



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT



CITY PLANNING COMMISSION

Date: March 12, 2009
Time: After 8:30 a.m.
Place: Los Angeles City Hall
200 No. Spring St, Room 1010
Los Angeles, CA. 90012
Public Hearing: Public Hearing Required
Appeal Status: None
Expiration Date: None

Case No CPC-2006-3082-SP-DA
CEQA No.: Coliseum District Specific Plan Modifications
Council No.: 8 and 9
Plan Area: South Los Angeles and Southeast Los Angeles
Specific Plan: Coliseum District Specific Plan
Certified NC: Empowerment Council North Area
GPLU: Open Space and Commercial
Zone: OS-1XL, C2-1L, [Q]C2-1, R4, RD1.5 and [Q] CM-2
Applicant: The City of Los Angeles and the Los Angeles Memorial Coliseum Commission
Representative: Robert H. Sutton

PROJECT LOCATION: 3911 South Figueroa Street
3843 South Grand Avenue

PROPOSED PROJECT: Modifications to the existing Coliseum District Specific Plan to: (1) Permit the demolition of the existing perimeter fence bordering the Peristyle area; (2) permit the addition of accessory structures and the utilization of the Peristyle Plaza for ancillary uses including but not limited to retail, restaurant, broadcasting and office uses; (3) permit improvements to operational systems of the facility and the physical plant; (4) reduce the previously permitted off-site signage from 385,000 square feet to 44,000 square feet; (5) permit the possible inclusion of up to 200 new luxury suites; (6) reduce the area of the current Specific Plan from 160 acres to 85 acres; and (7) permit other structural and operational modifications to the existing Coliseum stadium facilities.

REQUESTED ACTION:

1. Initiated by the City Council pursuant to Section 12.32 A of the Municipal Code, a **Modification of a Specific Plan** which includes the following two areas: (a) 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 and (b) the existing major site sign located easterly of the 110 (Harbor) Freeway at 3843 South Grand Avenue. The modified Specific Plan will reduce the area of the Specific Plan from the boundaries of Exposition Park to the area roughly bounded as follows: the east side of Vermont Avenue from the southern boundary of Jesse Brewer Park to the north side of Martin Luther King Jr. Boulevard (the parking lots controlled by the Coliseum Commission) easterly along Martin Luther King Jr. Boulevard to Menlo Avenue, northerly on Menlo Avenue to the easterly

tending arc boundary of the Los Angeles Swim Stadium, easterly on the northern boundary of the Swim Stadium to the adjacent parking lot, southerly along the eastern border of the Swim Stadium property to Martin Luther King Jr. Boulevard, easterly on Martin Luther King Jr Boulevard to Figueroa Street, northerly on Figueroa Street to Exposition Park Drive, westerly on Exposition Park Drive to Menlo Avenue, northerly on Menlo Avenue to the southern boundary of Jesse Brewer Park and westerly therefrom to Vermont Avenue. The modified Specific Plan will provide the following ordinance regulatory controls relative to the Los Angeles Memorial Coliseum Renovation Project: a master alcohol permit which will confirm and codify previous deemed to be approved and approved Conditional Use Permits for on-site alcohol sales within the Coliseum and related areas including the activated plaza in front of the Peristyle End of the Coliseum; required parking (850 spaces) for the Coliseum facility; the sale and service of alcoholic beverages for on-site consumption in conjunction with Coliseum related uses; and regulations for up to 44,000 square feet of off-site signage for the Coliseum and related uses, and the construction of up to 200 luxury suites and other structural upgrades to the Coliseum facility.

2. Pursuant to Section 65864 - 65869.5 of the State of California Government Code and the City of Los Angeles implementing procedures, the **Termination of a Development Agreement** between the Los Angeles Memorial Coliseum Commission and the City of Los Angeles. The Development Agreement was to provide reasonable assurances to the Coliseum Commission and lessees with respect to their ability to implement proposed Project Approvals, with the Coliseum Commission or its lessees providing the City with certain public benefits.
3. Pursuant to Section 21082.1 (c) (3) of the State of California Public Resources Code, find that the Los Angeles Memorial Coliseum Commission's adopted Mitigated Negative Declaration for the Coliseum District Specific Plan modifications is adequate for the above project.

