic theaters, museum store, casual café, lecture halls of various sizes, digital classrooms, video conferencing for guest lectures and workshops, a drop-in library, spaces available for event rental, production quality editing classrooms, and a subterranean parking structure beneath the Museum, to be located within the Museum Zone, as indicated on the conceptual site plan included as Map 2-C of this Specific Plan.

Museum Open Space. The publicly accessible open space to be maintained by the Museum and located within the Museum Zone, as indicated on the conceptual site plan included as Map 2-C of this Specific Plan.

Project. The demolition, construction, addition to or alteration of the Coliseum structure, Soccer Stadium, Museum, Replacement Parking Structure, Replacement Soccer Field, or any other buildings or structures associated with the Coliseum or Soccer Stadium, Museum, Replacement Parking Structure, or Replacement Soccer Field uses, which are located in whole or in part within the Specific Plan area and which require the issuance of a demolition permit, grading permit, foundation permit, building permit, sign permit or use of land permit.

A Project shall not include those buildings, structures or uses that are associated with facilities other than the Coliseum, Soccer Stadium, Museum, Replacement Parking Structure, or Replacement Soccer Field within the Specific Plan area. Those buildings, structures or uses, which are not Projects, are not within the Specific Plan area, and are not regulated by this Specific Plan, include, but are not limited to: Natural History Museum, California Science Center and Exposition Park Intergenerational Community Complex Swim Stadium.

Replacement Parking Structure. A new subterranean parking structure to replace the existing surface parking spaces in the Museum Zone, as indicated on the conceptual site plan included as Map 2-C of this Specific Plan.

Replacement Soccer Field. A new soccer field to replace the existing soccer field in the Museum Zone, as indicated on the conceptual site plan included as Map 2-C of this Specific Plan.

Sign District. The associated Supplemental Use "SN" Sign District for the regulation of signs within the Sign District that includes the Specific Plan area.

Soccer Stadium. A new professional soccer stadium and ancillary facilities to be located within the Soccer Stadium Zone, as indicated on the conceptual site plan included as Map 2-B of this Specific Plan.

Specific Plan. This Coliseum District Specific Plan.

Stadium Freeway Sign. A sign, as described in the Outdoor Advertising Act, Cal. Business & Professions Code Section 5272, intended to be viewed primarily from a freeway on a parcel non-contiguous with other sites within the Specific Plan area.

Sec. 5. **APPLICABILITY.**

The provisions established by this Specific Plan shall be utilized only by the owner, lessee or operator of the Los Angeles Memorial Coliseum and its related uses and activities, the owner, lessees or operator of the Soccer Stadium and its related ancillary uses and activities, the owner, lessees or operator of the Museum and its related ancillary uses and activities, the owner, lessees or operator of the Replacement Parking Structure, or the owner, lessees or operator Replacement Soccer Field. All other entities, located within the Specific Plan area and which are not associated with the Los Angeles Memorial Coliseum, and its related uses and activities or the Soccer Stadium and its related ancillary uses and activities, the Museum and its related ancillary uses and activities, the Replacement Parking Structure, or the Replacement Soccer Field shall be subject to the provisions of the LAMC and any other relevant ordinances.

Sec. 6. **PROCEDURAL REQUIREMENTS.**

A. Director's Review.

1. Director's Administrative Clearance. No demolition, grading, foundation, building, sign or use of land permit shall be issued for any Project on any lot located in whole or in part within the Specific Plan area, unless the Director has verified the Project complies with the requirements of this Specific Plan.

(a) Within 15 days of the date a completed permit application is received, the Director shall sign off on the permit application or shall indicate in writing how the application is not in compliance with this Specific Plan. This 15-day period may be extended as mutually agreed upon in writing by the Applicant and the Director.

(b) If the Director determines the application is in compliance with this Specific Plan, the Director shall approve the application, the determination shall be final and effective, and not subject to appeal.

2. Project Permit Compliance.

(a) If there is a question regarding the compliance of the Project with this Specific Plan, the Applicant may instead request a Project Permit Compliance review pursuant to LAMC Section 11.5.7, except that the ~~South Los Angeles~~applicable Area Planning Commission, or the City Planning Commission for a Project associated with the Museum, Replacement Parking Structure, and Replacement Soccer Field, shall have the initial decision authority on the Project Permit instead of the Director.

(b) Decision - Public Hearing and Notice. The public hearing and notice procedures shall be the same as those provided in LAMC Section 11.5.7 C(6), except that the City Council shall be the appeal body.

3. Modification, Adjustment, Exception, Amendment or Interpretation.

(a) The procedures for a modification of a Project Permit, Project Permit Adjustment, Exception for relief from the regulations of this Specific Plan, Amendment, or Interpretation of this Specific Plan shall be pursuant to LAMC Section 11.5.7.

4. The prohibition in Subdivision 1, above, shall not apply to any construction for which a permit is required in order to comply with an order issued by the Department of Building and Safety to repair or replace an unsafe or substandard condition.

Sec. 7. **LAND USE.**

A. Permitted Uses. Notwithstanding LAMC Sections 12.04.05, 12.09.1, 12.11, 12.14, 12.17.1, 12.17.5, or any other provision of the LAMC or other relevant ordinances to the contrary including Ordinance 166961, in addition to those uses permitted by the zoning, the following uses shall be permitted in the Specific Plan area:

1. The Los Angeles Memorial Coliseum stadium and additions, alterations and modifications to the Coliseum shall be located in the Primary Stadium Zone, the Soccer Stadium, including future additions, alterations and modifications, shall be located in the Soccer Stadium Zone, and the Museum, the Replacement Parking Structure, and the Replacement Soccer Field, including future additions, alterations and modifications to each of them, shall be located in the Museum Zone as provided for by this Specific Plan. All facilities, ancillary facilities, uses and activities which are associated with either the Coliseum, Soccer Stadium, Museum, Replacement Parking Structure, or Replacement Soccer Field uses, shall also be permitted. The Coliseum, Soccer Stadium, Museum, and any permanent or temporary ancillary facilities and areas located in any Zone in the Specific Plan area may be used for:

- (a) the operation of a sports, entertainment and public gathering facility, including, but not limited to, sporting events (professional, collegiate, interscholastic, amateur, Olympic), pageants, concerts, broadcasts of any events at the Coliseum or Soccer Stadium, live entertainment, religious gatherings, exhibitions, conventions, conferences, meetings, banquets, civic events, patriotic celebrations and other similar events;
- (b) the sale of confections, soft drinks, food and other items for consumption on-site or off-site and the sale of alcoholic beverages for consumption on-site;
- (c) the sale of merchandise, souvenirs and novelties;
- (d) retail uses, including, but not limited to, the sale or rental of other products or services;
- (e) offices, athletic training, practice and medical facilities, related to the Coliseum or Soccer Stadium, sports, athletic teams, entertainment and other permitted uses;
- (f) other uses as are customary and usual in connection with the operation of sports, athletic teams, entertainment, public gathering facilities and other permitted uses;
- (g) other uses as customary and usual in connection with the operation of a museum, including exhibition and archival spaces, offices, library, educational spaces, lecture halls, theatres, museum store, and café and restaurants;
- (h) restaurants, bars, cafes and outdoor eating areas, fast-food restaurants and catering services for activities within the Specific Plan area;
- (i) kiosks and vendor carts;
- (j) sponsor and hospitality tents, pavilions and exhibits;
- (k) special events and temporary uses, including carnivals, circuses, parades, street fairs, festivals, performances;
- (l) temporary filming activities;
- (m) museums, exhibitions, cultural facilities, hall of fame, memorabilia facilities and facilities supporting tours of the Coliseum or the Soccer Stadium;

(n) surface parking areas, multi-level parking structures (above or below grade), shared parking facilities, bicycle parking facilities, including temporary or permanent bicycle valet services, parking entry facilities, including, but not limited to, parking payment structures, public plazas and transit facilities; and

(o) other similar uses consistent with the intent of this Specific Plan as may be approved by the Director.

2. Telecom facilities, including, but not limited to, transmission, transmitter, repeater, switching stations, uplinks, downlinks, microwave facilities, satellite dishes and other facilities related to the transmission of media, including, but not limited to, the broadcast of events. Permanent satellite dishes shall either be screened from view, to the extent feasible, or shall be incorporated into the architectural design and character of the building or space. Portable satellite dishes shall not be required to be screened.

3. Facilities and studios for motion picture, television and radio broadcasting, film or tape reproductions, closed circuit, cable or pay television or radio satellite transmission, pay-per-view, wireless networks, Internet, worldwide web (including video streaming) and similar rights by whatever means or process, now existing or later developed, for preserving, transmitting, disseminating or reproducing data, images, audio and other information for hearing or viewing events at the Coliseum or Soccer Stadium, including, but not limited to, pre-event, half-time, post-event features and events, and associated activities.

4. Temporary and mobile broadcast and video facilities and equipment, and video displays in outdoor areas, including, but not limited to, parking areas.

5. Sale and service of alcoholic beverages for on-site consumption that is in compliance with the provisions of Section 9 of this Specific Plan.

6. Signs that are in compliance with Section 11 of this Specific Plan and the associated Sign District.

B. Yard and Setback Regulations. Notwithstanding any requirement set forth in the LAMC or any other relevant ordinances to the contrary, no Project shall be required to provide front, side or rear yards, or building setbacks.

C. Building Height and Density Regulations. Notwithstanding any requirement set forth in the LAMC or any other relevant ordinances to the contrary, no Project shall be required to comply with any building height or building density (Floor Area) requirements other than those provided in this Specific Plan.

D. Environmental Mitigation Measures. All Projects associated with the Coliseum Renovation Project shall comply with all applicable environmental mitigation measures listed in Appendix A of this Specific Plan. All Projects associated with the Soccer Stadium shall comply with all applicable environmental mitigation measures in the adopted Mitigation Monitoring Program for the Addendum to the Los Angeles Memorial Sports Arena Redevelopment Project Environmental Impact Report (SCH #2010041059). All Projects associated with the Museum, the Replacement Parking Structure, or the Replacement Soccer Field shall comply with all applicable environmental mitigation measures in the adopted Mitigation Monitoring Program for the Fourth Addendum to the Coliseum Renovation Project Environmental Impact Report (SCH #1990011065).

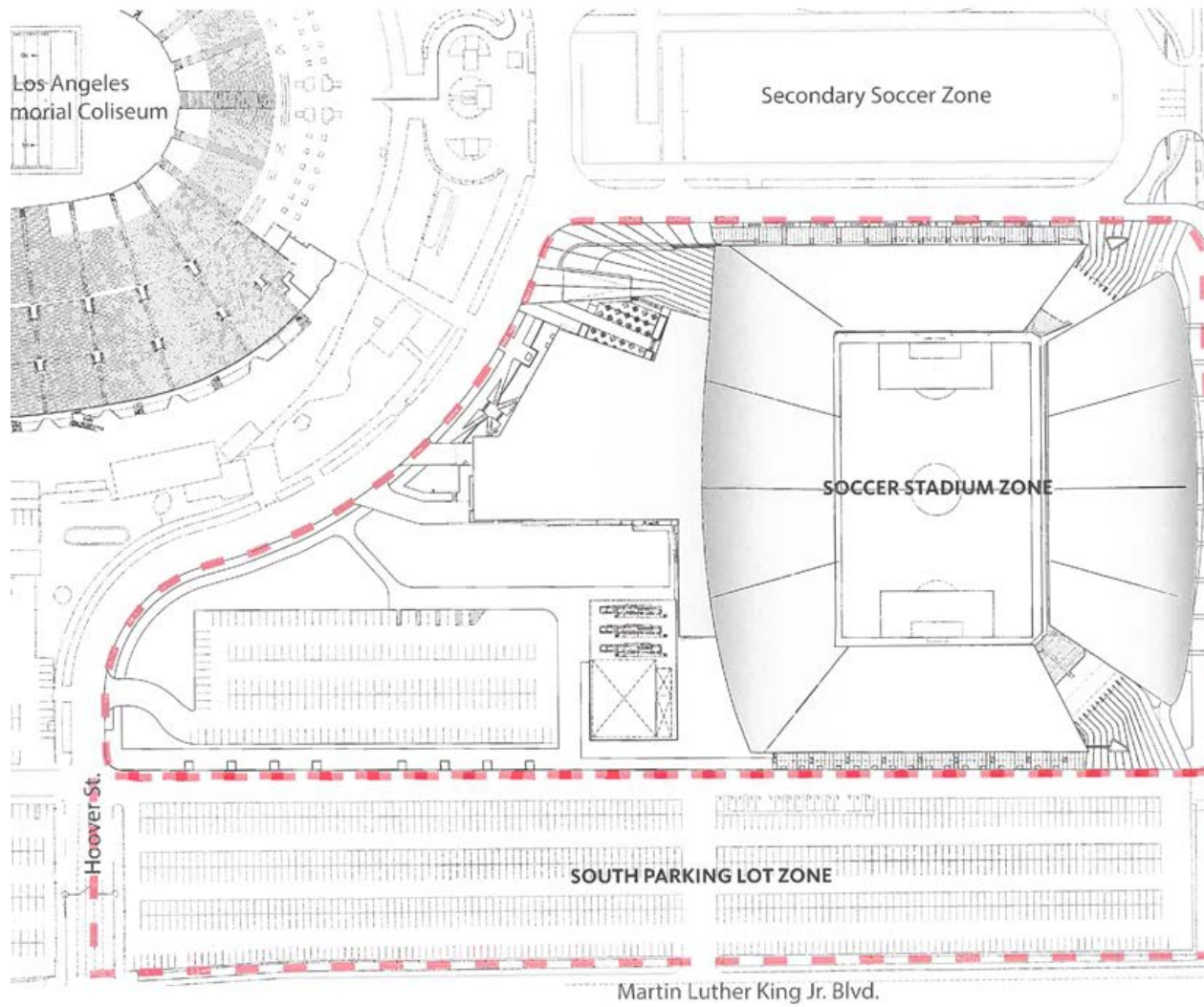
E. Additional Project Conditions. All Projects associated with the Coliseum Renovation Project shall comply with all applicable Project Conditions listed in Appendix B-1 of this Specific Plan. All Projects associated with the Soccer Stadium shall comply with all applicable Project Conditions listed in Appendix B-2 of this Specific Plan. All Projects associated with the Museum, the Replacement Parking Structure, or the Replacement Soccer Field shall comply with all applicable Project Conditions listed in Appendix B-3 of this Specific Plan.

**MAP 2-A
Coliseum Site Plan**

[Map 2-A follows this page.]

**MAP 2-B
Soccer Stadium Site Plan**

[Map 2-B follows this page]



Map 2B - Soccer Stadium Conceptual

**MAP 2-C
Museum Site Plan**

[Map 2-C follows this page.]

Sec. 8. **COLISEUM, SOCCER STADIUM, MUSEUM, REPLACEMENT PARKING STRUCTURE, AND REPLACEMENT SOCCER FIELD DESIGN REGULATIONS.**

A. Coliseum Plans. The Coliseum shall be developed in substantial conformity with Map 2-A of this Specific Plan. The Director is authorized to clarify and interpret the conditions of this approval pursuant to Section 13 of this Specific Plan.

B. Coliseum Seating Capacity. The maximum combined stadium seating capacity shall not exceed 93,607 seats, including general seating, premium seating, temporary and moveable seats. There may be up to 200 luxury suites and club levels containing no more than 20,000 premium seats.

C. Coliseum Historic Landmark Designation Retention. The Coliseum Renovation Project shall be developed under this Specific Plan so that the Coliseum retains its National Historic Landmark Designation, as determined to the satisfaction of the Director of Planning.

D. Soccer Stadium Plans. The Soccer Stadium and associated ancillary facilities shall be developed in substantial conformance with Map 2-B of this Specific Plan and the plans in City Planning Department case file No. DIR-2015-2496. The Soccer Stadium and associated ancillary facilities shall be developed within the Soccer Stadium Zone shown on Map 1 of this Specific Plan and shall not exceed 641,000 gross square feet, including a maximum of approximately 119,000 gross square feet (approximately 105,900 square feet of Floor Area, referenced here as Floor Area Ratio (FAR) square feet) of ancillary facilities for uses permitted pursuant to Section 7A of this Specific Plan. The ancillary facilities shall be limited to the following Floor Areas and other limitations:

1. Up to 30,250 FAR square feet of office and conference facility space, including no more than 21,250 FAR square feet of office space;
2. Up to 36,000 FAR square feet of museum space;
3. Up to 27,750 FAR square feet of team store or other retail space, including no more than 2,700 FAR square feet of the other retail space located along the Figueroa Street frontage;
4. Up to 11,900 FAR square feet of restaurant uses, including no more than 4,250 FAR square feet of high-turnover sit-down restaurants and no more than 2,550 FAR square feet of fast food restaurants, located along the Figueroa Street frontage (with the terms "high-turnover sit-down restaurant" and "fast food restaurant," as defined by the Institute of Transportation Engineers);
5. The Floor Areas of the above ancillary facilities may be adjusted and transferred between ancillary uses permitted pursuant to Section 7A of this Specific Plan without amending this Specific Plan, provided:

(a) The total FAR Floor Area for ancillary facilities does not exceed a maximum of 105,900 FAR square feet (a maximum of approximately 119,000 gross square feet); and

(b) The Director or South Los Angeles Area Planning Commission, as applicable pursuant to Section 6 of this Specific Plan, determines that no new significant impact would result.

6. The Floor Area for all structures within the Soccer Stadium Zone shall not exceed one times the area of the Soccer Stadium Zone, i.e., 1:1 FAR.

The Director is authorized to clarify and interpret the conditions of this approval, pursuant to Section 13 of this Specific Plan.

E. Soccer Stadium Seating Capacity. The maximum combined Soccer Stadium seating capacity shall not exceed 22,000 seats, including general seating, premium seating, club seating, temporary and moveable seats.

F. Soccer Stadium and Ancillary Facilities Height. The maximum height of the Soccer Stadium shall not exceed 115 feet above street level at the exterior of the stadium, and the maximum height of associated ancillary facilities shall not exceed 75 feet above grade. Roof structures such as mechanical equipment, elevators, fire stairs, lighting rods, FAA lighting beacons, etc., shall not count toward the building height.

G. Museum, Replacement Parking Structure, and Replacement Soccer Field Plans. The Museum and its associated ancillary facilities, the Replacement Parking Structure, and the Replacement Soccer Field shall be developed in substantial conformance with Map 2-C of this Specific Plan and the approved plans in City Planning Department case file No. CPC-2016-4382-SP stamped Exhibit "A." The Museum and its associated ancillary facilities, the Replacement Parking Structure, and the Replacement Soccer Field shall be developed within the Museum Zone shown on Map 1 of this Specific Plan. The Museum shall not exceed a maximum of 300,000 square feet of Floor Area.

H. Museum Height. The maximum height of the Museum shall not exceed 115 feet above street level at the exterior of the Museum.

[I. Stadium Freeway Signs for the Soccer Stadium. Two Stadium Freeway Signs for the Soccer Stadium are permitted to be developed within the Freeway Zone in the locations shown on Map 1 and Map 1A of this Specific Plan. The Stadium Freeway Signs for the Soccer Stadium shall be developed in substantial conformance with the approved plans in City Planning Department case file No. \[CPC-2018-5152-SN-SP\] stamped Exhibit "A." The maximum height of the Stadium Freeway Signs shall not exceed 135 feet as measured from adjacent grade.](#)

Sec. 9. **ALCOHOL CONSUMPTION REGULATIONS.**

The sale and service of alcoholic beverages for on-site consumption shall be permitted. Entities that sell and serve alcoholic beverages for on-site consumption shall obtain approvals from other jurisdictions, as required, including licenses or permits from the State Department of Alcoholic Beverage Control (ABC).

A. Establishments/Uses. The sale and service of a full line of alcoholic beverages for on-site consumption, via one or more operators and caterers, shall be allowed in the Primary Stadium Zone, the Soccer Stadium Zone, and the Museum Zone, as indicated on Map 1, including, without limitation: restaurants; bars; cafes; outdoor eating and event areas; private Coliseum and Soccer Stadium club facilities; private suites; general assembly seating areas; premium seating areas; general assembly concession establishments; premium seating concession establishments; portable concession stands; sponsorship areas; Coliseum field area; Soccer Stadium field area; Soccer Stadium museum and conference facilities; and in designated sponsorship and/or hospitality areas located within the Secondary Stadium Zone and South Parking Lot Zone. The sale of alcohol for off-site consumption shall be subject to the Conditional Use Approval for Sale of Alcoholic Beverages Specific Plan (Ordinance No. 171,681) (also known as the South Central Alcohol Sales Specific Plan) and the LAMC.

