

Third Addendum to the Los Angeles Memorial Coliseum Renovation Project EIR

A. Background and Introduction

This document is the Third Addendum to the the Environmental Impact Report (EIR) prepared for the Los Angeles Memorial Coliseum Renovation Project (State Clearinghouse No. 1990011065). The original EIR was certified by the Los Angeles Memorial Coliseum Commission (LAMCC) in December 2003 and the Second Addendum was approved by the LAMCC on July 28, 2016.¹ This Addendum specifically addresses modification to the location of the video boards evaluated as part of the Second Addendum.

The Second Addendum addressed proposed modifications to the Los Angeles Memorial Coliseum Project. Such changes included a reduction in the number of luxury suites, a reduction in the size of the press box, a reduction in concession-related facilities, and a reduction in ancillary structures. The Second Addendum also addressed the addition of 24 outdoor loge boxes and 1,065 outdoor club seats as well as relocated video boards and other infrastructure improvements. The Project as evaluated in the Second Addendum is hereinafter referred to as the Approved Project.

On July 28, 2016, the LAMCC specifically determined that the proposed modifications to the original renovation project would be consistent with the Certified EIR based on evidence in the Second Addendum and the record and that none of the events requiring preparation of a Subsequent or Supplemental EIR under Public Resources Code Section 21166 or CEQA Guidelines section 15162 occurred. Specifically, the Second Addendum demonstrated that the modifications to the original renovation project proposed by USC would not result in any new significant impacts compared to those evaluated and

¹ *Following certification of the EIR, several modifications were proposed for the Los Angeles Memorial Coliseum Renovation Project that were addressed in the First Addendum to the Los Angeles Memorial Coliseum Renovation Project EIR. The First Addendum was approved by the LAMCC (as Lead Agency) on May 2, 2006, and subsequently relied upon and approved by the City Planning Commission (as a responsible agency) in conjunction with the approval of the modified Los Angeles Memorial Coliseum Renovation Project, Coliseum District Specific Plan Overlay, and Development Agreement between the City of Los Angeles and the LAMCC on May 16, 2006. A Mitigated Negative Declaration (MND) addressing further amendments to the Coliseum District Specific Plan with a focus on changes to signage was also adopted by the LAMCC and determined adequate by the City of Los Angeles in 2009.*

disclosed in the Certified EIR, or substantially increase the severity of previously identified significant impacts.

B. Proposed Effect of Video Board and Game Clock Modifications

As shown in the graphic materials provided in Attachments A and B, as with the renovation project as described in the Second Addendum, under the current proposal the video boards that are currently located on top of the Peristyle would be removed and replaced with video boards that would be integrated with the seating bowl. The center Peristyle game clock would also be replaced by a modern smaller integrated game clock. However, USC proposes to move the location of the two added video boards a relatively small distance higher up the bowl, outward from the field, nearer the rim wall, in order to meet the minimum acceptable lines of sight from general seating.

With regard to the potential impacts associated with this modification, the only three environmental topics that would be affected would be related to historic impacts associated with impacts to the historic Coliseum, potential aesthetic and lighting impacts, and potential land use impacts associated with consistency with signage regulations.

As set forth in the technical memorandum prepared by Historic Resources Group in November, 2016 and included as Attachment C, the proposed new location of the video boards would be environmentally superior to the previous location set forth in the Second Addendum. In particular, the new location of the video boards would preserve a greater percentage of the interior bowl, and would not require exterior structural support or a third set of columns to carry the load, thereby preserving more of the historic character and visibility of the board formed concrete exterior. In addition, as with the design in the Second Addendum, the height of the new video boards would remain shorter than the west end zone video board and existing Peristyle boards that would be removed. Also similar to the design in the Second Addendum, improvement to the visual character of the Peristyle would also continue as the existing video boards atop the Peristyle would be removed. As the Peristyle game clock would replace the existing game clock in the same location, it would not have a greater impact to visual character. Overall, the modified location of the video boards and the replacement game clock would result in less impact to the historic fabric of the Coliseum as the previous design would have removed more benches and would have resulted in a relatively greater impact on the material and visual character of the bowl from the exterior and interior.

With regard to aesthetics, as shown by the attached graphics, while the video boards would be slightly higher than the locations evaluated in the Second Addendum, the proposed location of the video boards would continue to be less visually intrusive than the

existing location on top of the Peristyle. In addition, the top of the video boards would be approximately 97 feet in height, which would be shorter the 104-foot height of the existing video boards above the Peristyle.

With regard to lighting, the video boards and Peristyle game clock would continue to be oriented with the seating bowl resulting in no additional light spill from the previously proposed locations under the Second Addendum. The proposed video boards and game clock would also use LED technology in lieu of the incandescent lamps of the existing boards. The existing lamps send light in all directions, while the new LED lights would focus light forward to their target, which in this case would be into the seating bowl. Furthermore, within the proposed video boards and game clock, each light source (pixel) would be much smaller, but also much more numerous, improving the resolution of the images presented. The total light output of the video board would remain the same. However, the new technology reduces glare. In addition, unlike the existing video boards, the new LED boards would also have the ability to be dimmed during nighttime conditions.

With regard to consistency with land use regulations, signage in and around the Coliseum is regulated by the Coliseum and Soccer Stadium Sign District, Ordinance No. 184290 (the Sign District). Section 4 of the Sign District defines an Interior Sign as:

“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 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”

The proposed relocated video boards and Peristyle game clock would be located in the seating areas of the Coliseum and are intended to be viewed primarily from the general, club and premium seats within the Coliseum. Therefore, they are considered to be Interior Signs.

Section 8.D of the Specific Plan provides:

“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.

Similarly, Section 9.M of the Sign District provides:

“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 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.”

Consistent with Section 9.M, the Applicant will submit an Interior Sign plan for the relocated video boards and Peristyle game clock for the Director’s review and approval. Such review will ensure compliance with the Sign District’s provisions. Therefore, the proposed video boards and game clock will be consistent with the Sign District.

Based on the above, the proposed changes to the Approved Project to modify the location of the video boards would not result in any new significant impacts or a substantial increase in the severity of any impact already identified in the Certified EIR and Addenda. Thus, none of the conditions in Public Resources Section 21166 or Section 15162 of the CEQA Guidelines have occurred.

Attachments

Attachment A

Existing and Proposed Video Board Graphics

EXISTING SCOREBOARDS TO BE REMOVED





12:36		CAL	
USC	PERIOD	2	20
24	0	2	10
40	2	3	10

11 12 1
10 2
9 3
8 4
7 5
6
5

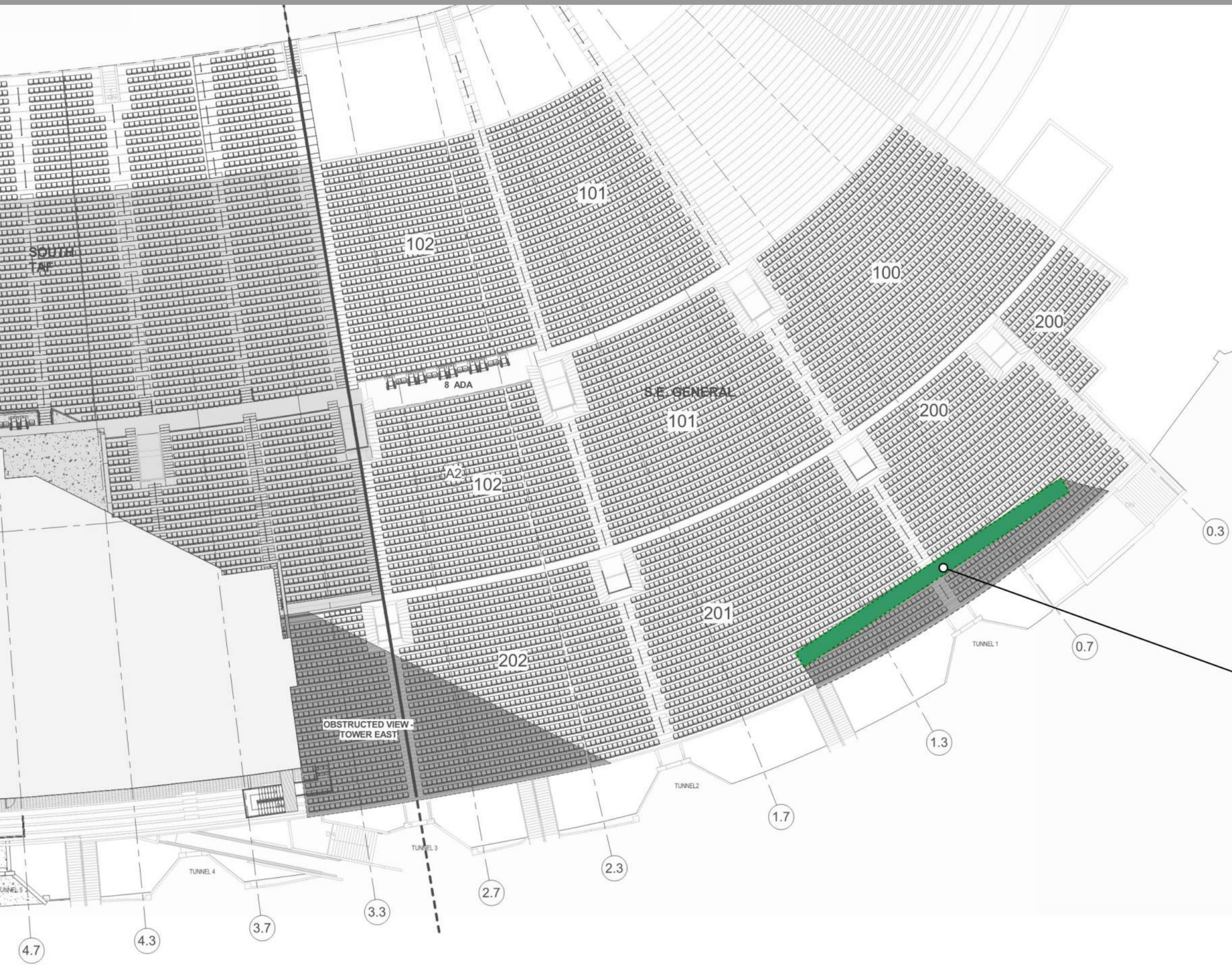
JULIA & GEORGE
ARGYROS PLAZA

60 70 80
50 90
40 100

JULIA & GEORGE
ARGYROS PLAZA

PROPOSED SCOREBOARD

This option is mirrored in the NE corner of the Coliseum as well.



