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## Council File: 15-1541: CPC and PLUM Hearing Transcripts

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Lauren.Paull@lw.com <Lauren.Paull@lw.com>

Fri, Apr 8, 2016 at 1:56 PM

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Good afternoon.

Please find attached the Reporter's Transcripts for the City Planning Commission and Planning and Land Use Management Committee hearings for the Los Angeles Sports Arena Redevelopment Project (CPC-2015-3477-SP-SN). Please include these transcripts in the Council File for this matter (15-1541).

Thanks very much.

Lauren

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Latham & Watkins LLP

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### 2 attachments

**L AFC\_ PLUM Hearing Transcript 4.5.16.pdf**  
71K

**L AFC\_ CPC 12.10.15 Transcript.pdf**  
455K

CITY OF LOS ANGELES  
PLANNING AND LAND USE MANAGEMENT COMMITTEE

In Re: )  
 )  
LOS ANGELES SPORTS ARENA ) 15-1541  
REDEVELOPMENT PROJECT/SPECIFIC PLAN )  
AMENDMENT AND SUPPLEMENTAL SIGN USE )  
DISTRICT. )  
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REPORTER'S TRANSCRIPT OF PROCEEDINGS  
Los Angeles, California  
Tuesday, April 5, 2016

Reported by:  
TRISHA WIENER  
CA CSR No. 13576  
JOB No. 310560

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CITY OF LOS ANGELES  
PLANNING AND LAND USE MANAGEMENT COMMITTEE

In Re: )  
)  
LOS ANGELES SPORTS ARENA ) 15-1541  
REDEVELOPMENT PROJECT/SPECIFIC PLAN )  
AMENDMENT AND SUPPLEMENTAL SIGN USE )  
DISTRICT. )  
-----)

REPORTER'S TRANSCRIPT OF  
PROCEEDINGS, pages 1 through 27,  
taken at Los Angeles City Hall,  
200 North Spring Street, 3rd Floor,  
Los Angeles, California, on Tuesday,  
April 5, 2016, before TRISHA WIENER,  
California Certified Shorthand  
Reporter No. 13576.

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**APPEARANCES :**

COUNCILMEMBER JOSE HUIZAR, Chair

COUNCILMEMBER MARQUEECE HARRIS-DAWSON

COUNCILMEMBER GILBERT A. CEDILLO

COUNCILMEMBER MITCHELL ENGLANDER

COUNCILMEMBER FELIPE FUENTES

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Los Angeles, California  
Tuesday, April 5, 2016  
2:30 p.m.

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CHAIR HUIZAR: Next item is item number 5.  
  
If the --  
  
Can you read that into the record, please?  
  
And as you exit, if you can keep your voices  
down, please, so that we can continue with our  
meeting. Thank you.  
  
Next item?  
  
MR. MEJIA: So item 5, Councilman, is an EIR as  
well as a draft ordinance to make amendments to the  
Coliseum Specific Plan and to establish a new  
Supplemental Use Sign District.  
  
CHAIR HUIZAR: Great, thank you.  
  
Staff here on this item, welcome.  
  
MS. IBARRA: Good afternoon, members of the PLUM  
Committee. This is Lucy Ibarra with the Department  
of City Planning, Major Projects section.  
  
By way of summary, the -- the City Planning  
Commission at its meeting of December 10, 2015  
recommended that the City Council adopt the amendment  
to the L.A. Coliseum District Specific Plan and the  
Supplemental Use Sign District which included the

1 transfer of the existing signage provisions under the  
2 Coliseum District's Specific Plan into a Supplemental  
3 Use Sign District.

4 The City Planning Commission also  
03:10 5 recommended that the City Council certify that it has  
6 assessed and certified the EIR and the addendum for  
7 the project as prepared by the L.A. Memorial Coliseum  
8 Commission, adoption of the findings, project design  
9 features, Statement of Overriding Considerations, and  
03:10 10 the Mitigation Monitoring Program.

11 These amendments are necessary in order to  
12 facilitate the development of a 22,000-seat  
13 professional soccer stadium with 9,000 square feet of  
14 conference, museum, and commercial uses and  
03:11 15 143,000 square feet of improved public open space.

16 Unless there are any questions, Planning  
17 staff will continue to work with the Office of the  
18 City Attorney to finalize these actions at the  
19 Council.

03:11 20 CHAIR HUIZAR: Thank you.

21 Okay. So we'll start off with the  
22 applicants.

23 And how would you like to do this?  
24 Ms. Starrett, you know how this works. If you want  
03:11 25 to get one 5-minute, who will that be or you're going

1 to share that time with who?

2 MS. STARRETT: Yeah, Mr. Penn and I will share  
3 the five minutes. Thank you.

4 CHAIR HUIZAR: Okay. Thank you very much.

03:11 5 Tom Penn and Cindy Starrett, thank you.

6 MR. PENN: Good afternoon. My name's  
7 Tom Penn. I'm president and one of the co-owners of  
8 Los Angeles Football Club. And it's a privilege to  
9 represent our broad ownership group, our global  
03:11 10 ownership group, that includes some captains of  
11 industry, some great goal-scorers and basketball  
12 hoop-scorers and citizens of this wonderful community  
13 and everything in between. So it's a great group.

14 What we're doing is building "The Cathedral  
03:12 15 of Soccer" in America, the new "Cathedral of Soccer,"  
16 right in the heart of Los Angeles, as you know, in  
17 Exposition Park. Estimate a \$3 billion economic  
18 impact. This is a \$250 million private investment,  
19 focus on the local hiring, the minority hiring. Tax  
03:12 20 revenue, we've reached our project labor agreement  
21 and, of course, creating over 3,000 jobs.

22 This venue is 22,000 seats. It's compact.  
23 It's steep. It's intense. The noise stays in. The  
24 energy's focused on the field.

03:12 25 We've been very active in the community with

1 the thousands and thousands of people we've connected  
2 with. Over 7,000 supporters have attended our  
3 events. 20,000 signed up in support of the stadium.  
4 We've got over 150 support cards. We've had three  
03:12 5 significant community events within the neighborhood.  
6 We've gotten letters of support. And we had a great  
7 open house.

8 Focusing on the community benefits, you've  
9 seen these numbers, but we know it's creating  
03:13 10 3,000 jobs, 40 percent local hiring, 35 percent  
11 MBE/WBE commitment. We'll exceed those goals.

12 Take your eyes to the lower right. Over  
13 36 million in community benefits being invested over  
14 time in addition to the \$250 million development that  
03:13 15 we spoke of.

16 This is going to be a wonderful, vibrant,  
17 and beautiful place. It's on the scene -- the site  
18 of the current Sports Arena. The stadium itself is  
19 closer to Figueroa Street which leaves wonderful  
03:13 20 Northwest Plaza up there next to the entrance to the  
21 Coliseum.

22 This is a rendering of what that new plaza  
23 will be. The supplemental ancillary structure will  
24 be next to it. And a view from Figueroa Street.

03:14 25 This is going to be a really, really cool



1 place right in the heart of Los Angeles, right in  
2 historic Exposition Park, the world's game in the  
3 world's city. And we thank you for your support.

4 CHAIR HUIZAR: Thank you.

03:14 5 MS. STARRETT: And this is Cindy Starrett from  
6 Latham & Watkins on behalf of LAFC and just a few of  
7 the details that are before you today.

8 The Coliseum Commission is the lead agency,  
9 and Councilman Price is a member of the Coliseum  
03:14 10 Commission on behalf of the City. They've already  
11 approved the project and so has the Science Center  
12 Board.

13 We've subleased from USC, and USC is here  
14 today if you have any questions for them.

03:14 15 And we also have parking and other  
16 agreements for Exposition Park.

17 The City is the zoning authority. And the  
18 City Council initiated an amendment to the Coliseum  
19 District Specific Plan which already exists, of  
03:14 20 course. And there was signage approved in that  
21 Specific Plan. That signage is now being moved into  
22 a Supplemental Use Sign District. So that's before  
23 you today as well.

24 And then the Specific Plan provides that the  
03:15 25 Planning director will make sure that our actual

1 design is consistent with the Specific Plan.

2 And also for service of alcohol, we have a  
3 number of conditions in that Specific Plan that we'll  
4 have to satisfy.

03:15 5 As to signage, we have a comprehensive  
6 program. It's essential for our financing. There  
7 are a number of new restrictions in our program, but  
8 it is appropriate for a modern and professional  
9 sports stadium. It fits in well with Exposition  
03:15 10 Park, and it's consistent with the freeway visibility  
11 and other things the City accorded to L.A. Live and  
12 to Farmers Field.

13 Here are just some examples. On the left is  
14 L.A. Live. On the right is Farmers Field. That sign  
03:15 15 district was approved even though the project didn't  
16 go forward. Ours is toned down because it's in a  
17 park, but it's important to have the vibrant signage.

18 And then as to CEQA, the Coliseum Commission  
19 had previously certified an EIR. The City was very  
03:15 20 involved in an addendum. It's a Silver LEED project,  
21 many sustainability requirements, including  
22 20 percent of the spaces we're adding will be for  
23 electric vehicle charging. We have about a hundred  
24 conditions and mitigation measures that the project  
03:16 25 will comply with. The transportation, there's a

1 maximum attendance number. Historic issues have been  
2 thoroughly considered.

3 And so we're asking you today to approve the  
4 project. We're asking you recognize that this will  
03:16 5 be an iconic project, a huge investment in the City  
6 of Los Angeles. In addition to our stadium, we're  
7 also providing ancillary uses to serve the community.  
8 That will include significant job generation with  
9 restaurants and eating options for visitors.

03:16 10 We need to move quickly. We're going to  
11 pull building permits this summer. So we thank you  
12 for your consideration and ask that this go to  
13 Council as soon as possible. Thank you.

14 CHAIR HUIZAR: Thank you.

03:16 15 Can we also have applicant's representatives  
16 for one minute, D.J. Moore and Brian League?

17 Welcome.

18 MR. MOORE: Good afternoon honorable  
19 commissioners. D.J. Moore of Latham & Watkins.

03:17 20 LAFC fully supports Councilmember Price's  
21 requested modifications which were submitted to you  
22 and agrees that these changes will make this a better  
23 project. The modifications require \$4 million in  
24 community benefits to improve local parks, the  
03:17 25 streetscape, and the overall visual environment in

1 South L.A. This is a \$1 million increase above what  
2 the CPC recommended and ensures funds will be spent  
3 directly in this community instead of paying sign  
4 companies.

03:17 5 The modifications impose more stringent  
6 lighting standards than were applied to Farmers Field  
7 or exists in the current code, and they're  
8 appropriate for new sports and entertainment use.  
9 And the project design features in the EIR addendum  
03:17 10 ensure there will be no lighting impacts on  
11 residences.

12 The modifications also clarify landscaping  
13 and paving requirements for a LEED Silver project  
14 that will remain LEED Silver, provide for use of  
03:17 15 restrooms during Exposition Park events, ensure a  
16 safe and active environment.

17 Signs will be off by 2:00 a.m. under all  
18 circumstances. And it designates a sign at the base  
19 of Figueroa as a digital sign consistent with the  
03:18 20 hearing officer's recommendation.

21 Thank you.

22 CHAIR HUIZAR: Thank you.

23 MR. LEAGUE: Good afternoon. This is Brian  
24 League with the University of Southern California.

03:18 25 The university is fully supportive of this

1 project. We can't wait for it to get started and  
2 welcome LAFC to the park. We think they'll be great  
3 neighbors and will allow our women's soccer team to  
4 have a great venue for events when needed.

03:18 5 So we're ready. We're ready for them.  
6 Thank you.

7 CHAIR HUIZAR: Thank you.

8 Godfrey Wachira, Rachel Torres, and  
9 Anthony Cummings.

03:18 10 MR. CUMMINGS: Good afternoon. My name is  
11 Anthony Cummings, and I represent a youth center in  
12 Central and South Los Angeles.

13 We talked to the -- I heard earlier that Tom  
14 talked about community. And we're fully supportive  
03:19 15 of this program. The main reason is before this has  
16 even gone up, before they've even done anything,  
17 before there's even players, their staff has already  
18 come and mentored our students, have already come and  
19 spoke with our kids, and have worked with our kids in  
03:19 20 the community. That says a lot about their  
21 character. It says a lot about the organization.

22 So from the youth center perspective, from  
23 the nonprofit perspective, from helping these kids  
24 get off the street, we absolutely support this  
03:19 25 project.

1 Thank you.

2 CHAIR HUIZAR: Thank you.

3 MR. WACHIRA: My name is Godfrey Wachira and  
4 I'm here on behalf of CREED LA, a local nonprofit  
03:19 5 committed to supporting good environmental-friendly  
6 projects that benefit local communities.

7 At CREED LA we strongly support LAFC's  
8 stadium project and the proposed changes that have  
9 been presented to your committee. We feel that this  
03:19 10 project is what we'd call "a complete package"  
11 because it will create an exciting asset for  
12 Expo Park. It's designed with tasteful signage and  
13 all the community benefits that come -- that will  
14 come with the project, including taking advantage of  
03:20 15 the local transit investments. We believe taken  
16 together, it's a project that will promote a healthy  
17 environment, support local workforce, and contribute  
18 towards creation of positive communities.

19 And we'd like to ask you to push it on  
03:20 20 quickly because as a soccer fan, I look forward to  
21 the day I'll watch LAFC versus LA Galaxy in a local  
22 stadium built by a local neighbor. And that will be  
23 a wonderful day. Thank you.

24 CHAIR HUIZAR: Thank you.

03:20 25 Rachel Torres, Fernando Varilla,

1 Salvador Reyes, Richard Escutia.

2 MS. TORRES: Good afternoon, Councilmen. My  
3 name is Rachel Torres. I'm here with Michael Kelly,  
4 a member of Unite Here, Local 11, a concessions  
03:20 5 worker at the Sports Arena and the Staples Center.  
6 We stand here together in strong support of the L.A.  
7 Football Club which will bring thousands of good jobs  
8 in both the construction and the hospitality industry  
9 for hardworking Angelenos.

03:21 10 We commend this developer for your broad  
11 community benefits package. See, this is a game  
12 changer just as L.A. Live was a few years ago. We  
13 thank Councilmember Price and his staff for your  
14 strong leadership and look forward to joining the  
03:21 15 world in having a world-class soccer team here in our  
16 region.

17 Thank you.

18 CHAIR HUIZAR: Thank you.

19 MR. VARILLA: Hello. Expo Park is one of my  
03:21 20 favorite places to go in Los Angeles. I was just  
21 there last week attending an event there, and the  
22 green spaces and the gardens are amazing. The  
23 museums are world-class. The Coliseum is obviously  
24 an amazing structure and you can peek into it.

03:21 25 But there's a certain corner of Expo Park

1 that is dreary and not usable, not usable at all.  
2 And that's the Sports Arena. It's dull, rotting,  
3 gated -- gated off so you can't use any of the green  
4 space or any of the immediate space around it.

03:21 5 And the LAFC stadium project will do nothing  
6 but improve that whole area, not only by adding a  
7 world-class, very modern 22,000-seat soccer stadium  
8 but by also adding to the catalog of amazing museums  
9 at Expo Park. As well as the different, you know,  
03:22 10 concessions there, they're also going to be building  
11 a kind of courtyard into the outside of the stadium  
12 that will be right in front of the Coliseum.

13 So I think overall this is just a  
14 win-win-win in every way. They're just going to be  
03:22 15 improving the park. Thank you.

16 CHAIR HUIZAR: Thank you.

17 MR. REYES: Good afternoon, Councilmen. My name  
18 is Salvador Reyes. Councilman Huizar, I'm a  
19 long-time resident from Boyle Heights. And I'm a law  
03:22 20 enforcement officer.

21 And I'd like to say I just got selected to  
22 be an assistant coach with the LAPD soccer team, and  
23 I'm sure the gentlemen on that team and everybody  
24 else associated with law enforcement is in agreement  
03:22 25 that this stadium project is good for the city and



1 the community at heart.

2 Specifically, I do still reach out to the  
3 city in Boyle Heights, different groups, the Arts  
4 Conservancy, getting them involved with some of these  
03:23 5 projects and ideas that are being imposed by the team  
6 and its organizers. Thank you.

7 CHAIR HUIZAR: Thank you.

8 MR. ESCUTIA: Good afternoon, honorable panel.  
9 My name is Richard Escutia, represent District 9  
03:23 10 youth support group.

11 Everybody loves progress, but progress  
12 requires investment, investment that the team will  
13 pay at no cost to taxpayers. The project will  
14 require sacrifice, but in the long run the continued  
03:23 15 revitalization of the Figueroa Corridor and the  
16 surrounding will be worthwhile.

17 Therefore, I strongly support the project  
18 and ask you, honorable panel, for approval. Good  
19 day.

03:23 20 CHAIR HUIZAR: Thank you.

21 Doug Wilson, Aaron Jimenez, Noreen  
22 McClendon.

23 MR. WILSON: Good afternoon, Chair and Council  
24 members. Hello. My name's Doug Wilson. I'm here on  
03:24 25 behalf of Plumbers Local 78. We are strongly in

1 support of the LAFC proposed soccer stadium and  
2 appeal before the City Council.

3 LAFC has been a good partner to our  
4 organization since the franchise was announced. The  
03:24 5 project will bring good local jobs to the city and  
6 support area wage standards. The LAFC has an  
7 aggressive schedule that will put our local people to  
8 work and project that will be an asset to the City as  
9 well as Expo Park and the Figueroa Corridor.

03:24 10 We strongly urge you to support the project  
11 and the proposed changes. Thank you for allowing me  
12 to speak.

13 CHAIR HUIZAR: Thank you.

14 MR. JIMENEZ: Good afternoon. My name is  
03:24 15 Aaron Jimenez with the Central City Association. CCA  
16 represents 450 businesses in the Los Angeles region.

17 We know the city's continued success is  
18 dependent on new investments which is why we support  
19 the construction of a 22,000-seat professional soccer  
03:25 20 stadium for the new Los Angeles Football Club.

21 The new stadium will enhance Exposition Park  
22 by adding new amenities to the area, including a  
23 conference center, retail, restaurants, and a soccer  
24 museum. It is also estimated that the project will  
03:25 25 create 1200 temporary construction jobs and

1 1800 full-time jobs upon completion.

2 CCA hopes the City will take this  
3 opportunity to enhance Exposition Park through the  
4 addition of a new sports venue that complements  
03:25 5 existing destinations within the community. For  
6 these reasons, we strongly support the proposed new  
7 soccer stadium at the Los Angeles Sports Arena  
8 Redevelopment site. Thank you.

9 CHAIR HUIZAR: Thank you.

03:25 10 Noreen McClendon, Eva Morales, Wayne from  
11 Encino.

12 MS. MCCLENDON: Good afternoon. My name's  
13 Noreen McClendon. I'm the executive director of  
14 Concerned Citizens of South Central Los Angeles and  
03:25 15 I'm here in support of the Los Angeles Football Club  
16 proposal for a couple reasons.

17 One is the 40 percent local hire. If I can  
18 get 40 percent of those jobs for low and moderate  
19 income people in my community, good union jobs,  
03:26 20 well-paying jobs, then I can uplift the neighborhood.

21 We develop affordable housing. We have  
22 soccer programs that introduce youth to soccer but  
23 also teach entrepreneurship using the game of soccer.  
24 And if I can teach them to -- on real-life projects,  
03:26 25 that's great.

1           This project offers plenty of community  
2           benefits. But most importantly for me, it's about  
3           the jobs. And soccer is a world-class game played  
4           all over the world and we're bringing it here and  
03:26 5           introducing our folks to it. And I think it's just a  
6           wonderful project, and I'm in support of the project.

7           Thank you.

8           CHAIR HUIZAR: Thank you.

9           MS. MORALES: Hi, good afternoon. My name is  
03:26 10          Eva Morales. I am a resident of the City of L.A.  
11          I reside in 9th Council District.

12           I'm here to express my support for the  
13          Los Angeles Football Club because it will provide  
14          employment opportunity for my community and support  
03:27 15          the youth soccer program that will bring a world game  
16          to my neighbors.

17          Thank you.

18          CHAIR HUIZAR: Thank you.

19          Wayne from Encino, Paloma Perez-McEvoy.

03:27 20          MR. WAYNE: So we're going to do it, Marqueece.  
21          More adjunctification. More getting rid of negros in  
22          favor of development. That's what they mean by "the  
23          bad side of the city."

24           So tear down the whole convention center.  
03:27 25          Level the whole thing. Build a goddamn football

1 stadium. There's still time. Do it. No soccer  
2 fields. Build a football stadium. We're going to  
3 get one more team in So Cal. You can still do it.  
4 There's still time. You've go to do it now.

03:28 5 This is stupid. We're only going to wind up  
6 with a little soccer field. Get that football  
7 stadium built. We can get one of the two teams.  
8 That's \$4 billion and two Super Bowls over a soccer  
9 field. Come on, guys. You're not that dumb. You're  
03:28 10 smarter than that, right? Think.

11 CHAIR HUIZAR: From Council District 9,  
12 Paloma Perez-McEvoy.

13 MS. PEREZ-MCEVOY: Good afternoon, members.  
14 Paloma Perez-McEvoy with Council District 9. I'm  
03:28 15 here today to express our extreme support of this  
16 project on behalf of our Council Office which is a  
17 phenomenal \$250 million investment complete with  
18 retail, restaurants, and a soccer museum that will  
19 activate a corner of Exposition Park that has been  
03:28 20 long neglected and long forgotten.

21 Just to clarify, yesterday a letter was sent  
22 over to all of the members from Councilmember Price  
23 asking for a few clarifications and amendments since  
24 the CPC hearing a couple months back, specifically  
03:29 25 some design amendments on the parking lot so that

1 L AFC can fully maximize the usage of the small  
2 space -- the small parking lot that they do have  
3 jurisdiction over.

4 Also, clarification as to the use of the  
03:29 5 restrooms for public use for large events such as the  
6 Revlon Walk and other large events that are held at  
7 Exposition Park.

8 Also, L AFC has agreed to be a part of our  
9 Figueroa Corridor Special Events Committee and also  
03:29 10 do community outreach as it pertains to traffic  
11 issues.

12 Lastly, on signage, we believe that this  
13 catalytic project deserves a sports and  
14 entertainment-like feel. So we are going to be  
03:29 15 asking to restore the hours of digital signage that  
16 does not face any residential projects from  
17 11:00 p.m. to 12:00 p.m. -- or midnight, 12 p.m.  
18 midnight, as many games often go past 10 or  
19 11 o'clock at night.

03:30 20 Secondly, we'll also be asking to restore  
21 the digital nature of one of the signs located --  
22 named DDO5 which is also in your letter and  
23 restoring -- upping the candelas from 300 to 600.  
24 This is less than the 800 candelas that was  
03:30 25 originally requested by the team.

1           Lastly, we look forward to working together  
2 with LAFC on the \$4 million in committed benefits for  
3 the creation of a BID, streetscape plan, and youth  
4 programming at our parks.

03:30 5           Thank you very much for your consideration.

6           CHAIR HUIZAR: Thank you.

7           So Council District 9 has submitted some  
8 requests or changes to the Draft Specific Plan and  
9 Sign District Ordinance.

03:31 10          The community benefits, are they outlined in  
11 this report? I was looking for them.

12          Council District 9?

13          MS. PEREZ-MCEVOY: Yes, they are.

14          CHAIR HUIZAR: Okay. They're on page 3? No.

03:31 15          MS. PEREZ-MCEVOY: Yes.

16          CHAIR HUIZAR: I just want to make sure that if  
17 we approve them and move forward, they are documented  
18 in something that we're approving. And I didn't --  
19 I'm trying to find them in the --

03:31 20          Are they in here?

21          MS. IBARRA: Right. So if you look at the  
22 attachment, it's listed as "Alternative to the Sign  
23 Reduction Program." And I believe it's on page 2 of  
24 the attachment to the letter.

03:31 25          CHAIR HUIZAR: Page 2? Yes.

1 MS. IBARRA: And then proposed section 6F lists  
2 out the individual benefits.

3 CHAIR HUIZAR: Okay. I got it.

4 All right. It's in there. Okay.

03:32 5 But it --

6 Got it. Okay. Thank you. Got it.

7 Any questions or comments?

8 It's been moved.

9 MR. MEJIA: So Councilman, you need to instruct  
03:32 10 the City Attorney to prepare two ordinances. One, it  
11 relates to the Coliseum Specific District Plan. And  
12 the second ordinance is as it relates to the  
13 Supplemental Use District. And the third action is  
14 to certify -- to recommend, rather, to the Council to  
03:32 15 certify the L.A. Sports Arena EIR and the addendum  
16 and to adopt the findings.

17 CHAIR HUIZAR: And to approve the amendments by  
18 Council District 9?

19 MR. MEJIA: Yes, sir.

03:32 20 MS. IBARRA: And if I might add to that, if we  
21 can allow the Planning Department to work on the  
22 findings associated with amendments to the City  
23 Planning Commission actions as part of the ongoing  
24 work with the City Attorney.

03:33 25 CHAIR HUIZAR: Have you had a chance to review



1 the amendments?

2 MS. IBARRA: Yes, we've reviewed them, but we  
3 just want to work on the findings together with the  
4 City Attorney's Office.

03:33 5 CHAIR HUIZAR: Okay. Sounds good. All righty.

6 Somebody whispered to you that you want to  
7 share with us? No? Okay.

8 MS. IBARRA: I was whispered that they want a  
9 date of Council April 19th, if possible.

03:33 10 CHAIR HUIZAR: April 19th?

11 City Attorney says no.

12 CITY ATTORNEY: No. There's no way we'll be  
13 able to get it done. We understand that there's  
14 urgency and a need, we'll move as expeditiously as  
03:33 15 possible, but we can't be tied down to April 19th.

16 CHAIR HUIZAR: The 19th is, what, two weeks from  
17 now, three weeks? Week after that?

18 CITY ATTORNEY: Terry Kaufmann Macias, City  
19 Attorney's Office. We'll move as quickly as  
03:33 20 possible.

21 CHAIR HUIZAR: Okay.

22 CITY CLERK: Mr. Chair?

23 CHAIR HUIZAR: Yes, City Clerk?

24 CITY CLERK: The week after that, you're  
03:33 25 recessed. You're in recess the last week of April.

1 CHAIR HUIZAR: We're in recess that last week,  
2 right?

3 CITY CLERK: Yes.

4 CHAIR HUIZAR: So City Attorney's Office will  
03:34 5 work with you, Planning Department, the applicant,  
6 CD9 to work on this as expeditiously as possible.  
7 Okay? Thank you very much.

8 Well, goodbye to the Sports Arena. The last  
9 concert I saw there was Black Sabbath. So that was  
03:34 10 like two years ago. I saw them at The Forum not too  
11 long ago, about a couple of months ago. They were  
12 better at The Forum. It's a much better venue.

13 CITY CLERK: Mr. Chair?

14 CHAIR HUIZAR: Yes.

03:34 15 CITY CLERK: So for the record, this item, you  
16 want the ordinance back in committee or do you want  
17 move it -- you want to go ahead and move to Council  
18 with the instruction for City Attorney to prepare the  
19 ordinances?

03:34 20 CHAIR HUIZAR: We'll move them to Council,  
21 right, and then have them -- as you work out the  
22 findings and everything else, move that packet to  
23 Council. We wouldn't need to see it here again.

24 CITY CLERK: Okay. Thank you.

03:35 25 CHAIR HUIZAR: Great, thank you.

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Thank you. So without any objection, so  
ordered as described.

Anything else, Roberto?

CITY CLERK: No, Councilman.

03:35

CHAIR HUIZAR: Okay. Thank you.

Congratulations and welcome to Los Angeles.

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I, the undersigned, a Certified Shorthand Reporter of the State of California, do hereby certify:

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That the foregoing proceedings were transcribed before me at the time and place herein set forth; that a verbatim record of the proceedings was made by me using machine shorthand, and same was thereafter transcribed under my direction; further, that the foregoing is an accurate transcription of said proceedings, again, to the best of my ability, and not having personally been in attendance at said proceedings.

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I further certify that I am neither financially interested in the action nor a relative or employee of any attorney of any of the parties. IN WITNESS WHEREOF, I have this date subscribed my name.

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Dated: \_\_\_\_\_

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\_\_\_\_\_  
TRISHA WIENER

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CSR No. 13576

<b>A</b>	<p><b>agrees</b> 10:22  <b>ahead</b> 25:17  <b>alcohol</b> 9:2  <b>allow</b> 12:3 23:21  <b>allowing</b> 17:11  <b>Alternative</b>  22:22  <b>amazing</b> 14:22  14:24 15:8  <b>amendment</b> 1:6  2:6 4:23 8:18  <b>amendments</b>  4:13 5:11  20:23,25 23:17  23:22 24:1  <b>amenities</b> 17:22  <b>America</b> 6:15  <b>ancillary</b> 7:23  10:7  <b>Angelenos</b> 14:9  <b>Angeles</b> 1:1,5,15  2:1,5,16,18 4:1  6:8,16 8:1 10:6  12:12 14:20  17:16,20 18:7  18:14,15 19:13  26:6  <b>announced</b> 17:4  <b>Anthony</b> 12:9  12:11  <b>appeal</b> 17:2  <b>APPEARAN...</b>  3:1  <b>applicant</b> 25:5  <b>applicants</b> 5:22  <b>applicant's</b>  10:15  <b>applied</b> 11:6  <b>appropriate</b> 9:8  11:8  <b>approval</b> 16:18  <b>approve</b> 10:3  22:17 23:17  <b>approved</b> 8:11  8:20 9:15  <b>approving</b> 22:18  <b>April</b> 1:16 2:19</p>	<p>4:2 24:9,10,15  24:25  <b>area</b> 15:6 17:6  17:22  <b>Arena</b> 1:5 2:5  7:18 14:5 15:2  18:7 23:15  25:8  <b>Arts</b> 16:3  <b>asking</b> 10:3,4  20:23 21:15,20  <b>assessed</b> 5:6  <b>asset</b> 13:11 17:8  <b>assistant</b> 15:22  <b>associated</b> 15:24  23:22  <b>Association</b>  17:15  <b>attachment</b>  22:22,24  <b>attendance</b> 10:1  27:14  <b>attended</b> 7:2  <b>attending</b> 14:21  <b>attorney</b> 5:18  23:10,24 24:11  24:12,18 25:18  27:18  <b>Attorney's</b> 24:4  24:19 25:4  <b>authority</b> 8:17  <b>a.m</b> 11:17</p>	<p>10:24 13:13  14:11 19:2  22:2,10 23:2  <b>best</b> 27:13  <b>better</b> 10:22  25:12,12  <b>BID</b> 22:3  <b>billion</b> 6:17 20:8  <b>Black</b> 25:9  <b>Board</b> 8:12  <b>Bowls</b> 20:8  <b>Boyle</b> 15:19 16:3  <b>Brian</b> 10:16  11:23  <b>bring</b> 14:7 17:5  19:15  <b>bringing</b> 19:4  <b>broad</b> 6:9 14:10  <b>Build</b> 19:25 20:2  <b>building</b> 6:14  10:11 15:10  <b>built</b> 13:22 20:7  <b>businesses</b> 17:16</p>	<p><b>CEQA</b> 9:18  <b>certain</b> 14:25  <b>certified</b> 2:20  5:6 9:19 27:4  <b>certify</b> 5:5 23:14  23:15 27:6,16  <b>Chair</b> 3:3 4:5,16  5:20 6:4 8:4  10:14 11:22  12:7 13:2,24  14:18 15:16  16:7,20,23  17:13 18:9  19:8,18 20:11  22:6,14,16,25  23:3,17,25  24:5,10,16,21  24:22,23 25:1  25:4,13,14,20  25:25 26:5  <b>chance</b> 23:25  <b>changer</b> 14:12  <b>changes</b> 10:22  13:8 17:11  22:8  <b>character</b> 12:21  <b>charging</b> 9:23  <b>Cindy</b> 6:5 8:5  <b>circumstances</b>  11:18  <b>citizens</b> 6:12  18:14  <b>city</b> 1:1 2:1,16  4:20,21,23 5:4  5:5,18 8:3,10  8:17,18 9:11  9:19 10:5  15:25 16:3  17:2,5,8,15  18:2 19:10,23  23:10,22,24  24:4,11,12,18  24:18,22,23,24  25:3,4,13,15  25:18,24 26:4  <b>city's</b> 17:17  <b>clarification</b></p>
		<b>B</b>	<b>C</b>	
	<p><b>back</b> 20:24  25:16  <b>bad</b> 19:23  <b>base</b> 11:18  <b>basketball</b> 6:11  <b>beautiful</b> 7:17  <b>behalf</b> 8:6,10  13:4 16:25  20:16  <b>believe</b> 13:15  21:12 22:23  <b>benefit</b> 13:6  <b>benefits</b> 7:8,13</p>	<p><b>CA</b> 1:24  <b>Cal</b> 20:3  <b>California</b> 1:15  2:18,20 4:1  11:24 27:5  <b>call</b> 13:10  <b>candelas</b> 21:23  21:24  <b>captains</b> 6:10  <b>cards</b> 7:4  <b>catalog</b> 15:8  <b>catalytic</b> 21:13  <b>Cathedral</b> 6:14  6:15  <b>CCA</b> 17:15 18:2  <b>CD9</b> 25:6  <b>CEDILLO</b> 3:5  <b>center</b> 8:11  12:11,22 14:5  17:23 19:24  <b>Central</b> 12:12  17:15 18:14</p>		

21:4	22:10	<b>cost</b> 16:13	<b>dependent</b>	9:19 11:9
<b>clarifications</b>	<b>compact</b> 6:22	<b>Council</b> 4:23 5:5	17:18	23:15
20:23	<b>companies</b> 11:4	5:19 8:18	<b>described</b> 26:2	<b>electric</b> 9:23
<b>clarify</b> 11:12	<b>complements</b>	10:13 16:23	<b>deserves</b> 21:13	<b>employee</b> 27:18
20:21	18:4	17:2 19:11	<b>design</b> 5:8 9:1	<b>employment</b>
<b>Clerk</b> 24:22,23	<b>complete</b> 13:10	20:11,14,16	11:9 20:25	19:14
24:24 25:3,13	20:17	22:7,12 23:14	<b>designates</b> 11:18	<b>Encino</b> 18:11
25:15,24 26:4	<b>completion</b> 18:1	23:18 24:9	<b>designed</b> 13:12	19:19
<b>closer</b> 7:19	<b>comply</b> 9:25	25:17,20,23	<b>destinations</b>	<b>energy's</b> 6:24
<b>Club</b> 6:8 14:7	<b>comprehensive</b>	<b>Councilman</b>	18:5	<b>enforcement</b>
17:20 18:15	9:5	4:12 8:9 15:18	<b>details</b> 8:7	15:20,24
19:13	<b>Concerned</b>	23:9 26:4	<b>develop</b> 18:21	<b>ENGLANDER</b>
<b>coach</b> 15:22	18:14	<b>Councilmember</b>	<b>developer</b> 14:10	3:6
<b>code</b> 11:7	<b>concert</b> 25:9	3:3,4,5,6,7	<b>development</b>	<b>enhance</b> 17:21
<b>Coliseum</b> 4:14	<b>concessions</b> 14:4	10:20 14:13	5:12 7:14	18:3
4:24 5:2,7 7:21	15:10	20:22	19:22	<b>ensure</b> 11:10,15
8:8,9,18 9:18	<b>conditions</b> 9:3	<b>Councilmen</b>	<b>different</b> 15:9	<b>ensures</b> 11:2
14:23 15:12	9:24	14:2 15:17	16:3	<b>entertainment</b>
23:11	<b>conference</b> 5:14	<b>couple</b> 18:16	<b>digital</b> 11:19	11:8
<b>come</b> 12:18,18	17:23	20:24 25:11	21:15,21	<b>entertainment...</b>
13:13,14 20:9	<b>Congratulatio...</b>	<b>course</b> 6:21 8:20	<b>direction</b> 27:11	21:14
<b>commend</b> 14:10	26:6	<b>courtyard</b> 15:11	<b>directly</b> 11:3	<b>entrance</b> 7:20
<b>comments</b> 23:7	<b>connected</b> 7:1	<b>co-owners</b> 6:7	<b>director</b> 8:25	<b>entrepreneurs...</b>
<b>commercial</b>	<b>Conservancy</b>	<b>CPC</b> 11:2 20:24	18:13	18:23
5:14	16:4	<b>create</b> 13:11	<b>district</b> 1:6 2:6	<b>environment</b>
<b>Commission</b>	<b>consideration</b>	17:25	4:15,24,25 5:3	10:25 11:16
4:22 5:4,8 8:8	10:12 22:5	<b>creating</b> 6:21	8:19,22 9:15	13:17
8:10 9:18	<b>Considerations</b>	7:9	16:9 19:11	<b>environmenta...</b>
23:23	5:9	<b>creation</b> 13:18	20:11,14 22:7	13:5
<b>commissioners</b>	<b>considered</b> 10:2	22:3	22:9,12 23:11	<b>Escutia</b> 14:1
10:19	<b>consistent</b> 9:1	<b>CREED</b> 13:4,7	23:13,18	16:8,9
<b>commitment</b>	9:10 11:19	<b>CSR</b> 1:24 27:25	<b>District's</b> 5:2	<b>essential</b> 9:6
7:11	<b>construction</b>	<b>Cummings</b> 12:9	<b>documented</b>	<b>establish</b> 4:14
<b>committed</b> 13:5	14:8 17:19,25	12:10,11	22:17	<b>Estimate</b> 6:17
22:2	<b>continue</b> 4:9	<b>current</b> 7:18	<b>doing</b> 6:14	<b>estimated</b> 17:24
<b>committee</b> 1:2	5:17	11:7	<b>Doug</b> 16:21,24	<b>Eva</b> 18:10 19:10
2:2 4:19 13:9	<b>continued</b> 16:14	<hr/>	<b>draft</b> 4:13 22:8	<b>event</b> 14:21
21:9 25:16	17:17	<b>D</b>	<b>dreary</b> 15:1	<b>events</b> 7:3,5
<b>communities</b>	<b>contribute</b>	<b>date</b> 24:9 27:19	<b>dull</b> 15:2	11:15 12:4
13:6,18	13:17	<b>Dated</b> 27:21	<b>dumb</b> 20:9	21:5,6,9
<b>community</b> 6:12	<b>convention</b>	<b>day</b> 13:21,23	<b>D.J</b> 10:16,19	<b>everybody</b>
6:25 7:5,8,13	19:24	16:19	<hr/>	15:23 16:11
10:7,24 11:3	<b>cool</b> 7:25	<b>DDO5</b> 21:22	<b>E</b>	<b>examples</b> 9:13
12:14,20 13:13	<b>corner</b> 14:25	<b>December</b> 4:22	<b>earlier</b> 12:13	<b>exceed</b> 7:11
14:11 16:1	20:19	<b>Department</b>	<b>eating</b> 10:9	<b>exciting</b> 13:11
18:5,19 19:1	<b>Corridor</b> 16:15	4:19 23:21	<b>economic</b> 6:17	<b>executive</b> 18:13
19:14 21:10	17:9 21:9	25:5	<b>EIR</b> 4:12 5:6	<b>existing</b> 5:1 18:5

<b>exit</b> 4:8	<b>five</b> 6:3	6:11	<b>hire</b> 18:17	<b>improving</b>
<b>expeditiously</b>	<b>Floor</b> 2:17	<b>goddamn</b> 19:25	<b>hiring</b> 6:19,19	15:15
24:14 25:6	<b>focus</b> 6:19	<b>Godfrey</b> 12:8	7:10	<b>include</b> 10:8
<b>Expo</b> 13:12	<b>focused</b> 6:24	13:3	<b>historic</b> 8:2 10:1	<b>included</b> 4:25
14:19,25 15:9	<b>Focusing</b> 7:8	<b>going</b> 5:25 7:16	<b>honorable</b> 10:18	<b>includes</b> 6:10
17:9	<b>folks</b> 19:5	7:25 10:10	16:8,18	<b>including</b> 9:21
<b>Exposition</b> 6:17	<b>football</b> 6:8 14:7	15:10,14 19:20	<b>hoop-scorers</b>	13:14 17:22
8:2,16 9:9	17:20 18:15	20:2,5 21:14	6:12	<b>income</b> 18:19
11:15 17:21	19:13,25 20:2	<b>good</b> 4:18 6:6	<b>hopes</b> 18:2	<b>increase</b> 11:1
18:3 20:19	20:6	10:18 11:23	<b>hospitality</b> 14:8	<b>individual</b> 23:2
21:7	<b>foregoing</b> 27:7	12:10 13:5	<b>hours</b> 21:15	<b>industry</b> 6:11
<b>express</b> 19:12	27:12	14:2,7 15:17	<b>house</b> 7:7	14:8
20:15	<b>forgotten</b> 20:20	15:25 16:8,18	<b>housing</b> 18:21	<b>initiated</b> 8:18
<b>extreme</b> 20:15	<b>forth</b> 27:9	16:23 17:3,5	<b>huge</b> 10:5	<b>instruct</b> 23:9
<b>eyes</b> 7:12	<b>Forum</b> 25:10,12	17:14 18:12,19	<b>Huizar</b> 3:3 4:5	<b>instruction</b>
	<b>forward</b> 9:16	19:9 20:13	4:16 5:20 6:4	25:18
	13:20 14:14	24:5	8:4 10:14	<b>intense</b> 6:23
	22:1,17	<b>goodbye</b> 25:8	11:22 12:7	<b>interested</b> 27:17
<b>F</b>	<b>franchise</b> 17:4	<b>gotten</b> 7:6	13:2,24 14:18	<b>introduce</b> 18:22
<b>face</b> 21:16	<b>freeway</b> 9:10	<b>great</b> 4:16 6:11	15:16,18 16:7	<b>introducing</b>
<b>facilitate</b> 5:12	<b>front</b> 15:12	6:13 7:6 12:2,4	16:20 17:13	19:5
<b>fan</b> 13:20	<b>FUENTES</b> 3:7	18:25 25:25	18:9 19:8,18	<b>invested</b> 7:13
<b>Farmers</b> 9:12,14	<b>fully</b> 10:20	<b>green</b> 14:22 15:3	20:11 22:6,14	<b>investment</b> 6:18
11:6	11:25 12:14	<b>group</b> 6:9,10,13	22:16,25 23:3	10:5 16:12,12
<b>favor</b> 19:22	21:1	16:10	23:17,25 24:5	20:17
<b>favorite</b> 14:20	<b>full-time</b> 18:1	<b>groups</b> 16:3	24:10,16,21,23	<b>investments</b>
<b>features</b> 5:9	<b>funds</b> 11:2	<b>guys</b> 20:9	25:1,4,14,20	13:15 17:18
11:9	<b>further</b> 27:11,16		25:25 26:5	<b>involved</b> 9:20
<b>feel</b> 13:9 21:14		<b>H</b>	<b>hundred</b> 9:23	16:4
<b>feet</b> 5:13,15	<b>G</b>	<b>Hall</b> 2:16		<b>issues</b> 10:1
<b>FELIPE</b> 3:7	<b>Galaxy</b> 13:21	<b>hardworking</b>	<b>I</b>	21:11
<b>Fernando</b> 13:25	<b>game</b> 8:2 14:11	14:9	<b>Ibarra</b> 4:18,19	<b>item</b> 4:5,5,11,12
<b>field</b> 6:24 9:12	18:23 19:3,15	<b>HARRIS-DA...</b>	22:21 23:1,20	4:17 25:15
9:14 11:6 20:6	<b>games</b> 21:18	3:4	24:2,8	
20:9	<b>gardens</b> 14:22	<b>healthy</b> 13:16	<b>iconic</b> 10:5	<b>J</b>
<b>fields</b> 20:2	<b>gated</b> 15:3,3	<b>heard</b> 12:13	<b>ideas</b> 16:5	<b>Jimenez</b> 16:21
<b>Figuroa</b> 7:19	<b>generation</b> 10:8	<b>hearing</b> 11:20	<b>immediate</b> 15:4	17:14,15
7:24 11:19	<b>gentlemen</b> 15:23	20:24	<b>impact</b> 6:18	<b>job</b> 1:25 10:8
16:15 17:9	<b>getting</b> 16:4	<b>heart</b> 6:16 8:1	<b>impacts</b> 11:10	<b>jobs</b> 6:21 7:10
21:9	19:21	16:1	<b>important</b> 9:17	14:7 17:5,25
<b>finalize</b> 5:18	<b>GILBERT</b> 3:5	<b>Heights</b> 15:19	<b>importantly</b>	18:1,18,19,20
<b>financially</b>	<b>global</b> 6:9	16:3	19:2	19:3
27:17	<b>go</b> 9:16 10:12	<b>held</b> 21:6	<b>impose</b> 11:5	<b>joining</b> 14:14
<b>financing</b> 9:6	14:20 20:4	<b>Hello</b> 14:19	<b>imposed</b> 16:5	<b>JOSE</b> 3:3
<b>find</b> 22:19	21:18 25:17	16:24	<b>improve</b> 10:24	<b>jurisdiction</b>
<b>findings</b> 5:8	<b>goals</b> 7:11	<b>helping</b> 12:23	15:6	21:3
23:16,22 24:3	<b>goal-scorers</b>	<b>Hi</b> 19:9	<b>improved</b> 5:15	
25:22				
<b>fits</b> 9:9				

<b>K</b>				
<b>Kaufmann</b> 24:18	<b>local</b> 6:19 7:10 10:24 13:4,6 13:15,17,21,22 14:4 16:25 17:5,7 18:17	<b>meeting</b> 4:10,22 <b>MEJIA</b> 4:12 23:9,19	16:9 17:14 19:9 27:20	<b>ongoing</b> 23:23 <b>open</b> 5:15 7:7
<b>keep</b> 4:8	<b>located</b> 21:21	<b>member</b> 8:9 14:4	<b>named</b> 21:22	<b>opportunity</b> 18:3 19:14
<b>Kelly</b> 14:3	<b>long</b> 16:14 20:20 20:20 25:11	<b>members</b> 4:18 16:24 20:13,22	<b>name's</b> 6:6 16:24 18:12	<b>options</b> 10:9
<b>kids</b> 12:19,19,23	<b>long-time</b> 15:19	<b>Memorial</b> 5:7	<b>nature</b> 21:21	<b>order</b> 5:11
<b>kind</b> 15:11	<b>look</b> 13:20 14:14 22:1,21	<b>mentored</b> 12:18	<b>necessary</b> 5:11	<b>ordered</b> 26:2
<b>know</b> 5:24 6:16 7:9 15:9 17:17	<b>looking</b> 22:11	<b>Michael</b> 14:3	<b>need</b> 10:10 23:9 24:14 25:23	<b>ordinance</b> 4:13 22:9 23:12 25:16
<b>L</b>	<b>Los</b> 1:1,5,15 2:1 2:5,16,18 4:1 6:8,16 8:1 10:6 12:12 14:20 17:16,20 18:7 18:14,15 19:13 26:6	<b>midnight</b> 21:17 21:18	<b>needed</b> 12:4	<b>ordinances</b> 23:10 25:19
<b>LA</b> 13:4,7,21	<b>lot</b> 12:20,21 20:25 21:2	<b>million</b> 6:18 7:13,14 10:23 11:1 20:17 22:2	<b>neglected</b> 20:20	<b>organization</b> 12:21 17:4
<b>labor</b> 6:20	<b>loves</b> 16:11	<b>minority</b> 6:19	<b>negros</b> 19:21	<b>organizers</b> 16:6
<b>LAFB</b> 8:6 10:20 12:2 13:21 15:5 17:1,3,6 21:1,8 22:2	<b>low</b> 18:18	<b>minute</b> 10:16	<b>neighbor</b> 13:22	<b>originally</b> 21:25
<b>LAFB's</b> 13:7	<b>lower</b> 7:12	<b>minutes</b> 6:3	<b>neighborhood</b> 7:5 18:20	<b>outlined</b> 22:10
<b>LAND</b> 1:2 2:2	<b>Lucy</b> 4:19	<b>MITCHELL</b> 3:6	<b>neighbors</b> 12:3 19:16	<b>outreach</b> 21:10
<b>landscaping</b> 11:12	<b>L.A</b> 4:24 5:7 9:11,14 11:1 14:6,12 19:10 23:15	<b>mitigation</b> 5:10 9:24	<b>neither</b> 27:16	<b>outside</b> 15:11
<b>LAPD</b> 15:22		<b>moderate</b> 18:18	<b>new</b> 4:14 6:15 7:22 9:7 11:8 17:18,20,21,22 18:4,6	<b>overall</b> 10:25 15:13
<b>large</b> 21:5,6	<b>M</b>	<b>modern</b> 9:8 15:7	<b>noise</b> 6:23	<b>Overriding</b> 5:9
<b>Lastly</b> 21:12 22:1	<b>machine</b> 27:10	<b>modifications</b> 10:21,23 11:5 11:12	<b>nonprofit</b> 12:23 13:4	<b>ownership</b> 6:9 6:10
<b>Latham</b> 8:6 10:19	<b>Macias</b> 24:18	<b>Monitoring</b> 5:10	<b>Noreen</b> 16:21 18:10,13	<b>o'clock</b> 21:19
<b>law</b> 15:19,24	<b>main</b> 12:15	<b>months</b> 20:24 25:11	<b>North</b> 2:17	<b>P</b>
<b>lead</b> 8:8	<b>Major</b> 4:20	<b>Moore</b> 10:16,18 10:19	<b>Northwest</b> 7:20	<b>package</b> 13:10 14:11
<b>leadership</b> 14:14	<b>MANAGEM...</b> 1:2 2:2	<b>Morales</b> 18:10 19:9,10	<b>number</b> 4:5 9:3 9:7 10:1	<b>packet</b> 25:22
<b>League</b> 10:16 11:23,24	<b>Marqueece</b> 3:4 19:20	<b>move</b> 10:10 22:17 24:14,19 25:17,17,20,22	<b>numbers</b> 7:9	<b>page</b> 22:14,23 22:25
<b>leaves</b> 7:19	<b>maximize</b> 21:1	<b>moved</b> 8:21 23:8	<b>O</b>	<b>pages</b> 2:15
<b>LEED</b> 9:20 11:13,14	<b>maximum</b> 10:1	<b>museum</b> 5:14 17:24 20:18	<b>objection</b> 26:1	<b>Paloma</b> 19:19 20:12,14
<b>left</b> 9:13	<b>MBE/WBE</b> 7:11	<b>museums</b> 14:23 15:8	<b>obviously</b> 14:23	<b>panel</b> 16:8,18
<b>letter</b> 20:21 21:22 22:24	<b>McClendon</b> 16:22 18:10,12 18:13	<b>N</b>	<b>offers</b> 19:1	<b>park</b> 6:17 8:2,16 9:10,17 11:15 12:2 13:12 14:19,25 15:9 15:15 17:9,21 18:3 20:19 21:7
<b>letters</b> 7:6	<b>mean</b> 19:22	<b>name</b> 12:10 13:3 14:3 15:17	<b>Office</b> 5:17 20:16 24:4,19 25:4	<b>parking</b> 8:15 20:25 21:2
<b>Level</b> 19:25	<b>measures</b> 9:24		<b>officer</b> 15:20	<b>parks</b> 10:24 22:4
<b>lighting</b> 11:6,10			<b>officer's</b> 11:20	
<b>listed</b> 22:22			<b>Okay</b> 5:21 6:4 22:14 23:3,4,6 24:5,7,21 25:7 25:24 26:5	
<b>lists</b> 23:1				
<b>little</b> 20:6				
<b>Live</b> 9:11,14 14:12				



<b>part</b> 21:8 23:23	25:18	<b>providing</b> 10:7	<b>report</b> 22:11	8:1,1 9:14
<b>parties</b> 27:18	<b>prepared</b> 5:7	<b>provisions</b> 5:1	<b>Reported</b> 1:23	15:12 20:10
<b>partner</b> 17:3	<b>presented</b> 13:9	<b>public</b> 5:15 21:5	<b>Reporter</b> 2:21	22:21 23:4
<b>paving</b> 11:13	<b>president</b> 6:7	<b>pull</b> 10:11	27:5	25:2,21
<b>pay</b> 16:13	<b>previously</b> 9:19	<b>push</b> 13:19	<b>REPORTER'S</b>	<b>righty</b> 24:5
<b>paying</b> 11:3	<b>Price</b> 8:9 14:13	<b>put</b> 17:7	1:14 2:14	<b>Roberto</b> 26:3
<b>peek</b> 14:24	20:22	<b>p.m</b> 4:3 21:17,17	<b>represent</b> 6:9	<b>rotting</b> 15:2
<b>Penn</b> 6:2,5,6,7	<b>Price's</b> 10:20	21:17	12:11 16:9	<b>run</b> 16:14
<b>people</b> 7:1 17:7	<b>private</b> 6:18		<b>representatives</b>	
18:19	<b>privilege</b> 6:8		10:15	<b>S</b>
<b>percent</b> 7:10,10	<b>proceedings</b>	<b>Q</b>	<b>represents</b>	<b>Sabbath</b> 25:9
9:22 18:17,18	1:14 2:15 27:7	<b>questions</b> 5:16	17:16	<b>sacrifice</b> 16:14
<b>Perez-McEvoy</b>	27:9,13,15	8:14 23:7	<b>requested</b> 10:21	<b>safe</b> 11:16
19:19 20:12,13	<b>professional</b>	<b>quickly</b> 10:10	21:25	<b>Salvador</b> 14:1
20:14 22:13,15	5:13 9:8 17:19	13:20 24:19	<b>requests</b> 22:8	15:18
<b>permits</b> 10:11	<b>program</b> 5:10		<b>require</b> 10:23	<b>satisfy</b> 9:4
<b>personally</b>	9:6,7 12:15	<b>R</b>	16:14	<b>saw</b> 25:9,10
27:14	19:15 22:23	<b>Rachel</b> 12:8	<b>requirements</b>	<b>says</b> 12:20,21
<b>perspective</b>	<b>programming</b>	13:25 14:3	9:21 11:13	24:11
12:22,23	22:4	<b>reach</b> 16:2	<b>requires</b> 16:12	<b>scene</b> 7:17
<b>pertains</b> 21:10	<b>programs</b> 18:22	<b>reached</b> 6:20	<b>reside</b> 19:11	<b>schedule</b> 17:7
<b>phenomenal</b>	<b>progress</b> 16:11	<b>read</b> 4:7	<b>residences</b> 11:11	<b>Science</b> 8:11
20:17	16:11	<b>ready</b> 12:5,5	<b>resident</b> 15:19	<b>seats</b> 6:22
<b>place</b> 7:17 8:1	<b>project</b> 5:7,8	<b>real-life</b> 18:24	19:10	<b>second</b> 23:12
27:8	6:20 8:11 9:15	<b>reason</b> 12:15	<b>residential</b>	<b>Secondly</b> 21:20
<b>places</b> 14:20	9:20,24 10:4,5	<b>reasons</b> 18:6,16	21:16	<b>section</b> 4:20
<b>plan</b> 1:5 2:5	10:23 11:9,13	<b>recess</b> 24:25	<b>restaurants</b> 10:9	23:1
4:14,24 5:2	12:1,25 13:8	25:1	17:23 20:18	<b>see</b> 14:11 25:23
8:19,21,24 9:1	13:10,14,16	<b>recessed</b> 24:25	<b>restore</b> 21:15,20	<b>seen</b> 7:9
9:3 22:3,8	15:5,25 16:13	<b>recognize</b> 10:4	<b>restoring</b> 21:23	<b>selected</b> 15:21
23:11	16:17 17:5,8	<b>recommend</b>	<b>restrictions</b> 9:7	<b>sent</b> 20:21
<b>Planning</b> 1:2 2:2	17:10,24 19:1	23:14	<b>restrooms</b> 11:15	<b>serve</b> 10:7
4:20,21 5:4,16	19:6,6 20:16	<b>recommenda...</b>	21:5	<b>service</b> 9:2
8:25 23:21,23	21:13	11:20	<b>retail</b> 17:23	<b>set</b> 27:9
25:5	<b>projects</b> 4:20	<b>recommended</b>	20:18	<b>share</b> 6:1,2 24:7
<b>played</b> 19:3	13:6 16:5	4:23 5:5 11:2	<b>revenue</b> 6:20	<b>shorthand</b> 2:20
<b>players</b> 12:17	18:24 21:16	<b>record</b> 4:7 25:15	<b>review</b> 23:25	27:4,10
<b>plaza</b> 7:20,22	<b>PROJECT/SP...</b>	27:9	<b>reviewed</b> 24:2	<b>side</b> 19:23
<b>please</b> 4:7,9	1:5 2:5	<b>Redevelopment</b>	<b>revitalization</b>	<b>sign</b> 1:6 2:6 4:15
<b>plenty</b> 19:1	<b>promote</b> 13:16	1:5 2:5 18:8	16:15	4:25 5:3 8:22
<b>PLUM</b> 4:18	<b>proposal</b> 18:16	<b>Reduction</b> 22:23	<b>Revlon</b> 21:6	9:14 11:3,18
<b>Plumbers</b> 16:25	<b>proposed</b> 13:8	<b>region</b> 14:16	<b>Reyes</b> 14:1	11:19 22:9,22
<b>positive</b> 13:18	17:1,11 18:6	17:16	15:17,18	<b>signage</b> 5:1 8:20
<b>possible</b> 10:13	23:1	<b>relates</b> 23:11,12	<b>Richard</b> 14:1	8:21 9:5,17
24:9,15,20	<b>provide</b> 11:14	<b>relative</b> 27:17	16:9	13:12 21:12,15
25:6	19:13	<b>remain</b> 11:14	<b>rid</b> 19:21	<b>signed</b> 7:3
<b>prepare</b> 23:10	<b>provides</b> 8:24	<b>rendering</b> 7:22	<b>right</b> 6:16 7:12	<b>significant</b> 7:5

