



# Soccer Stadium and Supporting Facilities Project

*PLUM Hearing  
City of Los Angeles*

April 5, 2015

Date: 04/05/2016  
Submitted in PLUM Committee  
Council File No: 15-1541  
Item No. 5  
Deputy Comm from Applicant

# OUR OWNERSHIP



**Earvin "Magic" Johnson**

*Owner*



**Henry Nguyen**

*Managing Partner & Owner*



**Peter Guber**

*Executive Chairman & Owner*



**Tom Penn**

*President & Owner*



**Mia Hamm Garciaparra**

*Owner*



**Will Ferrell**

*Owner*



**Vincent Tan**

*Owner*



**Ruben Gnanalingam**

*Owner*



**Tony Robbins**

*Owner*



**Nomar Garciaparra**

*Owner*



**\$250 million**  
investment

**40%**  
local hiring  
**35%**  
MBE/WBE


**\$3 billion**  
economic  
impact

**Project  
Labor  
Agreement  
(PLA)**

**\$2.5 million**  
city tax  
revenues  
annually

Over  
**3,000 jobs**  
created





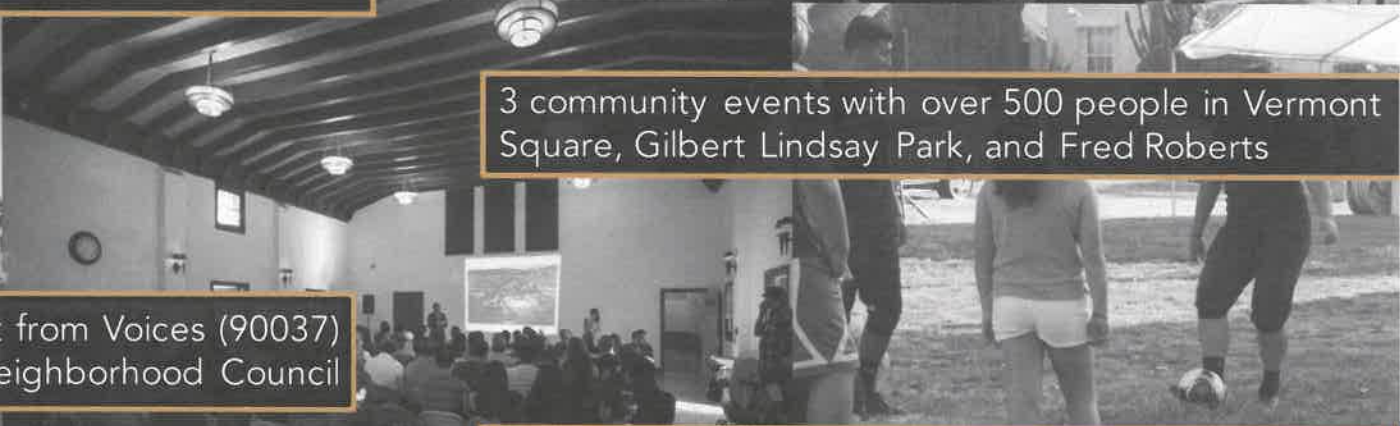
Over 7,300 people have attended supporter events



Over 20,000 signed up in support of the stadium




Over 150 support cards from the immediate community



3 community events with over 500 people in Vermont Square, Gilbert Lindsay Park, and Fred Roberts



Secured resolution of support from Voices (90037) and North Area (NANDC) Neighborhood Council



Over 150 people attended open house on community workshop

# COMMUNITY BENEFITS

## PROVIDING LOCAL, LIVING WAGE JOBS

- 3,000 jobs - 1,200 for construction and 1,800 operational annually
- Project Labor Agreement (PLA)
- 40% Local hiring and 35% MBE/WBE goal
- Construction opportunities will include apprenticeships, as well as long-term culinary and hospitality jobs and training programs

## L AFC FOUNDATION PROGRAMS

- Support programs and organizations that empower, encourage and enhance the lives of children and youth
- Develop education programs related to health and sports (museum education programs)

## IMPROVING LOCAL INFRASTRUCTURE

- Develop streetscapes and lighting in Expo Park
- Improve lighting and stadium adjacent infrastructure
- Aesthetic beautification of areas
- Increased security through activities and lighted areas