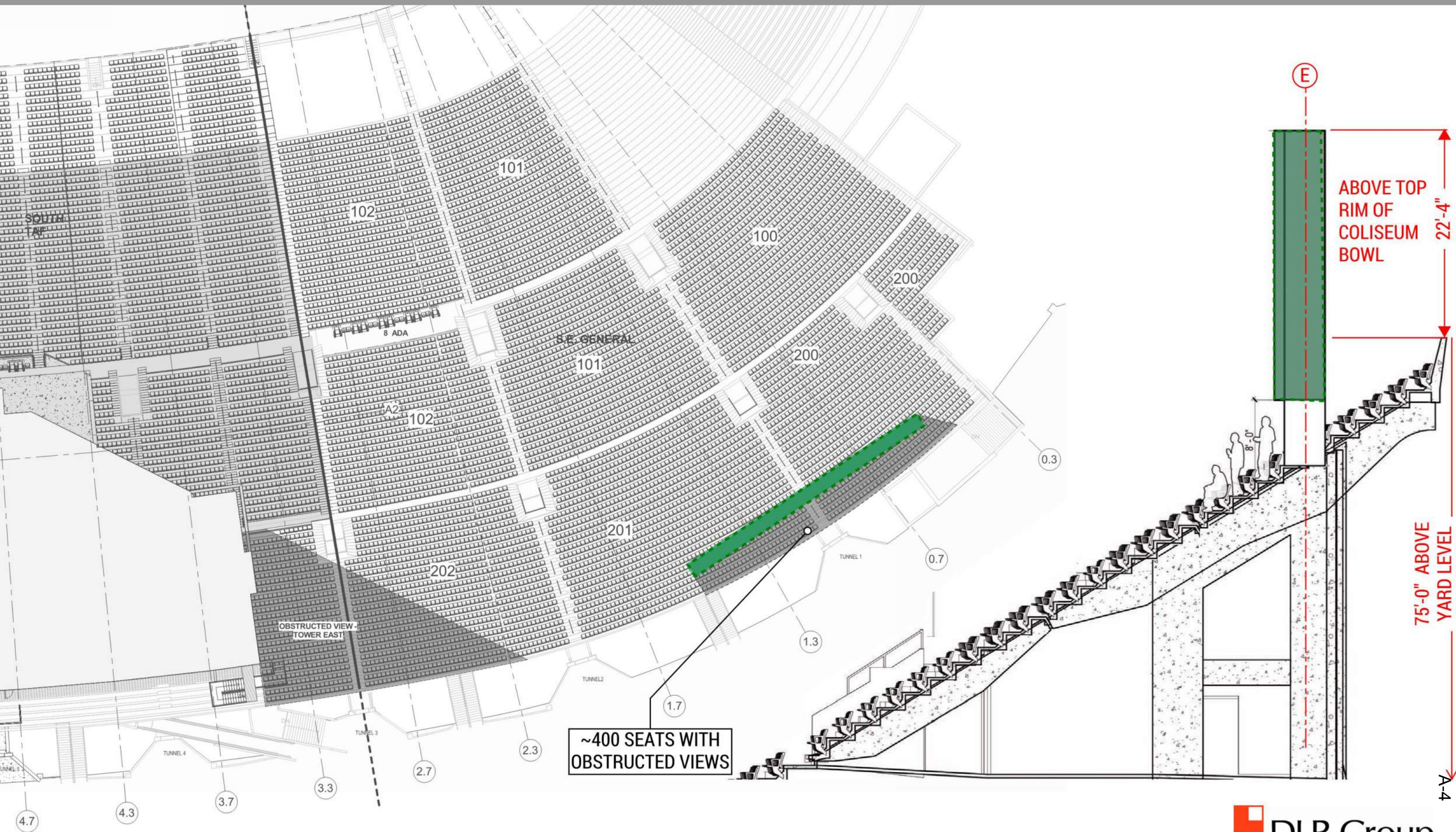
SCOREBOARD
Supported by existing bowl
columns along grid E.



NORTH

SECTION OF PROPOSED SCOREBOARD

Support columns rest on existing bowl columns along grid E.