RECOMMENDED ACTIONS:

1. **Approve the staff report and recommend to the City Council the approval of the requested amendments to the Coliseum District Specific Plan .**
2. **Approve and recommend to the City Council the termination of the Development Agreement between the Los Angeles Memorial Coliseum Commission and the City of Los Angeles.**

3. **Find that the previously adopted MND for the project by the Los Angeles Memorial Coliseum Commission is adequate for the purposes of the City Planning Commission in adopting these amendments to the Coliseum District Specific Plan and the termination of the Development Agreement and recommend that the City Council adopt the finding of adequacy.**

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Exhibits:

A – Maps

- A1 – Vicinity Map (required)

- A2 – Radius Map (required)

B. Specific Plan Ordinance Package (Commission Only)

C – Environmental Clearance

D - Copy of Original Ordinance and Proposed Changes

PROJECT ANALYSIS

Project Summary

In 2006, the City of Los Angeles enacted the Coliseum District Specific Plan which included most of the area of Exposition Park in South Los Angeles. The purpose of the Specific Plan was to prepare for the renovation of the Los Angeles Memorial Coliseum to accommodate the expansion of the National Football League (NFL) into Los Angeles by building a new stadium within the existing historic bowl of the Coliseum. Ancillary to the construction of the new stadium would be a naming rights program to help fund the new stadium, an enhanced comprehensive signage program for up to 385,000 square feet of off-site advertising both on the new stadium and in five signage zones surrounding the stadium, a reduction in seating in the stadium from the current 93,607 seats to approximately 68,000 for professional football games and 80,500 seats for college football games, a master alcohol permit for the stadium and the stadium grounds and a shared parking arrangement with surrounding uses to allow the stadium to function with its existing 850 on-site parking spaces as well as the nearby 20,000 additional parking spaces in off-site parking lots. These lots have always been available for events at the Coliseum. Because the NFL decided not to fund the stadium renovations for a new or relocated franchise, the Los Angeles Memorial Coliseum Commission (Coliseum Commission) in 2007 began to negotiate with its major tenant, the University of Southern California's (USC) football team, on a long term lease for the facility which would include upgrades to the stadium's plant but not the construction of the new stadium within the historic bowl of the Coliseum. After extended negotiations with U.S.C., a long term lease was signed in 2008. Because neither U.S.C. nor the Coliseum Commission wished to see the existing seating within the stadium reduced and there was no need for the extensive signage program the NFL wished for to help fund the new stadium, the City of Los Angeles has initiated a modification to the Specific Plan to eliminate any language which mentioned the National Football League as well as the proposed new stadium and its reduced seating capacity, a reduction in the signage plan which will eliminate most of the proposed new signage but permit the Coliseum Commission to negotiate a stadium naming rights program with a major corporation and allow that corporation to place their name and logo on signage at and near the stadium. The Specific Plan boundaries would also be reduced from the entirety of Exposition Park to roughly the land owned or controlled by the Coliseum Commission and the property on Grand Avenue easterly of the Harbor Freeway on which the Coliseum's major event sign is located. The Specific Plan's Development Agreement would also be terminated since the entitlements and the public benefits which were guaranteed by the Agreement were tied to the National Football League and its community programs which would no longer occur since the League has decided not to fund the new stadium.

While the Specific Plan is no longer needed for the construction of a new stadium and the extensive off-site signage which the NFL required to help fund the construction, the Specific Plan is not recommended to be eliminated. The entitlements which were placed in the Specific Plan included a master alcohol permit for both the interior of the Coliseum itself and in the plaza which is to be developed in the existing peristyle end forecourt. Alcohol sales will also occur within the fenced enclosure of the Coliseum but outside of the stadium itself as currently occurs. No alcohol sales will occur in the parking areas surrounding the stadium for tailgate parties. The master alcohol permit was included in the Specific Plan in order to consolidate a number of existing conditional use permits for alcohol sales and deemed to be approved conditional use permits which existed on the site. The Specific Plan requires a Plan Approval by the Director of Planning or his/her designee for any additional alcohol sales sites which were not governed by any existing Conditional Use Permit. The Specific Plan also includes parking provisions for the 850 existing parking spaces which are currently under the control of the Coliseum Commission

in the area surrounding the stadium. These parking spaces are permitted uses under the Specific Plan which predate the zoning code parking requirements. While they had deemed to be approved status prior to the Specific Plan, the inclusion of the parking spaces in the Specific Plan will preclude the Coliseum Commission from having to justify the existing parking to the Department of Building and Safety whenever the Commission obtains a building permit for any stadium renovations or other permitted uses on the site.

While the Coliseum Commission no longer desires to build the new stadium within the existing historic bowl of the Coliseum, it still is required by its long term lease with USC to provide certain upgrades to the stadium. These include updating of the outmoded restroom and food and souvenir concession stands in both the stadium and on the grounds within the stadium's enclosures.

Background

Since the Los Angeles Raiders left the Coliseum and moved back to Oakland in 1996, it has been the official policy of the City of Los Angeles that if the National Football League were to locate another franchise in the City, the Coliseum would be the site for the team. Those backing the Coliseum as the site have fought off attempts to locate stadiums at Dodger Stadium, Hollywood Park and other sites both fanciful and real. In 2006, after the remodeling and modernizing of Soldier Field in Chicago by placing a new stadium within the historic bowl of the old stadium, the NFL came to the City of Los Angeles with a similar proposal for the Coliseum. It would finance at minimal cost to any public agencies a new 64,000 seat stadium within the historic confines of the Coliseum's outer walls. The stadium would include 200 luxury boxes and approximately 20,000 premium club seats. Though a new NFL team would be the primary tenant of the stadium, it would also be used by the Coliseum's other tenant the U.S.C football team. Because U.S.C. required a larger seating capacity, (it fully uses the stadium's 93,607 seat capacity for its games against U.C.L.A. and Notre Dame and over the last three years has averaged over 85,000 in attendance for all games), the new stadium would also have the ability to expand its capacity to 80,500 seats for college games, exhibition soccer games and concerts.