B. Conditions. All establishments or uses that sell and serve alcoholic beverages pursuant to this Specific Plan shall comply with the following conditions:

1. All owners, operators, managers and employees serving and/or selling alcohol to patrons shall enroll in and complete a certified, ABC-recognized, training program for the responsible service of alcohol within 30 days of the opening of any establishment subject to this section. This training shall be scheduled for new employees within 30 days after the start of employment. This training shall be renewed every 24 months by all employees who serve and/or sell alcoholic beverages. A record of the completion of this training program shall be maintained on the premises and shall be produced upon request of the Director.
2. No employee, while working, shall solicit or accept any alcoholic or nonalcoholic beverage from any customer while on the premises.
3. Security personnel shall be provided and shall patrol areas where establishments selling alcohol for on-site consumption are located. Each such security officer shall complete a training program, developed in consultation with the Los Angeles Police Department (LAPD). These security personnel shall monitor and patrol areas where establishments selling alcohol are located. Security personnel shall be on duty during the hours of operation of the establishments. For events involving general admission use of the Coliseum or Soccer Stadium, security personnel shall also be on duty one hour prior to opening of the Coliseum or Soccer

Stadium and one hour after closing of the Coliseum or Soccer Stadium, and shall patrol parking areas serving the Coliseum or Soccer Stadium during general admission events to prevent any unusual disturbances within the Coliseum or Soccer Stadium and to assist and report, as necessary, to proper authorities any loitering, trespassing or other criminal activities within the boundaries of the Specific Plan area. The LAPD shall be notified of special events as far in advance as feasible. The provisions of this section shall not apply to the Museum Zone.

4. Establishments may serve alcohol 10:00 a.m. - 2:00 a.m., 7 days per week.
5. All graffiti on the site shall be removed or painted over in the same color as the surface to which it is applied within 24 hours of its occurrence.
6. Sales of alcoholic beverages for consumption off the premises is prohibited.
7. Persons under 21 years of age shall not be admitted into those areas dedicated exclusively as a bar or a cocktail lounge after the sale of food items has been discontinued.
8. A copy of these conditions shall be retained at all times on the premises in each establishment that serves alcoholic beverages and shall be produced immediately upon the request of the Director or the LAPD.

C. Alcohol Use Approvals.

1. Application. An application for permanent establishments proposing alcohol sales and service within the Specific Plan area shall provide the following information regarding the physical development and operation of the establishment proposing alcohol sales and service:

- (a) The location of the permanent establishment within the Specific Plan area. Provide a site map.
- (b) The total square footage of the space that the permanent establishment will occupy. Provide floor plan(s).
- (c) The total occupancy load of the space as determined by the Fire Department.
- (d) The total number of seats that will be provided indoors and outdoors.
- (e) Whether food service will be provided.

(f) The hours of operation and the days of the week that the establishment will be open generally, and the days that the establishment will be open for events at the Coliseum or Soccer Stadium.

2. Approval Authority.

(a) Each establishment subject to this Section 9 shall apply to the Director for an Alcohol Use Approval. The Director or his/her designee shall be authorized to issue an Alcohol Use Approval for those establishments and/or uses that are determined to be in compliance with this Specific Plan.

(b) Temporary sponsorship and/or hospitality uses not exceeding 15 days, including, without limitation tents, vendor carts or kiosks, shall not require an Alcohol Use Approval required by this Section 9, but shall be subject to applicable ABC regulations.

3. Decision.

(a) Within 15 days of the date a completed permit application is received, the Director or his/her designee shall sign off on the permit or shall indicate in writing how the application is not in compliance with this Specific Plan. This 15-day period may be extended by mutual consent of the Applicant and the Director.

(b) If the Director or his/her designee determines the application is in compliance with this Specific Plan, the Director shall approve the application, the determination shall be final and effective, and not subject to appeal.

4. Appeals.

(a) If the Director or his or her designee denies the Alcohol Use Approval application, then the Applicant may appeal the denial determination pursuant to LAMC Section 12.24 I, except as modified herein.

(b) The appeal shall be filed within 15 days of the date of mailing of the Director's denial determination on a form provided by the Department.

(c) The appeal shall set forth specifically the points at issue, the reasons for the appeal, and the basis upon which the Applicant claims there was an error or abuse by the Director and why the request is consistent with the Specific Plan.

(d) The Area Planning Commission shall be the appellate body for the Alcohol Use Approval and shall limit its decision on whether the Director erred or abuse his or her discretion, and whether the Alcohol Use Approval application is consistent with the Specific Plan.

(e) The findings required by LAMC Section 12.24 E, 12.24 W.1 and 12.24 X 2 shall not apply to an Alcohol Use Approval.

D. Further Restrictions. If the conditions of this section have not been complied with, the City may give notice to the property owner and lessee of the real property affected to appear at a time and place fixed by the City and show cause why the use permitted by this subsection should not be subject to further restrictions.

Sec. 10. **PARKING REQUIREMENTS (VEHICLE AND BICYCLE).**

A. Specific Plan Parking. A minimum of 850 parking spaces shall be provided within the Specific Plan area for the Coliseum, associated uses, and Soccer Stadium permitted by this Specific Plan.

A minimum of one parking space per 500 square feet of floor area shall be provided for the Museum, including ancillary uses, within the Museum Zone. A minimum of 1,323 replacement parking spaces shall be provided in the Replacement Parking Structure. There shall be no required parking for the Replacement Soccer Field.

B. Parking for Ancillary Uses. Parking spaces for ancillary uses located within the Soccer Stadium Zone shall be provided pursuant to the requirements of LAMC Section 12.21 A.4, except that the number of parking spaces required may be reduced pursuant to a shared parking analysis approved by the Director or other applicable provisions of the LAMC.

C. Location of Parking Spaces. Parking spaces for ancillary uses within the Soccer Stadium Zone may be located anywhere within the Specific Plan area, within 1,000 feet outside of the Specific Plan area, or as otherwise allowed by the LAMC.

D. Soccer Stadium Bicycle Parking. Notwithstanding LAMC Section 12.21.A.16 or any other provision of the LAMC or other relevant ordinances to the contrary, required bicycle parking in the Soccer Stadium Zone for the Soccer Stadium and associated ancillary facilities shall be as follows:

1. For all ancillary uses to the Soccer Stadium permitted pursuant to Section 7A of this Specific Plan, parking spaces for bicycles and facilities for employee showers and parking shall be provided consistent with the requirements of LAMC Section 12.21.A.16.

2. For the Soccer Stadium, the number of parking spaces for bicycles shall be 2 percent of the Soccer Stadium's seating capacity. The number

of physical parking spaces for bicycles required under Subsection 1, above, shall count toward the satisfaction of this requirement, and any remaining parking spaces for bicycles may be provided by a bicycle valet service located on or adjacent to the Soccer Stadium Zone.

3. The bicycle parking space requirements above shall only apply to the Soccer Stadium Zone.

E. Museum Bicycle Parking. The number of Bicycle Parking Spaces required for the Museum, including ancillary uses, shall be in compliance with Table 12.21.A.16(a)(2), Institutional Uses. Notwithstanding LAMC Section 12.21.A.16(e), the location of short- and long-term bicycle spaces shall be provided in substantial conformance with the project plans approved in CPC-2016-4382-SP and marked Exhibit "A."

Sec. 11. **SIGNAGE.**

Signs within the Specific Plan area shall be regulated by a Sign District with boundaries that encompass the Specific Plan area. The Sign District may also include the Existing Major Site Sign and Stadium Freeway Signs, as permitted by the Outdoor Advertising Act, as codified at California Business & Professions Code Section 5272, et seq., which may be located on separate parcels that are non-contiguous with [other sites within](#) the Specific Plan area.

Sec. 12. **USES AND BUILDINGS MADE NON-CONFORMING BY THIS SPECIFIC PLAN.**

Any legally existing uses, buildings or structures which are made nonconforming by establishment of this Specific Plan shall be deemed to be nonconforming uses and may continue to exist without termination. Nonconforming uses may not be expanded.

Sec. 13. **INTERPRETATION.**

This Specific Plan shall be construed to carry out the purposes of the Coliseum, Soccer Stadium, Museum, Replacement Parking Structure, and Replacement Soccer [StadiumField](#), and related permitted uses. Whenever any ambiguity or uncertainty exists related to this Specific Plan or the application of this Specific Plan so that it is difficult to determine the precise application of these provisions, the Director shall, upon application by the owner, operator or lessee of the Coliseum, Soccer Stadium, Museum, Replacement Parking Structure, or Replacement Soccer [Field](#) and accompanied by the applicable fee as determined by the Director, issue written interpretations on the requirements of this Specific Plan consistent with the purpose and intent of this Specific Plan.

Sec. 14. **SEVERABILITY.**

If any provision of this Specific Plan or the application of a provision to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of

competent jurisdiction, that invalidity shall not affect other provisions, clauses or applications of this Specific Plan, which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Specific Plan are declared to be severable.

Sec. 15. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles at its meeting of **June 27, 2017** _____.

~~HOLLY L. WOLCOTT, CITY CLERK~~

By _____

~~Deputy~~

[City Signature Blocks]

~~Approved~~ _____

~~Mayor~~

~~APPROVED AS TO FORM AND LEGALITY~~

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By _____

~~KENNETH T. FONG
Deputy City Attorney~~

~~DATE~~ _____

~~FILE NO(S)~~ CF 09-0905-S5

APPENDIX A

MITIGATION MONITORING PROGRAM FOR COLISEUM RENOVATION PROJECT

Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes to the project or conditions of project approval, adopted in order to mitigate or avoid significant effects on the environment" (Mitigation Monitoring Program, Section 15097 of the CEQA Guidelines provides additional direction on mitigation monitoring or reporting). The Los Angeles Memorial Coliseum Commission ("Coliseum Commission") is the Lead Agency for the Los Angeles Memorial Coliseum Project ("Coliseum Renovation Project"). As such, the Coliseum Commission is the responsible public agency for ensuring the mitigation measures identified herein are enforced and implemented for the Coliseum Renovation Project. As appropriate, other governmental agencies may be identified as the responsible agency for ensuring measures relative to their jurisdictional function are implemented through the appropriate level of agency review and/or permitting processes.

This Mitigation Monitoring Program (MMP) is designed to monitor implementation of all mitigation measures which have been adopted for the proposed Coliseum Renovation Project. As detailed on the following pages, each required mitigation measure for the proposed Coliseum Renovation Project is listed and categorized by impact area, with accompanying discussion of:

- Implementation Phase, the phase of the project during which the mitigation measure shall be applied either during Pre-Construction (including the design phase), Construction, or Occupancy (Post-construction).
- The Monitoring Phase, the phase of the project during which the measure shall be overseen.
- The Enforcement Agency, the agency with the power to enforce the mitigation measure in terms of compliance, implementation and development.

The MMP for the Los Angeles Memorial Coliseum will be in place throughout all phases of the Coliseum Renovation Project. The Commission's existing land management processes will be used as the basic foundation for the MMP procedures and will also serve to provide the documentation for the reporting program.

The substance and timing of each certification report that is submitted to the Commission shall be at the discretion of the Commission. Generally, compliance reports shall be submitted to the Commission in a timely manner following completion/implementation of the applicable mitigation measure and shall include sufficient information to reasonably determine whether the intent of the measure has been satisfied. The Commission in conjunction with the project applicant shall assure

that project construction occurs in accordance with the MMP. The South Coast Air Quality Management District (SCAQMD) shall be responsible for the implementation of corrective actions relative to violations of SCAQMD rules associated with mitigation.

Departments listed below are all departments of the City of Los Angeles, unless otherwise noted.

1. AESTHETICS
Visual Impacts

No mitigation measures are required.

Light and Glare

No mitigation measures are required.

2. AIR QUALITY
Required Construction Phase Mitigation

The following measures are recommended to reduce short-term impacts related to construction activities. Mitigation measures shall be included in all contracts between the applicant and project contractors to assure compliance with the following:

1. Haul trucks shall be staged on-site in the vacant parking areas within Exposition Park. Haul truck staging plan shall be subject to review by the City of Los Angeles Department of Building and Safety and the Department of Transportation. Trucks shall be called to the site by radio dispatch.

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	SCAQMD, LADOT

2. Diesel-powered equipment shall be located as far away as possible from sensitive land uses and areas. Specifically, diesel compressors, pumps and other stationary machinery shall be located to the extent feasible on the south side of the Coliseum or within the interior of the Coliseum to avoid air pollution impacts on passive recreational spaces in Exposition Park (such as the area north of the Coliseum and south of the museum complex)

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	SCAQMD, Coliseum Commission

3. Grading activities shall be restricted on exceedingly windy days (winds in excess of 25 mph) when fugitive dust emissions are likely to be carried off

site. All truck loads of export debris shall be covered or shall provide at least 2 feet of freeboard.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: SCAQMD

4. Ground wetting shall be required in accordance with SCAQMD Rule 403 for dust control during grading and construction.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: SCAQMD, Coliseum Commission

5. Contractors shall cover any stockpiles of soil, sand and similar materials.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: SCAQMD, Coliseum Commission

6. Equipment engines shall be maintained in proper tune.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: SCAQMD, Coliseum Commission

7. Construction equipment shall be shut off to reduce idling when not in direct use for extended periods of time.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: SCAQMD, Coliseum Commission

8. Contractors shall discontinue construction activities during second-stage smog alerts.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: SCAQMD, Coliseum Commission

- a. Operational Phase Mitigation

- i. To reduce the traffic-related air quality impact on the affected intersections, the Proposed Project shall implement the required traffic management measures described in Section IV.C.6 of this report, Traffic, Parking, and Access.

Implementation Phase:	Operation
Monitoring Phase:	Operation
Enforcement Agency:	LADOT, Coliseum Commission

ii. The Proposed Project applicant shall comply with all requirements of the South Coast Air Quality Management District's Regulation 15, which attempts to reduce employee vehicle trips through the implementation of various transportation management strategies.

Implementation Phase:	Construction, Operation
Monitoring Phase:	Construction, Operation
Enforcement Agency:	SCAQMD, Coliseum Commission

3. CULTURAL RESOURCES

The following mitigation measures are recommended to reduce the Proposed Project's impact upon historic resources. Mitigation measures shall be included in all contracts between the applicant and Project contractors to assure compliance with the following:

1. Recordation. Demolition of any historic fabric shall be documented in a report consistent with Historic American Buildings Survey (HABS) standards. The report shall document the significance and physical condition of the historic resources proposed for demolition, both historic and current, photographs, written data, and text. The documentation shall include:
 - a. A brief written historic and descriptive report shall be completed in narrative format, including an architectural data form.
 - b. A site plan on 8" x 11" paper showing the location of the buildings should be included. This site plan shall include a photo-key.
 - c. A sketch floor plan on 8" x 11" paper shall accompany each architectural data form.
 - d. Large format (4" x 5" or larger negative size) photographs in accordance with HABS guidelines. Views shall include several contextual views, all exterior elevations, detailed views of significant exterior architectural features, and interior views of significant historical architectural features or spaces.
 - e. Field photographs (35mm) based on HABS guidelines. Views as detailed in large format photographs.
 - f. The report shall include copies or prints of any available original plans and historic photographs.

- g. Archival copies of any available significant historic construction drawings and photographs.
- h. Archival copies of the documentation shall be submitted to the Los Angeles Memorial Coliseum Commission.

Implementation Phase:	Pre-Construction
Monitoring Phase:	Pre-Construction
Enforcement Agency:	Coliseum Commission

- 2. In accordance with Standard 7 of the Secretary of the *Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings*, the surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning materials that will damage the historic building materials shall not be undertaken.

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	Coliseum Commission

- 3. The Proposed Project shall be constructed in substantial compliance with the Conceptual Historic Fabric Retention Plan, as depicted in Figure 111-3 of this Addendum.

Implementation Phase:	Pre-Construction, Construction
Monitoring Phase:	Pre-Construction, Construction
Enforcement Agency:	Coliseum Commission

4. GEOLOGY/SEISMIC HAZARDS

The following mitigation measures are required in order to effect a reduction in the severity of potential on-site impacts resulting from seismic events occurring on Southern California faults:

- 1. All structures to be constructed or renovated as part of the Proposed Project shall be designed as required by either the Uniform Building Code for structures within Seismic Zone 4, or other pertinent State and/or City building codes (such as Division 23, Section 91.2305 of the City of Los Angeles Building Code), to withstand the expected ground motions.

Implementation Phase:	Pre-Construction, Construction
Monitoring Phase:	Pre-Construction, Construction
Enforcement Agency:	Bureau of Engineering, Dept. of Building and Safety

2. A comprehensive geotechnical investigation shall be prepared to the satisfaction of the responsible State and/or City reviewing agencies. The investigation shall verify the soil conditions under the proposed structures and derive the pile capacities.

Implementation Phase:	Pre-Construction, Construction
Monitoring Phase:	Pre-Construction, Construction
Enforcement Agency:	Bureau of Engineering, Dept. of Building and Safety

3. All grading activities shall be in compliance with specific recommendations and requirements provided in the geotechnical report prepared for the Proposed Project, subject to review and approval by the appropriate State and/or City responsible agencies.

Implementation Phase:	Pre-Construction, Construction
Monitoring Phase:	Pre-Construction, Construction
Enforcement Agency:	Bureau of Engineering, Dept. of Building and Safety

4. A copy of the foundation report and/or supplements and approval letter shall be attached to the State and/or City office and filed sets of plans, with one copy of the foundation report and/or supplements submitted to the State and/or City plan checker prior to the issuance of the permit.

Implementation Phase:	Pre-Construction
Monitoring Phase:	Pre-Construction
Enforcement Agency:	Bureau of Engineering, Dept. of Building and Safety

5. During construction, all grading shall be carefully observed, mapped, and tested by the project engineer. All grading shall be performed under the supervision of a certified engineering geologist and/or soils engineer in accordance with the applicable provisions of the State and/or City Building Codes to the satisfaction of the State and/or City building and safety authorities. The responsible engineer shall review and approve the foundation plan and/or the excavation/shoring plan prior to the issuance of any permits.

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	Bureau of Engineering

6. Artificial fills in the existing 35-foot earth berm shall not be considered suitable for the support of foundations unless excavated, re-compacted, and tested to be in compliance with the applicable State and/or City Grading Codes.

Implementation Phase: Pre-Construction, Construction
Monitoring Phase: Pre-Construction, Construction
Enforcement Agency: Bureau of Engineering, Dept. of Building and Safety

7. The geologist or the soils engineer shall inspect and approve all fill and subdrain placement areas prior to placing fill.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: Bureau of Engineering

8. Haul route approval for the transport of graded and excavated earth materials and removed building materials to receptor sites and/or local landfills shall be obtained from the City of Los Angeles Department of Building and Safety and/or other responsible City agencies. Haul routes for the transport of such materials shall be established, where possible, through non-residential areas so as to minimize the effects of noise, and shall maximize, where possible, the distance traveled on major arterials.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: Department of Building and Safety, LADOT

9. Discarded building and/or earth materials containing any hazardous materials, primarily asbestos, shall be disposed of in accordance with all applicable local, state, and federal regulations.

Implementation Phase: Pre-Construction, Construction
Monitoring Phase: Pre-Construction, Construction
Enforcement Agency: Bureau of Engineering, Dept. of Building and Safety

10. To the maximum extent feasible, uncontaminated graded materials shall be transported off-site to a receptor site needing imported fill material. Landfills shall only be considered as a last resort disposal option for materials from the site.

Implementation Phase: Construction
Monitoring Phase: Construction
Enforcement Agency: Coliseum Commission

11. Prior to the issuance of building permits, if the soils and/or perched groundwater beneath the site are found to be contaminated, the City of Los Angeles Fire Department shall be notified and provided with a

summary of all local, state, county, and federally required remediation activities and submit evidence of compliance.

Implementation Phase:	Pre-Construction, Construction
Monitoring Phase:	Pre-Construction, Construction
Enforcement Agency:	Coliseum Commission, Dept. of Building and Safety, LAFD

- 12. Where encountered on the site, perched groundwater or saturated soils should be removed to the extent feasible or necessary

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	Coliseum Commission, Dept. of Building and Safety, LAFD

- 13. During the construction plan and haul route approval process, the project contractor shall consult with the LAUSD Transportation Branch (tel: (323) 342-1400), to address potential impacts upon existing pedestrian and school bus routes. Contractors must guarantee that safe and convenient pedestrian routes to school are maintained. The project contractor shall install appropriate traffic controls (signs and signals) as needed to ensure pedestrian and vehicular safety. The project contractor shall fund crossing guards for safety of students, as needed, during construction activities at impacted crossings.

