

ENVIRONMENTAL IMPACT REPORT (EIR), PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT and ORDINANCES FIRST CONSIDERATION relative to an amendment to the Coliseum Specific Plan and to the Coliseum and Soccer Stadium Sign District for the properties located at 3939 South Figueroa Street, 3912 South Grand Avenue and 1320 West 12th Place.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. FIND, based on the independent judgement of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the previously certified EIR No. ENV-2015-2497-EIR, certified on December 18, 2015 and as supported by addenda dated September 2015, (with Erratum dated March 2016), May 2017, June 2017 and October 4, 2018; and pursuant to CEQA Guidelines, Sections 15162 and 15164, that no major revisions are required to the EIR and no subsequent EIR is required for approval of the project.
2. ADOPT the FINDINGS of the Director of Planning as the Findings of Council.
3. PRESENT and ADOPT the accompanying ORDINANCE dated May 9, 2019, effectuating an amendment to the Los Angeles Coliseum District Specific Plan Area to include two additional non-contiguous parcels adjacent to the 110 (Harbor) Freeway containing freeway signs for the Soccer Stadium: 1320 West 12th Place and 3912 South Grand Avenue; and to modify the Specific Plan's Freeway Zone to include these two additional sites, and to 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.
4. PRESENT and ADOPT the accompanying ORDINANCE dated May 9, 2019, effectuating an amendment to the Coliseum and Soccer Stadium Signage Supplemental Use District to provide 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; to include both static and digital components and be located adjacent to the 110 (Harbor) Freeway with one freeway sign located at 1320 West 12th Place and the other at 3912 South Grand Avenue; and to reduce the amount of signage allowed on the stadium site by approximately 9,284 square feet of digital signage and approximately 6,520 square feet of static signage, to reallocate this square footage to the freeway sign sites, and as modified to make technical corrections to Appendix K.
5. INSTRUCT the Department of City Planning to report on the overall effects of the signage on residents and businesses.

Applicant: Jim Bailey, Los Angeles Football Club

Representative: DJ Moore; Lauren Glaser, Latham and Watkins, LLP

Case No. CPC-2018-5152-SN-SP

CEQA No. ENV-2015-2497-EIR (4th Addendum as updated in March 2019)

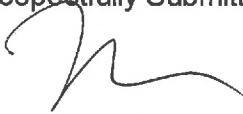
Fiscal Impact Statement: The Los Angeles City Planning Commission reports that there is no General Fund impact as administrative costs are recovered through fees.

Community Impact Statement: None submitted.

Summary:

At a regular meeting on May 14, 2019, the PLUM Committee considered a draft Ordinance amending the Coliseum Specific Plan and to the Coliseum and Soccer Stadium Sign District for the properties located at 3939 South Figueroa Street, 3912 South Grand Avenue and 1320 West 12th Place. Department of City Planning Staff provided an overview and stated technical corrections to Appendix K. Council Member Price requested a report on the effects of changes on residences and businesses. After an opportunity for public comment, the Committee recommended to approve the draft Ordinance as modified and with the amendment requesting the report. This matter is now submitted to the Council for consideration.

Respectfully Submitted,



PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
HARRIS-DAWSON	YES
BLUMENFIELD	YES
PRICE	YES
CEDILLO	YES
SMITH	ABSENT

RM

-NOT OFFICIAL UNTIL COUNCIL ACTS-