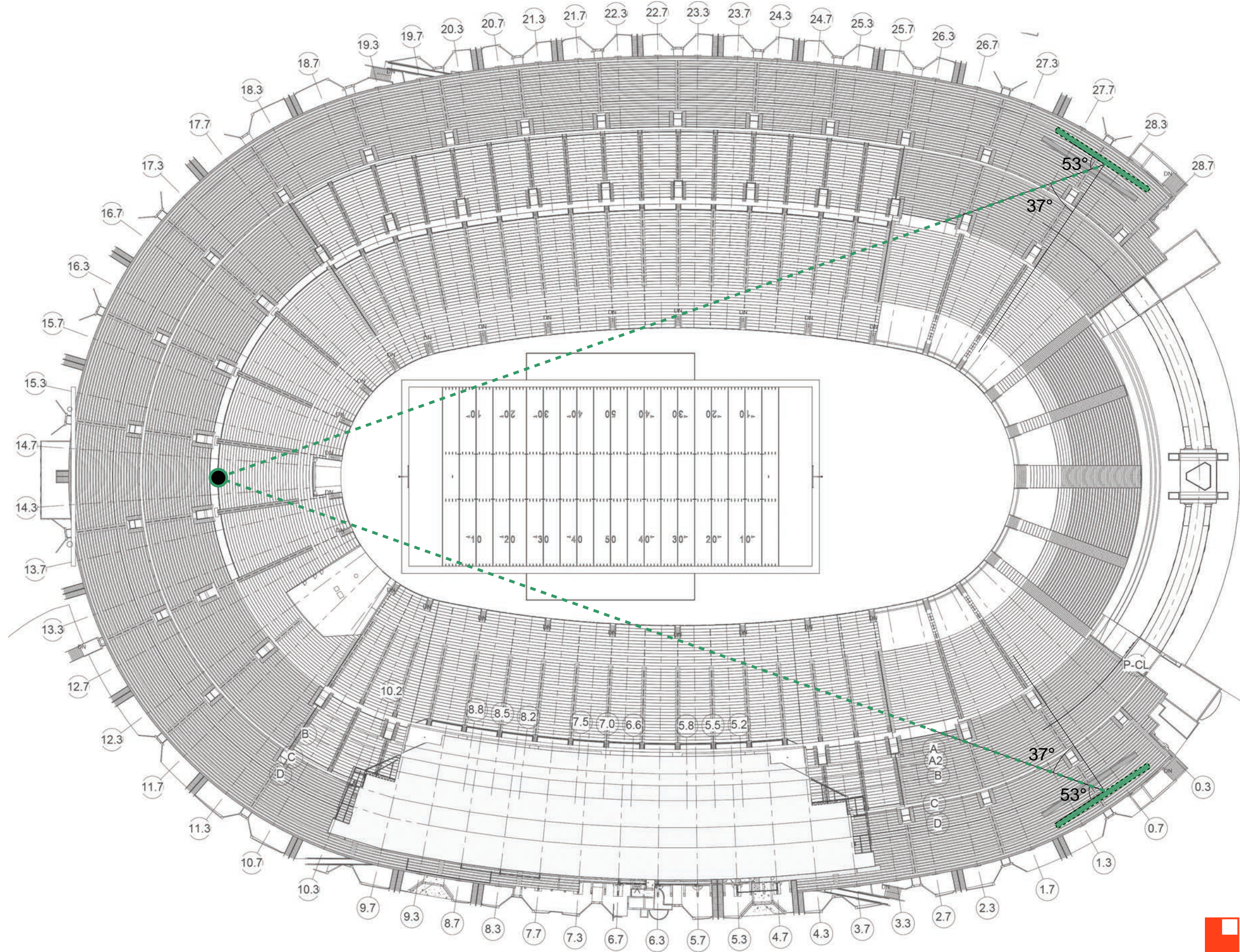
~400 SEATS WITH
OBSTRUCTED VIEWS

ABOVE TOP
RIM OF
COLISEUM
BOWL

75'-0" ABOVE
YARD LEVEL

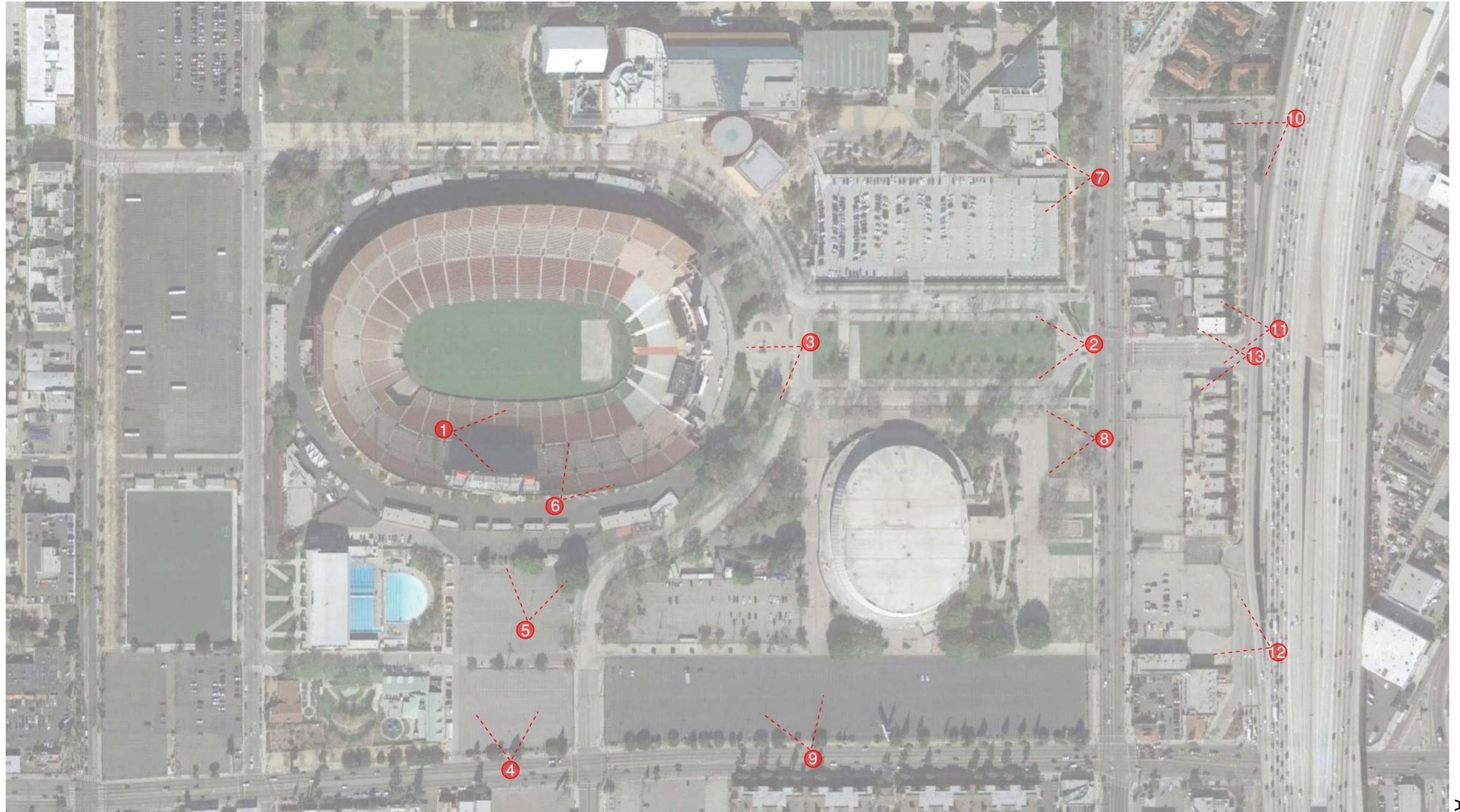
VIEWING ANGLES WITH PROPOSED SCOREBOARD

Viewing angle is within recommended criteria.



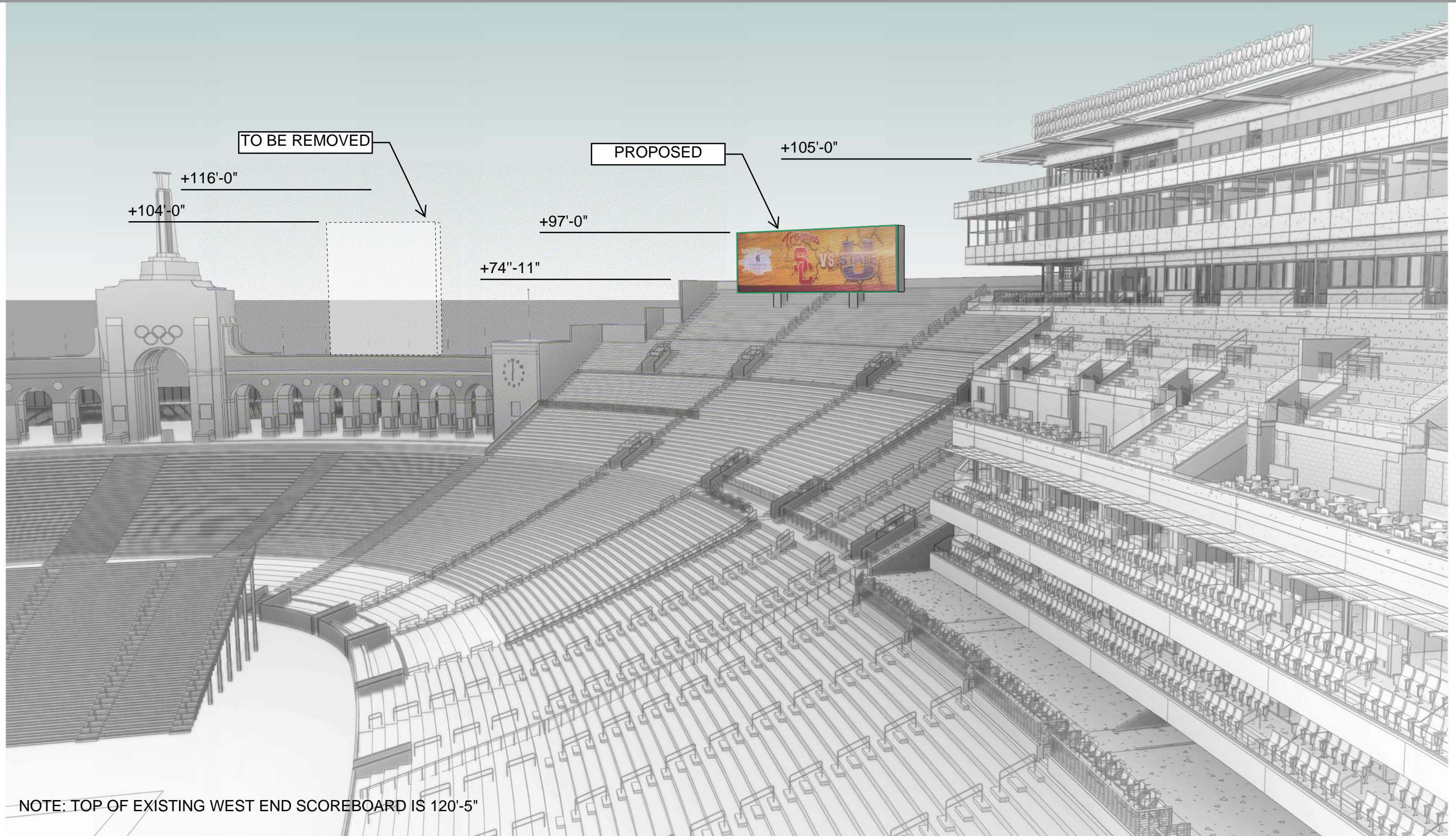
PROPOSED SCOREBOARD - VIEW LOCTION MAP

Perspective view locations



PROPOSED SCOREBOARD

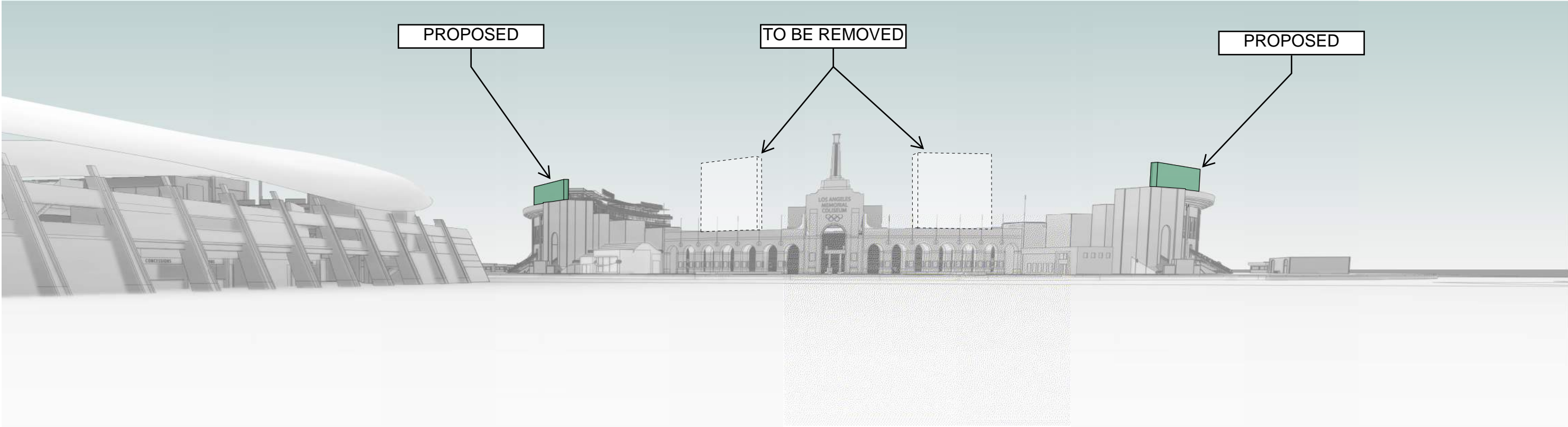
1) View within Coliseum bowl



NOTE: TOP OF EXISTING WEST END SCOREBOARD IS 120'-5"