Implementation Phase:	Pre-Construction
Monitoring Phase:	Construction
Enforcement Agency:	Coliseum Commission, Dept. of Building and Safety

5. LAND USE

No mitigation measures are required.

6. NOISE

- 1. The Applicant shall comply with the construction hours as specified by the City LAMC Noise Ordinance, Chapter IV, Section 41.40., which prohibits construction before 7:00 a.m. or after 6:00 p.m. Monday through Friday, before 8:00 a.m. or after 6:00 p.m. on Saturday or any national holiday, and at any time on Sunday.

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	Coliseum Commission

2. The Applicant shall prepare a construction-related traffic plan detailing proposed haul routes and staging areas for the transportation of materials and equipment, with consideration for sensitive uses in the neighborhood. A traffic and parking plan for the construction phase will be submitted for approval by LADOT and the Department of Building and Safety prior to the issuance of any permits.

Implementation Phase:	Pre-Construction
Monitoring Phase:	Pre-Construction
Enforcement Agency:	Coliseum Commission, LADOT

3. Adjacent museums and residents shall be given regular notification of major construction activities and their durations. A visible and readable sign (at a distance of 50 feet) shall be posted on the construction site identifying a telephone number where residents can inquire about the construction process and register complaints.

Implementation:	Pre-Construction
Monitoring Phase:	Pre-Construction
Enforcement Agency:	Coliseum Commission, LADOT

4. During construction, the Project contractors shall muffle and shield intakes and exhaust, shroud and shield impact tools, and use electric-powered rather than diesel-powered construction equipment, as feasible.

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	Coliseum Commission

5. The perimeter of the Project Site (including the ancillary outbuildings proposed to be demolished) shall be enclosed with a temporary barrier wall for security and noise protection purposes. This barrier wall shall consist of a solid, heavy vinyl material or ¾-inch plywood positioned to block direct line of sight from the active construction areas and other open space areas and sensitive uses within Exposition Park.

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	Coliseum Commission, LADOT

7. PUBLIC SERVICES

Fire

No mitigation measures are required.

Police

The following mitigation measures are recommended to ensure that an adequate level of police protection continues to be provided on the Project Site during Coliseum events:

1. Plot plans for the proposed renovation shall be submitted to the Los Angeles Police Department's Crime Prevention Section for review and comment. Security features subsequently recommended by the LARD shall be implemented to the extent feasible.

Implementation Phase:	Pre-Construction
Monitoring Phase:	Pre-Construction
Enforcement Agency:	Coliseum Commission, LAPD

2. Building plans shall be filed with the LAPD Southwest Area Commanding Officer. Plans shall include access routes, floor plans, evacuation routes, and any additional information that might facilitate prompt and efficient police response.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Dept. of Building and Safety, LAPD

3. Security features shall be provided on the construction site(s), such as guards, fencing, and locked entrances.

Implementation Phase:	Construction
Monitoring Phase:	Construction
Enforcement Agency:	Coliseum Commission, LAPD

4. Landscaping shall not be planted in a way that could provide cover for persons tampering with doors or windows of commercial facilities, or for persons lying in wait for pedestrians or parking lot users.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Coliseum Commission, LAPD

5. Additional lighting shall be installed where appropriate as determined in consultation with the LAPD.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Coliseum Commission, LAPD

6. Safety features shall be incorporated into Proposed Project to assure pedestrian safety, assist in controlling pedestrian traffic flows, and avoid pedestrian / vehicular conflicts on-site. Safety measures may include provision of security and traffic control personnel; clearly designated, well-lighted pedestrian walkways on-site; special street and pedestrian-level lighting; physical barriers (e.g., low walls, landscaping), particularly around the perimeter of the Coliseum, to direct pedestrians to specific exit locations that correspond to designated crosswalk locations on adjacent streets.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Coliseum Commission, Dept. of Building and Safety

7. A Security Plan shall be developed and implemented by the Applicant, in consultation with the LAPD, outlining the security services and features to be provided in conjunction with the Proposed Project. Security features may include but are not limited to the provision of a private on-site security force, implementation of a surveillance system, installation of locks and alarms on entryways where appropriate, security and parking lot lighting, "spotters" to survey parking lots, and maximum accessibility for emergency service personnel. The plan shall be reviewed by the LAPD, and any provisions pertaining to access shall be subject to review by the LADOT. A copy of the Plan shall be provided to the LAPD Southwest Area Commanding Officer.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Coliseum Commission, Dept. of Building and Safety, LAPD, LADOT

8. An Emergency Procedures Plan shall be established and implemented by the Applicant outlining guidelines and procedures in the event of civil disturbance, evacuation, and other types of emergencies. The plan shall be subject to review by the LAPD, and any provisions pertaining to access shall be subject to review by the LADOT. A copy of the Plan shall be provided to the LAPD Southwest Area Commanding Officer.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Coliseum Commission, Dept. of Building and Safety, LAPD, LAFD

9. Traffic control personnel may be provided on adjacent roadways and in parking areas during Coliseum events and immediately preceding and

following events to help prevent vehicles and pedestrians from obstructing emergency access.

Implementation Phase:	Operation
Monitoring Phase:	Operation
Enforcement Agency:	Coliseum Commission, LAPD, LADOT

In addition to the foregoing recommendations and requirements, measures recommended and/or required under Section V.I, Traffic, Access, and Parking shall be implemented as appropriate.

8. PUBLIC UTILITIES

Energy Conservation

No significant impacts upon electricity or natural gas resources or infrastructure systems have been identified, thus no mitigation measures are required. Nevertheless, the LADWP recommends the following measures be incorporated into the final design as feasible, to reduce the Project's demands for energy resources.

1. During the design process, the applicant should consult with the Los Angeles Department of Water and Power, Efficiency Solutions Business Group, regarding possible energy efficiency measures. The applicant shall incorporate measures to meet or, if possible, exceed minimum efficiency standards for Title XXIV of the California Code of Regulations.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Coliseum Commission

Water Conservation

To reduce impacts to less than significant levels, the following mitigation measures are required:

1. The Project Applicant shall be required to comply with any improvements necessary to meet Los Angeles Fire Department fire-flow requirements for the Proposed Project.

Implementation Phase:	Pre-Construction, Construction,
Operation Monitoring Phase:	Pre-Construction, Construction,
Operation Enforcement Agency:	Coliseum Commission, LAFD

2. The Proposed Project shall incorporate water saving techniques as required by the City of Los Angeles' mandatory water conservation program (Ordinance Nos. 166,080 and 163,532). Water conservation

measures described in the ordinance include, but are not limited to, the following:

- a. As necessary, the Project Site shall be landscaped with drought-tolerant/indigenous species (xeriscape).
- b. Low flow flush valves and shower head water-conservation devices shall be installed in all restroom and/or locker room facilities.

Implementation Phase:	Construction, Operation
Monitoring Phase:	Construction, Operation
Enforcement Agency:	Coliseum Commission

In addition, the City of Los Angeles Department of Water and Power recommends the following water conservation measures:

- 3. Automatic sprinkler systems should be set to irrigate landscaping during early morning hours or during the evening to reduce water losses from evaporation. However, care must be taken to reset sprinklers to water less often in cooler months and during the rainfall season so that water is not wasted by excessive landscape irrigation.

Implementation Phase:	Construction, Operation
Monitoring Phase:	Construction, Operation
Enforcement Agency:	Coliseum Commission

- 4. Reclaimed water should be investigated as a source to irrigate large landscaped areas, including the grass playing field.

Implementation Phase:	Construction, Operation
Monitoring Phase:	Construction, Operation
Enforcement Agency:	Coliseum Commission

- 5. On-site recycling of drainage from water used for playing field irrigation should be investigated.

Implementation Phase:	Construction, Operation
Monitoring Phase:	Construction, Operation
Enforcement Agency:	Department of Water and Power

- 6. Recirculating hot water systems which can reduce water waste in long piping systems where water must be run for considerable periods before hot water is received at the outlet should be investigated.

Implementation Phase:	Construction, Operation
Monitoring Phase:	Construction, Operation
Enforcement Agency:	Coliseum Commission

7. Plumbing fixtures should be selected which reduce potential water loss from leakage due to excessive wear of washers.

Implementation Phase:	Construction, Operation
Monitoring Phase:	Construction, Operation
Enforcement Agency:	Coliseum Commission

Sanitary Sewers

No mitigation measures are required.

Solid Waste

No mitigation measures are required.

2. TRAFFIC, ACCESS, AND PARKING

In order to mitigate the traffic and access impacts created by the Proposed Project, the Project Applicant will collaborate with LADOT, LAPD, California Department of Transportation, and California Highway Patrol on implementation of a traffic management plan. The following are mitigation measures that shall be implemented in order to reduce potentially significant impacts to less than significant levels:

1. To facilitate movement of vehicles, the LAPD and LADOT staff shall have the authority to implement turn restrictions, parking prohibitions, lane closures, barriers/cones, and flexible signage. There shall be a temporary command post available on the site to control and monitor traffic conditions. The area shall be split up into zones, with an engineer assigned to each zone. These engineers would have the authority to react to situations and change restrictions if necessary.

Implementation Phase:	Operation
Monitoring Phase:	Operation
Enforcement Agency:	Coliseum Commission, LADOT, LAPD

2. Electronic ticketing shall replace parking guards at problem area lots and traffic signs on adjacent Coliseum streets to minimize parking lot back-up. In addition, season and regular ticket holders could be issued speed passes and assigned parking at specific lots.

Implementation Phase:	Operation
Monitoring Phase:	Operation
Enforcement Agency:	Coliseum Commission

3. Real time radio alerts and broadcasts via Highway Advisory Radio (HAR) shall be located where LADOT deems appropriate.

Implementation Phase:	Operation
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Monitoring Phase: Operation
Enforcement Agency: Coliseum Commission, LADOT

4. In conjunction with the aforementioned measures, Changeable Message Signs (CMS) shall be used to direct vehicles from the freeways and surface streets to the Coliseum/USC parking lots. At least eight or more signs would be needed for results to be noticeable and coordinated.

Implementation Phase: Operation
Monitoring Phase: Operation
Enforcement Agency: Coliseum Commission, LADOT

5. Project implementation shall include the development of a carpool incentive system to reduce the number of overall vehicle trips.

Implementation Phase: Operation
Monitoring Phase: Operation
Enforcement Agency: Coliseum Commission, LADOT

6. Alternate parking sites located away from the Coliseum shall be made available, as well as transportation to and from these parking areas and the Coliseum.

Implementation Phase: Operation
Monitoring Phase: Operation
Enforcement Agency: Coliseum Commission, LADOT

7. Existing turn prohibitions, as illustrated in Figure V.I.1-13 of the Draft EIR, shall remain in place on game days.

Implementation Phase: Operation
Monitoring Phase: Operation
Enforcement Agency: Coliseum Commission, LADOT

APPENDIX B-1

Additional Project Conditions for Coliseum Renovation Project

1. **Parking and Access.** The applicant shall encourage carpools, public transit use and shuttle transportation for access to all Coliseum events. Special event sponsors along with the primary tenants at the Coliseum, the professional and USC Trojan football teams, shall be encouraged to disseminate updated information to their patrons (via websites, printed brochures, ticketing services and other communications media) about the location of public parking lots/structures within Exposition Park and the project vicinity, as well as information about available public transit services and shuttle transportation from remote parking areas.
2. **Second Year Traffic Review.** In order to refine the implementation of the traffic mitigation program as provided for in the Coliseum Renovation Project EIR, after completion of the second and prior to the commencement of the third full regular football season that a professional team schedules and plays at the renovated Coliseum, the applicant shall file an updated Level of Service (LOS) traffic analysis to the City's Department of Transportation (LADOT) and the Director of Planning for the 26 study intersections identified in the Coliseum Renovation Project EIR. The study shall be prepared by a professional traffic engineer, duly registered by the State of California, Department of Consumer Affairs.
 - a. The study shall compare the results of predicted project-related traffic impacts occurring during the weekend pre-event peak hour, weekend post event peak hour and weeknight pre-event peak hour (scenarios analyzed in the EIR) with actual project-related effects for those scenarios during the first two-year cycle of events at the renovated Coliseum (i.e., from a representative sample of various professional and college football events along with other Coliseum events conducted during this period). The study shall evaluate the effectiveness of project traffic mitigation measures and whether any refinements or modifications to the mitigation measures as provided for in the Project EIR should be considered for implementation.
 - b. LADOT shall submit a written report with conclusions and recommendations based on the traffic study to the Director within 90 days of receipt thereof.
 - c. The Director, based on the conclusions and recommendations from LADOT, shall determine whether refinements or modifications to the traffic mitigation measures are warranted or necessary.
 - d. Refined or modified traffic mitigation measures that may be determined warranted or necessary by the Director, after consultation with LADOT, shall be consistent with the type of traffic mitigation measures

implemented by the project as provided by the Project EIR. The costs of implementing the refinements to the traffic mitigation measures shall be borne by the applicant at no expense to the City of Los Angeles.

- e. The applicant and any future owners, successors, heirs or assigns shall reimburse LADOT and the Planning Department for their actual costs, reasonably and necessarily incurred, necessary to accomplish this second-year review.
 - f. Continuation of use of the Coliseum will not be restricted at any time during the preparation of additional traffic analysis, review by LADOT and the Planning Department of the traffic study and during implementation of any additional traffic measures.
3. **Fire.** The requirements of the Fire Department relative to fire safety shall be incorporated into the project plans, which includes the submittal of a plot plan for approval by the Fire Department prior to the issuance of any building permit.

Emergency Evacuation Plan. The applicant shall submit an emergency response plan for approval by the Fire Department. The emergency response plan shall include but not be limited to the following: (a) mapping of emergency exits; (b) evacuation routes for vehicles and pedestrians; and (c) location of nearest hospitals and fire stations.

4. **Construction Parking.** Off-street parking shall be provided for all construction-related employees generated by the proposed project. No employees or subcontractor shall be allowed to park on the surrounding residential streets for the duration of all construction activities. There shall be no staging or parking of construction vehicles, including vehicles to transport workers on any residential street in the immediate area. All construction vehicles shall be stored on site unless returned to their owners base of operations.
5. **Loading.** Loading and unloading activities shall not interfere with traffic on any public street. Public sidewalks, alleys and/or other public ways shall not be used for the parking or loading or unloading of vehicles. The location of loading areas shall be clearly identified on the site plan to the satisfaction of the Departments of Transportation and City Planning.
6. **Graffiti.** Every building, structure, or portion thereof shall be maintained in a safe and sanitary condition and good repair. The premises of every building or structure shall be maintained in good repair and free from graffiti, debris, rubbish, garbage, trash, overgrown vegetation or other similar material, pursuant to Municipal Code Section 91.8104. The exterior of all buildings, structures, walls and fences shall be free from graffiti when such graffiti is visible from a public street or alley, pursuant to Municipal Code Section 91.8104.15.
7. **Maintenance.** The subject property including associated parking facilities, sidewalks, and landscaped planters adjacent to the exterior walls along the all

property lines shall be maintained in an attractive condition and shall be kept free of trash and debris. Trash receptacles shall be located throughout the site.

8. **Solid Waste.** The applicant shall institute a recycling program to the satisfaction of the Bureau of Sanitation and Planning Department to reduce the volume of solid waste going to landfills. Recycling bins shall be provided at appropriate locations to promote recycling of paper, metal, glass, and other recyclable material. These bins shall be picked up as a part of the project's regular trash pick-up program.
9. **Complaint Response (Construction Phase).**
 - a. **Monitoring of Complaints.** The applicant shall coordinate with the local division of the Los Angeles Police Department regarding appropriate monitoring of community complaints concerning construction activities associated with the subject facility.
 - b. **Complaint Monitoring.** A 24-hour "hot line" phone number for the receipt of complaints from the community regarding the subject facility shall be:
 - i. Posted at the public entrance(s) to the facility.
 - ii. Provided to the immediate neighbors, local neighborhood association(s) (if any) and certified neighborhood council.
 - iii. Log. The property owner shall keep a log of complaints received, the date and time received and the disposition of the response. The Log shall be retained for a minimum of one year and shall be made available on request to the Planning Department for review.
 - c. The applicant shall designate a community liaison. The liaison shall meet with representatives of the neighbors and/or neighborhood association, at their request, to resolve neighborhood complaints during construction of the subject project.
10. **Mitigation Monitoring.** Pursuant to California State Public Resources Code Section 21081.6 and the California Environmental Quality Act, the applicant and any future owners, successors, heirs or assigns shall provide the Planning Department with status reports for assessing and ensuring the efficacy of the mitigation measures (environmental conditions) required herein and also identified in the Mitigation Monitoring Program (MMP), which is included in the Coliseum Renovation Project's EI R Addendum and attached to the subject case file.
 - a. The applicant shall demonstrate compliance with each mitigation measure identified in the MMP by submission of a written report to the Planning Department and the applicable enforcement agency prior to issuance of a building permit or certificate of occupancy, and, as applicable, provide

periodic status reports to the Planning Department regarding compliance with post-construction / maintenance conditions.

- b. If the environmental conditions include post-construction / maintenance mitigation measures, the applicant and all future owners, successors, heirs or assigns shall be obligated to disclose these ongoing mitigation monitoring requirements to future buyers of the subject property.
- c. The applicant and any future owners, successors, heirs or assigns shall reimburse the Planning Department for its actual costs, reasonably and necessarily incurred, necessary to accomplish the required review of periodic status reports.

APPENDIX B-2

Additional Project Conditions for Soccer Stadium

1. **Parking and Access.** The applicant shall encourage carpools, public transit use and shuttle transportation for access to all Soccer Stadium events. Special event sponsors along with the primary tenants at the Soccer Stadium, the professional soccer team, shall be encouraged to disseminate updated information to their patrons (via websites, printed brochures, ticketing services and other communications media) about the location of public parking lots/structures within Exposition Park and the project vicinity, as well as information about available public transit services and shuttle transportation from remote parking areas.
2. **Fire.** The requirements of the Fire Department relative to fire safety shall be incorporated into the project plans, which includes the submittal of a plot plan for approval by the Fire Department prior to the issuance of any building permit.

Emergency Evacuation Plan. The applicant shall submit an emergency response plan for approval by the Fire Department. The emergency response plan shall include but not be limited to the following: (a) mapping of emergency exits; (b) evacuation routes for vehicles and pedestrians; and (c) location of nearest hospitals and fire stations.
3. **Construction Parking.** Off-street parking shall be provided for all construction-related employees working on the Soccer Stadium project. No employees or subcontractor shall be allowed to park on the surrounding residential streets for the duration of all construction activities. There shall be no staging or parking of construction vehicles, including vehicles to transport workers on any residential street in the immediate area. All construction vehicles shall be stored on site unless returned to their owners base of operations.
4. **Loading.** Loading and unloading activities shall not interfere with traffic on any public street. Public sidewalks, alleys and/or other public ways shall not be used for the parking or loading or unloading of vehicles. The location of loading areas shall be clearly identified on the site plan to the satisfaction of the Departments of Transportation and City Planning.
5. **Graffiti.** Every building, structure, or portion thereof shall be maintained in a safe and sanitary condition and good repair. The premises of every building or structure shall be maintained in good repair and free from graffiti, debris, rubbish, garbage, trash, overgrown vegetation or other similar material, pursuant to Municipal Code Section 91.8104. The exterior of all buildings, structures, walls and fences shall be free from graffiti when such graffiti is visible from a public street or alley, pursuant to Municipal Code Section 91.8104.15.
6. **Maintenance.** The subject property including associated parking facilities, sidewalks, and landscaped planters adjacent to the exterior walls along all

property lines shall be maintained in an attractive condition and shall be kept free of trash and debris. Trash receptacles shall be located throughout the site.