Signage:

In order to help fund the construction costs of the privately financed stadium, the Specific Plan had an extensive off-site signage program. There were five sign zones created for the Specific Plan and over 385,000 square feet of off-site signage was proposed for the Exposition Park area. The primary stadium zone was proposed to include the most intensive signage with 96,000 square feet of off-site signs not including the major signs on the side of the new upper rim of the stadium which rose above the original coliseum walls, the stadium identification sign which would include the name of the corporation with naming rights to the stadium and signs on the back of the existing and proposed scoreboards. Thus, in addition to the 96,000 square feet permitted within this area, there would be an additional 14,000 square feet of upper rim and back of score board signs for a total of 110,000 square feet, 100,000 square feet for Stadium Identity signs with no sign exceeding 50,000 square feet in size and one major site sign with a maximum of 8,000 square feet of signage with not more than 4,000 square feet for each sign face if the sign is a double faced sign. This would result in approximately 260,000 square feet of signage of which only 96,000 square feet would count against the 385,000 square foot maximum permitted by the Specific Plan. The Primary Stadium Zone was proposed to comprise the Coliseum itself as well as the current fenced in enclosure around the stadium and the Peristyle's forecourt.

The secondary stadium zone is currently limited to a total of 40,000 square feet of off-site signage. The signage structures which would be permitted in this zone included one major site sign, if it was not located in the primary stadium sign zone, a maximum of three minor site signs (900 square feet per sign and up to 450 square feet per sign face for two sided signs) and up to five Entry Monument Signs which were to be modified way finding signs which would announce the name of the stadium and include the corporate logo and name of the corporation with naming rights that could be no more than six feet above grade with an additional two feet for way finding purposes. There was to be no square footage attached to these signs and off-site advertising in addition to the sponsoring name would be permitted. The Secondary Stadium Zone was bifurcated to include the parking lots along Vermont Avenue and Martin Luther King Jr. Boulevard and the grassy park areas southerly of the Los Angeles County Natural History Museum and between the entry roads leading into the park off of Figueroa Street.

The Exposition Park Zone was to include 11,000 square feet of off-site advertising. It was limited to one minor site sign of 900 square feet; thus, the remainder of the off-site signage would be included in Temporary Signs and Banner Signs. This area was also bifurcated to include the areas including all of the museums to the north of the Coliseum and south of Exposition Boulevard as well as the Rose Garden and the site of the Olympic Swim Stadium southerly of the Coliseum.

The Periphery Zone was limited to a total of 20,000 square feet of off-site signage. No major or minor site signs were included in this area, but Temporary and Banner Signs were permitted. This area was limited to the area encompassing the Los Angeles Memorial Sports Arena and its surrounding grounds easterly to Figueroa Street.

The last sign zone was the Freeway Sign Zone which was located easterly of the Harbor Freeway and included the existing Coliseum Freeway Sign. This sign was listed as a Major Site Sign in the Specific Plan and was limited to a total of 8,000 square feet of off-site signage.

The amendments to the Specific Plan signage program would result in major changes to the Specific Plan. The Primary Stadium Zone will see a reduction in signage from a total of 218,000 square feet to a total of 24,000 square feet including 7,000 square feet of signs on the back of score boards (3,800 square feet per sign), 7,000 square feet of rim signs and identity signs identifying the naming rights sponsor and the Coliseum and 10,000 square feet of off-site advertising signs which may be placed on any sign permitted by the Specific Plan. The Secondary Stadium Sign Zone remains the same in size and has been reduced from a total of 40,000 square feet of off-site signage to a total of 10,000 square feet. There would be no major or minor site signs permitted and there would be a maximum of two site identity signs which are permitted to include the name of the naming rights sponsor of the Coliseum and no off-site advertising. The Exposition Park Zone has been eliminated from the Specific Plan and thus, its off-site signage rights have been reduced from 11,000 square feet to zero and the minor site sign which was permitted has also been eliminated. The Periphery Sign Zone will remain the same in size. Its total off-site signage has been reduced from 20,000 square feet to 6,000 square feet. The main change to this area is that it would be permitted one minor site sign which would be placed on the Figueroa Street frontage of the Sports Arena. It would be approximately 75 feet high as previously permitted by the Specific Plan and would be a LED Matrix sign. This sign would result in an approximately 5,600 square foot, double sided sign which would allow only 400 square feet of signage to remain in this zone. The Freeway Sign Zone would remain the same with the existing sign remaining, and, if it were to be replaced, it would be replaced by a Specific Plan designated major site sign. The off-site advertising permitted in this area has been reduced from 8,000 to 3,000 square feet.