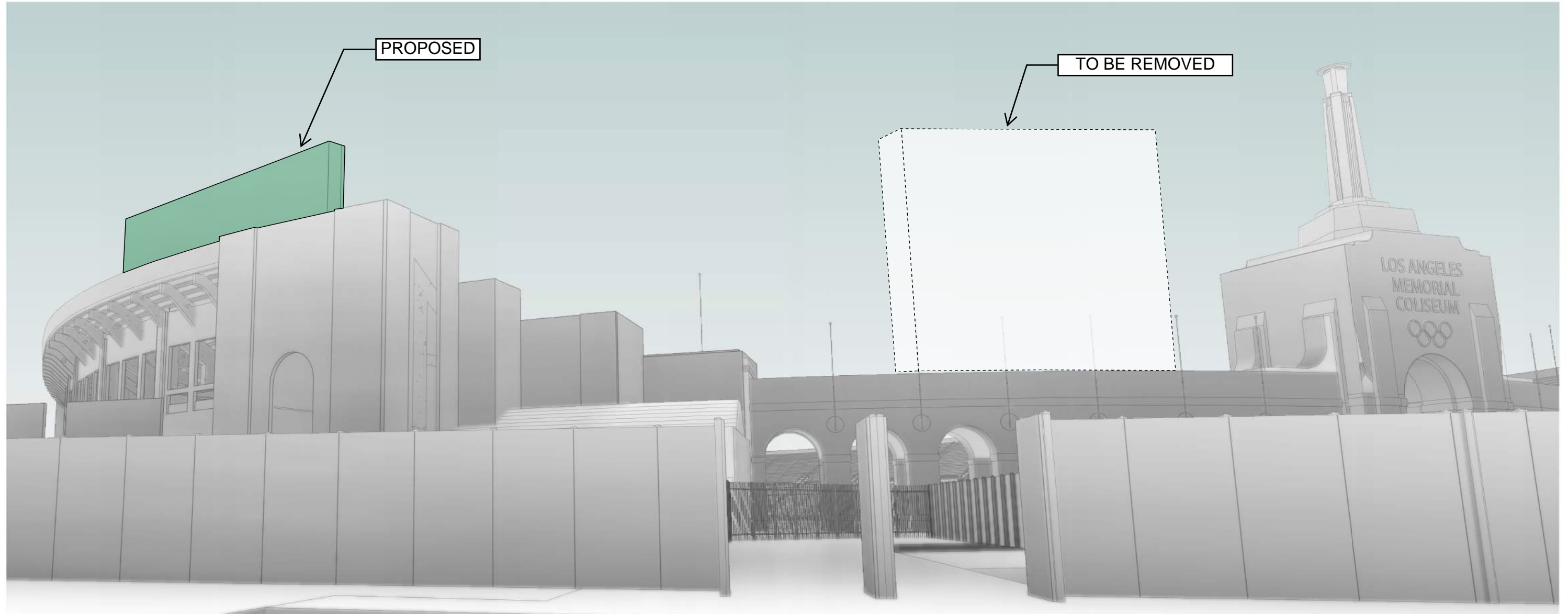
PROPOSED SCOREBOARD

2) View from Figueroa St.



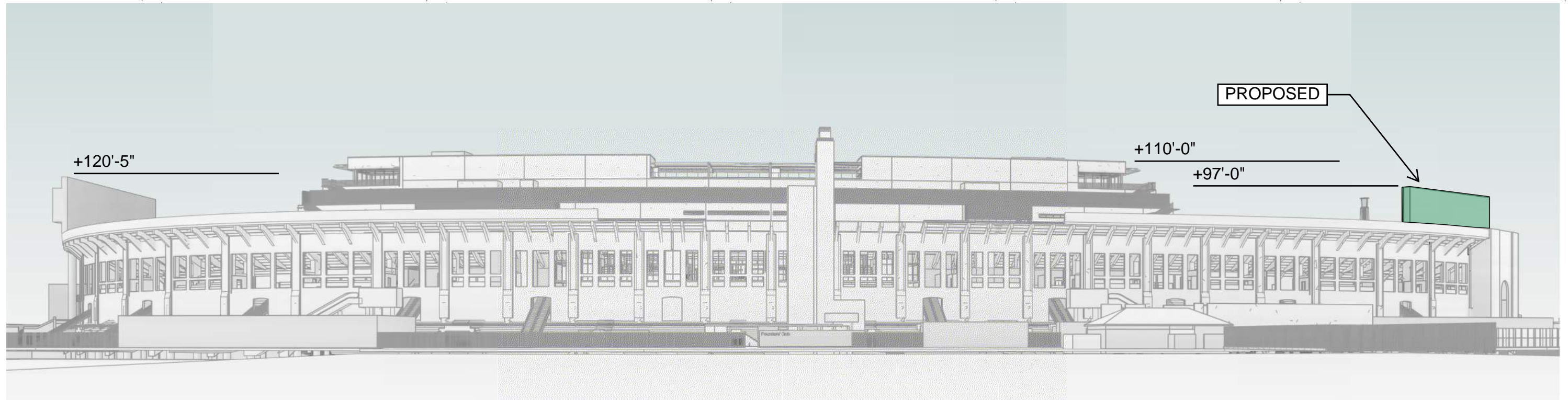
PROPOSED SCOREBOARD

3) View from the west plaza



PROPOSED SCOREBOARD

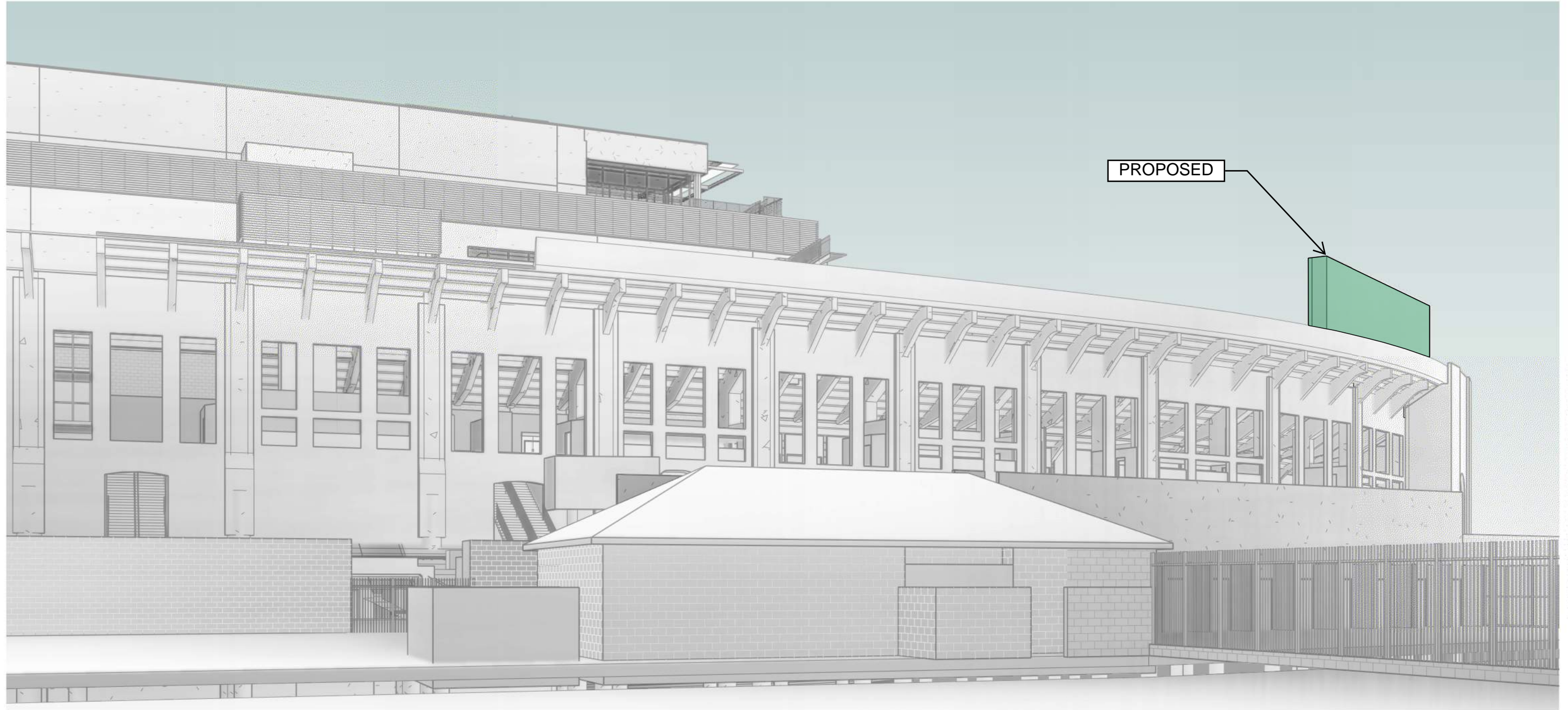
4) View from Martin Luther King blvd.