10:8 <b>signs</b> 11:17 21:21 <b>Silver</b> 9:20 11:13,14 <b>sir</b> 23:19 <b>site</b> 7:17 18:8 <b>small</b> 21:1,2 <b>smarter</b> 20:10 <b>soccer</b> 5:13 6:15 6:15 12:3 13:20 14:15 15:7,22 17:1 17:19,23 18:7 18:22,22,23 19:3,15 20:1,6 20:8,18 <b>Somebody</b> 24:6 <b>soon</b> 10:13 <b>Sounds</b> 24:5 <b>South</b> 11:1 12:12 18:14 <b>Southern</b> 11:24 <b>space</b> 5:15 15:4 15:4 21:2 <b>spaces</b> 9:22 14:22 <b>speak</b> 17:12 <b>Special</b> 21:9 <b>Specific</b> 4:14,24 5:2 8:19,21,24 9:1,3 22:8 23:11 <b>specifically</b> 16:2 20:24 <b>spent</b> 11:2 <b>spoke</b> 7:15 12:19 <b>sports</b> 1:5 2:5 7:18 9:9 11:8 14:5 15:2 18:4 18:7 21:13 23:15 25:8 <b>Spring</b> 2:17 <b>square</b> 5:13,15 <b>stadium</b> 5:13 7:3,18 9:9 10:6	13:8,22 15:5,7 15:11,25 17:1 17:20,21 18:7 20:1,2,7 <b>staff</b> 4:17 5:17 12:17 14:13 <b>stand</b> 14:6 <b>standards</b> 11:6 17:6 <b>Staples</b> 14:5 <b>Starrett</b> 5:24 6:2 6:5 8:5,5 <b>start</b> 5:21 <b>started</b> 12:1 <b>State</b> 27:5 <b>Statement</b> 5:9 <b>stays</b> 6:23 <b>steep</b> 6:23 <b>street</b> 2:17 7:19 7:24 12:24 <b>streetscape</b> 10:25 22:3 <b>stringent</b> 11:5 <b>strong</b> 14:6,14 <b>strongly</b> 13:7 16:17,25 17:10 18:6 <b>structure</b> 7:23 14:24 <b>students</b> 12:18 <b>stupid</b> 20:5 <b>subleased</b> 8:13 <b>submitted</b> 10:21 22:7 <b>subscribed</b> 27:19 <b>success</b> 17:17 <b>summary</b> 4:21 <b>summer</b> 10:11 <b>Super</b> 20:8 <b>supplemental</b> 1:6 2:6 4:15,25 5:2 7:23 8:22 23:13 <b>support</b> 7:3,4,6 8:3 12:24 13:7 13:17 14:6	16:10,17 17:1 17:6,10,18 18:6,15 19:6 19:12,14 20:15 <b>supporters</b> 7:2 <b>supporting</b> 13:5 <b>supportive</b> 11:25 12:14 <b>supports</b> 10:20 <b>sure</b> 8:25 15:23 22:16 <b>surrounding</b> 16:16 <b>sustainability</b> 9:21	<hr/> <b>T</b> <hr/> <b>take</b> 7:12 18:2 <b>taken</b> 2:16 13:15 <b>talked</b> 12:13,14 <b>tasteful</b> 13:12 <b>Tax</b> 6:19 <b>taxpayers</b> 16:13 <b>teach</b> 18:23,24 <b>team</b> 12:3 14:15 15:22,23 16:5 16:12 20:3 21:25 <b>teams</b> 20:7 <b>tear</b> 19:24 <b>temporary</b> 17:25 <b>Terry</b> 24:18 <b>thank</b> 4:10,16 5:20 6:3,4,5 8:3,4 10:11,13 10:14 11:21,22 12:6,7 13:1,2 13:23,24 14:13 14:17,18 15:15 15:16 16:6,7 16:20 17:11,13 18:8,9 19:7,8 19:17,18 22:5 22:6 23:6 25:7 25:24,25 26:1 26:5	<b>thing</b> 19:25 <b>things</b> 9:11 <b>think</b> 12:2 15:13 19:5 20:10 <b>third</b> 23:13 <b>thoroughly</b> 10:2 <b>thousands</b> 7:1,1 14:7 <b>three</b> 7:4 24:17 <b>tied</b> 24:15 <b>time</b> 6:1 7:14 20:1,4 27:8 <b>today</b> 8:7,14,23 10:3 20:15 <b>Tom</b> 6:5,7 12:13 <b>toned</b> 9:16 <b>Torres</b> 12:8 13:25 14:2,3 <b>traffic</b> 21:10 <b>transcribed</b> 27:8,11 <b>TRANSCRIPT</b> 1:14 2:14 <b>transcription</b> 27:12 <b>transfer</b> 5:1 <b>transit</b> 13:15 <b>transportation</b> 9:25 <b>TRISHA</b> 1:24 2:19 27:24 <b>trying</b> 22:19 <b>Tuesday</b> 1:16 2:18 4:2 <b>two</b> 20:7,8 23:10 24:16 25:10	<b>upping</b> 21:23 <b>urge</b> 17:10 <b>urgency</b> 24:14 <b>usable</b> 15:1,1 <b>usage</b> 21:1 <b>USC</b> 8:13,13 <b>use</b> 1:2,6 2:2,6 4:15,25 5:3 8:22 11:8,14 15:3 21:4,5 23:13 <b>uses</b> 5:14 10:7
				<hr/> <b>V</b> <hr/> <b>Varilla</b> 13:25 14:19 <b>vehicle</b> 9:23 <b>venue</b> 6:22 12:4 18:4 25:12 <b>verbatim</b> 27:9 <b>versus</b> 13:21 <b>vibrant</b> 7:16 9:17 <b>view</b> 7:24 <b>visibility</b> 9:10 <b>visitors</b> 10:9 <b>visual</b> 10:25 <b>voices</b> 4:8	
				<hr/> <b>W</b> <hr/> <b>Wachira</b> 12:8 13:3,3 <b>wage</b> 17:6 <b>wait</b> 12:1 <b>Walk</b> 21:6 <b>want</b> 5:24 22:16 24:3,6,8 25:16 25:16,17 <b>watch</b> 13:21 <b>Watkins</b> 8:6 10:19 <b>way</b> 4:21 15:14 24:12 <b>Wayne</b> 18:10 19:19,20 <b>week</b> 14:21 24:17,24,25	
				<hr/> <b>U</b> <hr/> <b>undersigned</b> 27:4 <b>understand</b> 24:13 <b>union</b> 18:19 <b>Unite</b> 14:4 <b>university</b> 11:24 11:25 <b>uplift</b> 18:20	

25:1	<b>world-class</b>	<b>20</b> 9:22	
<b>weeks</b> 24:16,17	14:15,23 15:7	<b>20,000</b> 7:3	
<b>welcome</b> 4:17	19:3	<b>200</b> 2:17	
10:17 12:2	<b>worthwhile</b>	<b>2015</b> 4:22	
26:6	16:16	<b>2016</b> 1:16 2:19	
<b>well-paying</b>	<b>wouldn't</b> 25:23	4:2	
18:20		<b>22,000</b> 6:22	
<b>we'll</b> 5:21 7:11	<b>Y</b>	<b>22,000-seat</b> 5:12	
9:3 21:20	<b>Yeah</b> 6:2	15:7 17:19	
24:12,14,19	<b>years</b> 14:12	<b>27</b> 2:15	
25:20	25:10		
<b>we're</b> 6:14 9:22	<b>yesterday</b> 20:21	<b>3</b>	
10:3,4,6,10	<b>youth</b> 12:11,22	<b>3</b> 22:14	
12:5,5,14 19:4	16:10 18:22	<b>3rd</b> 2:17	
19:20 20:2,5	19:15 22:3	<b>3,000</b> 6:21 7:10	
22:18 25:1		<b>300</b> 21:23	
<b>we've</b> 6:20,25	<b>Z</b>	<b>310560</b> 1:25	
7:1,4,4,6 8:13	<b>zoning</b> 8:17	<b>35</b> 7:10	
24:2		<b>36</b> 7:13	
<b>WHEREOF</b>	<b>\$</b>		
27:19	<b>\$1</b> 11:1	<b>4</b>	
<b>whispered</b> 24:6	<b>\$250</b> 6:18 7:14	<b>40</b> 7:10 18:17,18	
24:8	20:17	<b>450</b> 17:16	
<b>WIENER</b> 1:24	<b>\$3</b> 6:17		
2:19 27:24	<b>\$4</b> 10:23 20:8	<b>5</b>	
<b>Wilson</b> 16:21,23	22:2	<b>5</b> 1:16 2:19 4:2,5	
16:24		4:12	
<b>wind</b> 20:5	<b>1</b>	<b>5-minute</b> 5:25	
<b>win-win-win</b>	<b>1</b> 2:15		
15:14	<b>10</b> 4:22 21:18	<b>6</b>	
<b>WITNESS</b>	<b>11</b> 14:4 21:19	<b>6F</b> 23:1	
27:19	<b>11:00</b> 21:17	<b>600</b> 21:23	
<b>women's</b> 12:3	<b>12</b> 21:17		
<b>wonderful</b> 6:12	<b>12:00</b> 21:17	<b>7</b>	
7:16,19 13:23	<b>1200</b> 17:25	<b>7,000</b> 7:2	
19:6	<b>13576</b> 1:24 2:21	<b>78</b> 16:25	
<b>work</b> 5:17 17:8	27:25		
23:21,24 24:3	<b>143,000</b> 5:15	<b>8</b>	
25:5,6,21	<b>15-1541</b> 1:5 2:5	<b>800</b> 21:24	
<b>worked</b> 12:19	<b>150</b> 7:4		
<b>worker</b> 14:5	<b>1800</b> 18:1	<b>9</b>	
<b>workforce</b> 13:17	<b>19th</b> 24:9,10,15	<b>9</b> 16:9 20:11,14	
<b>working</b> 22:1	24:16	22:7,12 23:18	
<b>works</b> 5:24		<b>9th</b> 19:11	
<b>world</b> 14:15	<b>2</b>	<b>9,000</b> 5:13	
19:4,15	<b>2</b> 22:23,25		
<b>world's</b> 8:2,3	<b>2:00</b> 11:17		
	<b>2:30</b> 4:3		

CITY OF LOS ANGELES  
DEPARTMENT OF CITY PLANNING  
PLANNING COMMISSION

IN RE: )  
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LOS ANGELES MEMORIAL ) CPC-2015-3477-SP-SN  
ARENA REDEVELOPMENT ) EIR SCH 2010041059  
PROJECT. ) ENV-2015-2497-EIR  
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REPORTER'S TRANSCRIPT OF PROCEEDINGS  
Los Angeles, California  
Thursday, December 10, 2015

Reported by:  
LAURIE HELD-BIEHL  
CA CSR No. 6781  
TX CSR No. 8555  
RPR/CRR No. 32836  
JOB No. 305608

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DEPARTMENT OF CITY PLANNING  
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LOS ANGELES MEMORIAL ) CPC-2015-3477-SP-SN  
ARENA REDEVELOPMENT ) EIR SCH 2010041059  
PROJECT. ) ENV-2015-2497-EIR  
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Reporter's Transcript of  
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Thursday, December 10, 2015, beginning  
at 12:57 p.m. and ending at 4:25 p.m.,  
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APPEARANCES:

City of Los Angeles City Planning Commission:

DAVID AMBROZ, Commission President

RENEE DAKE WILSON, Commission Vice President

DANA M. PERLMAN, Commissioner

SAMANTHA MILLMAN, Commissioner

CAROLINE CHOE, Commissioner

JOHN MACK, Commissioner

RICHARD KATZ, Commissioner

ROBERT AHN, Commissioner

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LISA WEBBER, Deputy Director of Planning

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JAMES K. WILLIAMS, Executive Assistant II

1                   Los Angeles, California  
2                   Thursday, December 10, 2015  
3                   12:57 p.m. - 4:25 p.m.

4  
5                   COMMISSION PRESIDENT AMBROZ: All right. Why,  
6 good afternoon, everybody; welcome back. We're going  
7 to begin in about one minute; so please find your way  
8 to your seats, turn off your cell phones. And if  
9 you're here to speak on an issue, be sure to fill out  
10 and turn in a speaker card, those are located by the  
11 front door. And we'll begin in about a minute.

12                   All right. Why don't we go ahead and kick  
13 off the afternoon. It is December 10, 12:58 p.m.

14                   My name is Mr. David Ambroz. And we're at  
15 the City Planning Commission meeting here. And we're  
16 now calling up CPC-2015-3477-SP-SN.

17                   We have the full Commission present. And  
18 we're going to have a presentation in just a moment.

19                   Don, before or after the presentation?

20                   Excellent.

21                   So how long will you need for your  
22 presentation, sir?

23                   MR. CHU: I'm going to shoot for 10 minutes.

24                   COMMISSION PRESIDENT AMBROZ: Why don't we put  
25 12 minutes on the clock and then see where we land?

1 If you need more time, it's a complicated project; so  
2 of course we'll accommodate. It's more of a gentle  
3 reminder as time goes by.

4 Please go ahead, introduce yourself and  
5 begin the presentation.

6 MR. CHU: Good afternoon. My name is Henry Chu  
7 of the major departments unit -- or section of the  
8 Department of City Planning.

9 What we have before you is the Los Angeles  
10 Football Club Stadium, which is requesting two  
11 ordinances; one is an amendment to an existing  
12 Specific Plan Ordinance, and the other is the  
13 creation of a Sign District Ordinance.

14 Briefly, my presentation will include  
15 background information, a project description and the  
16 project components, the requested entitlements and a  
17 discussion of the environmental clearance. And then  
18 I'll finish it off with the issues raised at the  
19 public hearing and staff recommendation.

20 So in May and June of 2015, Councilmember  
21 Price made motions to have the City Planning  
22 Department and the City Attorney's Office work with  
23 the Los Angeles Football Club to remove the Sports  
24 Arena, to have it replaced with a new soccer stadium.  
25 The additional motion was to have the existing



1 Coliseum District Specific Plan be amended and create  
2 a new Sign District Ordinance.

3 In February of 2011, the Coliseum Commission  
4 as the lead agency, certified the existing --  
5 certified the Environmental Impact Report for the  
6 original soccer stadium project. And in September of  
7 2015, they met again and certified the addendum to  
8 the previously certified EIR.

9 A hearing-officer hearing was held on  
10 October 20, 2015 here at City Hall.

11 And there's one additional case, it's  
12 DIR-2015-2496, and this is a project permit  
13 compliance and a director's determination.

14 So, briefly, the project is located south of  
15 Downtown Los Angeles. It's south of the 10 Freeway  
16 and west of the 110 Freeway. It's near the  
17 intersection of Figueroa Street and Martin Luther  
18 King Boulevard. It's indicated here with the red  
19 project site shape.

20 The project site is located within the  
21 Exposition Park, which totals 160 acres, and is  
22 comprised of cultural resources and sports venues,  
23 such as the Los Angeles Memorial Coliseum, the  
24 Los Angeles Sports Arena, a swim stadium. There's  
25 also the rose garden and open space.

1           The project site is also located within the  
2 Coliseum District Specific Plan. And this is an  
3 overlay of regulations within the specific area.

4           The specific plan was adopted by the City  
5 Council in 2006 and then it was amended in 2009. And  
6 it excludes the Expo Center and areas north of  
7 Exposition Drive.

8           The project site is zoned OS-1XL and has an  
9 open space land use designation.

10          Adjacent uses include museums just north of  
11 the project site.

12          And across Exposition Boulevard you have the  
13 University of Southern California.

14          To the south you have commercial uses and  
15 multifamily residential uses.

16          Across Figueroa Street you have commercial  
17 uses, empty lots and residential uses.

18          And to the west, you have a parking lot, you  
19 have the Coliseum and you have commercial uses as  
20 well as multifamily residential uses.

21          So the project proposes the demolition of  
22 the Los Angeles Memorial Sports Arena. And that will  
23 be replaced with a new soccer stadium and ancillary  
24 uses.

25          The soccer stadium will be comprised of

1 22,000 seats, up to 640,000 square feet -- a  
2 640,000-square-foot development. It will host Major  
3 League Soccer games, USC events, entertainment  
4 events, civic gatherings.

5 The field level is proposed to be 20 feet  
6 below street level.

7 Rooftop structures will reach a maximum  
8 height of 115 feet above street level.

9 And it will be designed as an open-air  
10 stadium.

11 Ancillary uses will include a conference  
12 facility, an office use, a world football museum, a  
13 team store and restaurants.

14 The ancillary uses are proposed to be  
15 75 feet tall.

16 So this is the project site. And at the  
17 east portion of the project site, adjacent to  
18 Figueroa Street, we have the -- the proposed stadium.

19 At the west portion of the site we have the  
20 LAFC parking lot, which currently provides 238 spaces  
21 and that will be reconfigured to provide 250 spaces.

22 We have some plaza areas.

23 This is the northwest plaza which is  
24 adjacent to Christmas Tree Lane.

25 We have the northeast entrance, the

1 southeast entrance, a drop-off area.

2 And the ancillary uses will be located --  
3 will mainly be located at the west portion of the  
4 stadium. We have the museum, the conference  
5 facility, the team store and restaurants. There's  
6 also a novelty retail -- retail space proposed on the  
7 east side of the stadium as well as a cafe.

8 So with a stadium that provides  
9 22,000 seats, as well as all of these different  
10 ancillary uses, we have a total required number of --  
11 total of 5,076 required parking spaces. The  
12 project -- the project will provide 5,961 spaces  
13 using the existing Exposition Park parking supply;  
14 with the proposed LAFC parking lot, that total will  
15 reach 6,211 parking spaces.

16 The Applicant has provided information that  
17 the proposed LAFC parking lot, which is being  
18 reconfigured, will be setting aside 20 percent for  
19 EV parking and will include four charging stations.

20 The project will also provide 440 total  
21 bicycle parking spaces. That's 107 bicycle parking  
22 spaces for the ancillary uses and 333 spaces ut- --  
23 being utilized by a valet bike parking system.

24 So the Exposition Park is well-served by all  
25 of these different transit -- transit stations. We

1 have the Metrolink Station, the -- the Expo Park  
2 Vermont Station and the Expo Park USC Station located  
3 to the north along Exposition Boulevard. We also  
4 have all of these different bus stops located here  
5 along Martin Luther King Boulevard, Figueroa Street,  
6 Vermont and Exposition Boulevard.

7 The yellow lines represent the circulation  
8 pathways for pedestrians -- pedestrians coming off  
9 from these bus stations. And the red lines represent  
10 the circulation path for pedestrian -- pedestrian --  
11 pedestrians utilizing the Metro stops.

12 And this image is the overall landscape  
13 plan.

14 And the project is proposing sustainable  
15 landscaping. It will utilize drought-tolerant  
16 plants, water efficient irrigation, plant  
17 biodiversity, and heat -- heat island mitigation.

18 So what's before you are two proposed  
19 ordinances; one is the amendment to the Coliseum  
20 District Specific Plan and the other is the creation  
21 of a sign district.

22 So currently the Coliseum District Specific  
23 Plan allows for a variety of uses; it does not  
24 contemplate redevelopment of the Sports Arena site;  
25 it does not reflect the current boundaries of the

1 Coliseum and the Sports Arena site; and it consists  
2 of signage regulations for the Coliseum and  
3 Exposition Park.

4 A summary of the proposed amendments include  
5 the following: It reflects the proposed uses on the  
6 Sports Arena site as well as the existing uses; it  
7 identifies five zones of the plan; it adds a project  
8 permit compliance process; it updates permitted uses;  
9 it includes design regulations for stadium -- for the  
10 stadium; it adds more alcohol regulations and  
11 processes; it adds parking requirements for bikes and  
12 cars; and it regulates existing signage regulations  
13 until the approval of the new sign district.

14 So this is the proposed subarea boundaries  
15 of the Coliseum District Specific Plan. It takes  
16 into account the stadium.

17 This is the new soccer stadium zone located  
18 beneath Christmas Tree Lane.

19 This is the existing Coliseum.

20 These are secondary stadium zones, which are  
21 parking lots.

22 And this is the south parking lot zone  
23 located just south of the soccer stadium zone.

24 And this is the freeway zone located across  
25 the 110 Freeway.

1           So the second ordinance is the -- the  
2           establishment of a sign district. And the sign  
3           district is summarized as follows: It provides a  
4           unique, comprehensive signage program; it  
5           incorporates the existing signage from the Coliseum  
6           District Specific Plan and there are no changes to  
7           those -- to the signage regulations that are being  
8           transferred over; it provides regulations and  
9           limitations on the types, amounts, locations, sizes,  
10          operating hours and illumination on and around the  
11          site; it incorporates the California Outdoor  
12          Advertising Act to allow two off-premise signs for  
13          each professional sports arena; and it allows for  
14          four non-contiguous parcels, three sites are yet to  
15          be determined, one is existing, and that's the one  
16          that's located across the 110 Freeway.

17          So the supplemental -- supplemental use sign  
18          district proposes up to 44,500 square feet of  
19          signage. And this excludes the aerial signage, the  
20          information signage, the temporary signage and the  
21          interior signage. It also regulates identification  
22          signage, temporary event signage, electronic digital  
23          display signs, changeable message LED signs, static  
24          signs and retail tenant identification signs, and  
25          both on- and offsite signs.

1           This is what the ordinance map would look  
2 like. And it's basically the same as the specific  
3 plan -- the Coliseum District Specific Plan map. It  
4 excludes Expo Center and it -- and it includes the  
5 freeway -- the freeway zone located across the  
6 110 Freeway; so it basically adds the exit specs to  
7 the existing zone.

8           And this is the proposed supplemental use  
9 sign district, essentially the same as the proposed  
10 subareas for the Coliseum District Specific Plan.

11           These are the primary signs allowed by the  
12 current specific plan; that's being transferred over  
13 from the existing Coliseum District Specific Plan.

14           And these are the existing Coliseum and  
15 Exposition Park signage signs within the specific  
16 plan.

17           COMMISSION PRESIDENT AMBROZ: So that was the  
18 10 minutes; how much more do you think you'll need,  
19 sir?

20           MR. CHU: Probably two minutes.

21           COMMISSION PRESIDENT AMBROZ: Let's put three on  
22 there; if you need more, we'll adjust.

23           MR. CHU: So we have different types of signs  
24 being proposed. We have teams -- team and stadium  
25 identity signs located throughout the site. The red



1 signs are the team signs and the orange signs are the  
2 stadium identity signs.

3 And we can have the Applicant discuss in  
4 detail and respond to any questions about any of  
5 these signs.

6 We have digital display signs located on the  
7 stadium and throughout the site.

8 There's retail tenant signs to provide  
9 advertising for the tenants.

10 And there there's also aerial -- aerial view  
11 stadium identity signs.

12 This is an elevation that shows the height  
13 and location of the proposed signs. Again, the green  
14 is the retail, the red are the team identity, the  
15 orange are the stadium identity, the blue are the  
16 digital display signs.

17 And these are the north stadium elevations  
18 and the south stadium elevations.

19 This is an aerial rendering that shows the  
20 aerial signs as well as the digital sign proposed  
21 facing Martin Luther King Boulevard.

22 These are examples of the signs being  
23 proposed. This is the digital display sign and the  
24 secondary site sign.

25 These are examples of the proposed digital

1 display signs located throughout the site.

2 We --

3 COMMISSION PRESIDENT AMBROZ: Are those the  
4 temporary or are those the permanent digital?

5 MR. CHU: No, these are the permanent ones.

6 COMMISSION PRESIDENT AMBROZ: Thank you.

7 MR. CHU: And these are the -- this is an  
8 example of the freestanding team ID sign.

9 COMMISSION PRESIDENT AMBROZ: Which would  
10 be digital?

11 MR. CHU: Yes.

12 And this is a -- a shot of the project site  
13 from the 110 Freeway looking onto the project site.

14 And the next slide shows a rendering of the  
15 stadium at the same spot.

16 And this is what it would look like driving  
17 north on the 110 Freeway.

18 This next image is an -- this is the site  
19 looking west towards the project site.

20 And with the proposed stadium, we show what  
21 it would look like with the digital signs.

22 And so as I mentioned, there was a certified  
23 EIR that was approved by the Coliseum Commission in  
24 2011. And we identified this as the original stadium  
25 project and it proposed two options: One is a

1 22,000-seat soccer stadium and/or a multiuse  
2 facility.

3 It was a 15-acre site approved in 2015.  
4 There was an addendum. And this basically modified  
5 the project site but it is relatively the same in  
6 terms of the acreage, it's 15 acres, and that was  
7 approved in September 2015.

8 This is a rendering of option 1, the  
9 multiuse facility.

10 And this is the rendering of the proposed  
11 22,000 stadium -- seat -- 22,000-seat stadium.

12 And the impacts identified from the  
13 certified EIR were basically the same as the addendum  
14 that was certified in September of 2015; so there are  
15 no significant -- no additional changes or no  
16 additional impacts being created from this proposed  
17 project.

18 The Statement of Overriding Considerations  
19 is also provided just to explain that the benefits of  
20 the project outweigh the environmental impacts.

21 At the October public hearing we heard  
22 different issues being raised. We heard issues of  
23 traffic and neighborhood impacts as an issue, the  
24 historic nomination of Exposition Park, the design  
25 and compatibility of the stadium, and signage

1 impacts.

2 Staff has received letters of support from  
3 Council District 9, the Office of Exposition Park,  
4 the North Area Neighborhood Development Council, the  
5 California African-American Museum, Voices  
6 Neighborhood Council, the Central City Association,  
7 the LA Area Chamber of Commerce and -- as well as a  
8 petition with over 1,900 names.

9 In conclusion, the project would be  
10 appropriate. It's an infill development that would  
11 replace an underutilized site. It visually enhances  
12 the area. It provides abundant landscaping and would  
13 be pedestrian friendly.

14 It provides many benefits, which the  
15 Applicant will go ahead and explain.

16 There were mention of community partnerships  
17 being made at the public hearing as well as  
18 activating the southeast corner of Exposition Park.

19 It also showcases Los Angeles  
20 internationally.

21 Staff recommends that the City Planning  
22 Commission recommend approval of the amendment to the  
23 Coliseum District Specific Plan, the establishment of  
24 the sign district, and the review and assessment of  
25 the certified EIR and the addendum to the City

1 Council.

2 And staff is available for any questions.

3 COMMISSION PRESIDENT AMBROZ: Excellent.

4 So we are --

5 Why don't you have a seat. I think we're  
6 going to go a little out of order this afternoon and  
7 welcome up Mr. Price, Councilman Curren Price, who  
8 wanted to speak on this item.

9 If you'd like to, sir, you can address us  
10 now or go ahead and buckle in for an hour of public  
11 testimony. But you're welcome to come up now. I  
12 think you have a city to run, so --

13 COUNCILMEMBER PRICE: If I have a choice,  
14 I'll --

15 COMMISSION PRESIDENT AMBROZ: Welcome.

16 COUNCILMEMBER PRICE: Thank you, Mr. President  
17 and Commissioners. It's really a pleasure for me to  
18 be with you this afternoon to express my unequivocal  
19 support for this project, the proposal to bring a  
20 world-class state-of-the-art soccer stadium to  
21 Exposition Park, right here in our backyard.

22 For those of you who may not be familiar  
23 with the Ninth District, we have our share of  
24 problems; highest rate of poverty, highest levels of  
25 unemployment. That's why, when I took office, I

1       dubbed it the "New Ninth," not just for the new  
2       geography of the district, which has changed  
3       dramatically, but also for a can-do,  
4       open-for-business-but-not-business-as-usual attitude.

5               And this is the type of change that I  
6       envisioned when I took office, a change that would  
7       really transform the district in a very measurable  
8       way.

9               The LA Football Club is truly one of the  
10       biggest economic development projects that South LA  
11       and the City have seen in decades. This  
12       250-million-plus private-sector investment is  
13       significant. And I believe it has real power to  
14       change not just the City but certainly my  
15       constituency.

16              For this and many other reasons I'm throwing  
17       my support behind the Club's proposal, their  
18       requested entitlements, including formalization of  
19       the sign district that was previously laid out in the  
20       specific plan.

21              Having LA's premier soccer team housed right  
22       here in our community will attract new shopping, new  
23       tourism, and a demand for other goods and services.  
24       It's going to generate millions of dollars a year in  
25       local revenue for decades. And I'm told a projected

1 250 -- I'm sorry, 2.5 million a year in tax revenue  
2 for the City.

3 This is more than just a stadium. The  
4 project is going to help activate the southeast  
5 corner of Expo Park, as you've seen, 365 days out of  
6 the year with plenty of retail, restaurants,  
7 conference space, and a world soccer museum that will  
8 complement the other museums in Expo Park.

9 And you better believe the LA Football Club  
10 certainly has found a strong fan base here in the  
11 South LA community. There isn't a single corner in  
12 my district where you don't find young and old alike  
13 grabbing every inch of green space to kick around  
14 soccer balls, enjoying the -- the soccer games all  
15 around. And, you know, this occurs morning, noon and  
16 night at our parks and open space. That's why when  
17 we announced the soccer stadium, we had hundreds of  
18 local school kids march through the park, Expo Park,  
19 expressing their support and enthusiasm for their new  
20 hometown team.

21 This is a project that the community is  
22 wholeheartedly supporting and embracing. And that's  
23 really why, for the past year or so, our office has  
24 been working closely with the representatives of the  
25 football club to ensure that this economic investment

1 will also benefit those who live in the area, who  
2 live in the community.

3 There will be over 3,000 permanent and  
4 temporary jobs. There has been a PLA executed with  
5 the building trades. And the -- the club has  
6 committed to a 40 percent -- 40 percent local hire.  
7 And we've got some real teeth in those commitments to  
8 ensure that those goals are met, indeed some  
9 financial penalties.

10 But we're also -- there's also a commitment  
11 to work with the various workforce centers so we can  
12 really train men and women to make sure they're ready  
13 to take these jobs. Now is the time that we should  
14 move forward.

15 But it's the benefits to our community --  
16 but the benefits to our community don't stop there.  
17 And we're continuing to make sure that the project is  
18 not -- does its part to also be a good neighbor; so  
19 it's not just a matter of benefiting citizens but the  
20 broader community.

21 I'm thrilled to say that the football club  
22 isn't just being good to our residents but they are  
23 also implementing measures to be good to the  
24 environment. They have pledged a plan to design a  
25 LEED-certified building and they're investing in a



1       culinary and hospitality training program that's  
2       going to be housed there at the stadium.

3               For all of these reasons, I'm excited and  
4       committed to making sure this project moves forward  
5       with urgency. Our community needs it and it deserves  
6       it; so let's make the goal and bring this win home.

7               Thank you.

8               COMMISSION PRESIDENT AMBROZ: Thank you.

9               I'll allow those applause.

10              Well, I think --

11              Thank you, sir, for your comments. It's  
12       good to get Council perspective and I have to say it  
13       rarely comes directly from a Councilperson; so  
14       clearly stated and appreciated. I think you're the  
15       only Councilman to grace us, and not once but twice;  
16       so tell your colleagues how much fun we are.

17              COUNCILMEMBER PRICE: There's a method to my  
18       madness.

19              COMMISSION PRESIDENT AMBROZ: I can tell. Thank  
20       you for your time, sir.

21              All right. Back to the process. Let's hear  
22       from the Applicant.

23              Cindy, come on up.

24              I understand we've agreed to 15 minutes for  
25       the presentation?

1 MS. STARRETT: That would be great, thank you.

2 COMMISSION PRESIDENT AMBROZ: Excellent.

3 MS. STARRETT: And then if we could have a few  
4 minutes after that to answer questions, we'd be  
5 delighted as well.

6 COMMISSION PRESIDENT AMBROZ: Yes.

7 MS. STARRETT: I am Cindy Starrett from Latham &  
8 Watkins and -- but I'm going to turn it over to  
9 Tom Penn, who's the president of the Football Club,  
10 as soon as we get our visuals up here.

11 MR. PENN: Good afternoon. It's never easy to  
12 follow that.

13 COMMISSION PRESIDENT AMBROZ: It's not.

14 MR. PENN: It's my sincere privilege to greet  
15 you today and speak about this project.

16 My name is Tom Penn and I'm the president  
17 and co-owner of the Los Angeles Football Club. And,  
18 really, I come representing a group of 24 owners  
19 who've come together with a global vision but with  
20 local ties, including some of the most famous folks  
21 and important folks in Los Angeles: Magic Johnson,  
22 Mia Hamm, Nomar Garciaparra, world-class athletes who  
23 have a love for the game, the world's game.

24 And our chairman, executive chairman,  
25 Peter Guber, owner of the Dodgers, the Warriors,

1 Mandelay Entertainment; so collectively the group has  
2 the attention on this project and our intention to  
3 build a state-of-the-art facility and really a  
4 state-of-the-heart team here in the heart of  
5 Los Angeles.

6           You've heard about the scope of the project,  
7 where it's located, the 250 million of private  
8 investment, the 3-billion-dollar economic impact, the  
9 3,000 jobs, the 2.5 million in City tax revenues  
10 annually, and our intention to be in a Project Labor  
11 Agreement.

12           I'll leave the details of the stadium to our  
13 architect here shortly, who will go over all the  
14 particulars. But you can see we've embraced that we  
15 are in the heart of Los Angeles with our designs.  
16 You can see the City. It's a compact, tight,  
17 intimate venue, a natural grass pitch, and a place  
18 for the world's game to be played.

19           You know, our vision is to unite the world's  
20 city around the world's game. There isn't another  
21 city on the planet that has the cultural diversity,  
22 the ethnic backgrounds. And the one thing that  
23 brings that whole world together is the world's game.

24           If you come to our community, a summation of  
25 the activities we've had in the community, it's been

1 awesome. To interact with the folks on the ground,  
2 in the neighborhood, within the City. We've -- we've  
3 had 10,000-plus sign up as supporters, we've had  
4 1,000 people attend our various events.

5 We had a great community open house that was  
6 well attended. We've had multiple community events.  
7 We've received the endorsement of some of the key  
8 folks in the community.

9 Drilling down on the community benefits a  
10 little more, you've heard about the jobs, you've  
11 heard about our 40 percent local hire. We're  
12 improving local infrastructure with streetscapes and  
13 lighting, aesthetic beautification.

14 Our foundation will get very active.  
15 There's nothing better than winning games except when  
16 you see kids in the community engaged in their love  
17 of the game. The Councilman spoke of it. We'll be  
18 very, very active in this district and in the City in  
19 engaging children in health and wellness.

20 And you've heard about the private  
21 investment.

22 Again, we're going to support programs that  
23 promote youth and health, improve the infrastructure.  
24 We've got 32 million in community benefits. And  
25 we're local, local, local with the wages and the

1 jobs.

2 Drilling down on that 32 million, we talked  
3 about the open space improvements in Exposition Park,  
4 which is in desperate need, particularly in this  
5 corner; sustainability, as you've heard; the Project  
6 Labor Agreement commitment; the local hiring; the  
7 minority and women businesses. And then our  
8 commitment to a culinary and a hospitality training  
9 program. If you add it up, before we get started  
10 it's over 32 million dollars.

11 So I'll turn it over to Jonathan Emmett, our  
12 architect, to speak more about the specifics of the  
13 project.

14 MR. EMMETT: Good afternoon. My name is  
15 Jonathan Emmett and I'm a design director with  
16 Gensler Architects. You've seen some of the details  
17 already today but I'll try and cover a little bit  
18 more of the specifics.

19 As you see here, the overall site plan,  
20 we're very excited about the opportunity it provides  
21 to really energize the southeast corner of Exposition  
22 Park with the new stadium and the ancillary  
23 development. You've already heard a little about the  
24 abundance of parking, which makes this a really ideal  
25 site for a stadium of 22,000 seats.

1           But we're also incredibly excited about the  
2 opportunities provided by public transit. You see  
3 over 14 bus stops in very close proximity to the  
4 site, three stations for the Expo Line within close  
5 proximity, and access from the Silver Line that you  
6 see in the northeast corner there; so all of that  
7 really brings together the unique opportunity within  
8 the City to provide a transit-friendly stadium for  
9 the community.

10           Drilling in on the specific site here, one  
11 of the primary goals that we've been working very  
12 closely with the team and with our landscape  
13 architect, Mia Lehrer, is to really create a warm,  
14 inviting, pedestrian-friendly environment around the  
15 stadium. That's very important in terms of  
16 activating the Figueroa streetscape as well. And  
17 also providing a direct link from Figueroa into the  
18 park.

19           One thing that exists today is there is  
20 actually no sidewalk along Christmas Tree Lane, along  
21 the south edge, to provide access from Figueroa into  
22 the Coliseum. And we really see that as an important  
23 link to be reestablished by the project.

24           In addition to that, there are many fences  
25 that really prevent the existing Sports Arena site

1 from being accessible and feeling like it's an  
2 accessible space for the local community. As part of  
3 this project, we're taking all of those fences down  
4 to really ensure that much more of the space onsite  
5 is accessible, inviting and usable by the community.

6 In addition to that, it's important to point  
7 out there are a lot of trees on the site. We're  
8 maintaining the vast majority of the existing trees  
9 along South Coliseum Drive to create the -- to  
10 maintain the existing buffer between the site and the  
11 Coliseum. Where we are needing to remove trees for  
12 construction, we are replacing trees one for one  
13 throughout the entire site.

14 In addition to that, we're respecting the  
15 integrity of the historic setting of Christmas Tree  
16 Lane, replacing and improving the -- the tree -- the  
17 tree -- the street trees along Christmas Tree Lane to  
18 provide a much more consistent setting along -- along  
19 that edge of the project.

20 This is a view of the northwest plaza. We  
21 talked a lot about the ancillary development earlier  
22 on; most of those activities are here on the  
23 northwest side of the stadium.

24 I just want to point out that some of the  
25 trees have been left out of this rendering

1 specifically so that you can see the building  
2 architecture.

3 And in a photo montage I'll show you in a  
4 second will show you it in its context for better --  
5 a better version.

6 That's the view I was just mentioning  
7 where -- with all the existing trees being left on  
8 the northwest corner and within Christmas Tree Lane;  
9 so you can see the view from the Coliseum, really  
10 much of the building is actually hidden behind that  
11 existing tree to create a sort of natural buffer of  
12 the stadium.

13 This is a view looking west along Christmas  
14 Tree Lane. You start to see some of the  
15 architectural detail of the stadium here. We've  
16 started to use many of the materials that are  
17 reminiscent of the Coliseum itself. We're looking at  
18 using formed concrete, introducing travertine, those  
19 kind of materials, but also respecting the scale and  
20 the rhythm of the peristyle as well.

21 And then a view here looking -- from a step  
22 further back looking west to really show you the view  
23 within the context of Christmas Tree Lane. And,  
24 again, you start to see that the stadium is very much  
25 hidden behind the existing and new trees along the



1 south of Christmas Tree Lane.

2 A view from the northeast corner looking in.

3 As we mentioned earlier, this is -- the  
4 field is set 20 feet below grade, allowing us to  
5 really open up views in and out of the stadium. And,  
6 again, you start to see some of the human-scale  
7 elements around the base. Introducing some of those  
8 more tactile materials.

9 And then another key element to point out  
10 here is that we're truly integrating all of the  
11 signage that was mentioned into the architectural  
12 design of the stadium. And that's a very important  
13 consideration for the design team and ownership.

14 A view looking down Figueroa from the north  
15 here; so, again, you see some of those aspects in  
16 context. And, again, we are planting trees all the  
17 way down Figueroa to, again, create a shaded  
18 environment and a walkable pedestrian zone along  
19 Figueroa.

20 Some of the elevation diagrams here, again,  
21 showing the integration of the signage and the  
22 specific materials that we're using.

23 From a landscape standpoint, again, using  
24 drought-tolerant planting, climate appropriate  
25 landscape. And introducing a well-balanced mix of

1 hardscape and landscape appropriate to the use.

2 We are looking at the entire project from a  
3 sustainability standpoint, looking for LEED  
4 certification for the entire project, and introducing  
5 many of those sustainability measures throughout the  
6 building, the architecture and also the site.

7 As we mentioned earlier, this is going to be  
8 transit-oriented, bike friendly; we're looking at  
9 introducing both permanent and bike valet for events  
10 as well.

11 And with that, I'll hand it back over to  
12 Cindy.

13 MS. STARRETT: Thank you. Cindy Starrett again.

14 And this is just showing you some of the  
15 Exposition Park stakeholders.

16 We've already had five public hearings on  
17 this project before the Coliseum Commission, as well  
18 as the hearing examiner, as well as the Science  
19 Center Board.

20 All the museums have approved the project,  
21 including the signage, so has the State; in fact, all  
22 of them will receive benefits from the project. And,  
23 of course, we lease our site from USC, which has also  
24 approved the project.

25 The sign district, as Henry mentioned, was

1 initiated by the City Council. This specific plan  
2 includes signage. It's now being made much more  
3 detailed and restrictive by being moved into this  
4 SUD. And it is essential to support this private  
5 investment of a 250-million-dollar stadium. This is  
6 beautiful, it's designed to be compatible with the  
7 community and it is essential for our project to go  
8 forward.

9 We are proposing signage that is more  
10 integrated into the park than what you see here. But  
11 the City has approved signage for other sports; for  
12 basketball, for hockey, for football. We think  
13 soccer is equally important.

14 Christmas Tree Lane, we've made some  
15 modifications to the program, some of them have  
16 already been summarized to you. And I'm going to  
17 invite my partner D.J. Moore up here to -- to provide  
18 more details on that.

19 We recognize that Christmas Tree Lane, the  
20 northern elevation of the site, is the closest to the  
21 park. We've proposed an Event Hospitality Management  
22 Plan and will work that out with the Office of  
23 Exposition Park. It will deal with both restrictions  
24 on the signage on non-event days on that elevation  
25 and also make arrangements for people who want to

1 have access to our facilities under appropriate terms  
2 on those days.

3 The Outdoor Advertising Act recognizes the  
4 importance of sports for the whole State of  
5 California. Los Angeles has already implemented  
6 these provisions for freeway-visible signage. You've  
7 done that at LA Live, you've done that at Farmers  
8 Field. We're asking that here.

9 It limits us so that our signage within  
10 660 feet, including our Figueroa frontage, can only  
11 be signage pursuant to a Sponsorship Marketing Plan;  
12 so quite similar to LA Live. It's not offsite  
13 signage in the sense of anyone could buy time on it.  
14 We will have a group of sponsors, those will be the  
15 ones that you will be able to see on that signage.

16 The freeway visible is subject to safety  
17 rules; in fact, it's more restrictive than what  
18 CalTrans would permit.

19 We've also added to the sign district  
20 provisions -- and we know you all are very concerned  
21 about enforcement. We've added specific provisions  
22 that you've articulated in other sign districts in  
23 terms of giving staff the power to enforce all of  
24 these regulations; we'll live by these rules.

25 I'm going to ask D.J. to come up because

1 staff asked us to spend a little more time on  
2 signage.

3 Just, very briefly, on transportation and  
4 parking.

5 The prior EIR recognized that this is adding  
6 about 5,000 seats when you net out the existing  
7 Sports Arena; so the transportation impact is not  
8 significant. Since 2011, when that prior EIR was  
9 approved, the Gold Line has opened.

10 And also we are using existing parking. The  
11 only parking lot we're building is the one on our  
12 site, all the rest of the parking is owned by the  
13 State and we have to use what they make available.  
14 The parking that we're building, we're adding that  
15 20 percent EV.

16 Historic, there's no significant impact.

17 And now, D.J., if you can come up, let's  
18 spend a little more time on signage; I know we don't  
19 have a lot of time left here.

20 The only impact is the demolition of the  
21 Sports Arena. And the compatibility with the  
22 Coliseum has been ensured in this design, the  
23 Historic Resources Group is working very hard on  
24 that.

25 I'll just, in the interest of time here,

1 move straight to these elevations.

2 MR. MOORE: Good afternoon, D.J. Moore of  
3 Latham & Watkins.

4 I'm probably going to need a little bit more  
5 time but I wanted to make sure that we walked you  
6 through, you know, slowly each elevation.

7 COMMISSION PRESIDENT AMBROZ: Where are we on  
8 the clock?

9 MR. WILLIAMS: Two minutes, 30 seconds.

10 COMMISSION PRESIDENT AMBROZ: Would five minutes  
11 be sufficient?

12 MR. MOORE: I think I can do it in five.

13 COMMISSION PRESIDENT AMBROZ: Okay. We'll put  
14 five because this is the crux of the matter.

15 MR. MOORE: All right. What we're looking at  
16 now is the east primary public-facing facade facing  
17 Figueroa and the 110 Freeway. And there's a mix --  
18 this is, you know, a mix of signage on here; the  
19 stadium identity, digital retail signage. It's the  
20 main public-facing part of the project.

21 You've seen these views earlier in the  
22 presentation.

23 The views from the 110 Freeway, both before  
24 and after.

25 And here we are looking at Figueroa. This

1 is heading south on Figueroa.

2 This is with the addition of the project.

3 And these are a close-up of the digital  
4 display types that occur on Figueroa; so, first,  
5 we've got the digital pole signs here on the left.  
6 These are approximately 10 feet in height, they are  
7 spaced in regular intervals along the Figueroa  
8 frontage.

9 Again, there were some questions about how  
10 it was incorporated into the architecture here. Here  
11 you see sign DD.02 above the retail store frontage on  
12 the Figueroa frontage.

13 Here is a rendering of the main entry in the  
14 northeast plaza. There you can see sign DD.02 that  
15 we were just looking at.

16 Here is one of those pole signs we were  
17 looking at.

18 And the -- a digital stadium identity sign  
19 that David -- or, sorry, President Ambroz mentioned  
20 earlier in the presentation.

21 COMMISSION PRESIDENT AMBROZ: Yes.

22 And, you know, what's challenging is that  
23 there's all those people; so I know we've removed  
24 trees. But as you go forward you may want one  
25 without people because those signs look like people.

1 Will you point them out again? I don't see  
2 what you were pointing at? The vertical in that, the  
3 vertical --

4 MR. MOORE: Okay. So here we go, this was the  
5 sign that you mentioned earlier, this is a stadium  
6 identity sign.

7 COMMISSION PRESIDENT AMBROZ: Behind the tree?

8 MR. MOORE: Partially behind an existing tree.

9 That was sign DD.02, which is above the  
10 retail.

11 COMMISSION PRESIDENT AMBROZ: Gotcha.

12 MR. MOORE: And then this is one of those  
13 10-foot-tall pole signs.

14 COMMISSION PRESIDENT AMBROZ: Gotcha. Yes.

15 MR. MOORE: Pardon.

16 I'm just specifically pointing out the  
17 digital signs as opposed to the other signs.

18 COMMISSION PRESIDENT AMBROZ: Thank you.

19 COMMISSIONER PERLMAN: Can you --

20 Dana Perlman.

21 Can you also point out which ones -- like  
22 are those -- are those 10-foot-tall vertical signs,  
23 are those just artistic graphic? Are they onsite  
24 signage? Are you proposing on- and offsite?

25 MR. MOORE: They're part of the sponsorship



1 marketing plan. But there will also be the graphic  
2 elements. I mean, I think you've seen some of them  
3 in Hollywood. You know, there are a few places -- a  
4 few of the new developments in Hollywood have them;  
5 they're actually pretty cool from my perspective, but  
6 that's just me.

7 Then we'll head to the north elevation.  
8 Actually, I'd like to step back for a second.

9 This is also an important frontage to look  
10 at for purposes of the interior signs. I know that  
11 there have been some questions about interior signs.

12 There are two primary openings into the  
13 public realm on Figueroa; there's the northeast  
14 entrance and then the southeast entrance on Figueroa.  
15 And these are really the only spots in the stadium  
16 where any interior signage might possibly be visible  
17 to members of the public.

18 Due to the setbacks, you know, it's  
19 primarily pedestrian visibility. And that is  
20 partially due to the fact that when we designed this  
21 project we were asked by, you know, the constituency  
22 in the area to design the stadium to be open, so that  
23 it didn't feel like it was closed off and turning its  
24 back, you know, on the community, much like the  
25 existing Sports Arena; so these openings at the

1 primary northeast and southeast elevations were  
2 really designed to, you know, give views into the  
3 stadium.

4 But there's interior signage in the stadium  
5 that's, you know, primarily there, you know, for  
6 games. I mean, we've all been to Dodger Stadium and  
7 other venues where you have visible stadium --  
8 visible signage on the interior of the stadium. It's  
9 directed to the people who are in the stadium  
10 enjoying the game.

11 So while there will be some potential  
12 visibility of that signage to people walking by the  
13 site, it is not signage that's intended to be visible  
14 or intended to capture the attention of motorists  
15 or -- of people walking by for purposes of  
16 advertising on a daily basis.

17 This is the north stadium elevation. This  
18 is the elevation that's facing Christmas Tree Lane.

19 You've seen this image -- or you saw the  
20 after image. This is the current image on Christmas  
21 Tree Lane, this is after the stadium.

22 An important facet of this is that the  
23 historic resources consultant, when analyzing this  
24 project, included in their analysis a requirement  
25 that we retain and maintain the existing tree line on

1 Christmas Tree Lane; that can't be altered.

2 We're going to improve it, because it's not  
3 in the greatest condition right now.

4 But it does substantially block a lot of  
5 views of the stadium. And that was important for  
6 maintaining the historic context of Christmas Tree  
7 Lane, which is the primary view area of the Coliseum  
8 peristyle.

9 One sign that we noted in our letter to you  
10 on Monday that we moved was this sign right here, it  
11 was digital DD.08. It previously faced Christmas  
12 Tree Lane. We've moved it so that it faces Figueroa,  
13 it won't be visible on Christmas Tree Lane.

14 You've seen this sign -- this -- this  
15 already. Again, we're looking at --

16 COMMISSION PRESIDENT AMBROZ: So I want to just  
17 be respectful of the process; so I'm going to put  
18 five minutes additional on the clock, that's a total  
19 of 20 minutes, and then I'm going to -- we're going  
20 to have questions and conversation. Okay?

21 MR. MOORE: Okay. I'll move as quickly as I  
22 can.

23 COMMISSION PRESIDENT AMBROZ: Okay. Five  
24 minutes.

25 MR. MOORE: Again, this is Christmas Tree Lane

1 with the trees removed so that you can see the  
2 signage on the stadium.

3 Again, these are digital signs located right  
4 here.

5 And, again, as I noted the tree line; it  
6 must be maintained.

7 This is looking at the stadium from the  
8 Coliseum, walking over to the stadium from the  
9 Coliseum under existing conditions.

10 Here it is after the addition of the  
11 stadium, Jonathan showed you this image earlier;  
12 again, the existing tree line must be maintained.

13 Here's an artist's rendering; again,  
14 Jonathan showed this to you earlier. The primary  
15 digital sign in this image is, you know, the large  
16 video board which is angled away from the Coliseum  
17 and really designed to activate the significant  
18 public plaza on the interior of the site, again, not  
19 visible from -- from Figueroa.

20 And it's really an important amenity here to  
21 really enliven the area. I mean, this is a dark area  
22 in Exposition Park as it exists today. And the whole  
23 idea is to have this be the main public plaza where  
24 activity is going to go on, where the restaurants are  
25 going to be located.

1           This is the south stadium elevation, this is  
2 what faces Martin Luther King Jr. Boulevard.

3           Here is an existing conditions shot.

4           This is the -- with the addition of the  
5 stadium. You can see back here -- this is sign  
6 DD.05, it's a digital sign primarily for patrons in  
7 the parking lots coming to visit the stadium. It has  
8 some visibility from Martin Luther King Jr.  
9 Boulevard.

10           Here we are heading north on Figueroa with  
11 the site on the left-hand side of the -- of the  
12 image. This is with -- under existing conditions.

13           Here we are with the addition of the  
14 stadium; I'll point you around to the major signs  
15 here.

16           This sign right here with a soccer ball,  
17 that is sign DD.10, intended -- it faces east/west on  
18 Martin Luther King Jr. Boulevard.

19           This tall blue sign is the existing major  
20 site sign, sign 1D. That sign is already approved  
21 under the existing specific plan. It's actually  
22 approved for 6,000 square feet, we've reduced it to  
23 5,800 square feet. But it --

24           So this -- these are the primary signs  
25 visible here.

1           Also, these are the freeway-visible signs on  
2 the canopy that you saw in prior renderings up here.

3           There was --

4           We heard there were some concerns about sign  
5 DD.04, which would have been right here in this  
6 location in the opening to the stadium. LAFC  
7 understood those concerns and we are proposing to  
8 remove that sign from the sign district. We've  
9 removed it from the rendering, we're not showing it  
10 here, and are no longer requesting it be included in  
11 the district.

12           And this is the west stadium elevation.  
13 This is the side of the stadium that faces the  
14 Coliseum. You'll see that there is no digital  
15 signage proposed on -- on this facade.

16           We did hear some questions about the size of  
17 this retail sign. It is intended to be tenant  
18 retail. This is the -- this is the ancillary uses  
19 building where tenants -- where there will be  
20 multiple tenants; however, given concerns about the  
21 size of the sign, we're proposing to break it up into  
22 three separate retail signs, not -- none of which  
23 need to exceed 700 square feet.

24           And I guess, lastly, I'll just mention  
25 temporary signs while I've got a minute.

1 Under the current specific plan there  
2 actually are no -- there is no limit on the amount or  
3 number of temporary signs that can be included in the  
4 specific plan area. In the sign district, we've put  
5 a cap on it, this includes both our site and the  
6 Coliseum site; that's a cap of 10,000 square feet  
7 throughout the entire district.

8 And also the -- the sign district requires  
9 the director's review and approval of any temporary  
10 sign which ensures that it's consistent with the  
11 requirements of the rest of the sign district; so you  
12 can't just go out and install a temporary sign  
13 without director review and approval.

14 And Cindy just mentioned interior signs.  
15 And I did talk about the primary views of the  
16 interior signs earlier. But one --

17 To alleviate any concerns about interior  
18 signs, the Applicant is willing to have the  
19 Commission impose a further regulation requiring the  
20 submission of an Interior Sign -- an Interior Sign  
21 Plan for the director's review and approval to  
22 confirm that it is consistent -- that all interior  
23 signs are consistent with the definition of "interior  
24 signs" in the specific plan and -- and that it does  
25 not conflict with any other regulations in the sign

1 district.

2 And I have proposed language for you that I  
3 can certainly submit if that is your pleasure.

4 And I guess that's it, thank you so much.

5 COMMISSION PRESIDENT AMBROZ: Great.

6 You know, we're going to have the public  
7 comment and hearing, and, you know, I imagine a  
8 robust conversation, ironically, more around signs  
9 than football, dare I say "soccer stadium"; so I  
10 really encourage the Applicant to be thinking about  
11 what more they can do to reduce.

