



THE NEW 9th COUNCILMEMBER CURREN D. PRICE, JR.

April 4, 2015

Honorable Planning and Land Use Management Committee
Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012

Re: Los Angeles Football Club Major League Soccer Stadium

Dear Chair Huizar and Honorable Committee Members:

On Tuesday, April 5, the Los Angeles Football Club Major League Soccer Stadium project will come before you for consideration. The project will bring a cathedral of soccer to South Los Angeles and will transform the existing Sports Arena site within Exposition Park into an active, vibrant, pedestrian oriented sports and entertainment venue. The project represents an investment of over \$250 million and will create thousands of jobs for the stadium's development and operation, with 40 percent local hire commitment. The project also has the support of the Building Trades and is subject to a Project Labor Agreement. In addition to a soccer stadium with 22,000 seating capacity, the project includes other uses to directly benefit the overall surrounding community and Exposition Park such as restaurants, retail, and conference facilities. With the Council's approval, this landmark development in South Los Angeles will open its doors for the Los Angeles Football Club's inaugural Major League Soccer season in 2018.

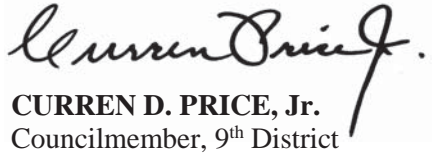
My enthusiasm for this project is shared by the South Los Angeles community, the stakeholder museums and organizations operating within Exposition Park, and soccer fans throughout Los Angeles. The project has received unanimous approvals from the Los Angeles Memorial Coliseum Commission and the California Science Center Board, and there was a tremendous outpour of support in both of those processes. At the City Planning Commission hearing in December, all of the public comment was in support of the project, and there were no speakers in opposition.

I appreciate the Planning Commission's review and recommendations on the project, and am requesting that the PLUM Committee incorporate several modifications and clarifications to the project's ordinances and conditions, which are provided in an attachment to this letter. With

these changes, we can ensure that this will be a successful development for decades to come and that the surrounding community will be both benefitted and protected.

I respectfully request that your Committee recommend approval of the project with these suggested modifications so that we can get this exciting development underway.

Sincerely,

A handwritten signature in black ink, reading "Curren D. Price, Jr." in a cursive style. The signature is written on a light gray rectangular background.

CURREN D. PRICE, Jr.
Councilmember, 9th District

PLUM Committee Requests

For the reasons set forth below, the Council Office for the Ninth District requests that the PLUM Committee adopt the following modifications to conditions in the draft Specific Plan and Sign District Ordinance for the Los Angeles Football Club project, along with proposed finding language related to signage at the Soccer Stadium.

1. **Landscaping in Parking Lot:** The Specific Plan's standards for landscape "finger islands" in the Soccer Stadium Zone's parking lot should be made more specific through provision of an exhibit to demonstrate how sufficient space for trees and landscaping with water permeability can be achieved. Therefore, the Council Office requests that the following changes to Condition 12(c) in Specific Plan Appendix B-2 be adopted:
 - Landscape ~~finger islands~~ **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.**
2. **Drive Aisle Paving:** By providing increased landscaping strips in the Soccer Stadium Zone's parking lot, additional water permeability in the parking lot landscape area will be achieved. Since permeable pavement is not recommended for areas of heavy truck traffic like the parking lot, which will experience regular traffic from buses, broadcast, event and utility trucks, Condition 12(d) in Specific Plan Appendix B-2 should not require permeable pavement in the parking lot's drive aisles. Therefore, the Council Office requests that Condition 12(d) in Specific Plan Appendix B-2 be deleted.
3. **Restrooms:** The Planning Commission's condition on making restrooms in the LAFC Soccer Stadium available to the public should be clarified as to special event days and should not be required on non-event days to avoid the potential of security issues and health, safety and maintenance risks. Use of the Soccer Stadium's restroom facilities during special events in Exposition Park would be beneficial if coordinated with special event organizers. Such coordination should occur through the Office of Exposition Park Management, which oversees the operation of special events in Exposition Park. Accordingly, the Council Office requests that the following changes to Condition 14 in Specific Plan Appendix B-2 be adopted:
 - The applicant shall prepare an Event Hospitality Management Plan in coordination with the Office of Exposition Park Management to address operating procedures for making ~~publicly accessible~~ restrooms available during ~~non-event days, including hours of operation~~ **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." (Appx. B-2, Section 14.)

4. Ongoing Community Involvement

The Council Office recognizes that the development of a new sports and entertainment venue in Exposition Park presents an important opportunity to ensure that the surrounding community is updated regularly concerning events in the stadium and that there is a forum for open communication and dialogue concerning ongoing stadium operations and any potential community concerns. Therefore, the Council Office requests that the following Condition 16 be added to Specific Plan Appendix B-2:

- 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.