## PRIVATE INVESTMENT

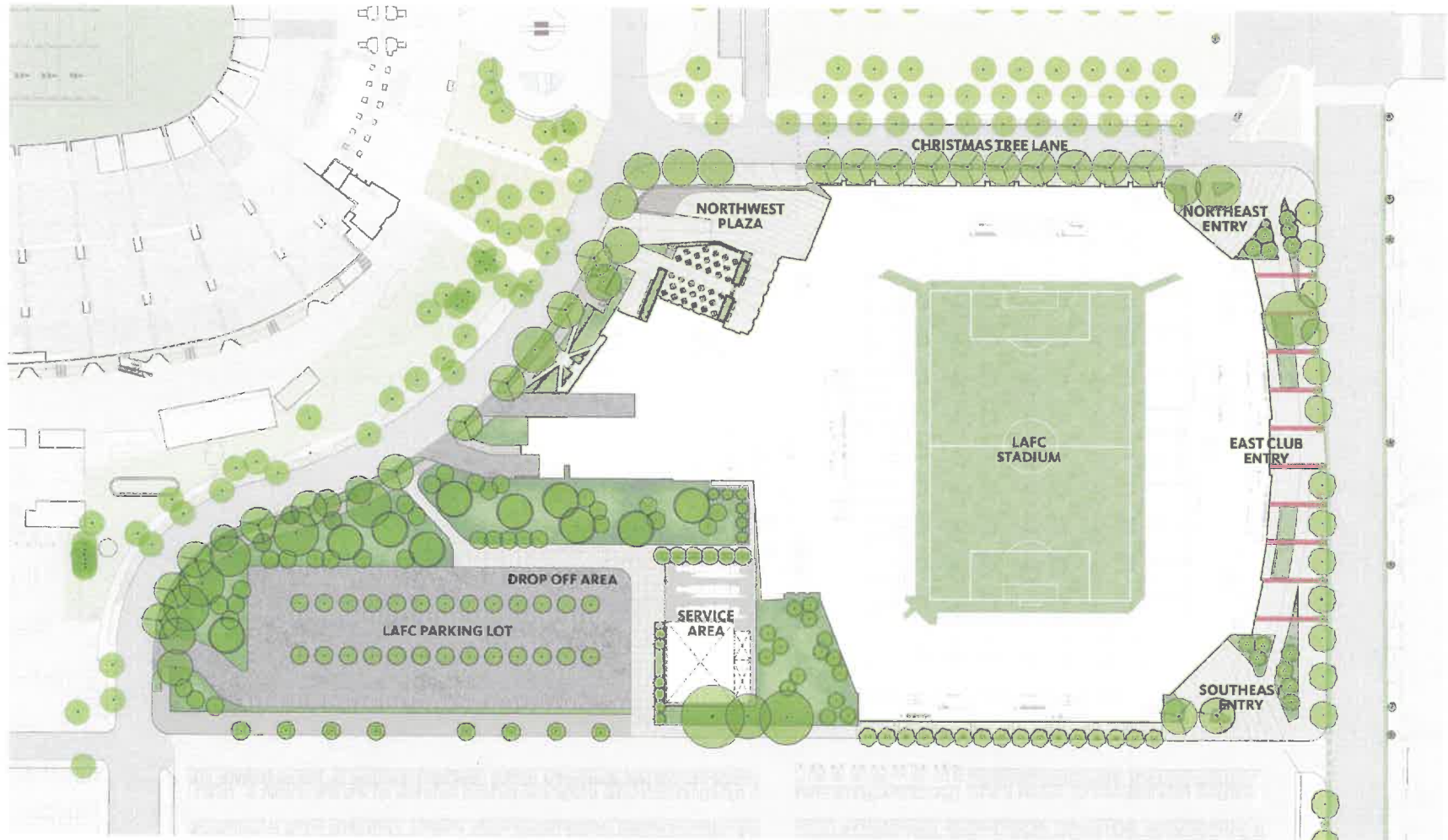
- \$250 Million development in South Los Angeles will provide significant economic impact to the surrounding communities
- Over \$36 Million in community benefits
- The stadium will produce fiscal impacts for construction and operations for the city resulting in \$3 Billion economic impact

# OVERALL SITE PLAN

LOS ANGELES  
FOOTBALL CLUB

GENSLER  
MLA

MATERIAL STUDIES





PRELIMINARY, BASED ON CONCEPT PLAN





PRELIMINARY, BASED ON CONCEPT PLAN

## ENTITLEMENTS AND CITY APPROVALS

- Coliseum Commission (City, County and State) and Science Center (State) unanimously approved USC's sublease of Sports Arena site to LAFC, together with parking and other agreements
- City Council initiated **Amendment to Coliseum District Specific Plan** together with **Supplemental Sign District**; approvals recommended by CPC and staff following fall 2015 hearings
- Specific Plan Consistency and Alcohol Use approvals (per Specific Plan required conditions) will be confirmed through Director's Review process prior to building permit issuance

## SUPPLEMENTAL USE SIGNAGE DISTRICT

- Signage previously approved in Specific Plan, now in SUD
- Soccer Stadium's comprehensive signage program integrated into architecture, includes new restrictions but must be appropriate for a modern, professional sports stadium and vibrant outdoor venue
  - Necessary to support private financing of the Project including retail and branding to fit in well with Exposition Park
  - Offsite included together with freeway visibility, like other stadiums under state law (LA Live, Farmers' Field as LA examples)
- Neighborhood protections on lighting, brightness included
- Robust Community Benefits program and City enforcement provisions



## ENVIRONMENTAL REVIEW – RESPONSIBLE AGENCY

- Coliseum Commission certified an Addendum after City staff review
- Addendum identified no new or worsened significant impacts from prior EIR prepared by Coliseum Commission (before Expo Line opening)
  - **Transportation:** no change in the max combined attendance of events at the Coliseum and Sports Arena
    - Ancillary Uses open only to ticket holders before and after stadium events
  - **Parking:** fully accommodated by available spaces within Expo Park
  - **Historic:** no new significant impact to Coliseum; no change to previous approved significant impact of Sports Arena demolition
- Statement of Overriding Considerations for noise, temporary construction impacts to land use and air quality, and historic

## REQUEST APPROVAL OF ENTITLEMENTS AND STATEMENT OF OVERRIDING CONSIDERATIONS

Recommended Approvals include CEQA, and Recognize Project Benefits Justifying Overriding Considerations:

- Iconic new outdoor stadium complementing the Coliseum and continuing Expo Park revitalization, ~ 143,000 sq. ft. of improved public open space
- Allows a professional soccer team to locate its home in the heart of Los Angeles, on the southern end of Figueroa Corridor's sports venues
- New Ancillary Uses will serve the community, including restaurants and eating options for Expo Park visitors and nearby residents

Expedited review needed to meet 1<sup>st</sup> Q 2018 opening date for Major League Soccer season



LOS ANGELES

FOOTBALL CLUB

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