7. **Solid Waste.** The applicant shall institute a recycling program to the satisfaction of the Bureau of Sanitation and Planning Department to reduce the volume of solid waste going to landfills. Recycling bins shall be provided at appropriate locations to promote recycling of paper, metal, glass, and other recyclable material. These bins shall be picked up as a part of the project's regular trash pick-up program.
8. **Complaint Response (Construction Phase).**
 - a. **Monitoring of Complaints.** The applicant shall coordinate with the local division of the Los Angeles Police Department regarding appropriate monitoring of community complaints concerning construction activities associated with the subject facility.
 - b. **Complaint Monitoring.** A 24-hour "hot line" phone number for the receipt of complaints from the community regarding the subject facility shall be:
 - i. Posted at the public entrance(s) to the facility.
 - ii. Provided to the immediate neighbors, local neighborhood association(s) (if any) and certified neighborhood council.
 - iii. Log. The property owner shall keep a log of complaints received, the date and time received and the disposition of the response. The Log shall be retained for a minimum of one year and shall be made available on request to the Planning Department for review.
 - c. The applicant shall designate a community liaison. The liaison shall meet with representatives of the neighbors and/or neighborhood association, at their request, to resolve neighborhood complaints during construction of the subject project.
9. **Mitigation Monitoring.** Pursuant to California State Public Resources Code Section 21081.6 and the California Environmental Quality Act, the applicant and any future owners, successors, heirs or assigns shall provide the Planning Department with status reports for assessing and ensuring the efficacy of the environmental mitigation measures in the adopted Mitigation Monitoring Program (MMP) for the Addendum to the Los Angeles Memorial Sports Arena Redevelopment Project Environmental Impact Report (SCH #2010041059) and attached to the subject case file.
 - a. The applicant shall demonstrate compliance with each mitigation measure identified in the MMP by submission of a written report to the Planning Department and the applicable enforcement agency prior to issuance of a building permit or certificate of occupancy, and, as applicable, provide

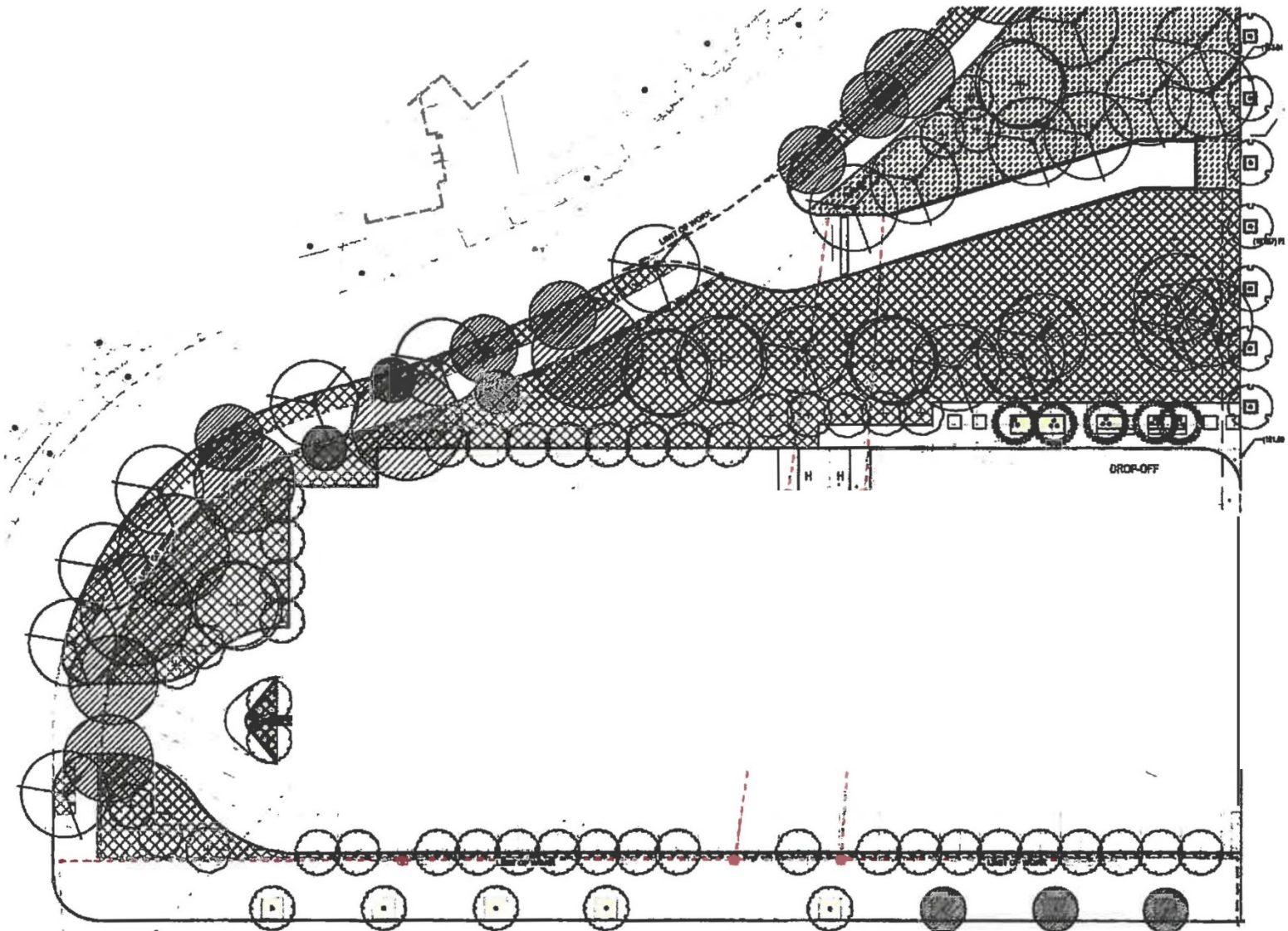
periodic status reports to the Planning Department regarding compliance with post-construction / maintenance conditions.

- b. If the environmental conditions include post-construction / maintenance mitigation measures, the applicant and all future owners, successors, heirs or assigns shall be obligated to disclose these ongoing mitigation monitoring requirements to future buyers of the subject property.
 - c. The applicant and any future owners, successors, heirs or assigns shall reimburse the Planning Department for its actual costs, reasonably and necessarily incurred, necessary to accomplish the required review of periodic status reports.
10. **Event Scheduling.** In the event that the applicant holds an event in the Soccer Stadium at the same time an event is being held in the Coliseum, the total attendance in the two stadiums shall be limited to a maximum of 93,000 people, inclusive of both event ticket holders and event staff. The applicant shall not host major events in the Soccer Stadium at the same time as USC home football games in the Coliseum, except for the Olympics or similar international games.
11. **Bike Valet.** A bike valet service shall be provided whenever an event occurs in the Soccer Stadium.
12. **Parking Lot Design.** The parking lot in the Soccer Stadium Zone shall have the following design features:
- a. A minimum of twenty percent (20%) of the parking spaces shall be constructed to accommodate the future placement of facilities for the recharging of electric vehicles.
 - b. A minimum of five percent (5%) of the parking spaces shall be equipped with electrical vehicle charging stations with each station having two charging plugs. These spaces shall count toward the twenty percent (20%) requirement in Condition 12(a) above.
 - c. Landscape strips shall be provided around all trees located within the parking lot in a manner that is substantially consistent with the plan provided as Attachment 1 to this Appendix.
13. **Women's Sports.** The applicant shall make all good faith efforts to encourage use of the Soccer Stadium by women's sports teams.
14. **Public Restrooms.** The applicant shall prepare an Event Hospitality Management Plan in coordination with the Office of Exposition Park Management to address operating procedures for making restrooms available during special events in Exposition Park, including requirements for special event organizers

related to staffing, security, insurance and similar issues, to the satisfaction of the Director.

15. **Additional Tree(s).** The applicant shall install one tree for every 50 linear feet along the southern edge of the Soccer Stadium Zone parking lot so that there is a continuous row of trees between that parking lot and the State's Parking Lot 6 in the South Parking Lot Zone.

16. **Ongoing Community Involvement.** The applicant shall participate in the existing Figueroa Corridor Special Events Advisory Committee, which convenes to discuss and address traffic issues related to the Figueroa Corridor, including traffic from events in Exposition Park. The applicant shall also coordinate the development of a Community Outreach Committee that will meet no less than twice a year following the commencement of Soccer Stadium operations. The Community Outreach Committee shall consist of one representative from the applicant, one representative from Council District 9, one representative from the North Area Neighborhood Council, one representative from the Voices Neighborhood Council, and one representative from the Figueroa Corridor Business Improvement District. At Community Outreach Committee meetings, the applicant shall present the upcoming calendar of events in the Soccer Stadium and any updates on Soccer Stadium operations, and Outreach Committee members may raise operational questions or concerns to the applicant that the community has identified, including issues such as traffic, parking, signage and noise.



APPENDIX B-3

Additional Project Conditions for the Museum, Replacement Parking Structure, and Replacement Soccer Field

1. **Fire.** The requirements of the Fire Department relative to fire safety shall be incorporated into the project plans, which includes the submittal of a plot plan for approval by the Fire Department prior to the issuance of any building permit.

Emergency Evacuation Plan. The applicant shall submit an emergency response plan for approval by the Fire Department. The emergency response plan shall include but not be limited to the following: (a) mapping of emergency exits; (b) evacuation routes for vehicles and pedestrians; and (c) location of nearest hospitals and fire stations.
2. **Construction Parking.** Off-street parking shall be provided for all construction-related employees working on the Museum, Replacement Parking Structure and Replacement Soccer Field projects. No employees or subcontractor shall be allowed to park on the surrounding residential streets for the duration of all construction activities. There shall be no staging or parking of construction vehicles, including vehicles to transport workers on any residential street in the immediate area. All construction vehicles shall be stored on site unless returned to their owner's base of operations.
3. **Loading.** Loading and unloading activities shall not interfere with traffic on any public street. Public sidewalks, alleys and/or other public ways shall not be used for the parking or loading or unloading of vehicles. The location of loading areas shall be clearly identified on the site plan to the satisfaction of the Departments of Transportation and City Planning.
4. **Graffiti.** Every building, structure, or portion thereof shall be maintained in a safe and sanitary condition and good repair. The premises of every building or structure shall be maintained in good repair and free from graffiti, debris, rubbish, garbage, trash, overgrown vegetation or other similar material, pursuant to Municipal Code Section 91.8104. The exterior of all buildings, structures, walls and fences shall be free from graffiti when such graffiti is visible from a public street or alley, pursuant to Municipal Code Section 91.8104.15.
5. **Maintenance.** The subject property including associated parking facilities, sidewalks, and landscaped planters adjacent to the exterior walls along all property lines shall be maintained in an attractive condition and shall be kept free of trash and debris. Trash receptacles shall be located throughout the site.
6. **Solid Waste.** The applicant shall institute a recycling program to the satisfaction of the Bureau of Sanitation and Planning Department to reduce the volume of solid waste going to landfills. Recycling bins shall be provided at appropriate locations to promote recycling of paper, metal, glass, and other recyclable

material. These bins shall be picked up as a part of the project's regular trash pick-up program.

7. Complaint Response (Construction Phase).

- a. Monitoring of Complaints. The applicant shall coordinate with the local division of the Los Angeles Police Department regarding appropriate monitoring of community complaints concerning construction activities associated with the subject facility.
- b. Complaint Monitoring. A 24-hour "hot line" phone number for the receipt of complaints from the community regarding the subject facility shall be:
 - i. Posted at the public entrance(s) to the facility.
 - ii. Provided to the immediate neighbors, local neighborhood association(s) (if any) and certified neighborhood council.
 - iii. Log. The property owner shall keep a log of complaints received, the date and time received and the disposition of the response. The Log shall be retained for a minimum of one year and shall be made available on request to the Planning Department for review.
- c. The applicant shall designate a community liaison. The liaison shall meet with representatives of the neighbors and/or neighborhood association, at their request, to resolve neighborhood complaints during construction of the subject project.

8. Mitigation Monitoring. Pursuant to California State Public Resources Code Section 21081.6 and the California Environmental Quality Act, the applicant and any future owners, successors, heirs or assigns shall provide the Planning Department with status reports for assessing and ensuring the efficacy of the environmental mitigation measures in the adopted Mitigation Monitoring Program (MMP) for the Fourth Addendum to the Los Angeles Memorial Sports Arena Redevelopment Project Environmental Impact Report (SCH #2010041059) and attached to the subject case file.

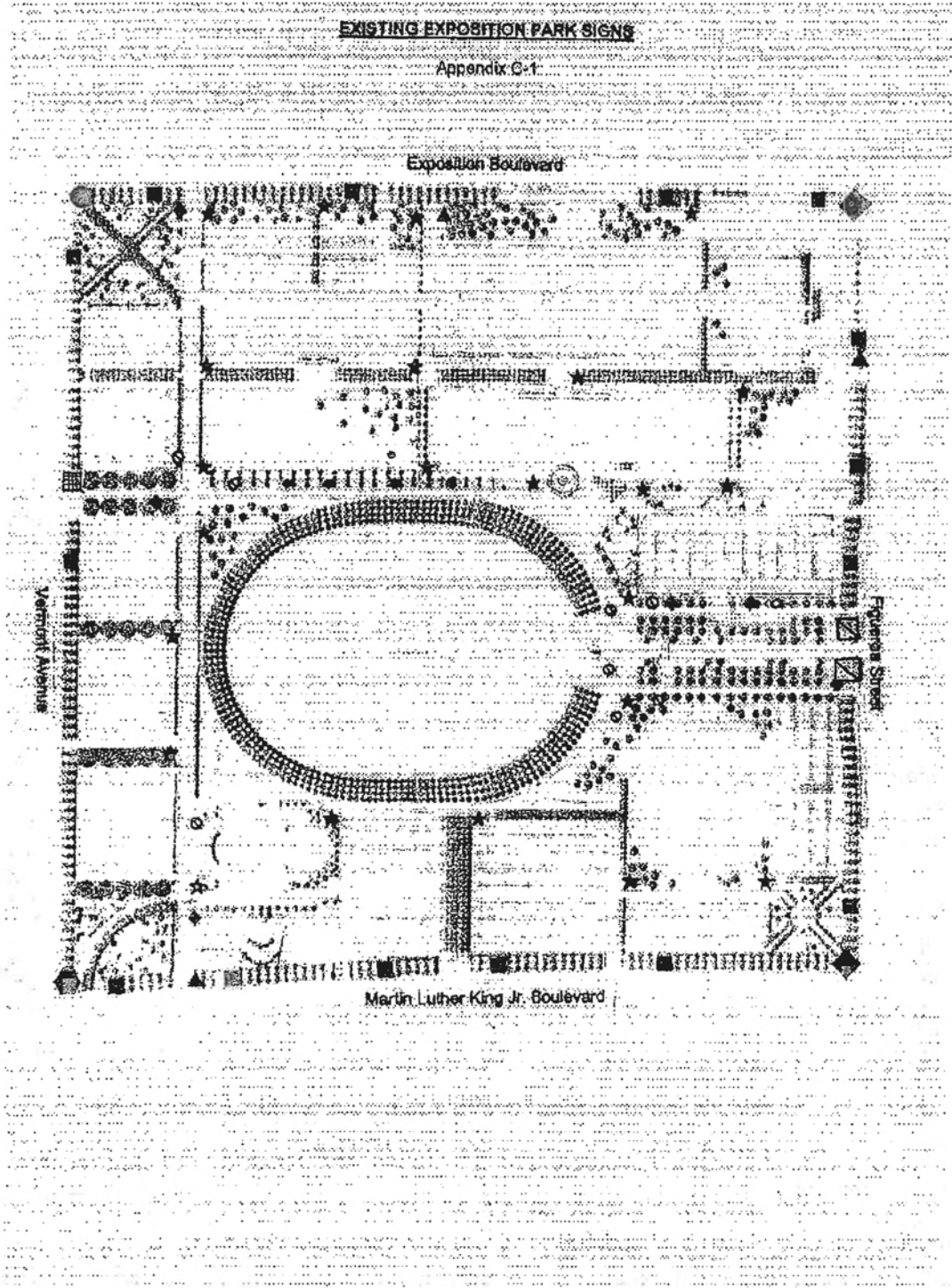
- a. The applicant shall demonstrate compliance with each mitigation measure identified in the MMP by submission of a written report to the Planning Department and the applicable enforcement agency prior to issuance of a building permit or certificate of occupancy, and, as applicable, provide periodic status reports to the Planning Department regarding compliance with post-construction / maintenance conditions.
- b. If the environmental conditions include post-construction / maintenance mitigation measures, the applicant and all future owners, successors, heirs or assigns shall be obligated to disclose these ongoing mitigation monitoring requirements to future buyers of the subject property.

- c. The applicant and any future owners, successors, heirs or assigns shall reimburse the Planning Department for its actual costs, reasonably and necessarily incurred, necessary to accomplish the required review of periodic status reports.

EXISTING SPECIFIC PLAN AREA EXPOSITION PARK SIGNS

Appendix C-1

[Appendix C-1 follows this page.]



EXISTING EXPOSITION PARK SIGNS

Appendix C-2

[Appendix C-2 follows this page.]

CPC-2018-5152-SN-SP

EXHIBIT G

Coliseum and Soccer Stadium Sign District with proposed Amendment
language

ORDINANCE NO. 184290

COLISEUM AND SOCCER STADIUM SIGN DISTRICT

**COLISEUM AND SOCCER STADIUM SIGN DISTRICT
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Table 1-1	Vertical Sign Levels
Table 8-1	Maximum Individual Sign Area
Table 8-2	Permitted Hours Of Operation For Digital Displays

An ordinance ~~establishing~~amending and restating in its entirety the Coliseum and Soccer Stadium Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC), except as may differ herein.

WHEREAS, Exposition Park is the largest public park in the South Los Angeles Community Plan area that enjoys a storied history as the location of numerous significant outdoor civic and sporting events, including the 1932 and 1984 Summer Olympic Games hosted in the Los Angeles Memorial Coliseum (Coliseum), and a variety of indoor events including the boxing competition during the 1984 Summer Olympic Games, Los Angeles Lakers and Clippers home basketball games, and other major events including political conventions, concerts, trade shows, and rallies in the former Los Angeles Memorial Sports Arena (Sports Arena);

WHEREAS, the University of Southern California (USC) has leased the Coliseum and adjacent surrounding areas including the former Sports Arena site from the Los Angeles Memorial Coliseum Commission for 99 years, and the Coliseum currently operates, and will continue to operate, as the home football stadium for the USC Trojans football team for the term of the lease;

WHEREAS, declining use of the former Sports Arena ~~has~~ left the approximately 15-acre Sports Arena site and the surrounding area within Exposition Park underutilized;

WHEREAS, the USC lease contemplates the redevelopment of the former Sports Arena site with a professional soccer stadium and associated ancillary facilities;

WHEREAS, the Los Angeles Football Club, a professional soccer expansion franchise, ~~proposes to locate~~has located its home stadium at the former Sports Arena site ~~to replace~~and has replaced the underused ~~existing~~ Sports Arena;

WHEREAS, in addition to the ~~proposed~~ professional soccer stadium (Soccer Stadium), the ~~redevelopment~~ project also ~~would include a museum,~~includes conference, office, retail, and restaurant uses that ~~would~~will directly benefit the overall surrounding community, and Exposition Park;

WHEREAS, the Coliseum, the ~~Sports Arena~~Soccer Stadium site, and the adjacent surrounding surface parking lots and other sites as depicted in Map 2 and Map 2A, are within an area of the City of Los Angeles (City) ~~currently~~ regulated by the Coliseum District Specific Plan originally adopted by the City Council in 2006, ~~and~~ amended in 2009, 2016, 2017 and 2019 (Ordinance No. 177558 effective July 2, 2006, as amended by Ordinance No. 180678, effective August 16, 2009, as amended and restated in its entirety by Ordinance No. 184289, effective June 21, 2016 (2016 Amendments), as amended and restated in its entirety by Ordinance Nos. 185035 and 185042, effective August 14, 2017, as amended and restated in its entirety by Ordinance No. [_____], effective [_____], 2019), but not including the EXPO Center and those portions of Exposition Park north of Exposition Park Drive

containing the Natural History Museum of Los Angeles County; the California Science Center; the California African American Museum; and Jesse Brewer, Jr., Park;

WHEREAS, the ~~redevelopment~~Soccer Stadium project authorized by the ~~amendment~~2016 Amendments to the Coliseum District Specific Plan ~~will require~~requires a unique and comprehensive signage program, including naming and sponsorship rights, consistent with a state-of-the-art Major League Soccer stadium and entertainment venue, and necessary to support the proposed upwards of \$~~250~~350 million private investment in the redevelopment project both to attract visitors to the area and attract the investment required to carry out the redevelopment project;

WHEREAS, even though the Coliseum District Specific Plan, as enacted in 2006 and amended in 2009, authorized the development of signage associated with the Coliseum and in surrounding areas in Exposition Park within the Coliseum District Specific Plan area, with limited approved signage for the former Sports Arena site, it is the City's current policy that unique comprehensive signage programs should be approved through a Supplemental Use Sign District rather than being authorized through a Specific Plan;

WHEREAS, this Sign District Ordinance (Ordinance) has been developed both to incorporate the existing and approved signage for the Coliseum and surrounding areas allowed by the Coliseum District Specific Plan, as well as recognize new signage for the Soccer Stadium project in furtherance of goals in the Coliseum District Specific Plan, as well as ~~pending amendments~~the 2016 Amendments to the Specific Plan, to activate this part of South Los Angeles and Exposition Park as a major sports and entertainment destination in the City;

WHEREAS, this Ordinance also has been developed to address certain applicable provisions of the California Outdoor Advertising Act (Cal. Business & Professions Code Section 5200, et seq.), which regulates and provides allowances for signage that is associated with major professional sports stadiums and visible from freeways;

WHEREAS, development of the Soccer Stadium project in accordance with the amended Coliseum District Specific Plan will enhance the social, cultural and economic goals of the City; will expand the economic base of the City by providing additional employment opportunities and additional revenues to the region; and will specifically enhance the Exposition Park and South Los Angeles communities by providing public gathering places and a pedestrian friendly environment;

WHEREAS, the Soccer Stadium project, including the signage program in this Ordinance; is an important priority and presents a major economic opportunity to create good jobs and investment in the City, and in the South Los Angeles community, and to serve as a catalyst for the removal of blight and renewed investment in South Los Angeles as a key business, entertainment and cultural destination similar to the development of the STAPLES Center in the Central City;

WHEREAS, unique and vibrant signage is required in the Coliseum and Soccer Stadium Sign District both to attract visitors to the South Los Angeles area and to support the investment required to carry out the Soccer Stadium redevelopment project; and

WHEREAS, this Ordinance has been developed in conjunction with and in furtherance of the amended and restated Coliseum District Specific Plan.