5. **Hours of Sign Operations:** In order to create a dynamic and vibrant environment at night around the Soccer Stadium and its ancillary facilities, the 11:00 p.m. operating limit for Digital Signs in Sign District Ordinance Section 8.I.4 should be increased to 12:00 a.m. (midnight) for all Digital Signs except Sign DD.05 (which faces Martin Luther King, Jr. Blvd.). Accordingly, the Council Office requests that the 11:00 p.m. operating limit in Sign District Ordinance Section 8.I.4 and Table 8-3 be revised to 12:00 a.m. (midnight) for all Digital Signs except Sign DD.05.

6. **Alternative to Sign Reduction Program:**

To offset the visual impacts of construction of new signs in the proposed Sign District, the Sign Reduction Program in Section 6.F of the draft Sign District Ordinance, as recommended by the Planning Commission, provides for the improvement of aesthetics and visual conditions in the surrounding area and reduction of visual blight by imposing a requirement for purchases of existing off-site signage in the area to be taken down, with a cap of \$3 million. Recognizing that this sign take down requirement does not exist in either the current Coliseum District Specific Plan or any adopted Citywide rules for sign districts, and that alternative approaches could maximize investment in community stakeholders and public improvements in South Los Angeles rather than requiring payments to existing sign companies in the area, the Council Office recognizes the following and requests that it be adopted as a finding in connection with the Council Office’s proposed revisions to Section 6.F below:

- **Proposed Finding:** New digital signage rights are necessary to support the significant investment in developing and operating a new professional soccer stadium in South Los Angeles, and will help create and promote a vibrant and active environment around the stadium. New digital signage, including freeway visible signage, will also affect the visual environment in South Los Angeles, and as a result, substantial additional efforts should be made by the Applicant to improve the visual environment in South Los Angeles, including improvements to parks, neighborhoods and open space, and the promotion of outdoor activities and open space uses. Therefore, the Applicant should be required to spend or cause to be spent \$4 million in funds toward those efforts, as detailed in proposed replacement Section 6.F for the Sign District Ordinance. This amount is based on the fact that the Soccer Stadium’s

freeway-visible signs will generate substantial additional revenues from the Applicant, but will also affect the visual environment on the I-110 Freeway and in the surrounding community. The City therefore recognizes that if the Soccer Stadium's freeway-visible signs were to be obstructed by future intervening development, the justification for Section 6.F would no longer be supported. Accordingly, to ensure the justification for this condition is maintained, the City shall preserve appropriate view corridors of the Soccer Stadium's freeway visible signage from the I-110 Freeway.

Based on the background and Proposed Finding provided above, the Council Office therefore requests that Section 6.F in the Sign District Ordinance be replaced with the following provisions:

Proposed Section 6.F:

- The 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:
 - i. The Applicant shall contribute funds pursuant to the following schedule:
 - a. \$250,000 shall be contributed within 15 days of the date the 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;
 - c. \$700,000 shall be contributed annually after the second payment is paid for a total of 5 years (totaling \$3.5 million).
 - ii. The funds contributed by the Applicant to Council District 9 Public Benefits Trust Fund No. 48X shall be used solely for the following purposes:
 - a. \$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. \$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. \$3.5 million of the funds shall be used for recreation and parks capital improvement projects and youth programming in the vicinity of the

project site, including: (i) improvements to Vermont Square Park, Julian Dixon Park, Vermont Gage Park, Latham Park, Hoover & Gage Park, Orchard Avenue Park, or youth leagues at Exposition Park; and/or (2) the development of new park space and programming within that park space within the following boundaries: Adams Boulevard on the north, Normandie Avenue on the west, the 110-Freeway on the east, and Slauson Avenue on the south. 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.

- iii. Council District 9 may move funds paid by the 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 solely for the purposes and in the amounts set forth above.
- iv. Council District 9 shall ensure that the Applicant is recognized for its contribution toward the community benefits set forth in this Condition upon the expenditure of funds and/or completion of any improvements authorized by this Condition.

7. **Sign DD.02:** The signage on the Soccer Stadium’s Figueroa Street frontage is an important component of the project’s integrated digital sign program on this major thoroughfare, including Sign DD.02, which the Planning Commission reverted to a static rather than digital sign as recommended by the Hearing Examiner. Therefore, the Council Office requests that Sign District Ordinance Appendix A be revised to designate Sign DD.02 as a Digital Sign.