Stadium:

As was previously stated, the Coliseum District Specific Plan proposed that the National Football League would construct a new stadium with a capacity of 64,000 for NFL games which could be expanded to 80,500 for college football and other events such as concerts and exhibition soccer matches. The new stadium would be built within the existing historic bowl of the Coliseum and preserve the peristyle end of the stadium. It would be limited to a height of 170 feet and would rise approximately 60 feet above the rim of the existing historic structure. The area above the rim would rise in an elliptical pattern above the existing stadium rim and would include a 20 foot high off-site sign strip called the upper rim sign which would extend the east/west length of the existing stadium rim. The proposed stadium would also include the construction of 200 luxury boxes and include 20,000 premium seats in a separate club level from the remainder of the stadium. The Specific Plan also included language in Section 15, since it was enacted with the intent of bringing the NFL back to Los Angeles, which sunsetted Specific Plan in the event that an agreement was not entered into between the Coliseum Commission and the NFL. Because of this language and the fact that the NFL has no intention of privately financing the new stadium, the City Council has initiated these amendments to the Specific Plan so that the Coliseum Commission can move forward immediately with internal renovations to the Coliseum without waiting for the five year term of the sunset clause to take effect. Without the amendments to the Specific Plan, the Coliseum Commission can not go forward with needed upgrades to current stadium facilities such as concession stands and restrooms and violate their current lease with the University of Southern California.

The revised Specific Plan would eliminate all language regarding the construction of a new stadium as well as all mention of the National Football League. The capacity of the Coliseum would remain at its current 93,607, and the Coliseum Commission would retain the rights to place the 200 luxury boxes in the current stadium as well as the 20,000 premium club seats. Any new or rehabilitation construction work will have to conform to the Secretary of the Interior's Standards for Rehabilitation of a historic structure.

The one major addition to the Coliseum that is being proposed is the addition of a new score board at the west end of the stadium. This is shown in Exhibit 2 of the ordinance package submitted to the Commission as a part of this report. The coliseum has not had a score board easily viewable by patrons who sit in the east end of the stadium under the existing score boards. The proposal is for a free standing structure which would be anchored into the ground and would have four support beams which would attach to the existing wall of the stadium. Though these beams would be anchored into the existing historic fabric of the stadium wall, consistent with the Secretary of the Interior's Standards, if the new score board was to be removed in the future, the historic fabric of the existing historic structure would not be impacted. The scoreboard is proposed to be a scoreboard on the interior of the stadium and have off-site advertising on the exterior facing Exposition Park. This was previously permitted by the existing Specific Plan and no change is proposed in the revisions.

The other major change to the stadium is the installation of the two rim signs on the north and south walls of the stadium. These signs would be used by the Stadium Sponsor to identify the newly named Coliseum as shown in Map 2 of the ordinance package. These signs would essentially be roof top signs which are otherwise not permitted in the City. They also could be eliminated from the stadium in the future without harming the historic fabric of the stadium wall. These two additions were viewed by the City's Cultural Heritage Commission which had no comment on either one except to state that they would wish that any change in the Coliseum's name would include "Los Angeles" in the title.

Alcohol and Parking Regulations:

No changes are proposed or recommended in either the alcohol or the parking regulations of the Specific Plan from what currently exist.

Signage Regulations:

Except as previously mentioned in this report, the major changes to the sign regulations is to eliminate the signage which was to be attached to the new stadium structure that was to rise above the historic bowl of the Coliseum, to change the dimensions for the Secondary Site Sign and to add three new sign types. The West End Scoreboard sign regulations replaced the Major Site Sign definition and allows an electronic message display to be placed on the rear of the score board to contain both on and off-site advertising. There are two Site Identity Signs permitted at two vehicular entrances to the Stadium Grounds. These signs would be permitted to contain the name of the Stadium Sponsor but no other advertising on or off-site. The two Rim Signs would act as the Stadium Sponsor's identification signs for the newly renamed stadium. They are proposed to be large scale roof top signs with individual steel letters similar to a channel letter sign.