12 With that, I'm going to ask the Planning  
13 Staff if they have any comments --

14 Actually, I'm out -- I'm taking that out of  
15 order. Pardon me.

16 I'm going to open the public hearing, how is  
17 that, at this time. And if you're here to speak on  
18 this item, you will have filled out a speaker card;  
19 if not, they're located in the back of the room to  
20 the left as you walked in. Please fill those out in  
21 full.

22 And I'm going to call those folks up now  
23 to address the Commission with their comments,  
24 questions, et cetera.

25 And please come on up as soon, don't be shy;



1 as soon as you get there, if you're first, you can  
2 have the mic.

3 I have Francis Krahe, Stephanie  
4 Eyestone-Jones, Shomari Davis, Jose Pina; please come  
5 on up.

6 Hi, go right ahead, sir.

7 MR. DAVIS: Good afternoon, after a nice lunch.

8 My name is Shomari Davis. I'm the  
9 business rep with IBEW Local 11, the electricians  
10 union here in Los Angeles County. We represent over  
11 12,000 members.

12 And we are -- we strongly urge the support  
13 of Planning Staff to support this LAFC soccer  
14 stadium. We're really excited about it because it  
15 brings a lot of good local jobs, middle-class jobs,  
16 to South LA, which is in very need of it.

17 IBEW Local 11 believes in providing careers  
18 for all folks, diverse; so we hope that this will  
19 definitely help in that in the South LA area.

20 And we believe a key part of this project  
21 is -- to becoming reality is recognizing that this is  
22 a stadium and it must have signs to support the  
23 project; so moving forward, not only will the signs  
24 create an exciting stadium environment but are  
25 critical for the community to support the stadium

1 project.

2 So thank you. We hope -- we urge you to  
3 support it. Appreciate it.

4 COMMISSION PRESIDENT AMBROZ: Thank you, thank  
5 you for your comments.

6 Come on up.

7 MR. PINA: Hi, good afternoon, everyone. Thank  
8 you for having us here today.

9 I'm here to urge approval for the staff  
10 recommendation for the LA Football Club's proposed  
11 stadium.

12 South LA has poverty and unemployment rates  
13 well above the City average. And the construction of  
14 the new stadium will include a one-time economic  
15 activity of more than 275 million dollars and create  
16 new union and non-union jobs.

17 Additionally, net new impacts from annual  
18 operations of the new stadium are estimated to  
19 generate more than 129 million dollars in new  
20 economic activity, create thousands of full-time jobs  
21 and produce 2.5 million in annual tax revenue.

22 The project is a tremendous gain for the  
23 local community, for the working men and women who  
24 live there, and will be a catalyst for additional  
25 investment in South Los Angeles; so I strongly urge

1 you to support this important project.

2 COMMISSION PRESIDENT AMBROZ: Thank you.

3 Manny Gonzalez, please join the queue.

4 Come on up.

5 MS. EYESTONE-JONES: Good afternoon,  
6 Commissioners. My name is Stephanie Eyestone-Jones  
7 and I'm actually the environmental consultant who  
8 prepared the addendum --

9 COMMISSION PRESIDENT AMBROZ: You're going to  
10 have to speak right into the microphone, please, and  
11 quite loudly.

12 MS. EYESTONE-JONES: I'm actually --

13 I'm the environmental consultant who  
14 actually prepared the addendum to the EIR for the  
15 Coliseum Commission. And I -- obviously, there's  
16 some questions about lighting and signage and so  
17 forth.

18 But I did want to let you know that within  
19 your materials that we did prepare a very detailed  
20 analysis of both lighting -- lighting and signage.  
21 And we looked at all the sensitive receptors in the  
22 area. And we did provide -- we demonstrated that  
23 there are no impacts on -- associated with the  
24 lighting and signage as proposed.

25 And then also here with me today is

1 Francis Krahe and he's an expert in lighting. And he  
2 actually prepared the technical reports for the  
3 addendum. And he's also here to answer any  
4 questions.

5 COMMISSION PRESIDENT AMBROZ: Thank you.

6 Did you fill out a speaker card, sir?

7 MR. KRAHE: I did.

8 COMMISSION PRESIDENT AMBROZ: Okay, great.

9 MR. KRAHE: Good afternoon. My name is Francis  
10 Krahe, Francis Krahe & Associates, Inc., we were the  
11 the lighting specialists who prepared --

12 COMMISSION PRESIDENT AMBROZ: Right into that  
13 mic and quite loudly, pretend.

14 MR. KRAHE: -- who prepared the lighting report  
15 for the addendum.

16 And I just want to reinforce what Stephanie  
17 said, which we did a very detailed analysis of the  
18 lighting from the proposed signs and there were no  
19 findings of impact on the adjacent residential uses.

20 I'm here to answer any questions with  
21 respect to our methodology and the issues that we  
22 analyzed within the study.

23 COMMISSION PRESIDENT AMBROZ: Thank you.

24 I think I called Manny.

25 We have Doug Wilson, please join the queue,

1 the line. And Robert Osborne, come on up.

2 Hi.

3 MR. GONZALEZ: Good afternoon. My name is  
4 Manny Gonzalez, I am with the Sheet Metal Workers  
5 International Association. I was born and raised in  
6 the City of Los Angeles.

7 Thank you for having us here today.

8 We are before you to urge your approval of  
9 the staff recommendations for the Los Angeles  
10 Football Club's proposed stadium in Exposition Park.  
11 The project is expected to bring 250 million dollars  
12 in private investments to South Los Angeles, with a  
13 local contracting target of 35 percent, and 40  
14 percent target for local hire.

15 The economic impact over 30 years is  
16 projected to be nearly 3 billion dollars, "billion"  
17 with a "B," and the project will create about  
18 3,000 full-time jobs. Many of those jobs will be  
19 created in one of the most disadvantaged parts of  
20 Los Angeles.

21 Not only will this project bring jobs to the  
22 community, but also create careers for local  
23 residents. There are also plans for job training,  
24 youth and educational outreach, and a foundation that  
25 would be active in the community.

1           The Los Angeles Coliseum Commission is  
2           supportive. And we are here today to urge you to  
3           support this important project.

4           Thank you.

5           COMMISSION PRESIDENT AMBROZ: Thank you.

6           Hi, good afternoon.

7           MR. OSBORNE: Good afternoon.

8           Good afternoon, Mr. President and  
9           Commissioners. I'm Robert Osborne and I serve as the  
10          chief administrative officer of the Los Angeles  
11          Memorial Coliseum Commission. And I'm here to say  
12          that the Coliseum Commission absolutely supports  
13          LAFC's project for three compelling reasons.

14          The first reason is that their plan either  
15          avoids or mitigates all significant environmental  
16          impacts whenever possible.

17          The second reason is that LAFC has committed  
18          to hire an inclusive and local work force for both  
19          construction and operation.

20          And the third reason is that LAFC has also  
21          agreed to develop a historic interpretive program to  
22          preserve the historic significance of the LA Memorial  
23          Coliseum -- or, excuse me, the LA Sports Arena which  
24          will be going away hopefully sometime next year. But  
25          there is a lot of history with the Sports Arena that

1 we want to preserve.

2 So, again, the Memorial Coliseum Commission  
3 enthusiastically supports this project.

4 COMMISSION PRESIDENT AMBROZ: So, you know, you  
5 snuck into my general public. But as a member of the  
6 City family you're -- you know, by practice, we allow  
7 more time.

8 Did you have more that you wanted to say  
9 with us?

10 And I hope you stick around because I know I  
11 have questions for you later.

12 MR. OSBORNE: Yes, Mr. President, I'll be  
13 available to answer questions.

14 Thank you.

15 COMMISSION PRESIDENT AMBROZ: Great. Well,  
16 thank you.

17 I called other names, I don't see other  
18 folks standing up; so I'll keep going.

19 I'm going to go with Ruben Gonzalez,  
20 Laurie Sloan, Shore or Stone, Robert Smith,  
21 Ron Miller.

22 Please come on up. As you arrive, please  
23 take the podium, don't wait.

24 MS. STONE: Thank you.

25 Good afternoon, President and Commissioners.

1 My name is Laurie Stone. I'm the associate senior  
2 vice president of real estate for University of  
3 Southern California.

4 As you know, the university has been a  
5 long-time tenant in the Coliseum. We are extremely  
6 excited to have Los Angeles Football Club joining us  
7 to the east of the project site.

8 We think this is a tremendous project. I  
9 don't want to reiterate everything that others have  
10 said about it. But what I will say is the university  
11 is excited to have the opportunity for its NCAA  
12 women's soccer and NCAA women's lacrosse teams play  
13 in the Sports Arena, the new development there.

14 Also, we recognize and understand the  
15 tremendous importance that signage has and plays for  
16 sports venues, from the fan experience and from  
17 financial viability; so with that, we'd urge you to  
18 approve -- or to recommend approval of the specific  
19 plan amendment and the sign district.

20 COMMISSION PRESIDENT AMBROZ: Thank you.

21 MS. STONE: And we're also available for  
22 questions later.

23 COMMISSION PRESIDENT AMBROZ: Stone?

24 MS. STONE: Stone. Yes. Thank you.

25 COMMISSION PRESIDENT AMBROZ: Salvador Reyes,



1 please join the queue.

2 Go ahead, sir; don't be shy. First up,  
3 first come.

4 MR. SMITH: Robert Smith, Painter and  
5 LA Trades --

6 You called two women, so I kind of backed  
7 up; women first, that's the way I was raised.

8 -- I represent painters, glazers, floor  
9 coverers and drywall finishers.

10 You know, we see a lot of projects come that  
11 are good projects, sometimes they -- we've seen them  
12 fall to the wayside. The key issue always is -- and  
13 this Commission may have issues with it, is signage.

14 A lot of projects will not pencil out to  
15 give us our benefits, community benefits that we  
16 deserve for our community if we cannot pencil these  
17 projects out. It's -- it's very critical that you  
18 leave the project as it is. I know that you may have  
19 other ideas or issues, but I urge you to seriously  
20 consider how this impacts this project penciling out.

21 Thank you.

22 COMMISSION PRESIDENT AMBROZ: Thank you.

23 Fernando Varela.

24 MR. MILLER: Good afternoon. Ron Miller with  
25 the LA/Orange County Building Trades. We stand in

1 full support of this project. It was our men and  
2 women back in the '30s that built the Coliseum, we  
3 built the Sports Arena and now it's time for a new  
4 purpose for this spot.

5 I'd hope you would consider this project as  
6 a whole; the signage is very important to the success  
7 of the project and the 2 and a half million dollars  
8 that the Councilman mentioned as a revenue generator  
9 for the City.

10 I know you guys serve for free and you do a  
11 damn good job, but the City needs the money; so let's  
12 get this thing rolling and get it built.

13 Thank you.

14 COMMISSION PRESIDENT AMBROZ: Hello, sir.

15 MR. REYES: Hello, good afternoon. My name is  
16 Salvador Reyes. I'm a -- I'm actually on my day off.  
17 I'm a US Marshal at 312 North Spring Street. And I  
18 took the time to come and give a quick brief just  
19 summary of what I think about LAFC.

20 It is a needed entity in the City of  
21 Los Angeles. Just last night, while doing an  
22 extradition with LAX and some folks from Europe, we  
23 drove by this site. And speaking of signage, we'll  
24 stick to the topic, it was a sad situation where  
25 it's -- there's a void. And there is no picture

1 there of what it looks like at night. And it really  
2 is.

3 And it represents what's kind of at the root  
4 of what's going on in that area. There's a void.

5 And they are here; LAFC, thank you all very  
6 much for all your hard work.

7 And architects and the planners, awesome  
8 job.

9 And of course --

10 COMMISSION PRESIDENT AMBROZ: Not me. Just talk  
11 into the mic so everyone can hear you.

12 MR. REYES: Of course.

13 But signage -- as far as signage, that is  
14 very important to give the City an identity. When I  
15 drive here with these folks from out of town they  
16 will know where they're at.

17 Thank you.

18 COMMISSION PRESIDENT AMBROZ: Thank you for your  
19 time, sir; I appreciate you on your day off.

20 Jasmine, excellent penmanship, I'm still  
21 going to butcher it, Desenclos.

22 Hello, sir.

23 MR. VARELA: Hi. My name is Fernando Varela.  
24 I'm a resident of Southwest Los Angeles and I'm a  
25 strong supporter of this project.

1 I'm always keeping myself up to date on new  
2 projects that will better the City. And when I look  
3 at the LAFC Stadium project what I see is a win-win.  
4 It is a state-of-the-art facility that will not only  
5 finally bring the world's sport to the world's city  
6 but add thousands of jobs to an area where they are  
7 needed.

8 If you combine the plethora of new jobs with  
9 the stadium's gorgeous design and the increased green  
10 and open space, what you have is the source of  
11 significant development that South LA has been  
12 waiting for, not to mention the stadium will also  
13 highlight -- be the highlight of the development  
14 taking place along the Figueroa Corridor, which in  
15 itself will improve Figueroa from Downtown to  
16 Exposition Park.

17 And not only does the project add to  
18 Expo Park's legendary history of sports and  
19 entertainment, but a world football museum will be a  
20 significant part of the structure, which I think a  
21 lot of people are overlooking, meaning the project  
22 will also add --

23 Basically, there's very few museums of this  
24 magnitude dedicated to the world's most popular  
25 sport --

1 COMMISSION PRESIDENT AMBROZ: Thank you.

2 MR. VARELA: -- and it's destined to be a big  
3 draw to tourists and locals.

4 COMMISSION PRESIDENT AMBROZ: Thank you;  
5 appreciate your comments, sir.

6 Jasmine, are you here? Let me spell that  
7 last name in case there's confusion.

8 D-E-S-E-N-C-L-O-S.

9 No?

10 Waiving away. Okay. Jasmine has left the  
11 building.

12 Keith Breyer, Pedro Joel Espinosa,  
13 Chris Toronyi. I'm going to go with Chris Toronyi  
14 for that.

15 Go ahead, sir. Good morning.

16 MR. BREYER: Hello, my name is Keith Breyer.  
17 I'm a resident of the Westside of Los Angeles.

18 One of my earliest memories of -- of sports  
19 and touching anything was in 1994 going with my  
20 father on the Light Rail Train through Dallas, Texas  
21 to the Cotton Bowl to see my first World Cup game.  
22 It touched me, it moved me and I've been a die-hard,  
23 lifelong soccer fan.

24 So as a resident of the Westside, the idea  
25 of -- for my potential children to get on a Light

1 Rail Train from Culver City to go Downtown to see a  
2 soccer match and to say "Hey, this is a  
3 LEED-certified building," this is a beacon setting  
4 that we can establish for the future youth of the  
5 United States, that this is the kind of facility that  
6 needs to be built in the United States. These are  
7 the kind of sports facilities that need to be  
8 representing our sports franchises across the world.

9 So thank you very much and have a good day.

10 COMMISSION PRESIDENT AMBROZ: Thank you.

11 Did you say "resident" or "president" of the  
12 Westside?

13 MR. BREYER: "Resident."

14 And I'm also a migrant, I moved here from  
15 the East Coast; so I don't have any teams on the  
16 West Coast --

17 COMMISSION PRESIDENT AMBROZ: You're ready.

18 MR. BREYER: -- so the idea of settling up some  
19 roots and establishing myself as a future LA --

20 COMMISSION PRESIDENT AMBROZ: You're ready, I  
21 love it.

22 Carina Garcia, please join the line. And  
23 Boris Villa- -- Boris, you know who you are.

24 Come on up.

25 Go ahead, introduce yourself; you have a

1 minute.

2 MR. ESPINOSA: Hello, Honorable Commissioners,  
3 Honorable President. My name is Pedro Joel Espinosa.

4 I am a freelance media-maker. I had a  
5 chance to collaborate on some media project with the  
6 LAFC, right; so, you know, some income already,  
7 right? I can't wait for the stadium to be built,  
8 hopefully, right, with your support.

9 You know, since I'm a media-maker, most of  
10 my clients are immigrant communities, right? I  
11 myself am an immigrant, I know how important and how  
12 meaningful soccer can be. And this is what we need.

13 We need more green spaces, we need more  
14 opportunities for families to come out, families to  
15 rally around a -- a soccer club.

16 And, you know, in addition to the economic,  
17 you know, benefits, right, I think it will improve  
18 community relationships as well. And, you know, I --  
19 I can't wait.

20 And hopefully with your support we can make  
21 it happen. Thank you.

22 COMMISSION PRESIDENT AMBROZ: Thank you.

23 Hi, good afternoon.

24 MS. GARCIA: Hi. I'm Carina Garcia, I work in  
25 nonprofit development and I strongly support this

1 project.

2 Right now, our organization serves at-risk  
3 youth with afterschool programs and family services  
4 in Central Los Angeles. And we support this move  
5 because it would benefit the youth through community  
6 partnerships.

7 Our youth are huge soccer fans and so are  
8 their families. But, right now, when they want to go  
9 to a soccer game, we have to drive to Carson's  
10 Stubhub Center. Since most of our families use  
11 public transportation, the stadium is essential  
12 because it's -- it's at a central location.

13 And just ultimately we believe that soccer  
14 increases community engagement, it promotes healthy  
15 physical activity, it provides positive alternatives  
16 to gang involvement and it brings the community  
17 together; so we strongly support this move.

18 Thank you.

19 COMMISSION PRESIDENT AMBROZ: Thank you very  
20 much.

21 Bertha Escutia, will you please also join  
22 the line?

23 Hi, good afternoon.

24 MR. VILLACORTA: Good afternoon --

25 Good afternoon, President, Commissioners.



1 My name is Boris Villacorta. I am a prevention case  
2 manager in the Los Angeles area under the GRYD  
3 program.

4 And I support this program because I believe  
5 the commitment of LAFC to the community, have from  
6 the beginning. They want to work with us, with our  
7 at-risk youth, to expose them, their families, expose  
8 them to what they're really like.

9 And so I believe this project is important  
10 in our community. It brings their relations to us to  
11 bring our community to have a safe place and to  
12 provide jobs. And also we can provide opportunities  
13 for our kids in our community.

14 Thank you so much.

15 COMMISSION PRESIDENT AMBROZ: Thank you.

16 Richard --

17 I figured, you know.

18 No, you first, ma'am; come on up. I just  
19 saw the last names. Dynamic duo, come on up.

20 MS. ESCUTIA: Good afternoon --

21 Good afternoon, Honorable Panel.

22 My name is Bertha Escutia. I am a member of  
23 the District 9 USG.

24 The game of soccer brings us here today;  
25 however, among other things positive influence in the

1 community brings me before you today.

2 L AFC will have a tremendous impact  
3 throughout our community should this project become a  
4 reality; so I'm here in front of you to respectfully  
5 ask for your approval.

6 Thank you very much.

7 COMMISSION PRESIDENT AMBROZ: What was that  
8 acronym, U-S-G-S?

9 MS. ESCUTIA: U-S-G. It's a -- it's a --  
10 community youth activities through martial arts.

11 Thank you.

12 COMMISSION PRESIDENT AMBROZ: Excellent. Thank  
13 you.

14 Richard, but no relation.

15 MR. ESCUTIA: Good afternoon, Honorable Members  
16 of the LA Planning Commission. I am Richard Escutia,  
17 also a member of the District 9 United SG, as she  
18 stated, a community activity through the martial  
19 arts.

20 The love of soccer bring us here today, for  
21 some of us. For me, along with soccer, I love  
22 progress. And progress requires investment; L AFC  
23 will invest at no cost to taxpayers. Details and  
24 figures, you already know.

25 L AFC will bring soccer and a positive

1 outlook to the Figueroa Corridor and the heart of the  
2 beloved City of LA, in this instance to the Expo  
3 Park.

4 While the process requires a little  
5 sacrifice, in the long run the revitalization of the  
6 areas around it will be worth it; therefore, I  
7 strongly support this project and I respectfully ask  
8 all the members for your approval.

9 Thank you.

10 COMMISSION PRESIDENT AMBROZ: Thank you, sir.

11 Fonda Whitehead, Alan -- I'm going to go  
12 with Matheus.

13 I blame you, Alan.

14 Ann Marie Clark. And the last speaker I  
15 have is Michael Manella.

16 If you've not heard your name, I don't have  
17 a speaker card and we should fix that.

18 Go ahead, sir. Hello.

19 MR. MATHEUS: Hello, good afternoon. My name is  
20 Alan Matheus. I am a local business owner and a chef  
21 here in Boyle Heights. And I strongly support this  
22 project.

23 As a local business, we work with our local  
24 community at our garden, we also pass out sandwiches  
25 to the needy in our area. We believe that LAFC seems

1 to coincide with a lot of these values and morals  
2 that we believe in.

3 As mentioned earlier, LAFC is committing to  
4 building a culinary and hospitality training program.  
5 It is becoming increasingly harder for young students  
6 to go to a culinary training program. The only  
7 options here in Los Angeles are the \$50,000 six-month  
8 accelerated program through Cordon Bleu, or LA Trade  
9 Tech, which is an amazing program, I'm actually a  
10 graduate from there; however, it is a one-year wait  
11 for that, so a lot of young students are getting  
12 turned away.

13 In a city like LA with tourism, competitive  
14 restaurants and entertainment, hospitality and  
15 culinary training programs can open many doors for  
16 good and honest working people.

17 I strongly encourage you to pass this  
18 project.

19 Thank you.

20 COMMISSION PRESIDENT AMBROZ: I used to teach at  
21 LA City College.

22 MR. MATHEUS: Awesome.

23 COMMISSION PRESIDENT AMBROZ: Hi, come on up.

24 Good afternoon.

25 MS. WHITEHEAD: Hi, my name is Fonda Whitehead.

1 I'm -- I'm -- I'm a development director at a local  
2 youth center, a nonprofit organization, also a  
3 South LA resident. And I support the LF- -- LAFC  
4 project.

5 As a kid growing up, I -- sports helped me  
6 to become the person I am today. And working in --  
7 over 20 years of nonprofit I've seen how sports,  
8 especially soccer, has changed the lives of kids  
9 in -- in Los Angeles.

10 And I just think it's a win-win, that we can  
11 bring jobs to the community and have economic growth,  
12 provide opportunities for youth to be leaders and to  
13 also play the game.

14 And sports, especially soccer, from what  
15 I've seen, has brought families together. And I will  
16 be the number-one person in the stadium, along with  
17 my daughter, cheering on the club.

18 COMMISSION PRESIDENT AMBROZ: Thank you.

19 MS. WHITEHEAD: Thank you.

20 COMMISSION PRESIDENT AMBROZ: Hi, good  
21 afternoon.

22 MS. CLARK: Good afternoon. Hi, my name is  
23 Ann Marie Clark. I'm a resident of South LA.

24 I think this will be beneficial for someone  
25 such as myself. I can easily commute to work. It

1 can take me up to two hours, whereas this would, you  
2 know, let -- be -- allow me to get to work in  
3 10 minutes.

4 Also, being raised in South LA, all I was --  
5 as I was growing up all I known was it was gangs and,  
6 you know, negative things. I think LAFC would boost  
7 community morale and help change South LA into  
8 something positive. And I urge you all to support  
9 this project.

10 Thank you.

11 COMMISSION PRESIDENT AMBROZ: Thank you.

12 Before this gentleman speaks, is there  
13 anyone else here to speak on this item who hasn't  
14 filled out a speaker card?

15 Okay. Sir, you have the last public  
16 comments; please go right ahead.

17 MR. MANELLA: Good afternoon. Michael Manella  
18 with the Los Angeles Football Club.

19 I had two letters of support that were  
20 submitted that I'd like to read if I can get a little  
21 more than a minute to complete both of them.

22 COMMISSION PRESIDENT AMBROZ: No, but go for  
23 your minute, it's still going.

24 MR. MANELLA: First, this letter is to  
25 Mr. Henry Chu and it says --

1           From the North Area Neighborhood Development  
2 Council, who represents the West Adams University  
3 Park and Exposition Park area neighborhoods.

4           -- "We are writing in support of the  
5 Los Angeles Football Club proposal to build a  
6 22,000-seat soccer stadium and ancillary  
7 facilities" --

8           COMMISSION PRESIDENT AMBROZ: Hold on.

9           James, could you pause the clock for a  
10 second?

11          So I just want to ask you, are these two  
12 letters from two official bodies --

13          MR. MANELLA: Yes, correct.

14          COMMISSION PRESIDENT AMBROZ: -- that represent  
15 the neighborhood?

16          MR. MANELLA: Yes, correct.

17          COMMISSION PRESIDENT AMBROZ: Okay. You may  
18 just want to tell us the name and if they support it,  
19 because that minute is going to go by quickly if you  
20 read that.

21          MR. MANELLA: Sure.

22          COMMISSION PRESIDENT AMBROZ: And then submit  
23 the letters and we can look at them same day while we  
24 have the next hour conversation.

25          MR. MANELLA: Sure.

1           COMMISSION PRESIDENT AMBROZ: But it's your  
2 minute to say whatever you want to say to us.

3           MR. MANELLA: Okay.

4           This letter is, the first one, from the  
5 North Area Neighborhood Development Council; so that  
6 will be in support of our project.

7           The second letter is from the Voices  
8 Neighborhood Council of Zip Code 90037.

9           COMMISSION PRESIDENT AMBROZ: And I assume they  
10 support it as well?

11          MR. MANELLA: Yes, they do.

12          COMMISSION PRESIDENT AMBROZ: Okay. I didn't  
13 mean to cut you off, but given the amount of time,  
14 that's what's important is to know the bodies; I  
15 assume they're going to say all the great things that  
16 we just heard?

17          MR. MANELLA: Correct. Thank you.

18          COMMISSION PRESIDENT AMBROZ: All right.

19                 Why don't you pass those through and we  
20 can maybe pass those around. I think they do comply  
21 with our submittal rules.

22                 That is the last speaker I have speaker  
23 cards for.

24                 I want to get a sense from the Commission  
25 Members if we want to take a five-minute break or are



1 we --

2 I think we should take a five-minute break.

3 I appreciate that everyone's time here in the  
4 audience is valuable but this is arduous for us as  
5 well; so we're going to take a five-minute break.

6 It's 2:12, we'll come back at 2:20; that's  
7 my version of five.

8 (Off the record.)

9 COMMISSION PRESIDENT AMBROZ: All right.

10 Welcome back, everybody. It is now 2:21 and  
11 we are the City Planning Commission meeting, back  
12 from a recess of 11 minutes.

13 Caroline Choe is departing, we still have  
14 five commissioners, which constitutes quorum, and  
15 we're going to -- we're going to proceed with the  
16 conversation.

17 So we have heard from the Planning Staff who  
18 presented the project, we've heard from the City  
19 Council, we've heard from the dynamic team of the  
20 football club. And I want to give -- and the public  
21 now.

22 I want to give the opportunity to Planning  
23 Staff, if they wanted to respond to anything.

24 We're going to have a lot of questions; so  
25 you may want to -- if there's something that strikes

1 you, please go for it.

2 MR. CHU: No.

3 The comments of support are pretty much  
4 those same comments that we heard at the public  
5 hearing.

6 COMMISSION PRESIDENT AMBROZ: And the mysterious  
7 man's name is?

8 MR. CHU: My name is Henry Chu of the Planning  
9 Department.

10 COMMISSION PRESIDENT AMBROZ: Thank you, sir.  
11 All right. Excellent.

12 So at this time I'm going to close the  
13 public hearing and open the discussion to Commission  
14 deliberations.

15 I am going to structure this as follows:  
16 The first part of the conversation is going to be  
17 everything but signs and then we're going to have a  
18 conversation around signs; that's what I'm saying,  
19 first part of the conversation around the wheel,  
20 around the horseshoe.

21 Cindy, was there anything else you wanted to  
22 add to the dialogue here?

23 I'm wondering a couple things.

24 One is it's a World War I Memorial Coliseum  
25 and I have not heard anyone mention "World War I" yet

1 and I'm optimistic that we will. I'm curious about  
2 other aspects as well.

3 Is there anything else you wanted to share  
4 with us?

5 MS. STARRETT: As to issues other than signage?

6 We did submit a letter to you with a  
7 proposed new condition language to address the --  
8 make sure that there's clarity, that the maximum  
9 capacity is 93,000, which, by the way, is the maximum  
10 capacity of the Coliseum.

11 We are not allowed to have a soccer game on  
12 the same day that USC would have a home game in the  
13 Coliseum. There are literally 1,000 pages of  
14 documents about this between the Science Center, the  
15 USC, the Coliseum Commission and all the different  
16 museums, because they want to make sure they have  
17 parking for their patrons as well.

18 But we've proposed an additional condition  
19 here that would also pick up on our employees; so --  
20 so that language is before you.

21 And then --

22 COMMISSION PRESIDENT AMBROZ: I'm going to start  
23 on my right with non-signage-related questions.

24 Yes, Dana Perlman.

25 COMMISSIONER PERLMAN: Just --

1 Cindy, it's a question on that point. I'm  
2 reading that letter; for some reason we still haven't  
3 had distributed but I have it on my -- my phone,  
4 dated today.

5 Or at least I haven't seen it.

6 Anyhow, I have it here.

7 Cindy --

8 MS. STARRETT: Yes.

9 COMMISSIONER PERLMAN: -- I appreciate you've  
10 added -- it says "The Applicant shall not host Major  
11 League Soccer games at the same time as USC home  
12 football games in the Coliseum."

13 So I think we have to tighten that a little  
14 bit and we have to say that "The venue shall not  
15 host," and I'm concerned with "Major League Soccer  
16 games." I'd hate to see a World Cup, which may not  
17 be considered a "Major League Soccer game" --

18 MS. STARRETT: And I could clarify that.

19 COMMISSIONER PERLMAN: -- at the same time,  
20 so --

21 MS. STARRETT: Sure.

22 COMMISSIONER PERLMAN: I mean, potentially you  
23 know what I'm talking about?

24 MS. STARRETT: I do.

25 COMMISSIONER PERLMAN: If USC is having their

1 women's team practicing there, fine, but we don't  
2 want a large, ticketed event with staff and  
3 everything that -- that that brings along at the  
4 soccer stadium at the same time that there's a  
5 football game going on.

6 MS. STARRETT: Right. And we completely agree;  
7 the venue will not host it.

8 The existing agreement, it's actually called  
9 a "Non-Disturbance Agreement," between the various  
10 entities and USC and now LAFC, it defines, quote, a  
11 "major event," and it's any event of a certain size,  
12 so --

13 COMMISSIONER PERLMAN: So maybe instead of  
14 "Major League Soccer games" --

15 MS. STARRETT: We can use "major event."

16 COMMISSIONER PERLMAN: -- can say "major event  
17 as defined in" the --

18 MS. STARRETT: "In the NDA." That would be  
19 absolutely fine.

20 COMMISSIONER PERLMAN: Has staff --

21 Henry, have you seen this NDA?

22 MR. CHU: No, I haven't.

23 COMMISSIONER PERLMAN: Do you guys have it? Do  
24 you have anything?

25 Or can you get me the language, what defines

1 "event"?

2 MS. STARRETT: Oh, of course, yes. And we -- we  
3 can --

4 COMMISSIONER PERLMAN: I'm just concerned about  
5 referencing it when we don't have the definition of  
6 "event."

7 MS. STARRETT: Sure. We'd be happy to do that.  
8 And I don't know if Robert Osborne's still  
9 here.

10 COMMISSIONER PERLMAN: I'm just saying --

11 MS. STARRETT: Robert Osborne is still here also  
12 from the Coliseum Commission. But we're happy to  
13 submit this to staff.

14 And these are all public documents and they  
15 were approved by the Science Center Board and the  
16 Coliseum Commission.

17 COMMISSION PRESIDENT AMBROZ: Okay.

18 COMMISSIONER MACK: Kind of a related --

19 Oh, you're gonna go around?

20 COMMISSION PRESIDENT AMBROZ: I will, if it's on  
21 this exact point.

22 Dana --

23 Other than signage.

24 Dana, why don't we start with you to mix  
25 things up a little bit.

1           COMMISSIONER PERLMAN: Okay. So I appreciate  
2 the restrictions --

3           You've explained that there are some  
4 restrictions as far as your ability to improve the  
5 other parking lots because you don't have really  
6 control over them?

7           MS. STARRETT: Correct.

8           COMMISSIONER PERLMAN: So the only parking lot  
9 you have control over is the 250-space-VIP-parking  
10 lot, right?

11          MS. STARRETT: Yes.

12          COMMISSIONER PERLMAN: So that's where you  
13 would propose you would put the chargers and make it  
14 EV-ready?

15          MS. STARRETT: Yes.

16          COMMISSIONER PERLMAN: So my concern on that is  
17 you propose to do 1.6 percent of the spaces for  
18 chargers. If those are going to be the only chargers  
19 around, and 1.6 percent of those -- does limit that  
20 small lot, that's really small; so I -- that -- I'd  
21 like to see more --

22                 For example, the last project we just saw  
23 was 5 percent.

24                 So that's one of my concerns. I'll let  
25 you --

1           COMMISSION PRESIDENT AMBROZ:  No, anything  
2 non-related --

3           Go ahead, Dana.

4           COMMISSIONER PERLMAN:  They're conferring on  
5 that.

6           MS. STARRETT:  5 percent chargers is fine.

7           COMMISSIONER PERLMAN:  Great.

8           MS. STARRETT:  And they will each have two  
9 plugs.

10          COMMISSIONER PERLMAN:  Thank you.

11          COMMISSION PRESIDENT AMBROZ:  You got it.

12          COMMISSIONER PERLMAN:  The -- the bike parking  
13 seemed a little light to me.  440 spaces along a  
14 bikeway, which is what Figueroa has now been  
15 designated, and I think we've spent a lot of time on  
16 this Commission making sure that there would be  
17 special bike lanes along Figueroa, and you have a  
18 22,000-seat auditorium, this is less than 2 percent  
19 of the seating for bikes.  And we hope that by the  
20 time this place is built you're going to have a lot  
21 of people biking to it, or wanting to bike to it.

22          MS. STARRETT:  And there's actually no ratio for  
23 stadiums under the Bike Ordinance; so we actually  
24 looked at other stadiums outside of LA as well to  
25 come up with this number.  And, frankly, we also



1 looked at what we could fit on your site because we  
2 have a pretty small site. And we think that 400 is a  
3 good number because, in addition to fitting, we think  
4 it's appropriate in terms of the number of people  
5 that are going to take bicycles.

6 The other thing I'd just like to mention is  
7 that Exposition Park, the larger Exposition Park is  
8 embarking on an update of their master plan. And so  
9 all of these sustainability issues, EV parking,  
10 biking, permeable pavement, landscaping, all the  
11 modern things, you know, that you all are  
12 appropriately requiring of us for our project, they  
13 will be incorporating -- addressing those issues for  
14 the whole Exposition Park. And so in the course of  
15 that discussion I'm sure that there will be many  
16 other improvements added around us.

17 Because of the constraints of our schedule,  
18 we actually have to start -- we have to have our  
19 stadium open to start playing games in the spring of  
20 2018; so our only choice to -- to -- in order to  
21 locate in Los Angeles, which was where we wanted to  
22 be, was to use an addendum to the existing EIR. And  
23 so the only environmental clearance we have is to do  
24 things on our boot property. And, of course, we call  
25 it the "boot" because of the soccer synonym.

1           But one of the things -- one of the  
2 commitments we've made to Exposition Park is to be an  
3 active participant in that master plan. And we look  
4 forward to all the improvements around us. And to  
5 the opportunity, perhaps, as part of that master  
6 plan, to help the park make some of these other  
7 improvements to other parts of the park.

8           COMMISSION VICE PRESIDENT DAKE WILSON: But --

9           This is Renee Dake Wilson. And I'm speaking  
10 on a related issue.

11           Is that --

12           But for that bike parking, it's valet bike  
13 parking of, like, over 300 spaces; so when you have a  
14 Non-Major-League Soccer event, is that valet  
15 operational? Because you're talking about co-hosting  
16 a lot of events, not just having this open for  
17 20 games a year.

18           MS. STARRETT: It will depend on the size of the  
19 event. And we can certainly -- I think we can commit  
20 to have it open for those events.

21           The distinction between the -- the fixed  
22 spaces and the valet spaces was because the fixed  
23 spaces are going to be enough for when it's just our  
24 ancillary that's operating, when it's just our retail  
25 store and our restaurants and the culinary academy;

1 so that's the day-to-day --

2 COMMISSION VICE PRESIDENT DAKE WILSON: And  
3 also -- and also the convention space?

4 MS. STARRETT: Yes.

5 So --

6 COMMISSION VICE PRESIDENT DAKE WILSON: The  
7 fixed spaces allow for --

8 MS. STARRETT: -- the fixed spaces are  
9 sufficient for that.

10 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

11 MS. STARRETT: But I think LAFC is willing to  
12 commit that whenever we're hosting an event in our  
13 venue, we'll make the bike valet available.

14 COMMISSION PRESIDENT AMBROZ: Dana, I want  
15 to --

16 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

17 COMMISSIONER PERLMAN: The last question while  
18 I'm on the parking theme.

19 Bus parking, where do the buses park?

20 MS. STARRETT: I don't know if we have the  
21 answer to that.

22 I know we're providing media van parking  
23 and --

24 COMMISSION PRESIDENT AMBROZ: Dana, can you  
25 clarify what you mean? You don't mean Metro buses or

1 something?

2 COMMISSIONER PERLMAN: No, no, no. I mean -- I  
3 mean, you know, at football games, soccer games, you  
4 often see people drive -- buses coming in.

5 MR. MOORE: Right. And there's existing,  
6 designated bus parking within the Expo Park parking  
7 lots. I mean, they -- they usually make them park  
8 out, you know, and come in.

9 But the Expo Park -- Office of Expo Park  
10 Management, which Robert Osborne works with  
11 regularly, I mean, their entire job is to --

12 COMMISSION PRESIDENT AMBROZ: So is the  
13 Commission Member, I forgot his name, here, who  
14 oversees --

15 Yeah.

16 Sir, can you --

17 MR. MOORE: Yes. That's their entire job is to  
18 actually do this organization of the parking for  
19 every big event.

20 COMMISSION PRESIDENT AMBROZ: Right.

21 Where do -- where do those charter buses  
22 park? They have a spot.

23 MR. OSBORNE: Mr. President, I'm Robert Osborne.

24 And I just want to say that normally those  
25 charter buses park in the lot immediately to the

1 south of the Sports Arena; so they'd basically take  
2 up some of the spaces that may be designated to  
3 other -- for other cars.

4 COMMISSION VICE PRESIDENT DAKE WILSON: Lot 6?

5 MR. OSBORNE: Yes, exactly, this lot here on the  
6 screen.

7 COMMISSION PRESIDENT AMBROZ: So you have a plan  
8 to accommodate team buses is, I guess, the point?

9 MR. OSBORNE: Yes, that's correct,  
10 Mr. President.

11 The plan to accommodate team buses will  
12 not change as a result of the construction of this  
13 project.

14 COMMISSION PRESIDENT AMBROZ: Excellent. Asked  
15 and answered. Thank you, sir.

16 I would stay in the front; you're going to  
17 be a popular person.

18 MS. STARRETT: And can I mention one other quick  
19 thing? And Commissioner Mack probably knows this  
20 from being on the Police Commission.

21 But the Coliseum and all of Exposition Park  
22 is a security focus and so we do have an obligation  
23 to work with them on security planning; so -- both  
24 LAPD and other law enforcement. So there is  
25 extensive focus on all of these issues whenever an

1 event occurs so everyone can be safe.

2 COMMISSION PRESIDENT AMBROZ: Excellent.

3 Dana? Excellent.

4 Commissioner Millman, issues aside from  
5 billboards?

6 COMMISSIONER MILLMAN: No issues.

7 This is Commissioner Millman.

8 Just -- beautiful project.

9 COMMISSION PRESIDENT AMBROZ: Okay. Thank you.

10 Commissioner Ahn?

11 COMMISSIONER AHN: No.

12 COMMISSION PRESIDENT AMBROZ: Excellent.

13 Commissioner Dake Wilson?

14 COMMISSION VICE PRESIDENT DAKE WILSON: Hi, this  
15 is Renee Dake Wilson. I have a couple issues.

16 On the site plan, it's different than this  
17 rendering. On the site plan between lot 6 and the  
18 stadium, your -- you've got some gaps in the teeth of  
19 the trees. Like you've got tree, tree, tree, tree,  
20 space, where something died, and then tree, tree,  
21 tree, tree, tree. I -- I like how this rendering is.

22 And that on the south elevation between  
23 parking lot 6 and the stadium, that all the trees are  
24 in there.

25 MS. STARRETT: And I'm asking Mia Lehrer to join

1 us here as our landscape architect.

2 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

3 MS. LEHRER: Can you -- can you ask the question  
4 again, please?

5 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

6 So on the -- the planting plan, between  
7 parking lot 6 and the stadium there are some missing  
8 trees in the --

9 We're going to get there someday.

10 -- in the site plan; so I just want that to  
11 be a consistent number of trees, like it's shown in  
12 the pretty renderings, where everybody likes to add  
13 lots of trees to cover up their building.

14 So I want some of those gaps that are there  
15 to be filled in.

16 MS. LEHRER: Okay.

17 COMMISSION PRESIDENT AMBROZ: That would be on  
18 the MLK side?

19 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.  
20 There we go. See on --

21 MS. LEHRER: On the MLK SIDE?

22 You mean that gap? You --

23 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

24 See on your nice plan how they're all there?

25 MS. LEHRER: Yes, I see that.

1           COMMISSION VICE PRESIDENT DAKE WILSON: Well, on  
2 the architectural plans, they are not all there.

3           MS. LEHRER: Either --

4                     You know, I'll just say that there are --  
5 occasionally there's basically, obviously,  
6 streetlights and/or other devices on the ground.

7           COMMISSION VICE PRESIDENT DAKE WILSON: That  
8 preclude --

9           MS. LEHRER: That might have been a result of  
10 that. But we will look at that carefully for sure.

11           COMMISSION VICE PRESIDENT DAKE WILSON: Okay.  
12 Thank you.

13           MR. EMMETT: Jonathan Emmett from Gensler.

14           COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

15           MR. EMMETT: Just to clarify a couple of those  
16 issues.

17                     The -- the ones that you're seeing south on  
18 the LAFC parking lot --

19           COMMISSION VICE PRESIDENT DAKE WILSON: Yes,  
20 that one.

21           MR. EMMETT: -- those are actually existing  
22 trees.

23           COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

24                     You see how there's that one missing?  
25 There's like four trees and then there's one that



1 died --

2 MR. EMMETT: That's correct.

3 COMMISSION VICE PRESIDENT DAKE WILSON: -- and  
4 then there are four more?

5 MR. EMMETT: Yes.

6 COMMISSION VICE PRESIDENT DAKE WILSON: So I  
7 want that -- I want that tree there.

8 I'm not joking. I'm that person.

9 MR. EMMETT: I believe it's actually on the same  
10 parking lot property along that edge --

11 COMMISSION PRESIDENT AMBROZ: I promise you they  
12 won't come arrest you.

13 COMMISSION VICE PRESIDENT DAKE WILSON:  
14 Actually, I think that's on your property.

15 Well, I -- I want there to be a tree there.

16 MR. EMMETT: We can certainly get a tree there.

17 COMMISSION VICE PRESIDENT DAKE WILSON: I know,  
18 I'm so anal. Okay.

19 MR. EMMETT: All of the trees directly to the  
20 south of the stadium, those -- those are onsite,  
21 those are being planned --

22 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.  
23 But the one south of the LAFC parking lot --

24 MR. EMMETT: I see the exact gap that you're  
25 talking about.

1           COMMISSION VICE PRESIDENT DAKE WILSON: Yes, I  
2 know. I know, I'm crazy.

3           Okay. So in parking lots we -- I have a  
4 very strict rule about finger islands for  
5 permeability and the longevity of the trees. I see  
6 lots of trees there but I don't see the planters  
7 around those trees. I want to ensure that those  
8 trees both have -- have large enough finger islands  
9 to allow those trees to live in that parking lot.

10           The reason we have trees, especially in a  
11 place like Los Angeles, is because they help with our  
12 water infiltration, they clean our air, they beautify  
13 our spaces, they provide shading and cooling; so I  
14 want those finger-lot islands to be in that parking  
15 lot.

16           And I would like to ask that -- there aren't  
17 the requisite number of trees and finger islands for  
18 the -- all the parking; so I would like to ask that,  
19 fine, you have that number of trees, that's great, it  
20 looks beautiful. I would ask that the drive aisles  
21 be permeable so that there's still water infiltration  
22 on that part of the site near the parking lot. Okay?

23           MR. EMMETT: Yes.

24           Currently the -- the number of trees in the  
25 parking lot, as planned, is one per four.

1 COMMISSION VICE PRESIDENT DAKE WILSON: Perfect.

2 All right.

3 MR. EMMETT: One per four spaces.

4 COMMISSION PRESIDENT AMBROZ: Great. Thank you.

5 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

6 My last issue, which is unrelated to this,  
7 is as a female athlete who was unable to benefit from  
8 Title IX, I see across our City that we have a  
9 stadium for the Dodgers, we have a stadium for USC  
10 football and an upcoming stadium for football.

11 I see that we have a Staples Center,  
12 where -- which is the signature stadium of the Kings  
13 and the Lakers, where also, I might note, that the  
14 Sparks play, which I've been to their games.

15 I want to know what women are playing at  
16 this stadium.

17 COMMISSION PRESIDENT AMBROZ: That's not the  
18 landscape folks.

19 You guys can have a seat. Thank you.

20 MS. STARRETT: Well, and I'm sorry that Mia --

21 COMMISSION VICE PRESIDENT DAKE WILSON: I want  
22 to know what women are playing at the stadium.

23 MS. STARRETT: I'm sorry that Mia Hamm  
24 Garciaparra is not with us today because she spoke to  
25 the Science Center Board and her focus was on the

1 commitment of LAFC to youth soccer for women.

2 In terms of the women playing in the  
3 stadium, our agreement with USC is that they can use  
4 the venue.

5 And the venue --

6 I'm going to let my colleague here speak.

7 Benny, you have to come up to the --

8 I think we want to say we are completely  
9 open and would love that.

10 MR. TRAN: Right.

11 And as Mia Hamm is one of our owners --

12 COMMISSION PRESIDENT AMBROZ: Hi, who are you?

13 MR. TRAN: I'm Benny Tran, Los Angeles --

14 COMMISSION PRESIDENT AMBROZ: Closer to the mic  
15 because there's some sort of buzz coming in there.

16 COMMISSION VICE PRESIDENT DAKE WILSON: We can't  
17 hear you.

18 MR. TRAN: Benny Tran, Los Angeles Football  
19 Club.

20 Mia Hamm is one of our owners. And it's  
21 very important for us to be inclusive of women in  
22 every aspect of our franchise. If, also, a  
23 US national women's team is interested in playing in  
24 our stadium, we are more than happy to host them.

25 COMMISSION VICE PRESIDENT DAKE WILSON: If who

1 wants to play there?

2 MR. TRAN: A US national women's team.

3 COMMISSION VICE PRESIDENT DAKE WILSON: Okay,  
4 yeah.

5 I would love it if the National Women's  
6 Soccer League, is what it's really called, could play  
7 there.

8 Certainly our country was electrified by the  
9 Women's World Cup soccer earlier this year and years  
10 before. I saw them play in Pasadena years ago.

11 I'm thrilled -- I'm a proud parent of the  
12 Lightning, the Silverlake Football Club, the Purple  
13 Penguins and a member of the Groilers Soccer Team  
14 myself. I expect professional sports to support  
15 women athletes, not just men's. Thanks.

16 Oh, and I met with --

17 From Mia Lehrer and Associates, I met with  
18 Mia Lehrer and Ben Feldmann. Also, Ayahlushim  
19 Getachew and Jonathan Emmett from Gensler which --  
20 they basically explained the project to me and it was  
21 really nice to have a deeper understanding of the  
22 architecture.

23 Thank you.

24 MS. STARRETT: We are 100 percent committed to  
25 women's sports.

1           COMMISSION PRESIDENT AMBROZ:  Yeah.  I don't  
2           want to enshrine that in conditions but it's the  
3           sentiment of this body, I think we could, you know,  
4           build a nice consensus around, and I think it's  
5           echoed by the university as well.

6           I have a few things but I'm going to keep  
7           going around; I'll -- I'll save my non-signage  
8           comments.

9           Mr. Katz, anything?

10          Anything non-signage?

11          COMMISSIONER MACK:  Non-signage, yes.

12          First of all, I find this to be potentially  
13          an exciting and great, great project, which can -- in  
14          which the Los Angeles Football Club can do well and  
15          do good at the same time.  And that's what's really  
16          encouraging to me about this project.

17          I think we -- we have a situation in which  
18          there --

19          First of all, from a land use perspective, I  
20          think it's -- it's in the right location, just as a  
21          sports venue, which is very important.

22          I think also we have a situation here in  
23          which not only may be an opportunity for soccer to be  
24          played, which is a growing -- a sport that's growing  
25          in popularity here in Los Angeles and in America, and

1 the idea of young people in South LA having an  
2 opportunity to benefit not only from the -- learning  
3 the game of soccer but also some of the other related  
4 programs, youth-serving programs you have is very  
5 exciting to me.

6 And the -- you know, we frequently have  
7 applicants who come before us who are just trying --  
8 and I'm not demonizing developers, but, frankly, are  
9 just focused on profit. And that's all right, you  
10 know; I'm -- I'm all for people making money, but I'm  
11 all for people to -- giving back. And I think this  
12 project provides that kind of opportunity. And the  
13 jobs component, the local-hiring component is  
14 something that really, in a tangible way, will  
15 benefit this part of the City.

16 Having said all of that, I do have one  
17 question back to the park- -- another angle of the  
18 parking issue.

19 I recall that -- you know, that there was  
20 a -- a little bit of a dust-up between USC and the  
21 Science Center around parking. Now, we're talking --  
22 we've talked about the -- already the decision being  
23 made that when USC is playing there will be no  
24 soccer, et cetera.

25 What -- what kind of coordination, what kind

1 of agreement do you have with the California Science  
2 Center and the related museums? Because the Science  
3 Center has a tremendous amount of foot traffic on a  
4 regular basis. And, you know, I think it's very  
5 important, the parking, for the people who come there  
6 to participate in events and activities at the  
7 Science Center and CAAM and what have you not be  
8 adversely impacted.

9 MS. STARRETT: We agree.

10 And LAFC has worked very hard to be a good  
11 neighbor in the park and a good stakeholder in the  
12 park.

13 As part of the existing agreements that USC  
14 had, USC leases the Sports Arena site as well as the  
15 Coliseum. They had already negotiated agreements  
16 with the museums that protected the rights of the  
17 museums. They sublet the Sports Arena site to us.  
18 And in the process of approving that, the Science  
19 Center, the Natural History Museum, CAAM actually  
20 negotiated some additional benefits for themselves;  
21 so they actually have more protection vis-a-vis our  
22 project than they previously had under the existing  
23 Sports Arena in terms of priority for museum days.  
24 And cooperation.

25 And I should also add that the revenue --



1 that we pay for parking, we pay for every parking  
2 space that we use in the Exposition Park lots, and  
3 that revenue goes to the State and to the  
4 institutions in Exposition Park; so we will actually  
5 be funding them very significantly over the next  
6 30 years.

7 And that 30-year period that -- it was our  
8 estimate on the 3 billion dollars; I think we've  
9 estimated that Exposition Park will receive about  
10 80 million dollars, which is a big number.

11 COMMISSIONER MACK: Great, great, great.

12 That's it for now.

13 COMMISSION PRESIDENT AMBROZ: On non-signage.

14 Not -- maybe Cindy, but I apologize, is it  
15 Richard?

16 MS. STARRETT: Robert. Robert Osborne.

17 COMMISSION PRESIDENT AMBROZ: Robert.

18 I do want to acknowledge that this is a  
19 World War I Memorial where --

20 Pardon? Korean?

21 I believe it's World War I. Let's call it a  
22 "memorial for soldiers where lots of people died."  
23 Is there any effort to translate that into --

24 Again, I love the soccer museum, fantastic,  
25 but what's the perspective -- I'd love to hear your

1 perspective on --

2 I don't know how we preserve that history.

3 MR. OSBORNE: That's one of the challenges that  
4 the Commission has, Mr. President.

5 One of the requirements that the Commission  
6 had before they approved LAFC and the addendum for  
7 this project was LAFC had to agree to prepare a  
8 historic interpretive program that would preserve the  
9 historic nature of the Sports Arena and they came up  
10 with three possible ways of doing that. And that  
11 process is still in development right now, it hasn't  
12 reached a conclusion. But it will, before that  
13 construction is completed, for sure, because the  
14 Memorial Coliseum Commission definitely wants to  
15 preserve not just the fact that the Sports Arena was  
16 there as a way to honor those who gave their lives up  
17 to defend the United States, but also to preserve all  
18 of the historic events that took place within the  
19 Sports Arena itself.

20 For example, that's where John F. Kennedy  
21 accepted the Democratic nomination in 1960.

22 COMMISSION PRESIDENT AMBROZ: Right.

23 MR. OSBORNE: And we don't want anybody to  
24 forget things like that took place at that location  
25 when they're watching a soccer game; so LAFC has

1       agreed to participate in the preparation of a way to  
2       preserve --

3               COMMISSION PRESIDENT AMBROZ:   Okay.

4               MR. OSBORNE:   -- those things.

5               COMMISSION PRESIDENT AMBROZ:   So I would respect  
6       your process, and I don't think we're going to be  
7       tripping over ourselves to tell your Commission what  
8       to do, just that it's -- to me, it's very important.  
9       And I look forward to visiting and seeing some  
10      element of not just the building but the history.

11              Can you clarify, World War I or Korean?

12              MR. OSBORNE:   It was actually dedicated to the  
13      Korean War vets.

14              COMMISSION PRESIDENT AMBROZ:   Thank you for that  
15      clarification.

16              All right.   Excellent.   That's one of my  
17      questions.   And I appreciate that the Commission has  
18      it on their radar and they're negotiating in good  
19      faith.

20              All right.   The chef stole my thunder.   But  
21      I'm delighted that there's a culinary program.

22              As an advocate for LA Trade Tech in my past,  
23      I think it has an amazing hospitality program that is  
24      oversubscribed, but it's like a mile and a half away;  
25      so I assume that there can be some sort of

1 collaboration and coordination with LA Trade Tech.

2 MS. STARRETT: Yes.

3 And this is something that some European  
4 soccer clubs have done, which is, recognizing that  
5 their banquet kitchens aren't used on non-event days,  
6 they've tried to figure out "Can't they use these for  
7 the community?"

8 And so we're taking that idea and LAFC is  
9 working very closely to find very exciting food  
10 partners and also that partnership with LA Trade  
11 Tech.

12 COMMISSION PRESIDENT AMBROZ: Who is going to  
13 certify the program? Is it an educational  
14 institution like LA Trade Tech?

15 MS. STARRETT: Yes, I believe it will be.

16 COMMISSION PRESIDENT AMBROZ: Do we know who it  
17 is?

18 MS. STARRETT: I don't think we know yet.

19 COMMISSION PRESIDENT AMBROZ: Are you guys  
20 talking to LA Trade Tech?

21 MR. MOORE: Yes.

22 MS. STARRETT: We --

23 Yes.

24 COMMISSION PRESIDENT AMBROZ: Excellent, great.

25 We've talked about pretty much everything

1 else.

2 One other question I had, and I've raised  
3 this in past conversations I've had with both D.J.  
4 and Cindy, with regards to the area around the  
5 jumbotron, or I call it a "jumbotron," the main plaza  
6 closest to the Coliseum. As a --

7 And I saw the breast cancer ribbon on the  
8 digital signs. Nice touch.

9 What's the access to bathrooms?

10 One of the issues we have with Christmas  
11 Tree Lane and that front lawn area during marches and  
12 parades and such as we gather is the porta-potty  
13 nightmare; so are there any -- are there any plans to  
14 create publicly accessible facilities, maybe for  
15 bikers, maybe for people who are gathering there to  
16 do the Revlon Walk?

17 MS. STARRETT: What we've proposed is what we  
18 call an "Event Hospitality Management Plan." And  
19 it's something that we're going to have to work out  
20 the details with the Office of the Exposition Park  
21 Manager, because they're the ones that actually  
22 coordinate the events.

