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CITY ATTORNEY

REPORT NO. R 19-0137
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REPORT RE:

**DRAFT ORDINANCES AMENDING THE LOS ANGELES COLISEUM
SPECIFIC PLAN AND THE COLISEUM AND SOCCER STADIUM SIGNAGE
SUPPLEMENTAL USE DISTRICT**

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Council File No. 15-1541-S4
CPC File No. 2018-5152-SN-SP

Honorable Members:

This Office has prepared and now transmits for your consideration the enclosed draft ordinances, approved as to form and legality, which would amend and restate the Los Angeles Coliseum District Specific Plan and amend and restate the Coliseum and Soccer Stadium Signage Supplemental Use District.

Amendment of Los Angeles Coliseum District Specific Plan

The Los Angeles Coliseum District Specific Plan was initially adopted on May 19, 2006, and thereafter amended a number of times, the most recent of which was in 2017 (Specific Plan). The Specific Plan provides a set of land use regulations for an area in Exposition Park encompassing the Los Angeles Memorial Coliseum, the Soccer Stadium, the future site of the Lucas Museum, and adjacent surface parking lots and open space areas, as well as a non-contiguous site adjacent to the 110 (Harbor)

Freeway containing the existing Coliseum freeway sign (Specific Plan Area). The Specific Plan is comprised of six zones: the Primary Stadium Zone; the Soccer Stadium Zone; the Secondary Stadium Zone; the South Parking Lot Zone; the Museum Zone; and the Freeway Zone. The following Exposition Park facilities are not within the Specific Plan Area and therefore are not subject to the Specific Plan's regulations: 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.

The draft Specific Plan ordinance would amend the Specific Plan Area to include two additional non-contiguous parcels adjacent to the 110 (Harbor) Freeway containing freeway signs for the Soccer Stadium: 1320 W. 12th Place and 3912 S. Grand Avenue. The draft ordinance would also modify the Specific Plan's Freeway Zone, which currently applies only to the site containing the Coliseum's existing freeway sign, to include these two additional sites. The extension of the Freeway Zone would allow the development and regulation of two freeway signs for the Soccer Stadium, which would be further regulated by the Coliseum and Soccer Stadium Sign District.

As with all specific plans, the land use regulations in the Specific Plan vary from the City-wide Zoning Code in order to facilitate the particular development and uses proposed for the Specific Plan Area.

The Specific Plan requires an administrative clearance from the Director of Planning for development projects in the Specific Plan Area. As an alternative to an administrative clearance, an applicant may request a project permit clearance from the South Los Angeles Area Planning Commission under the procedures set forth in LAMC section 11.5.7.

Amendment of the Coliseum and Soccer Stadium Signage Supplemental Use District

The Coliseum and Soccer Stadium Sign District was initially adopted on May 6, 2016. The Sign District provides the signage regulations for the Specific Plan Area.

The draft ordinance amending the Sign District provides the signage regulations for freeway signs on two sites that are non-contiguous with the Specific Plan Area where signs would be visible from freeway off-ramps that would be used to access the Soccer Stadium. The amendment is consistent with the Sign District, which recognizes that up to three additional locations for freeway signs could be added to the Sign District at a future date. The freeway signs would include both static and digital components and would be located adjacent to the 110 (Harbor) Freeway with one freeway sign located at 1320 W. 12th Place and the other freeway sign located at 3912 S. Grand Avenue.

For the Soccer Stadium, the Sign District allows approximately 44,500 square feet of signage, including up to approximately 18,300 square feet of digital signage. The freeway signs would not increase the square footage of signage that has already been approved for the Soccer Stadium. Instead, as part of the amendment to the Sign District, the amount of signage allowed on the stadium site would be reduced by approximately 9,284 square feet of digital signage and approximately 6,520 square feet of static signage. This square footage would be reallocated to the freeway sign sites.

More details of the draft ordinances are provided in the staff report prepared by the Department of City Planning.

Charter Findings

Pursuant to Charter Section 559, the Planning Commission approved the draft ordinances and recommended that the City Council adopt them. If the City Council chooses to adopt these ordinances, it may comply with the provisions of Charter Section 558 by either adopting the findings prepared by the Director of Planning attached to the file or by making its own findings.

CEQA Findings

This Office recommends that if you adopt the draft ordinances, you do so based on your consideration of the environmental effects of the project shown in the Los Angeles Memorial Sports Arena Redevelopment Project Environmental Impact Report (SCH No. 2010041059)(EIR) and the Addenda to the Los Angeles Memorial Sports Arena Redevelopment project Environmental Impact Report, ENV-2015-2497-EIR, SCH No. 2010041059 (Addenda). The EIR was certified by the Los Angeles Memorial Coliseum Commission on February 2, 2011. A first Addendum was approved by the Los Angeles Memorial Coliseum Commission on September 17, 2015. A second and third Addenda were prepared that do not include an analysis of impacts associated with signage. The fourth Addendum was prepared to analyze the development and operation of the freeway signs. The City, acting as lead agency for the freeway sign project, released the fourth Addendum on October 4, 2018, which was updated on April 5, 2019.

Under the California Environmental Quality Act (CEQA), the City Council may approve a project with an addendum when the City Council does both of the following: (1) reviews the previously prepared EIR along and the addendum; and (2) finds, in its independent judgment, that based on the entire administrative record there are no substantial changes to the project or to the circumstances under which the project will be undertaken, and no new information that was not available at the time the EIR was certified, that would require major revisions to the EIR. Under CEQA Guideline Section 15162, major revisions to the EIR would be required when the changed project,

changed circumstances or new information would result in a new significant effect not identified in the EIR or a substantial increase in the severity of a significant effect previously identified in the EIR.

The findings prepared by the Director of Planning, attached to the Council file and recommended by the Planning Commission and the PLUM Committee, include findings that are intended by staff to comply with CEQA Guidelines Sections 15091.

Council Rule 38 Referral

Copies of the draft ordinances were sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Fire Department, the Department of Transportation and the Department of Public Works with a request that all comments, if any, be presented directly to the City Council at the time this matter is considered.

If you have any questions regarding this matter, please contact Deputy City Attorney Kenneth Fong at (213) 978-8235. He or another member of this Office will be present when you consider this matter to answer questions you may have.

Sincerely,

MICHAEL N. FEUER, City Attorney



By

DAVID MICHAELSON
Chief Assistant City Attorney

DM:KTF:shm
Transmittal