Issues:

There was no public hearing on this case which is being brought directly to the City Planning Commission because of the non-controversial nature of the case. The Coliseum District Specific Plan was previously brought to the City Planning Commission with no public hearing, and this iteration of the document contains a major reduction in the amount of both on and off-site signage that will be permitted by the Specific Plan. All of the major and minor site signs, which would have been the major platforms for off-site signage have been eliminated except for one minor site sign which is proposed to be placed on an existing lawn which is located between Figueroa Street and the Sports Arena. This sign would be approximately 75 feet in height and the conceptual diagram of it (Exhibit 3 in the ordinance package) shows it to be located facing north/south on the Figueroa Street frontage. It would both have two panels for off-site advertising and an event message board as well as a Stadium Identification Sign at the top of the sign. It is identified in the Signage Summary (Exhibit 1C of the ordinance package) as a containing a LED Matrix board

The project was presented to the City's Cultural Heritage Commission on February 5, 2009. Although the Coliseum is not a City Historic/Cultural Monument, it is a listed National Historic Landmark and thus is subject to the Secretary of the Interior's Historic Guidelines for Rehabilitation. The Cultural Heritage Commission held a hearing on the proposed changes to the Coliseum structure and had no comment as to the removal of the proposed new stadium or the addition of the West End Score Board. They did express approval of the Coliseum Commission's proposal to activate the plaza in front of the Peristyle End of the Coliseum similarly to what the NFL desired in the original Specific Plan. They also expressed a desire that in renaming the Coliseum that City's name still be a part of the new name e.g. "The ABC Los Angeles Memorial Coliseum." It is open to question as to whether or not the City could condition another government agency on what to include in an identity sign for its property; however, Exhibit 5 of the ordinance package labeled "Peristyle View" shows the original sign stating "Los Angelus Memorial Coliseum" above the Olympic Rings and below the Olympic Flame to be unchanged. No other description of signage in the exhibits or in the Specific Plan shows any changes to this sign. Thus the original name of the Coliseum will still have a prominent place on one of the major entrances to the stadium.

Conclusion:

Staff is recommending approval of the revised Specific Plan as submitted. The overall somewhat ambitious signage program of the original Plan has been reduced by over 295,000 square feet in the proposed revision. Of the original two major and five minor site signs proposed, only one remains. The proposed Stadium Identification signs (Rim Signs) which are proposed to be placed on the stadium rim are to be individual aluminum panel letters which are much more unobtrusive than a solid panel sign as was originally proposed. Staff agrees with the termination of the existing Development Agreement for the project. The Development Agreement was also tied to an agreement with the NFL to build the new stadium and all of the public benefits were to be guaranteed by the NFL corporate structure through their public service programs. With the NFL not participating in any planned renovations to the facility by the Coliseum Commission and thus obviously not funding any of the public benefits, the Development Agreement would have fallen into default. The termination of the agreement saves the City from the costly and lengthy default process. The Coliseum Commission with whom the agreement was signed has requested this termination as they no longer want or need the agreement.

(Q) or [Q] QUALIFIED CONDITIONS OF APPROVAL

Pursuant to Section 12.32 G of the Municipal Code, the following limitations are hereby imposed upon the use of the subject property, subject to the "Q" Qualified classification.

CONDITIONS FOR EFFECTUATING (T) OR [T] TENTATIVE CLASSIFICATION REMOVAL

Pursuant to Section 12.32 G of the Municipal Code, the (T) or [T] Tentative Classification shall be removed by the recordation of a final parcel or tract map or by posting of guarantees through the B-permit process of the City Engineer to secure the following without expense to the City of Los Angeles, with copies of any approval or guarantees provided to the Department of City Planning for attachment to the subject planning case file.

CONDITIONS OF APPROVAL

Administrative Conditions of Approval

Indemnification. The applicant shall defend, indemnify and hold harmless the City, its agents, officers, or employees from any claim, action, or proceeding against the City or its agents, officers, or employees to attack, set aside, void or annul this approval which action is brought within the applicable limitation period. The City shall promptly notify the applicant of any claim, action, or proceeding and the City shall cooperate fully in the defense. If the City fails to promptly notify the applicant of any claim, action or proceeding, or if the City fails to cooperate fully in the defense, the applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the City.

FINDINGS

General Plan/Charter Findings

Charter Section 556: The City finds that the requirements set forth in the Specific Plan as amended by this action are different (either more or less restrictive) than the Los Angeles Municipal Code, but they are consistent with the purposes, goals and intent of the General Plan of the City of Los Angeles in that the proposed amendments to the Coliseum District Specific Plan will result in the renovation of the public facilities of the Los Angeles Memorial Coliseum in a manner that will upgrade the stadium facilities to modern standards while maintaining the historic fabric of Coliseum structure itself - a National Historic Landmark and a State of California Historic Site. The upgrading of the stadium will maintain seating capacity as it currently exists while allowing for the construction of new private boxes and the establishment of club seating and other upgrades in conformance with current practices for large sports venues while complying with the Secretary of the Interior's Standards for Historic Rehabilitation. It will permit the Coliseum Commission to sell the naming rights to the stadium in order to finance the upgrades without spending large amounts of tax generated funds.