23 If we can make sure that, you know, we have  
24 staffing and insurance and, you know, all the things  
25 we need as part of that Hospitality Event Plan, we'd

1 be happy to make it available. But we are going to  
2 have to work out those details with the office  
3 because we will have some --

4 We have some days when, for example, on a  
5 Saturday, our retail -- our food vendors would be  
6 happy to accommodate those who might be attending an  
7 event.

8 COMMISSION PRESIDENT AMBROZ: Yes.

9 MS. STARRETT: We might have another day when  
10 we're getting ready for a game and so we have a  
11 different -- a different set of circumstances.

12 COMMISSION PRESIDENT AMBROZ: I think you might  
13 hear a condition later that you have publicly  
14 accessible bathrooms 365.

15 That is a -- Christmas Tree Lane, you talked  
16 about how important it is; it is where we gather for  
17 marches and parades, etc. And you're, in fact, using  
18 the Pink Ribbon March in your renderings. But let's  
19 keep it going, TBD.

20 But it's something I think I've raised and I  
21 think it's important to the community because I can  
22 tell you it is a problem when that is in use by the  
23 public.

24 That concludes non-signage conversation.

25 And --

1           Go ahead, Mr. Mack.

2           COMMISSIONER MACK: One other thing, it was  
3 touched upon but I want to make sure I understand it.

4           The availability of the facility, at least  
5 the conference portion of the facility to the  
6 community --

7           MS. STARRETT: Yes.

8           COMMISSIONER MACK: -- would you elaborate a  
9 little more in terms of what the plan -- the plan is  
10 along those lines?

11          MS. STARRETT: Well, we're going to have to  
12 develop a plan -- a plan for that. But the  
13 conference space will be publicly available  
14 conference space; so people will need to book it and  
15 make a reservation.

16          We've actually been told, for example, that  
17 a lot of people like to get married at the Coliseum  
18 but then there's no place to have their wedding  
19 reception; so, you know, that's just an example  
20 of the kind of --

21          COMMISSIONER MACK: But that's definitely a --

22          MS. STARRETT: Yes, yes. That's what we would  
23 anticipate.

24          COMMISSIONER MACK: Thank you.

25          COMMISSION PRESIDENT AMBROZ: Thank you.

1           So Commissioners, what I'm proposing we  
2 do --

3           COMMISSIONER PERLMAN: David, I'm sorry. I have  
4 one more question, non-signage.

5           COMMISSION PRESIDENT AMBROZ: Yes.

6           COMMISSIONER PERLMAN: I couldn't tell from one  
7 of the pictures, is the entire property going to be  
8 fenced?

9           MS. STARRETT: No. I think you saw a photo  
10 montage where we just superimposed our project  
11 onto --

12          COMMISSIONER PERLMAN: So will the public be  
13 able to walk around --

14           I mean, the stadium itself I assume will be  
15 closed except for events. But will the outside  
16 perimeter, will the public, just like the Coliseum,  
17 be able to walk around at all times?

18          MS. STARRETT: Yes. And that will be a big  
19 improvement because currently the Sports Arena is  
20 fenced --

21          COMMISSIONER PERLMAN: Right.

22          MS. STARRETT: -- and so our intention is it  
23 would be open.

24          COMMISSIONER PERLMAN: Right.

25           And I would expect most of the bathrooms



1 will be entry from the interior of the -- when you're  
2 inside the Coliseum and not from the outside?

3 MS. STARRETT: When you're inside the Sports  
4 Arena --

5 COMMISSIONER PERLMAN: I'm sorry, the sports --  
6 the football club, whatever we're calling it.

7 MS. STARRETT: I may need the architect to  
8 answer that question.

9 And that's, again, where --

10 Mr. Ambroz, the reason we suggested a plan  
11 for this is that there really are some details that  
12 we don't know the answer to yet, including, you know,  
13 security and --

14 COMMISSION PRESIDENT AMBROZ: Yes. I  
15 understand.

16 MS. STARRETT: -- staffing and all those things,  
17 so --

18 COMMISSIONER PERLMAN: Typically, at a sports  
19 venue, the restrooms are interior, that's why I was  
20 thinking --

21 COMMISSION PRESIDENT AMBROZ: Yes, I totally  
22 understand. It's just that sports venues aren't in,  
23 you know, a public venue of this type so --

24 And, by the way, they're building it from  
25 scratch; so to put some exterior-facing bathrooms is

1 not --

2 MS. STARRETT: Do you have a quantity in mind?

3 COMMISSION PRESIDENT AMBROZ: Why don't we --  
4 why don't we --

5 My recommendation as a condition would be to  
6 work out that between now and Council. But that we  
7 condition publicly accessible bathrooms for that and  
8 Christmas Tree Lane.

9 COMMISSIONER PERLMAN: And I would say also  
10 there would probably be an hour -- you know, like  
11 between the hours of 8:00 a.m. and 6:00 p.m. or  
12 something like that.

13 COMMISSION PRESIDENT AMBROZ: Yes, absolutely.

14 Did you want to --

15 MR. EMMETT: Yes. Jonathan Emmett, Gensler,  
16 again.

17 Just to clarify, all of the restrooms  
18 serving the actual stadium functions are inboard of  
19 the -- of that exterior wall. The main concourse,  
20 which serves almost all of the seats with the  
21 stadium, is at street level; so the great thing is if  
22 we do come up with that plan, we will have a very  
23 easy ability to get people into those locations very  
24 conveniently and easily.

25 Those are distributed all the way around the

1 building on all four sides; so if we were  
2 particularly looking at Christmas Tree Lane, we would  
3 be able to provide direct access through exit and  
4 entry gates and be able to manage that.

5 COMMISSION PRESIDENT AMBROZ: I imagine you  
6 would negotiate with the Revlon group.

7 My point is only if you do not build it,  
8 they will still use it.

9 MR. EMMETT: Correct.

10 COMMISSION PRESIDENT AMBROZ: All right. Let's  
11 go into signs.

12 MR. MOORE: Right before that, just to answer  
13 Commissioner Perlman's question, I think that it was  
14 this image you saw.

15 That is an existing fence around the parking  
16 lot that's on the State property; there are no fences  
17 on the LAFC property.

18 COMMISSION PRESIDENT AMBROZ: Thank you.

19 All right. So how we're going to do this is  
20 we're going to go facade by facade and then type by  
21 type that's not a facade; so I want to just be very  
22 clear on that. I think there are some issues that  
23 we'll get to.

24 But I want to be very clear, because this is  
25 going to be a very overwhelming conversation given

1 the amount we are referring to and the type, texture  
2 and perceived need; so let's just be very thoughtful  
3 about it and try and keep it facade by facade, which  
4 we'll be all-inclusive on the facade.

5 So --

6 And we can talk about the roof separately,  
7 but that is another facade.

8 So we'll go --

9 I would like to start by Christmas Tree  
10 Lane; so if someone could pull up that rendering of  
11 Christmas Tree Lane without the trees and all the  
12 other stuff, that would be helpful.

13 Michael Bostrom, do you want to --

14 DEPUTY CITY ATTORNEY BOSTROM: I was just going  
15 to ask if it would be easier and cleaner, did you  
16 want to take a vote on the specific plan, the stuff  
17 you just discussed yet, or do you want to take the  
18 vote later comprehensively for everything?

19 COMMISSION PRESIDENT AMBROZ: I wonder if we  
20 might uncover something in this conversation which  
21 would be applicable to the earlier conversation.

22 Is that okay?

23 DEPUTY CITY ATTORNEY BOSTROM: Of course.

24 COMMISSION PRESIDENT AMBROZ: Okay.

25 So starting with the Christmas Tree Lane

1 facade, Dana, would you be comfortable kicking us off  
2 with your thoughts?

3 No?

4 Or, Samantha, do you want to kick us off  
5 with any thoughts?

6 Or I'm glad to, if that's helpful to the  
7 Commission.

8 COMMISSION VICE PRESIDENT DAKE WILSON: I think  
9 you should.

10 COMMISSION PRESIDENT AMBROZ: Okay. So we'll  
11 wait to get that pulled up.

12 I'm calling it "Christmas Tree Lane"; we'll  
13 pull it up and --

14 COMMISSIONER PERLMAN: Because I'm just --

15 While you're looking, there was a -- on the  
16 overall signage map, there was a reference to the  
17 freeway zone and the sign across the street, but that  
18 never came up later on; so maybe you can explain  
19 that.

20 COMMISSION PRESIDENT AMBROZ: It's on our hit  
21 list, Dana.

22 MS. STARRETT: Sure.

23 COMMISSION PRESIDENT AMBROZ: Yes.

24 MS. STARRETT: That currently exists. That's  
25 the sign that you see now on the 110 --

1 COMMISSION PRESIDENT AMBROZ: Yes. I think it's  
2 being upgraded, though, if I'm not mistaken.

3 MS. STARRETT: No, it's not.

4 COMMISSION PRESIDENT AMBROZ: It's not?

5 MS. STARRETT: USC has previously upgraded it.

6 But the Sports Arena currently has signage  
7 on it and that will be replaced with LAFC signage.

8 COMMISSION PRESIDENT AMBROZ: So it's being  
9 upgraded?

10 MS. STARRETT: No.

11 COMMISSION PRESIDENT AMBROZ: It's being  
12 changed?

13 MS. STARRETT: Well, just -- just the name. I  
14 mean --

15 COMMISSION PRESIDENT AMBROZ: So it's being  
16 changed. We'll just go ahead and say "Yes, it's  
17 being changed, Council."

18 So this, as Renee has requested, is the  
19 north side stadium elevation, I refer to it as the  
20 "Christmas Tree Lane."

21 D.J., is this reflective of --

22 I recognize that massive retail sign is not  
23 reflective of your comments, but is the rest  
24 reflective of your comments?

25 MS. STARRETT: Yes.

1                   So on the right-hand side --

2                   COMMISSION PRESIDENT AMBROZ:   Okay.   Can you  
3                   very quickly and elegantly walk us through, just left  
4                   to right, not type, just walk us through where we  
5                   are?

6                   MR. MOORE:   Okay.   So this is at the corner  
7                   of --

8                   This is at the northeast entrance on  
9                   Figueroa and Christmas Tree Lane; so this is the big  
10                  entrance area.

11                  And then as we move down Christmas Tree  
12                  Lane --

13                  Do you not want me to mention specific signs  
14                  as I go down the lane?

15                  COMMISSION PRESIDENT AMBROZ:   So here's how we  
16                  do it:  "Sign number 1, digital, X-by-Y"; "Sign  
17                  number 2, static, retail."

18                  MR. MOORE:   Okay.

19                  COMMISSION PRESIDENT AMBROZ:   "Sign number 3,  
20                  spaghetti kittens," so we have a sense of what we're  
21                  referring to.

22                  MR. MOORE:   Bear with me one second.

23                  COMMISSION PRESIDENT AMBROZ:   And if you're  
24                  referring to something that will be helpful for us to  
25                  follow, let us know and we'll follow it with you.

1 MR. MOORE: All right. It is --

2 Appendix A in the Sign District Ordinance  
3 has all of the individual signs listed out by --

4 COMMISSION PRESIDENT AMBROZ: Thank you.  
5 Appendix A.

6 MR. MOORE: And President Ambroz, as I go  
7 through this, I think I'll just talk about sign area  
8 as opposed to sign dimensions, unless you want me to  
9 get into the granular detail of, you know,  
10 "14-by-18."

11 COMMISSION PRESIDENT AMBROZ: I think that's  
12 fine. That's fine.

13 MR. MOORE: All right. So this first sign is  
14 ID.03. This is a team identity sign. And it is a  
15 digital display.

16 COMMISSION VICE PRESIDENT DAKE WILSON: And  
17 my --

18 This is Renee Dake Wilson.

19 And that sign was in the pre- -- was that in  
20 the previous Coliseum sign plan?

21 MR. MOORE: DD.01 --

22 No, not DD.03. This is a new sign.

23 COMMISSION PRESIDENT AMBROZ: Okay.

24 MR. MOORE: All right. Then next is DD.01,  
25 which you can't -- it's just how the building happens



1 to be sliced, it's not along Christmas Tree Lane, you  
2 happen to see it because of how the slice happens.  
3 It's on Figueroa. But that is a digital blade sign  
4 on the side of the building. And we can go look at a  
5 different rendering that shows that when we look at  
6 the Figueroa facade.

7 Then DD.07 is a series of digital displays  
8 located along the edge, those were the Revlon Breast  
9 Cancer Walk signs that you saw previously.

10 And we've --

11 Yes, and we've previously proposed in our  
12 letter to you, I believe it was Monday's letter,  
13 restricting the time of when those would operate  
14 along with making them available to events that are  
15 taking place -- special events that are taking place  
16 in the park, subject to the Event Hospitality  
17 Management Plan that Cindy mentioned to you earlier.

18 This yellow sign, AA.01 (sic), is one of the  
19 aerial signs, it's not actually visible but we broke  
20 it down so you could see it.

21 The next sign --

22 COMMISSION PRESIDENT AMBROZ: Sorry. Is  
23 that --

24 Can we call that a "roof sign"?

25 MR. MOORE: We can call it a "roof sign."

1 COMMISSION PRESIDENT AMBROZ: Okay. Thank you.

2 Well, it's on the roof, right? Okay. I'm  
3 going to call it a "roof sign."

4 Go ahead.

5 MR. MOORE: All right. Then this S- --

6 Now I'm getting old, my eyes are failing me.

7 -- S1.01 (sic), that is a stadium identity  
8 sign, 1,440 square feet of sign area.

9 Then we have individual retail tenant  
10 identity signs of a smaller scale.

11 There's another stadium identity sign.

12 Then we get to the northwest plaza and  
13 that's where you see the large video board that we've  
14 talked about before, that's sign DD.06. And that is  
15 880 square feet of sign area, retail signage above  
16 it.

17 And then the large RT.02 retail sign that I  
18 spoke about during my testimony previously, the size  
19 of which is around 2,200 square feet, I believe, and  
20 we've proposed to divide it into three signs.

21 COMMISSION PRESIDENT AMBROZ: Excellent.

22 So thank you for walking us through the  
23 north stadium elevation.

24 So I'm going to make some general comments  
25 and then if we can keep our conversation about this

1 elevation, that would be helpful. I understand  
2 there's overall issues; so of course we may have to  
3 steer through.

4 So just as a general comment, I want to talk  
5 a little bit about this -- this notion of it's all  
6 private money, which is -- is -- I understand why  
7 it's being said. But I want to be clear, the  
8 building is being leveraged off of digital signage,  
9 and signage overall, which is viewable from the  
10 public right-of-way; so the public, in essence, is  
11 supporting the stadium. And I just want to make that  
12 clear.

13 There's this notion out there in the world  
14 that -- that stadiums that are being financed this  
15 way aren't publicly supported. They are being  
16 publicly supported. It's public land. And the signs  
17 are visible from a public freeway, potentially. And  
18 that is going to result in income which will result  
19 in financing for the stadium, just to be clear.  
20 There is a public support should this project move  
21 forward, and that's important to me just to  
22 acknowledge.

23 D.J., we didn't talk about temporary signs  
24 but I'm very concerned about the temporary signs on  
25 this facade as well, or the potentiality for this

1 area.

2 With all of the pole signs, I'll call them,  
3 throughout that are digital, it seems like a great  
4 deal of versatility already exists, whereas temporary  
5 signs used to be necessary because you had printed  
6 things that you couldn't necessarily, very cost  
7 efficiently, remove.

8 With the plethora of those pole --  
9 10-foot-tall digital signs around this thing, how  
10 many more digital -- or how many more signs would you  
11 need to create a temporary directional thing?

12 Samantha, you look --

13 So they're creating those pole signs  
14 throughout the whole area. And if a temporary sign  
15 is for a special event or occasion, and you're  
16 basically coating the building, in some respects, in  
17 digital, and you have those digital sign poles, it  
18 seems to me that the need for temporary signs, as  
19 they've traditionally been used, is somewhat  
20 mitigated; so -- and the amount they're asking for  
21 could be up to 10,000 square feet, is my  
22 understanding, so that seems -- seems inconsistent.

23 So I wanted to address, if you would, the  
24 temporary signs, Cindy. And I know it's an overall  
25 issue, but maybe as it relates to this facade in

1 particular.

2 MS. STARRETT: Sure.

3 Well, temporary signs are currently approved  
4 by the specific plan with no limitation and so that  
5 specific plan has been in effect since 2006.

6 I'm sure many of you have been to events at  
7 Exposition Park where they have temporary signs. USC  
8 and others often, for the track and field  
9 championship -- I think the Olympic trials are going  
10 to be here soon. Those -- any program like that that  
11 is using the whole park has temporary signs.

12 And so, again, the Office of Exposition Park  
13 Management has rules. These rules are what will  
14 apply on our site in addition to those existing  
15 rules. And then the City has rules for temporary  
16 signs in addition.

17 What we've proposed here is to add a limit  
18 on square footage of temporary signs. We've talked  
19 to the City Attorney about the provisions that are in  
20 the SUD on temporary signs and begun that discussion.  
21 We know the City Attorney will continue to work on  
22 the ordinance as it goes forward and he suggested a  
23 time limit, which is what's -- what's reflected in  
24 there now.

25 We've also pointed out that the Director of

1 Planning has to approve the temporary signs.

2 And our venue will be open to use by others,  
3 as was mentioned earlier; so temporary signs will  
4 often be a program where someone else is using our  
5 facility and they're going to come with banners, with  
6 something like that, for a temporary sign. They go  
7 to the City and ask for that permission.

8 It may be, when the Olympic Track and Field  
9 Trials are going on around us, all over Exposition  
10 Park, there may be signs that support that; that may  
11 occur for the 2024 Olympics as well.

12 We really think that what we're asking for  
13 is reasonable and it's quite restrictive compared to  
14 what the existing specific plan provides.

15 In terms of the aesthetics of it, if -- if  
16 more detail is sought in terms of size restrictions  
17 for the temporary signs or other things, we'd be  
18 happy to work with staff on parameters like that.  
19 And, again, I think the Exposition Park office  
20 already has those for Exposition Park generally.

21 COMMISSION PRESIDENT AMBROZ: So just --

22 I mean, two points. One --

23 This is David Ambroz.

24 -- you're raising the currently existing  
25 specific plan, correct, what it allows?

1 MS. STARRETT: Yes.

2 COMMISSION PRESIDENT AMBROZ: That was written  
3 pre-digital and the proliferation of digital in my  
4 mind; so I understand what you're saying. But how  
5 many --

6 Do we know how many 10-foot poles we have  
7 around this project total?

8 MR. MOORE: Yes.

9 COMMISSION PRESIDENT AMBROZ: What's the total?

10 MR. MOORE: 18. 18.

11 COMMISSION PRESIDENT AMBROZ: Just 18?

12 MR. MOORE: Yes.

13 COMMISSION PRESIDENT AMBROZ: And there are --

14 How many are on this side on Christmas Tree  
15 Lane, do we know?

16 MR. MOORE: It's a -- a handful. I believe  
17 there are --

18 None are on the Christmas Tree Lane portion.  
19 But there, I believe, are five in the northwest plaza  
20 and three at the entrance -- the northeast entrance  
21 on Figueroa Street.

22 COMMISSION PRESIDENT AMBROZ: And I didn't total  
23 the digital signs on this facade but it is  
24 substantial; so I --

25 Cindy, I understand what you're saying about

1 the currently existing specific plan. But the  
2 versatility of digital ameliorates some of the need  
3 that you're -- you're -- you're putting forward.

4 Michael Bostrom, he's hiding; just a quick  
5 question for you.

6 With temporary signs, is there any  
7 opportunity or is there any restriction for -- if  
8 they're non-commercial?

9 So they're putting forward a case that says  
10 "directional," "friendly," "hugging," but is it --

11 What I'm more concerned about is it turns  
12 into a sponsorship opportunity that's unregulated, or  
13 a commercial advertisement that is endless.

14 DEPUTY CITY ATTORNEY BOSTROM: So if the  
15 Commission wants to recommend that temporary signs  
16 cannot have offsite commercial messages, that's  
17 certainly within your purview.

18 COMMISSION PRESIDENT AMBROZ: Would that include  
19 there, for instance, if it's the Nike Revlon Walk or  
20 the Budweiser Stadium?

21 DEPUTY CITY ATTORNEY BOSTROM: If something --

22 If it's named the "Budweiser Stadium" and it  
23 is saying "Budweiser Stadium" on those temporary  
24 signs, that would not fall under the classification  
25 of an offsite commercial message, that would be



1 classified as an onsite commercial message.

2 COMMISSION PRESIDENT AMBROZ: So what I would  
3 propose, just as an intermediate step is, as we kind  
4 of let this marinate for a moment and raise some  
5 other issues, but on -- on the temporary signs, I'm  
6 concerned about the need for them and I would  
7 appreciate a conversation around that.

8 I understand there's only five in that area  
9 of the poles, but -- it sounds like there might be a  
10 need for them. But what I'm concerned about is an  
11 opportunity for us to absolutely do what you just  
12 said, but it doesn't get us all the way, which is  
13 prevent them, because I'm sure it's not intended  
14 today but it might be yet in the future, to be  
15 another unrestricted avenue for advertisement.

16 Dana, on this point?

17 COMMISSIONER PERLMAN: Yes.

18 I think you mentioned one exact -- one  
19 example where, of course, it would be necessary and  
20 that is if -- if, for example, there was the Revlon  
21 Walk to End Breast Cancer that was starting and  
22 stopping at that location and they would have  
23 banners, et cetera. Or if USC was having some sort  
24 of event there and it's offsite because it's USC,  
25 so --

1                   Yeah, that's not USC's property.

2                   DEPUTY CITY ATTORNEY BOSTROM: It doesn't matter  
3 whose property it is because if USC is having an  
4 event onsite and the sign is advertising an event  
5 occurring onsite, it is --

6                   COMMISSIONER PERLMAN: Okay. So as long as it  
7 relates to an event that's occurring onsite right  
8 then?

9                   DEPUTY CITY ATTORNEY BOSTROM: Businesses,  
10 goods, activities, events, anything occurring  
11 onsite falls within --

12                   COMMISSIONER PERLMAN: So let's -- let's ask the  
13 next question, then.

14                   If something -- it's called the "Budweiser  
15 Stadium." I thought it was the LAFC but let's say it  
16 was called the "Budweiser Stadium" and they have  
17 various sponsors who have corporate boxes, what have  
18 you; could those sponsors have one of those --

19                   Whatever those tall signs are called --

20                   COMMISSION PRESIDENT AMBROZ: Poles.

21                   COMMISSIONER PERLMAN: -- would that be  
22 considered onsite or offsite?

23                   DEPUTY CITY ATTORNEY BOSTROM: Under traditional  
24 rules how onsite and offsite is presently defined in  
25 the code, if you are simply a sponsor of some other

1 event, that does not mean that you then come within  
2 the purview of an onsite sign.

3 COMMISSIONER PERLMAN: Okay. Not a sponsor of  
4 an event but they are a sponsor of the stadium --

5 In other words, they put up a million  
6 dollars towards the stadium a year and so they don't  
7 have their name on the front but --

8 DEPUTY CITY ATTORNEY BOSTROM: I don't think it  
9 matters. Because if you think of sponsorship in this  
10 way, anyone who's paying you for an advertisement on  
11 that location is your sponsor. And so I think --

12 No. I understand there's a difference under  
13 the Outdoor Advertising Act where they have different  
14 rules, etc. But the City's rules, sponsorship signs  
15 traditionally -- there are exceptions, LA Live has  
16 exceptions and rules and et cetera. But generally  
17 under the code onsite-offsite, just because you're a  
18 sponsor of something does not mean you qualify for an  
19 onsite message.

20 COMMISSIONER PERLMAN: Okay. So we would not be  
21 seeing --

22 If we put that restriction in, you would not  
23 see "Coca-Cola" on one of those?

24 DEPUTY CITY ATTORNEY BOSTROM: If Coca-Cola is  
25 being sold onsite that could be an exception; so

1 that's a difficult situation.

2 Let's say American Airlines.

3 COMMISSIONER PERLMAN: Oh, okay; there we go.

4 DEPUTY CITY ATTORNEY BOSTROM: If American  
5 Airlines is not having an office, it's not selling  
6 tickets, it's not -- it's not called the "American  
7 Airlines Stadium," then under traditional rules under  
8 the current code of the City it would not be  
9 permitted as an onsite sign, it would be classified  
10 as an offsite sign.

11 COMMISSION PRESIDENT AMBROZ: So, Cindy, I'm  
12 curious what --

13 You're hearing this conversation, what our  
14 concerns are; what are your thoughts and proposed  
15 solutions here?

16 The concern is up to 10,000 square feet of  
17 additional temporary signage which could be up for  
18 upwards of 100-something days a year which would have  
19 a quasi -- well, you could take it down and put it up  
20 the next day and the clock starts again; so how do  
21 you suggest we kind of think about this as a  
22 Commission?

23 MS. STARRETT: Well, I don't think that  
24 restricting the content of the signs is the solution  
25 because my Olympic Trials example, that would be

1 offsite signage because we're not hosting the Olympic  
2 Trials. We're along the route of the Olympic Trials;  
3 so we may want to allow them to have a banner that  
4 supports LA's bid for the 2024 games, for example,  
5 but that would not meet any of these narrow  
6 requirements.

7 I think the time, place and manner is what  
8 we've tried to achieve, which is restricting the  
9 amount of temporary signage, restricting the amount  
10 of time that it could be up.

11 We will --

12 Let me talk to LAFC while you're considering  
13 other items and see what other restrictions we could  
14 come up with if you're --

15 COMMISSION PRESIDENT AMBROZ: I think quantity  
16 is overwhelming.

17 10,000 square feet with --

18 MS. STARRETT: If it were limited per facade, or  
19 if it were limited, for example, on this facade --

20 COMMISSION PRESIDENT AMBROZ: I'm going to let  
21 you marinate on it, I think that's a great idea,  
22 maybe have a discussion and come back to us.

23 I think you've heard a really good  
24 conversation, we want to find a good workaround to  
25 meet that need that you're laying out so beautifully

1 with a very good sharp LA bid for the Olympics. Very  
2 good.

3 MS. STARRETT: It's all true.

4 COMMISSION PRESIDENT AMBROZ: But -- but I think  
5 we need to figure out a way forward which is not  
6 one-fourth of the total billboard package or signage  
7 package that we're looking at, that seems extreme.

8 MR. MOORE: I just want to add one point to  
9 this, which is this is 10,000 square feet for the  
10 entire sign district; so this isn't the  
11 LAFC-site-only temporary signage, this is the USC  
12 signage and -- around the Coliseum, on all the  
13 parking lots around the rest of the sign district.

14 COMMISSION PRESIDENT AMBROZ: We understand.

15 So --

16 MR. MOORE: Well, no. I do -- I do think it's  
17 important to -- to point out that they don't  
18 currently have a limit at all under the specific  
19 plan.

20 COMMISSIONER PERLMAN: I think my concern --

21 COMMISSION PRESIDENT AMBROZ: Okay. I'm going  
22 to use this magic thing.

23 I've laid out a course of action which is  
24 talk amongst yourselves, we've heard a lot of  
25 back-and-forth, let's move on and then let's -- we'll

1       come back to it and have more conversation on it; so  
2       marinate on it.

3               COMMISSIONER PERLMAN: While they're marinating  
4       and talking, I'd like to, if I could, because I'm not  
5       marinating with them --

6               COMMISSIONER MACK: You want to marinate, huh?

7               COMMISSIONER PERLMAN: Yes.

8               Well, I think it's helpful for all of us to  
9       be -- to be talking about this.

10              I, for one, I don't have as much a concern  
11       personally for banners. I see those for a lot of  
12       different events and I see that there's times when  
13       American Airlines may be a sponsor of the Avon Breast  
14       Cancer Walk that happens to be going on there. Okay,  
15       fine; they have a banner up that day.

16              My concern is more that -- all of these  
17       digital signs we're seeing and -- and somehow this  
18       being a backdoor entry into turning this into a Times  
19       Square. And I think, to me, from the conversations  
20       this Commission has had on signage before, that's --  
21       that's more of a concern that we tend to have; so I'd  
22       like to see more restrictions as we're talking about  
23       the digital signs for me.

24              COMMISSION PRESIDENT AMBROZ: Yes. I  
25       understand.

1           So just continuing on this facade, I think  
2 the proposal to divide that up so it's not quite the  
3 green behemoth was a wonderful give, I appreciate  
4 that.

5           I want to talk about the RT.01, I think  
6 that's what I'm calling the jumbotron; is that  
7 correct?

8           MR. MOORE: It's DD.06.

9           COMMISSION PRESIDENT AMBROZ: Oh, pardon me,  
10 that's the name above it.

11           And the RT.01 is retail signage?

12           MR. MOORE: Is a retail sign, yes.

13           COMMISSION PRESIDENT AMBROZ: Okay.

14           So that -- and it was explained to me that  
15 that was, for instance, a way you could concurrently  
16 show the plaza what's going on inside the stadium.

17           Aside from the 20-something games a year,  
18 where those are going to go on for a couple of hours,  
19 what is going to be on there?

20           MS. STARRETT: Well, we're also intending to  
21 work closely with USC. They will be using this --  
22 this area for Coliseum games.

23           And then many of our food vendors and other  
24 people that use the ancillary building, we'll have a  
25 better name hopefully soon, but many of them --



1           This is really our central area of activity,  
2       so --

3           It's interior-facing, it doesn't face any  
4       public streets, as -- as we mentioned earlier.

5           So, for example, on an evening we want it to  
6       be a gathering place for the community; you know, it  
7       might be that they show a movie on there or they  
8       might have music on there. And they -- they  
9       certainly --

10          COMMISSION PRESIDENT AMBROZ: Can I ask, is it  
11       going to be advertisement?

12          MS. STARRETT: There will be also advertisement.

13          COMMISSION PRESIDENT AMBROZ: Okay.

14          MS. STARRETT: But this is the only full-motion  
15       video sign that we have and --

16          COMMISSION PRESIDENT AMBROZ: Will it be  
17       full-motion advertisement?

18          MS. STARRETT: Well, the --

19          COMMISSION PRESIDENT AMBROZ: When it's not --

20          MS. STARRETT: -- the screen itself doesn't have  
21       any restrictions on -- unlike all the other ones that  
22       face the public way.

23          COMMISSION PRESIDENT AMBROZ: I'm not saying it  
24       can't. I mean, I'm trying to understand the  
25       intent --

1 MS. STARRETT: Yes.

2 COMMISSION PRESIDENT AMBROZ: -- and sometimes  
3 the intent is -- you know, we put the face on that  
4 it's going to be curing cancer and then it's many  
5 things beside that. It's showing games, it's showing  
6 practices, and it's going to be having a roving  
7 advertisement, just -- just put it on the table.

8 So with that --

9 MS. STARRETT: Yes. We do intend to have  
10 advertisement on this also.

11 But its primary use is going to be to make  
12 this an active, vibrant area where people will want  
13 to gather because that -- this is a quiet, dark area  
14 otherwise. And this will be -- in addition to the  
15 Figueroa frontage, it will be the other place that  
16 everybody congregates.

17 COMMISSION PRESIDENT AMBROZ: We're good, we  
18 understand it. And they did -- you guys mentioned  
19 that in the presentation.

20 I just want to, as you go by the facades, to  
21 fully understand what the intent is for these --  
22 these digital screens; so given that it's all of  
23 these things and the above, and the hours proposed, I  
24 don't have it handy here, I saw hours of 12:00 a.m.  
25 somewhere?

1 MS. STARRETT: We've --

2 Well, we had originally proposed that all  
3 our signs would turn off at 2:00 a.m. We made a  
4 compromise proposal in one of the letters that we  
5 submitted to you recently and we said "Unless there's  
6 an event day, they would all be off by midnight."

7 On an event day, we are asking for the  
8 ability to have it on for two hours after the end of  
9 that event, but it would never be past the 2:00 a.m.

10 COMMISSION PRESIDENT AMBROZ: I -- I mean, I  
11 would just --

12 COMMISSIONER MACK: I was going to ask,  
13 that's --

14 COMMISSION PRESIDENT AMBROZ: John Mack.

15 COMMISSIONER MACK: Yeah.

16 The --

17 Even on an event day, 2:00 a.m.?

18 MS. STARRETT: Well, let's say the event ends at  
19 11:00, for example, which is the --

20 COMMISSIONER MACK: I mean, a soccer game, when  
21 does a soccer game end? I mean, you know.

22 COMMISSION PRESIDENT AMBROZ: Those games can go  
23 late.

24 MS. STARRETT: Yes, the --

25 And this is -- that -- that issue is really

1 most critical two -- for two reasons: One is  
2 people -- to the extent that people linger after a  
3 game, for safety reasons we do want there to be  
4 continued light and activity as long as people are  
5 there.

6 And then the second is -- issue in terms of  
7 the hours is really more critical on the -- the  
8 Figueroa frontage than anywhere else.

9 COMMISSIONER MACK: I mean, for example, after a  
10 USC night game, and maybe the Coliseum  
11 representatives will know, but, I mean, typically how  
12 late is -- are people hanging around?

13 MS. STONE: Thank you.

14 Laurie Stone, again, with the University of  
15 Southern California.

16 This past season we had a game that started  
17 at 7:30 p.m. at night, the game ended close to  
18 11:00 o'clock. By the time the stadium ends --  
19 empties out, it can be midnight; so that does happen.

20 COMMISSION PRESIDENT AMBROZ: Ms. Stone, but on  
21 a typical day --

22 I get that there's exceptions but I don't  
23 want to make the rule for the exception, I want to  
24 make the rule for the 300 other days of the year  
25 because that's the reality.

1           COMMISSIONER MACK: Right.

2           MS. STONE: I was --

3           COMMISSION PRESIDENT AMBROZ: So what is the  
4 operation in your mind? Is there --

5                   Is it typical to have midnight?

6           MS. STONE: We have six games a year. Our  
7 schedule is dependent upon when it's televised; so  
8 that, you know --

9                   The university actually doesn't dictate what  
10 time our games are, it depends on who's picking up  
11 that game.

12                   So this is just to give you an example,  
13 responding to what actually happened this past  
14 season. We had a game start as late as 7:30, they --

15           COMMISSION PRESIDENT AMBROZ: I got that, I got  
16 the specific example. I was asking a different  
17 question with that specific example. Very sly,  
18 you're good.

19                   Okay.

20           MS. STARRETT: And this is also where our  
21 restaurants are; so some of them may be open late,  
22 especially, you know, on a weekend night. And that's  
23 why we had suggested midnight would be the general  
24 rule but no later than two hours after the activity  
25 is over, whatever that activity is.

1 COMMISSION PRESIDENT AMBROZ: I would --

2 I think we're clear on this; I would say  
3 that I'm comfortable with 11:00 p.m., except for game  
4 nights, on this facade and this area; so I'm going to  
5 put that as a placeholder.

6 COMMISSIONER MACK: So am I, yes.

7 COMMISSION PRESIDENT AMBROZ: We can --

8 Yes? Okay.

9 We can revisit these as we go around the  
10 building for a final loop.

11 I really appreciate the movement of the sign  
12 at the end of Christmas Tree Lane to face out towards  
13 Figueroa. I -- I think that really helps preserve  
14 the view corridor. I originally disagreed with the  
15 determination that there was no historic impact from  
16 the view corridor. I think that is much improved in  
17 my mind when you look --

18 The original sign at the far left, which is  
19 DD.01; am I correct, D.J.?

20 MR. MOORE: I think it was 4.

21 MS. STARRETT: DD.04.

22 COMMISSION PRESIDENT AMBROZ: I can't see that  
23 small.

24 MS. STARRETT: No, it is 01.

25 MR. MOORE: No, that's a different one.

1           COMMISSION PRESIDENT AMBROZ:  It's DD.01;  
2   David's correct.

3           So I think that is a -- I want to  
4   acknowledge that and I think that's exciting.

5           Can I ask, when there is a walk, as you've  
6   shown here for non-profits on that digital banner on  
7   Christmas Tree Lane, is it the intent to charge them  
8   or to provide it for free?  Or is there no intent at  
9   this point?

10          Free?

11          MS. STARRETT:  For free.  For free, yes.

12          COMMISSION PRESIDENT AMBROZ:  Okay.  Let's just  
13   have that somewhere.

14          Okay.  "Non-profit ribbon sign, Christmas  
15   Tree Lane, free."

16          We didn't say temporary.  Probably the day  
17   of the digital banner, the digital ribbon and maybe  
18   the jumbotron.

19          Maybe the jumbotron?

20          MS. STARRETT:  Maybe.

21          COMMISSION PRESIDENT AMBROZ:  Maybe, okay.

22          All right.  So why don't we swing around to  
23   Figueroa unless there are other questions, comments  
24   or concerns?

25          The remainder, I don't have a huge concern

1 with.

2 I would just acknowledge that all of the  
3 rooftop signs will also have a commercial edge, given  
4 that it's probably going to be sold for naming  
5 rights; is that correct?

6 MR. MOORE: Yes.

7 COMMISSION PRESIDENT AMBROZ: So it's not just  
8 identification.

9 I think it should be, honestly, labeled some  
10 sort of other mixed thing which would be --

11 MS. STARRETT: Well, it's going to be exactly  
12 the same as Staples Center and as Farmers Field would  
13 have been.

14 COMMISSION PRESIDENT AMBROZ: I think it says --  
15 I think it just says "Staples" on the roof.

16 Am I mistaken? It doesn't say "Center."

17 So it's the logo for Staples and their --  
18 their corporate color; so maybe it's better to -- a  
19 little bit more transparent to show it as that.

20 But I understand the intent; I just want to  
21 acknowledge as we move beyond that facade where it is  
22 identified.

23 So east, which --

24 MR. MOORE: East --

25 COMMISSION PRESIDENT AMBROZ: This is a great



1 packet, this is on page?

2 I know you referenced the addendum with the  
3 chart but I was just using the helpful package.

4 MR. MOORE: At page 31 is east if you're looking  
5 in the --

6 COMMISSION PRESIDENT AMBROZ: Page 31?

7 MR. MOORE: Yes, if you're looking in the  
8 presentation packet.

9 COMMISSION PRESIDENT AMBROZ: Great.

10 MR. MOORE: All right.

11 COMMISSION PRESIDENT AMBROZ: So D.J., please  
12 take up us from maybe 1D over; oh, pardon me, DD.10.

13 MR. MOORE: DD.10. This is the -- is a digital  
14 display located proximately to the intersection of  
15 Martin Luther King Boulevard and Figueroa Street. It  
16 faces east/west. And it has a total sign area of  
17 4,000 square feet; that's 2,000 on each side.

18 This is an important sign to note, it's on  
19 the State parking lot; so there is a revenue-share  
20 component built into the sign with the State. It was  
21 part of the State's approval of the project. And all  
22 of those revenue-shared funds that go to the State  
23 are to be directly reinvested in Exposition Park.

24 Then moving to the right, we get to sign 1D.

25 This was a sign that was mentioned during the --

1 during our testimony. This is the existing secondary  
2 site sign under the specific plan. It's previously  
3 approved for 6,000 square feet; we reduced it to  
4 5,800 square feet. And that -- we saw it earlier;  
5 this is a -- this is a freeway-visible sign.

6 Next we have G.01 (sic), that's just a gate  
7 entry identity sign for onsite sponsorship.

8 Then we move to DD.03. These are the four  
9 freeway-visible digital signs that are on the roof  
10 canopy, each one having a sign area of 672 square  
11 feet.

12 And then I believe that little one, I think  
13 that says "ID.01," which is a static sign and it's a  
14 team identity sign.

15 Then all along the front here, these are  
16 RT.01s. These are retail identity signs in the  
17 green.

18 All right. And then we have DD.02 and  
19 DD.01.

20 DD.02 are two sets of digital displays, we  
21 had shown close-ups of them, and I can certainly show  
22 them to you again, during our presentation. Those  
23 are integrated into the architecture of the building;  
24 each one is 288 square feet of sign area.

25 Then we've got DD.01, which are blade signs,

1 and those are sort of like digital banners. And we  
2 had a close-up of those as well during our  
3 presentation. Each one of those has a sign area of  
4 40 square feet. They're interspersed with these  
5 columns along the frontage.

6 Then we have a team identity sign --

7 Which? I'm sorry. That is not digital,  
8 that is static.

9 And another --

10 So this is the same type of sign that was  
11 down here; it's another team identity static sign.

12 Then we have the sign that Commissioner  
13 Ambroz was referencing before that we moved to face  
14 not Christmas Tree Lane but the frontage along  
15 Figueroa which is, I believe, DD.04.

16 COMMISSION VICE PRESIDENT DAKE WILSON: DD.08?

17 MR. MOORE: Sorry, thank you, DD.08.

18 Then we have another team identity sign and  
19 then another team identity sign; this one is digital.

20 COMMISSION VICE PRESIDENT DAKE WILSON: Wait.

21 ID.03 is digital?

22 MR. MOORE: ID.03 is a digital sign.

23 COMMISSION VICE PRESIDENT DAKE WILSON: But  
24 it's -- but it's orange.

25 MS. STARRETT: It's the same one.

1 MR. MOORE: It's the same one. We did show  
2 it -- we showed it before.

3 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

4 MR. MOORE: Yes. Jonathan can explain the  
5 difference but it -- it's -- this is not a --

6 This is supposed to be a team identity sign.

7 MR. EMMETT: Hi, Jonathan Emmett here again.

8 Just to explain, it is a digital component;  
9 so often you'll see interactive message displays on  
10 this type of sign, so it may be a digital component  
11 that will be used for way-finding, touchscreen, that  
12 kind of component built into this. It also may have  
13 some digital content that is used simply for  
14 messaging team information or game information; so  
15 this is not intended to be sponsorship advertising or  
16 moving content in a way that the other digital signs  
17 have been categorized on the site.

18 COMMISSION VICE PRESIDENT DAKE WILSON: "What's  
19 his name is not playing today" and stuff like that?

20 MR. EMMETT: I'm sorry?

21 COMMISSION VICE PRESIDENT DAKE WILSON: That a  
22 certain player isn't playing today, or "Free hat day,  
23 go get your hat down on the field at half time," or  
24 whatever?

25 MR. EMMETT: Yes.

1           COMMISSIONER PERLMAN: That's not what the  
2 appendix says, though.

3           The appendix to the sign ordinance says that  
4 the ID signs, 1 through 6, "all have onsite marketing  
5 sponsorship."

6           COMMISSION VICE PRESIDENT DAKE WILSON: Oh,  
7 Dana.

8           MR. EMMETT: That -- that would --

9           COMMISSIONER PERLMAN: They also say that the  
10 team -- sign type is "team identity" but they say  
11 that they have "onsite marketing sponsorship."

12           MR. EMMETT: There would -- there would be a  
13 branding associated with that but that would not be  
14 the digital content.

15           COMMISSION PRESIDENT AMBROZ: Yes. I just --

16           Kind of a meta note is what we're trying to  
17 understand, and it's not trying to because we want to  
18 be annoying, what we're trying to understand is the  
19 level of commercialization for things that are not  
20 labeled quite so clearly as that.

21           So I get retail store frontage signage,  
22 totally get it. But some of this stuff is kind of  
23 tricky for us so we're just trying to make sure this  
24 is a transparent public process; so Dana is correct.

25           DEPUTY CITY ATTORNEY BOSTROM: Deputy City --

1                   Can I add one point?

2                   COMMISSION PRESIDENT AMBROZ:   Yes.

3                   DEPUTY CITY ATTORNEY BOSTROM:   On that very  
4                   topic, and this is what we were discussing at the  
5                   break, just for everyone's benefit, there is  
6                   currently in the draft a provision that says that on  
7                   any sign type, either an onsite or an offsite  
8                   commercial message can be placed on any sign.

9                   And so just for full disclosure, to know  
10                  what you're getting, even if it's called a "team  
11                  identity sign," under the document there would be the  
12                  right to have offsite commercial messages; so I just  
13                  want to make sure that there's clarity in terms of  
14                  what the document says.

15                  MS. STARRETT:   And just to clarify our intent,  
16                  we understand the City Attorney has a broad  
17                  characterization of what's "offsite."   But our team  
18                  identity signs are intended to be advertising LAFC,  
19                  things related to LAFC, what's being sold in the  
20                  stadium.

21                  The "offsite" -- I think the City will  
22                  characterize these blue sign as "offsite" here on  
23                  Figueroa.   But because of the Outdoor Advertising  
24                  Act, they will be further limited to stadium  
25                  sponsorship marketing plans; so we will not have the

1 ability to use them for offsite advertising other  
2 than for stadium sponsors. That will be an  
3 additional restriction that's imposed by the State  
4 over and above what the City might impose.

5 COMMISSION PRESIDENT AMBROZ: Yes, we  
6 understand.

7 And I want to correct that and make sure  
8 what our intent is is clear with that language; so  
9 let's --

10 I'm going to add that to our tracking list  
11 and let's have a conversation about that towards the  
12 end.

13 DEPUTY CITY ATTORNEY BOSTROM: About the comment  
14 that we just discussed?

15 COMMISSION PRESIDENT AMBROZ: The language  
16 Michael was discussing.

17 DEPUTY CITY ATTORNEY BOSTROM: Got it. Okay.

18 COMMISSION PRESIDENT AMBROZ: So I think we've  
19 now seen this facade. And I wanted to open it up to  
20 any questions, conversations or deliberations on this  
21 facade.

22 Renee Dake Wilson.

23 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.  
24 This is Renee Dake Wilson.

25 I'm really appreciative that DD.02, there

1 are two of those, are sort of this folded roof panel  
2 that comes down.

3 I mean, the kind of interesting  
4 architectural quality of this building is it's not a  
5 building, it's kind of like a structure with a fabric  
6 scrim on it. And that the way space is created it's  
7 a series of columns and then occasionally you'll meet  
8 a door or an eddy that is a store or something like  
9 this. It's a really funny thing, there's no  
10 structure here; so I -- I think it's telling that the  
11 sign follows the volume of the roof.

12 I don't think that it needs to be digital in  
13 any way. If that were a static sign --

14 I would propose that that would be a static  
15 sign and that it would follow the roof, still, but  
16 that it would be a static sign for DD.02.

17 Anyone interested?

18 COMMISSION PRESIDENT AMBROZ: Yes. I'm in.

19 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

20 And then I am very concerned that the four  
21 signs that face the freeway, which are DD.03, I'm  
22 very concerned that those are digital and that those  
23 are distracting the drivers. I mean, I'm certain --

24 I know we have those elevations that show  
25 those in the background of the freeway, but I'm



1 concerned those are distracting to any driver, on  
2 Figueroa or anywhere else.

3 I think that they're very bright and could  
4 be objectionable to the residents near the freeway in  
5 this area. And I would propose to remove DD.03  
6 altogether.

7 DD.08 I think we discussed on the other  
8 side. I --

9 I've kind of run out of steam right now.

10 COMMISSIONER PERLMAN: Could I --

11 COMMISSION PRESIDENT AMBROZ: What is the  
12 total --

13 How many and how --

14 What is the total square footage of the  
15 digital blade signs? Because those are on the --

16 COMMISSION VICE PRESIDENT DAKE WILSON: Yes,  
17 okay.

18 MR. MOORE: The total square footage for the  
19 digital blade signs is 400 square feet.

20 COMMISSION PRESIDENT AMBROZ: Say that again.

21 MR. MOORE: Each --

22 400.

23 COMMISSION PRESIDENT AMBROZ: Total?

24 MR. MOORE: Total.

25 COMMISSION VICE PRESIDENT DAKE WILSON: 400

1 square foot each?

2 COMMISSION PRESIDENT AMBROZ: Not each.

3 MR. MOORE: Each one is 40.

4 COMMISSION PRESIDENT AMBROZ: 40? Okay.

5 MR. MOORE: There are 10.

6 COMMISSION VICE PRESIDENT DAKE WILSON: So eight  
7 times five, for example?

8 COMMISSION PRESIDENT AMBROZ: Yes.

9 MR. MOORE: Well, no. For --

10 Each of the ten signs is 40 square feet; so  
11 10 times 40 is 400.

12 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

13 But I'm saying to make 40 you can get 5 feet  
14 across and 8 feet tall; for an example, sheet of  
15 plywood, a little bit bigger than a sheet of plywood.

16 MR. MOORE: Yes. Sorry.

17 I didn't understand.

18 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

19 It's been a long day --

20 MR. MOORE: Yes, it has.

21 COMMISSION VICE PRESIDENT DAKE WILSON: -- so  
22 we're all going to be very complimentary of each  
23 other.

24 COMMISSION PRESIDENT AMBROZ: So we have  
25 ten digital signs on Figueroa the size of a sheet of

1 plywood, roughly.

2 COMMISSIONER PERLMAN: I think the drawings that  
3 we saw, if I saw it, they looked more to me like they  
4 were 4-by-10. I mean, they're -- they're pole signs,  
5 narrow and tall.

6 Is that correct, D.J.?

7 MR. MOORE: Apologies; I missed the question.

8 COMMISSIONER PERLMAN: They're essentially --

9 From the -- the schematics I saw, those are  
10 like pole signs, they're narrow and tall, correct?

11 MR. MOORE: So there's two -- two different  
12 types of signage; so there's --

13 The one that's on the building facade are  
14 digital blades.

15 COMMISSIONER PERLMAN: Right.

16 MR. MOORE: And then they're --

17 We can actually go to an image.

18 COMMISSIONER PERLMAN: Ten 01s on Figueroa.

19 MR. MOORE: And then there are ten -- and then  
20 there are also ten pole signs, pillar signs.

21 Yes, so here we go, this is -- this is good.

22 All right. Here we go, we can help.

23 We --

24 COMMISSION PRESIDENT AMBROZ: We're going to do  
25 that after the next facade.

1 MR. MOORE: So this is what the blade sign looks  
2 like right here; that's the DD.01.

3 This is the DD.02 that Commissioner Dake  
4 Wilson was just speaking about that sort of looks  
5 like a wing.

6 And then these, separately, are the  
7 10-foot-digital-pillar signs, DD.01, that aren't on  
8 the building facade, they're just out in the setback  
9 in the pedestrian area.

10 COMMISSION VICE PRESIDENT DAKE WILSON: So,  
11 again, DD.01 is digital?

12 MR. MOORE: DD.01 is digital.

13 COMMISSION VICE PRESIDENT DAKE WILSON: And  
14 those are --

15 Okay. So we discussed earlier that we have  
16 temporary signs and then we have these DD.01. Do we  
17 need both? Would it --

18 I mean, Commissioners, what do you think  
19 about making, again, DD.01 a static sign and then --  
20 or getting rid of the temporary signs or -- or vice  
21 versa? Is there some proposal --

22 We're getting a lot of video screens  
23 everywhere.

24 I'm looking for some backup.

25 COMMISSION PRESIDENT AMBROZ: What I -- what I

1 would suggest is we just track those suggestions and  
2 look at them holistically together, Renee.

3 We'll --

4 We're going to finish with the MLK facade  
5 and then we'll go around and see if there's consensus  
6 and maybe hear back on the temporary signs and then I  
7 think we can come to a conclusion.

8 MR. MOORE: Okay.

9 MS. STARRETT: And then I'd also just like to  
10 note on Figueroa there is commercial across the  
11 street, there's residential between the commercial  
12 and the freeway. But the -- the --

13 We still have our lighting experts here. We  
14 are committed to meeting the lighting standards that  
15 are required by the addendum. And we've included in  
16 the sign district the ability to go out and test with  
17 a light gun and all that technology; so we're  
18 confident that these do not create a significant  
19 lighting impact on the -- on the residential.

20 And these Figueroa signs are critical to the  
21 viability of this project; so just --

22 No question about it. This is where our  
23 sponsors want to be. This is where the cars are.

24 I appreciate President Ambroz's comment  
25 about the public interest and the public realm, and

1 we completely agree, this project is about the  
2 public, the public is what will make the signage  
3 viable. This project will be used by the public.

4 But just as you said earlier, all  
5 development isn't bad, all developers aren't bad, all  
6 signage isn't bad.

7 COMMISSION PRESIDENT AMBROZ: Cindy, don't --  
8 don't quote me.

9 And save your general comment for the end  
10 because, trust me, you'll have a moment.

11 But let's continue on or we're going to be  
12 here past my CPC holiday party.

13 All right. So now we're looking at the  
14 south stadium elevation; so D.J., really bullet fire  
15 because I think we're --

16 MR. MOORE: Yes, I'll move fast.

17 This is east to -- sorry, west to east,  
18 southwest corner.

19 This is sign DD.05. This is a digital  
20 display. It faces the south parking lot zone. It is  
21 1,320 square feet of sign area.

22 Then we have stadium and team identity  
23 signs; those are static.

24 Static gate identity sign.

25 Another gate identity sign.

1 Another team identity sign, all static.

2 Then we have sign DD.04. This is the sign  
3 that I referenced during our presentation that would  
4 have been sort of in the -- the entryway. We  
5 understood that there were concerns with this digital  
6 sign and so we removed this sign from the renderings  
7 that we showed you. It's still on the plan but we  
8 have agreed to remove this sign from the sign  
9 district.

10 Sign DD.04 was 728 square feet of digital  
11 sign area.

12 Then we have another gate identity sign.

13 And now we're wrapping back around Figueroa;  
14 we've already discussed all of these signs as part of  
15 the Figueroa Street frontage.

16 COMMISSION PRESIDENT AMBROZ: D.J., can I ask,  
17 with regards to DD.05, that is a very significantly,  
18 in my mind, large digital sign facing a parking lot  
19 with trees, then a street, then residential.

20 Who is the intended audience of that digital  
21 sign?

22 MR. MOORE: The intended audience of that  
23 digital sign is people arriving at the stadium.

24 The primary --

25 I know we often think of Christmas Tree Lane

1 as, you know, this -- sort of the normal entry to  
2 Expo Park, those of us who go down there, but that's  
3 really for museum access. The people who are  
4 accessing the stadium come from the south and come  
5 up -- come from Martin Luther King Jr. Boulevard.  
6 And so when they're coming up into Exposition Park,  
7 this is the sign that they're going to see.

8 It's not intended as a -- as a primary  
9 visible sign from MLK, it's intended as sort of the  
10 greeting sign when you come in to park and see a  
11 game.

12 COMMISSION PRESIDENT AMBROZ: Okay. That's --  
13 I -- I understand now.

14 I think we understand this -- this  
15 elevation. I would say the -- in my mind I  
16 understand there is a separation but there are  
17 residents on MLK that this will face. And regardless  
18 of --

19 And I understand the light experts. But as  
20 someone who lived not facing a digital sign on Sunset  
21 Boulevard, in fact, I faced away from it, when it was  
22 cloudy my house lit up like I was facing the sign; so  
23 I'm a little --

24 I understand the lighting conversation but  
25 I've personally been impacted and had experience with



1 digital signs. And this directly faces a couple  
2 hundred residential units less than 1,000 feet away;  
3 so I understand it, and I understand why it's  
4 important, and I'm not asking to strike it. But I --  
5 I do want to acknowledge, I think the hours, just  
6 like Christmas Tree Lane, are appropriate on this  
7 sign as well at 11:00 on non-game nights.

8 The only other point I would make is with  
9 regards to the stacked team identity gate sign and  
10 the digital sign, so it looks as if that corner --

11 MR. MOORE: Where? Right here?

12 COMMISSION PRESIDENT AMBROZ: Yes.

13 MR. MOORE: Okay. So that's the -- this is the  
14 digital that we removed.

15 COMMISSION PRESIDENT AMBROZ: I understand. I  
16 just wanted to point that out --

17 MR. MOORE: Right.

18 COMMISSION PRESIDENT AMBROZ: -- because it's  
19 still -- it's on the presentation.

20 Okay. So I think we've gone through the  
21 three facades. I suggested one change on that facade  
22 in terms of just hours.

23 And there is a fourth elevation that we  
24 should at least acknowledge.

25 MR. MOORE: Last elevation.

1 COMMISSION PRESIDENT AMBROZ: Facing --

2 MR. MOORE: This faces the Coliseum.

3 COMMISSION PRESIDENT AMBROZ: So it faces the  
4 Coliseum.

5 Personally, I'm less concerned given that  
6 it's not residential.

7 I do note that there's no video on this  
8 side, which is probably where I'd be most permissive,  
9 personally. But I understand. And that is the  
10 largest team identifier spot on the whole building as  
11 well. It is what it is.

12 Okay. Any questions, comments or concerns  
13 about this?

14 Okay. So I just want to kind of take us  
15 around the building quickly now and kind of say what  
16 we've put on the table and see if there's consensus  
17 around it. And then maybe hear back on the temporary  
18 signs which I'm concerned about.