A-10

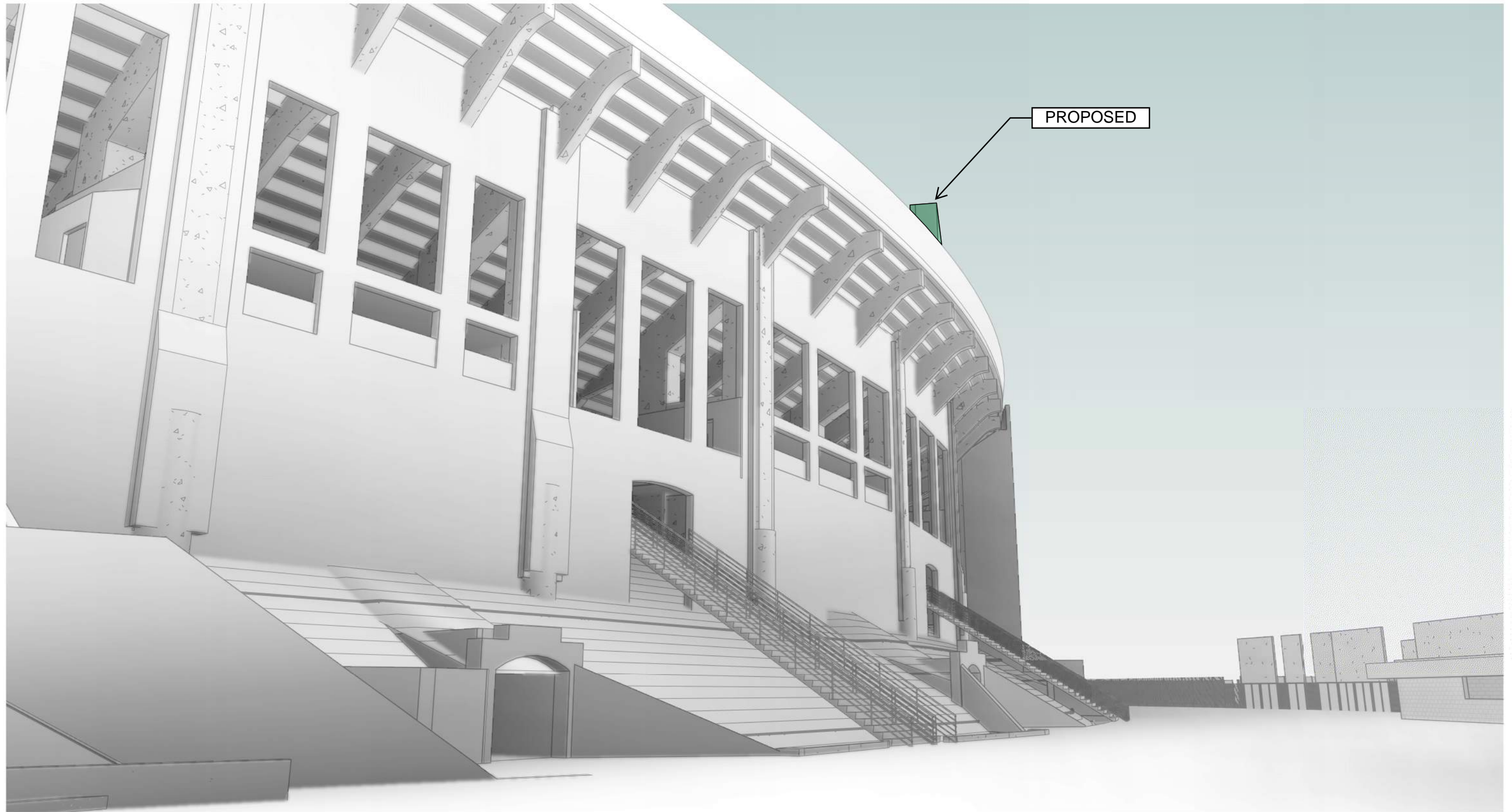
PROPOSED SCOREBOARD

5) View from the south parking lot



PROPOSED SCOREBOARD

6) View from the yard along the south side of the Coliseum



PROPOSED SCOREBOARD

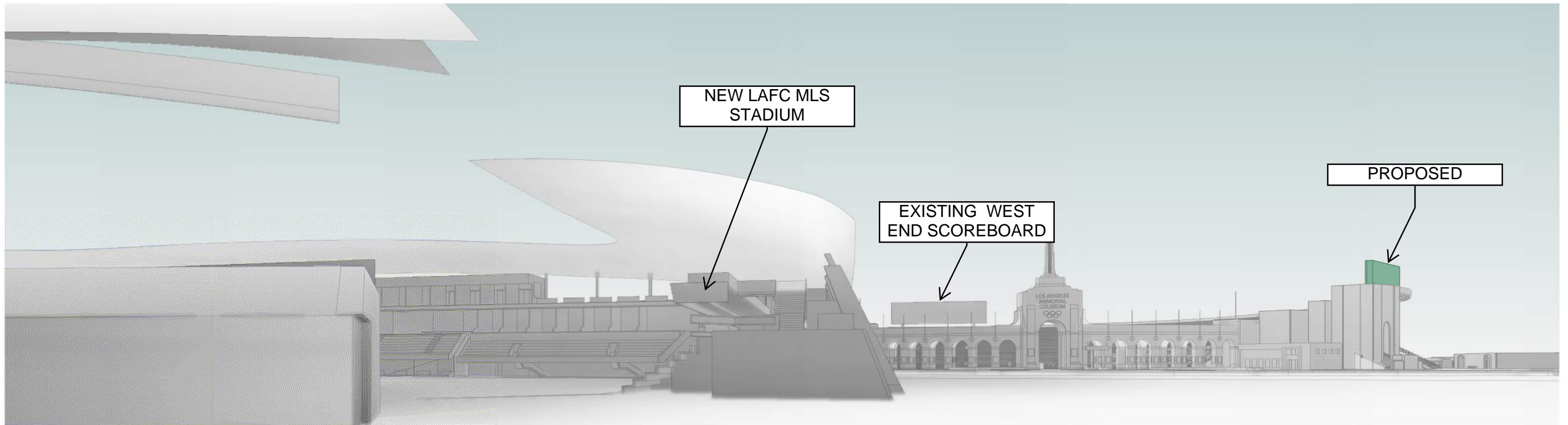
7) View from Figueroa St. NE of Christmas Tree Lane.



PROPOSED SCOREBOARD

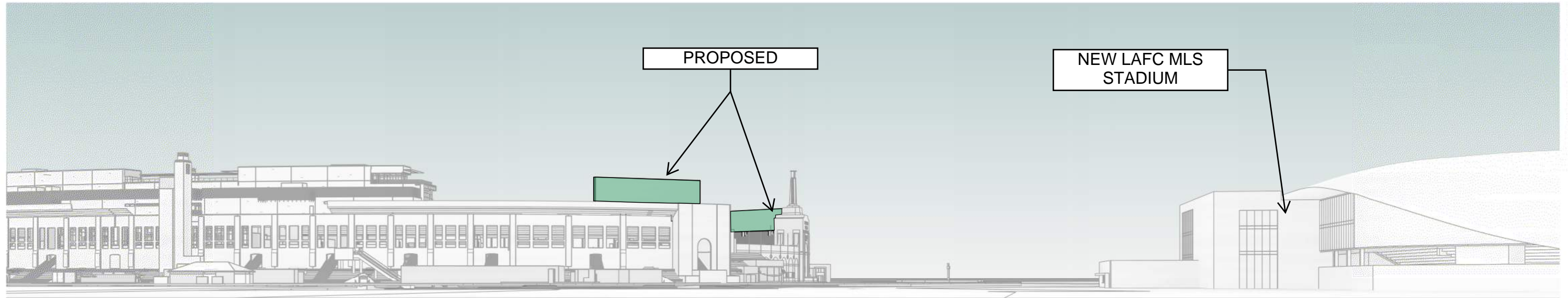
8) View from Figueroa St. SE of Christmas Tree Lane.

This view is shown only to reference the impact of the new soccer stadium as you move south on Figueroa. There is literally no camera view of the Coliseum from here due to existing trees and fencing.