In compliance with the South Los Angeles Community Plan, it will provide a comprehensive sign program which includes a consistent design for all public signage including fixture type, lettering, colors, symbols and logos. It will provide for distinctive signage which will identify principal entries to historic structures and public buildings while not overwhelming such signs with off-site advertising as was previously permitted by the Specific Plan. It will ensure that public signage, especially the Stadium Rim Signs which will be used to identify the naming sponsor, do not detract from adjacent commercial and residential uses and that it enhances designated historic sites in that all of the Stadium Identification and Rim Signs located on or near the stadium will include individual letters attached to a framework instead of a solid panel so that the signs can be seen through instead of presenting a view blocking façade to pedestrians and nearby residents. The reduction in sign zones by the elimination of the Exposition Park Zone will eliminate the possibility of erecting large off-site advertising signs in areas where views of historic buildings and or public museums would be compromised by solid panels holding advertising copy.

Charter Section 558: The City finds that the requirements set forth in the amendments to the Coliseum District Specific Plan are in conformance with Los Angeles City Charter Section 558 in that the amendments are in conformance with the public necessity, convenience, general welfare and good zoning practice in that they will eliminate any reference to or leasehold to the National Football League thus permitting the Coliseum Commission to proceed with needed upgrades internal to the stadium and in the public plazas on the stadium grounds controlled by the Commission. Absent this change in the language, the Commission would have to wait until the existing Specific Plan was terminated by language included in the Specific Plan which does not allow the Specific Plan to take effect until an agreement with the NFL was achieved which would result in the placement of an NFL team in the Coliseum within five years of the Specific Plan's effective date. In addition, the adoption of the amendments to the Coliseum District Specific Plan will result in a reduction of over 295,000 square feet of on and off-site advertising which was to be located on a number of large, independent sign structures as well as on the façade and roof of a proposed stadium which would rise out of the historic bowl of the Coliseum. The remainder of the Specific Plan remains unchanged which will permit the Coliseum Commission and the leasers of the stadium to use the master alcohol permit and its restrictions, the parking arrangements and the exemptions from various code requirements including site plan review, commercial corner restrictions and shared parking review.

Specific Plan Amendment Findings

The Coliseum District Specific Plan has been amended to delete certain obsolete language from the document as well as to revise the proposed signage program for the Specific Plan including the listing of new Code Sections to reflect the fact that the City's sign ordinance has been moved from the Building and Safety Code to the Zoning Code. The Specific Plan has been amended to delete any mention of the National Football League from its requirements. This has resulted in not only changes throughout the document but also in the deletion of Section 15 which terminates the Specific Plan if an agreement to locate a NFL team to the Coliseum does not occur within five years of the effective date of the ordinance. Included in the remainder of these findings are the remaining changes to the Specific Plan:

Section 4 Definitions

Gate Identity Sign was added to the Specific Plan to permit signage over the ticket entry gates to the Coliseum grounds which would identify the corporate entity with naming rights for the Coliseum. These signs would be individual letters mounted to a metal frame above the entry gates which would allow a view through the sign to the Coliseum itself without blocking the view with a solid panel. The design and content of the sign was requested by the Coliseum Commission.

Rim Sign was included in the Plan as a sign which would identify the corporate sponsor of the Coliseum. Two rim signs on either side of the Coliseum rim would be permitted. These signs will also be individual letters rising out of a base frame which would be attached to the rim of the Coliseum. By permitting individual letters only on the sign, they will be transparent and not block views from inside the stadium to surrounding views including the City skyline and the San Gabriel Mountains beyond. These signs also would not become a part of the historic fabric of the stadium and in accordance with the Secretary of the Interior Standards for Rehabilitation could be removed from the stadium structure at a future time without causing major structural damage to the historic site.

Secondary Site Sign was added to the ordinance to replace the language for a Minor Site Sign which was eliminated from the Plan. There is only one secondary site sign proposed for the Specific Plan area. This sign would not only be an identification sign for the area but would include an electronic message display board which could be used to identify coming events at the Coliseum and off-site advertising. The sign would also permit static off-site advertising to be located on the sign structure.

The definition for the Stadium Identity Sign was amended to reflect the change in the conformance of the stadium. As originally described, this sign was to be mounted on the roof of the new stadium and either applied to the surface so as only to be easily seen from the air, similar to the Staples Center sign painted on the roof of the Staples Arena, or as an individual letter sign which would be mounted perpendicular to the roof. Since there is no new stadium being built within the bowl of the Coliseum, this definition was changed to identify a new sign which would be placed in front of the Peristyle Plaza in the forecourt of the Coliseum. It would also contain individual letters so that the sign would not present a solid view blockage of the Peristyle Plaza or the historic Peristyle end of the Coliseum. The sign would be mounted to a metal frame and the ground and would identify the site to pedestrians walking to the stadium from the existing parking structure in Exposition Park or from transit lines on Figueroa Street or the Metro Aqua Line along Exposition Boulevard.

West End Scoreboard Sign was added to the definitions to describe the signage that would be permitted on the back side of the proposed new scoreboard which would be built over the west

end of the stadium. Currently there is no scoreboard on the west side of the Coliseum and this definition would permit both on and off-site signage to be placed on the back side of the structure facing Exposition Park, the extensive parking lots along the Park's Vermont Avenue frontage and Vermont Avenue. It is also proposed that an electronic message display be placed on the structure which could be used both for event identification and for on or off-site advertising. This definition is required because without it this sign could be identified as a pole sign which are otherwise prohibited in the Specific Plan.