19 I would overall say that I have spoken to a  
20 lot of folks about this; I am very comfortable that  
21 the 300 candela level that we did on Broadway, that  
22 seems to me to be an appropriate level of  
23 illumination. That is what we did on Broadway. I  
24 understand folks want more. You know, good people  
25 can disagree on that.

1 I have talked to many different folks.  
2 There seems to be a level of understanding that  
3 300 candela is a visible, non-blinding level of  
4 illumination overall.

5 Renee, do you want to track us through the  
6 notes that we made as we started on Christmas Tree  
7 Lane and went around the building?

8 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

9 COMMISSION PRESIDENT AMBROZ: John, did you want  
10 to say anything?

11 Mr. Mack, did you have any --

12 I wanted to --

13 Any general comments before we go into the  
14 specifics about signage?

15 COMMISSIONER MACK: No. No.

16 COMMISSION PRESIDENT AMBROZ: Okay.

17 COMMISSION VICE PRESIDENT DAKE WILSON: Which  
18 sheet --

19 Can you tell me which sheet is Christmas  
20 Tree Lane, which page?

21 MR. MOORE: In the package?

22 COMMISSION PRESIDENT AMBROZ: Yes.

23 MR. MOORE: Let's see, it's going to be right  
24 around 35 but --

25 COMMISSION VICE PRESIDENT DAKE WILSON: I have

1 the east --

2 MR. MOORE: There it is. 40.

3 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

4 No, that's north.

5 Okay. Great. It is north.

6 MR. MOORE: Yes. Okay.

7 COMMISSION VICE PRESIDENT DAKE WILSON: The only  
8 change I have on this elevation is RT.02, that the  
9 Applicant offered to change this existing  
10 2,200-square-foot sign to three 700-square-foot  
11 signs.

12 I would suggest that that's still  
13 as enormous; I mean, that's 2,100 square feet instead  
14 of 2,200 square feet.

15 Does anyone have any interest in making that  
16 smaller?

17 COMMISSIONER AHN: What level are you proposing?

18 COMMISSION VICE PRESIDENT DAKE WILSON: What if  
19 we make them 500 -- three 500-square-foot signs?

20 COMMISSIONER AHN: That seems more than  
21 sufficient.

22 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

23 COMMISSION PRESIDENT AMBROZ: So just three at  
24 500?

25 COMMISSION VICE PRESIDENT DAKE WILSON: So three

1 at 500.

2 I don't have any other changes.

3 COMMISSION PRESIDENT AMBROZ: Jumbotron hours,  
4 turn them off at 11:00 on non-game days.

5 COMMISSION VICE PRESIDENT DAKE WILSON: Okay. I  
6 think all digital signs' hours are 11:00 p.m. on  
7 non-game days; on game days, they are open until  
8 midnight or two hours after the game. That's what  
9 the hours proposal is.

10 COMMISSION PRESIDENT AMBROZ: That's all we have  
11 on that facade.

12 COMMISSION VICE PRESIDENT DAKE WILSON: What?

13 DEPUTY CITY ATTORNEY BOSTROM: Is that  
14 whichever -- is that whichever is later or whichever  
15 is earlier, just for clarity?

16 COMMISSION VICE PRESIDENT DAKE WILSON:  
17 Whichever is earlier.

18 DEPUTY CITY ATTORNEY BOSTROM: So at the latest  
19 midnight, but --

20 Is that what you're saying?

21 COMMISSION VICE PRESIDENT DAKE WILSON: Yeah.

22 DEPUTY CITY ATTORNEY BOSTROM: Okay.

23 MS. STARRETT: Could I ask you a question?

24 When we have non- -- events other than  
25 games, and we -- and we are going to have restaurants

1 in here with operating hours, that's why we'd asked  
2 for two hours after whatever the activity is closes  
3 so that we don't have a situation where there's an  
4 activity going on and it's dark around the facility.  
5 We don't think that's a safe --

6 COMMISSION VICE PRESIDENT DAKE WILSON: You  
7 know, I get -- I get what you're saying and I would  
8 say you're right.

9 Two hours after the game, whichever is  
10 later.

11 MS. STARRETT: Or the activity.

12 COMMISSION VICE PRESIDENT DAKE WILSON: You  
13 know, whatever --

14 Two hours after the activity, if that's  
15 after midnight, that's acceptable. That's fine.  
16 Okay.

17 MS. STARRETT: Thank you.

18 COMMISSION PRESIDENT AMBROZ: I do think there  
19 needs to be a cap there because what is the activity,  
20 dining?

21 Samantha?

22 COMMISSIONER MILLMAN: I actually think that  
23 what's in there is good, which is "two hours after  
24 the event, no later than 2:00 a.m."

25 For example, FYF Fest is a big concert that

1 happened in Exposition Park this past summer. And so  
2 if you have people there at a concert and the concert  
3 ends at midnight or 12:30 and people are then  
4 exiting, I don't think it's unreasonable to have that  
5 sign lit but that's --

6 COMMISSION VICE PRESIDENT DAKE WILSON: I don't  
7 think they're having concerts.

8 COMMISSIONER MILLMAN: They have in the back.  
9 And it was -- they used the Sports Arena, the  
10 Coliseum.

11 COMMISSION PRESIDENT AMBROZ: So this is an  
12 important thing.

13 I mean, I -- that's a very interesting  
14 perspective and I -- I hear you. I would just -- not  
15 to push back but just suggest 2:00 a.m. This is  
16 going to be lit up regardless of that jumbotron.

17 There's going to be pole signs, there's  
18 going to be digital signs on the building, the ribbon  
19 is going to be on, the restaurants' signage will be  
20 lit up, the walkway lighting signs will be lit up.

21 So what I'm suggesting is, you know,  
22 2:00 a.m. for a jumbotron in a public park seems  
23 pretty profound to me. I mean, I don't want to push  
24 through if there's not a consensus on that.

25 COMMISSIONER MILLMAN: But I'm --

1           COMMISSION VICE PRESIDENT DAKE WILSON: I would  
2 say that the jumbotron is not as concerning to me as  
3 the rest of the digital signs, I would put them all  
4 on the same clock.

5           COMMISSION PRESIDENT AMBROZ: So are you --

6           COMMISSION VICE PRESIDENT DAKE WILSON: I  
7 would -- I would put them all on the same clock but  
8 I'd be more inclined to end earlier. But I'm -- I'm  
9 okay with it.

10          COMMISSION PRESIDENT AMBROZ: As is?

11          COMMISSION VICE PRESIDENT DAKE WILSON: I think  
12 it should be up to midnight or two hours after the  
13 game, and that all signs should adhere to that; the  
14 jumbotron is actually not an offensive user to  
15 residents. But if an event --

16                    It ends two hours after a game, that  
17 seems --

18          COMMISSIONER MILLMAN: And just to clarify, a  
19 game or an event to which the --

20          COMMISSION VICE PRESIDENT DAKE WILSON: A game  
21 or an event.

22          COMMISSION PRESIDENT AMBROZ: Okay.

23          COMMISSION VICE PRESIDENT DAKE WILSON: So then  
24 if it ends at midnight, it would be 2:00 a.m.; if it  
25 ends at 10:00, it would be midnight.



1 COMMISSION PRESIDENT AMBROZ: Okay.

2 COMMISSIONER MILLMAN: That's basically what it  
3 already says except that it puts 2:00 a.m. as the  
4 hard stop; so it's "two hours after the end of the  
5 event or 2:00 a.m., whichever is earlier," the way  
6 it's written.

7 COMMISSION PRESIDENT AMBROZ: Yes, got it.

8 And I would just suggest -- that's fine. I  
9 would just suggest 11:00 p.m., but I understand. And  
10 if there's consensus, and it doesn't face  
11 residential --

12 COMMISSIONER MACK: Well, the Applicant had --  
13 in one of the more recent communications, I thought,  
14 had suggested midnight.

15 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

16 The Applicant -- what Samantha was saying is  
17 that the Applicant's recent letter said "up to  
18 midnight or two hours after an event."

19 COMMISSIONER MACK: Or two hours afterwards.  
20 Uh-huh.

21 COMMISSION PRESIDENT AMBROZ: Okay. So --

22 COMMISSIONER MACK: But, I mean, you know --

23 COMMISSION VICE PRESIDENT DAKE WILSON: On an --  
24 on an event, otherwise 11:00 p.m.

25 COMMISSIONER MACK: Yes. Okay. All right.

1           COMMISSION PRESIDENT AMBROZ: So for clarity, on  
2 the jumbotron, Renee, describe --

3           COMMISSION VICE PRESIDENT DAKE WILSON: All the  
4 digital signs.

5           COMMISSION PRESIDENT AMBROZ: All the digital  
6 signs.

7           COMMISSION VICE PRESIDENT DAKE WILSON: So for  
8 all the digital signs I have off at 11:00 p.m.  
9 on every day except when there's an event, which they  
10 will be up until midnight or two hours after an  
11 event.

12           COMMISSION PRESIDENT AMBROZ: What qualifies as  
13 "an event," Michael Bostrom? Does them serving  
14 dinner?

15           DEPUTY CITY ATTORNEY BOSTROM: You'd need to  
16 define it. There's no code provision to fall back  
17 on.

18           COMMISSION PRESIDENT AMBROZ: How about "game,"  
19 "MLB (sic) game"?

20           MS. STARRETT: But we also --

21                   We may host concerts. And, again, we will  
22 have hours of operation of the restaurants; so that's  
23 why our -- our term was "activity" in terms of --  
24 especially the -- the large digital sign.

25           COMMISSION PRESIDENT AMBROZ: So I want to keep

1 it going and in an organized fashion.

2 So we had a proposal that you relied on the  
3 term "event." We've understood now that the term  
4 "event" might be vague; so we need to wrestle with  
5 that and see if that's -- there's a more appropriate  
6 way to describe our intent is where I think we need  
7 to go.

8 So Renee and Commission, are we  
9 suggesting --

10 COMMISSION VICE PRESIDENT DAKE WILSON: How  
11 about "an event other than dinner at the restaurants"  
12 or --

13 DEPUTY CITY ATTORNEY BOSTROM: So event is a  
14 stadium usage and not just ancillary retail or  
15 restaurants is what you're saying?

16 COMMISSION PRESIDENT AMBROZ: Yes.

17 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

18 But the convention center would count.  
19 Yeah. You know, the convention center is  
20 30,000 square feet; so if you're going to have a  
21 benefit there --

22 COMMISSION PRESIDENT AMBROZ: I've never been at  
23 a convention at midnight but maybe they exist.

24 DEPUTY CITY ATTORNEY BOSTROM: So maybe --

25 Does that work for Planning, an event that

1 is just not ancillary uses? Does that work for the  
2 Applicant; I mean, is that -- is that clear?

3 MS. STARRETT: Our only --

4 We do have a concern if the restaurant is  
5 open and it's dark outside the restaurant. That's --  
6 that's the only one.

7 COMMISSION PRESIDENT AMBROZ: Cindy, the  
8 building will have lights. Come on.

9 COMMISSIONER MACK: Restaurants have them, too.

10 COMMISSION PRESIDENT AMBROZ: Hold on. Hold on.

11 Dana Perlman.

12 COMMISSIONER PERLMAN: Thank you.

13 I'm going to suggest, I think that the  
14 Applicant's proposal in the December 7th letter is  
15 more than sufficient. I think "event" is well  
16 understood. Unfortunately, there are --

17 I've been to events at convention centers,  
18 such as banquets, that have gone on until midnight  
19 and you do need an opportunity to go out; so it does  
20 say "When an event is held in the stadium, signage  
21 will be turned off either at midnight or two hours  
22 after the end of the event, whichever is later, but  
23 no later than 2:00 a.m.," boom, stop.

24 COMMISSION VICE PRESIDENT DAKE WILSON: That  
25 sounds great. Okay. Great, Dana, thank you.

1           COMMISSION PRESIDENT AMBROZ: Dana, I think  
2           that's helpful. I would only say -- and I'm -- I  
3           have consensus with you.

4           My only point is, ladies and gentlemen, when  
5           the digital signs go off, the stadium will not be  
6           dark, just so we're all clear. At 11:00 o'clock you  
7           don't need to see that last Budweiser ad coming out  
8           of your convention; so if we decided 11:00 p.m.,  
9           they're not going to wander out into a black abyss.

10          There's going to be plenty of safety  
11          lighting and security lighting and retail lighting  
12          and passive lighting and light pollution from  
13          Los Angeles; so we don't need to just assume that  
14          that is sufficient.

15          We could say legitimately 11:00 p.m., you  
16          could walk out of a convention and not be assaulted  
17          by a Budweiser ad and you would survive and get to  
18          your car.

19          COMMISSIONER PERLMAN: I realize --

20          COMMISSION PRESIDENT AMBROZ: I just want to make  
21          that point.

22          I hear what you're saying.

23          COMMISSIONER PERLMAN: I appreciate that. I  
24          realize that.

25          I think it is what it is. This is a soccer

1 stadium. This is -- I mean, it's like an  
2 LA Live-type of place, that's what we're putting  
3 there. We're not just putting an auditorium or a  
4 large hotel.

5 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

6 COMMISSIONER PERLMAN: We are putting a major  
7 metropolitan spot -- destination in that location.

8 COMMISSIONER MACK: So --

9 John Mack.

10 But -- but LA Live is in a strictly  
11 commercial area. We have some residential --

12 COMMISSION PRESIDENT AMBROZ: More or less.

13 COMMISSIONER MACK: Some limited residential.

14 Let's think about people who may be trying  
15 to sleep and who --

16 COMMISSIONER PERLMAN: I agree.

17 And that's why --

18 I think, John, I think the appropriate thing  
19 is --

20 I would -- I would go with David's comment  
21 about the brightness, the candelas, and I think then  
22 you can deal with it. But I think it is what it is.

23 And let's be honest; this is how they're, in  
24 many ways, going to finance operations. It's just  
25 fact is fact.

1           COMMISSIONER AHN: You know, I would agree with  
2 that.

3           This is Robert Ahn.

4           And what troubles me a little bit is I feel  
5 like some of these decisions, some of these proposed  
6 eliminations of signage or reductions are being made  
7 in a vacuum.

8           We don't know the financial impact of each  
9 and every one of these signs. They all represent  
10 some revenue -- revenue generator that the Applicant  
11 is relying on for their financing. We don't know  
12 those numbers; so --

13           And it would be helpful if maybe the  
14 Applicant could also, you know, maybe fill in some of  
15 those gaps as we're making these important decisions.

16           COMMISSION PRESIDENT AMBROZ: They're key. And  
17 every one lost will be a disaster and I understand  
18 that. And we could find the specifics of it. But at  
19 this point it's conjecture because there's no actual  
20 contracts for the signage.

21           Do you -- do you have specifics?

22           MS. STARRETT: Well --

23           And I can ask Jim Bailey, who's our CFO  
24 here.

25           I mean, basically the financing plan for the

1 project involves a commitment of capital from our  
2 owners, and it's a very generous commitment of  
3 capital from our owners, but then the stadium  
4 involves financing which is based on the sponsorship  
5 revenue. And the sponsors will not commit the  
6 necessary revenue unless they have sufficient  
7 visibility of signage.

8 So it's very straightforward. It's not  
9 unique to our project. It's true of many --

10 And they are --

11 Stadiums that don't have public money, they  
12 are privately --

13 COMMISSION PRESIDENT AMBROZ: Yes, this is  
14 generalities, and I totally understand it, but we've  
15 covered this, which is the public -- the private  
16 funding is based on advertisement on the signage,  
17 correct? We heard that.

18 He was getting into more specifics about the  
19 willy-nilly nature of removing signage impacting  
20 and --

21 MS. STARRETT: Right.

22 Well, the Figueroa -- the Figueroa frontage,  
23 the visibility of the digital signage on the Figueroa  
24 frontage and the freeway visibility are two pillars  
25 of that whole analysis.



1 COMMISSION PRESIDENT AMBROZ: Understood.

2 And, Robert, I understand what you're saying  
3 and I want to see this be a successful project. But  
4 also from a planning perspective, in my mind, that is  
5 vital. But so is designing a project that is  
6 contextually appropriate for a neighborhood. And I  
7 think, you know, that's what we're aiming to do with  
8 some of this effort.

9 So I think --

10 Renee, could you restate the consensus that  
11 Dana proposed which was in the December 7th or 9th  
12 letter from Latham?

13 COMMISSIONER PERLMAN: It's in the December 7th  
14 letter from the Applicant.

15 COMMISSION PRESIDENT AMBROZ: Will you just  
16 restate it and see if there is a consensus around  
17 that?

18 COMMISSION VICE PRESIDENT DAKE WILSON: Of?

19 COMMISSIONER PERLMAN: It's page 3,  
20 subparagraph D.

21 COMMISSION VICE PRESIDENT DAKE WILSON: "When an  
22 event is held" --

23 Oh, this is Renee Dake Wilson.

24 "When an event is held in the stadium,  
25 signage will be turned off either at midnight or two

1 hours after the event, whichever is later, but no  
2 later than 2:00 a.m. on event days, otherwise all  
3 digital" -- I'm adding here, "otherwise all digital  
4 signage shall be shut off at 11:00 p.m.," days when  
5 there aren't events.

6 COMMISSION PRESIDENT AMBROZ: I agree with that.

7 The only change I would make is "11:00 p.m.  
8 or two hours later."

9 COMMISSION VICE PRESIDENT DAKE WILSON: Two  
10 hours later than what?

11 Oh, other rather than --

12 COMMISSION PRESIDENT AMBROZ: Yes, than  
13 midnight.

14 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

15 COMMISSION PRESIDENT AMBROZ: I get the  
16 convention and restaurant thing but I --

17 COMMISSIONER PERLMAN: Well, you'll make --

18 Someone will make a motion and we'll vote on  
19 it and we'll go from there.

20 COMMISSION PRESIDENT AMBROZ: Yes. I think I'm  
21 going to do it tonight.

22 COMMISSIONER PERLMAN: Okay.

23 COMMISSION PRESIDENT AMBROZ: So as we leave  
24 Christmas Tree Lane and we come to Figueroa --

25 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

1 The proposal for Figueroa --

2 This is Renee Dake Wilson.

3 The proposal is to eliminate sign DD.03, all  
4 four of those, to make two DD.02 signs static signage  
5 and DD.08 has already been removed.

6 MR. MOORE: Just to make a clarification,  
7 DD.08 --

8 COMMISSION PRESIDENT AMBROZ: D.J. Moore.

9 MR. MOORE: -- is --

10 D.J. Moore, sorry, Latham & Watkins.

11 COMMISSION VICE PRESIDENT DAKE WILSON: Is what?

12 MR. MOORE: DD.08 is -- is there, it has not  
13 been removed.

14 DD.04 was removed.

15 COMMISSION VICE PRESIDENT DAKE WILSON: DD.04  
16 was not removed.

17 MR. MOORE: DD.04 was removed.

18 And as Commissioner Ambroz mentioned  
19 earlier, DD.08 was moved so that it no longer faced  
20 Christmas Tree Lane but it faces --

21 COMMISSION VICE PRESIDENT DAKE WILSON: It was  
22 relocated.

23 MR. MOORE: -- but it faces Figueroa.

24 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

25 MS. STARRETT: And there is a reduction that we

1 can volunteer on this Figueroa frontage, as long  
2 as --

3 If we could keep the larger signs, we would  
4 be willing to reduce the pillar signs. And we've  
5 currently proposed up to ten of the DD.09 pillar  
6 signs; we could eliminate half of those.

7 But the digital signs and the other static  
8 signs on this facade are essential to our project.

9 COMMISSION PRESIDENT AMBROZ: So, Cindy, will  
10 you please say that again so I can --

11 MS. STARRETT: Sure.

12 So DD.09 are the pillar signs that D.J.  
13 mentioned earlier and they're -- the sign district --

14 COMMISSION PRESIDENT AMBROZ: I'm sorry, these  
15 are the blade signs, as I call them?

16 MS. STARRETT: They're pillar signs.

17 The blade signs are actually on the columns  
18 of the stadium.

19 COMMISSION PRESIDENT AMBROZ: The poles. The  
20 poles.

21 MS. STARRETT: Yes.

22 COMMISSION PRESIDENT AMBROZ: Thank you.

23 So the 10-foot poles on Figueroa?

24 MS. STARRETT: Right.

25 We could eliminate five of these and that

1 would leave us with five.

2 COMMISSION PRESIDENT AMBROZ: Pole signs?

3 MS. STARRETT: Pillar signs, yes.

4 COMMISSION VICE PRESIDENT DAKE WILSON: Pillar.

5 COMMISSION PRESIDENT AMBROZ: Pillar.

6 MS. STARRETT: Yes, we're just talking on this  
7 facade.

8 COMMISSION VICE PRESIDENT DAKE WILSON: What are  
9 the pillar signs called? What are they coded as?

10 MS. STARRETT: DD.09.

11 COMMISSION VICE PRESIDENT DAKE WILSON: DD.09.

12 COMMISSION PRESIDENT AMBROZ: Okay. And then  
13 the last facade is MLK --

14 COMMISSION VICE PRESIDENT DAKE WILSON: There  
15 were two others.

16 COMMISSION PRESIDENT AMBROZ: Pardon me, you're  
17 correct.

18 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

19 So the north stadium elevation which --

20 Oh, we already went through there, Christmas  
21 Tree Lane. Okay, got it.

22 Okay. The south stadium elevation is MLK.  
23 We talked about eliminating DD.04.

24 MS. STARRETT: Yes, and we're willing -- we're  
25 willing to do that.

1 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

2 And we discussed DD.05 and retaining that  
3 one.

4 COMMISSION PRESIDENT AMBROZ: With hours --

5 Given that it faces residential, turn them  
6 off at 11:00 p.m.

7 COMMISSION VICE PRESIDENT DAKE WILSON: All  
8 the --

9 Like all of the residential ones.

10 COMMISSION PRESIDENT AMBROZ: Where it faces the  
11 residential, period.

12 COMMISSION VICE PRESIDENT DAKE WILSON: All the  
13 residential --

14 MS. STARRETT: Is that even on an event day?

15 COMMISSION PRESIDENT AMBROZ: Yes.

16 MS. STARRETT: Again, there will be a lot of  
17 activity there on the event day, that parking lot is  
18 active.

19 COMMISSION VICE PRESIDENT DAKE WILSON: So the  
20 digital signs, that's the rule that we talked about;  
21 all the digital signs, the rule would be "When an  
22 event is held in the stadium, signage will be turned  
23 off either at 11:00 p.m. or two hours after the end  
24 of the event, whichever is later, but no later than  
25 2:00 a.m. on event dates. On non-event days, all of

1 the digital signage will be turned off at 11:00 p.m."

2 MS. STARRETT: And we understand that.

3 We're just asking was President Ambroz  
4 applying that same rule to this sign?

5 COMMISSION VICE PRESIDENT DAKE WILSON: All the  
6 digital signage.

7 COMMISSION PRESIDENT AMBROZ: So Renee is  
8 correct in her assessment and you are correct, that's  
9 what I said.

10 And I would ask my Commissioners on this  
11 specific facade, separated by a parking lot and  
12 separated by MLK Boulevard, are a couple hundred  
13 apartments. And what I am suggesting on this facade  
14 at 11:00 p.m., irrespective of what was just shared,  
15 it goes off.

16 And I'm -- I'm putting that out there for  
17 discussion.

18 COMMISSION VICE PRESIDENT DAKE WILSON: I  
19 think --

20 COMMISSION PRESIDENT AMBROZ: John Mack?

21 COMMISSIONER MACK: I agree because this --  
22 because this is the residential portion --

23 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

24 COMMISSIONER MACK: -- that we're talking about.

25 And if I understood correctly, the -- the --

1 the greater financial implications were on the  
2 Figueroa side --

3 MS. STARRETT: That's true.

4 COMMISSIONER MACK: -- which you resolved.

5 COMMISSION PRESIDENT AMBROZ: Okay.

6 COMMISSIONER AHN: So the residential is on the  
7 south side?

8 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

9 COMMISSION PRESIDENT AMBROZ: It's south and on  
10 Figueroa but it's -- there is a huge portion here  
11 separated by nothing but a parking lot.

12 COMMISSIONER AHN: How much is on Figueroa,  
13 because that seems to be very critical?

14 COMMISSION PRESIDENT AMBROZ: There is probably  
15 equivalent amount of residential on Figueroa.

16 COMMISSION VICE PRESIDENT DAKE WILSON: And --

17 MS. STARRETT: But none of it faces the stadium  
18 directly.

19 This is the only sign that actually faces  
20 residential, 1,000 feet away and on the other side of  
21 MLK and a huge parking lot.

22 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

23 However, the housing that is on Figueroa is  
24 not going away, it seems to be a lot of it is  
25 historically protected and it's --



1 COMMISSION PRESIDENT AMBROZ: So --

2 MS. STARRETT: There's commercial in between  
3 that housing and the project.

4 And again, we've studied this, the .3  
5 standard for residential property lines and we meet  
6 that, we comply with that.

7 COMMISSION PRESIDENT AMBROZ: So I --

8 Robert?

9 COMMISSIONER AHN: I want to make a proposal.

10 Why don't we put more restrictions on the  
11 south side but give back more on the Figueroa side?

12 COMMISSION PRESIDENT AMBROZ: I think that's the  
13 intent of what we just did with the broad consensus.

14 I would like to see 11:00 a.m. --  
15 11:00 p.m. on all the signs. And what I was  
16 suggesting with going along with the December 7th,  
17 with the financially vital, as I'm told, was the  
18 give.

19 But this is an enormous sign facing a couple  
20 hundred residential units; that is not as vital as  
21 the Figueroa signs.

22 MS. STARRETT: The Figueroa --

23 That is true.

24 COMMISSIONER MACK: The Figueroa signs are  
25 crucial and I think we've arrived at agreement on

1 that.

2 MS. STARRETT: Well, they need to be digital and  
3 I'm not sure I heard that, so --

4 COMMISSION PRESIDENT AMBROZ: You didn't, but  
5 we'll get back to that.

6 COMMISSION VICE PRESIDENT DAKE WILSON: On the  
7 west stadium elevation --

8 This is Renee Dake Wilson.

9 On the west stadium elevation which faces  
10 the Coliseum, essentially, we didn't make any  
11 changes. The only sign I would offer concern of is  
12 the enormous RT.02.

13 MS. STARRETT: This one -- this one just appears  
14 on this facade again, but it's actually the same one  
15 that we already used on the other side -- on the  
16 other elevation.

17 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

18 COMMISSION PRESIDENT AMBROZ: Thank you.

19 COMMISSION VICE PRESIDENT DAKE WILSON: Got it.

20 COMMISSION PRESIDENT AMBROZ: So I think we  
21 have -- we have three things I think we need to just  
22 come to a consensus on. And I'm going to describe  
23 where I think the consensus is and we can discuss and  
24 see if we've arrived there.

25 I think we've arrived that on MLK, which

1 faces residential units, that 11:00 p.m. seems to be  
2 an appropriate hour and the absolute for the digital  
3 sign --

4 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

5 COMMISSIONER MACK: I agree.

6 COMMISSION PRESIDENT AMBROZ: -- with no other  
7 changes.

8 COMMISSION VICE PRESIDENT DAKE WILSON: DD.05.

9 COMMISSIONER PERLMAN: So just with DD.05?

10 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

11 COMMISSION PRESIDENT AMBROZ: For the digital  
12 sign facing MLK residential.

13 COMMISSIONER MACK: MLK, yes.

14 COMMISSION PRESIDENT AMBROZ: It has been  
15 described to us as less vital, all these reasons.

16 COMMISSIONER PERLMAN: No, I got it.

17 COMMISSION PRESIDENT AMBROZ: Okay. Just  
18 period. So I think there's consensus on that facade.

19 Let's move to Christmas Tree Lane, because I  
20 think we have more consensus there than we do on  
21 Figueroa.

22 Renee, can you recap the Yalta Conference  
23 consensus in reference to that?

24 Thank you for that -- getting that  
25 reference, Dana Perlman.

1           COMMISSIONER PERLMAN:  It's just when you say  
2    "consensus," it assumes that it's already agreed to.

3           COMMISSION PRESIDENT AMBROZ:  It's a journey.

4           COMMISSIONER PERLMAN:  Aspirational.

5           COMMISSION VICE PRESIDENT DAKE WILSON:  All  
6    right.  The --

7                    Christmas Tree Lane, the only change  
8    proposed is to change RT.02 to three 500-square-foot  
9    signs.

10           COMMISSION PRESIDENT AMBROZ:  And the  
11   December 7th letter with regards to hours on the  
12   digital.

13           COMMISSION VICE PRESIDENT DAKE WILSON:  That's  
14   for all digital --

15           COMMISSION PRESIDENT AMBROZ:  It will absolutely  
16   apply here.

17           COMMISSION VICE PRESIDENT DAKE WILSON:  Okay.

18           COMMISSION PRESIDENT AMBROZ:  We may look at  
19   Figueroa differently in a moment; so just know that  
20   on --

21                    We are in --

22           COMMISSION VICE PRESIDENT DAKE WILSON:  Okay.

23                    So the hours would be "11:00 p.m. for all  
24   digital signs."

25           COMMISSION PRESIDENT AMBROZ:  Yes.

1           COMMISSION VICE PRESIDENT DAKE WILSON: And on  
2 the days of events, "when an event is held in the  
3 stadium, signage to be turned off either at  
4 11:00 p.m. or two hours after the end of the event,  
5 whichever is later, but no later than 2:00 a.m. on  
6 event days."

7           COMMISSION PRESIDENT AMBROZ: Yes.

8           And we've discussed providing access to  
9 non-profits holding events to Christmas Tree Lane.

10          COMMISSION VICE PRESIDENT DAKE WILSON: And  
11 having bathrooms.

12          MS. STARRETT: Yes.

13          And we also proposed certain restrictions on  
14 use of that on non-event days.

15          COMMISSION PRESIDENT AMBROZ: Say that again.

16          MS. STARRETT: The digital that faces Christmas  
17 Tree Lane, we'll only use that on event days.

18          COMMISSION PRESIDENT AMBROZ: Correct. Yes.  
19 Yes.

20          COMMISSIONER PERLMAN: Can I ask just one --  
21 Dana Perlman.

22          COMMISSION PRESIDENT AMBROZ: Yes, Mr. Perlman.

23          COMMISSIONER PERLMAN: -- clarification?

24          Renee, I want to make sure I -- maybe I'm  
25 getting a little tired.

1           So the signs facing Christmas Tree Lane,  
2 did you say those would, on non-event days, have an  
3 11:00 p.m. --

4           COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

5           COMMISSION PRESIDENT AMBROZ: Plus two hours.

6           COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

7           Christmas Tree Lane is kind of interesting  
8 to me because it's just facing the Science Center.

9           COMMISSIONER PERLMAN: Uh-huh. Right.

10           So after 11:00 p.m. it's not facing any  
11 residential.

12           COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

13           It's a less --

14           COMMISSIONER AHN: So what's the concern with  
15 that?

16           COMMISSIONER PERLMAN: But there's retail --

17           COMMISSION PRESIDENT AMBROZ: It turns a -- what  
18 is now basically a park with no digital billboards or  
19 signs except for two naked -- half-naked people in  
20 front of a historic stadium into a commercial  
21 corridor with advertisements; so given the historic  
22 nature of that, and the view corridor, and what that  
23 is in our civic fabric, 11:00 p.m. for all that  
24 digital signage, which will fundamentally change the  
25 character --

1           If you go there at night right now you  
2 actually may see the stars; when these lights are  
3 turned on, you will not. This will turn into  
4 something very bright and very different than it is  
5 right now which is great, we're going to revitalize  
6 it, but 11:00 p.m. --

7           COMMISSION VICE PRESIDENT DAKE WILSON: Seems  
8 like it's time to call it a night.

9           COMMISSION PRESIDENT AMBROZ: -- seems like it's  
10 at a sufficient time of night.

11           And, again, it's not Figueroa and it's not  
12 the traffic that they're talking about. By the time  
13 people see those signs, they're already parked and  
14 there, buying, buying, buying. Okay.

15           Why don't we discuss Figueroa? And if we  
16 could start with --

17           Why don't we start with the freeway signs  
18 because those seem vital.

19           And I want to understand from the  
20 Commission, if there is consensus, recognizing that  
21 there is a process beyond us which this will go  
22 through at Council where they'll have another  
23 opportunity, the job for us, I believe, is to do the  
24 best policy we can do.

25           I personally am concerned, as I've

1 expressed, about digital signs facing the 110 or any  
2 freeway. I -- I can't text, I can't do these things  
3 while I'm driving, but I can get advertised to with  
4 brightly colored things. I am concerned about that.

5 And the proposal on the table is to strike  
6 the four digital signs that will be freeway facing.

7 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

8 So the proposal is any of the above or --  
9 and including -- here's a menu.

10 Strike DD.03, which are the four  
11 freeway-facing digital signs.

12 Make DD.02, the two roof folded signs,  
13 static.

14 On DD.01 there are existing ten  
15 40-square-foot digital poles; those are just there  
16 anyway.

17 Relocate DD.08. Yeah, that DD.08 has been  
18 relocated.

19 And DD.09 --

20 I say "remove half." Where's DD.09?

21 COMMISSIONER MACK: May I --

22 COMMISSION PRESIDENT AMBROZ: Yes, Mr. Mack.

23 COMMISSION VICE PRESIDENT DAKE WILSON: Oh,  
24 okay.

25 DD.09 was the Applicant's -- the pillar



1 signs that the Applicant offered up; instead of  
2 having ten pillar signs, eliminate five, just have  
3 five pillar signs.

4 COMMISSION PRESIDENT AMBROZ: On Figueroa?

5 COMMISSION VICE PRESIDENT DAKE WILSON: On  
6 Figueroa.

7 COMMISSION PRESIDENT AMBROZ: Can I --

8 Mr. Mack spoke up first and then --

9 COMMISSIONER MACK: And I support the -- the  
10 five pillars, if I understood the Applicant  
11 correct --

12 Of course, with Figueroa being so important  
13 to the bottom line, your five -- your proposal of  
14 five is -- is what you could live with?

15 MS. STARRETT: It's these --

16 The ones that are proposed to be eliminated  
17 we also need to keep; so we can cut this to five,  
18 these smaller ones here, this picture. But there's  
19 also a proposal to eliminate the four digital wall  
20 signs and those are the ones that are visible from  
21 the freeway.

22 Both Caltrans and DOT will do a driver  
23 distraction safety test, they will not allow us to  
24 erect any sign that they deem has concerns from a  
25 traffic safety perspective; so the only issue here is

1 under the Outdoor Advertising Act for -- the stadium  
2 signs have to be permitted that -- they're limited to  
3 our sponsors but they do need to be allowed in the  
4 sign district for us to be able to go to Caltrans and  
5 ask Caltrans to do that driver safety and driver  
6 distraction analysis.

7 And these freeway digital signs are what  
8 other jurisdictions are offering their sports  
9 stadiums and what LA provided to its other sports  
10 facilities.

11 COMMISSIONER MACK: Well, I'm -- I'm, frankly,  
12 more --

13 I'm sympathetic to, you know, the -- the  
14 Applicant's concerns here, they're legitimate  
15 concerns. And, therefore, I'm inclined to be more  
16 permissive and support, you know, their proposal.

17 COMMISSION PRESIDENT AMBROZ: Samantha.

18 COMMISSIONER MILLMAN: I have a question about  
19 the siting of the residential.

20 The way I see the map the residential isn't  
21 actually on Figueroa; so across from the stadium on  
22 Figueroa is commercial.

23 COMMISSIONER MACK: That's right.

24 COMMISSIONER MILLMAN: And then in back of that  
25 commercial is residential that fronts to, like, a

1 little frontage road; is that correct?

2 MS. STARRETT: That's right. It's on Flower  
3 Street.

4 COMMISSIONER MACK: You know, I'm --

5 And I'm pretty familiar with that area, too.  
6 I don't --

7 Figueroa, I don't think, really impacts the  
8 residential, you know, to any really significant  
9 degree.

10 COMMISSIONER MILLMAN: That's what I understand.

11 COMMISSIONER AHN: I'll just add that I think  
12 Figueroa is going to be the face of this project.  
13 And I think, you know, additional illumination or  
14 digital signage, I think it's appropriate for  
15 Figueroa.

16 COMMISSIONER MACK: Yes, I do too. Yeah, yeah.

17 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

18 How about a proposal of keeping DD.03 and  
19 making DD.02 static?

20 COMMISSION PRESIDENT AMBROZ: I support that.

21 And I want to remind the Commission, this  
22 will go through an additional process where much of  
23 this will be touched; so just realize we're going to  
24 do our best and we're going to hand it off to our  
25 incredible colleagues who will do what's necessary in

1 their mind.

2 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

3 And additionally, do we want to remove half  
4 of the DD.09?

5 COMMISSION PRESIDENT AMBROZ: Which one is  
6 DD.09?

7 COMMISSION VICE PRESIDENT DAKE WILSON: The  
8 pillar signs.

9 COMMISSION PRESIDENT AMBROZ: Yes.

10 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

11 COMMISSIONER PERLMAN: Dana Perlman.

12 For -- the way I see this, I can agree with  
13 the --

14 I think I appreciate that the Applicant has  
15 taken off one of the major digital signs. I can  
16 agree with the -- that MLK, it's more sensitive, and  
17 changing the hours there.

18 I -- I agree with what John said before, I  
19 think Figueroa is the key here. And, again, you  
20 know, we are putting what we're putting on here.

21 I -- I appreciate the offer to remove half  
22 of the DD.09s --

23 You've got to come up with better names.

24 -- and I think that's sufficient. I think  
25 we're micromanaging too much to change -- to tweak

1 the others to -- off of digital. I think that's what  
2 this is about.

3 COMMISSION PRESIDENT AMBROZ: So I think --

4 COMMISSIONER MACK: I agree with Dana on that.

5 COMMISSION PRESIDENT AMBROZ: I think we have a  
6 general --

7 Well, that's the role -- you know, that's  
8 the role, unfortunately, you know, in part at times.  
9 I understand, I agree with you, and it gets taxing at  
10 5:00 o'clock, but it is the role.

11 COMMISSION VICE PRESIDENT DAKE WILSON: Okay.

12 COMMISSION PRESIDENT AMBROZ: So I think we have  
13 a -- I won't say -- "consensus" is the wrong word,  
14 but I think we have a direction.

15 The other item I wanted us to discuss, and I  
16 have had conversations with staff and Applicant, is  
17 about a takedown. And I wondered if there's any --  
18 and I understand the policy we've reasonably put  
19 forward is in process.

20 But is there any opportunity you see, Cindy,  
21 we have -- I mean, I have an idea. But I would be  
22 curious if you guys have any ideas to help us impact  
23 the South -- South LA area with the proliferation of  
24 signage as we shape our final motion here?

25 MS. STARRETT: I appreciate that, Mr. President.

1           And I think we have a bit of a timing  
2 problem here in that we came in and made our  
3 30-million-dollar -- 32-million-dollar public benefit  
4 allocation based on a lot of conversations with  
5 people about the priorities that they had, the  
6 culinary academy, the community investment in the  
7 jobs and the other things, assuming that, like  
8 Farmers Field and LA Live, and as provided under the  
9 existing sign ordinance, we would not have to reserve  
10 funds for a takedown.

11           Our understanding of takedown was that it  
12 was primarily focused on the commercial sign  
13 companies who own existing inventory and are  
14 perfectly happy to take down the signs they don't  
15 like in order to build the signs they do.

16           COMMISSION PRESIDENT AMBROZ: I appreciate the  
17 explanation but if the answer is "none," I'm going to  
18 give you my idea.

19           So is the answer "none"? And, with respect,  
20 but it's late in the day.

21           Is your answer there's no plan at this  
22 point?

23           MS. STARRETT: We're not --

24           We don't know how we could do that without  
25 changing our existing program which we're reluctant

1 to do because we've already made those commitments.

2 COMMISSION PRESIDENT AMBROZ: Absolutely  
3 appreciate that.

4 And I would just say, as the Commission has  
5 wrestled with signage for the last year, I need to,  
6 in my mind, advocate just a different conclusion to  
7 that.

8 So I would propose a fund of money to help  
9 do sign takedown in the South -- South LA Community  
10 Plan Area, I believe is --

11 DEPUTY CITY ATTORNEY BOSTROM: Southeast.

12 COMMISSION VICE PRESIDENT DAKE WILSON: South  
13 and Southeast.

14 COMMISSION PRESIDENT AMBROZ: -- South and  
15 Southeast Community Plans which are immediately in  
16 this area and incredibly impacted by a proliferation  
17 of -- I believe we call them "low-value signs," and  
18 with a five-year timeline to spend down those funds.

19 And I would be curious if there is consensus  
20 around that.

21 Mr. Mack?

22 COMMISSIONER MACK: Yeah, I -- I agree with --  
23 with you, Mr. President.

24 Frankly, that area is overrun, I mean  
25 overrun with billboards. And without even getting

1 into content, very little of them, frankly,  
2 contribute much in terms of the public good and the  
3 public benefit; so I really would -- I agree with  
4 you.

5 And certainly I don't know what we can shape  
6 here or how -- appreciating the fact that you already  
7 have had your package put together. But in the  
8 spirit of -- we've had a good spirit going here; so  
9 kind of keeping it along a positive vein, I would  
10 really, really urge you to be willing to -- to --

11 Even though you're not a billboard company,  
12 but -- I mean, you talk about blight, I mean, it's  
13 just -- it's beyond speakable in terms of the  
14 negative impact, the negative impact that billboards  
15 have in these areas; so I agree with you that --

16 COMMISSION PRESIDENT AMBROZ: I would propose --

17 In my motion that I will make I would  
18 propose 2 million dollars to be used to be over five  
19 years to do takedown in those two community plans  
20 previously referenced.

21 I think even if we were to approve the  
22 limited package we've described today, we are going  
23 to quadruple the amount of signage in this community.  
24 And we --

25 I appreciate all of the wonderful programs



1       happening that we're funding, but I believe there's  
2       an element of like for like. And the visual blight  
3       that this community experiences, we'll not often see  
4       an opportunity like this for takedown, although I do  
5       appreciate the timing is poor.

6                But I do believe it's fair for us, as we are  
7       a body that is supposed to do -- thoughtfully do  
8       these policies, that we should, if we're going to --

9                I don't know the ratio.

10               -- quintuple, or any amount, the amount of  
11       signage in a community, that it makes sense --  
12       there's a strong nexus to decrease the visual blight.

13               Mr. Perlman.

14               COMMISSIONER PERLMAN: I have a proposal, and  
15       this is consistent with what we just did with our  
16       sign ordinance, because we're not treating this  
17       Applicant differently from anyone else who wants to  
18       put up new digital signage -- new digital signage in  
19       our City.

20               So for every square footage of offsite  
21       digital sign display or -- I'm sorry, digital sign  
22       display permitted, 10 square feet of existing offsite  
23       signs should be removed from the South LA or  
24       Southeast LA Community Plan Areas.

25               And if -- if the Applicant is unable to do

1 that, then put up a fund of 3 million dollars which  
2 would enable the City, then, to purchase the takedown  
3 of those other signs.

4 COMMISSION PRESIDENT AMBROZ: Michael Bostrom,  
5 what are your thoughts?

6 DEPUTY CITY ATTORNEY BOSTROM: It --

7 Alternatively --

8 That's one proposal.

9 Alternatively, another proposal would be to  
10 have your normal takedown requirement but have a  
11 not-to-exceed dollar figure for their takedown  
12 efforts.

13 COMMISSION PRESIDENT AMBROZ: Yes.

14 COMMISSIONER PERLMAN: Okay. I'm fine with  
15 that.

16 COMMISSION PRESIDENT AMBROZ: Yes. I'd like to  
17 try to make a motion.

18 DEPUTY CITY ATTORNEY BOSTROM: We discussed and  
19 have language -- we have language for you if that is  
20 what you'd like.

21 COMMISSION PRESIDENT AMBROZ: That is what we'd  
22 like.

23 I'd like to try and make a motion. And I  
24 would appreciate people's good humor as I try to do  
25 that.

1 Mr. Katz, absolutely.

2 COMMISSIONER KATZ: No, go ahead and make the  
3 motion.

4 No, I'd like somebody to explain to me what  
5 the hell we've done.

6 COMMISSION PRESIDENT AMBROZ: That's what this  
7 is going to attempt to do, sir.

8 COMMISSIONER KATZ: Or what the hell you're  
9 trying to attempt to do, let's put it that way.

10 COMMISSION PRESIDENT AMBROZ: I'm -- I'm going  
11 to work on it.

12 MS. STARRETT: Could I just ask a clarification  
13 question so I can understand?

14 I thought the Commission had actually had  
15 8 square feet for digital and 4 square feet for  
16 static, but you just mentioned 10.

17 COMMISSION PRESIDENT AMBROZ: We're going to go  
18 with what Michael referenced; so you're referencing  
19 something that we're not going to move forward with.

20 MS. STARRETT: Okay.

21 COMMISSION PRESIDENT AMBROZ: So did you want to  
22 get clarity on something else?

23 MS. STARRETT: If we could just understand what  
24 the proposal is, that's -- that would be great.

25 DEPUTY CITY ATTORNEY BOSTROM: So I'd have to

1 check my notes.

2 My notes said that the Commission's action  
3 was a 10 and 5. I could be mistaken. But we can go  
4 back and listen to the tape.

5 COMMISSION PRESIDENT AMBROZ: It was 10 and 5.

6 DEPUTY CITY ATTORNEY BOSTROM: It was 10 and 5.

7 Did I get that right?

8 COMMISSION PRESIDENT AMBROZ: Yes. It was 5 --  
9 it was a formula, it was two times.

10 MS. STARRETT: I apologize, I thought --

11 I misunderstood.

12 COMMISSION PRESIDENT AMBROZ: No -- no worries.  
13 This is -- this is the day.

14 COMMISSIONER MACK: We're working on tomorrow.

15 COMMISSION PRESIDENT AMBROZ: Yes.

16 So, Commissioners, here's what I would  
17 propose: You get paid double your current salary for  
18 the Planning Commission.

19 COMMISSION MACK: I want a raise, yeah.

20 COMMISSION PRESIDENT AMBROZ: "Requested  
21 Actions," "Pursuant" --

22 I'm going to go through the "Requested  
23 Actions." All right?

24 Pursuant to Section 21082.1(c)(3) of the  
25 California Public -- Public Resources Code, review

1 and consider the Certification Impact Report, EIR  
2 Addendum, Addendum to the LA Memorial Sports Arena  
3 Redevelopment Project (EIR), (SCH 2010041059),  
4 ENV-2015-2497-EIR, the Environmental Findings, the  
5 Project Design Features, the Mitigation Monitoring  
6 Program and Statement of Overriding Consider- --  
7 Considerations, we adopt.

8 DEPUTY CITY ATTORNEY BOSTROM: You make the  
9 findings that staff recommended; those have already  
10 been certified and adopted by the other agency.

11 COMMISSION PRESIDENT AMBROZ: We make that  
12 finding --

13 DEPUTY CITY ATTORNEY BOSTROM: You make the  
14 finding staff -- in the staff report?

15 COMMISSION PRESIDENT AMBROZ: -- as part of my  
16 motion.

17 DEPUTY CITY ATTORNEY BOSTROM: Yes.

18 COMMISSION PRESIDENT AMBROZ: Excellent.

19 Two.

20 Thank you.

21 I should read the recommendation -- we  
22 actually --

23 Can I just describe that in whole, the  
24 recommended actions with the following changes?

25 DEPUTY CITY ATTORNEY BOSTROM: Yes.

1           COMMISSION PRESIDENT AMBROZ: So thank you for  
2 that, I appreciate all of that; it's unusual for me  
3 to make a motion.

4           We adopt the staff's recommended actions  
5 with the following changes:

6           Venue -- venue will not host events the same  
7 time as the Coliseum, nor MLS. Excuse me, venue will  
8 not host events same time as the Coliseum as opposed  
9 to previously discussed MLS. We're -- we're calling  
10 that "the venue."

11           5 percent EV chargers.

12           COMMISSIONER PERLMAN: Friendly exception,  
13 sorry.

14           Except for the Olympics. That may be hard.  
15 Except if the Olympics are --

16           COMMISSION PRESIDENT AMBROZ: Sure.

17           Olympics or similar international games.

18           MS. STARRETT: Thank you.

19           COMMISSION PRESIDENT AMBROZ: 5 percent  
20 EV chargers will be provided in the VIP parking lot,  
21 as it's called, with two plugs, for a total of 80 car  
22 potentialities.

23           Bike parking; bike valet for whenever they  
24 host an event.

25           Fill in the missing trees on the MLK side.

1 Permeable -- pardon me.

2 Finger islands in the parking lot, per  
3 Renee's earlier conversation.

4 Permeable drive aisle in that same parking  
5 lot. Plural, permeable drive aisles.

6 Make all good faith efforts to encourage  
7 women's sports in the venue.

8 Make good faith efforts to create publicly  
9 accessible bathrooms that could be operable outside  
10 of the venue operation hours.

11 Hours; for the MLK side of the signs first,  
12 11:00 p.m. for digital, turn them off.

13 Everything else, 11:00 p.m. "When an event  
14 is held in the stadium, signage will be turned off at  
15 either 11:00 p.m. or two hours after the end of the  
16 event, whichever is later, but no later than  
17 2:00 a.m. on event days."

18 Light level; all digital, 300 candelas.

19 Takedown --

20 DEPUTY CITY ATTORNEY BOSTROM: Would you like me  
21 to summarize it?

22 COMMISSION PRESIDENT AMBROZ: Please.

23 DEPUTY CITY ATTORNEY BOSTROM: The language that  
24 the Planning Staff and the City Attorney have come up  
25 with is, and please forgive the length, "Prior to the

1 issuance of a building permit for an offsite digital  
2 display, the director shall determine that the  
3 Applicant has complied with the following sign  
4 reduction requirement:

5 "For every square foot of offsite digital  
6 display permitted, 10 square feet of lawfully  
7 permitted offsite signs shall be removed from within  
8 the South Los Angeles or Southeast Los Angeles  
9 Community Plan Area. A copy of the demolition  
10 permit, coupled with photographic evidence of removal  
11 of the sign, shall be submitted to the Director of  
12 Planning before the director" -- "prior to any  
13 approvals of new offsite digital displays.

14 "Given the public benefits the project will  
15 bring to the community and the economic challenges of  
16 constructing and operating a successful sports venue,  
17 the Applicant's obligation to comply with the above  
18 sign-reduction requirement shall not exceed 3 million  
19 dollars in payments to third parties for actual sign  
20 removal.

21 "Costs incurred by the Applicant in locating  
22 signs for removal, hiring consultants or agents to  
23 evaluate or negotiate contracts for sign removal, or  
24 other sign soft costs, shall not count toward the  
25 3-million-dollar limit.



1           "Upon submission of documentation that  
2           3 million dollars has been spent on actual sign  
3           removal, the Applicant shall have no further  
4           obligation to remove offsite signs before permits may  
5           be issued for new digital displays."

6           COMMISSION PRESIDENT AMBROZ:   Correct.

7           We will --

8           Also, the Applicant will come back with an  
9           interior sign plan to the director for final sign-off  
10          to show that it's compliant with this overall  
11          approval.   And on --

12          MS. STARRETT:   President Ambroz, I apologize.

13          You did say 2 million when you were speaking  
14          earlier about --

15          COMMISSION PRESIDENT AMBROZ:   They changed it to  
16          3 because we went a different route, I'm comfortable  
17          with the 3; so let me keep going.

18          And on Figueroa, which is the east stadium  
19          elevation --

20          COMMISSION VICE PRESIDENT DAKE WILSON:   Retain.

21          COMMISSION PRESIDENT AMBROZ:   -- retain DD.03,  
22          DD.02 static -- becomes static, acknowledge and  
23          approve the DD.08 relocation, remove half of the  
24          DD.09 pillars -- pillar signs.

25          Anything with the billboards?

1 Oh, we did?

2 So for clarity of the Commission, in the  
3 middle of my motion we are keeping the freeway-facing  
4 signs is the consensus, ladies and gentlemen?

5 COMMISSIONER MACK: Yes.

6 COMMISSION PRESIDENT AMBROZ: Subject to the  
7 same hours, for clarity?

8 COMMISSIONER MACK: We're talking about  
9 Figueroa?

10 COMMISSION PRESIDENT AMBROZ: Correct.

11 COMMISSIONER MACK: Yes, uh-huh.

12 COMMISSION PRESIDENT AMBROZ: Wow. Okay.

13 On the Christmas Tree Lane, facade RT.02,  
14 which was previously one sign, is now three  
15 500-square-foot signs, separate.

16 DD.04 we're acknowledging has been removed.

17 And just to repeat, DD.05, which is a  
18 digital sign on MLK on the south elevation, always  
19 off at 11:00 p.m.

20 Oh, sorry. Sorry about that, yeah, cramp,  
21 sorry about that. Your billboards are killing me  
22 right before your eyes. Little chest pain.

23 I'm fine. Keep going.

24 No change in the west side elevation.

25 So dramatic at the end of the day.

1 I want to look back at my notes and have  
2 folks look at their notes for a moment. And see if  
3 there's any --

4 That's my motion so far; but before we get a  
5 second, is there any corrections?

6 COMMISSIONER MILLMAN: I have a question.

7 COMMISSION PRESIDENT AMBROZ: Samantha Millman  
8 with a correction -- or a question?

9 COMMISSIONER MILLMAN: On -- on the east  
10 elevation, the Figueroa elevation, there was  
11 something about DD.02 becoming static.

12 Was that taken back or is that --

13 COMMISSION PRESIDENT AMBROZ: No, it is static.

14 We're preserving the freeway-facing signs,  
15 which are the moneymakers, and we're stepping  
16 somewhat back from the digitization of Figueroa.  
17 While they may face away, those residences will be  
18 impacted to some extent and it is a --

19 COMMISSION VICE PRESIDENT DAKE WILSON: And  
20 drivers.

21 COMMISSION PRESIDENT AMBROZ: And drivers.

22 So it is a -- I think it's a fair,  
23 equitable --

24 There's digital and then there's static; so  
25 it is a dramatic, in my mind, benefit.

1           And, let's remember, they will have now an  
2 opportunity to continue the conversation.

3           COMMISSIONER MACK: Are you ready for a second?

4           COMMISSION PRESIDENT AMBROZ: I will --

5           And do I need to say anything about the  
6 museum or is that --

7           The Memorial? Okay. We're good on that?

8           Just to acknowledge that I'd like some sort  
9 of good faith ongoing effort to acknowledge the  
10 charter, but I think that that's maybe overkill.

11          With that --

12          COMMISSIONER MACK: John Mack, I second.

13          COMMISSION PRESIDENT AMBROZ: -- John Mack,  
14 Mr. South LA himself, with the second.

15          COMMISSIONER MACK: I second the motion.

16          COMMISSION PRESIDENT AMBROZ: Okay. If you have  
17 a question, now is the moment; go right ahead, sir.

18          COMMISSIONER KATZ: I --

19          Richard Katz, thank you, Mr. Chair.

20          I'd still like, in English, for dummies like  
21 me, I know what we started with on Fig, I'm still not  
22 clear what we're ending up with on Fig. Maybe it's  
23 just me but I would like --

24          Crayons help for --

25          COMMISSION PRESIDENT AMBROZ: So I'm going to --

1 I'm going to ask Lisa Webber --

2 We're -- we're in our motion. Why don't we  
3 change it to Fig? Okay. Thank you.

4 But Lisa Webber, will you tell us what we're  
5 ending up with on Fig, please?

6 DEPUTY DIRECTOR WEBBER: Okay. Well, I can tell  
7 you the two changes -- the significant changes that  
8 were made on Fig.

9 This is going to be long --

10 Do you want to read it in?

11 MR. WILLIAMS: James Williams, City Planner --  
12 James Williams, City Planning.

13 Please speak directly into the mic and  
14 clearly as we have someone reporting the minutes.

15 MR. MOORE: Two changes --

16 Well, two changes --

17 COMMISSION VICE PRESIDENT DAKE WILSON: Two  
18 changes --

19 COMMISSION PRESIDENT AMBROZ: Hold on. Hold on.  
20 Hold on.

21 We have the person asking not listening; so  
22 why don't we wait a second.

23 Are you clear?

24 COMMISSIONER KATZ: I'm getting there.

25 COMMISSION PRESIDENT AMBROZ: You're getting

1       there, you're not there. Okay.