NOW, THEREFORE, THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

Section 1. ESTABLISHMENT OF THE COLISEUM AND SOCCER STADIUM SIGN DISTRICT.

A. Authority and Scope. As of the effective date of this Ordinance, the City Council hereby ~~establishes~~amends and restates in its entirety the Coliseum and Soccer Stadium Sign District (District), which shall be applicable to that area of the City subject to the amended and restated Coliseum District Specific Plan (Specific Plan) adopted contemporaneously with this Sign District shown within the heavy dashed line on Map 1 and Map 1A for the area bounded by Exposition Boulevard on the north, Figueroa Street on the east, Martin Luther King Junior Boulevard on the south and Vermont Avenue on the west, plus the Existing Major Site Sign located easterly of the 110 (Harbor) Freeway; and two other non-contiguous parcels proximate to the 110 (Harbor) Freeway containing the Stadium Freeway Signs for the Soccer Stadium, except not including the EXPO Center, which includes the LA84 Foundation / John C. Argue Swim Stadium, and those portions of Exposition Park north of the Coliseum and Christmas Tree Lane north of Exposition Park Drive containing the Natural History Museum of Los Angeles County, the California Science Center, the California African American Museum, and Jesse Brewer, Jr., Park. The District encompasses a portion of Exposition Park primarily owned by the State of California (Sixth District Agricultural Association) and subject to a long-term lease to the University of Southern California. Notwithstanding LAMC Section 13.11 B, a Sign District is hereby established in the ~~OS, RD1.5, R4, C2, and [Q]C2~~, PF and CM zones encompassing the Coliseum District Specific Plan area ~~and~~, including the non-contiguous parcel located east of the 110 (Harbor) Freeway containing the Existing Major Site Sign and two other non-contiguous parcels proximate to the 110 (Harbor) Freeway containing Stadium Freeway Signs for the Soccer Stadium.

B. Sign Zones. This District is subdivided into five Sign Zones as shown on Map 2 and Map 2A. The purpose of the Sign Zones is to address the relationship between Sign intensity and the uses surrounding each Sign Zone. The Soccer Stadium and South Parking Lot Sign Zones are divided into Vertical Sign Levels as described in Table 1-1 below. The purpose of the Vertical Sign Levels is to address different Sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and from vehicles.

Table 1-1 – Vertical Sign Levels

Sign Zone	Height Above Grade
Soccer Stadium Zone	
Vertical Sign Level 1	0 – 35 feet
Vertical Sign Level 2	35 – 100 feet
Vertical Sign Level 3	100 – 115 feet
South Parking Lot Zone	
Vertical Sign Level 1	0 – 35 feet
Vertical Sign Level 2	35 – 50 feet

Map 1
Coliseum District Sign District Map

[Map 1 follows this page.]

[Map 1]

Map 1A
Coliseum District Sign District Map for 1320 West 12th Place

[Map 1A follows this page.]

[Map 1A]
[1320 West 12th Place]

Map 2
District Sign Zones Map

[Map 2 follows this page.]

[Map 2]

Map 2A
District Sign Zones Map for 1320 West 12th Place

[Map 2A follows this page.]

[\[Map 2A\]](#)

Section 2. PURPOSES AND OBJECTIVES.

A. Generally. This District provides the regulatory framework for the Signs proposed for the Soccer Stadium and previously allowed for the Coliseum and surrounding areas in connection with the development and uses allowed by the Coliseum District Specific Plan (as amended).

B. Purposes and Objectives.

1. Enable the regulation of Signs within the Coliseum District Specific Plan area located within a portion of Exposition Park and certain non-contiguous parcels in the City by incorporating and augmenting the Sign regulations previously included in the Coliseum District Specific Plan.
2. Support and enhance the land uses and urban design objectives in the **South Los Angeles**applicable Community Plan and the **new**-Coliseum District Specific Plan.
3. Encourage vibrant, clear, attractive signage that enhances the District while complementing and protecting the character of the surrounding areas by limiting visual clutter.
4. Ensure that new Signs are responsive to and integrated with the aesthetic character of the Coliseum, Soccer Stadium, and Exposition Park in the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to other Signs within the District.
5. Encourage creative, well-designed Signs that are part of an integrated development that contribute in a positive way to the District and Exposition Park's visual environment, in a manner that accentuates the architectural characteristics of the Coliseum and Soccer Stadium and reinforces the District's sense of place as a major urban sports and entertainment destination venue, cultural and visitor destination, and an exciting pedestrian experience with a visually attractive character. Additionally, to help maintain an image of quality and excellence for the **South Los Angeles**applicable Community Plan and Coliseum District Specific Plan areas.
6. Coordinate the location and display of Signs so as to minimize potential traffic hazards and protect public safety.

Section 3. APPLICATION.

A. Relationship to the Los Angeles Municipal Code. This Ordinance regulates Signs within the District. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the LAMC. Wherever this Ordinance

contains provisions that are different from, more restrictive than or more permissive than permitted by the LAMC, this Ordinance shall prevail and supersede the other applicable provisions, including, but not limited to, the requirements of Section 13.11, et seq., Section 14.4.1, et seq., and Section 91.6201, et seq., of the LAMC. Unless otherwise specified in this Ordinance to the contrary, all Signs shall comply with the following provisions of the LAMC: Section 14.4.4; Chapter II, Article 8, Section 28.00 et seq. (Advertising); Chapter VI, Article 7, Section 67.00, et seq. (Outdoor Advertising Structures, Accessory Signs, Post Signs and Advertising Statuary); and Chapter IX, Article 1, Division 62 (Signs). No application for a permit shall be subject to LAMC Sections 14.4.4 C, 14.4.4 D, 14.4.4 F, 14.4.10 D and E, and 14.4.17 A through G.

B. On-Site and Off-Site Signs. All Signs listed in this Ordinance, and all Signs listed in Section 14.4.2 of the LAMC, which are not otherwise prohibited by this Ordinance, shall be allowed. Notwithstanding any other provision of the LAMC or this Ordinance, any Sign within the District may be either an On-Site Sign or Off-Site Sign as such terms are defined in this Ordinance. This Ordinance governs all aspects of Signs that are Off-Site Signs within the District and expressly supersedes Sections 14.4.4.B.11 and 14.4.18 of the LAMC.

C. Applicability of the Ordinance. Immediately upon the effective date of the new amendment to the Coliseum District Specific Plan adopted contemporaneously with this Sign District, the rules and regulations established by this Ordinance shall become applicable to the **property**properties within the District as shown on Map 1 and Map 1A.

Section 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Section 13.11 of the LAMC, words and phrases not defined herein shall be construed as defined in Sections 12.03 and Article 4.4 of the LAMC. The definitions set forth in this Section are intended to encompass future technologies and materials which may be utilized in the construction and implementation of the permitted Signs.

Aerial View Sign. A Sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, and intended to be viewed from the sky.

Applicant. Any entity or person, as defined in Section 11.01 of the LAMC, submitting an application for a Sign or Sign Support Structure including for Project Permit Compliance or modification thereto, for Project Permit Adjustment, or for an exception, or amendment to, or interpretation of this Ordinance.

Approved Signs. The Signs listed in Appendix A attached to this Ordinance and Sign Support Structures associated with such Signs, which shall be in the approximate locations shown on the Conceptual Sign Drawings attached as Appendices B and C to this Ordinance approved by the City Council pursuant to

this Ordinance as the same; may be modified or amended from time to time in accordance with Section 6.E of this Ordinance.

Architectural Ledge Sign. A Sign with individual Channel Letters, numbers and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

Awning Sign. A Sign displayed on a canopy that projects over a deck, door or window of a building.

Banner Sign. A Sign that is generally constructed of fabric, canvas, metal or similar material and that is attached to a pole or building and is fixed in place.

Billboard. Any Sign on one or more poles or columns that:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the Sign; and
2. is structurally separate from an existing building or other improvement on a lot; and/or
3. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure; and/or
4. is supporting a Sign panel that is attached to the pole(s), post(s) or column(s), and that may be cantilevered over a building or structure on the lot.

Building Face. The general outer surface, not including cornices, bay windows or architectural projections, of any exterior wall of a building.

Building Frontage. The projection of the exterior building walls upon the street used for street frontage, as measured perpendicular to the edge of the street. For walls that are not parallel to the street, the building frontage shall be measured along the wall that, other than open parking spaces, has direct and unimpeded access to the street.

Can Sign. A Sign whose text, logos and/or symbols are placed on the face of an enclosed cabinet.

Captive Balloon Sign. Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

Channel Letters. Individually cut letters, numbers or figures, illuminated or non-illuminated, affixed to a building or structure.

Coliseum. The Los Angeles Memorial Coliseum.

Coliseum District Specific Plan. The Specific Plan (as amended) applicable to the same general area as the District.

Coliseum Existing Signs. The Signs and Sign Support Structures historically utilized in the Primary Stadium Zone, including but not limited to, Signs identified as Signs 1C and 1H in Appendices A, D, E and F, Temporary Signs, and Signs existing prior to the ~~Effective Date of this Ordinance~~[original adoption of the District on June 21, 2016.](#)

Coliseum Identity Sign. A large, monument style identification element identified as Sign 1B in Appendices A and C and as illustrated in Appendix E of this Ordinance.

Conceptual Sign Drawings. The conceptual Sign location plans, elevations, and renderings depicting the approved locations and types of permanent primary Signs within the District attached to this Ordinance as Appendices B and C, as the same may be modified or amended from time to time in accordance with Section 6.E of this Ordinance.

Controlled Refresh Rate. Controlled Refresh Rate I, Controlled Refresh Rate II and/or Scrolling Animated Refresh, individually and collectively.

Controlled Refresh Rate I. The refresh rate of a Sign, inclusive of any change in whole or in part of the Sign image, which is no more frequent than one refresh event every eight seconds, with an instant transition between images. The Sign image must remain static between refreshes.

Controlled Refresh Rate II. The refresh rate of a Sign or Large-Scale Architectural Lighting, inclusive of any change in whole or in part of the Sign image, which is no more frequent than one refresh event every ten minutes, with an instant transition between images. The Sign image must remain static between refreshes.

Digital Display. A Sign Face, Building Face, and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media, or technology that is either independent of or attached to, integrated into or projected onto a building or structural component, and that may be changed remotely through electronic means.

Director. The Director of City Planning or his or her designee.

District. The Coliseum and Soccer Stadium Sign District regulated by this Ordinance.

Effective Date. The date upon which this Ordinance becomes effective.

Existing Major Site Sign. The Sign that is currently located easterly of the I-110 Harbor Freeway, identified as Sign 1G in Appendices A, C and D of this Ordinance.

Exposition Park Existing Signs. The Signs and Sign Support Structures historically utilized in the Secondary Stadium Zone and South Parking Lot Zone, including, but not limited to, Signs identified as Signs A, B, C, D, E, and F in Appendix D, Temporary Signs, and Signs existing prior to the **Effective Date of this Ordinance** original adoption of the District on June 21, 2016.

Freestanding Iconic Elements/Statues. Individual structures, which are generally themed in design, and are related to the Coliseum, Soccer Stadium, tenants of the Coliseum or Soccer Stadium, Coliseum or Soccer Stadium Sponsors, or Exposition Park. These structures may include commercial or noncommercial messages.

Gate Identity Sign. A naming rights identification Sign on Coliseum Ticket Gates, identified as Sign 1F in Appendices A, B, and C, and as illustrated in Appendix D of this Ordinance.

Hanging Sign. A Sign with individual Channel Letters and/or a prefabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

Identification Sign. A Sign that can be used to display a company or athletic team logo, generic type of business, the name of a business, athletic team, building, or a common place name for an area, e.g., Exposition Park.

Illuminated Signs. Signs producing lighting emissions, comprised of luminous Channel Letter Signs, front-lit Signs and Digital Displays.

Inflatable Device. A Sign that is a cold-air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term Inflatable Device shall not include any object that contains helium, hot-air or a lighter-than-air substance.

Information Sign. A Sign that can be used to display directions, instructions, menus, selections, building names (including those buildings or areas whose names include the name of an individual or a sponsoring or corporate entity) or address numerals.

Integral Digital Display. A Sign that: (a) consists predominately of lower resolution Digital Display(s); (b) is attached directly to and made integral with architectural elements on the facade of a building; and (c) contains individual pixels of a digital image that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that

allows outward views from and within the supporting structure. Such a design may include low resolution digital mesh or netting, individual large scale illuminated pixels covering a building wall diffused behind translucent material forming an aggregate image, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture, which when viewed from a distance may be read as a unified image.

Integral Large-Scale Architectural Lighting. Lighting that is attached directly to and made integral with architectural elements on the facade of a building, and contains individual pixels of a digital light source that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supportive structure. Such a design may include low resolution digital mesh or netting, individual large scale pixels covering a building wall diffused behind translucent material, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture.

Interior Sign. Any Sign (a) within an interior courtyard, interior concourse or interior plaza of a building or structure or (b) within or immediately adjacent to the seating or field areas of the Coliseum or Soccer Stadium intended to be viewed primarily from the general, club and premium seats within the Coliseum or Soccer Stadium, and suites and concourses within the Coliseum or Soccer Stadium. Interior Signs within the Soccer Stadium shall be located within the area outlined with a heavy solid line as shown on Appendix J of this Ordinance. Interior Signs may be incidentally visible from adjoining streets, public rights-of-way, or any publicly accessible plaza adjacent to a public right-of-way. Interior Signs may include, without limitation, existing scoreboards in the Coliseum, new scoreboards in the Coliseum or Soccer Stadium, Wall Signs, Digital Displays, Large-Scale Architectural Lighting, Captive Balloon Signs, and Inflatable Devices, including, but not limited to, those Signs identified as Signs 2A, 2B, 2C, and 2D in Appendices A, B and C of this Ordinance.

LADBS. The City of Los Angeles Department of Building and Safety.

LAMC. The Los Angeles Municipal Code.

Large-Scale Architectural Lighting. Lighting elements placed on a significant portion of a building's facade to highlight or accentuate vertical, horizontal or other elements of the structure's architecture.

Logo. A graphic mark, emblem, representation or symbol of a name, trademark or abbreviation used by a commercial enterprise, organization and/or individual to aid and promote instant public recognition.

Marquee Sign. A Sign displayed on a roof-like structure that projects over the entrance to a building or structure.

Maximum Individual Sign Area. The maximum Sign Area of each individual Sign, which shall be set forth in Table 8-1.

Monument Sign. A freestanding Sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from the existing or artificially created grade to the bottom of the Sign, and that has a horizontal dimension equal to or greater than its vertical dimension.

Naming Sponsor(s). The primary entity or entities (commercial or noncommercial) or persons for which the Coliseum and/or Soccer Stadium is/are named or identified.

Non-Controlled Refresh Rate. The refresh rate of all Digital Displays and Large-Scale Architectural Lighting that are not made subject to a Controlled Refresh Rate pursuant to this Ordinance, and which shall permit images, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion at an unrestricted rate.

Non-Digital Display. Any Sign that is not a Digital Display.

Off-Site Sign. A Sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial or noncommercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than within the District.

On-Site Sign. A Sign that is other than an Off-Site Sign.

Outdoor Advertising Act. The Outdoor Advertising Act, Cal. Business & Professions Code Section 5200, et seq.

Owner. The owner of the fee interest in the land within any Sign Zone within the District, provided that during the term of any ground lease of land within the Sign Zone pursuant to a lease with an initial term greater than 25 years, the ground lessee under such ground lease shall also be considered to be an owner for purposes of this definition.

Pillar Sign. A freestanding Sign, consisting of rectangular Sign Faces or a sculptural themed shape, that is erected directly upon the existing or artificially created grade and not on any visible poles or posts, with a horizontal dimension that does not exceed twenty five (25) percent of the length of the vertical dimension.

Pole Sign. A freestanding Sign that is erected or affixed to one or more poles or posts and that does not meet the requirements of a Monument Sign or Pillar Sign.

Premises of an Arena. As used in Section 8.L of this Ordinance, for application of the Outdoor Advertising Act, the Premises of an Arena shall mean either of the following:

1. A venue for indoor or outdoor sports, concerts, or other events, such as the Coliseum and Soccer Stadium; or
2. Any development project or district encompassing the venue, adjacent to it, or separated from it only by public or private rights-of-way, the boundaries of which have been set by the City. The development project or district must be contiguous and may not extend more than 1,000 feet beyond the arena structure or any structure physically connected to the arena structure.

Project Permit Adjustment. A decision by the Director granting a minor adjustment from certain regulations of this Ordinance, subject to the limitations specified by Section 11.5.7 of the LAMC and this Ordinance.

Project Permit Compliance. A determination by the Director pursuant to Section 6.D of this Ordinance of a Sign or Structural Sign Support's compliance with this Ordinance either as submitted or with conditions imposed to achieve compliance.

Projected Image Sign. A Sign that projects an image on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall.

Projecting Sign. A Sign, other than a Wall Sign, that is attached to a building or structure and projects outward and/or upward from the building or structure with one or more Sign Faces approximately perpendicular to the Building Face.

Projection. The distance by which a Sign extends beyond the Building Face.

Rim Sign. A Sign attached to the existing concrete perimeter bowl structure above the historic façade of the Coliseum, identified as Sign 1A in Appendices A, B and C of this Ordinance.

Roof Sign. A Sign erected upon a roof of a building and perpendicular to the ground plane and that is not an Aerial View Sign.

Sandwich Board Sign. A portable Sign consisting of two Sign Faces that connect at the top and extend outward at the bottom of the Sign.

Scrolling Animated Refresh. The refresh rate of a Sign restricted to a constant, smooth, rolling motion across, up, or down the display area.

Scrolling Digital Display. A type of Digital Display that contains a message composed only of individual letters on a neutral field.

Sign. Any whole or part of a display board, wall, screen, projected image, object, or any other material or medium, used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public, but which excludes Exposition Park Existing Signs.

Sign Area. An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines that will enclose all words, letters, figures, symbols, designs and pictures, together with all framing, background material, colored or illuminated areas and attention-attracting devices, forming an integral part of an individual message except that

1. For Wall Signs having no discernible boundary, each of the following shall be included in any computation of surface area: (a) the areas between letters, (b) words intended to be read together and (c) any device intended to draw attention to the sign message.
2. For spherical, cylindrical or other three-dimensional signs the area of the sign shall be computed from the smallest two-dimensional geometrical shape or shapes, which will best approximate the greatest actual surface area visible from any one direction.
3. Sign Support Structures are excluded from the Sign Area calculation if neutral in color.
4. Information Signs, which have less than ten percent (10%) of the Sign Area devoted to the Logo or identification of a Coliseum or Soccer Stadium Sponsor are excluded from the Sign Area calculation.
5. Temporary Signs are excluded from the Sign Area calculation

Sign Face. The surface upon which the Sign message is placed.