A number of signs were eliminated from the definitions section including major and minor site signs and upper rim signs because they are no longer being used (major and minor site signs) or were to be located on the new stadium which is not being built. The elimination of these types of signs resulted in over 150,000 square feet of signage rights being eliminated from the Specific Plan.

Section 8 Coliseum Design Regulations:

This section was extensively rewritten in order to eliminate any mention of the seating capacity or height of the new stadium. The capacity of the Coliseum was restored to its current 93,607 seats, but the Coliseum Commission was allowed to keep language in the Plan that would allow it to install 200 luxury boxes and convert 20,000 seats in the stadium to premium club seats. Neither of these actions would result in increased capacity nor trips to the stadium because the seating capacity is capped at 93,607 seats. Language was also inserted into the Plan which states that any project within the Coliseum would meet the Secretary of the Interior's Standards for Rehabilitation and eliminates the Historic Fabric Retention Plan which was adopted by the Cultural Heritage Commission in 2006. This Retention Plan is no longer needed because it was developed exclusively for the construction of the new stadium which will no longer occur.

Section 11 Signage:

This section was modified to take into account the new Code Sections of the City's Sign Ordinance. These Sections will have to be modified again if the new sign regulations under study by the Commission modify the Code Sections quoted in the Plan.

Section 11. H. 1 was amended to permit Stadium Identity Signs or Rim Signs to be mounted on the exterior of the stadium structure. This was required because previous Stadium Identity Signs were to be mounted on the roof of the new stadium. Since no new stadium is being built the Stadium Identity Signs were re-named Rim Signs and permitted to be mounted on the top rim structure of the historic structure. This is in compliance with the Secretary of the Interior's Standards because the signs can be removed in the future without a major change to the historic fabric of the structure. The Cultural Heritage Commission reviewed the plans for these signs and had no comment on them at the proposed locations.

Section 11.L. 2 of the Specific Plan was eliminated because it described Entry Monuments Signs which are no longer permitted. There were to be up five of these signs permitted in various parts of Exposition Park and they were permitted to include the new name of the Coliseum and off-site advertising as long as it was less than six feet tall on the sign. The elimination of these signs further reduces the amount of off-site advertising permitted in the Specific Plan. A square footage of removed advertising cannot be described because there was no square footage limit as long as the advertising copy was less than six feet in height.

New Section 1. L. 2 was added to the Specific Plan to describe the Existing Major Site Sign in the Specific Plan. This sign is the major freeway sign on the east side of the Harbor Freeway which announces coming events at the Coliseum and the Sports Arena. The language allows for the replacement of elements of the existing sign so that they may be

upgraded to current standards. Thus, the dot matrix sign that currently exists may be modified or replaced to include electronic message displays which could include both coming events as well as off-site signs. No approvals would be needed from the Department of City Planning for replacing any element of the sign as long as the replacement did not increase height and width dimensions of the existing sign. This is in conformance with existing rules for the replacement of existing signs of the Department.

Section 11. L. 5. was eliminated from the Specific Plan because it described the regulations for a Major Site Sign which are no longer permitted by the Plan.

New Section 11. L. 5 was included in the Specific Plan to describe the regulations for the one Minor Site Sign which is permitted by the Plan. These regulations were proposed by and accepted by the Coliseum Commission and included in the Specific Plan.

Section 11. L. 6. describes the new Site Identity Signs which will be located over the vehicular entrances to the stadium's parking lots. These will be limited to a maximum of two signs and shall only include the new name of the Coliseum. As proposed, no other advertising either on or off-site is permitted on these signs which distinguishes them from the previously described Entry Monument Sign. These limitations were proposed by the Coliseum Commission as a part of their proposed amendments to the Specific Plan.

Old Section 11. L. 8 was eliminated from the Specific Plan because it described regulations for wall signs which would permit them to extend four feet above a roof or parapet. These regulations were written to permit wall signs on the new stadium and are no longer needed as the new stadium will not be built and wall signs would not be permitted on the historic fabric of the Coliseum structure.

Section 11.M. which describes and places off-site signage limitations on the five former sign zones was amended to reduce the total amount of off-site signage permitted in the Specific Plan area and to eliminate the regulations for the Exposition Park Sign Zone. These regulations were all developed by the Coliseum Commission as the maximum amount of signage that they were requesting in the Specific Plan area.

Sections 14 and 15 were eliminated from the Specific Plan because both sections referenced either the stadium which was to be built by the NFL or the agreement between the Coliseum Commission and the NFL which would activate the plan. Because the NFL has abandoned the stadium project, this language is no longer needed and in fact results in the remainder of the Specific Plan being terminated. Because the Coliseum Commission requires some of the original Specific Plan to be in effect in order to operate the Coliseum this language is recommended to be eliminated.