2               MR. MOORE: Okay. So the two changes I  
3 believe --

4               This is D.J. Moore, for the record.

5               The two changes I'm aware of are the sign  
6 DD.02, which appears here and here --

7               DEPUTY DIRECTOR WEBBER: The retail signage.

8               MR. MOORE: -- above the retail signage was  
9 requested to be made static --

10              DEPUTY DIRECTOR WEBBER: Yes.

11              MR. MOORE: -- in Commissioner Ambroz's motion.

12              And then the signs DD.09, which were the  
13 pillar signs, were reduced by half.

14              And the freeway-facing signs, signs DD.03,  
15 there are four of them, were maintained and remain in  
16 the sign district.

17              COMMISSIONER KATZ: So those four are  
18 maintained.

19              And the pillar signs that were cut in half  
20 are which signs?

21              MR. MOORE: They're -- they are --

22              They're not on the building facade so you  
23 can't really see them in this -- in this image.

24              DEPUTY DIRECTOR WEBBER: Those are the -- those  
25 are the 10-foot-high freestanding. There were ten

1 included in that area, they're now down to five.

2 COMMISSIONER KATZ: Yes. Got it.

3 COMMISSION PRESIDENT AMBROZ: So I think we have  
4 clarity.

5 COMMISSIONER KATZ: Thank you.

6 MR. MOORE: You're welcome.

7 COMMISSION PRESIDENT AMBROZ: James, can you  
8 call for the vote?

9 MR. WILLIAMS: Certainly.

10 Commissioner Ambroz?

11 COMMISSION PRESIDENT AMBROZ: Yes.

12 MR. WILLIAMS: Commissioner Mack?

13 COMMISSIONER MACK: I'm sorry?

14 Oh, yes.

15 MR. WILLIAMS: Commissioner Ahn?

16 COMMISSIONER AHN: Yes.

17 THE CLERK: Commissioner Katz?

18 COMMISSIONER KATZ: Yes.

19 MR. WILLIAMS: Commissioner Millman?

20 COMMISSIONER MILLMAN: No.

21 MR. WILLIAMS: Commissioner Perlman?

22 COMMISSIONER PERLMAN: Yes.

23 MR. WILLIAMS: Thank you.

24 Commissioner Dake Wilson?

25 COMMISSION VICE PRESIDENT DAKE WILSON: Yes.

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MR. WILLIAMS: The motion carries.

COMMISSION PRESIDENT AMBROZ: Thank you. Thank  
you.

And we're adjourned. It is 11:00 p.m. --  
no, 4:25; my bad.

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I, the undersigned, a Certified Shorthand Reporter of the State of California, State of Texas, and Registered Professional Reporter, Certified Shorthand Reporter, do hereby certify:

That the foregoing proceedings were taken before me at the time and place herein set forth; that a verbatim record of the proceedings was made by me using machine shorthand which was thereafter transcribed under my direction; further, that the foregoing is an accurate transcription thereof.

I further certify that I am neither financially interested in the action nor a relative or employee of any attorney of any of the parties.

IN WITNESS WHEREOF, I have this date subscribed my name.

Dated: \_\_\_\_\_

\_\_\_\_\_

LAURIE HELD-BIEHL, CSR, RPR, CRR  
CA CSR No. 6781, TX CSR No. 8555  
RPR/CRR No. 32836

A				
<b>AA.01</b> 110:18	<b>Act</b> 12:12 33:3	41:10 42:4,13	183:1	58:15 59:25
<b>ability</b> 76:4	120:13 139:24	60:16 78:3	<b>advocate</b> 96:22	64:18 67:16
103:23 128:8	183:1	114:14,16	188:6	77:3 100:1
140:1 146:16	<b>action</b> 123:23	127:14	<b>aerial</b> 12:19	107:16 111:4
<b>able</b> 33:15	193:2 206:15	<b>additional</b> 5:25	14:10,10,19,20	192:2 201:17
101:13,17	<b>actions</b> 193:21	6:11 16:15,16	110:19	<b>Ahn</b> 3:11 83:10
104:3,4 183:4	193:23 194:24	40:18 47:24	<b>aesthetic</b> 25:13	83:11 153:17
<b>absolute</b> 176:2	195:4	72:18 93:20	<b>aesthetics</b>	153:20 164:1,3
<b>absolutely</b> 51:12	<b>activate</b> 20:4	121:17 140:3	115:15	173:6,12 174:9
74:19 103:13	41:17	184:13,22	<b>African-Amer...</b>	179:14 184:11
118:11 177:15	<b>activating</b> 17:18	<b>additionally</b>	17:5	204:15,16
188:2 192:1	27:16	47:17 185:3	<b>afternoon</b> 4:6,13	<b>aiming</b> 166:7
<b>abundance</b>	<b>active</b> 25:14,18	<b>address</b> 18:9	5:6 18:6,18	<b>air</b> 87:12
26:24	50:25 79:3	45:23 72:7	23:11 26:14	<b>Airlines</b> 121:2,5
<b>abundant</b> 17:12	127:12 171:18	113:23	35:2 46:7 47:7	121:7 124:13
<b>abyss</b> 162:9	<b>activities</b> 24:25	<b>addressing</b>	48:5 49:9 50:3	<b>aisle</b> 196:4
<b>academy</b> 79:25	28:22 63:10	78:13	51:6,7,8 52:25	<b>aisles</b> 87:20
187:6	93:6 119:10	<b>adds</b> 11:7,10,11	54:24 55:15	196:5
<b>accelerated</b> 65:8	<b>activity</b> 41:24	13:6	60:23 61:23,24	<b>Alan</b> 64:11,13
<b>acceptable</b>	47:15,20 61:15	<b>adhere</b> 157:13	61:25 62:20,21	64:20
155:15	63:18 126:1	<b>adjacent</b> 7:10	63:15 64:19	<b>alcohol</b> 11:10
<b>accepted</b> 95:21	129:4 130:24	8:17,24 49:19	65:24 66:21,22	<b>alike</b> 20:12
<b>access</b> 27:5,21	130:25 155:2,4	<b>adjourned</b>	67:17	<b>alleviate</b> 44:17
33:1 98:9	155:11,14,19	205:4	<b>afterschool</b> 61:3	<b>allocation</b> 187:4
104:3 149:3	159:23 171:17	<b>adjust</b> 13:22	<b>agency</b> 6:4	<b>allow</b> 12:12 22:9
178:8	<b>actual</b> 103:18	<b>administrative</b>	194:10	52:6 67:2 80:7
<b>accessible</b> 28:1,2	164:19 197:19	51:10	<b>agents</b> 197:22	87:9 122:3
28:5 98:14	198:2	<b>adopt</b> 194:7	<b>ago</b> 90:10	182:23
99:14 103:7	<b>ad</b> 162:7,17	195:4	<b>agree</b> 74:6 93:9	<b>allowed</b> 13:11
196:9	<b>Adams</b> 68:2	<b>adopted</b> 7:4	95:7 147:1	72:11 183:3
<b>accessing</b> 149:4	<b>add</b> 26:9 57:6,17	194:10	163:16 164:1	<b>allowing</b> 30:4
<b>accommodate</b>	57:22 71:22	<b>adversely</b> 93:8	167:6 172:21	<b>allows</b> 10:23
5:2 82:8,11	84:12 93:25	<b>advertised</b>	176:5 185:12	12:13 115:25
99:6	114:17 123:8	181:3	185:16,18	<b>all-inclusive</b>
<b>account</b> 11:16	139:1 140:10	<b>advertisement</b>	186:4,9 188:22	105:4
<b>accurate</b> 206:13	184:11	117:13 118:15	189:3,15	<b>altered</b> 40:1
<b>achieve</b> 122:8	<b>added</b> 33:19,21	120:10 126:11	<b>agreed</b> 22:24	<b>Alternatively</b>
<b>acknowledge</b>	73:10 78:16	126:12,17	51:21 96:1	191:7,9
94:18 112:22	<b>addendum</b> 6:7	127:7,10	148:8 177:2	<b>alternatives</b>
132:4 133:2,21	16:4,13 17:25	165:16	<b>agreement</b>	61:15
150:5,24	48:8,14 49:3	<b>advertisements</b>	24:11 26:6	<b>altogether</b> 142:6
198:22 201:8,9	49:15 78:22	179:21	74:8,9 89:3	<b>amazing</b> 65:9
<b>acknowledging</b>	95:6 134:2	<b>advertising</b>	93:1 174:25	96:23
199:16	146:15 194:2,2	12:12 14:9	<b>agreements</b>	<b>Ambroz</b> 3:4 4:5
<b>acreage</b> 16:6	<b>adding</b> 34:5,14	33:3 39:16	93:13,15	4:14,24 13:17
<b>acres</b> 6:21 16:6	167:3	119:4 120:13	<b>ahead</b> 4:12 5:4	13:21 15:3,6,9
<b>acronym</b> 63:8	<b>addition</b> 27:24	137:15 139:18	17:15 18:10	18:3,15 22:8
	28:6,14 36:2	139:23 140:1	46:6 54:2	22:19 23:2,6

23:13 35:7,10 35:13 36:19,21 37:7,11,14,18 40:16,23 45:5 47:4 48:2,9 49:5,8,12,23 51:5 52:4,15 53:20,23,25 54:22 55:14 56:10,18 58:1 58:4 59:10,17 59:20 60:22 61:19 62:15 63:7,12 64:10 65:20,23 66:18 66:20 67:11,22 68:8,14,17,22 69:1,9,12,18 70:9 71:6,10 72:22 75:17,20 77:1,11 80:14 80:24 81:12,20 82:7,14 83:2,9 83:12 84:17 86:11 88:4,17 89:12,14 91:1 94:13,17 95:22 96:3,5,14 97:12,16,19,24 99:8,12 100:25 101:5 102:10 102:14,21 103:3,13 104:5 104:10,18 105:19,24 106:10,20,23 107:1,4,8,11 107:15 108:2 108:15,19,23 109:4,6,11,23 110:22 111:1 111:21 115:21 115:23 116:2,9 116:11,13,22 117:18 118:2 119:20 121:11 122:15,20 123:4,14,21	124:24 125:9 125:13 126:10 126:13,16,19 126:23 127:2 127:17 128:10 128:14,22 129:20 130:3 130:15 131:1,7 131:22 132:1 132:12,21 133:7,14,25 134:6,9,11 136:13 138:15 139:2 140:5,15 140:18 141:18 142:11,20,23 143:2,4,8,24 144:24 145:25 147:7 148:16 149:12 150:12 150:15,18 151:1,3 152:9 152:16,22 153:23 154:3 154:10 155:18 156:11 157:5 157:10,22 158:1,7,21 159:1,5,12,18 159:25 160:16 160:22 161:7 161:10 162:1 162:20 163:12 164:16 165:13 166:1,15 167:6 167:12,15,20 167:23 168:8 168:18 169:9 169:14,19,22 170:2,5,12,16 171:4,10,15 172:3,7,20 173:5,9,14 174:1,7,12 175:4,18,20 176:6,11,14,17 177:3,10,15,18 177:25 178:7	178:15,18,22 179:5,17 180:9 181:22 182:4,7 183:17 184:20 185:5,9 186:3 186:5,12 187:16 188:2 188:14 189:16 191:4,13,16,21 192:6,10,17,21 193:5,8,12,15 193:20 194:11 194:15,18 195:1,16,19 196:22 198:6 198:12,15,21 199:6,10,12 200:7,13,21 201:4,13,16,25 202:19,25 204:3,7,10,11 205:2 <b>Ambroz's</b> 146:24 203:11 <b>ameliorates</b> 117:2 <b>amended</b> 6:1 7:5 <b>amendment</b> 5:11 10:19 17:22 53:19 <b>amendments</b> 11:4 <b>amenity</b> 41:20 <b>America</b> 91:25 <b>American</b> 121:2 121:4,6 124:13 <b>amount</b> 44:2 69:13 93:3 105:1 113:20 122:9,9 173:15 189:23 190:10 190:10 <b>amounts</b> 12:9 <b>anal</b> 86:18 <b>analysis</b> 39:24 48:20 49:17 165:25 183:6 <b>analyzed</b> 49:22	<b>analyzing</b> 39:23 <b>ancillary</b> 7:23 8:11,14 9:2,10 9:22 26:22 28:21 43:18 68:6 79:24 125:24 160:14 161:1 <b>and/or</b> 16:1 85:6 <b>Angeles</b> 1:1,6,14 2:1,6,19 3:3 4:1 5:9,23 6:15 6:23,24 7:22 17:19 23:17,21 24:5,15 33:5 46:10 47:25 50:6,9,12,20 51:1,10 53:6 55:21 56:24 58:17 61:4 62:2 65:7 66:9 67:18 68:5 78:21 87:11 89:13,18 91:14 91:25 162:13 197:8,8 <b>angle</b> 92:17 <b>angled</b> 41:16 <b>Ann</b> 64:14 66:23 <b>announced</b> 20:17 <b>annoying</b> 138:18 <b>annual</b> 47:17,21 <b>annually</b> 24:10 <b>answer</b> 23:4 49:3,20 52:13 80:21 102:8,12 104:12 187:17 187:19,21 <b>answered</b> 82:15 <b>anticipate</b> 100:23 <b>anybody</b> 95:23 <b>anyway</b> 181:16 <b>apartments</b> 172:13 <b>Apologies</b> 144:7	<b>apologize</b> 94:14 193:10 198:12 <b>APPEARAN...</b> 3:1 <b>appears</b> 175:13 203:6 <b>appendix</b> 109:2 109:5 138:2,3 <b>applause</b> 22:9 <b>applicable</b> 105:21 <b>Applicant</b> 9:16 14:3 17:15 22:22 44:18 45:10 73:10 153:9 158:12 158:16 161:2 164:10,14 166:14 182:1 182:10 185:14 186:16 190:17 190:25 197:3 197:21 198:3,8 <b>applicants</b> 92:7 <b>Applicant's</b> 158:17 161:14 181:25 183:14 197:17 <b>apply</b> 114:14 177:16 <b>applying</b> 172:4 <b>appreciate</b> 47:3 56:19 58:5 70:3 73:9 76:1 96:17 118:7 125:3 131:11 146:24 162:23 185:14,21 186:25 187:16 188:3 189:25 190:5 191:24 195:2 <b>appreciated</b> 22:14 <b>appreciating</b> 189:6 <b>appreciative</b> 140:25
---	---	--	---	--

<b>appropriate</b> 17:10 30:24 31:1 33:1 78:4 150:6 151:22 160:5 163:18 166:6 176:2 184:14	64:25 68:1,3 69:5 98:4,11 108:10 109:7 111:8,15 113:1 113:14 118:8 125:22 126:1 127:12,13 131:4 134:16 135:10,24 136:3 142:5 145:9 147:21 148:11 163:11 184:5 186:23 188:10,16,24 197:9 204:1	83:25 113:20 115:12 128:7 130:16 150:4 172:3 202:21 <b>aspect</b> 89:22 <b>aspects</b> 30:15 72:2 <b>Aspirational</b> 177:4 <b>assaulted</b> 162:16 <b>assessment</b> 17:24 172:8 <b>Assistant</b> 3:18 <b>associate</b> 53:1 <b>associated</b> 48:23 138:13 <b>Associates</b> 49:10 90:17 <b>Association</b> 17:6 50:5 <b>assume</b> 69:9,15 96:25 101:14 162:13 <b>assumes</b> 177:2 <b>assuming</b> 187:7 <b>athlete</b> 88:7 <b>athletes</b> 23:22 90:15 <b>attempt</b> 192:7,9 <b>attend</b> 25:4 <b>attended</b> 25:6 <b>attending</b> 99:6 <b>attention</b> 24:2 39:14 <b>attitude</b> 19:4 <b>attorney</b> 3:14 105:14,23 114:19,21 117:14,21 119:2,9,23 120:8,24 121:4 138:25 139:3 139:16 140:13 140:17 154:13 154:18,22 159:15 160:13 160:24 188:11	191:6,18 192:25 193:6 194:8,13,17,25 196:20,23,24 206:16 <b>Attorney's</b> 5:22 <b>attract</b> 19:22 <b>at-risk</b> 61:2 62:7 <b>audience</b> 70:4 148:20,22 <b>auditorium</b> 77:18 163:3 <b>availability</b> 100:4 <b>available</b> 18:2 34:13 52:13 53:21 80:13 99:1 100:13 110:14 <b>avenue</b> 118:15 <b>average</b> 47:13 <b>avoids</b> 51:15 <b>Avon</b> 124:13 <b>aware</b> 203:5 <b>awesome</b> 25:1 56:7 65:22 <b>Ayahlushim</b> 90:18 <b>a.m</b> 103:11 127:24 128:3,9 128:17 155:24 156:15,22 157:24 158:3,5 161:23 167:2 171:25 174:14 178:5 196:17	156:15 159:16 174:11 175:5 183:24 193:4 198:8 200:1,12 200:16 <b>backdoor</b> 124:18 <b>backed</b> 54:6 <b>background</b> 5:15 141:25 <b>backgrounds</b> 24:22 <b>backup</b> 145:24 <b>backyard</b> 18:21 <b>back-and-forth</b> 123:25 <b>bad</b> 147:5,5,6 205:5 <b>Bailey</b> 164:23 <b>ball</b> 42:16 <b>balls</b> 20:14 <b>banner</b> 122:3 124:15 132:6 132:17 <b>banners</b> 115:5 118:23 124:11 136:1 <b>banquet</b> 97:5 <b>banquets</b> 161:18 <b>base</b> 20:10 30:7 <b>based</b> 165:4,16 187:4 <b>basically</b> 13:2,6 16:4,13 57:23 82:1 85:5 90:20 113:16 158:2 164:25 179:18 <b>basis</b> 39:16 93:4 <b>basketball</b> 32:12 <b>bathrooms</b> 98:9 99:14 101:25 102:25 103:7 178:11 196:9 <b>beacon</b> 59:3 <b>Bear</b> 108:22 <b>beautification</b> 25:13
<b>approvals</b> 197:13 <b>approve</b> 53:18 115:1 189:21 198:23 <b>approved</b> 15:23 16:3,7 31:20 31:24 32:11 34:9 42:20,22 75:15 95:6 114:3 135:3 <b>approving</b> 93:18 <b>approximately</b> 36:6 <b>architect</b> 24:13 26:12 27:13 84:1 102:7 <b>architects</b> 26:16 56:7 <b>architectural</b> 29:15 30:11 85:2 141:4 <b>architecture</b> 29:2 31:6 36:10 90:22 135:23 <b>arduous</b> 70:4 <b>area</b> 7:3 9:1 17:4,7,12 21:1 38:22 40:7 41:21,21 44:4 46:19 48:22 56:4 57:6 62:2	<b>areas</b> 7:6 8:22 64:6 189:15 190:24 <b>arena</b> 1:6 2:6 5:24 6:24 7:22 10:24 11:1,6 12:13 27:25 34:7,21 38:25 51:23,25 53:13 55:3 82:1 93:14,17,23 95:9,15,19 101:19 102:4 107:6 156:9 194:2 <b>arrangements</b> 32:25 <b>arrest</b> 86:12 <b>arrive</b> 52:22 <b>arrived</b> 174:25 175:24,25 <b>arriving</b> 148:23 <b>articulated</b> 33:22 <b>artistic</b> 37:23 <b>artist's</b> 41:13 <b>arts</b> 63:10,19 <b>aside</b> 9:18 83:4 125:17 <b>asked</b> 34:1 38:21 82:14 155:1 <b>asking</b> 33:8	<b>attorney</b> 3:14 105:14,23 114:19,21 117:14,21 119:2,9,23 120:8,24 121:4 138:25 139:3 139:16 140:13 140:17 154:13 154:18,22 159:15 160:13 160:24 188:11	<hr/> <b>B</b> <hr/> <b>B</b> 50:17 <b>back</b> 4:6 22:21 29:22 31:11 38:8,24 42:5 45:19 55:2 70:6,10,11 92:11,17 122:22 124:1 146:6 148:13 151:17 156:8	

<b>beautiful</b> 32:6 83:8 87:20	<b>beyond</b> 133:21 180:21 189:13	<b>board</b> 31:19 41:16 75:15 88:25 111:13	<b>Breyer</b> 58:12,16 58:16 59:13,18	152:7 156:18 161:8 197:1 203:22
<b>beautifully</b> 122:25	<b>bicycle</b> 9:21,21	<b>bodies</b> 68:12 69:14	<b>brief</b> 55:18	<b>built</b> 55:2,3,12 59:6 60:7 77:20 134:20 137:12
<b>beautify</b> 87:12	<b>bicycles</b> 78:5	<b>body</b> 91:3 190:7	<b>briefly</b> 5:14 6:14 34:3	<b>bullet</b> 147:14
<b>becoming</b> 46:21 65:5 200:11	<b>bid</b> 122:4 123:1	<b>book</b> 100:14	<b>bright</b> 142:3 180:4	<b>bus</b> 10:4,9 27:3 80:19 81:6
<b>beginning</b> 2:17 62:6	<b>big</b> 58:2 81:19 94:10 101:18 108:9 155:25	<b>boom</b> 161:23	<b>brightly</b> 181:4	<b>buses</b> 80:19,25 81:4,21,25 82:8,11
<b>begun</b> 114:20	<b>bigger</b> 143:15	<b>boost</b> 67:6	<b>brightness</b> 163:21	<b>business</b> 46:9 64:20,23
<b>behemoth</b> 125:3	<b>biggest</b> 19:10	<b>boot</b> 78:24,25	<b>bring</b> 18:19 22:6 50:11,21 57:5 62:11 63:20,25 66:11 197:15	<b>businesses</b> 26:7 119:9
<b>believe</b> 19:13 20:9 46:20 61:13 62:4,9 64:25 65:2 86:9 94:21 97:15 110:12 111:19 116:16 116:19 135:12 136:15 180:23 188:10,17 190:1,6 203:3	<b>bike</b> 9:23 31:8,9 77:12,17,21,23 79:12,12 80:13 195:23,23	<b>Boris</b> 59:23,23 62:1	<b>brings</b> 24:23 27:7 46:15 61:16 62:10,24 63:1 74:3	<b>butcher</b> 56:21
<b>believes</b> 46:17	<b>bikers</b> 98:15	<b>born</b> 50:5	<b>broad</b> 139:16 174:13	<b>buy</b> 33:13
<b>beloved</b> 64:2	<b>bikes</b> 11:11 77:19	<b>Bostrom</b> 3:14 105:13,14,23 117:4,14,21 119:2,9,23 120:8,24 121:4 138:25 139:3 140:13,17 154:13,18,22 159:13,15 160:13,24 188:11 191:4,6 191:18 192:25 193:6 194:8,13 194:17,25 196:20,23	<b>broader</b> 21:20	<b>buying</b> 180:14 180:14,14
<b>Ben</b> 90:18	<b>bikeway</b> 77:14	<b>bottom</b> 182:13	<b>Broadway</b> 151:21,23	<b>buzz</b> 89:15
<b>beneath</b> 11:18	<b>biking</b> 77:21 78:10	<b>Boulevard</b> 6:18 7:12 10:3,5,6 14:21 42:2,9 42:18 134:15 149:5,21 172:12	<b>broke</b> 110:19	<hr/>
<b>beneficial</b> 66:24	<b>billboard</b> 123:6 189:11	<b>boundaries</b> 10:25 11:14	<b>brought</b> 66:15	<b>C</b>
<b>benefit</b> 21:1 61:5 88:7 92:2 92:15 139:5 160:21 187:3 189:3 200:25	<b>billboards</b> 83:5 179:18 188:25 189:14 198:25 199:21	<b>bottom</b> 182:13	<b>buckle</b> 18:10	<b>CA</b> 1:23 206:23
<b>benefiting</b> 21:19	<b>billion</b> 50:16,16 94:8	<b>Bowl</b> 58:21	<b>Budweiser</b> 117:20,22,23 119:14,16 162:7,17	<b>CAAM</b> 93:7,19
<b>benefits</b> 16:19 17:14 21:15,16 25:9,24 31:22 54:15,15 60:17 93:20 197:14	<b>biodiversity</b> 10:17	<b>boxes</b> 119:17	<b>build</b> 24:3 68:5 91:4 104:7 187:15	<b>cafe</b> 9:7
<b>Benny</b> 89:7,13 89:18	<b>bit</b> 26:17 35:4 73:14 75:25 92:20 112:5 133:19 143:15 164:4 187:1	<b>Boyle</b> 64:21	<b>building</b> 21:5,25 29:1,10 31:6 34:11,14 43:19 54:25 58:11 59:3 65:4 84:13 96:10 102:24 104:1 109:25 110:4 112:8 113:16 125:24 131:10 135:23 141:4,5 144:13 145:8 151:10,15	<b>California</b> 1:14 2:19,20 4:1 7:13 12:11 17:5 33:5 53:3 93:1 129:15 193:25 206:5
<b>Bertha</b> 61:21 62:22	<b>black</b> 162:9	<b>branding</b> 138:13	<b>buffer</b> 28:10 29:11	<b>call</b> 45:22 78:24 94:21 98:5,18 110:24,25 111:3 113:2 169:15 180:8 188:17 204:8
<b>best</b> 180:24 184:24	<b>blade</b> 110:3 135:25 142:15 142:19 145:1 169:15,17	<b>break</b> 43:21 69:25 70:2,5 139:5	<b>build</b> 24:3 68:5 91:4 104:7 187:15	<b>called</b> 49:24 52:17 54:6 74:8 90:6 119:14,16,19 121:6 139:10 170:9 195:21
<b>better</b> 20:9 25:15 29:4,5 57:2 125:25 133:18 185:23	<b>black</b> 162:9	<b>breast</b> 98:7 110:8 118:21 124:13	<b>building</b> 21:5,25 29:1,10 31:6 34:11,14 43:19 54:25 58:11 59:3 65:4 84:13 96:10 102:24 104:1 109:25 110:4 112:8 113:16 125:24 131:10 135:23 141:4,5 144:13 145:8 151:10,15	<b>calling</b> 4:16 102:6 106:12 125:6 195:9

<b>CalTrans</b> 33:18 182:22 183:4,5	<b>centers</b> 21:11 161:17	107:17 198:15	132:14 136:14 148:25 150:6 152:6,19 167:24 168:20 170:20 176:19 177:7 178:9,16 179:1,7 199:13	139:3,16,21 140:4,13,17 154:13,18,22 159:15 160:13 160:24 188:11 190:19 191:2,6 191:18 192:25 193:6 194:8,13 194:17,25 196:20,23,24 202:11,12
<b>cancer</b> 98:7 110:9 118:21 124:14 127:4	<b>central</b> 17:6 61:4,12 126:1	<b>changes</b> 12:6 16:15 154:2 175:11 176:7 194:24 195:5 202:7,7,15,16 202:18 203:2,5	<b>Chu</b> 3:17 4:23 5:6,6 13:20,23 15:5,7,11 67:25 71:2,8,8 74:22	194:17,25 196:20,23,24 202:11,12
<b>candela</b> 151:21 152:3	<b>certain</b> 74:11 137:22 141:23 178:13	<b>changing</b> 185:17 187:25	<b>Cindy</b> 22:23 23:7 31:12,13 44:14 71:21 73:1,7 94:14 98:4 110:17 113:24 116:25 121:11 147:7 161:7 169:9 186:20	<b>City's</b> 120:14 <b>civic</b> 8:4 179:23
<b>candelas</b> 163:21 196:18	<b>certainly</b> 19:14 20:10 45:3 79:19 86:16 90:8 117:17 126:9 135:21 189:5 204:9	<b>character</b> 179:25	<b>circulation</b> 10:7 10:10	<b>clarification</b> 96:15 168:6 178:23 192:12
<b>canopy</b> 43:2 135:10	<b>certification</b> 31:4 194:1	<b>characterizati...</b> 139:17	<b>circumstances</b> 99:11	<b>clarify</b> 73:18 80:25 85:15 96:11 103:17 139:15 157:18
<b>can-do</b> 19:3	<b>certified</b> 2:21,22 2:24 6:4,5,7,8 15:22 16:13,14 17:25 194:10 206:4,6	<b>characterize</b> 139:22	<b>citizens</b> 21:19	<b>clarity</b> 72:8 139:13 154:15 159:1 192:22 199:2,7 204:4
<b>cap</b> 44:5,6 155:19	<b>certify</b> 97:13 206:7,14	<b>charge</b> 132:7	<b>city</b> 1:1,2 2:1,2 3:3,3,13,14 4:15 5:8,21,22 6:10 7:4 17:6 17:21,25 18:12 19:11,14 20:2 24:9,16,20,21 25:2,18 27:8 32:1,11 47:13 50:6 52:6 55:9 55:11,20 56:14 57:2,5 59:1 64:2 65:13,21 70:11,18 88:8 92:15 105:14 105:23 114:15 114:19,21 115:7 117:14 117:21 119:2,9 119:23 120:8 120:24 121:4,8 138:25,25	<b>Clark</b> 64:14 66:22,23
<b>capacity</b> 72:9,10	<b>cetera</b> 45:24 92:24 118:23 120:16	<b>chargers</b> 76:13 76:18,18 77:6 195:11,20	<b>citizens</b> 21:19	<b>classification</b> 117:24
<b>capital</b> 165:1,3	<b>CFO</b> 164:23	<b>charging</b> 9:19	<b>city</b> 1:1,2 2:1,2 3:3,3,13,14 4:15 5:8,21,22 6:10 7:4 17:6 17:21,25 18:12 19:11,14 20:2 24:9,16,20,21 25:2,18 27:8 32:1,11 47:13 50:6 52:6 55:9 55:11,20 56:14 57:2,5 59:1 64:2 65:13,21 70:11,18 88:8 92:15 105:14 105:23 114:15 114:19,21 115:7 117:14 117:21 119:2,9 119:23 120:8 120:24 121:4,8 138:25,25	<b>classified</b> 118:1 121:9
<b>capture</b> 39:14	<b>Chair</b> 201:19	<b>chart</b> 134:3	<b>choice</b> 18:13 78:20	<b>clean</b> 87:12
<b>car</b> 162:18 195:21	<b>chairman</b> 23:24 23:24	<b>charter</b> 81:21,25 201:10	<b>Chris</b> 58:13,13	<b>cleaner</b> 105:15
<b>card</b> 4:10 45:18 49:6 64:17 67:14	<b>challenges</b> 95:3 197:15	<b>check</b> 193:1	<b>Christmas</b> 8:24 11:18 27:20 28:15,17 29:8 29:13,23 30:1 32:14,19 39:18 39:20 40:1,6 40:11,13,25 98:10 99:15 103:8 104:2 105:9,11,25 106:12 107:20 108:9,11 110:1 116:14,18 131:12 132:7	<b>clear</b> 104:22,24 112:7,12,19 131:2 140:8 161:2 162:6 201:22 202:23
<b>careers</b> 46:17 50:22	<b>Chairman</b> 23:24 23:24	<b>cheering</b> 66:17	<b>choe</b> 3:8 70:13	<b>clearance</b> 5:17 78:23
<b>carefully</b> 85:10	<b>Chairman</b> 23:24 23:24	<b>chef</b> 64:20 96:20	<b>choice</b> 18:13 78:20	<b>clearly</b> 22:14 138:20 202:14
<b>Carina</b> 59:22 60:24	<b>Chairman</b> 23:24 23:24	<b>chest</b> 199:22	<b>choice</b> 18:13 78:20	<b>CLERK</b> 204:17
<b>Caroline</b> 3:8 70:13	<b>challenges</b> 95:3 197:15	<b>chief</b> 51:10	<b>choice</b> 18:13 78:20	<b>clients</b> 60:10
<b>carries</b> 205:1	<b>challenging</b> 36:22	<b>children</b> 25:19 58:25	<b>choice</b> 18:13 78:20	<b>climate</b> 30:24
<b>cars</b> 11:12 82:3 146:23	<b>Chamber</b> 17:7	<b>Choe</b> 3:8 70:13	<b>choice</b> 18:13 78:20	<b>clock</b> 4:25 35:8 40:18 68:9 121:20 157:4,7
<b>Carson's</b> 61:9	<b>championship</b> 114:9	<b>choice</b> 18:13 78:20	<b>choice</b> 18:13 78:20	<b>close</b> 27:3,4
<b>case</b> 6:11 58:7 62:1 117:9	<b>chance</b> 60:5	<b>choice</b> 18:13 78:20	<b>choice</b> 18:13 78:20	
<b>catalyst</b> 47:24	<b>change</b> 19:5,6 19:14 67:7 82:12 150:21 153:8,9 167:7 177:7,8 179:24 185:25 199:24 202:3	<b>choice</b> 18:13 78:20	<b>choice</b> 18:13 78:20	
<b>categorized</b> 137:17	<b>changeable</b> 12:23	<b>choice</b> 18:13 78:20	<b>choice</b> 18:13 78:20	
<b>cell</b> 4:8	<b>changed</b> 19:2 66:8 107:12,16	<b>choice</b> 18:13 78:20	<b>choice</b> 18:13 78:20	
<b>center</b> 7:6 13:4 31:19 61:10 66:2 72:14 75:15 88:11,25 92:21 93:2,3,7 93:19 133:12 133:16 160:18 160:19 179:8		<b>choice</b> 18:13 78:20	<b>choice</b> 18:13 78:20	

71:12 129:17	48:15 51:1,11	<b>comfortable</b>	52:2,4,15	116:2,9,11,13
<b>closed</b> 38:23	51:12,23 52:2	106:1 131:3	53:20,23,25	116:22 117:15
101:15	53:5 55:2	151:20 198:16	54:13,22 55:14	117:18 118:2
<b>closely</b> 20:24	71:24 72:10,13	<b>coming</b> 10:8	56:10,18 58:1	119:20 121:11
27:12 97:9	72:15 73:12	42:7 81:4	58:4 59:10,17	121:22 122:15
125:21	75:12,16 82:21	89:15 149:6	59:20 60:22	122:20 123:4
<b>Closer</b> 89:14	93:15 95:14	162:7	61:19 62:15	123:14,21
<b>closes</b> 155:2	98:6 100:17	<b>COMISSION</b>	63:7,12,16	124:20,24
<b>closest</b> 32:20	101:16 102:2	162:20 169:19	64:10 65:20,23	125:9,13
98:6	109:20 123:12	<b>comment</b> 45:7	66:18,20 67:11	126:10,13,16
<b>close-up</b> 36:3	125:22 129:10	112:4 140:13	67:22 68:8,14	126:19,23
136:2	151:2,4 156:10	146:24 147:9	68:17,22 69:1	127:2,17
<b>close-ups</b> 135:21	175:10 195:7,8	163:20	69:9,12,18,24	128:10,14,22
<b>cloudy</b> 149:22	<b>collaborate</b> 60:5	<b>comments</b> 22:11	70:9,11 71:6	129:20 130:3
<b>club</b> 5:10,23	<b>collaboration</b>	45:13,23 47:5	71:10,13 72:15	130:15 131:1,7
19:9 20:9,25	97:1	58:5 67:16	72:22 75:12,16	131:22 132:1
21:5,21 23:9	<b>colleague</b> 89:6	71:3,4 91:8	75:17,20 77:1	132:12,21
23:17 53:6	<b>colleagues</b> 22:16	107:23,24	77:11,16 79:8	133:7,14,25
60:15 66:17	184:25	111:24 132:23	80:2,6,10,14	134:6,9,11
67:18 68:5	<b>collectively</b> 24:1	151:12 152:13	80:16,24 81:12	136:16,20,23
70:20 89:19	<b>College</b> 65:21	<b>Commerce</b> 17:7	81:13,20 82:4	137:3,18,21
90:12 91:14	<b>color</b> 133:18	<b>commercial</b>	82:7,14,20	138:6,15 139:2
102:6	<b>colored</b> 181:4	7:14,16,19	83:2,9,12,14	140:5,15,18,23
<b>clubs</b> 97:4	<b>columns</b> 136:5	117:13,16,25	84:2,5,17,19	141:18,19
<b>Club's</b> 19:17	141:7 169:17	118:1 133:3	84:23 85:1,7	142:11,16,20
47:10 50:10	<b>combine</b> 57:8	139:8,12	85:11,14,19,23	142:23,25
<b>Coast</b> 59:15,16	<b>come</b> 18:11	146:10,11	86:3,6,11,13	143:2,4,6,8,12
<b>coating</b> 113:16	22:23 23:18,19	163:11 174:2	86:17,22 87:1	143:18,21,24
<b>Coca-Cola</b>	24:24 33:25	179:20 183:22	88:1,4,5,17,21	144:24 145:10
120:23,24	34:17 45:25	183:25 187:12	89:12,14,16,25	145:13,25
<b>code</b> 69:8	46:4 47:6 48:4	<b>commercializ...</b>	90:3 91:1	147:7 148:16
119:25 120:17	50:1 52:22	138:19	94:13,17 95:4	149:12 150:12
121:8 159:16	54:3,10 55:18	<b>Commission</b> 1:3	95:5,14,22	150:15,18
193:25	59:24 60:14	2:3 3:3,4,5 4:5	96:3,5,7,14,17	151:1,3 152:8
<b>coded</b> 170:9	62:18,19 65:23	4:15,17,24 6:3	97:12,16,19,24	152:9,16,17,22
<b>coincide</b> 65:1	70:6 77:25	13:17,21 15:3	99:8,12 100:25	152:25 153:3,7
<b>Coliseum</b> 6:1,3	81:8 86:12	15:6,9,23	101:5 102:14	153:18,22,23
6:23 7:2,19	89:7 92:7 93:5	17:22 18:3,15	102:21 103:3	153:25 154:3,5
10:19,22 11:1	103:22 115:5	22:8,19 23:2,6	103:13 104:5	154:10,12,16
11:2,15,19	120:1 122:14	23:13 31:17	104:10,18	154:21 155:6
12:5 13:3,10	122:22 124:1	35:7,10,13	105:19,24	155:12,18
13:13,14 15:23	146:7 149:4,4	36:21 37:7,11	106:7,8,10,20	156:6,11 157:1
17:23 27:22	149:5,10 161:8	37:14,18 40:16	106:23 107:1,4	157:5,6,10,11
28:9,11 29:9	167:24 175:22	40:23 44:19	107:8,11,15	157:20,22,23
29:17 31:17	185:23 196:24	45:5,23 47:4	108:2,15,19,23	158:1,7,15,21
34:22 40:7	198:8	48:2,9,15 49:5	109:4,11,16,23	158:23 159:1,3
41:8,9,16	<b>comes</b> 22:13	49:8,12,23	110:22 111:1	159:5,7,12,18
43:14 44:6	141:2	51:1,5,11,12	111:21 115:21	159:25 160:8

160:10,16,17 160:22 161:7 161:10,24 162:1 163:5,12 164:16 165:13 166:1,15,18,21 167:6,9,12,14 167:15,20,23 167:25 168:8 168:11,15,21 168:24 169:9 169:14,22 170:2,4,5,8,11 170:12,14,16 170:18 171:1,4 171:7,10,12,15 171:19 172:5,7 172:18,20,23 173:5,8,9,14 173:16,22 174:1,7,12 175:4,6,17,18 175:19,20 176:4,6,8,10 176:11,14,17 177:3,5,10,13 177:15,17,18 177:22,25 178:1,7,10,15 178:18,22 179:4,5,6,12 179:17 180:7,9 180:20 181:7 181:22,23 182:4,5,7 183:17 184:17 184:20,21 185:2,5,7,9,10 186:3,5,11,12 187:16 188:2,4 188:12,14 189:16 191:4 191:13,16,21 192:6,10,14,17 192:21 193:5,8 193:12,15,18 193:19,20 194:11,15,18	195:1,16,19 196:22 198:6 198:15,20,21 199:2,6,10,12 200:7,13,19,21 201:4,13,16,25 202:17,19,25 204:3,7,11,25 205:2 <b>Commissioner</b> 3:6,7,8,9,10,11 37:19 72:25 73:9,19,22,25 74:13,16,20,23 75:4,10,18 76:1,8,12,16 77:4,7,10,12 80:17 81:2 82:19 83:4,6,7 83:10,11,13 91:11 94:11 100:2,8,21,24 101:3,6,12,21 101:24 102:5 102:18 103:9 104:13 106:14 118:17 119:6 119:12,21 120:3,20 121:3 123:20 124:3,6 124:7 128:12 128:15,20 129:9 130:1 131:6 136:12 138:1,9 142:10 144:2,8,15,18 145:3 152:15 153:17,20 155:22 156:8 156:25 157:18 158:2,12,19,22 158:25 161:9 161:12 162:19 162:23 163:6,8 163:13,16 164:1 166:13 166:19 167:17 167:22 168:18	172:21,24 173:4,6,12 174:9,24 176:5 176:9,13,16 177:1,4 178:20 178:23 179:9 179:14,16 181:21 182:9 183:11,18,23 183:24 184:4 184:10,11,16 185:11 186:4 188:22 190:14 191:14 192:2,8 193:14 195:12 199:5,8,11 200:6,9 201:3 201:12,15,18 202:24 203:11 203:17 204:2,5 204:10,12,13 204:15,16,17 204:18,19,20 204:21,22,24 <b>commissioners</b> 18:17 48:6 51:9 52:25 60:2 61:25 70:14 101:1 145:18 172:10 193:16 <b>Commission's</b> 193:2 <b>commit</b> 79:19 80:12 165:5 <b>commitment</b> 21:10 26:6,8 62:5 89:1 165:1,2 <b>commitments</b> 21:7 79:2 188:1 <b>committed</b> 21:6 22:4 51:17 90:24 146:14 <b>committing</b> 65:3 <b>communicatio...</b> 158:13	<b>communities</b> 60:10 <b>community</b> 17:16 19:22 20:11,21 21:2 21:15,16,20 22:5 24:24,25 25:5,6,8,9,16 25:24 27:9 28:2,5 32:7 38:24 46:25 47:23 50:22,25 54:15,16 60:18 61:5,14,16 62:5,10,11,13 63:1,3,10,18 64:24 66:11 67:7 97:7 99:21 100:6 126:6 187:6 188:9,15 189:19,23 190:3,11,24 197:9,15 <b>commute</b> 66:25 <b>compact</b> 24:16 <b>companies</b> 187:13 <b>company</b> 189:11 <b>compared</b> 115:13 <b>compatibility</b> 16:25 34:21 <b>compatible</b> 32:6 <b>compelling</b> 51:13 <b>competitive</b> 65:13 <b>complement</b> 20:8 <b>complete</b> 67:21 <b>completed</b> 95:13 <b>completely</b> 74:6 89:8 147:1 <b>compliance</b> 6:13 11:8 <b>compliant</b> 198:10	<b>complicated</b> 5:1 <b>complied</b> 197:3 <b>complimentary</b> 143:22 <b>comply</b> 69:20 174:6 197:17 <b>component</b> 92:13,13 134:20 137:8 137:10,12 <b>components</b> 5:16 <b>comprehensive</b> 12:4 <b>comprehensiv...</b> 105:18 <b>comprised</b> 6:22 7:25 <b>compromise</b> 128:4 <b>concern</b> 76:16 121:16 123:20 124:10,16,21 132:25 161:4 175:11 179:14 <b>concerned</b> 33:20 73:15 75:4 112:24 117:11 118:6,10 141:20,22 142:1 151:5,18 180:25 181:4 <b>concerning</b> 157:2 <b>concerns</b> 43:4,7 43:20 44:17 76:24 121:14 132:24 148:5 151:12 182:24 183:14,15 <b>concert</b> 155:25 156:2,2 <b>concerts</b> 156:7 159:21 <b>concludes</b> 99:24 <b>conclusion</b> 17:9 95:12 146:7 188:6
--	---	---	---	---



<b>concourse</b> 103:19	<b>constituency</b> 19:15 38:21	105:20,21 111:25 118:7	<b>costs</b> 197:21,24	50:22 98:14
<b>concrete</b> 29:18	<b>constitutes</b> 70:14	121:13 122:24	<b>Cotton</b> 58:21	113:11 146:18
<b>concurrently</b> 125:15	<b>constraints</b> 78:17	124:1 140:11	<b>Council</b> 7:5 17:3	196:8
<b>condition</b> 40:3	<b>constructing</b> 197:16	149:24 196:3	17:4,6 18:1	<b>created</b> 16:16
72:7,18 99:13	<b>construction</b> 28:12 47:13	201:2	22:12 32:1	50:19 141:6
103:5,7	51:19 82:12	<b>conversations</b> 98:3 124:19	68:2 69:5,8	<b>creating</b> 113:13
<b>conditions</b> 41:9	95:13	140:20 186:16	70:19 103:6	<b>creation</b> 5:13
42:3,12 91:2	<b>consultant</b> 39:23 48:7,13	187:4	107:17 180:22	10:20
<b>conference</b> 8:11	<b>consultants</b> 197:22	<b>cool</b> 38:5	<b>Councilman</b> 18:7 22:15	<b>critical</b> 46:25
9:4 20:7 100:5	<b>contemplate</b> 10:24	<b>cooling</b> 87:13	25:17 55:8	54:17 129:1,7
100:13,14	<b>content</b> 121:24	<b>cooperation</b> 93:24	<b>Councilmember</b> 5:20 18:13,16	146:20 173:13
176:22	137:13,16	<b>coordinate</b> 98:22	22:17	<b>CRR</b> 206:23
<b>conferring</b> 77:4	138:14 189:1	<b>coordination</b> 92:25 97:1	<b>Councilperson</b> 22:13	<b>crucial</b> 174:25
<b>confident</b> 146:18	<b>context</b> 29:4,23	<b>copy</b> 197:9	<b>count</b> 160:18	<b>crux</b> 35:14
<b>confirm</b> 44:22	30:16 40:6	<b>Cordon</b> 65:8	197:24	<b>CSR</b> 1:23,24
<b>conflict</b> 44:25	<b>contextually</b> 166:6	<b>corner</b> 17:18	<b>country</b> 90:8	206:23,23,23
<b>confusion</b> 58:7	<b>continue</b> 114:21	20:5,11 26:5	<b>County</b> 46:10	<b>culinary</b> 22:1
<b>congregates</b> 127:16	147:11 201:2	26:21 27:6	54:25	26:8 65:4,6,15
<b>conjecture</b> 164:19	<b>continued</b> 129:4	29:8 30:2	<b>couple</b> 71:23	79:25 96:21
<b>consensus</b> 91:4	<b>continuing</b> 21:17 125:1	108:6 147:18	83:15 85:15	187:6
146:5 151:16	<b>contracting</b> 50:13	150:10	125:18 150:1	<b>cultural</b> 6:22
156:24 158:10	<b>contracts</b> 164:20 197:23	<b>corporate</b> 119:17 133:18	172:12 174:19	24:21
162:3 166:10	<b>contribute</b> 189:2	<b>correct</b> 68:13,16	<b>coupled</b> 197:10	<b>Culver</b> 59:1
166:16 174:13	<b>control</b> 76:6,9	69:17 76:7	<b>course</b> 5:2 31:23	<b>Cup</b> 58:21 73:16
175:22,23	<b>conveniently</b> 103:24	82:9 86:2	56:9,12 75:2	90:9
176:18,20,23	<b>convention</b> 80:3	104:9 115:25	78:14,24	<b>curing</b> 127:4
177:2 180:20	160:18,19,23	125:7 131:19	105:23 112:2	<b>curious</b> 72:1
186:13 188:19	161:17 162:8	132:2 133:5	118:19 123:23	121:12 186:22
199:4	162:16 167:16	138:24 140:7	182:12	188:19
<b>consider</b> 54:20	<b>conversation</b> 40:20 45:8	144:6,10	<b>cover</b> 26:17	<b>Curren</b> 18:7
55:5 194:1,6	68:24 70:16	165:17 170:17	84:13	<b>current</b> 10:25
<b>consideration</b> 30:13	71:16,18,19	172:8,8 178:18	<b>covered</b> 165:15	13:12 39:20
<b>Considerations</b> 16:18 194:7	99:24 104:25	182:11 184:1	<b>coverers</b> 54:9	44:1 121:8
<b>considered</b> 73:17 119:22		198:6 199:10	<b>co-hosting</b> 79:15	193:17
<b>considering</b> 122:12		<b>correction</b> 200:8	<b>co-owner</b> 23:17	<b>currently</b> 8:20
<b>consistent</b> 28:18		<b>corrections</b> 200:5	<b>CPC</b> 147:12	10:22 87:24
44:10,22,23		<b>correctly</b> 172:25	<b>CPC-2015-34...</b> 1:6 2:6 4:16	101:19 106:24
84:11 190:15		<b>corridor</b> 57:14	<b>cramp</b> 199:20	107:6 114:3
<b>consists</b> 11:1		64:1 131:14,16	<b>Crayons</b> 201:24	115:24 117:1
		179:21,22	<b>crazy</b> 87:2	123:18 139:6
		<b>cost</b> 63:23 113:6	<b>create</b> 6:1 27:13	169:5
			28:9 29:11	<b>cut</b> 69:13 182:17
			30:17 46:24	203:19
			47:15,20 50:17	
				<b>D</b>
				<b>D</b> 166:20
				<b>daily</b> 39:16
				<b>Dake</b> 3:5 79:8,9

80:2,6,10,16	<b>Dallas</b> 58:20	132:1 135:19	161:14 166:11	120:8,24 121:4
82:4 83:13,14	<b>damn</b> 55:11	135:25 145:2,7	166:13 174:16	138:25,25
83:15 84:2,5	<b>Dana</b> 3:6 37:20	145:11,12,16	177:11	139:3 140:13
84:19,23 85:1	72:24 75:22,24	145:19 181:14	<b>decided</b> 162:8	140:17 154:13
85:7,11,14,19	77:3 80:14,24	<b>DD.02</b> 36:11,14	<b>decision</b> 92:22	154:18,22
85:23 86:3,6	83:3 106:1,21	37:9 135:18,20	<b>decisions</b> 164:5	159:15 160:13
86:13,17,22	118:16 138:7	140:25 141:16	164:15	160:24 188:11
87:1 88:1,5,21	138:24 161:11	145:3 168:4	<b>decrease</b> 190:12	191:6,18
89:16,25 90:3	161:25 162:1	181:12 184:19	<b>dedicated</b> 57:24	192:25 193:6
106:8 109:16	166:11 176:25	198:22 200:11	96:12	194:8,13,17,25
109:18 136:16	178:21 185:11	203:6	<b>deem</b> 182:24	196:20,23
136:20,23	186:4	<b>DD.03</b> 109:22	<b>deeper</b> 90:21	202:6 203:7,10
137:3,18,21	<b>dare</b> 45:9	135:8 141:21	<b>defend</b> 95:17	203:24
138:6 140:22	<b>dark</b> 41:21	142:5 168:3	<b>define</b> 159:16	<b>describe</b> 159:2
140:23,24	127:13 155:4	181:10 184:18	<b>defined</b> 74:17	160:6 175:22
141:19 142:16	161:5 162:6	198:21 203:14	119:24	194:23
142:25 143:6	<b>date</b> 57:1 206:17	<b>DD.04</b> 43:5	<b>defines</b> 74:10,25	<b>described</b>
143:12,18,21	<b>dated</b> 73:4	131:21 136:15	<b>definitely</b> 46:19	176:15 189:22
145:3,10,13	206:20	148:2,10	95:14 100:21	<b>description</b> 5:15
152:8,17,25	<b>dates</b> 171:25	168:14,15,17	<b>definition</b> 44:23	<b>Desenclos</b> 56:21
153:3,7,18,22	<b>daughter</b> 66:17	170:23 199:16	75:5	<b>deserve</b> 54:16
153:25 154:5	<b>David</b> 3:4 4:14	<b>DD.05</b> 42:6	<b>degree</b> 184:9	<b>deserves</b> 22:5
154:12,16,21	36:19 101:3	147:19 148:17	<b>deliberations</b>	<b>design</b> 11:9
155:6,12 156:6	115:23	171:2 176:8,9	71:14 140:20	16:24 21:24
157:1,6,11,20	<b>David's</b> 132:2	199:17	<b>delighted</b> 23:5	26:15 30:12,13
157:23 158:15	163:20	<b>DD.06</b> 111:14	96:21	34:22 38:22
158:23 159:3,7	<b>Davis</b> 46:4,7,8	125:8	<b>demand</b> 19:23	57:9 194:5
160:10,17	<b>day</b> 55:16 56:19	<b>DD.07</b> 110:7	<b>Democratic</b>	<b>designated</b>
161:24 163:5	59:9 68:23	<b>DD.08</b> 40:11	95:21	77:15 81:6
166:18,21,23	72:12 99:9	136:16,17	<b>demolition</b> 7:21	82:2
167:9,14,25	121:20 124:15	142:7 168:5,7	34:20 197:9	<b>designation</b> 7:9
168:2,11,15,21	128:6,7,17	168:12,19	<b>demonizing</b>	<b>designed</b> 8:9
168:24 170:4,8	129:21 132:16	181:17,17	92:8	32:6 38:20
170:11,14,18	137:22 143:19	198:23	<b>demonstrated</b>	39:2 41:17
171:1,7,12,19	159:9 171:14	<b>DD.09</b> 169:5,12	48:22	<b>designing</b> 166:5
172:5,18,23	171:17 187:20	170:10,11	<b>departing</b> 70:13	<b>designs</b> 24:15
173:8,16,22	193:13 199:25	181:19,20,25	<b>Department</b> 1:2	<b>desperate</b> 26:4
175:6,8,17,19	<b>days</b> 20:5 32:24	185:4,6 198:24	2:2 3:17 5:8,22	<b>destination</b>
176:4,8,10	33:2 93:23	203:12	71:9	163:7
177:5,13,17,22	97:5 99:4	<b>DD.09s</b> 185:22	<b>departments</b> 5:7	<b>destined</b> 58:2
178:1,10 179:4	121:18 129:24	<b>DD.10</b> 42:17	<b>depend</b> 79:18	<b>detail</b> 14:4 29:15
179:6,12 180:7	154:4,7,7	134:12,13	<b>dependent</b>	109:9 115:16
181:7,23 182:5	167:2,4 171:25	<b>deal</b> 32:23 113:4	130:7	<b>detailed</b> 32:3
184:17 185:2,7	178:2,6,14,17	163:22	<b>depends</b> 130:10	48:19 49:17
185:10 186:11	179:2 196:17	<b>decades</b> 19:11	<b>Deputy</b> 3:14,16	<b>details</b> 24:12
188:12 198:20	<b>day-to-day</b> 80:1	19:25	105:14,23	26:16 32:18
200:19 202:17	<b>DD.01</b> 109:21	<b>December</b> 1:15	117:14,21	63:23 98:20
204:24,25	109:24 131:19	2:17 4:2,13	119:2,9,23	99:2 102:11