8. Sign Lighting Issues

Recognizing the urban, well-lit context of the Figueroa Street corridor and the Major League Soccer stadium use, the Hearing Examiner recommended illumination standards for signage substantially consistent with those from other Downtown sign districts, including the Sports and Entertainment District and the Wilshire Grand project. Recognizing that some reduction is appropriate from these other districts, the Planning Commission’s much more limited new standards are not appropriate for this Project because of the need for this Sign District to promote an active, lively and well-lit environment during the evening hours to promote the use of the stadium facilities and activate the south end of Exposition Park.

While it is critical to promote the active use of the stadium, this must be balanced with protections to nearby sensitive uses. In addition to the restrictions in the Sign District Ordinance, the Project’s Mitigation Monitoring Program, prepared as part of the Project’s CEQA analysis, includes Project Design Features to ensure that lighting impacts to sensitive uses, including residential properties, will remain less than significant. Together, the Project Design Features and the additional standards in the Sign District Ordinance will result in protections to residential uses above those provided in the existing Los Angeles Municipal Code, which restricts signage illumination to a light intensity of 3.0 foot candles above

ambient lighting at the property line of the nearest residentially zoned property (LAMC section 14.4.4.E).

Therefore, the Council Office recognizes the following and requests that it be adopted as a finding in connection with the Council Office's proposed revisions to Sign District Ordinance Section 8.I.e below:

- **Proposed Finding**: The illumination standards for the Illuminated Signs in the Soccer Stadium Zone and South Parking Lot Zone reflect the urban, well-lit context of the Figueroa Street corridor, the proposed Major League Soccer stadium use and the sports and entertainment district that will be created in and around the southern edge of Exposition Park by this catalytic development, while ensuring that lighting impacts to sensitive uses, including residential properties, will remain less than significant. Illumination standards for the Coliseum and Soccer Stadium Sign District that limit illuminance to 0.6 foot candles above ambient and brightness after sunset and before sunrise to no greater than 600 candelas per square meter are appropriate for this site and represent a lower and more restrictive standard than exists in the Los Angeles Municipal Code (see LAMC section 14.4.4.E), which currently limits light intensity to 3.0 foot candles above ambient at the property line of the nearest residential property. The illumination standards for this Sign District are also more restrictive than other adopted Downtown sign districts, including the Sports and Entertainment District, the Convention and Event Center Sign District, and the Figueroa and Seventh Street Sign District. In addition to the restrictions in the Sign District, the Project's Mitigation Monitoring Program, prepared as part of the Project's CEQA analysis, includes Project Design Features to ensure that lighting impacts to sensitive uses, including residential properties, will remain less than significant. To ensure compliance with the illumination standards, the testing of the Illuminated Signs in the Soccer Stadium Zone and South Parking Lot Zone shall be conducted for each Sign individually at a measurement location determined by the Sign size. This measuring location and procedure will provide a consistent and verifiable method of measuring Sign compliance.

Based on the background and Proposed Finding provided above, the Council Office requests that the following changes to Sign District Ordinance Section 8.I.e be adopted to address the illumination standards and provide clarity regarding how the standards are to be measured:

Proposed Section 8.I.e.

The following additional illumination standards shall apply to all Illuminated Signs in the Soccer Stadium Zone and South Parking Lot Zone:

- (i) ~~I~~**lluminance** from Signs shall not exceed ~~0.6~~ **3** footcandles above ambient ~~at the property line of the nearest residential property.~~
- (ii) All Illuminated Signs shall have a brightness after sunset and before sunrise of no greater than ~~600~~ **300** 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) = $\sqrt{DisplayArea \times 100}$
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.

9. Approve Errata 1 to the Addendum to the EIR for the Los Angeles Memorial Sports Arena Redevelopment Project

An Errata to the Addendum to the EIR for the Los Angeles Memorial Sports Arena Redevelopment Project was prepared to address a typographical error. To address the typographical error, the Errata provides for the following correction and addition to Project Design Feature P-2 in Section P. Utilities and Service Systems of the Addendum:

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 ~~and~~**or** shall be manufactured within a 500-mile radius of the Project Site.

The correction and addition to the Addendum necessary to address the typographical error 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 Addendum. Thus, none of the conditions in Public Resources Section 21166 or Section 15162 of the CEQA Guidelines have occurred. Therefore, the Council Office requests that the Errata and modification to PDF P-2 be adopted as part of the Addendum and that the City find that the Project is consistent with the certified Final EIR, and that none of the events requiring the preparation of a Subsequent or Supplemental EIR under Public Resources Code Section 21166 or CEQA Guidelines section 15162 have occurred.

Appendix B-2
Attachment 1