Findings for Termination of an Approved Development Agreement:

Pursuant to Section 65867.5 of the Government Code, the City Council of the City of Los Angeles hereby recommends termination of that certain Development Agreement by and between The Los Angeles Memorial Coliseum Commission and the City of Los Angeles and makes the following findings with regard to the termination of the Development Agreement and its termination by the City.

1. That State Government Code Sections 65864 through 65869.5 authorize municipalities to enter into binding development agreements with the persons having legal or equitable interest in real property for the development of such property.

2. That the City has adopted rules and regulations establishing procedures and requirements for consideration of development agreements under Citywide Development Agreement Procedures (CF 85-2313-S3). In addition, on November 19, 1992, the City Planning Commission adopted new guidelines for the processing of development agreement applications (CPC No. 86-0404 MSC)
3. That the Los Angeles Memorial Coliseum Commission (the applicant) has requested that the City terminate the previously agreed to Development Agreement. The Development Agreement termination process was initiated by the Applicant, and all proceedings have been taken in accordance with the City's adopted procedures.
4. That, pursuant to Section 65867.5 of the Government Code, the City Council of Los Angeles hereby recommends termination of and makes the following findings of fact regarding the previously approved Development Agreement: that the proposed Development Agreement as approved is consistent with the objectives, policies and programs specified in the General Plan, Community Plan, Redevelopment Plan and the proposed Specific Plan. The enhancements and renovation to the Coliseum as originally proposed will strengthen the commercial environment, maintain historically significant elements and preserve recreational facilities in Exposition Park and will thereby promote the major policy objectives of the Community Plans. By attracting more visitors and reinvigorating the area, the Development Agreement will prevent the spread of blight and therefore be consistent with the Redevelopment Plan. The Specific Plan, which is incorporated by reference in the Development Agreement, confirms as permitted uses the Coliseum and related uses, which largely pre-date the zoning code and are deemed to be approved uses. The Development Agreement and Specific Plan provide an overall comprehensive signage plan for the Coliseum and its related use.
5. That the termination of the adopted Development Agreement will not be detrimental to the public health, safety and general welfare. Termination of the Development Agreement will permit the Specific Plan to be modified to reflect current development proposals for the Los Angeles Memorial Coliseum and not the proposals that were memorialized in the approved Development Agreement which are no longer valid because of the abandonment by the National Football League of a proposal to build a new stadium within the existing bowl of the Coliseum.
6. That the termination of the existing Development Agreement will promote the orderly development of renovations to the Coliseum and related structures in accordance with good land use practice. Termination of the Development Agreement permits the Applicant to proceed to renovate the Coliseum by maintaining the Coliseum at its current seating capacity of 93,607 seats, permits the development of up to 200 luxury boxes and 20,000 premium club seats, improvements to operational systems of the facility and physical plant, including audio/video and lighting and other structural and operational modifications to the existing stadium facilities.
7. That the termination of the adopted Development Agreement complies in form and substance with all applicable City and State regulations governing development agreements. The adopted Development Agreement vested the rights to a stadium which is no longer being built and is no longer needed to maintain those rights as the developer of the stadium has declined to exercise their rights to the development of that stadium.

8. That the terminated Development Agreement contains all of the provisions, terms and conditions which, in addition to those required by law, are deemed to be necessary and or desirable in order to implement the City's General Plan.
9. That the termination of the Development Agreement is proposed because the public benefits proposed by the adopted Development Agreement were to be paid for and provided by the National Football League which is no longer the developer of the proposed stadium, is no longer proposing to place a professional football club in the City of Los Angeles and as such is no longer in a position to provide the previously agreed upon public benefits.
10. Based upon the above findings, the recommendation to terminate the Development Agreement action is deemed consistent with public necessity, convenience, general welfare and good zoning practice.

CEQA Findings

A Mitigated Negative Declaration titled "Coliseum District Specific Plan Modification" was prepared for the proposed project. It was adopted by the Los Angeles Memorial Coliseum Commission, the lead agency, in January of 2009 and its comment period ended 30 days later with no public comments. Thus, the environmental review process has been completed by the lead agency. The Los Angeles City Planning Commission finds that the previously adopted Mitigated Negative Declaration is acceptable for its use in adopting the proposed changes to the Coliseum District Specific Plan because there have been no substantive or other changes to the environmental analysis that have occurred since the Mitigated Negative Declaration was adopted nor have there been any substantive changes to the proposed project as described by the Mitigated Negative Declaration.

PUBLIC HEARING AND COMMUNICATIONS

The Public Hearing on the proposed case will be held before the City Planning Commission at its meeting of March 12, 2009. No public comment letters have been received prior to the public hearing and there was only one phone call of support received on the project. There were no comments in opposition to the project received prior to the public hearing.