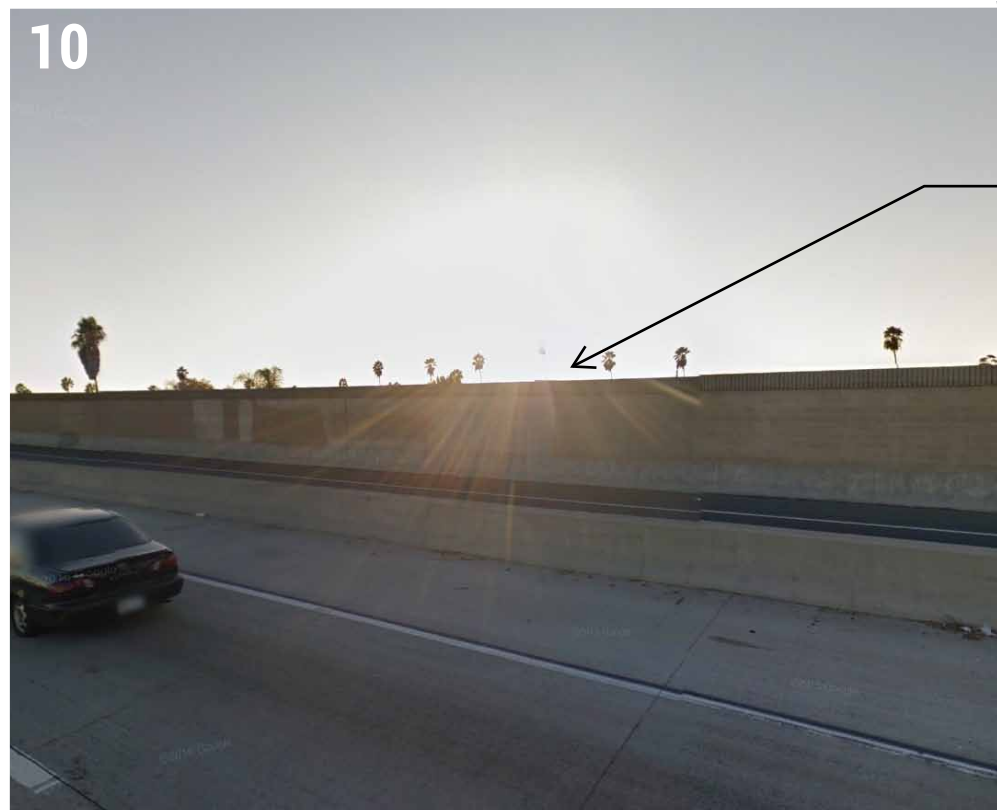
PROPOSED SCOREBOARD

9) View from the yard along the south side of the Coliseum

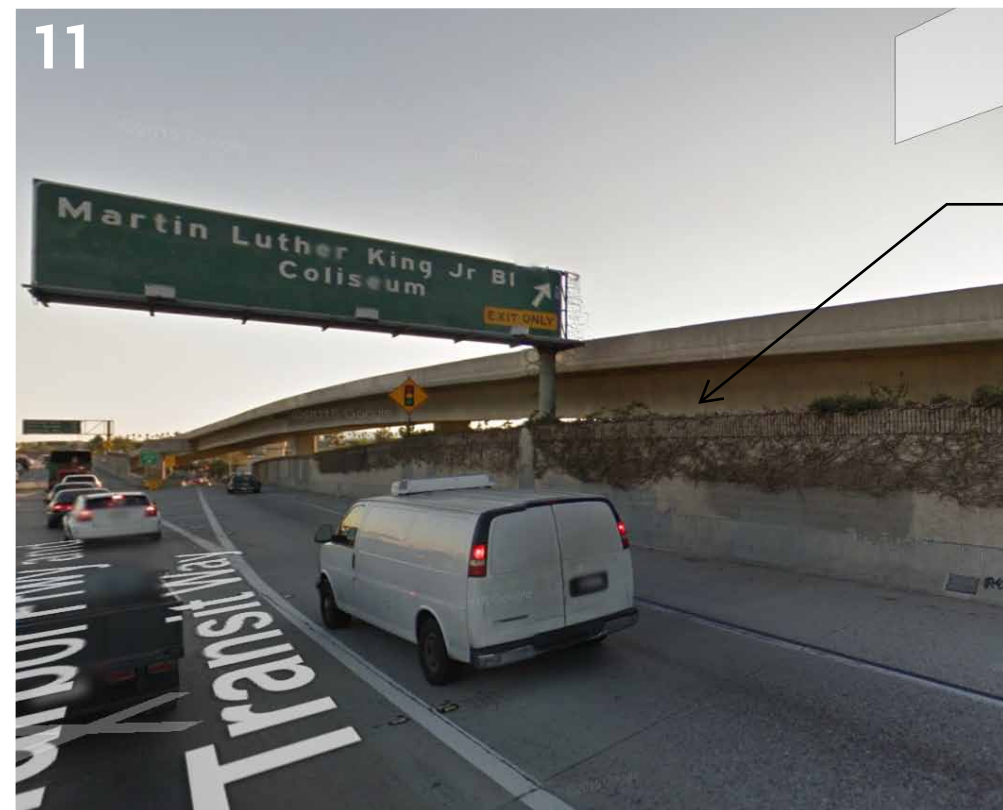


PROPOSED SCOREBOARD - HIGHWAY 110 -VIEW

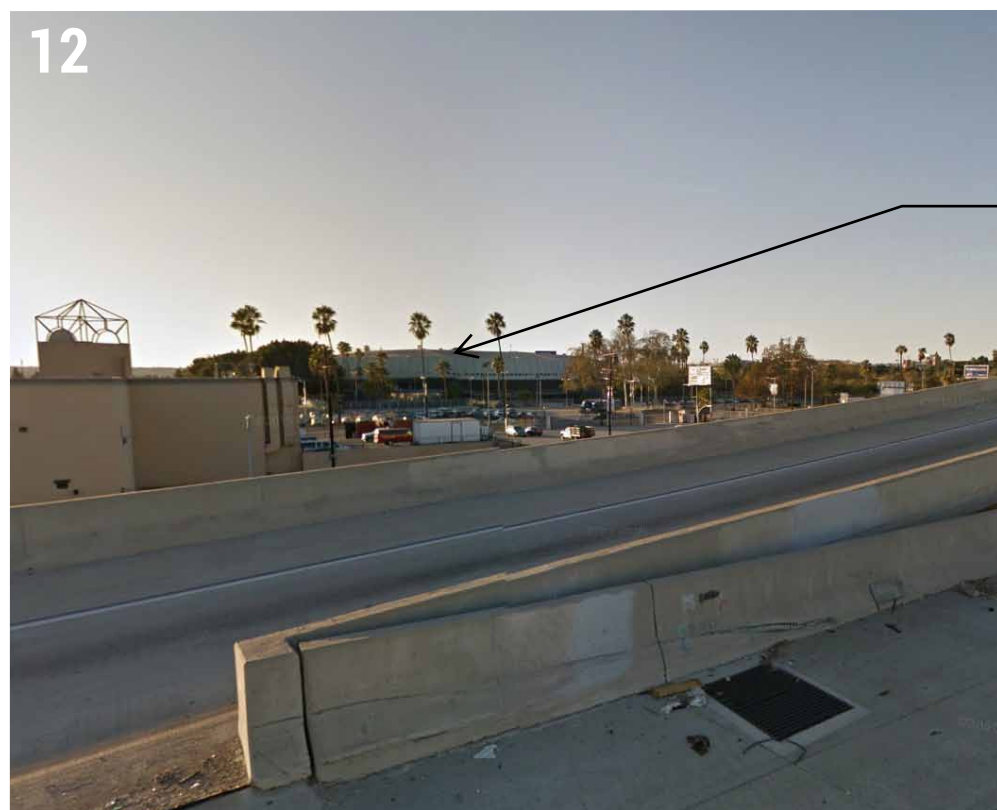
Views along the highway towards the Coliseum are mostly obstructed except for the hwy on-ramp from Exposition Blvd.