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a Sign upon which any poster, bill, printing, painting, Projected Image or other message may be placed.

Sign Zones. The five zones established by this Ordinance to regulate Signs as shown on Map 2 [and Map 2A](#) of this Ordinance.

Site Identity Sign. A Sign that can be used to identify or name entities, buildings, structures or activities, which are located or occur within the District. This shall include a Sign that names entries or gateways within the District, identified as Sign 1E in Appendices A and C, and as illustrated in Appendix H of this Ordinance. A Site Identity Sign may address, but is not limited to, locations, areas, buildings, structures, activities, the Coliseum, Soccer Stadium, Sponsors of the Coliseum and/or Soccer Stadium, athletic teams, or other activities associated with these entities and facilities. The Existing Major Site Sign, Stadium Freeway Signs, ~~Soccer Stadium Sign (Secondary Site Sign),~~

Coliseum Identity, or Soccer Stadium Identity Signs shall not be considered to be a Site Identity Sign.

Soccer Stadium. A ~~new~~ professional soccer stadium and ancillary facilities ~~to be~~ located within the Soccer Stadium Zone within the District.

~~**Soccer Stadium Sign (Secondary Site Sign).** A Sign that is designed to be viewed from distances by vehicles and pedestrians identified as Sign 1D in Appendices A and C, and as illustrated in Appendix G of this Ordinance.~~

Sponsor. Those entities (commercial or non-commercial) or persons for which the Coliseum and/or Soccer Stadium is/are named or identified, and/or those entities (commercial or non-commercial) or persons for which facilities, uses, activities, products or services associated with the Coliseum and/or Soccer Stadium, or other tenants of the Coliseum and/or Soccer Stadium are named or identified. Sponsor includes the Naming Sponsor.

Sponsorship Market Plan. As used in Section 8.L of this Ordinance, and for application of the Outdoor Advertising Act, a Sponsorship Market Plan means an agreement between the property owner, facility owner, facility operator, or occupant of the Premises of an Arena and a Sponsor, pursuant to which the Sponsor is allowed to include its logo, slogan, or advertising on advertising displays and that meets both of the following conditions:

1. The Sponsorship Marketing Plan is for a period of not less than one year.
2. The Sponsorship Marketing Plan grants the Sponsor the opportunity to display its logo, slogan, or advertising in the interior of structures on the Premises of an Arena, or conduct promotions, public relations, or marketing activities on the Premises of an Arena.

Stadium Freeway Sign. A Sign, as described in the Outdoor Advertising Act, Cal. Business & Professions Code Section 5272, intended to be viewed primarily from a freeway on a parcel non-contiguous with other sites within the Coliseum District Specific Plan area. Stadium Freeway Signs shall not be considered Billboards for purposes of this Ordinance.

Temporary Sign. Any Sign that is to be maintained for a limited duration, including, without limitation, paper signs, Projected Image Signs, and other Signs that are not permanently affixed to the ground or building. Temporary Signs shall be excluded from the calculation of Total Sign Area and applicable Zone Sign Area.

Total Sign Area. The right granted by this Ordinance to construct up to 77,175 square feet of Signs in accordance with the requirements of this Ordinance, excluding the Sign Area of certain Signs as set forth in this Ordinance.

Vertical Sign Levels. The vertical levels established by this Ordinance to regulate Signs by vertical height as measured from adjacent grade as established in Table 1-1 of this Ordinance.

Wall Sign. A Sign on the wall of a building or structure, with the exposed face of the Sign in a plane approximately parallel to the plane of the wall, that has been attached to, painted on, or erected against the wall; or printed on any material which is supported and attached to the wall by an adhesive or other materials or methods.

West End Scoreboard Sign. A Sign that is a major identifying site element to the Coliseum District Specific Plan Area, that is on the back side of the west end scoreboard of the Coliseum, identified as Sign 1C in Appendices A, B and C, and shown in Appendix F of this Ordinance, and is designed to be viewed at a significant distance by vehicles and pedestrians.

Window Sign. Any Sign that is attached to, affixed to, leaning against, or otherwise placed within 6 feet of a window or door in a manner so that the Sign is visible from outside the building. The term Window Sign shall not include the display of merchandise in a store window.

Zone Sign Area. The right granted by this Ordinance to construct up to a specified square footage of Sign Area within each Sign Zone in accordance with the requirements of this Ordinance, excluding the Sign Area of certain Signs as set forth in this Ordinance.

Section 5. PRIOR SIGNS; RIGHTS OF OWNERS TO SIGNS.

A. Coliseum Owner Sign Rights. The Coliseum Existing Signs are hereby declared a legal and conforming use and may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered by the Owner of the Primary Stadium Zone in accordance with the requirements of Section 91.6216 of the LAMC. The Owner of the Primary Stadium Zone shall have the right to continue to use the Coliseum Existing Signs.

B. Exposition Park Owner Sign Rights. The Exposition Park Existing Signs are hereby declared a legal and conforming use and may continue to exist and be constructed, operated, maintained, repaired, replaced or structurally altered by the Owner of the Secondary Stadium Zone and South Parking Lot Zone in accordance with the requirements of Section 91.6216 of the LAMC. The Owner of the Secondary Stadium Zone and South Parking Lot Zone shall have the right to continue to use the Exposition Park Existing Signs, which shall not be subject to this Ordinance.

Section 6. PROCEDURAL REQUIREMENTS.

A. Requirements. LADBS shall not issue a permit for a Sign, a Sign Structure, Sign illumination, or alteration of an existing Sign within the District beyond that authorized by Section 5 of this Ordinance unless the Sign complies with:

1. the requirements of this Ordinance as determined by the Director; and
2. applicable requirements of the LAMC that are not otherwise superseded by this Ordinance.

B. Application. An Applicant requesting review of one or multiple Signs for conformity with this Ordinance or, if required or permitted hereby, a Project Permit Compliance or modification thereto, a Project Permit Adjustment, or an exception to, or interpretation of this Ordinance, shall submit the following to the Director in addition to those items specified in Section 11.5.7 B.2(a) of the LAMC:

1. Three copies of the Sign plan drawn to scale, indicating the type, height, placement, lettering styles, materials, colors and lighting methods and specifying the Sign Zone and Vertical Sign Level, if applicable, for the proposed Sign(s) and indicating conformity with the requirements specified for that Sign and location as set forth in Section 8 and, if applicable, Section 9 of this Ordinance;
2. A graphic depiction of the location of the Sign(s) on the Conceptual Sign Drawings;
3. Architectural renderings of the proposed Sign(s);
4. A scaled plot plan showing the location and size of all existing and proposed Signs; and
5. A plan denoting Illuminated Signs prepared by a lighting design expert. The plan shall include maximum luminance levels, photometry denoting the distribution of lumens for the specified signage and the review and monitoring of the displays in order to ensure compliance with the regulations set forth in Section 8.I of this Ordinance.

C. Director Sign-Off. With respect to the following Signs, only a Director sign-off on the permit application shall be required prior to issuance by LADBS of a building permit. Upon review and concurrence by the Director that any Sign described below is in compliance with the requirements of Section 8 and, if applicable, Section 9 of this Ordinance and/or any previously approved exception, amendment or interpretation applicable thereto, the Director shall stamp, sign and date the permit application plans:

1. Any Approved Sign.
2. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting approved pursuant to Section 9.N.1.b of this Ordinance.
3. Any Sign in a location and of a type generally consistent with the Conceptual Sign Drawings attached as Appendices B and C, as the same may be modified from time to time pursuant to Section 6.E of this Ordinance.

4. Any of the following Signs and Sign Support Structures, provided that the Sign and/or Sign Support Structure complies with the applicable requirements of this Ordinance and the LAMC, as determined by the Director and the Sign Area of such Sign does not cause the cumulative square footage of Signs subject to the Total Sign Area and applicable Zone Sign Area calculation to exceed the Total Sign Area and applicable Zone Sign Area provided by this Ordinance:
 - a. Aerial View Signs.
 - b. Architectural Ledge Signs.
 - c. Awning Signs.
 - d. Banner Signs.
 - e. Captive Balloon Signs.
 - f. Hanging Signs.
 - g. Identification Signs.
 - h. Inflatable Devices.
 - i. Monument Signs.
 - j. Pillar Signs, except Signs that are also Digital Displays.
 - k. Projecting Signs.
 - l. Roof Signs.
 - m. Temporary Signs.
 - n. Wall Signs.
 - o. Window Signs.
 - p. Any other Sign and/or Sign Support Structure exceptions described in Section 6.D.2 of this Ordinance.

D. Project Permit Compliance

1. **Required.** Unless subject to the Director sign-off process by Section 6.C, above, of this Ordinance, LADBS shall not issue a permit for the following Signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the LAMC:

- a. Any Sign that electronically refreshes its image, lighting or coloring.
- b. Digital Displays.
- c. Integral Digital Displays.
- d. Scrolling Digital Displays.
- e. Projected Image Signs.

~~f. Soccer Stadium Sign (Secondary Site Sign).~~

~~f.~~ g. Stadium Freeway Signs.

g. ~~h.~~ Any other type of sign not listed in Section 6.C of this Ordinance, but excluding Coliseum Existing Signs and Exposition Park Existing Signs.

- 2. Exception.** No Project Permit Compliance or modification thereto or any Project Permit Adjustment or any exception, amendment or interpretation of this Ordinance shall be required for:
- a. construction, operation, maintenance, repair, replacement or structural alteration of any Approved Sign, Identification Sign, Interior Sign or Temporary Sign and each Sign Support Structure associated with such Signs;
 - b. a change in Sign advertising or Sign text, images or copy;
 - c. any construction for which a permit is required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition;
 - d. a modification to any Sign, Approved Sign, any Sign Support Structure or to the Conceptual Sign Drawings that results in:
 - (i) a change of a Sign from a Digital Display to a Non-Digital Display, or
 - (ii) relocation of any such Sign if it is consistent with the location requirements in Section 8.C.1 or Section 9.W of this Ordinance and complies with the Zone Sign Area limitations in Section 8.E and Total Sign Area limitations in Section 8.F of this Ordinance.
- 3. Definitions.** For purposes of any review required by this Ordinance pursuant to Section 11.5.7 of the LAMC, the term "specific plan", wherever used in Section 11.5.7 of the LAMC, shall be deemed to refer to this Ordinance and the term "Project" shall be deemed to refer, as the case

may be, to a "Sign" or "Sign Support Structure" or to the "Conceptual Sign Plan".

- 4. Process; Decision-Making Authority.** Requests for Project Permit Compliance, or modification thereto, for Project Permit Adjustment or for an exception, amendment or interpretation of this Ordinance shall be made in accordance with the procedures set forth in Section 11.5.7 of the LAMC; provided, however, that notwithstanding the provisions of Sections 11.5.7.B through F and H of the LAMC, in each case where the Area Planning Commission has the authority for initial review, hearing and/or approval of a request for Project Permit Compliance, Project Permit Adjustment, modification to a Project Permit Compliance, or an exception, or interpretation of this Ordinance, the Director shall have initial decision-making authority for granting each of the foregoing.

5. Findings.

- a. Project Permit Compliance. In granting a Project Permit Compliance approval for one or more Signs and/or Sign Support Structures, the Director shall make the following findings; provided that with respect to clauses (iii) and (iv) below, which relate to the architectural design or layout of the Signs and Sign Support Structures and not to content, such findings shall be used solely to condition an approval and shall not be used to deny a request for a Project Permit Compliance approval otherwise meeting the requirements of this Ordinance:
 - (i) the proposed Sign(s) and/or Sign Support Structure(s) comply with the applicable regulations of this Ordinance and any previously or concurrently granted exception, amendment or interpretation applicable thereto;
 - (ii) the proposed Sign(s) and/or Sign Support Structure(s) incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate any potentially significant environmental effect of the Sign(s) and/or Sign Support Structure(s), to the extent physically feasible;
 - (iii) the proposed Sign(s) and/or Sign Support Structure(s) are appropriately scaled to the architectural character of all buildings and then-existing Signs, and structures within the applicable Sign Zones; and
 - (iv) all existing and proposed Signs and Sign Support Structures result in a complementary enhancement to the architecture and open spaces of the applicable Sign Zone.

Issuance of a Project Permit Compliance may be conditioned consistent with the applicable regulations of this Ordinance. In addition, in connection with any request for Director approval of a Project Permit Compliance pursuant to Section 6.D of this Ordinance, the Director may permit the use of any technology or material which did not exist as of the Effective Date, if the Director finds that such technology or material has been subject to review under the California Environmental Quality Act, if applicable, or that no such California Environmental Quality Act review is required.

- b. Adjustments and Exceptions. An application to exceed the development regulations in this Ordinance with respect to any Sign or Sign Support Structure shall be processed in accordance with the procedures for Project Permit Adjustments or for exceptions of this Ordinance, as set forth in this Ordinance and LAMC Sections 11.5.7.E and F. In granting an adjustment or exception to this Ordinance, the Director shall make all of the following findings:
 - (i) strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;
 - (ii) strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and
 - (iii) an adjustment or exception, as applicable, would not constitute a grant of special privilege.

6. Appeals. The appeal rights set forth in Section 11.5.7 of the LAMC shall apply to applications made under this Ordinance, except as otherwise modified by this Ordinance.

E. Conceptual Sign Drawings. The Director shall refer to the Conceptual Sign Drawings in Appendices B and C and the regulations set forth in Sections 8 and 9 of this Ordinance to provide guidance in approving Signs and/or Sign Support Structures within the District. The Conceptual Sign Drawings may be modified or updated in accordance with this Ordinance by a Director's determination upon a finding by the Director that the Total Sign Area and applicable Zone Sign Area(s) are not exceeded and the Signs depicted by such modifications comply with the regulations set forth in Sections 8 and 9 of this Ordinance, as applicable and are determined by the Director to be within the envelope of the project and environmental impacts analyzed by the Final Environmental Impact Report (SCH No. 2010041059), including the **Addendum**[Addenda](#) thereto, or any subsequent environmental document prepared or reviewed and approved by the City.

F. Visual Environment Improvement Program. The [Soccer Stadium](#) Applicant shall contribute a total of \$4 million in community benefit funds to the Council District 9 Public Benefits Trust Fund No. 48X to be dedicated to improving the visual environment, use of public open spaces, and benefitting the public realm in Council District 9, as follows:

1. The [Soccer Stadium](#) Applicant shall contribute funds pursuant to the following schedule:
 - a. \$250,000 shall be contributed within 15 days of the date the [Soccer Stadium](#) Applicant obtains a full building permit for the Soccer Stadium;
 - b. \$250,000 shall be contributed within one year of the date the initial contribution is paid; and
 - c. \$700,000 shall be contributed annually after the second payment is paid for a total of 5 years (totaling \$3.5 million).
2. The funds shall be used for purposes to improve the visual environment in South Los Angeles, including, but not limited to the following:
 - a. At least \$100,000 of the funds shall be used to establish and fund a Business Improvement District covering Figueroa Street from Martin Luther King, Jr., Boulevard to Slauson Avenue, and Martin Luther King, Jr., Boulevard from Central Avenue to Normandie Avenue. One of the primary purposes and goals of the Business Improvement District shall be to provide additional street-front beautification and security along the Martin Luther King, Jr., Boulevard and Figueroa Street corridors.
 - b. At least \$400,000 of the funds shall be used to develop and implement a streetscape improvement plan on Martin Luther King, Jr., Boulevard between Normandie Avenue and Central Avenue. The streetscape improvement plan shall include sidewalk repair, new landscaping, additional street trees, and the incorporation of new street furniture to provide an improved visual environment and inviting public realm for residents, pedestrians and vehicles exiting the 110-Freeway onto Martin Luther King, Jr., Boulevard.
 - c. Up to \$3.5 million of the funds shall be used for recreation and parks capital improvement projects within the area bounded by Martin Luther King, Jr. Boulevard on the north, Slauson Avenue on the south, Normandie Avenue on the west, and Central Avenue on the east, including: (i) improvements to existing parks and pocket parks located in this area; and/or (2) the development of new park space within this area. The development of any new park space funded by this provision shall be subject to any required discretionary review process by the City of Los Angeles and any other applicable government body,

and all public and environmental review required by the California Environmental Quality Act, prior to the expenditure of any funds for the development of such park space allowed by this provision.

3. Council District 9 may move funds paid by the [Soccer Stadium](#) Applicant to the Council District 9 Public Benefits Trust Fund No. 48X to one or more alternate Trust Funds or accounts established by the City, provided that any such moved funds shall be used for the purposes set forth above.

Section 7. APPROVED SIGNS.

This Ordinance approves and authorizes the construction, operation, and use of Approved Signs without further discretionary action, except subject to Section 6.C of this Ordinance.

Section 8. GENERAL REQUIREMENTS.

A. General Requirements of the LAMC. The intent of this Ordinance is to create a vibrant and animated District, with dynamic and creative signage, including many Signs that are not otherwise permitted by the LAMC. Except as otherwise provided herein, LAMC Sections 28.10, 28.11, 28.15, 67.02(a) and 67.29 shall be superseded by this Ordinance. Unless otherwise specified in this Ordinance to the contrary, the general Sign requirements set forth in the LAMC shall apply to this Ordinance for permits, plans, design and construction, materials, and maintenance. For Signs in this District, the provisions of this Ordinance shall preempt the regulations in LAMC Sections 14.4.1, et seq., and 91.6201, et seq., relating to height, digital displays, sign area or location. A building permit shall be obtained from LADBS in accordance with the applicable provisions of LAMC, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of copy.

B. Permitted and Prohibited Signs.

1. **Permitted Signs.** Unless specifically prohibited by this Ordinance and notwithstanding Section 14.4.4.B of the LAMC, Signs defined in Section 4 of this Ordinance, all Coliseum Existing and Exposition Park Existing Signs, and Signs otherwise permitted by the LAMC shall be permitted within the District.
2. **Prohibited Signs.** Except as otherwise provided, the following Signs shall be prohibited:
 - a. Signs permanently attached, affixed or applied to the historic elements of the exterior of the Coliseum structure, except that Coliseum Identity Signs shall be allowed.
 - b. Billboards, except Billboards that are also Exposition Park Existing Signs.

- c. Can Signs.
- d. Conventional plastic faced box, canister, or cabinet signs.
- e. Formed plastic faced box or injection molded plastic signs.
- f. Illuminated Architectural Canopy Signs.
- g. Luminous vacuum formed letters.
- h. Odor-producing signs.
- i. Pole Signs, except Information Signs.
- j. Sandwich Board Signs.
- k. Any Sign covering the exterior of doors, vents, rescue windows or other openings that serve occupants of buildings.

C. General Sign Location Requirements. The following general Sign location provisions shall be in addition to the provisions set forth in Section 9 of this Ordinance.

- 1. Location.** A Sign affixed to a structure shall be deemed to be in compliance with the requirements of this Ordinance with respect to location if the Sign's location is as depicted on the Conceptual Sign Drawings in Appendices B and C, or within 10 percent of the height or width of the façade (in feet) of that location. A freestanding Sign shall be deemed to be in compliance with the requirements of this Ordinance with respect to location if that Sign's location is as depicted on the Conceptual Sign Drawings in Appendices B and C, or within 15 feet horizontally from that location.
- 2. Freeway Exposure.** Signs that adhere to the regulations of this Ordinance are exempt from Sections 14.4.6, 91.6201.6.6 and 80.08.4 of the LAMC.
- 3. Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in Section 14.4.5 of the LAMC.
- 4. Outdoor Advertising Act.** All Signs shall continue to be subject to the Outdoor Advertising Act, where applicable, as further described in Section 8.L of this Ordinance.

D. Interior Signs. Interior Signs as defined in this Ordinance, including existing scoreboards in the Coliseum, shall be allowed, shall not otherwise be subject to this Ordinance or Article 4.4 of Chapter 1 of the LAMC, and shall not count against the Total Sign Area or Zone Sign Area limitations in this Ordinance; provided, however, if the

back of a scoreboard Sign is primarily visible from outside of the Coliseum, the back of the scoreboard Sign shall be subject to this Ordinance. Interior Signs shall only be required to comply with Sections 91.6201.1 through 91.6201.4, and 91.6204.1 of the LAMC, and the review of an Interior Sign plan required by Section 9.M of this Ordinance.