<b>determination</b> 6:13 131:15	110:3,7 112:8 113:3,9,10,17 113:17 116:3 116:23 117:2 124:17,23	<b>direction</b> 186:14 206:12	197:13 198:5	189:18 191:1 197:19 198:2
<b>determine</b> 197:2	116:23 117:2 124:17,23	<b>directional</b> 113:11 117:10	<b>distinction</b> 79:21	<b>Don</b> 4:19
<b>determined</b> 12:15	127:22 132:6 132:17,17	<b>directly</b> 22:13	<b>distracting</b> 141:23 142:1	<b>door</b> 4:11 141:8
<b>develop</b> 51:21 100:12	134:13 135:9 135:20 136:1,7	86:19 134:23 150:1 173:18 202:13	<b>distraction</b> 182:23 183:6	<b>doors</b> 65:15
<b>developers</b> 92:8 147:5	136:19,21,22 137:8,10,13,16 138:14 141:12 141:22 142:15 142:19 143:25 144:14 145:11 145:12 147:19 148:5,10,18,20 148:23 149:20 150:1,10,14 154:6 156:18 157:3 159:4,5 159:8,24 162:5 165:23 167:3,3 169:7 171:20 171:21 172:1,6 175:2 176:2,11 177:12,14,24 178:16 179:18 179:24 181:1,6 181:11,15 182:19 183:7 184:14 185:15 186:1 190:18 190:18,21,21 192:15 196:12 196:18 197:1,5 197:13 198:5 199:18 200:24	<b>director</b> 3:15,16 26:15 44:13 66:1 114:25 197:2,11,12 198:9 202:6 203:7,10,24	<b>distributed</b> 73:3 103:25	<b>DOT</b> 182:22
<b>development</b> 8:2 17:4,10 19:10 26:23 28:21 53:13 57:11,13 60:25 66:1 68:1 69:5 95:11 147:5		<b>director's</b> 6:13 44:9,21	<b>district</b> 5:13 6:1 6:2 7:2 10:20 10:21,22 11:13 11:15 12:2,3,6 12:18 13:3,9 13:10,13 17:3 17:23,24 18:23 19:2,7,19 20:12 25:18 31:25 33:19 43:8,11 44:4,7 44:8,11 45:1 53:19 62:23 63:17 109:2 123:10,13 146:16 148:9 169:13 183:4 203:16	<b>double</b> 193:17
<b>developments</b> 38:4		<b>DIR-2015-2496</b> 6:12	<b>drive</b> 7:7 28:9 56:15 61:9 81:4 87:20 196:4,5	<b>Doug</b> 49:25
<b>devices</b> 85:6		<b>disadvantaged</b> 50:19	<b>driving</b> 15:16 181:3	<b>Downtown</b> 6:15 57:15 59:1
<b>diagrams</b> 30:20		<b>disagree</b> 151:25	<b>draw</b> 58:3	<b>draft</b> 139:6
<b>dialogue</b> 71:22		<b>disagreed</b> 131:14	<b>drawings</b> 144:2	<b>dramatic</b> 199:25 200:25
<b>dictate</b> 130:9		<b>disaster</b> 164:17	<b>dramatically</b> 19:3	<b>dramatic</b> 199:25 200:25
<b>died</b> 83:20 86:1 94:22		<b>disclosure</b> 139:9	<b>draw</b> 58:3	<b>dramatically</b> 19:3
<b>die-hard</b> 58:22		<b>discuss</b> 14:3 175:23 180:15 186:15	<b>drawings</b> 144:2	<b>drawings</b> 144:2
<b>difference</b> 120:12 137:5		<b>discussed</b> 105:17 140:14 142:7 145:15 148:14 171:2 178:8 191:18 195:9	<b>Drilling</b> 25:9 26:2 27:10	<b>drawings</b> 144:2
<b>different</b> 9:9,25 10:4 13:23 16:22 72:15 83:16 99:11,11 110:5 120:13 124:12 130:16 131:25 144:11 152:1 180:4 188:6 198:16		<b>discussing</b> 139:4 140:16	<b>drive</b> 7:7 28:9 56:15 61:9 81:4 87:20 196:4,5	<b>drawings</b> 144:2
<b>differently</b> 177:19 190:17		<b>discussion</b> 5:17 71:13 78:15 114:20 122:22 172:17	<b>driver</b> 142:1 182:22 183:5,5	<b>drawings</b> 144:2
<b>difficult</b> 121:1	<b>digitization</b> 200:16	<b>discussing</b> 139:4 140:16	<b>drivers</b> 141:23 200:20,21	<b>drawings</b> 144:2
<b>digital</b> 12:22 14:6,16,20,23 14:25 15:4,10 15:21 35:19 36:3,5,18 37:17 40:11 41:3,15 42:6 43:14 98:8 108:16 109:15	<b>dimensions</b> 109:8	<b>discussion</b> 5:17 71:13 78:15 114:20 122:22 172:17	<b>driving</b> 15:16 181:3	<b>drawings</b> 144:2
	<b>dining</b> 155:20	<b>display</b> 12:23 14:6,16,23 15:1 36:4 109:15 134:14 147:20 190:21 190:22 197:2,6	<b>drop-off</b> 9:1	<b>drawings</b> 144:2
	<b>dinner</b> 159:14 160:11	<b>displays</b> 110:7 135:20 137:9	<b>drought-toler...</b> 10:15 30:24	<b>drawings</b> 144:2
	<b>direct</b> 27:17 104:3		<b>drove</b> 55:23	<b>drawings</b> 144:2
	<b>directed</b> 39:9		<b>drywall</b> 54:9	<b>drawings</b> 144:2
			<b>dubbed</b> 19:1	<b>drawings</b> 144:2
			<b>due</b> 38:18,20	<b>drawings</b> 144:2
			<b>dummies</b> 201:20	<b>drawings</b> 144:2
			<b>duo</b> 62:19	<b>drawings</b> 144:2
			<b>dust-up</b> 92:20	<b>drawings</b> 144:2
			<b>dynamic</b> 62:19 70:19	<b>drawings</b> 144:2
			<b>D-E-S-E-N-C-...</b> 58:8	<b>drawings</b> 144:2
			<b>D.J</b> 32:17 33:25 34:17 35:2 98:3 107:21 112:23 131:19 134:11 144:6	<b>drawings</b> 144:2

147:14 148:16 168:8,10 169:12 203:4	<b>effort</b> 94:23 166:8 201:9 <b>efforts</b> 191:12 196:6,8 <b>eight</b> 143:6 <b>EIR</b> 1:6 2:6 6:8 15:23 16:13 17:25 34:5,8 48:14 78:22 194:1,3 <b>either</b> 51:14 85:3 139:7 161:21 166:25 171:23 178:3 196:15 <b>elaborate</b> 100:8 <b>electricians</b> 46:9 <b>electrified</b> 90:8 <b>electronic</b> 12:22 <b>elegantly</b> 108:3 <b>element</b> 30:9 96:10 190:2 <b>elements</b> 30:7 38:2 <b>elevation</b> 14:12 30:20 32:20,24 35:6 38:7 39:17,18 42:1 43:12 83:22 107:19 111:23 112:1 147:14 149:15 150:23 150:25 153:8 170:19,22 175:7,9,16 198:19 199:18 199:24 200:10 200:10 <b>elevations</b> 14:17 14:18 35:1 39:1 141:24 <b>eliminate</b> 168:3 169:6,25 182:2 182:19 <b>eliminated</b> 182:16 <b>eliminating</b> 170:23	<b>eliminations</b> 164:6 <b>embarking</b> 78:8 <b>embraced</b> 24:14 <b>embracing</b> 20:22 <b>Emmett</b> 26:11 26:14,15 85:13 85:13,15,21 86:2,5,9,16,19 86:24 87:23 88:3 90:19 103:15,15 104:9 137:7,7 137:20,25 138:8,12 <b>employee</b> 206:16 <b>employees</b> 72:19 <b>empties</b> 129:19 <b>empty</b> 7:17 <b>enable</b> 191:2 <b>encourage</b> 45:10 65:17 196:6 <b>encouraging</b> 91:16 <b>ended</b> 129:17 <b>endless</b> 117:13 <b>endorsement</b> 25:7 <b>ends</b> 128:18 129:18 156:3 157:16,24,25 <b>energize</b> 26:21 <b>enforce</b> 33:23 <b>enforcement</b> 33:21 82:24 <b>engaged</b> 25:16 <b>engagement</b> 61:14 <b>engaging</b> 25:19 <b>English</b> 201:20 <b>enhances</b> 17:11 <b>enjoying</b> 20:14 39:10 <b>enliven</b> 41:21 <b>enormous</b> 153:13 174:19	175:12 <b>enshrine</b> 91:2 <b>ensure</b> 20:25 21:8 28:4 87:7 <b>ensured</b> 34:22 <b>ensures</b> 44:10 <b>entertainment</b> 8:3 24:1 57:19 65:14 <b>enthusiasm</b> 20:19 <b>enthusiastically</b> 52:3 <b>entire</b> 28:13 31:2,4 44:7 81:11,17 101:7 123:10 <b>entities</b> 74:10 <b>entitlements</b> 5:16 19:18 <b>entity</b> 55:20 <b>entrance</b> 8:25 9:1 38:14,14 108:8,10 116:20,20 <b>entry</b> 36:13 102:1 104:4 124:18 135:7 149:1 <b>entryway</b> 148:4 <b>environment</b> 21:24 27:14 30:18 46:24 <b>environmental</b> 5:17 6:5 16:20 48:7,13 51:15 78:23 194:4 <b>envisioned</b> 19:6 <b>ENV-2015-24...</b> 1:7 2:7 194:4 <b>equally</b> 32:13 <b>equitable</b> 200:23 <b>equivalent</b> 173:15 <b>erect</b> 182:24 <b>Escutia</b> 61:21 62:20,22 63:9	63:15,16 <b>especially</b> 66:8 66:14 87:10 130:22 159:24 <b>Espinosa</b> 58:12 60:2,3 <b>essence</b> 112:10 <b>essential</b> 32:4,7 61:11 169:8 <b>essentially</b> 13:9 144:8 175:10 <b>establish</b> 59:4 <b>establishing</b> 59:19 <b>establishment</b> 12:2 17:23 <b>estate</b> 53:2 <b>estimate</b> 94:8 <b>estimated</b> 47:18 94:9 <b>et</b> 45:24 92:24 118:23 120:16 <b>ethnic</b> 24:22 <b>Europe</b> 55:22 <b>European</b> 97:3 <b>EV</b> 9:19 34:15 78:9 195:11,20 <b>evaluate</b> 197:23 <b>evening</b> 126:5 <b>event</b> 12:22 32:21 74:2,11 74:11,15,16 75:1,6 79:14 79:19 80:12 81:19 83:1 98:18,25 99:7 110:16 113:15 118:24 119:4,4 119:7 120:1,4 128:6,7,9,17 128:18 155:24 157:15,19,21 158:5,18,24 159:9,11,13 160:3,4,11,13 160:25 161:15 161:20,22 166:22,24
---	--	--	---	---

167:1,2 171:14 171:17,22,24 171:25 178:2,4 178:6,17 195:24 196:13 196:16,17 <b>events</b> 8:3,4 25:4,6 31:9 79:16,20 93:6 95:18 98:22 101:15 110:14 110:15 114:6 119:10 124:12 154:24 161:17 167:5 178:2,9 195:6,8 <b>everybody</b> 4:6 70:10 84:12 127:16 <b>everyone's</b> 70:3 139:5 <b>evidence</b> 197:10 <b>EV-ready</b> 76:14 <b>exact</b> 75:21 86:24 118:18 <b>exactly</b> 82:5 133:11 <b>examiner</b> 31:18 <b>example</b> 15:8 76:22 95:20 99:4 100:16,19 118:19,20 121:25 122:4 122:19 126:5 128:19 129:9 130:12,16,17 143:7,14 155:25 <b>examples</b> 14:22 14:25 <b>exceed</b> 43:23 197:18 <b>excellent</b> 4:20 18:3 23:2 56:20 63:12 71:11 82:14 83:2,3,12 96:16 97:24	111:21 194:18 <b>exception</b> 120:25 129:23 195:12 <b>exceptions</b> 120:15,16 129:22 <b>excited</b> 22:3 26:20 27:1 46:14 53:6,11 <b>exciting</b> 46:24 91:13 92:5 97:9 132:4 <b>excludes</b> 7:6 12:19 13:4 <b>excuse</b> 51:23 195:7 <b>executed</b> 21:4 <b>executive</b> 3:18 23:24 <b>exist</b> 160:23 <b>existing</b> 5:11,25 6:4 9:13 11:6 11:12,19 12:5 12:15 13:7,13 13:14 27:25 28:8,10 29:7 29:11,25 34:6 34:10 37:8 38:25 39:25 41:9,12 42:3 42:12,19,21 74:8 78:22 81:5 85:21 93:13,22 104:15 114:14 115:14,24 117:1 135:1 153:9 181:14 187:9,13,25 190:22 <b>exists</b> 27:19 41:22 106:24 113:4 <b>exit</b> 13:6 104:3 <b>exiting</b> 156:4 <b>expect</b> 90:14 101:25	<b>expected</b> 50:11 <b>experience</b> 53:16 149:25 <b>experiences</b> 190:3 <b>expert</b> 49:1 <b>experts</b> 146:13 149:19 <b>explain</b> 16:19 17:15 106:18 137:4,8 192:4 <b>explained</b> 76:3 90:20 125:14 <b>explanation</b> 187:17 <b>Expo</b> 7:6 10:1,2 13:4 20:5,8,18 27:4 57:18 64:2 81:6,9,9 149:2 <b>expose</b> 62:7,7 <b>Exposition</b> 6:21 7:7,12 9:13,24 10:3,6 11:3 13:15 16:24 17:3,18 18:21 26:3,21 31:15 32:23 41:22 50:10 57:16 68:3 78:7,7,14 79:2 82:21 94:2,4,9 98:20 114:7,12 115:9 115:19,20 134:23 149:6 156:1 <b>express</b> 18:18 <b>expressed</b> 181:1 <b>expressing</b> 20:19 <b>extensive</b> 82:25 <b>extent</b> 129:2 200:18 <b>exterior</b> 103:19 <b>exterior-facing</b> 102:25 <b>extradition</b> 55:22	<b>extreme</b> 123:7 <b>extremely</b> 53:5 <b>eyes</b> 111:6 199:22 <b>Eyestone-Jones</b> 46:4 48:5,6,12 <hr/> <b>F</b> <hr/> <b>F</b> 95:20 <b>fabric</b> 141:5 179:23 <b>facade</b> 35:16 43:15 104:20 104:20,21 105:3,3,4,7 106:1 110:6 112:25 113:25 116:23 122:18 122:19 125:1 131:4 133:21 140:19,21 144:13,25 145:8 146:4 150:21 154:11 169:8 170:7,13 172:11,13 175:14 176:18 199:13 203:22 <b>facades</b> 127:20 150:21 <b>face</b> 126:3,22 127:3 131:12 136:13 141:21 149:17 158:10 184:12 200:17 <b>faced</b> 40:11 149:21 168:19 <b>faces</b> 40:12 42:2 42:17 43:13 134:16 147:20 150:1 151:2,3 168:20,23 171:5,10 173:17,19 175:9 176:1 178:16 <b>facet</b> 39:22 <b>facilities</b> 33:1	59:7 68:7 98:14 183:10 <b>facility</b> 8:12 9:5 16:2,9 24:3 57:4 59:5 100:4,5 115:5 155:4 <b>facing</b> 14:21 35:16 39:18 148:18 149:20 149:22 151:1 174:19 176:12 179:1,8,10 181:1,6 <b>fact</b> 31:21 33:17 38:20 95:15 99:17 149:21 163:25,25 189:6 <b>failing</b> 111:6 <b>fair</b> 190:6 200:22 <b>faith</b> 96:19 196:6,8 201:9 <b>fall</b> 54:12 117:24 159:16 <b>falls</b> 119:11 <b>familiar</b> 18:22 184:5 <b>families</b> 60:14 60:14 61:8,10 62:7 66:15 <b>family</b> 52:6 61:3 <b>famous</b> 23:20 <b>fan</b> 20:10 53:16 58:23 <b>fans</b> 61:7 <b>fantastic</b> 94:24 <b>far</b> 56:13 76:4 131:18 200:4 <b>Farmers</b> 33:7 133:12 187:8 <b>fashion</b> 160:1 <b>fast</b> 147:16 <b>father</b> 58:20 <b>Features</b> 194:5 <b>February</b> 6:3 <b>feel</b> 38:23 164:4
--	--	--	--	--

<b>feeling</b> 28:1	143:25 144:18	87:19 109:12	200:2	186:19 192:19
<b>feet</b> 8:1,5,8,15	146:10,20	109:12 124:15	<b>follow</b> 23:12	<b>found</b> 20:10
12:18 30:4	148:13,15	155:15 158:8	108:25,25	<b>foundation</b>
33:10 36:6	165:22,22,23	191:14 199:23	141:15	25:14 50:24
42:22,23 43:23	167:24 168:1	<b>finger</b> 87:4,8,17	<b>following</b> 11:5	<b>four</b> 9:19 12:14
44:6 111:8,15	168:23 169:1	196:2	194:24 195:5	85:25 86:4
111:19 113:21	169:23 173:2	<b>finger-lot</b> 87:14	197:3	87:25 88:3
121:16 122:17	173:10,12,15	<b>finish</b> 5:18 146:4	<b>follows</b> 12:3	104:1 135:8
123:9 134:17	173:23 174:11	<b>finishers</b> 54:9	71:15 141:11	141:20 168:4
135:3,4,11,24	174:21,22,24	<b>fire</b> 147:14	<b>Fonda</b> 64:11	181:6,10
136:4 142:19	176:21 177:19	<b>first</b> 36:4 46:1	65:25	182:19 203:15
143:10,13,14	180:11,15	51:14 54:2,3,7	<b>food</b> 97:9 99:5	203:17
147:21 148:10	182:4,6,12	58:21 62:18	125:23	<b>fourth</b> 150:23
150:2 153:13	183:21,22	67:24 69:4	<b>foot</b> 93:3 143:1	<b>franchise</b> 89:22
153:14 160:20	184:7,12,15	71:16,19 91:12	197:5	<b>franchises</b> 59:8
173:20 190:22	185:19 198:18	91:19 109:13	<b>footage</b> 114:18	<b>Francis</b> 46:3
192:15,15	199:9 200:10	182:8 196:11	142:14,18	49:1,9,10
197:6	200:16	<b>fit</b> 78:1	190:20	<b>frankly</b> 77:25
<b>Feldmann</b> 90:18	<b>figure</b> 97:6	<b>fitting</b> 78:3	<b>football</b> 5:10,23	92:8 183:11
<b>female</b> 88:7	123:5 191:11	<b>five</b> 11:7 31:16	8:12 19:9 20:9	188:24 189:1
<b>fence</b> 104:15	<b>figured</b> 62:17	35:10,12,14	20:25 21:21	<b>free</b> 55:10 132:8
<b>fenced</b> 101:8,20	<b>figures</b> 63:24	40:18,23 70:7	23:9,17 32:12	132:10,11,11
<b>fences</b> 27:24	<b>fill</b> 4:9 45:20	70:14 116:19	45:9 47:10	132:15 137:22
28:3 104:16	49:6 164:14	118:8 143:7	50:10 53:6	<b>freelance</b> 60:4
<b>Fernando</b> 54:23	195:25	169:25 170:1	57:19 67:18	<b>freestanding</b>
56:23	<b>filled</b> 45:18	182:2,3,10,13	68:5 70:20	15:8 203:25
<b>Fest</b> 155:25	67:14 84:15	182:14,17	73:12 74:5	<b>freeway</b> 6:15,16
<b>field</b> 8:5 30:4	<b>final</b> 131:10	189:18 204:1	81:3 88:10,10	11:24,25 12:16
33:8 114:8	186:24 198:9	<b>five-minute</b>	89:18 90:12	13:5,5,6 15:13
115:8 133:12	<b>finally</b> 57:5	69:25 70:2,5	91:14 102:6	15:17 33:16
137:23 187:8	<b>finance</b> 163:24	<b>five-year</b> 188:18	<b>force</b> 51:18	35:17,23
<b>Fig</b> 201:21,22	<b>financed</b> 112:14	<b>fix</b> 64:17	<b>foregoing</b> 206:8	106:17 112:17
202:3,5,8	<b>financial</b> 21:9	<b>fixed</b> 79:21,22	206:13	141:21,25
<b>Figuroa</b> 6:17	53:17 164:8	80:7,8	<b>forget</b> 95:24	142:4 146:12
7:16 8:18 10:5	173:1	<b>floor</b> 54:8	<b>forgive</b> 196:25	165:24 180:17
27:16,17,21	<b>financially</b>	<b>Flower</b> 184:2	<b>forgot</b> 81:13	181:2,6 182:21
30:14,17,19	174:17 206:15	<b>focus</b> 82:22,25	<b>formalization</b>	183:7
33:10 35:17,25	<b>financing</b>	88:25	19:18	<b>freeway-facing</b>
36:1,4,7,12	112:19 164:11	<b>focused</b> 92:9	<b>formed</b> 29:18	181:11 199:3
38:13,14 40:12	164:25 165:4	187:12	<b>formula</b> 193:9	200:14 203:14
41:19 42:10	<b>find</b> 4:7 20:12	<b>folded</b> 141:1	<b>forth</b> 48:17	<b>freeway-visible</b>
57:14,15 64:1	91:12 97:9	181:12	206:9	33:6 43:1
77:14,17 108:9	122:24 164:18	<b>folks</b> 23:20,21	<b>forward</b> 21:14	135:5,9
110:3,6 116:21	<b>finding</b> 194:12	25:1,8 45:22	22:4 32:8	<b>frequently</b> 92:6
127:15 129:8	194:14	46:18 52:18	36:24 46:23	<b>friendly</b> 17:13
131:13 132:23	<b>findings</b> 49:19	55:22 56:15	79:4 96:9	31:8 117:10
134:15 136:15	194:4,9	88:18 151:20	112:21 114:22	195:12
139:23 142:2	<b>fine</b> 74:1,19 77:6	151:24 152:1	117:3,9 123:5	<b>front</b> 4:11 63:4

82:16 98:11	128:20,21	<b>generator</b> 55:8	104:20 105:8	114:9 115:5,9
120:7 135:15	129:3,10,16,17	164:10	107:16 108:14	122:20 123:21
179:20	130:11,14	<b>generous</b> 165:2	109:6 110:4	124:14 125:16
<b>frontage</b> 33:10	131:3 137:14	<b>Gensler</b> 26:16	111:4 115:6	125:18,19
36:8,11,12	149:11 154:7,8	85:13 90:19	121:3 125:18	126:11 127:4,6
38:9 127:15	155:9 157:13	103:15	127:20 128:22	127:11 128:12
129:8 136:5,14	157:16,19,20	<b>gentle</b> 5:2	131:9 134:22	131:4 133:4,11
138:21 148:15	159:18,19	<b>gentleman</b>	137:23 144:17	140:10 143:22
165:22,24	<b>games</b> 8:3 20:14	67:12	144:21,22	144:24 146:4
169:1 184:1	25:15 39:6	<b>gentlemen</b> 162:4	146:5,16 149:2	147:11 149:7
<b>fronts</b> 183:25	73:11,12,16	199:4	152:13 160:7	152:23 154:25
<b>full</b> 4:17 45:21	74:14 78:19	<b>geography</b> 19:2	161:19 162:5	155:4 156:16
55:1 139:9	79:17 81:3,3	<b>Getachew</b> 90:19	163:20 167:19	156:17,18,19
<b>fully</b> 127:21	88:14 122:4	<b>getting</b> 65:11	180:1,21 183:4	160:1,20
<b>full-motion</b>	125:17,22	99:10 111:6	184:22 192:2	161:13 162:9
126:14,17	127:5 128:22	139:10 145:20	192:17 193:3	162:10 163:24
<b>full-time</b> 47:20	130:6,10	145:22 165:18	193:22 201:17	167:21 173:24
50:18	154:25 195:17	176:24 178:25	<b>goal</b> 22:6	174:16 175:22
<b>fun</b> 22:16	<b>gang</b> 61:16	188:25 202:24	<b>goals</b> 21:8 27:11	180:5 184:12
<b>functions</b>	<b>gangs</b> 67:5	202:25	<b>goes</b> 5:3 94:3	184:23,24
103:18	<b>gap</b> 84:22 86:24	<b>give</b> 39:2 54:15	114:22 172:15	187:17 189:8
<b>fund</b> 188:8	<b>gaps</b> 83:18	55:18 56:14	<b>going</b> 4:6,18,23	189:22 190:8
191:1	84:14 164:15	70:20,22 125:3	18:6 19:24	192:7,10,17,19
<b>fundamentally</b>	<b>Garcia</b> 59:22	130:12 174:11	20:4 22:2 23:8	193:22 198:17
179:24	60:24,24	174:18 187:18	25:22 31:7	199:23 201:25
<b>funding</b> 94:5	<b>Garciaparra</b>	<b>given</b> 43:20	32:16 33:25	202:1,9
165:16 190:1	23:22 88:24	69:13 104:25	35:4 40:2,17	<b>Gold</b> 34:9
<b>funds</b> 134:22	<b>garden</b> 6:25	127:22 133:3	40:19,19 41:24	<b>gonna</b> 75:19
187:10 188:18	64:24	151:5 171:5	41:25 45:6,12	<b>Gonzalez</b> 48:3
<b>funny</b> 141:9	<b>gate</b> 135:6	179:21 197:14	45:16,22 48:9	50:3,4 52:19
<b>further</b> 29:22	147:24,25	<b>giving</b> 33:23	51:24 52:18,19	<b>good</b> 4:6 5:6
44:19 139:24	148:12 150:9	92:11	56:4,21 58:13	21:18,22,23
198:3 206:12	<b>gates</b> 104:4	<b>glad</b> 106:6	58:19 64:11	22:12 23:11
206:14	<b>gather</b> 98:12	<b>glazers</b> 54:8	67:23 68:19	26:14 35:2
<b>future</b> 59:4,19	99:16 127:13	<b>global</b> 23:19	69:15 70:5,15	46:7,15 47:7
118:14	<b>gathering</b> 98:15	<b>go</b> 4:12 5:4	70:15,24 71:12	48:5 49:9 50:3
<b>FYF</b> 155:25	126:6	17:15 18:6,10	71:15,16,17	51:6,7,8 52:25
	<b>gatherings</b> 8:4	24:13 32:7	72:22 74:5	54:11,24 55:11
	<b>general</b> 52:5	36:24 37:4	76:18 77:20	55:15 58:15
	111:24 112:4	41:24 44:12	78:5 79:23	59:9 60:23
<b>gain</b> 47:22	130:23 147:9	46:6 52:19	82:16 84:9	61:23,24,25
<b>game</b> 23:23,23	152:13 186:6	54:2 58:13,15	89:6 91:6,7	62:20,21 63:15
24:18,20,23	<b>generalities</b>	59:1,25 61:8	96:6 97:12	64:19 65:16,24
25:17 39:10	165:14	64:11,18 65:6	98:19 99:1,19	66:20,22 67:17
58:21 61:9	<b>generally</b>	67:16,22 68:19	100:11 101:7	78:3 91:15
62:24 66:13	115:20 120:16	71:1 75:19	104:19,20,25	93:10,11 96:18
72:11,12 73:17	<b>generate</b> 19:24	77:3 84:20	105:14 111:3	122:23,24
74:5 92:3	47:19	100:1 104:11	111:24 112:18	123:1,2 127:17
95:25 99:10				

130:18 144:21 151:24 155:23 189:2,8 191:24 196:6,8 201:7 201:9 <b>goods</b> 19:23 119:10 <b>gorgeous</b> 57:9 <b>Gotcha</b> 37:11,14 <b>grabbing</b> 20:13 <b>grace</b> 22:15 <b>grade</b> 30:4 <b>graduate</b> 65:10 <b>granular</b> 109:9 <b>graphic</b> 37:23 38:1 <b>grass</b> 24:17 <b>great</b> 23:1 25:5 45:5 49:8 52:15 69:15 77:7 87:19 88:4 91:13,13 94:11,11,11 97:24 103:21 113:3 122:21 133:25 134:9 153:5 161:25 161:25 180:5 192:24 <b>greater</b> 173:1 <b>greatest</b> 40:3 <b>green</b> 14:13 20:13 57:9 60:13 125:3 135:17 <b>greet</b> 23:14 <b>greeting</b> 149:10 <b>Groilers</b> 90:13 <b>ground</b> 25:1 85:6 <b>group</b> 23:18 24:1 33:14 34:23 104:6 <b>growing</b> 66:5 67:5 91:24,24 <b>growth</b> 66:11 <b>GRYD</b> 62:2 <b>Guber</b> 23:25	<b>guess</b> 43:24 45:4 82:8 <b>gun</b> 146:17 <b>guys</b> 55:10 74:23 88:19 97:19 127:18 186:22 <b>G.01</b> 135:6 <hr/> <b>H</b> <hr/> <b>half</b> 55:7 96:24 137:23 169:6 181:20 185:3 185:21 198:23 203:13,19 <b>half-naked</b> 179:19 <b>Hall</b> 6:10 <b>Hamm</b> 23:22 88:23 89:11,20 <b>hand</b> 31:11 184:24 <b>handful</b> 116:16 <b>handy</b> 127:24 <b>hanging</b> 129:12 <b>happen</b> 60:21 110:2 129:19 <b>happened</b> 130:13 156:1 <b>happening</b> 190:1 <b>happens</b> 109:25 110:2 124:14 <b>happy</b> 75:7,12 89:24 99:1,6 115:18 187:14 <b>hard</b> 34:23 56:6 93:10 158:4 195:14 <b>harder</b> 65:5 <b>hardscape</b> 31:1 <b>hat</b> 137:22,23 <b>hate</b> 73:16 <b>head</b> 38:7 <b>heading</b> 36:1 42:10 <b>health</b> 25:19,23 <b>healthy</b> 61:14	<b>hear</b> 22:21 43:16 56:11 89:17 94:25 99:13 146:6 151:17 156:14 162:22 <b>heard</b> 16:21,22 24:6 25:10,11 25:20 26:5,23 43:4 64:16 69:16 70:17,18 70:19 71:4,25 122:23 123:24 165:17 175:3 <b>hearing</b> 5:19 6:9 16:21 17:17 31:18 45:7,16 71:5,13 121:13 <b>hearings</b> 31:16 <b>hearing-officer</b> 6:9 <b>heart</b> 24:4,15 64:1 <b>heat</b> 10:17,17 <b>height</b> 8:8 14:12 36:6 <b>Heights</b> 64:21 <b>held</b> 6:9 161:20 166:22,24 171:22 178:2 196:14 <b>HELD-BIEHL</b> 1:23 2:20 206:23 <b>hell</b> 192:5,8 <b>Hello</b> 55:14,15 56:22 58:16 60:2 64:18,19 <b>help</b> 20:4 46:19 67:7 79:6 87:11 144:22 186:22 188:8 201:24 <b>helped</b> 66:5 <b>helpful</b> 105:12 106:6 108:24 112:1 124:8 134:3 162:2	164:13 <b>helps</b> 131:13 <b>Henry</b> 3:17 5:6 31:25 67:25 71:8 74:21 <b>Hey</b> 59:2 <b>Hi</b> 46:6 47:7 50:2 51:6 56:23 60:23,24 61:23 65:23,25 66:20,22 83:14 89:12 137:7 <b>hidden</b> 29:10,25 <b>hiding</b> 117:4 <b>highest</b> 18:24,24 <b>highlight</b> 57:13 57:13 <b>hire</b> 21:6 25:11 50:14 51:18 <b>hiring</b> 26:6 197:22 <b>historic</b> 16:24 28:15 34:16,23 39:23 40:6 51:21,22 95:8 95:9,18 131:15 179:20,21 <b>historically</b> 173:25 <b>history</b> 51:25 57:18 93:19 95:2 96:10 <b>hit</b> 106:20 <b>hockey</b> 32:12 <b>Hold</b> 68:8 161:10,10 202:19,19,20 <b>holding</b> 178:9 <b>holiday</b> 147:12 <b>holistically</b> 146:2 <b>Hollywood</b> 38:3 38:4 <b>home</b> 22:6 72:12 73:11 <b>hometown</b> 20:20 <b>honest</b> 65:16	163:23 <b>honestly</b> 133:9 <b>honor</b> 95:16 <b>Honorable</b> 60:2 60:3 62:21 63:15 <b>hope</b> 46:18 47:2 52:10 55:5 77:19 <b>hopefully</b> 51:24 60:8,20 125:25 <b>horseshoe</b> 71:20 <b>hospitality</b> 22:1 26:8 32:21 65:4,14 96:23 98:18,25 110:16 <b>host</b> 8:2 73:10 73:15 74:7 89:24 159:21 195:6,8,24 <b>hosting</b> 80:12 122:1 <b>hotel</b> 163:4 <b>hour</b> 18:10 68:24 103:10 176:2 <b>hours</b> 12:10 67:1 103:11 125:18 127:23 127:24 128:8 129:7 130:24 150:5,22 154:3 154:6,8,9 155:1,2,9,14 155:23 157:12 157:16 158:4 158:18,19 159:10,22 161:21 167:1,8 167:10 171:4 171:23 177:11 177:23 178:4 179:5 185:17 196:10,11,15 199:7 <b>house</b> 25:5 149:22
--	--	---	---	---



<b>housed</b> 19:21 22:2	<b>II</b> 3:18	89:21 91:21	12:5,11	<b>intending</b> 125:20
<b>housing</b> 173:23 174:3	<b>illumination</b> 12:10 151:23 152:4 184:13	93:5 96:8 99:16,21 112:21 123:17 134:18 150:4 156:12 164:15 182:12	<b>incorporating</b> 78:13	<b>intent</b> 126:25 127:3,21 132:7 132:8 133:20 139:15 140:8 160:6 174:13
<b>huge</b> 61:7 132:25 173:10 173:21	<b>image</b> 10:12 15:18 39:19,20 39:20 41:11,15 42:12 104:14 144:17 203:23	<b>impose</b> 44:19 140:4	<b>increased</b> 57:9	<b>intention</b> 24:2 24:10 101:22
<b>hugging</b> 117:10	<b>imagine</b> 45:7 104:5	<b>imposed</b> 140:3	<b>increases</b> 61:14	<b>interact</b> 25:1
<b>huh</b> 124:6	<b>immediately</b> 81:25 188:15	<b>improve</b> 25:23 40:2 57:15 60:17 76:4	<b>increasingly</b> 65:5	<b>interactive</b> 137:9
<b>human-scale</b> 30:6	<b>immigrant</b> 60:10,11	<b>improved</b> 131:16	<b>incredibly</b> 27:1 188:16	<b>interest</b> 34:25 146:25 153:15
<b>humor</b> 191:24	<b>impact</b> 6:5 24:8 34:7,16,20 49:19 50:15 63:2 131:15 146:19 164:8 186:22 189:14 189:14 194:1	<b>improvement</b> 101:19	<b>incurred</b> 197:21	<b>interested</b> 89:23 141:17 206:15
<b>hundred</b> 150:2 172:12 174:20	<b>impacted</b> 93:8 149:25 188:16 200:18	<b>improvements</b> 26:3 78:16 79:4,7	<b>indicated</b> 6:18	<b>interesting</b> 141:3 156:13 179:7
<b>hundreds</b> 20:17	<b>impacting</b> 165:19	<b>improving</b> 25:12 28:16	<b>individual</b> 109:3 111:9	<b>interior</b> 12:21 38:10,11,16 39:4,8 41:18 44:14,16,17,20 44:20,22,23 102:1,19 198:9
<b>I</b>	<b>impacts</b> 16:12 16:16,20,23 17:1 47:17 48:23 51:16 54:20 184:7	<b>inboard</b> 103:18	<b>infill</b> 17:10	<b>interior-facing</b> 126:3
<b>IBEW</b> 46:9,17	<b>implications</b> 173:1	<b>inch</b> 20:13	<b>infiltration</b> 87:12,21	<b>intermediate</b> 118:3
<b>ID</b> 15:8 138:4	<b>importance</b> 33:4 53:15	<b>inclined</b> 157:8 183:15	<b>influence</b> 62:25	<b>international</b> 50:5 195:17
<b>idea</b> 41:23 58:24 59:18 92:1 97:8 122:21 186:21 187:18	<b>important</b> 23:21 27:15,22 28:6 30:12 32:13 38:9 39:22 40:5 41:20 48:1 51:3 55:6 56:14 60:11 62:9 69:14	<b>improving</b> 25:12 28:16	<b>information</b> 5:15 9:16 12:20 137:14 137:14	<b>internationally</b> 17:20
<b>ideal</b> 26:24		<b>inboard</b> 103:18	<b>infrastructure</b> 25:12,23	<b>interpretive</b> 51:21 95:8
<b>ideas</b> 54:19 186:22		<b>inch</b> 20:13	<b>initiated</b> 32:1	<b>intersection</b> 6:17 134:14
<b>identification</b> 12:21,24 133:8		<b>inclined</b> 157:8 183:15	<b>inside</b> 102:2,3 125:16	<b>interspersed</b> 136:4
<b>identified</b> 15:24 16:12 133:22		<b>include</b> 5:14 7:10 8:11 9:19 11:4 47:14 117:18	<b>install</b> 44:12	<b>intervals</b> 36:7
<b>identifier</b> 151:10		<b>included</b> 39:24 43:10 44:3 146:15 204:1	<b>instance</b> 64:2 117:19 125:15	<b>intimate</b> 24:17
<b>identifies</b> 11:7		<b>includes</b> 11:9 13:4 32:2 44:5	<b>institution</b> 97:14	<b>introduce</b> 5:4 59:25
<b>identity</b> 13:25 14:2,11,14,15 35:19 36:18 37:6 56:14 109:14 111:7 111:10,11 135:7,14,16 136:6,11,18,19 137:6 138:10 139:11,18 147:22,24,25 148:1,12 150:9		<b>including</b> 19:18 23:20 31:21 33:10 102:12 181:9	<b>institutions</b> 94:4	<b>introducing</b> 29:18 30:7,25 31:4,9
<b>ID.01</b> 135:13		<b>inconsistent</b> 113:22	<b>insurance</b> 98:24	<b>inventory</b> 187:13
<b>ID.03</b> 109:14 136:21,22		<b>incorporated</b> 36:10	<b>integrated</b> 32:10 135:23	
		<b>incorporates</b>	<b>integrating</b> 30:10	
			<b>integration</b> 30:21	
			<b>integrity</b> 28:15	
			<b>intend</b> 127:9	
			<b>intended</b> 39:13 39:14 42:17 43:17 118:13 137:15 139:18 148:20,22 149:8,9	

<b>invest</b> 63:23	<b>Jim</b> 164:23	202:24 203:17	56:16 59:23	57:11 59:19
<b>investing</b> 21:25	<b>job</b> 1:25 50:23	204:2,5,17,18	60:6,9,11,16	63:16 64:2
<b>investment</b>	55:11 56:8	<b>keep</b> 52:18 91:6	60:17,18 62:17	65:8,13,21
19:12 20:25	81:11,17	99:19 105:3	63:24 67:2,6	66:3,23 67:4,7
24:8 25:21	180:23	111:25 159:25	69:14 73:23	77:24 92:1
32:5 47:25	<b>jobs</b> 21:4,13	169:3 182:17	75:8 78:11	96:22 97:1,10
63:22 187:6	24:9 25:10	198:17 199:23	80:20,22 81:3	97:14,20
<b>investments</b>	26:1 46:15,15	<b>keeping</b> 57:1	81:8 85:4	120:15 123:1
50:12	47:16,20 50:18	184:18 189:9	86:17 87:2,2	163:2,10 183:9
<b>invite</b> 32:17	50:18,21 57:6	199:3	88:15,22 91:3	186:23 187:8
<b>inviting</b> 27:14	57:8 62:12	<b>Keith</b> 58:12,16	92:6,10,19	188:9 190:23
28:5	66:11 92:13	<b>Kennedy</b> 95:20	93:4 95:2	190:24 194:2
<b>involvement</b>	187:7	<b>key</b> 25:7 30:9	97:16,18 98:23	201:14
61:16	<b>Joel</b> 58:12 60:3	46:20 54:12	98:24 100:19	<b>labeled</b> 133:9
<b>involves</b> 165:1,4	<b>John</b> 3:9 95:20	164:16 185:19	102:12,12,23	138:20
<b>ironically</b> 45:8	128:14 152:9	<b>kick</b> 4:12 20:13	103:10 108:25	<b>Labor</b> 24:10
<b>irrespective</b>	163:9,18	106:4	109:9 113:24	26:6
172:14	172:20 185:18	<b>kicking</b> 106:1	114:21 116:6	<b>lacrosse</b> 53:12
<b>irrigation</b> 10:16	201:12,13	<b>kid</b> 66:5	116:15 126:6	<b>ladies</b> 162:4
<b>island</b> 10:17	<b>Johnson</b> 23:21	<b>kids</b> 20:18 25:16	127:3 128:21	199:4
<b>islands</b> 87:4,8	<b>join</b> 48:3 49:25	62:13 66:8	129:11 130:8	<b>LAFC</b> 8:20 9:14
87:14,17 196:2	54:1 59:22	<b>killing</b> 199:21	130:22 134:2	9:17 43:6
<b>issuance</b> 197:1	61:21 83:25	<b>kind</b> 29:19 54:6	139:9 141:24	46:13 51:17,20
<b>issue</b> 4:9 16:23	<b>joining</b> 53:6	56:3 59:5,7	148:25 149:1	55:19 56:5
54:12 79:10	<b>joking</b> 86:8	75:18 92:12,25	151:24 155:7	57:3 60:6 62:5
88:6 92:18	<b>Jonathan</b> 26:11	92:25 100:20	155:13 156:21	63:2,22,25
113:25 128:25	26:15 41:11,14	118:3 121:21	158:22 160:19	64:25 65:3
129:6 182:25	85:13 90:19	137:12 138:16	164:1,8,11,14	66:3 67:6
<b>issued</b> 198:5	103:15 137:4,7	138:22 141:3,5	166:7 177:19	74:10 80:11
<b>issues</b> 5:18	<b>Jose</b> 46:4	142:9 151:14	183:13,16	85:18 86:23
16:22,22 49:21	<b>journey</b> 177:3	151:15 179:7	184:4,8,13	89:1 93:10
54:13,19 72:5	<b>Jr</b> 42:2,8,18	189:9	185:20 186:7,8	95:6,7,25 97:8
78:9,13 82:25	149:5	<b>King</b> 6:18 10:5	187:24 189:5	104:17 107:7
83:4,6,15	<b>jumbotron</b> 98:5	14:21 42:2,8	190:9 201:21	119:15 122:12
85:16 98:10	98:5 125:6	42:18 134:15	<b>known</b> 67:5	139:18,19
104:22 112:2	132:18,19	149:5	<b>knows</b> 82:19	<b>LAFC's</b> 51:13
118:5	154:3 156:16	<b>Kings</b> 88:12	<b>Korean</b> 94:20	<b>LAFC-site-only</b>
<b>item</b> 18:8 45:18	156:22 157:2	<b>kitchens</b> 97:5	96:11,13	123:11
67:13 186:15	157:14 159:2	<b>kittens</b> 108:20	<b>Krahe</b> 46:3 49:1	<b>laid</b> 19:19
<b>items</b> 122:13	<b>June</b> 5:20	<b>know</b> 20:15	49:7,9,10,10	123:23
<b>IX</b> 88:8	<b>jurisdictions</b>	24:19 33:20	49:14	<b>Lakers</b> 88:13
<hr/>	183:8	34:18 35:6,18	<hr/>	<b>land</b> 4:25 7:9
<b>J</b>	<hr/>	36:22,23 38:3	<b>L</b>	91:19 112:16
<b>James</b> 3:18 68:9	<b>K</b>	38:10,18,21,24	<b>LA</b> 17:7 19:9,10	<b>landscape</b> 10:12
202:11,12	<b>K</b> 3:18	39:2,5,5 41:15	20:9,11 33:7	27:12 30:23,25
204:7	<b>Katz</b> 3:10 91:9	45:6,7 48:18	33:12 46:16,19	31:1 84:1
<b>Jasmine</b> 56:20	192:1,2,8	52:4,6,10 53:4	47:10,12 51:22	88:18
58:6,10	201:18,19	54:10,18 55:10	51:23 54:5	<b>landscaping</b>

10:15 17:12 78:10 <b>lane</b> 8:24 11:18 27:20 28:16,17 29:8,14,23 30:1 32:14,19 39:18,21 40:1 40:7,12,13,25 98:11 99:15 103:8 104:2 105:10,11,25 106:12 107:20 108:9,12,14 110:1 116:15 116:18 131:12 132:7,15 136:14 148:25 150:6 152:7,20 167:24 168:20 170:21 176:19 177:7 178:9,17 179:1,7 199:13 <b>lanes</b> 77:17 <b>language</b> 45:2 72:7,20 74:25 140:8,15 191:19,19 196:23 <b>LAPD</b> 82:24 <b>large</b> 41:15 74:2 87:8 111:13,17 148:18 159:24 163:4 <b>larger</b> 78:7 169:3 <b>largest</b> 151:10 <b>lastly</b> 43:24 <b>late</b> 128:23 129:12 130:14 130:21 187:20 <b>latest</b> 154:18 <b>Latham</b> 23:7 35:3 166:12 168:10 <b>Laurie</b> 1:23 2:20 52:20 53:1 129:14 206:23 <b>law</b> 82:24	<b>lawfully</b> 197:6 <b>lawn</b> 98:11 <b>LAX</b> 55:22 <b>laying</b> 122:25 <b>LA's</b> 19:21 122:4 <b>LA/Orange</b> 54:25 <b>lead</b> 6:4 <b>leaders</b> 66:12 <b>League</b> 8:3 73:11,15,17 74:14 90:6 <b>learning</b> 92:2 <b>lease</b> 31:23 <b>leases</b> 93:14 <b>leave</b> 24:12 54:18 167:23 170:1 <b>LED</b> 12:23 <b>LEED</b> 31:3 <b>LEED-certified</b> 21:25 59:3 <b>left</b> 28:25 29:7 34:19 36:5 45:20 58:10 108:3 131:18 <b>left-hand</b> 42:11 <b>legendary</b> 57:18 <b>legitimate</b> 183:14 <b>legitimately</b> 162:15 <b>Lehrer</b> 27:13 83:25 84:3,16 84:21,25 85:3 85:9 90:17,18 <b>length</b> 196:25 <b>letter</b> 40:9 67:24 69:4,7 72:6 73:2 110:12,12 158:17 161:14 166:12,14 177:11 <b>letters</b> 17:2 67:19 68:12,23 128:4 <b>let's</b> 13:21 22:6	22:21 34:17 55:11 94:21 99:18 104:10 105:2 119:12 119:12,15 121:2 123:25 123:25 128:18 132:12 140:9 140:11 147:11 152:23 163:14 163:23 176:19 192:9 201:1 <b>level</b> 8:5,6,8 103:21 138:19 151:21,22 152:2,3 153:17 196:18 <b>levels</b> 18:24 <b>leveraged</b> 112:8 <b>LF</b> 66:3 <b>lifelong</b> 58:23 <b>light</b> 58:20,25 77:13 129:4 146:17 149:19 162:12 196:18 <b>Lightening</b> 90:12 <b>lighting</b> 25:13 48:16,20,20,24 49:1,11,14,18 146:13,14,19 149:24 156:20 162:11,11,11 162:12 <b>lights</b> 161:8 180:2 <b>likes</b> 84:12 <b>limit</b> 44:2 76:19 114:17,23 123:18 197:25 <b>limitation</b> 114:4 <b>limitations</b> 12:9 <b>limited</b> 122:18 122:19 139:24 163:13 183:2 189:22 <b>limits</b> 33:9 <b>line</b> 27:4,5 34:9	39:25 41:5,12 50:1 59:22 61:22 182:13 <b>lines</b> 10:7,9 100:10 174:5 <b>linger</b> 129:2 <b>link</b> 27:17,23 <b>Lisa</b> 3:16 202:1 202:4 <b>list</b> 106:21 140:10 <b>listed</b> 109:3 <b>listen</b> 193:4 <b>listening</b> 202:21 <b>lit</b> 149:22 156:5 156:16,20,20 <b>literally</b> 72:13 <b>little</b> 18:6 25:10 26:17,23 34:1 34:18 35:4 64:4 67:20 73:13 75:25 77:13 92:20 100:9 112:5 133:19 135:12 143:15 149:23 164:4 178:25 184:1 189:1 199:22 <b>live</b> 21:1,2 33:7 33:12,24 47:24 87:9 120:15 163:10 182:14 187:8 <b>lived</b> 149:20 <b>lives</b> 66:8 95:16 <b>Live-type</b> 163:2 <b>local</b> 19:25 20:18 21:6 23:20 25:11,12 25:25,25,25 26:6 28:2 46:9 46:15,17 47:23 50:13,14,22 51:18 64:20,23 64:23 66:1 <b>locals</b> 58:3 <b>local-hiring</b>	92:13 <b>locate</b> 78:21 <b>located</b> 4:10 6:14,20 7:1 9:2 9:3 10:2,4 11:17,23,24 12:16 13:5,25 14:6 15:1 24:7 41:3,25 45:19 110:8 134:14 <b>locating</b> 197:21 <b>location</b> 14:13 43:6 61:12 91:20 95:24 118:22 120:11 163:7 <b>locations</b> 12:9 103:23 <b>logo</b> 133:17 <b>LoGRANDE</b> 3:15 <b>long</b> 4:21 64:5 119:6 129:4 143:19 169:1 202:9 <b>longer</b> 43:10 168:19 <b>longevity</b> 87:5 <b>long-time</b> 53:5 <b>look</b> 13:1 15:16 15:21 36:25 38:9 57:2 68:23 79:3 85:10 96:9 110:4,5 113:12 131:17 146:2 177:18 200:1,2 <b>looked</b> 48:21 77:24 78:1 144:3 <b>looking</b> 15:13,19 29:13,17,21,22 30:2,14 31:2,3 31:8 35:15,25 36:15,17 40:15 41:7 104:2 106:15 123:7 134:4,7 145:24
---	--	---	--	---

147:13	<b>loudly</b> 48:11	36:13 41:23	<b>marketing</b>	<b>measures</b> 21:23
<b>looks</b> 56:1 87:20	49:13	98:5 103:19	33:11 38:1	31:5
145:1,4 150:10	<b>love</b> 23:23 25:16	<b>maintain</b> 28:10	138:4,11	<b>media</b> 60:5
<b>loop</b> 131:10	59:21 63:20,21	39:25	139:25	80:22
<b>Los</b> 1:1,6,14 2:1	89:9 90:5	<b>maintained</b> 41:6	<b>married</b> 100:17	<b>media-maker</b>
2:6,19 3:3 4:1	94:24,25	41:12 203:15	<b>Marshal</b> 55:17	60:4,9
5:9,23 6:15,23	<b>low-value</b>	203:18	<b>martial</b> 63:10,18	<b>meet</b> 122:5,25
6:24 7:22	188:17	<b>maintaining</b>	<b>Martin</b> 6:17	141:7 174:5
17:19 23:17,21	<b>lunch</b> 46:7	28:8 40:6	10:5 14:21	<b>meeting</b> 4:15
24:5,15 33:5	<b>Luther</b> 6:17	<b>major</b> 5:7 8:2	42:2,8,18	70:11 146:14
46:10 47:25	10:5 14:21	42:14,19 73:10	134:15 149:5	<b>member</b> 52:5
50:6,9,12,20	42:2,8,18	73:15,17 74:11	<b>massive</b> 107:22	62:22 63:17
51:1,10 53:6	134:15 149:5	74:14,15,16	<b>master</b> 78:8	81:13 90:13
55:21 56:24		163:6 185:15	79:3,5	<b>members</b> 38:17
58:17 61:4	<b>M</b>	<b>majority</b> 28:8	<b>match</b> 59:2	46:11 63:15
62:2 65:7 66:9	<b>M</b> 3:6	<b>making</b> 22:4	<b>materials</b> 29:16	64:8 69:25
67:18 68:5	<b>machine</b> 206:11	77:16 92:10	29:19 30:8,22	<b>memorial</b> 1:6
78:21 87:11	<b>Mack</b> 3:9 75:18	110:14 145:19	48:19	2:6 6:23 7:22
89:13,18 91:14	82:19 91:11	153:15 164:15	<b>Matheus</b> 64:12	51:11,22 52:2
91:25 162:13	94:11 100:1,2	184:19	64:19,20 65:22	71:24 94:19,22
197:8,8	100:8,21,24	<b>manage</b> 104:4	<b>matter</b> 21:19	95:14 194:2
<b>lost</b> 164:17	124:6 128:12	<b>Management</b>	35:14 119:2	201:7
<b>lot</b> 7:18 8:20	128:14,15,20	32:21 81:10	<b>matters</b> 120:9	<b>memories</b> 58:18
9:14,17 11:22	129:9 130:1	98:18 110:17	<b>maximum</b> 8:7	<b>men</b> 21:12 47:23
28:7,21 34:11	131:6 152:11	114:13	72:8,9	55:1
34:19 40:4	152:15 158:12	<b>manager</b> 62:2	<b>ma'am</b> 62:18	<b>mention</b> 17:16
46:15 51:25	158:19,22,25	98:21	<b>mean</b> 38:2 39:6	43:24 57:12
54:10,14 57:21	161:9 163:8,9	<b>Mandelay</b> 24:1	41:21 69:13	71:25 78:6
65:1,11 70:24	163:13 172:20	<b>Manella</b> 64:15	73:22 80:25,25	82:18 108:13
76:8,10,20	172:21,24	67:17,17,24	81:2,3,7,11	<b>mentioned</b>
77:15,20 79:16	173:4 174:24	68:13,16,21,25	84:22 101:14	15:22 30:3,11
81:25 82:4,5	176:5,13	69:3,11,17	107:14 115:22	31:7,25 36:19
83:17,23 84:7	181:21,22	<b>manner</b> 122:7	120:1,18	37:5 44:14
85:18 86:10,23	182:8,9 183:11	<b>Manny</b> 48:3	126:24 128:10	55:8 65:3
87:9,15,22,25	183:23 184:4	49:24 50:4	128:20,21	110:17 115:3
100:17 104:16	184:16 186:4	<b>man's</b> 71:7	129:9,11 141:3	118:18 126:4
123:24 124:11	188:21,22	<b>map</b> 13:1,3	141:23 144:4	127:18 134:25
134:19 145:22	193:14,19	106:16 183:20	145:18 153:13	168:18 169:13
147:20 148:18	199:5,8,11	<b>march</b> 20:18	156:13,23	192:16
151:20 171:16	201:3,12,12,13	99:18	158:22 161:2	<b>mentioning</b> 29:6
171:17 172:11	201:15 204:12	<b>marches</b> 98:11	163:1 164:25	<b>menu</b> 181:9
173:11,21,24	204:13	99:17	186:21 188:24	<b>men's</b> 90:15
187:4 195:20	<b>madness</b> 22:18	<b>Marie</b> 64:14	189:12,12	<b>message</b> 12:23
196:2,5	<b>magic</b> 23:21	66:23	<b>meaning</b> 57:21	117:25 118:1
<b>lots</b> 7:17 11:21	123:22	<b>marinate</b> 118:4	<b>meaningful</b>	120:19 137:9
42:7 76:5 81:7	<b>magnitude</b>	122:21 124:2,6	60:12	139:8
84:13 87:3,6	57:24	<b>marinating</b>	<b>measurable</b>	<b>messages</b> 117:16
94:2,22 123:13	<b>main</b> 35:20	124:3,5	19:7	139:12