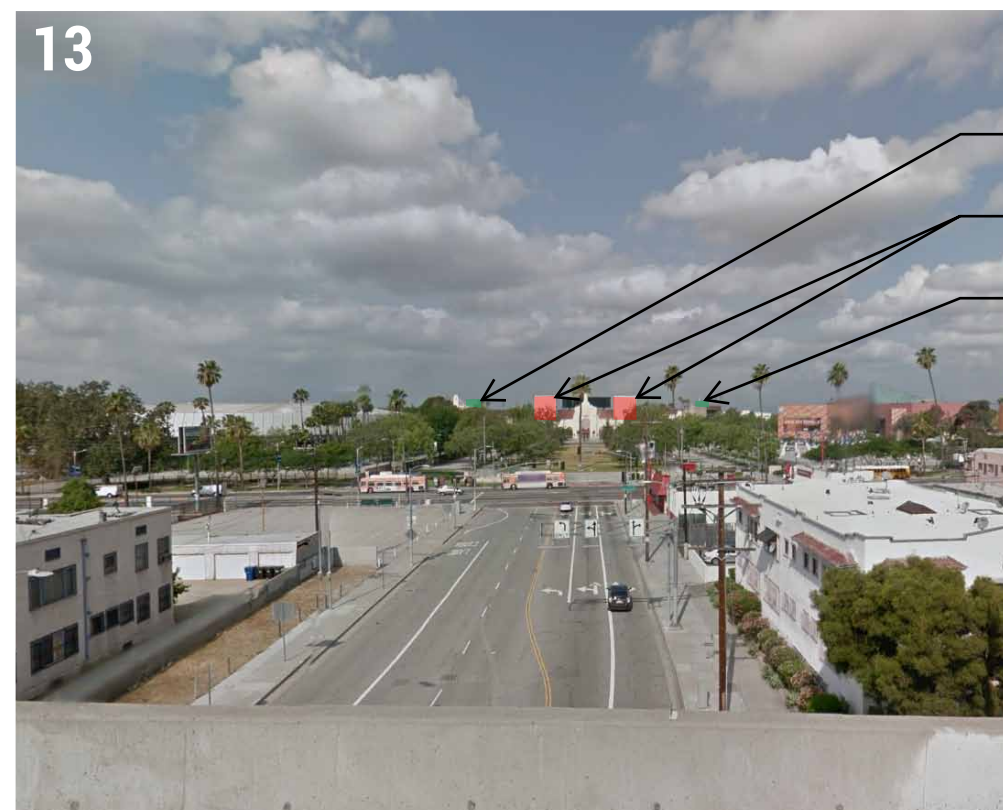
OBSTRUCTED
VIEW OF
COLISEUM
STADIUM



OBSTRUCTED
VIEW OF
COLISEUM
STADIUM



OBSTRUCTED
VIEW OF
COLISEUM
STADIUM BY
FORMER
SPORTS ARENA



PROPOSED
TO BE REMOVED
PROPOSED

Attachment B

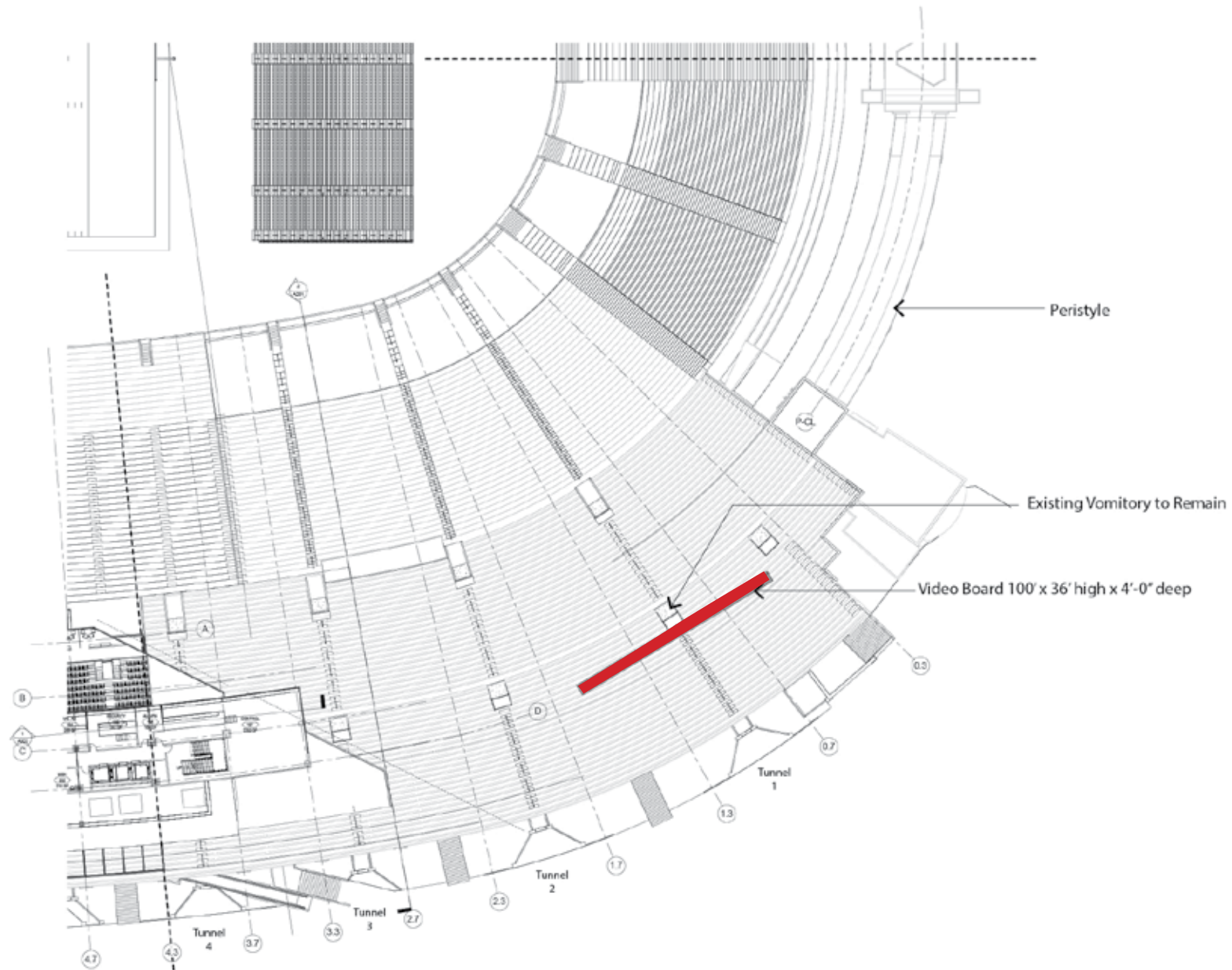
Previously Approved Video Board Graphics



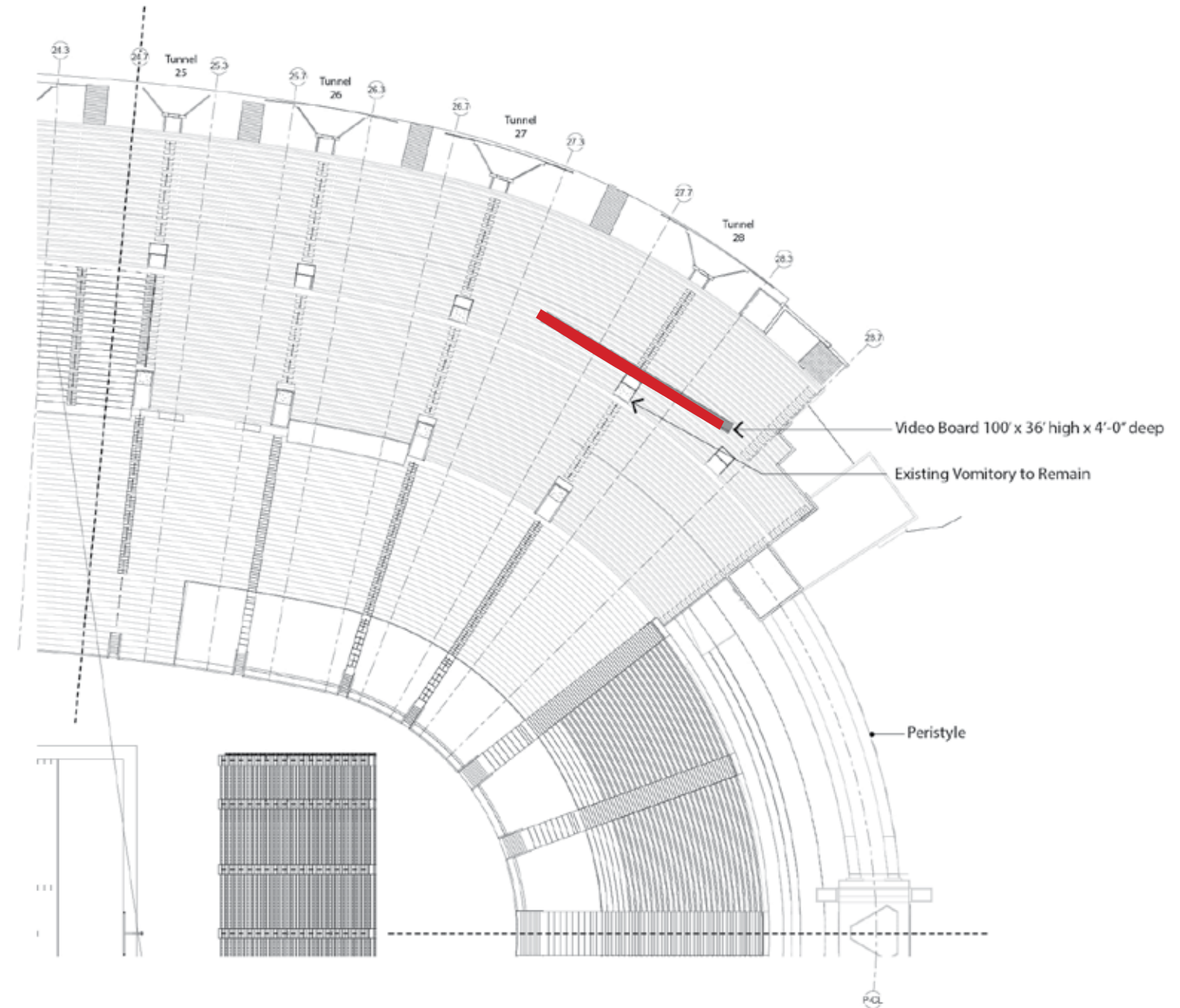
South Tower, View looking Southeast
Seats have been added in the areas adjacent to the addition.