E. Sign Zones.

1. Primary Stadium Zone.

- a. Allowed Signs. All Signs, which are allowed by this Ordinance, shall be allowed in the Primary Stadium Zone, except for the following Signs, which shall be prohibited:
 - (i) Entry Monument Sign; [and](#)
 - (ii) Stadium Freeway Signs; ~~and,~~
 - ~~(iii) Soccer Stadium Sign (Secondary Site Sign).~~
- b. Allowed Sign Area. The Zone Sign Area within the Primary Stadium Zone shall not exceed 10,000 square feet, except that the Sign Area for the Signs on the back of the scoreboards, Coliseum Identification Signs, Coliseum Existing Signs, and Interior Signs shall not count against this limitation.
 - (i) **Signs on the Back of the Scoreboards.** The Sign Area for Signs on the back of the scoreboards within the Primary Stadium Zone shall not exceed 7,000 square feet. No individual Sign on the back of the scoreboard shall exceed 3,800 square feet.
 - (ii) **Coliseum Identification Signs.** The Sign Area for Coliseum Identification Signs, which includes Rim Signs (Sign 1A) and the Coliseum Identity Sign (Sign 1B), within the Primary Stadium Zone shall not exceed 7,000 square feet.
- c. Signs on the back of Coliseum scoreboards. Signs may be located on the back of any Coliseum scoreboard and may be oriented to the outside of the Coliseum, as identified on Appendices A, B, C, E and F of this Ordinance. Scoreboards are multi-dimensional structures that are located within the Coliseum or off-set from the perimeter wall of the Coliseum. The portion of a scoreboard, which is oriented to the interior of the Coliseum, shall not be treated as a Sign and shall not be regulated by this Ordinance. Notwithstanding the provisions of Section 3.A of this Ordinance, a permit for a Sign on the back of a Coliseum scoreboard shall not be subject to the provisions of Section 14.4.5 of the LAMC.

- d. Peristyle Area Sign Limitations. No permanent Signs may be placed on the Peristyle, as identified on Map 2 of this Ordinance. Banners and Projected Image Signs (and other forms of illumination) may be used on the Peristyle. Signs within the Peristyle Plaza, as indicated on Appendix E of this Ordinance, may include:
- (i) Signs on kiosks, carts, temporary concession booths, and broadcast facilities;
 - (ii) Banners;
 - (iii) Inflatable Devices;
 - (iv) Projected Image Signs;
 - (v) Temporary Signs;
 - (vi) Freestanding Iconic Elements / Statues; and
 - (vii) Other Signs to be located within the Peristyle Plaza that are approved by the Director.

2. Secondary Stadium Zone.

- a. Allowed Signs. All Signs, which are allowed by this Ordinance, shall be allowed in the Secondary Stadium Zone, except for the following Signs, which shall be prohibited:
- (i) Signs on the back of the scoreboards;
 - (ii) Stadium Freeway Signs; and
 - (iii) Rim Signs; ~~and.~~
 - ~~(iv) Soccer Stadium Sign (Secondary Site Sign).~~
- b. Allowed Sign Area. The Zone Sign Area within the Secondary Stadium Zone shall not exceed 10,000 square feet except that the Sign Area for the Exposition Park Existing Signs, Information Signs, and Temporary Signs shall not count against this limitation.
- c. Site Identity Signs. There shall be a maximum of two vehicle entry gate structures within the Secondary Stadium Zone (Sign 1E).

3. Soccer Stadium Zone.

- a. Allowed Signs. All Signs, which are allowed by this Ordinance, shall be allowed in the Soccer Stadium Zone, except for the following Signs, which shall be prohibited:

- (i) Coliseum Identity Sign;
 - (ii) Stadium Freeway Signs; and
 - (iii) Rim Signs.
- b. Allowed Sign Area. The Zone Sign Area within the Soccer Stadium Zone shall not exceed ~~37,500~~23,195 square feet except that the Sign Area for Aerial View Signs, Information Signs, Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting, and Temporary Signs shall not count against this limitation. Interior Signs shall not be regulated by this Ordinance and also shall not count against this limitation.
- ~~c. Soccer Stadium Sign (Secondary Site Sign). One Soccer Stadium Sign (Secondary Site Sign) (Sign 1D) shall be allowed in the Soccer Stadium Zone.~~

4. South Parking Lot Zone.

- a. Allowed Signs. All Signs, which are allowed by this Ordinance, shall be allowed in the South Parking Lot Zone, except for the following Signs, which shall be prohibited:
- (i) Digital Display Signs facing south;
 - (ii) Coliseum Identity Sign; and
 - (iii) Stadium Freeway Signs; ~~and.~~
 - ~~(iv) Soccer Stadium Sign (Secondary Site Sign).~~
- b. Allowed Sign Area. The Zone Sign Area within the South Parking Lot Zone shall not exceed ~~7,000~~5,500 square feet except that the Sign Area for the Exposition Park Existing Signs, Information Signs, and Temporary Signs shall not count against this limitation.

5. Freeway Zone.

- a. Allowed Signs. The Existing Major Site Sign shall be allowed within the Freeway Zone east of the I-110 Freeway. Should the Existing Major Site Sign be removed, a replacement Major Site Sign shall be allowed within the Freeway Zone. In addition, up to three Stadium Freeway Signs may be located ~~in the future~~ on up to three other non-contiguous parcels, including the two noncontiguous parcels located at 3912 South Grand Avenue and 1320 West 12th Place as shown on Map 1 and Map 1A, in an expanded Freeway Zone subject to Director's consideration of ~~the Project Permit Compliance for~~

these Signs required by Section 6.~~D~~ of this Ordinance. The Existing Major Site Sign and Stadium Freeway Signs may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to, Digital Displays, Channel Letters, and Large-Scale Architectural Lighting.

b. Allowed Sign Area~~(i)~~.

(i) The Sign Area of the Existing Major Site Sign and up to ~~three~~one additional Stadium Freeway ~~Signs~~Sign shall not count against the Total Sign Area limitation established by Section 8.F.1 of this Ordinance.

(ii) [The Sign Area for the Stadium Freeway Signs located at 3912 South Grand Avenue and 1320 West 12th Place as shown on Map 1 and Map 1A shall not exceed 15,805 square feet.](#)

F. Sign Area.

1. Total Sign Area and Temporary Sign Rights.

a. Total Sign Area. The Total Sign Area available for Signs in the District shall be 77,175 square feet; provided, however, that the Sign Area of the following types of Signs shall be excluded in the calculation of Total Sign Area:

- (i) Aerial View Signs on the Soccer Stadium, which are regulated as to Sign Area pursuant to Section 9.A of this Ordinance;
- (ii) Existing Major Site Sign, which is regulated as to Sign Area pursuant to Section 9.G of this Ordinance;
- (iii) One additional Stadium Freeway ~~Signs~~Sign, which ~~are~~is regulated as to Sign Area pursuant to Section 9.X of this Ordinance;
- (iv) Information Signs;
- (v) Interior Signs, which are not regulated by this Ordinance except for the review of an Interior Sign plan pursuant to Section 9.M of this Ordinance;
- (vi) Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting, unless (a) such lighting includes Logos or (b) such lighting acts to extend a Sign image background over a larger architectural area, in which event the portions of

such lighting containing Logos or extending a Sign image shall be included in the calculation of Total Sign Area;

- (vii) Coliseum Existing Signs and Exposition Park Existing Signs;
- (viii) Temporary Signs.

b. Temporary Sign Area. The maximum Sign Area of Temporary Signs authorized by this Ordinance shall be 10,000 square feet.

2. **Maximum Individual Sign Area.** The Maximum Individual Sign Area shall be as set forth in Table 8-1.

**Table 8-1
MAXIMUM INDIVIDUAL SIGN AREA***

Sign Zone	Non-Digital Display Signs	Digital Display Signs
Soccer Stadium Zone		
Vertical Sign Level 1	1,000 sf	500 sf
Vertical Sign Level 2	3,800 sf	5,600 sf
Vertical Sign Level 3	Limited to Aerial View Signs	Not permitted
South Parking Lot Zone		
Vertical Sign Level 1	500 sf	Not permitted <u>4,000 sf total for Vertical Sign Levels 1 and 2</u>
Vertical Sign Level 2	500 sf	4,000 sf <u>total for Vertical Sign Levels 1 and 2</u>

* Does not apply to Aerial View Signs, Coliseum Existing Signs, Exposition Park Existing Signs, Stadium Freeway Signs, Interior Signs or Temporary Signs.

G. Minimum Sign Separation. Except as set forth in Section 8.H of this Ordinance, the minimum separation between Signs shall be as set forth in Table 8-2.

**Table 8-2
MINIMUM SIGN SEPARATION***

Sign Zone	
Soccer Stadium Zone	
Vertical Sign Level 1	4 ft
Vertical Sign Level 2	4 ft
Vertical Sign Level 3	8 ft
South Parking Lot Zone	

Vertical Sign Level 1	4 ft
Vertical Sign Level 2	4 ft

* Does not apply to Coliseum Existing Signs, Exposition Park Existing Signs, [Stadium Freeway Signs](#), Interior Signs or Temporary Signs.

H. Signs Within More Than One Sign Zone or Vertical Sign Level. Signs may be located in more than one Sign Zone and more than one Vertical Sign Level, provided that each portion of the Sign contained in each of the Sign Zone or Vertical Sign Level meets the applicable requirements of this Ordinance for that Sign Zone or Vertical Sign Level. In no event shall the Sign Area of an individual Sign exceed the Maximum Individual Sign Area for the Sign Zone or Vertical Sign Level in which the majority of the Sign is located. Adjustments for Identification Signs primarily located within one Vertical Sign Level, and protruding by less than 10 linear feet into a second, more restrictive Vertical Sign Level, may be processed to comply with the less restrictive Vertical Sign Level requirements pursuant to a Project Permit Adjustment under Sections 6.D.4 and 6.D.5 of this Ordinance. Where portions of a Sign are subject to differing refresh rates, hours of operation or other regulations, each portion of the Sign shall be subject to the applicable regulations for the Vertical Sign Level in which that portion of the Sign is located. No Sign separations shall be required for a single Sign, which is located in more than one Sign Zone or Vertical Sign Level.

I. Illumination.

1. **Generally.** Signs within the District may be illuminated by either internal or external means. Methods of Sign illumination may include electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures.
2. **Regulations.** Signs in the Soccer Stadium Zone ~~and~~, South Parking Lot Zone, [and Freeway Zone, excluding the Existing Major Site Sign](#), shall meet the following criteria with respect to illumination:
 - a. The intensity of each Sign display shall be controlled with a photocell with an adjustable set-point that measures available daylight. This set-point shall be used to control the intensity of the Sign output to either the daytime or nighttime brightness standards set forth below.
 - b. The brightness of any Sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer, which shall be maintained in good working order.
 - c. All illuminated Signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and the public right-of-way.

- d. All light emitting diodes used within any illuminated Sign shall have a maximum horizontal beam spread of 165 degrees. The maximum or peak light output of any Sign shall be at or below horizontal.
- e. The following additional illumination standards shall apply to all Illuminated Signs in the Soccer Stadium Zone and South Parking Lot Zone:
 - (i) Illuminance from Signs shall not exceed 0.6 footcandles above ambient illuminance.
 - (ii) All Illuminated Signs shall have a brightness after sunset and before sunrise of no greater than 600 candelas per square meter.
 - (iii) All Digital Display Signs shall transition smoothly at a consistent rate from the daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.
 - (iv) All Illuminated Signs shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).
 - (v) Sign brightness and illuminance shall be measured for each Sign individually at an angle that is within 6 degrees of perpendicular to the Sign Face, and from a distance as defined by the following formula:

Measurement Distance (in feet) = $\sqrt{\text{DisplayArea} \times 100}$
 where Display Area is the area of the sign display in square feet.

Measurements shall be performed by a testing agency approved by the Department of Building and Safety, and shall be paid for and submitted by the Owner of the Sign when requested by that Department.

f. The following additional illumination standards shall apply to all Illuminated Signs in the Freeway Zone, excluding the Existing Major Site Sign:

- (i) Illuminance from Stadium Freeway Signs shall not exceed 0.3 footcandles above ambient illuminance.**
- (ii) All Stadium Freeway Signs shall have a brightness after sunset and before sunrise of no greater than 300 candelas per square meter.**

(iii) All Stadium Freeway Signs shall transition smoothly at a consistent rate from the daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

(iv) All Stadium Freeway Signs shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).

(v) Sign brightness and illuminance shall be measured for Stadium Freeway Signs individually at an angle that is within 6 degrees of perpendicular to the Sign Face, and from a distance as defined by the following formula:

Measurement Distance (in feet) = $\sqrt{\text{DisplayArea} \times 100}$
where Display Area is the area of the sign display in square feet.

Measurements shall be performed by a testing agency approved by the Department of Building and Safety, and shall be paid for and submitted by the Owner of the Sign when requested by that Department.

3. Refresh Rate. The minimum required Controlled Refresh Rate for Signs in the Soccer Stadium Zone ~~and~~ South Parking Lot Zone, and Freeway Zone, excluding the Existing Major Site Sign, shall be as follows:
- a. The Non-Controlled Refresh Rate shall apply to Digital Displays identified as Signs DD.05 and DD.06 in Appendices A and C of this Ordinance.
 - b. Scrolling Digital Displays shall be subject to the Scrolling Animated Refresh Rate.
 - c. Except as described in clauses (a) and (b) above, all Digital Displays and Stadium Freeway Signs shall be subject to Controlled Refresh Rate I.
 - d. The copy of Projected Image Signs shall be subject to Controlled Refresh Rate II.
 - e. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting shall be subject to Controlled Refresh Rate II except that such lighting may be subject to the Non-Controlled Refresh Rate for such lighting that qualifies as Interior Signs as defined in this Ordinance and lighting for certain special events if authorized by a determination of the Director.

- f. Other than Coliseum Existing Signs, Exposition Park Existing Signs, Digital Displays, Integral Digital Displays, Scrolling Digital Displays, Projected Image Signs, Large-Scale Architectural Lighting, Integral Large-Scale Architectural Lighting, Stadium Signs, and Temporary Signs, all Signs and lighting shall remain static.
 - g. Any Applicant for a Stadium Freeway Sign shall coordinate the refresh rates of all Stadium Freeway Signs and the Existing Major Site Sign such that if any of their digital displays are refreshed, all digital displays for the Stadium Freeway Signs and Existing Major Site Sign within the Sign District refresh simultaneously or wait for the period specified as Controlled Refresh Rate I before any of these other digital displays refresh.
 - h. Any Applicant for a Stadium Freeway Sign shall make a good faith effort to coordinate the timing of refresh rates, in collaboration with the Director of Planning, with the owners and operators of any other digital signs outside of the Sign District, but intended to be visible from the 110 (Harbor) Freeway within the boundaries of the City of Los Angeles, to achieve a unified refresh sequence for the corridor consistent with the coordinated refresh program described in Section 8.I.3.g.
4. Sign Hours of Operation.
- a. Non-Digital Displays and Stadium Freeway Signs shall not be subject to restriction on hours of operation.
 - b. The hours of operation for Digital Displays and Integral Digital Displays in the Soccer Stadium Zone and South Parking Lot Zone shall be as set forth in Table 8-3, except that when an event is held in the Soccer Stadium, such signs shall be turned off two hours following the end of the event or at 12:00 am (midnight), whichever is later. In no instance, regardless of the end time of the event, shall such signs operate past 2:00 am, except for Digital Display Sign DD.05, which shall be turned off at 11:00 pm everyday including on event days.
 - ~~c.~~ Digital Display Sign DD.07 shall only be operated (i) on days when an event is held in the Soccer Stadium; and (ii) on days when special events occur in Exposition Park in connection with those special events, which shall be coordinated through an Event Hospitality Management Plan to be developed and implemented by the Applicant and the Office of Exposition Park Management.

Table 8-3

PERMITTED HOURS OF OPERATION FOR DIGITAL DISPLAYS*

Sign Zone and Vertical Sign Level	Controlled Refresh Rate	Non-Controlled Refresh Rate
Soccer Stadium Zone		
Vertical Sign Level 1	Dawn to 12:00 AM**	Dawn to 12:00 AM**
Vertical Sign Level 2	Dawn to 12:00 AM**	Dawn to 12:00 AM**
Vertical Sign Level 3	Not Permitted	Not Permitted
South Parking Lot Zone		
Vertical Sign Level 1	Dawn to 12:00 AM**	Not Permitted
Vertical Sign Level 2	Dawn to 12:00 AM**	Not Permitted

* Does not apply to Coliseum Existing Signs, Exposition Park Existing Signs, [Stadium Freeway Signs](#), and Interior Signs.

** Except later hours as allowed by clause (b) above when events occur in the Soccer Stadium.

J. Materials. The materials, construction, application, location and installation of any Sign shall be in conformity with the Los Angeles Building Code and the Los Angeles Fire Code and shall be subject to the following requirements:

1. Signs shall not use highly reflective materials such as mirrored glass.
2. A Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS.
3. Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to Windows using materials approved by the Fire Department.
4. All new Signs and Sign Support Structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS. In the case of new or untested materials, the Applicant shall submit a sample of a Sign's material to both the Fire Department and LADBS for approval.

K. Visual Maintenance. All Signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around all Signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned Sign shall be removed and building surfaces shall be restored to their original condition.

2. All Sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All Sign Support Structures shall be kept in good repair and maintained in a safe and sound condition and in conformity with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign, if any, shall be hidden from public view.
5. The Sign copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any Sign Support Structure.
7. Signs that are no longer serving the current tenants, including Sign Support Structures, shall be removed and the building facades originally covered by the Signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.
8. Any Sign that includes individual or corporate names as part of the building identification shall be designed so as to present internally consistent and internally proportionate Sign copy.
9. Signs that include individual or corporate names shall utilize lettering size and styles which are generally uniform, in order that all words or names within the Sign are not of a significantly different scale than the rest of the Sign copy.

L. Outdoor Advertising Act. Signs that are both visible from and located within 660 feet from the edge of the right-of-way of interstate highways or primary highways are subject to the Outdoor Advertising Act, as applicable or later amended. The Outdoor Advertising Act exempts from certain requirements Signs that are associated with an arena capable of providing a venue for professional sports on a permanent basis that have a capacity of 15,000 or more seats, such as the Coliseum and Soccer Stadium, and that meet the following standards:

1. The Signs must be used to advertise products, goods, or services sold by persons on the Premises of an Arena on a regular basis, or to advertise any products, goods, or services marketed or promoted on the Premises of an Arena subject to one or more Sponsorship Marketing Plan(s);
2. If located on the Premises of an Arena, the Signs must be authorized by an ordinance adopted by the City, such as this Sign District, that establishes regulations that include, at a minimum, all of the following:

- (i) The number of Signs and total Sign Area allowed, which are set forth in Sections 8.E and 8.F of this Ordinance.
 - (ii) The Maximum Individual Sign Area, which is set forth in Sections 8.F Table 8-1 and Sections 8 and 9 of this Ordinance.
 - (iii) The minimum Sign separation, which is set forth in Section 8.G Table 8-2 of this Ordinance.
 - (iv) Illumination restrictions and regulations, including signage refresh rate, scrolling, and brightness, which are set forth in Section 8.I of this Ordinance.
 - (v) Illuminated Sign hours of operation, which is set forth in Section 8.I of this Ordinance.
3. If located off the Premises of an Arena, the Signs must be authorized by an ordinance adopted by the City, such as this Sign District, bear the name or logo of the arena, and be visible when approaching off-ramps from the interstate, primary, or state highways used to access the Premises of an Arena. Such Signs are regulated by the provisions governing Stadium Freeway Signs set forth in Section 9.X of this Ordinance.

Section 9. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Aerial View Signs.

- 1. General. Aerial View Signs shall be limited to the roof structures of the Soccer Stadium and the roof of the ancillary areas of the Soccer Stadium as shown on the Conceptual Sign Drawings in Appendix C.
- 2. Area.
 - a. Aerial View Signs on the Soccer Stadium shall not individually exceed 2,200 square feet and shall not collectively exceed 9,300 square feet.
 - b. Aerial View Signs shall not be included in the Zone Sign Area or Total Sign Area.

B. Architectural Ledge Signs.

- 1. General.
 - a. Individual letters or numbers no taller than 8 feet or a Logo no taller than 8 feet may stand atop a ledge.

- b. Solid panels are not permitted as Architectural Ledge Signs.
- c. Architectural Ledge Signs shall be oriented so that the message, graphic, or symbol on the Sign is approximately parallel with the facade of the structure to which the Sign is affixed.

2. Dimensions.

- a. Height. The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least 7 feet 6 inches above the natural or finished grade as measured vertically. The bottommost portion of a Sign suspended from an architectural ledge shall be at least 7 feet 6 inches above the natural or finished grade as measured vertically.
- b. Suspension. Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 36 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 12 inches in width as measured horizontally.

- 3. Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of 36 inches from the Building Face where the Sign is located.

C. Awning Signs. Awning Signs shall comply with the requirements of the LAMC.

D. Banner Signs.

1. General.

- a. Banner Signs shall be used to identify events, facilities, activities or sponsors associated with the Coliseum, Soccer Stadium, Naming Sponsor(s), tenants of the Coliseum, Soccer Stadium, or Exposition Park.
- b. Banner Signs may be erected for an unlimited period of time and may be changed from time to time and are not restricted by the time period for Temporary Signs.
- c. A maximum of 25 percent of a Banner Sign may contain a commercial Logo, company name and/or other commercial message; provided, however, the Coliseum, Soccer Stadium, and Naming Sponsor(s) shall not be subject to the 25 percent limitation.

2. Location.

- a. Banner Signs may be attached to a building, but may not cover doors, vents, rescue windows, or other openings that serve occupants of the building.
- b. Banner Signs shall not be attached to walls or windows with adhesive.

E. Captive Balloon Signs.

1. General.

- a. Captive Balloon Signs shall be Temporary Signs and shall not be included in the calculation of Zone Sign Area or Total Sign Area.
- b. Captive Balloon Signs shall be equipped with a deflation device as may be required by LADBS or the Fire Department.

2. Location. Captive Balloon Signs may not be attached to the Coliseum.

F. Digital Displays.

1. General. Digital Displays shall be subject to the refresh rate and illumination regulations set forth in Section 8.I of this Ordinance.

2. Location.

- a. Digital Display Signs in the Soccer Stadium Zone may be located as shown on Conceptual Sign Drawings in Appendix C, except for variations from such locations as allowed by Section 8.C of this Ordinance.
- b. A Freestanding Digital Display Sign with two Sign Faces may be located in the northeast corner of the Soccer Stadium Zone identified as Sign ID.03 as shown on Conceptual Sign Drawings in Appendix C and illustrated in Appendix I.
- c. A Freestanding Digital Display Sign with two Sign Faces may be located in the southeast corner of the South Parking Lot Zone with Sign Faces directed east and west identified as Sign DD.10 as shown on Conceptual Sign Drawings in Appendix C and illustrated in Appendix G.
- d. Digital Displays that are Interior Signs shall not be subject to regulation by this Ordinance or Article 4.4 of Chapter 1 of the LAMC.
- e. Notwithstanding Subparagraph (a) above, the freestanding Digital Display Signs identified as Signs DD.09 shall be limited to a maximum

of five (5) Signs along the east side of the Soccer Stadium and eight (8) Signs along the north side of the Soccer Stadium as shown on Conceptual Sign Drawings in Appendix C.

3. ~~f.~~The Digital Display Sign identified as Sign DD.08 as shown on Conceptual Sign Drawings in Appendix C shall face east toward Figueroa Street.

4. ~~3.~~ Illumination. Digital Displays that are not Interior Signs shall comply with the illumination requirements in Section 8.1 of this Ordinance.

G. Existing Major Site Sign.

1. General.

- a. The Existing Major Site Sign, as shown on Appendices A, C and D of this Ordinance, shall not be limited by this Ordinance, unless the Existing Major Site Sign is substantially remodeled or replaced.
- b. Replacement of the video or messaging elements of the Existing Major Site Sign with new elements or messaging shall not be considered a remodeling or replacement of the Sign as long as the height and width dimensions of the existing Sign are not exceeded.
- c. This Sign may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to Digital Display and Channel Letters.

H. Hanging Signs.

1. General.

- a. A Hanging Sign shall consist of individual letters or numbers no taller than 72 inches, or a Logo no taller than 72 inches; provided that within the first 20 feet above finished grade, individual letters or numbers and Logos shall not exceed 24 inches in height. Such letters, numbers, or Logo shall be suspended from a ledge.
- b. Solid panels are not permitted as Hanging Signs.
- c. Hanging Signs shall be oriented so that the message, graphic, or symbol on the Sign is approximately parallel with the facade of the structure to which the Sign is affixed.
- d. No message, graphic or symbol shall be located on that portion of a Hanging Sign that is perpendicular to the facade of the structure to which the Sign is affixed.

2. Dimensions. The lowest portion of a suspended Hanging Sign shall be at least 7 feet 6 inches above the finished grade as measured vertically.
3. Projection. A ledge designed to support a Hanging Sign may project a maximum of 36 inches from the Building Face where the Sign is located and a Hanging Sign shall project no more than 48 inches from the Building Face.

I. Identification Signs.

1. General. An Identification Sign may take the form of any type of Sign permitted by this Ordinance.
2. Sign Area. The Sign Area of individual Signs may vary in size from the Sign Areas listed in Appendix A of this Ordinance.
3. Location.
 - a. Identification Signs may be located in all Sign Zones unless restricted by regulations in this Ordinance applicable to the particular type of Sign.
 - b. Identification Signs are permitted to break the plane of a roof. Any portion of an Identification Sign that reaches above the plane of a roof shall consist of freestanding letters or characters that are not applied or attached to any background structure, building, or material, except as necessary for support.

J. Inflatable Signs.

1. General.
 - a. An Inflatable Sign is a Temporary Sign and shall not be included in the calculation of Zone Sign Area or Total Sign Area.
 - b. An Inflatable Sign shall be equipped with a rapid deflation device acceptable to LADBS and shall be anchored 60 inches off the ground.
 - c. An Inflatable Sign shall not contain any text message except for the name of the business or event for which it is displayed, and may include the name of one or more Naming Sponsors.
2. Location.
 - a. Inflatable Signs may be allowed in any Sign Zone except the Freeway Zone.

- b. Inflatable Signs may be attached to a building, except the historical elements of the Coliseum, and shall not cover doors, vents, rescue windows, or other openings that serve occupants of the building.

K. Information Signs.

1. Location. Information Signs shall not be limited as to location, except that Information Signs that are Pillar Signs shall not interfere or present a hazard to pedestrian or vehicular traffic.

L. Integral Digital Displays.

1. General. Integral Digital Displays are a subset of and shall be regulated as Digital Displays except as otherwise specifically set forth in this Ordinance.
2. Location. Integral Digital Displays shall be integral with the façade of the Soccer Stadium and generally consistent with the locations of Integral Digital Displays as shown on the Conceptual Sign Drawings in Appendix C of this Ordinance, except for variations from such locations as allowed by Section 8.C of this Ordinance.
3. Illumination. Integral Digital Displays shall comply with the illumination requirements of Section 8.I of this Ordinance.

M. Interior Signs.

1. General. Interior Signs shall not be regulated by this Ordinance or Article 4.4 of Chapter 1 of the LAMC except that prior to LADBS issuance of a final certificate of occupancy for the Soccer Stadium, the Applicant shall submit to the Director an Interior Sign plan for the Director's review and approval indicating the size, placement, and lighting methods of all Interior Signs to confirm:
 - a. that all Interior Signs are consistent with the definition of Interior Sign provided in this Ordinance; and
 - b. that no Interior Sign conflicts with any other applicable regulations in this Ordinance.

N. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting.

1. General.
 - a. Large-Scale Architectural Lighting may serve to highlight or accentuate vertical, horizontal, or other elements of the structure and may be

multi-hued and may mark special seasons, weather, or events with unique color arrangements.

- b. Large-Scale Architectural Lighting may be approved at the time of building design development by a Director's determination, and if so approved, shall not be subject to the requirements of Section 6.D of this Ordinance.
 - c. Integral Large-Scale Architectural Lighting is a subset of Large-Scale Architectural Lighting and shall be regulated as Large-Scale Architectural Lighting except as otherwise specifically set forth in this Ordinance.
2. Refresh Rate.
 - a. On the exterior of the Soccer Stadium, Large-Scale Architectural Lighting shall be consistent with Controlled Refresh Rate II and shall be considered a non-animated lighting element.
 - b. In the interior of the Soccer Stadium, Large-Scale Architectural Lighting may have a Non-Controlled Refresh Rate and may be utilized in an animated fashion.
 3. Area. Large-Scale Architectural Lighting shall be exempt from the calculation of Zone Sign Area and Total Sign Area for purposes of this Ordinance, except that Large-Scale Architectural Lighting that acts to extend a Sign image background over a larger architectural area shall be included in the calculation of Zone Sign Area and Total Sign Area.

O. Marquee Signs.

1. General.
 - a. Marquee Signs may be Digital Display or Non-Digital Display Signs.
 - b. Wall Signs located on any marquee shall be affixed to and shall not extend above or below the structure comprising the marquee. Cloth or Banner Signs or drop-roll curtains may be suspended below the marquee and may extend within 7 feet 6 inches of the natural or finished grade as measured vertically.

P. Monument Signs.

1. Area. Monument Signs shall not be limited in individual Sign Area, except as may be limited by this Ordinance.
2. Height. Monument Signs shall be limited to a maximum overall height of 8 feet above the natural or finished grade as measured vertically.

3. Location. There shall be no limitation on the location of a Monument Sign relative to any another Sign, except that the location of any Monument Sign shall not interfere or present a hazard to pedestrian or vehicular traffic.

Q. Pillar Signs.

1. Location.
 - a. A Pillar Sign shall be set back at least 10 feet from an intersection of two roadways and/or a driveway and roadway and shall not interfere with or present a hazard to pedestrian or vehicular traffic.
 - b. There shall be no limitation on the location of a Pillar Sign relative to any another Sign, except that the location of the Pillar Sign shall not interfere or present a hazard to pedestrian or vehicular traffic.
2. Dimensions. A Pillar Sign shall not exceed the dimensions as shown in Appendix A of this Ordinance.

R. Projected Image Signs.

1. General.
 - a. Projected Image Signs shall not be classified as Digital Signs for implementation of this Ordinance.
 - b. Projected Image Signs shall be subject to the Refresh Rates in Section 8.1.3 of this Ordinance.

S. Projecting Signs.

1. General.
 - a. The text, message or Logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the Sign surface.
 - b. No text, message or Logo shall be permitted on that portion of a Projecting Sign that is parallel to the Building Face.
2. Location.
 - a. A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.

- b. There shall be a minimum distance of 20 feet, measured horizontally, between a Projecting Sign and any other type Sign, except for a Identification Sign, Information Sign, Wall Sign, Window Sign.
- 3. Dimensions.**
- a. A Projecting Sign shall not exceed 80 feet in height as measured vertically from the bottom of the Sign to the top of the Sign.
 - b. The width of the Sign Face of a Projecting Sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the Sign and in no event shall exceed 6 feet. This measurement does not include the dimensions of the sign's supporting structure.
 - c. No portion of a Projecting Sign that is parallel to the Building Face shall exceed 48 inches in width.
- 4. Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the Projecting Sign. In no event shall a Projecting Sign extend higher than 120 feet from grade.

T. Roof Signs.

- 1. General. Roof Signs shall consist of freestanding Channel Letters, characters or Logos that are not applied or attached to any background structure, building, or material, except as necessary for support.
- 2. Height. Roof Signs shall not exceed 96 inches in height.
- 3. Location. The plane of the Sign Face of a Roof Sign shall be approximately parallel to the Building Face.

U. Scrolling Digital Displays.

- 1. Location.
 - a. A Scrolling Digital Display shall be allowed only in the Soccer Stadium Zone.
 - b. A Scrolling Digital Display shall not cover the exterior of doors, vents, rescue windows or other openings that serve occupants of buildings.
 - c. The uppermost portion of a Scrolling Digital Display shall be a maximum of 50 feet above the natural or finished grade as measured vertically.

2. Height. A Scrolling Digital Display Sign shall not exceed 10 feet in vertical height dimension.

V. Site Identity Signs.

1. Location. Two vehicle entry gate structures, which shall only be located at the perimeter entrances to the District, as shown on Appendices A, C, and H of this Ordinance and may be used for Naming Sponsor(s).

W. [RESERVED]

X. ~~W. Soccer Stadium Sign (Secondary Site Sign)~~ Freeway Signs.

- ~~1. General. One Soccer Stadium Sign (Secondary Site Sign) shall be allowed in the Soccer Stadium Zone.~~

1. General.

- a. A maximum of three Stadium Freeway Signs are allowed by this Ordinance in addition to the Existing Major Site Sign. The locations of two of these signs are provided in subsection 2 below. An amendment of this Ordinance shall be required to add the locations of the additional Stadium Freeway Signs to the District.

- b. The specifics of a Stadium Freeway Sign shall be considered during the review for each sign pursuant to Section 6 of this Ordinance including future environmental review pursuant to the California Environmental Quality Act, and shall be separated a minimum of 500 feet from another Stadium Freeway Sign or the Existing Major Site Sign.

- c. The Stadium Freeway Signs may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to Digital Display and Channel Letters.

2. Stadium Freeway Signs located at 3912 South Grand Avenue and 1320 West 12th Place.

- a. Location

- (i) One Stadium Freeway Sign may be located at 3912 South Grand Avenue east of the 110 (Harbor) Freeway and a second Stadium Freeway Sign may be located at 1320 West 12th Place west of the 110 (Harbor) Freeway.

- ~~(ii) 2. Location. The Soccer Stadium Sign shall be generally~~The Stadium Freeway Signs located at 3912

South Grand Avenue and 1320 West 12th Place shall be located as shown on the Conceptual Sign Drawings in Appendix C and conceptually illustrated in Appendix ~~G~~K of this Ordinance, except that the final ~~orientation and~~ placement of the ~~Sign~~Signs may be adjusted ~~up to 50 feet horizontally~~ as part of the Director's consideration of ~~the Project Permit Compliance for this Sign~~these Signs required by Section ~~6-D~~ of this Ordinance.

~~b. 3-~~ Height. The ~~Soccer~~ Stadium ~~Sign~~Freeway Signs located at 3912 South Grand Avenue and 1320 West 12th Place may ~~be reach~~ a maximum of ~~100~~135 feet in height, as measured from adjacent grade. ~~Adjacent grade shall include any earthen berm that is provided as a foundation for the Sign.~~

~~c. 4-~~ Sign Area. The ~~Soccer~~ Stadium ~~Sign~~Freeway Signs located at 3912 South Grand Avenue and 1320 West 12th Place may be multi-sided. ~~The with a maximum~~ Sign Area for ~~the Soccer Stadium Sign shall not exceed a combined sign area of 6,000~~both signs of 15,805 square feet. The Sign Area of each face of the Digital Display portion of the Stadium Freeway Signs shall not exceed 2,500 square feet.

~~5. Dimensions. The Soccer Stadium Sign shall have a 3.5:1 vertical to horizontal orientation.~~

~~6. Landscaping. Landscaping shall be provided at the base of the Sign, and a landscaping plan shall be approved by the Director prior to issuance of a building permit for the sign.~~

~~d. 7-~~ Design. The ~~Soccer~~ Stadium ~~Sign~~Freeway Signs located at 3912 South Grand Avenue and 1320 West 12th Place shall be free-standing and mounted on the ground. ~~Columns, poles or uprights used as its primary structural support shall be architecturally treated and themed. The Soccer Stadium Sign~~The Stadium Freeways Signs may incorporate a sculptural or themed shape or other types of Sign elements allowed by this Ordinance, including but not limited to Digital Display and Channel Letters as conceptually illustrated in Appendix K of this Ordinance.

~~e. Refresh Rate, Hours of Operation, and Illumination Regulations. The Stadium Freeway Signs located at 3912 South Grand Avenue and 1320 West 12th Place, shall be subject to the refresh rate, hours of operation, and illumination regulations set forth in Section 8.I of this Ordinance.~~

~~X. Stadium Freeway Signs.~~

~~1. General.~~

~~a. A maximum of three Stadium Freeway Signs are allowed by this Ordinance in addition to the Existing Major Site Sign. An amendment of this Ordinance shall be required to add the locations of additional Stadium Freeway Signs to the District.~~

~~b. The specifics of a Stadium Freeway Sign shall be considered during the Project Permit review for each sign including future environmental review pursuant to the California Environmental Quality Act, but shall be limited to two sign faces and shall be separated a minimum of 500 feet from another Stadium Freeway Sign.~~

~~The Stadium Freeway Signs may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to Digital Display and Channel Letters.~~

Y. Temporary Signs.

1. General.

- a. Temporary Signs shall not include Banner Signs.
- b. Temporary Signs shall be removed within 180 days of installation.
- c. Temporary Signs shall not be included in the calculation of Zone Sign Area or Total Sign Area.
- d. Temporary Construction Signs on Temporary Construction Walls shall comply with the LAMC; provided, however, there shall be no Sign Area limitation, height limit or time limit for Temporary Construction Signs on Temporary Construction Walls.

2. Location.

- a. Temporary Signs may be located in all Sign Zones.
- b. Temporary Signs may be tacked, pasted or otherwise temporarily affixed to windows and/or on the walls of buildings, fences or other improvements, unless otherwise prohibited by this Ordinance.

Z. Wall Signs.

1. Sign Area. An individual Wall Sign shall not exceed 3,800 square feet in Sign Area.

2. Location. The location of a Wall Sign, with the exception of Temporary Signs, shall be in the location(s) shown on the Conceptual Sign Drawings attached as Appendix C or in such other location as may be approved pursuant to Section 6.C.3 of this Ordinance.

AA. West End Scoreboard Sign.

1. General. One West End Scoreboard Sign (Sign 1C) is allowed by this Ordinance as shown on Appendices A, B and F of this Ordinance as one of the Coliseum Existing Signs. The West End Scoreboard Sign may incorporate other types of Sign elements allowed by this Ordinance, including but not limited to, Digital Display and Channel Letters.

BB. Window Signs.

1. General.
 - a. Window Signs shall not be affixed to the exterior of a window.
 - b. No Window Sign shall be affixed to any window contained within the historic façade of the Coliseum.
2. Location. No portion of any Window Sign shall be located higher than 35 feet above grade.
3. Sign Area.
 - a. Window Signs located on or within 6 feet of the window plane, painted or attached, shall not exceed 15 percent of the glassed area of the Window in which the Window Sign is placed.
 - b. The aggregate area of all Window Signs shall be included in Zone Sign Area and the Total Sign Area.

Section 10. INTERPRETATION.

Whenever any ambiguity or uncertainty exists related to this Ordinance or the application of this Ordinance so that it is difficult to determine the precise application of these provisions, the Director shall, upon application by an Owner, operator or lessee, issue written interpretations on the requirements of this Ordinance consistent with the purpose and intent of this Ordinance. A request for an interpretation shall be filed pursuant to Section 11.5.7.H (Interpretations of Specific Plans).

Section 11. SEVERABILITY.

If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent

jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said Ordinance, which can be implemented without the invalid provision, clause or application, and to this end, the provisions and clauses of this Supplemental Use District Ordinance are declared to be severable.

Section 12.

The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of _____.

[City Signature Blocks]

APPENDIX A

APPROVED SIGNS

[Appendix A follows this page.]

APPENDIX B

CONCEPTUAL SIGN LOCATIONS FOR COLISEUM

[Appendix B follows this page.]

APPENDIX C

**CONCEPTUAL SIGN DRAWINGS FOR DISTRICT AND CONCEPTUAL
ELEVATIONS FOR SOCCER STADIUM**

[Appendix C follows this page.]

APPENDIX D

COLISEUM EXISTING AND EXPOSITION PARK EXISTING SIGNS

[Appendix D follows this page.]

APPENDIX E

PERISTYLE VIEW

[Appendix E follows this page.]

APPENDIX F

WEST END SCOREBOARD SIGN (SIGN 1C)

[Appendix F follows this page.]

APPENDIX G

**~~SOCGER STADIUM SIGN (SECONDARY SITE SIGN) (Sign 1D) and~~ DIGITAL
DISPLAY (SIGN DD.10)**

[Appendix G follows this page.]

APPENDIX H

SITE IDENTITY SIGN (SIGN 1E)

[Appendix H follows this page.]

APPENDIX I

FREESTANDING TEAM IDENTITY SIGN (SIGN ID.03)

[Appendix I follows this page.]

APPENDIX J

SOCCER STADIUM INTERIOR SIGN LOCATIONS

[Appendix J follows this page.]

APPENDIX K

STADIUM FREEWAY SIGNS FOR SOCCER STADIUM

[Appendix K follows this page.]