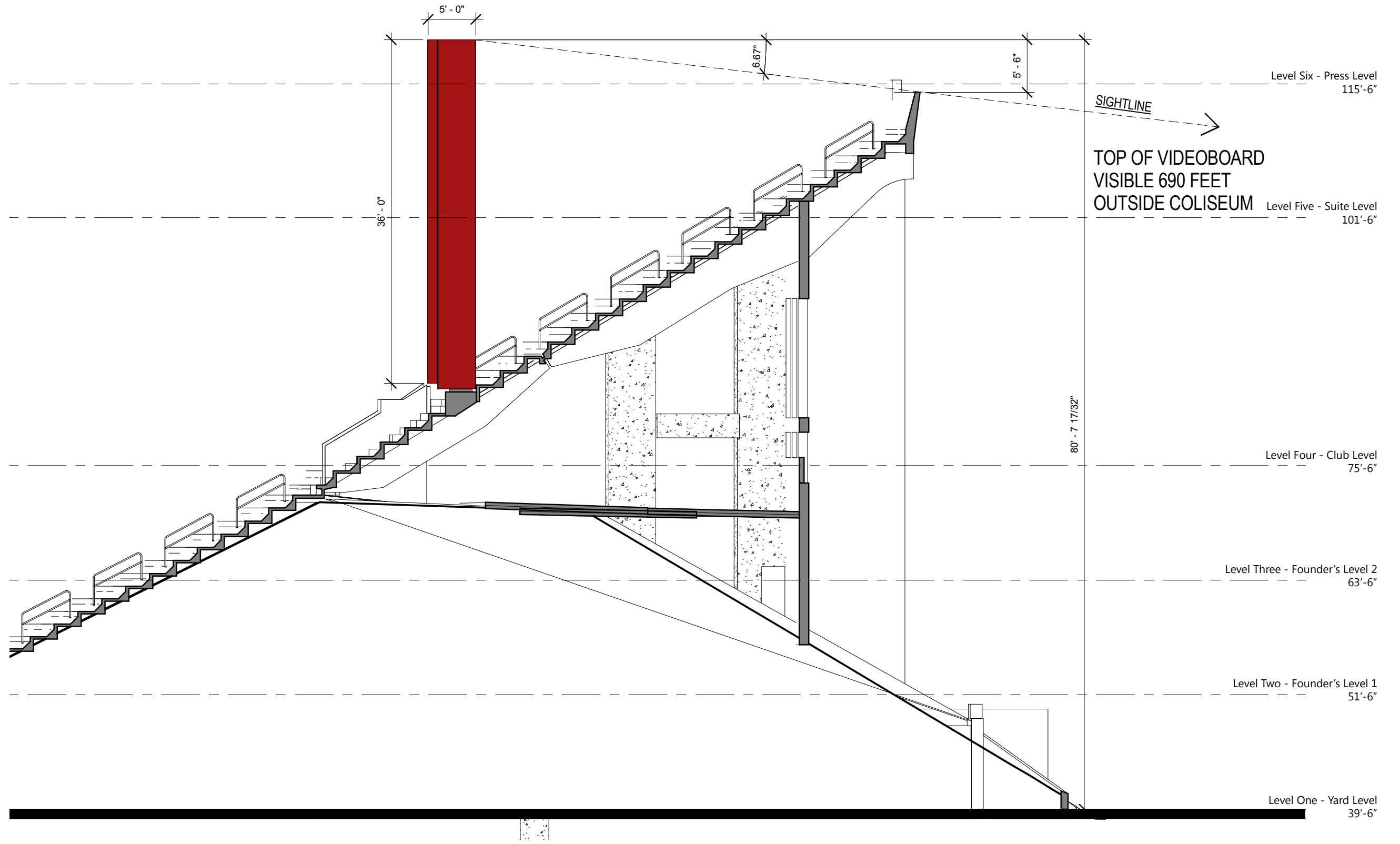
Proposed Bowl Showing Added Aisles and 33" Seating Tread



Southeast Video Board



Northeast Video Board



Section At Video Board

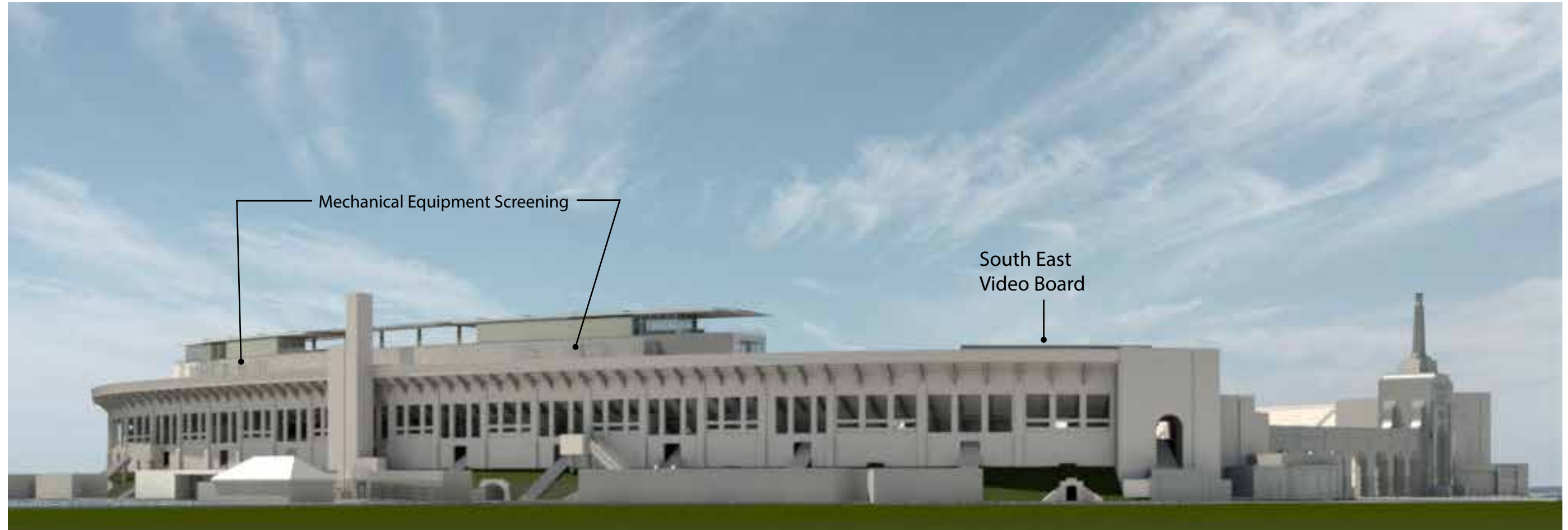


View #1
View from the north side of the Coliseum

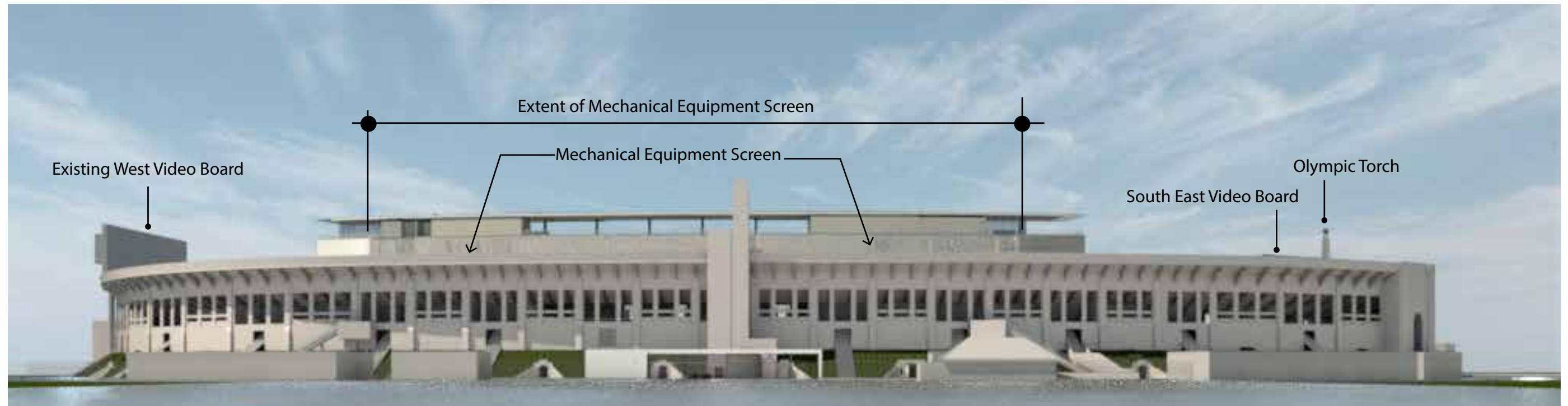


View #2

View from the North East of the Coliseum looking South West



View #3
View from the Southeast of the Coliseum



View #4

View from the South of the Coliseum looking North



View #5
View from the East

Attachment C

Historic Technical Memorandum

MEMO

**Los Angeles Memorial Coliseum
Potential Impacts of Approved vs. Modified
Project on Character-Defining Features
Review of Additional Modifications
Third Addendum, November 23, 2016**

HISTORIC RESOURCES GROUP

12 S. Fair Oaks Avenue, Suite 200, Pasadena, CA 91105-1915
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CHARCATER-DEFINING FEATURES INVENTORY

Feature or Space	Significant Dates	Character -Defining	Notes	Impact: Approved Project: (Second Addendum)	Impact: Modified Project (Third Addendum)
Seating (wood benches)	1930-31 1966	Yes	Parkinson & Parkinson, architects Existing wood benches on metal supports at upper tiers of east end of stadium are from 1930-31, the seats were covered with fiberglass in 1966	Parts of one row of benches at the northeast and southeast third tier of seating bowl will be removed in order to add structural columns to support two new video boards that replace the video boards that will be removed from the peristyle. There is an impact on two original wood bench rows. There is less of an impact than the Approved Project (analyzed in the EIR) as the Approved Project would remove all of the benches.	The project design feature is revised as of this report, dated November 23, 2016, by moving the location of the two added video boards a relatively small distance higher up the bowl, outward from the field, nearer the rim wall, in order to meet the minimum acceptable lines of site from general seating. More of the back side of the two boards is visible from sight lines at the concourse and nearby the concourse from certain points of view. This alternative preserves a greater percentage of the interior bowl, does not require exterior structural support or a third set of columns to carry the load, thereby preserving more of the character

MEMO

Los Angeles Memorial Coliseum Potential Impacts of Approved vs. Modified Project on Character- Defining Features Review of Additional Modifications Third Addendum, November 23, 2016

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Feature or Space	Significant Dates	Character -Defining	Notes	Impact: Approved Project: (Second Addendum)	Impact: Modified Project (Third Addendum)
					<p>and visibility of the board formed concrete exterior, and the height of the new video boards remain less tall than the west end zone video board and existing Peristyle boards that will be removed. There remains a substantial visual character improvement at the Peristyle.</p> <p>There is less impact than the Approved Project, as the Approved Project (analyzed in the Second Addendum) would remove all benches and have a greater impact on the material and visual character of the bowl from the exterior and interior.</p>

MEMO

Los Angeles Memorial Coliseum Potential Impacts of Approved vs. Modified Project on Character- Defining Features Review of Additional Modifications Third Addendum, November 23, 2016

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