<b>messaging</b> 137:14	24:7,9 25:24 26:2,10 47:15 47:19,21 50:11 55:7 94:10 120:5 189:18 191:1 197:18 198:2,13	<b>MLB</b> 159:19 <b>MLK</b> 84:18,21 146:4 149:9,17 170:13,22 172:12 173:21 175:25 176:12 176:13 185:16 195:25 196:11 199:18	142:21,24 143:3,5,9,16 143:20 144:7 144:11,16,19 145:1,12 146:8 147:16 148:22 150:11,13,17 150:25 151:2 152:21,23 153:2,6 168:6 168:8,9,10,12 168:17,23 202:15 203:2,4 203:8,11,21 204:6	43:20 <b>multiuse</b> 16:1,9 <b>museum</b> 8:12 9:4 17:5 20:7 57:19 93:19,23 94:24 149:3 201:6 <b>museums</b> 7:10 20:8 31:20 57:23 72:16 93:2,16,17 <b>music</b> 126:8 <b>mysterious</b> 71:6
<b>method</b> 22:17 <b>methodology</b> 49:21 <b>Metro</b> 10:11 80:25 <b>Metrolink</b> 10:1 <b>metropolitan</b> 163:7 <b>Mia</b> 23:22 27:13 83:25 88:20,23 89:11,20 90:17 90:18 <b>mic</b> 46:2 49:13 56:11 89:14 202:13 <b>Michael</b> 3:14,15 64:15 67:17 105:13 117:4 140:16 159:13 191:4 192:18 <b>micromanaging</b> 185:25 <b>microphone</b> 48:10 <b>middle</b> 199:3 <b>middle-class</b> 46:15 <b>midnight</b> 128:6 129:19 130:5 130:23 154:8 154:19 155:15 156:3 157:12 157:24,25 158:14,18 159:10 160:23 161:18,21 166:25 167:13 <b>migrant</b> 59:14 <b>mile</b> 96:24 <b>Miller</b> 52:21 54:24,24 <b>million</b> 20:1	<b>millions</b> 19:24 <b>Millman</b> 3:7 83:4,6,7 155:22 156:8 156:25 157:18 158:2 183:18 183:24 184:10 200:6,7,9 204:19,20 <b>mind</b> 103:2 116:4 130:4 131:17 148:18 149:15 166:4 185:1 188:6 200:25 <b>minority</b> 26:7 <b>minute</b> 4:7,11 43:25 60:1 67:21,23 68:19 69:2 <b>minutes</b> 4:23,25 13:18,20 22:24 23:4 35:9,10 40:18,19,24 67:3 70:12 202:14 <b>missed</b> 144:7 <b>missing</b> 84:7 85:24 195:25 <b>mistaken</b> 107:2 133:16 193:3 <b>misunderstood</b> 193:11 <b>mitigated</b> 113:20 <b>mitigates</b> 51:15 <b>mitigation</b> 10:17 194:5 <b>mix</b> 30:25 35:17 35:18 75:24 <b>mixed</b> 133:10	<b>Monday</b> 195:7,9 <b>modern</b> 78:11 <b>modifications</b> 32:15 <b>modified</b> 16:4 <b>moment</b> 4:18 118:4 147:10 177:19 200:2 201:17 <b>Monday</b> 40:10 <b>Monday's</b> 110:12 <b>money</b> 55:11 92:10 112:6 165:11 188:8 <b>moneymakers</b> 200:15 <b>Monitoring</b> 194:5 <b>montage</b> 29:3 101:10 <b>Moore</b> 32:17 35:2,2,12,15 37:4,8,12,15 37:25 40:21,25 81:5,17 97:21 104:12 108:6 108:18,22 109:1,6,13,21 109:24 110:25 111:5 116:8,10 116:12,16 123:8,16 125:8 125:12 131:20 131:25 133:6 133:24 134:4,7 134:10,13 136:17,22 137:1,4 142:18	142:21,24 143:3,5,9,16 143:20 144:7 144:11,16,19 145:1,12 146:8 147:16 148:22 150:11,13,17 150:25 151:2 152:21,23 153:2,6 168:6 168:8,9,10,12 168:17,23 202:15 203:2,4 203:8,11,21 204:6 <b>morale</b> 67:7 <b>morals</b> 65:1 <b>morning</b> 20:15 58:15 <b>motion</b> 5:25 167:18 186:24 189:17 191:17 191:23 192:3 194:16 195:3 199:3 200:4 201:15 202:2 203:11 205:1 <b>motions</b> 5:21 <b>motorists</b> 39:14 <b>move</b> 21:14 35:1 40:21 61:4,17 108:11 112:20 123:25 133:21 135:8 147:16 176:19 192:19 <b>moved</b> 32:3 40:10,12 58:22 59:14 136:13 168:19 <b>movement</b> 131:11 <b>moves</b> 22:4 <b>movie</b> 126:7 <b>moving</b> 46:23 134:24 137:16 <b>multifamily</b> 7:15,20 <b>multiple</b> 25:6	<b>named</b> 117:22 <b>names</b> 17:8 52:17 62:19 185:23 <b>naming</b> 133:4 <b>narrow</b> 122:5 144:5,10 <b>national</b> 89:23 90:2,5 <b>natural</b> 24:17 29:11 93:19 <b>nature</b> 95:9 165:19 179:22 <b>NCAA</b> 53:11,12 <b>NDA</b> 74:18,21 <b>near</b> 6:16 87:22 142:4 <b>nearly</b> 50:16 <b>necessarily</b>
<b>N</b>				

113:6	<b>new</b> 5:24 6:2	<b>Non-profit</b>	78:3,4 84:11	140:1 190:20
<b>necessary</b> 113:5	7:23 11:13,17	132:14	87:17,19,24	190:22 197:1,5
118:19 165:6	19:1,1,22,22	<b>non-profits</b>	94:10 108:16	197:7,13 198:4
184:25	20:19 26:22	132:6 178:9	108:17,19	<b>off-premise</b>
<b>need</b> 4:21 5:1	29:25 38:4	<b>non-related</b>	<b>numbers</b> 164:12	12:12
13:18,22 26:4	47:14,16,17,18	77:2	<b>number-one</b>	<b>oh</b> 75:2,19 90:16
35:4 43:23	47:19 53:13	<b>non-signage</b>	66:16	121:3 125:9
46:16 59:7	55:3 57:1,8	91:7,10,11		134:12 138:6
60:12,13,13	72:7 109:22	94:13 99:24	<b>O</b>	166:23 167:11
98:25 100:14	190:18,18	101:4	<b>objectionable</b>	170:20 181:23
102:7 105:2	197:13 198:5	<b>non-signage-r...</b>	142:4	199:1,20
113:11,18	<b>nexus</b> 190:12	72:23	<b>obligation</b> 82:22	204:14
117:2 118:6,10	<b>nice</b> 46:7 84:24	<b>non-union</b> 47:16	197:17 198:4	<b>okay</b> 35:13 37:4
122:25 123:5	90:21 91:4	<b>noon</b> 20:15	<b>obviously</b> 48:15	40:20,21,23
145:17 159:15	98:8	<b>normal</b> 149:1	85:5	49:8 58:10
160:4,6 161:19	<b>night</b> 20:16	191:10	<b>occasion</b> 113:15	67:15 68:17
162:7,13 175:2	55:21 56:1	<b>normally</b> 81:24	<b>occasionally</b>	69:3,12 75:17
175:21 182:17	129:10,17	<b>north</b> 7:6,10	85:5 141:7	76:1 80:10,16
183:3 188:5	130:22 180:1,8	10:3 14:17	<b>occur</b> 36:4	83:9 84:5,16
201:5	180:10	15:17 17:4	115:11	84:19 85:11
<b>needed</b> 55:20	<b>nightmare</b>	30:14 38:7	<b>occurring</b> 119:5	86:18,22 87:3
57:7	98:13	39:17 42:10	119:7,10	87:22 88:5
<b>needing</b> 28:11	<b>nights</b> 131:4	55:17 68:1	<b>occurs</b> 20:15	90:3 96:3
<b>needs</b> 22:5 55:11	150:7	69:5 107:19	83:1	105:22,24
59:6 141:12	<b>Nike</b> 117:19	111:23 153:4,5	<b>October</b> 6:10	106:10 108:2,6
155:19	<b>Ninth</b> 18:23	170:19	16:21	108:18 109:23
<b>needy</b> 64:25	19:1	<b>northeast</b> 8:25	<b>offensive</b> 157:14	111:1,2 119:6
<b>negative</b> 67:6	<b>Nomar</b> 23:22	27:6 30:2	<b>offer</b> 175:11	120:3,20 121:3
189:14,14	<b>nomination</b>	36:14 38:13	185:21	123:21 124:14
<b>negotiate</b> 104:6	16:24 95:21	39:1 108:8	<b>offered</b> 153:9	125:13 126:13
197:23	<b>non</b> 154:24	116:20	182:1	130:19 131:8
<b>negotiated</b>	<b>nonprofit</b> 60:25	<b>northern</b> 32:20	<b>offering</b> 183:8	132:12,14,21
93:15,20	66:2,7	<b>northwest</b> 8:23	<b>office</b> 5:22 8:12	137:3 140:17
<b>negotiating</b>	<b>non-blinding</b>	28:20,23 29:8	17:3 18:25	140:23 141:19
96:18	152:3	111:12 116:19	19:6 20:23	142:17 143:4
<b>neighbor</b> 21:18	<b>non-commerc...</b>	<b>note</b> 88:13	32:22 81:9	145:15 146:8
93:11	117:8	134:18 138:16	98:20 99:2	149:12 150:13
<b>neighborhood</b>	<b>non-contiguous</b>	146:10 151:7	114:12 115:19	150:20 151:12
16:23 17:4,6	12:14	<b>noted</b> 40:9 41:5	121:5	151:14 152:16
25:2 68:1,15	<b>Non-Disturba...</b>	<b>notes</b> 152:6	<b>officer</b> 51:10	153:3,5,6,22
69:5,8 166:6	74:9	193:1,2 200:1	<b>official</b> 68:12	154:5,22
<b>neighborhoods</b>	<b>non-event</b> 32:24	200:2	<b>offsite</b> 12:25	155:16 157:9
68:3	97:5 171:25	<b>notion</b> 112:5,13	33:12 37:24	157:22 158:1
<b>neither</b> 206:14	178:14 179:2	<b>not-to-exceed</b>	117:16,25	158:21,25
<b>net</b> 34:6 47:17	<b>non-game</b> 150:7	191:11	118:24 119:22	161:25 163:5
<b>never</b> 23:11	154:4,7	<b>novelty</b> 9:6	119:24 121:10	167:14,22,25
106:18 128:9	<b>Non-Major-L...</b>	<b>number</b> 9:10	122:1 139:7,12	168:24 170:12
160:22	79:14	44:3 77:25	139:17,21,22	170:18,21,22

175:17 176:17 177:17,22 180:14 181:7 181:24 184:17 185:2,10 186:11 191:14 192:20 199:12 201:7,16 202:3 202:6 203:1,2 <b>old</b> 20:12 111:6 <b>Olympic</b> 114:9 115:8 121:25 122:1,2 <b>Olympics</b> 115:11 123:1 195:14,15,17 <b>once</b> 22:15 <b>ones</b> 15:5 33:15 37:21 85:17 98:21 126:21 171:9 182:16 182:18,20 <b>one-fourth</b> 123:6 <b>one-time</b> 47:14 <b>one-year</b> 65:10 <b>ongoing</b> 201:9 <b>onsite</b> 28:4 37:23 86:20 118:1 119:4,5 119:7,11,22,24 120:2,19,25 121:9 135:7 138:4,11 139:7 <b>onsite-offsite</b> 120:17 <b>open</b> 6:25 7:9 20:16 25:5 26:3 30:5 38:22 45:16 57:10 65:15 71:13 78:19 79:16,20 89:9 101:23 115:2 130:21 140:19 154:7 161:5 <b>opened</b> 34:9 <b>opening</b> 43:6	<b>openings</b> 38:12 38:25 <b>open-air</b> 8:9 <b>open-for-busi...</b> 19:4 <b>operable</b> 196:9 <b>operate</b> 110:13 <b>operating</b> 12:10 79:24 155:1 197:16 <b>operation</b> 51:19 130:4 159:22 196:10 <b>operational</b> 79:15 <b>operations</b> 47:18 163:24 <b>opportunities</b> 27:2 60:14 62:12 66:12 <b>opportunity</b> 26:20 27:7 53:11 70:22 79:5 91:23 92:2,12 117:7 117:12 118:11 161:19 180:23 186:20 190:4 201:2 <b>opposed</b> 37:17 109:8 195:8 <b>optimistic</b> 72:1 <b>option</b> 16:8 <b>options</b> 15:25 65:7 <b>orange</b> 14:1,15 136:24 <b>order</b> 18:6 45:15 78:20 187:15 <b>ordinance</b> 5:12 5:13 6:2 12:1 13:1 77:23 109:2 114:22 138:3 187:9 190:16 <b>ordinances</b> 5:11 10:19 <b>organization</b>	61:2 66:2 81:18 <b>organized</b> 160:1 <b>original</b> 6:6 15:24 131:18 <b>originally</b> 128:2 131:14 <b>Osborne</b> 50:1 51:7,9 52:12 75:11 81:10,23 81:23 82:5,9 94:16 95:3,23 96:4,12 <b>Osborne's</b> 75:8 <b>OS-1XL</b> 7:8 <b>Outdoor</b> 12:11 33:3 120:13 139:23 183:1 <b>outlook</b> 64:1 <b>outreach</b> 50:24 <b>outs</b> 54:17 <b>outside</b> 77:24 101:15 102:2 161:5 196:9 <b>outweigh</b> 16:20 <b>overall</b> 10:12 26:19 106:16 112:2,9 113:24 151:19 152:4 198:10 <b>overkill</b> 201:10 <b>overlay</b> 7:3 <b>overlooking</b> 57:21 <b>Overriding</b> 16:18 194:6 <b>overrun</b> 188:24 188:25 <b>oversees</b> 81:14 <b>oversubscribed</b> 96:24 <b>overwhelming</b> 104:25 122:16 <b>owned</b> 34:12 <b>owner</b> 23:25 64:20 <b>owners</b> 23:18 89:11,20 165:2	165:3 <b>ownership</b> 30:13 <b>o'clock</b> 129:18 162:6 186:10 <hr/> <b>P</b> <hr/> <b>package</b> 123:6,7 134:3 152:21 189:7,22 <b>packet</b> 134:1,8 <b>page</b> 134:1,4,6 152:20 166:19 <b>pages</b> 2:16 72:13 <b>paid</b> 193:17 <b>pain</b> 199:22 <b>Painter</b> 54:4 <b>painters</b> 54:8 <b>panel</b> 62:21 141:1 <b>parades</b> 98:12 99:17 <b>parameters</b> 115:18 <b>parcels</b> 12:14 <b>pardon</b> 37:15 45:15 94:20 125:9 134:12 170:16 196:1 <b>parent</b> 90:11 <b>park</b> 6:21 9:13 9:24 10:1,2 11:3 13:15 16:24 17:3,18 18:21 20:5,8 20:18,18 26:3 26:22 27:18 31:15 32:10,21 32:23 41:22 50:10 57:16 64:3 68:3,3 78:7,7,14 79:2 79:6,7 80:19 81:6,7,9,9,22 81:25 82:21 92:17 93:11,12 94:2,4,9 98:20 110:16 114:7	114:11,12 115:10,19,20 134:23 149:2,6 149:10 156:1 156:22 179:18 <b>parked</b> 180:13 <b>parking</b> 7:18 8:20 9:11,13 9:14,15,17,19 9:21,21,23 11:11,21,22 26:24 34:4,10 34:11,12,14 42:7 72:17 76:5,8 77:12 78:9 79:12,13 80:18,19,22 81:6,6,18 83:23 84:7 85:18 86:10,23 87:3,9,14,18 87:22,25 92:18 92:21 93:5 94:1,1 104:15 123:13 134:19 147:20 148:18 171:17 172:11 173:11,21 195:20,23 196:2,4 <b>parks</b> 20:16 <b>Park's</b> 57:18 <b>part</b> 21:18 28:2 35:20 37:25 46:20 57:20 71:16,19 79:5 87:22 92:15 93:13 98:25 134:21 148:14 186:8 194:15 <b>partially</b> 37:8 38:20 <b>participant</b> 79:3 <b>participate</b> 93:6 96:1 <b>particular</b> 114:1 <b>particularly</b> 26:4 104:2
--	---	--	---	--

<b>particulars</b> 24:14	65:16 77:21 78:4 81:4 92:1 92:10,11 93:5 94:22 98:15 100:14,17 103:23 125:24 127:12 129:2,2 129:4,12 148:23 149:3 151:24 156:2,3 163:14 179:19 180:13 187:5	163:6,16 166:13,19 167:17,22 176:9,16,25 177:1,4 178:20 178:21,22,23 179:9,16 185:11,11 190:13,14 191:14 195:12 204:21,22	197:10 <b>physical</b> 61:15 <b>pick</b> 72:19 <b>picking</b> 130:10 <b>picture</b> 55:25 182:18 <b>pictures</b> 101:7 <b>pillar</b> 144:20 169:4,5,12,16 170:3,4,5,9 181:25 182:2,3 185:8 198:24 203:13,19	105:16 109:20 110:17 114:4,5 115:14,25 117:1 123:19 135:2 148:7 164:25 187:21 188:10 190:24 197:9 198:9
<b>parties</b> 197:19 206:16	<b>people's</b> 191:24	<b>Perlman's</b> 104:13	<b>pillars</b> 165:24 182:10 198:24	<b>planet</b> 24:21
<b>partner</b> 32:17	<b>perceived</b> 105:2	<b>permanent</b> 15:4 15:5 21:3 31:9	<b>Pina</b> 46:4 47:7	<b>planned</b> 86:21 87:25
<b>partners</b> 97:10	<b>percent</b> 9:18 21:6,6 25:11 34:15 50:13,14 76:17,19,23 77:6,18 90:24 195:11,19	<b>permeability</b> 87:5	<b>Pink</b> 99:18	<b>Planner</b> 202:11
<b>partnership</b> 97:10	<b>Perfect</b> 88:1	<b>permeable</b> 78:10 87:21 196:1,4,5	<b>pitch</b> 24:17	<b>planners</b> 56:7
<b>partnerships</b> 17:16 61:6	<b>perfectly</b> 187:14	<b>permission</b> 115:7	<b>PLA</b> 21:4	<b>planning</b> 1:2,3 2:2,3 3:3,15,16 3:17 4:15 5:8 5:21 17:21 45:12 46:13 63:16 70:11,17 70:22 71:8 82:23 115:1 160:25 166:4 193:18 196:24 197:12 202:12
<b>parts</b> 50:19 79:7	<b>perimeter</b> 101:16	<b>permissive</b> 151:8 183:16	<b>place</b> 24:17 57:14 62:11 77:20 87:11 95:18,24 100:18 110:15 110:15 122:7 126:6 127:15 163:2 206:9	<b>plans</b> 50:23 85:2 98:13 139:25 188:15 189:19
<b>party</b> 147:12	<b>period</b> 94:7 171:11 176:18	<b>permit</b> 6:12 11:8 33:18 197:1,10	<b>placed</b> 139:8	<b>plant</b> 10:16
<b>Pasadena</b> 90:10	<b>peristyle</b> 29:20 40:8	<b>permits</b> 198:4	<b>placeholder</b> 131:5	<b>planters</b> 87:6
<b>pass</b> 64:24 65:17 69:19,20	<b>Pearlman</b> 3:6 37:19,20 72:24 72:25 73:9,19 73:22,25 74:13 74:16,20,23 75:4,10 76:1,8 76:12,16 77:4 77:7,10,12 80:17 81:2 101:3,6,12,21 101:24 102:5 102:18 103:9 106:14 118:17 119:6,12,21 120:3,20 121:3 123:20 124:3,7 138:1,9 142:10 144:2,8,15,18 161:11,12 162:19,23	<b>permitted</b> 11:8 121:9 183:2 190:22 197:6,7	<b>places</b> 38:3	<b>planting</b> 30:16 30:24 84:6
<b>passive</b> 162:12		<b>person</b> 66:6,16 82:17 86:8 202:21	<b>plan</b> 5:12 6:1 7:2,4 10:13,20 10:23 11:7,15 12:6 13:3,3,10 13:12,13,16 17:23 19:20 21:24 26:19 32:1,22 33:11 38:1 42:21 44:1,4,21,24 51:14 53:19 78:8 79:3,6 82:7,11 83:16 83:17 84:6,10 84:24 98:18,25 100:9,9,12,12 102:10 103:22	<b>plants</b> 10:16
<b>path</b> 10:10		<b>personally</b> 124:11 149:25 151:5,9 180:25		<b>play</b> 53:12 66:13 88:14 90:1,6 90:10
<b>pathways</b> 10:8		<b>perspective</b> 22:12 38:5 91:19 94:25 95:1 156:14 166:4 182:25		<b>played</b> 24:18 91:24
<b>patrons</b> 42:6 72:17		<b>Peter</b> 23:25		<b>player</b> 137:22
<b>pause</b> 68:9		<b>petition</b> 17:8		<b>playing</b> 78:19 88:15,22 89:2 89:23 92:23 137:19,22
<b>pavement</b> 78:10		<b>phone</b> 73:3		<b>plays</b> 53:15
<b>pay</b> 94:1,1		<b>phones</b> 4:8		<b>plaza</b> 8:22,23 28:20 36:14 41:18,23 98:5 111:12 116:19 125:16
<b>paying</b> 120:10		<b>photo</b> 29:3 101:9		
<b>payments</b> 197:19		<b>photographic</b>		
<b>pedestrian</b> 10:10,10 17:13 30:18 38:19 145:9				
<b>pedestrians</b> 10:8 10:8,11				
<b>pedestrian-fri...</b> 27:14				
<b>Pedro</b> 58:12 60:3				
<b>penalties</b> 21:9				
<b>pencil</b> 54:14,16				
<b>penciling</b> 54:20				
<b>Penguins</b> 90:13				
<b>penmanship</b> 56:20				
<b>Penn</b> 23:9,11,14 23:16				
<b>people</b> 25:4 32:25 36:23,25 36:25 39:9,12 39:15 57:21				



<b>please</b> 4:7 5:4 45:20,25 46:4 48:3,10 49:25 52:22,22 54:1 59:22 61:21 67:16 71:1 84:4 134:11 169:10 196:22 196:25 202:5 202:13	<b>policy</b> 180:24 186:18 <b>pollution</b> 162:12 <b>poor</b> 190:5 <b>popular</b> 57:24 82:17 <b>popularity</b> 91:25 <b>porta-potty</b> 98:12 <b>portion</b> 8:17,19 9:3 100:5 116:18 172:22 173:10 <b>positive</b> 61:15 62:25 63:25 67:8 189:9 <b>possible</b> 51:16 95:10 <b>possibly</b> 38:16 <b>potential</b> 39:11 58:25 <b>potentialities</b> 195:22 <b>potentiality</b> 112:25 <b>potentially</b> 73:22 91:12 112:17 <b>poverty</b> 18:24 47:12 <b>power</b> 19:13 33:23 <b>practice</b> 52:6 <b>practices</b> 127:6 <b>practicing</b> 74:1 <b>pre</b> 109:19 <b>preclude</b> 85:8 <b>premier</b> 19:21 <b>preparation</b> 96:1 <b>prepare</b> 48:19 95:7 <b>prepared</b> 48:8 48:14 49:2,11 49:14 <b>present</b> 4:17 <b>presentation</b>	4:18,19,22 5:5 5:14 22:25 35:22 36:20 127:19 134:8 135:22 136:3 148:3 150:19 <b>presented</b> 70:18 <b>presently</b> 119:24 <b>preserve</b> 51:22 52:1 95:2,8,15 95:17 96:2 131:13 <b>preserving</b> 200:14 <b>president</b> 3:4,5 4:5,24 13:17 13:21 15:3,6,9 18:3,15,16 22:8,19 23:2,6 23:9,13,16 35:7,10,13 36:19,21 37:7 37:11,14,18 40:16,23 45:5 47:4 48:2,9 49:5,8,12,23 51:5,8 52:4,12 52:15,25 53:2 53:20,23,25 54:22 55:14 56:10,18 58:1 58:4 59:10,11 59:17,20 60:3 60:22 61:19,25 62:15 63:7,12 64:10 65:20,23 66:18,20 67:11 67:22 68:8,14 68:17,22 69:1 69:9,12,18 70:9 71:6,10 72:22 75:17,20 77:1,11 79:8 80:2,6,10,14 80:16,24 81:12 81:20,23 82:4 82:7,10,14	83:2,9,12,14 84:2,5,17,19 84:23 85:1,7 85:11,14,19,23 86:3,6,11,13 86:17,22 87:1 88:1,4,5,17,21 89:12,14,16,25 90:3 91:1 94:13,17 95:4 95:22 96:3,5 96:14 97:12,16 97:19,24 99:8 99:12 100:25 101:5 102:14 102:21 103:3 103:13 104:5 104:10,18 105:19,24 106:8,10,20,23 107:1,4,8,11 107:15 108:2 108:15,19,23 109:4,6,11,16 109:23 110:22 111:1,21 115:21 116:2,9 116:11,13,22 117:18 118:2 119:20 121:11 122:15,20 123:4,14,21 124:24 125:9 125:13 126:10 126:13,16,19 126:23 127:2 127:17 128:10 128:14,22 129:20 130:3 130:15 131:1,7 131:22 132:1 132:12,21 133:7,14,25 134:6,9,11 136:16,20,23 137:3,18,21 138:6,15 139:2 140:5,15,18,23	141:18,19 142:11,16,20 142:23,25 143:2,4,6,8,12 143:18,21,24 144:24 145:10 145:13,25 146:24 147:7 148:16 149:12 150:12,15,18 151:1,3 152:8 152:9,16,17,22 152:25 153:3,7 153:18,22,23 153:25 154:3,5 154:10,12,16 154:21 155:6 155:12,18 156:6,11 157:1 157:5,6,10,11 157:20,22,23 158:1,7,15,21 158:23 159:1,3 159:5,7,12,18 159:25 160:10 160:16,17,22 161:7,10,24 162:1,20 163:5 163:12 164:16 165:13 166:1 166:15,18,21 167:6,9,12,14 167:15,20,23 167:25 168:8 168:11,15,21 168:24 169:9 169:14,19,22 170:2,4,5,8,11 170:12,14,16 170:18 171:1,4 171:7,10,12,15 171:19 172:3,5 172:7,18,20,23 173:5,8,9,14 173:16,22 174:1,7,12 175:4,6,17,18 175:19,20
---	--	---	---	---

176:4,6,8,10	199:14	<b>processes</b> 11:11	64:7,22 65:18	13:24 14:13,20
176:11,14,17	<b>pre-digital</b>	<b>produce</b> 47:21	66:4 67:9 69:6	14:23,25 15:20
177:3,5,10,13	116:3	<b>professional</b>	70:18 76:22	15:25 16:10,16
177:15,17,18	<b>Price</b> 5:21 18:7	2:23 12:13	78:12 82:13	32:21 43:15
177:22,25	18:7,13,16	90:14 206:6	83:8 90:20	45:2 47:10
178:1,7,10,15	22:17	<b>profit</b> 92:9	91:13,16 92:12	48:24 49:18
178:18,22	<b>primarily</b> 38:19	<b>profound</b>	93:22 95:7	50:10 72:7,18
179:4,5,6,12	39:5 42:6	156:23	101:10 112:20	98:17 110:11
179:17 180:7,9	187:12	<b>program</b> 12:4	116:7 134:21	111:20 114:17
181:7,22,23	<b>primary</b> 13:11	22:1 26:9	146:21 147:1,3	121:14 127:23
182:4,5,7	27:11 35:16	32:15 51:21	165:1,9 166:3	128:2 164:5
183:17 184:17	38:12 39:1	62:3,4 65:4,6,8	166:5 169:8	166:11 169:5
184:20 185:2,5	40:7 41:14	65:9 95:8	174:3 184:12	177:8 178:13
185:7,9,10	42:24 44:15	96:21,23 97:13	194:3,5 197:14	182:16
186:3,5,11,12	127:11 148:24	114:10 115:4	<b>projected</b> 19:25	<b>proposes</b> 7:21
186:25 187:16	149:8	187:25 194:6	50:16	12:18
188:2,12,14,23	<b>printed</b> 113:5	<b>programs</b> 25:22	<b>projects</b> 19:10	<b>proposing</b> 10:14
189:16 191:4	<b>prior</b> 34:5,8	61:3 65:15	54:10,11,14,17	32:9 37:24
191:13,16,21	43:2 196:25	92:4,4 189:25	57:2	43:7,21 101:1
192:6,10,17,21	197:12	<b>progress</b> 63:22	<b>proliferation</b>	153:17
193:5,8,12,15	<b>priorities</b> 187:5	63:22	116:3 186:23	<b>protected</b> 93:16
193:20 194:11	<b>priority</b> 93:23	<b>project</b> 1:7 2:7	188:16	173:25
194:15,18	<b>private</b> 24:7	5:1,15,16 6:6	<b>promise</b> 86:11	<b>protection</b> 93:21
195:1,16,19	25:20 32:4	6:12,14,19,20	<b>promote</b> 25:23	<b>proud</b> 90:11
196:22 198:6	50:12 112:6	7:1,8,11,21	<b>promotes</b> 61:14	<b>provide</b> 8:21
198:12,15,20	165:15	8:16,17 9:12	<b>property</b> 78:24	9:12,20 14:8
198:21 199:6	<b>privately</b> 165:12	9:12,20 10:14	86:10,14 101:7	27:8,21 28:18
199:10,12	<b>private-sector</b>	11:7 15:12,13	104:16,17	32:17 48:22
200:7,13,19,21	19:12	15:19,25 16:5	119:1,3 174:5	62:12,12 66:12
201:4,13,16,25	<b>privilege</b> 23:14	16:17,20 17:9	<b>proposal</b> 18:19	87:13 104:3
202:17,19,25	<b>probably</b> 13:20	18:19 20:4,21	19:17 68:5	132:8
204:3,7,11,25	35:4 82:19	21:17 22:4	125:2 128:4	<b>provided</b> 9:16
205:2	103:10 132:16	23:15 24:2,6	145:21 154:9	16:19 27:2
<b>pretend</b> 49:13	133:4 151:8	24:10 26:5,13	160:2 161:14	183:9 187:8
<b>pretty</b> 38:5 71:3	173:14	27:23 28:3,19	168:1,3 174:9	195:20
78:2 84:12	<b>problem</b> 99:22	31:2,4,17,20	181:5,8 182:13	<b>provides</b> 8:20
97:25 156:23	187:2	31:22,24 32:7	182:19 183:16	9:8 12:3,8
184:5	<b>problems</b> 18:24	35:20 36:2	184:18 190:14	17:12,14 26:20
<b>prevent</b> 27:25	<b>proceed</b> 70:15	38:21 39:24	191:8,9 192:24	61:15 92:12
118:13	<b>proceedings</b>	46:20,23 47:1	<b>propose</b> 76:13	115:14
<b>prevention</b> 62:1	1:13 2:16	47:22 48:1	76:17 118:3	<b>providing</b> 27:17
<b>previous</b> 109:20	206:8,10	50:11,17,21	141:14 142:5	46:17 80:22
<b>previously</b> 6:8	<b>process</b> 11:8	51:3,13 52:3	188:8 189:16	178:8
19:19 40:11	22:21 40:17	53:7,8 54:18	189:18 193:17	<b>provision</b> 139:6
93:22 107:5	64:4 93:18	54:20 55:1,5,7	<b>proposed</b> 8:5,14	159:16
110:9,11	95:11 96:6	56:25 57:3,17	8:18 9:6,14,17	<b>provisions</b> 33:6
111:18 135:2	138:24 180:21	57:21 60:5	10:18 11:4,5	33:20,21
189:20 195:9	184:22 186:19	61:1 62:9 63:3	11:14 13:8,9	114:19

<b>proximately</b> 134:14	127:3,7 131:5 151:16 157:3,7 174:10 186:18 189:7 190:18 191:1 192:9	52:11,13 53:22 70:24 72:23 96:17 132:23 140:20 151:12	53:2	<b>recess</b> 70:12
<b>proximity</b> 27:3 27:5			<b>reality</b> 46:21 63:4 129:25	<b>recognize</b> 32:19 53:14 107:22
<b>public</b> 5:19 16:21 17:17 18:10 27:2 31:16 38:13,17 41:18,23 45:6 45:16 52:5 61:11 67:15 70:20 71:4,13 75:14 99:23 101:12,16 102:23 112:10 112:10,16,17 112:20 126:4 126:22 138:24 146:25,25 147:2,2,3 156:22 165:11 165:15 187:3 189:2,3 193:25 193:25 197:14	<b>puts</b> 158:3 <b>putting</b> 117:3,9 163:2,3,6 172:16 185:20 185:20 <b>p.m</b> 2:18,18 4:3 4:3,13 103:11 129:17 131:3 154:6 158:9,24 159:8 162:8,15 167:4,7 171:6 171:23 172:1 172:14 174:15 176:1 177:23 178:4 179:3,10 179:23 180:6 196:12,13,15 199:19 205:4	<b>queue</b> 48:3 49:25 54:1 <b>quick</b> 55:18 82:18 117:4 <b>quickly</b> 40:21 68:19 108:3 151:15 <b>quiet</b> 127:13 <b>quintuple</b> 190:10 <b>quite</b> 33:12 48:11 49:13 115:13 125:2 138:20 <b>quorum</b> 70:14 <b>quote</b> 74:10 147:8	<b>realize</b> 162:19 162:24 184:23 <b>really</b> 18:17 19:7 20:23 21:12 23:18 24:3 26:21,24 27:7,13,22,25 28:4 29:9,22 30:5 38:15 39:2 41:17,20 41:21 45:10 46:14 56:1 62:8 76:5,20 90:6,21 91:15 92:14 102:11 115:12 122:23 126:1 128:25 129:7 131:11 131:13 140:25 141:9 147:14 149:3 184:7,8 189:3,10,10 203:23 <b>realm</b> 38:13 146:25 <b>Realtime</b> 2:24 <b>reason</b> 51:14,17 51:20 73:2 87:10 102:10 <b>reasonable</b> 115:13 <b>reasonably</b> 186:18 <b>reasons</b> 19:16 22:3 51:13 129:1,3 176:15 <b>recall</b> 92:19 <b>recap</b> 176:22 <b>receive</b> 31:22 94:9 <b>received</b> 17:2 25:7 <b>reception</b> 100:19 <b>receptors</b> 48:21	<b>recognized</b> 34:5 <b>recognizes</b> 33:3 <b>recognizing</b> 46:21 97:4 180:20 <b>recommend</b> 17:22 53:18 117:15 <b>recommendat...</b> 5:19 47:10 103:5 194:21 <b>recommendat...</b> 50:9 <b>recommended</b> 194:9,24 195:4 <b>recommends</b> 17:21 <b>reconfigured</b> 8:21 9:18 <b>record</b> 70:8 203:4 206:10 <b>red</b> 6:18 10:9 13:25 14:14 <b>redevelopment</b> 1:6 2:6 10:24 194:3 <b>reduce</b> 45:11 169:4 <b>reduced</b> 42:22 135:3 203:13 <b>reduction</b> 168:25 197:4 <b>reductions</b> 164:6 <b>reestablished</b> 27:23 <b>refer</b> 107:19 <b>reference</b> 106:16 176:23 176:25 <b>referenced</b> 134:2 148:3 189:20 192:18 <b>referencing</b> 75:5 136:13 192:18
<b>publicly</b> 98:14 99:13 100:13 103:7 112:15 112:16 196:8	<b>Q</b>	<b>radar</b> 96:18 <b>Rail</b> 58:20 59:1 <b>raise</b> 118:4 193:19 <b>raised</b> 5:18 16:22 50:5 54:7 67:4 98:2 99:20 <b>raising</b> 115:24 <b>rally</b> 60:15 <b>rarely</b> 22:13 <b>rate</b> 18:24 <b>rates</b> 47:12 <b>ratio</b> 77:22 190:9 <b>reach</b> 8:7 9:15 <b>reached</b> 95:12 <b>read</b> 67:20 68:20 194:21 202:10 <b>reading</b> 73:2 <b>ready</b> 21:12 59:17,20 99:10 201:3 <b>real</b> 19:13 21:7		
<b>public-facing</b> 35:16,20	<b>quadruple</b> 189:23			
<b>pull</b> 105:10 106:13	<b>qualifies</b> 159:12			
<b>pulled</b> 106:11	<b>qualify</b> 120:18			
<b>purchase</b> 191:2	<b>quality</b> 141:4			
<b>Purple</b> 90:12	<b>quantity</b> 103:2 122:15			
<b>purpose</b> 55:4	<b>quasi</b> 121:19			
<b>purposes</b> 38:10 39:15	<b>question</b> 73:1 80:17 84:3 92:17 98:2 101:4 102:8 104:13 117:5 119:13 130:17 144:7 146:22 154:23 183:18 192:13 200:6,8 201:17			
<b>pursuant</b> 33:11 193:21,24	<b>questions</b> 14:4 18:2 23:4 36:9 38:11 40:20 43:16 45:24 48:16 49:4,20			
<b>purview</b> 117:17 120:2				
<b>push</b> 156:15,23				
<b>put</b> 4:24 13:21 35:13 40:17 44:4 76:13 102:25 120:5 120:22 121:19				

<b>referring</b> 105:1 108:21,24	<b>remainder</b> 132:25	7:23 107:7	58:17,24 59:11 59:13 66:3,23	<b>restricting</b> 110:13 121:24 122:8,9
<b>reflect</b> 10:25	<b>remember</b> 201:1	<b>replacing</b> 28:12 28:16	<b>residential</b> 7:15 7:17,20 49:19 146:11,19	<b>restriction</b> 117:7 120:22 140:3
<b>reflected</b> 114:23	<b>remind</b> 184:21	<b>report</b> 6:5 49:14 194:1,14	148:19 150:2 151:6 158:11 163:11,13	<b>restrictions</b> 32:23 76:2,4 115:16 122:13 124:22 126:21 174:10 178:13
<b>reflective</b> 107:21,23,24	<b>reminder</b> 5:3	<b>Reported</b> 1:22	171:5,9,11,13 172:22 173:6 173:15,20	<b>restrictive</b> 32:3 33:17 115:13
<b>reflects</b> 11:5	<b>reminiscent</b> 29:17	<b>Reporter</b> 2:21 2:22,24,24 206:5,6,7	174:5,20 176:1 176:12 179:11 183:19,20,25 184:8	<b>restrooms</b> 102:19 103:17
<b>regardless</b> 149:17 156:16	<b>removal</b> 197:10 197:20,22,23 198:3	<b>Reporter's</b> 1:13 2:15	<b>residents</b> 21:22 50:23 142:4 149:17 157:15	<b>result</b> 82:12 85:9 112:18,18
<b>regards</b> 98:4 148:17 150:9 177:11	<b>remove</b> 5:23 28:11 43:8 113:7 142:5 148:8 181:20 185:3,21 198:4 198:23	<b>reporting</b> 202:14	<b>resolved</b> 173:4	<b>retail</b> 9:6,6 12:24 14:8,14 20:6 35:19 36:11 37:10 43:17,18,22 79:24 99:5 107:22 108:17 111:9,15,17 125:11,12 135:16 138:21 160:14 162:11 179:16 203:7,8
<b>Registered</b> 2:23 206:6	<b>removed</b> 36:23 41:1 43:9 148:6 150:14 168:5,13,14,16 168:17 190:23 197:7 199:16	<b>reports</b> 49:2	<b>resources</b> 6:22 34:23 39:23 193:25	<b>retain</b> 39:25 198:20,21
<b>regular</b> 36:7 93:4	<b>removing</b> 165:19	<b>represent</b> 10:7,9 46:10 54:8 68:14 164:9	<b>respect</b> 49:21 96:5 187:19	<b>retaining</b> 171:2
<b>regularly</b> 81:11	<b>rendering</b> 14:19 15:14 16:8,10 28:25 36:13 41:13 43:9 83:17,21 105:10 110:5	<b>representatives</b> 20:24 129:11	<b>respectful</b> 40:17	<b>revenue</b> 19:25 20:1 47:21 55:8 93:25 94:3 164:10,10 165:5,6
<b>regulates</b> 11:12 12:21	<b>renderings</b> 43:2 84:12 99:18 148:6	<b>representing</b> 23:18 59:8	<b>respectfully</b> 63:4 64:7	<b>revenues</b> 24:9
<b>regulation</b> 44:19	<b>renee</b> 3:5 79:9 83:15 107:18 109:18 140:22 140:24 146:2 152:5 159:2 160:8 166:10 166:23 168:2 172:7 175:8 176:22 178:24	<b>represents</b> 56:3 68:2	<b>respecting</b> 28:14 29:19	<b>revenue-share</b> 134:19
<b>regulations</b> 7:3 11:2,9,10,12 12:7,8 33:24 44:25	<b>renew</b> 196:3	<b>requested</b> 5:16 19:18 107:18 193:20,22 203:9	<b>respects</b> 113:16	<b>revenue-shared</b> 134:22
<b>reinforce</b> 49:16	<b>renewed</b> 196:3	<b>requesting</b> 5:10 43:10	<b>respond</b> 14:4 70:23	<b>review</b> 17:24 44:9,13,21 193:25
<b>reinvested</b> 134:23	<b>rep</b> 46:9	<b>required</b> 9:10 9:11 146:15	<b>responding</b> 130:13	<b>revisit</b> 131:9
<b>reiterate</b> 53:9	<b>repeal</b> 199:17	<b>requirement</b> 39:24 191:10 197:4,18	<b>rest</b> 34:12 44:11 107:23 123:13 157:3	<b>revitalization</b> 64:5
<b>related</b> 75:18 79:10 92:3 93:2 139:19	<b>replace</b> 17:11	<b>requirements</b> 11:11 44:11 95:5 122:6	<b>restate</b> 166:10 166:16	
<b>relates</b> 113:25 119:7	<b>replaced</b> 5:24	<b>requires</b> 44:8 63:22 64:4	<b>restaurant</b> 161:4,5 167:16	
<b>relation</b> 63:14		<b>requiring</b> 44:19 78:12	<b>restaurants</b> 8:13 9:5 20:6 41:24 65:14 79:25 130:21 154:25 156:19 159:22 160:11,15 161:9	
<b>relations</b> 62:10		<b>requisite</b> 87:17		
<b>relationships</b> 60:18		<b>reservation</b> 100:15		
<b>relative</b> 206:15		<b>reserve</b> 187:9		
<b>relatively</b> 16:5		<b>residences</b> 200:17		
<b>relied</b> 160:2		<b>resident</b> 56:24		
<b>Relocate</b> 181:17				
<b>relocated</b> 168:22 181:18				
<b>relocation</b> 198:23				
<b>reluctant</b> 187:25				
<b>relying</b> 164:11				
<b>remain</b> 203:15				

<b>revitalize</b> 180:5	<b>rights</b> 93:16	114:13,15,15	111:10	30:15 32:10
<b>Revlon</b> 98:16	133:5	119:24 120:14	<b>SCH</b> 1:6 2:6	33:15 36:11,14
104:6 110:8	<b>right-hand</b>	120:14,16	194:3	37:1 41:1 42:5
117:19 118:20	108:1	121:7	<b>schedule</b> 78:17	43:14 52:17
<b>Reyes</b> 53:25	<b>right-of-way</b>	<b>run</b> 18:12 64:5	130:7	54:10 57:3
55:15,16 56:12	112:10	142:9	<b>schematics</b>	58:21 59:1
<b>rhythm</b> 29:20	<b>road</b> 184:1		144:9	73:16 76:21
<b>ribbon</b> 98:7	<b>Robert</b> 3:11	<b>S</b>	<b>school</b> 20:18	81:4 84:20,24
99:18 132:14	50:1 51:9	<b>S</b> 111:5	<b>Science</b> 31:18	84:25 85:24
132:17 156:18	52:20 54:4	<b>sacrifice</b> 64:5	72:14 75:15	86:24 87:5,6
<b>Richard</b> 3:10	75:8,11 81:10	<b>sad</b> 55:24	88:25 92:21	88:8,11 106:25
62:16 63:14,16	81:23 94:16,16	<b>safe</b> 62:11 83:1	93:1,2,7,18	110:2,20
94:15 201:19	94:17 164:3	155:5	179:8	111:13 120:23
<b>rid</b> 145:20	166:2 174:8	<b>safety</b> 33:16	<b>scope</b> 24:6	122:13 124:11
<b>right</b> 4:5,12	<b>robust</b> 45:8	129:3 162:10	<b>scratch</b> 102:25	124:12,22
18:21 19:21	<b>role</b> 186:7,8,10	182:23,25	<b>screen</b> 82:6	131:22 137:9
22:21 35:15	<b>rolling</b> 55:12	183:5	126:20	146:5 149:7,10
40:3,10 41:3	<b>Ron</b> 52:21 54:24	<b>salary</b> 193:17	<b>screens</b> 127:22	151:16 152:23
42:16 43:5	<b>roof</b> 105:6	<b>Salvador</b> 53:25	145:22	160:5 162:7
46:6 48:10	110:24,25	55:16	<b>scrim</b> 141:6	166:3,16
49:12 60:6,7,8	111:2,3 133:15	<b>Samantha</b> 3:7	<b>season</b> 129:16	174:14 175:24
60:10,17 61:2	135:9 141:1,11	106:4 113:12	130:14	180:2,13
61:8 67:16	141:15 181:12	155:21 158:16	<b>seat</b> 16:11 18:5	183:20 185:12
69:18 70:9	<b>rooftop</b> 8:7	183:17 200:7	88:19	186:20 190:3
71:11 72:23	133:3	<b>sandwiches</b>	<b>seating</b> 77:19	200:2 203:23
74:6 76:10	<b>room</b> 45:19	64:24	<b>seats</b> 4:8 8:1 9:9	<b>seeing</b> 85:17
81:5,20 88:2	<b>root</b> 56:3	<b>Saturday</b> 99:5	26:25 34:6	96:9 120:21
89:10 91:20	<b>roots</b> 59:19	<b>save</b> 91:7 147:9	103:20	124:17
92:9 95:11,22	<b>rose</b> 6:25	<b>saw</b> 39:19 43:2	<b>second</b> 12:1 29:4	<b>seen</b> 19:11 20:5
96:16,20	<b>roughly</b> 144:1	62:19 76:22	38:8 51:17	26:16 35:21
101:21,24	<b>route</b> 122:2	90:10 98:7	68:10 69:7	38:2 39:19
104:10,12,19	198:16	101:9 104:14	108:22 129:6	40:14 54:11
108:4 109:1,13	<b>roving</b> 127:6	110:9 127:24	200:5 201:3,12	66:7,15 73:5
109:24 111:2,5	<b>RPR</b> 206:23	135:4 144:3,3	201:14,15	74:21 140:19
119:7 130:1	<b>RPR/CRR</b> 1:24	144:9	202:22	<b>selling</b> 121:5
132:22 134:10	206:24	<b>saying</b> 71:18	<b>secondary</b> 11:20	<b>senior</b> 53:1
134:24 135:18	<b>RT.01</b> 125:5,11	75:10 116:4,25	14:24 135:1	<b>sense</b> 33:13
139:12 142:9	<b>RT.01s</b> 135:16	117:23 126:23	<b>seconds</b> 35:9	69:24 108:20
144:15,22	<b>RT.02</b> 111:17	143:13 154:20	<b>section</b> 5:7	190:11
145:2 147:13	153:8 175:12	155:7 158:16	193:24	<b>sensitive</b> 48:21
150:11,17	177:8 199:13	160:15 162:22	<b>security</b> 82:22	185:16
152:23 155:8	<b>Ruben</b> 52:19	166:2	82:23 102:13	<b>sentiment</b> 91:3
158:25 165:21	<b>rule</b> 87:4 129:23	<b>says</b> 67:25 73:10	162:11	<b>separate</b> 43:22
169:24 177:6	129:24 130:24	117:9 133:14	<b>see</b> 4:25 24:14	199:15
179:9 180:1,5	171:20,21	133:15 135:13	24:16 25:16	<b>separated</b>
183:23 184:2	172:4	138:2,3 139:6	26:19 27:2,6	172:11,12
193:7,23	<b>rules</b> 33:17,24	139:14 158:3	27:22 29:1,9	173:11
199:22 201:17	69:21 114:13	<b>scale</b> 29:19	29:14,24 30:6	<b>separately</b> 105:6

145:6	<b>showcases</b> 17:19	110:18,21,24	31:21 32:2,9	36:25 37:13,17
<b>separation</b>	<b>showed</b> 41:11,14	110:25 111:3,8	32:11,24 33:6	37:17,22 38:10
149:16	137:2 148:7	111:8,11,14,15	33:9,11,13,15	38:11 41:3
<b>September</b> 6:6	<b>showing</b> 30:21	111:17 113:14	34:2,18 35:18	42:14,24 43:1
16:7,14	31:14 43:9	113:17 115:6	35:19 37:24	43:22,25 44:3
<b>series</b> 110:7	127:5,5	119:4 120:2	38:16 39:4,8	44:14,16,18,23
141:7	<b>shown</b> 84:11	121:9,10	39:12,13 41:2	44:24 45:8
<b>seriously</b> 54:19	132:6 135:21	123:10,13	43:15 48:16,20	46:22,23 49:18
<b>serve</b> 51:9 55:10	<b>shows</b> 14:12,19	125:12 126:15	48:24 53:15	71:17,18 98:8
<b>serves</b> 61:2	15:14 110:5	131:11,18	54:13 55:6,23	104:11 108:13
103:20	<b>shut</b> 167:4	132:14 134:16	56:13,13 72:5	109:3 110:9,19
<b>services</b> 19:23	<b>shy</b> 45:25 54:2	134:18,20,24	75:23 106:16	111:10,20
61:3	<b>sic</b> 110:18 111:7	134:25 135:2,5	107:6,7 111:15	112:16,23,24
<b>servicing</b> 103:18	135:6 159:19	135:7,10,13,14	112:8,9 121:17	113:2,5,9,10
159:13	<b>side</b> 9:7 28:23	135:24 136:3,6	122:1,9 123:6	113:13,18,24
<b>set</b> 30:4 99:11	42:11 43:13	136:10,11,12	123:11,12	114:3,7,11,16
206:9	84:18,21	136:18,19,22	124:20 125:11	114:18,20
<b>setback</b> 145:8	107:19 108:1	137:6,10 138:3	138:21 144:12	115:1,3,10,17
<b>setbacks</b> 38:18	110:4 116:14	138:10 139:7,8	147:2,6 152:14	116:23 117:6
<b>sets</b> 135:20	134:17 142:8	139:11,22	156:19 161:20	117:15,24
<b>setting</b> 9:18	151:8 173:2,7	141:11,13,15	164:6,20 165:7	118:5 119:19
28:15,18 59:3	173:20 174:11	141:16 145:1	165:16,19,23	120:14 121:24
<b>settling</b> 59:18	174:11 175:15	145:19 146:16	166:25 167:4	124:17,23
<b>SG</b> 63:17	195:25 196:11	147:19,21,24	168:4 171:22	128:3 133:3
<b>shaded</b> 30:17	199:24	147:25 148:1,2	172:1,6 178:3	135:9,16,25
<b>shading</b> 87:13	<b>sides</b> 104:1	148:2,6,6,8,8	179:24 184:14	137:16 138:4
<b>shape</b> 6:19	<b>sidewalk</b> 27:20	148:10,11,12	186:24 188:5	139:18 141:21
186:24 189:5	<b>sign</b> 5:13 6:2	148:18,21,23	189:23 190:11	142:15,19
<b>share</b> 18:23 72:3	10:21 11:13	149:7,9,10,20	190:18,18	143:10,25
<b>shared</b> 172:14	12:2,2,17 13:9	149:22 150:7,9	196:14 203:7,8	144:4,10,20,20
<b>sharp</b> 123:1	14:20,23,24	150:10 153:10	<b>signature</b> 88:12	145:7,16,20
<b>sheet</b> 50:4	15:8 17:24	156:5 159:24	<b>significance</b>	146:6,20
143:14,15,25	19:19 25:3	168:3 169:13	51:22	147:23 148:14
152:18,19	31:25 33:19,22	172:4 173:19	<b>significant</b>	150:1 151:18
<b>Shomari</b> 46:4,8	36:11,14,18	174:19 175:11	16:15 19:13	153:11,19
<b>shoot</b> 4:23	37:5,6,9 40:9	176:3,12	34:8,16 41:17	154:6 156:17
<b>shopping</b> 19:22	40:10,14 41:15	182:24 183:4	51:15 57:11,20	156:18,20
<b>Shore</b> 52:20	42:5,6,16,17	187:9,12 188:9	146:18 184:8	157:3,13 159:4
<b>shorthand</b> 2:21	42:19,20,20,20	190:16,21,21	202:7	159:6,8 162:5
2:22 206:4,7	43:4,8,8,17,21	197:3,11,19,23	<b>significantly</b>	164:9 168:4
206:11	44:4,8,10,11	197:24 198:2,9	94:5 148:17	169:3,4,6,7,8
<b>shortly</b> 24:13	44:12,20,20,25	199:14,18	<b>signs</b> 12:12,23	169:12,15,16
<b>shot</b> 15:12 42:3	53:19 106:17	203:5,16	12:23,24,24,25	169:17 170:2,3
<b>show</b> 15:20 29:3	106:25 107:22	<b>signage</b> 11:2,12	13:11,15,23,25	170:9 171:20
29:4,22 125:16	108:16,16,19	12:4,5,7,19,19	14:1,1,1,2,5,6	171:21 174:15
126:7 133:19	109:2,7,8,13	12:20,20,21,22	14:8,11,13,16	174:21,24
135:21 137:1	109:14,19,20	12:22 13:15	14:20,22 15:1	177:9,24 179:1
141:24 198:10	109:22 110:3	16:25 30:11,21	15:21 36:5,16	179:19 180:13

180:17 181:1,6 181:11,12 182:1,2,3,20 183:2,7 185:8 185:15 187:14 187:15 188:17 190:23 191:3 196:11 197:7 197:22 198:4 198:24 199:4 199:15 200:14 203:12,13,14 203:14,19,20 <b>sign-off</b> 198:9 <b>sign-reduction</b> 197:18 <b>Silver</b> 27:5 <b>Silverlake</b> 90:12 <b>similar</b> 33:12 195:17 <b>simply</b> 119:25 137:13 <b>sincere</b> 23:14 <b>single</b> 20:11 <b>sir</b> 4:22 13:19 18:9 22:11,20 46:6 49:6 54:2 55:14 56:19,22 58:5,15 64:10 64:18 67:15 71:10 81:16 82:15 192:7 201:17 <b>site</b> 6:19,20 7:1 7:8,11 8:16,17 8:19 10:24 11:1,6 12:11 13:25 14:7,24 15:1,12,13,18 15:19 16:3,5 17:11 26:19,25 27:4,10,25 28:7,10,13 31:6,23 32:20 34:12 39:13 41:18 42:11,20 44:5,6 53:7 55:23 78:1,2	83:16,17 84:10 87:22 93:14,17 114:14 135:2 137:17 <b>sites</b> 12:14 <b>siting</b> 183:19 <b>situation</b> 55:24 91:17,22 121:1 155:3 <b>six</b> 130:6 <b>six-month</b> 65:7 <b>size</b> 43:16,21 74:11 79:18 111:18 115:16 143:25 <b>sizes</b> 12:9 <b>sleep</b> 163:15 <b>slice</b> 110:2 <b>sliced</b> 110:1 <b>slide</b> 15:14 <b>Sloan</b> 52:20 <b>slowly</b> 35:6 <b>sly</b> 130:17 <b>small</b> 76:20,20 78:2 131:23 <b>smaller</b> 111:10 153:16 182:18 <b>Smith</b> 52:20 54:4,4 <b>snuck</b> 52:5 <b>soccer</b> 5:24 6:6 7:23,25 8:3 11:17,23 16:1 18:20 19:21 20:7,14,14,17 32:13 42:16 45:9 46:13 53:12 58:23 59:2 60:12,15 61:7,9,13 62:24 63:20,21 63:25 66:8,14 68:6 72:11 73:11,15,17 74:4,14 78:25 79:14 81:3 89:1 90:6,9,13 91:23 92:3,24	94:24 95:25 97:4 128:20,21 162:25 <b>soft</b> 197:24 <b>sold</b> 120:25 133:4 139:19 <b>soldiers</b> 94:22 <b>solution</b> 121:24 <b>solutions</b> 121:15 <b>somebody</b> 192:4 <b>someday</b> 84:9 <b>somewhat</b> 113:19 200:16 <b>soon</b> 23:10 45:25 46:1 114:10 125:25 <b>sorry</b> 20:1 36:19 88:20,23 101:3 102:5 110:22 136:7,17 137:20 143:16 147:17 168:10 169:14 190:21 195:13 199:20 199:20,21 204:13 <b>sort</b> 29:11 89:15 96:25 118:23 133:10 136:1 141:1 145:4 148:4 149:1,9 201:8 <b>sought</b> 115:16 <b>sounds</b> 118:9 161:25 <b>source</b> 57:10 <b>south</b> 6:14,15 7:14 11:22,23 14:18 19:10 20:11 27:21 28:9 30:1 36:1 42:1 46:16,19 47:12,25 50:12 57:11 66:3,23 67:4,7 82:1 83:22 85:17 86:20,23 92:1 147:14,20	149:4 170:22 173:7,9 174:11 186:23,23 188:9,9,12,14 190:23 197:8 199:18 201:14 <b>southeast</b> 9:1 17:18 20:4 26:21 38:14 39:1 188:11,13 188:15 190:24 197:8 <b>Southern</b> 7:13 53:3 129:15 <b>southwest</b> 56:24 147:18 <b>space</b> 6:25 7:9 9:6 20:7,13,16 26:3 28:2,4 57:10 80:3 83:20 94:2 100:13,14 141:6 <b>spaced</b> 36:7 <b>spaces</b> 8:20,21 9:11,12,15,21 9:22,22 60:13 76:17 77:13 79:13,22,22,23 80:7,8 82:2 87:13 88:3 <b>spaghetti</b> 108:20 <b>Sparks</b> 88:14 <b>speak</b> 4:9 18:8 23:15 26:12 45:17 48:10 67:13 89:6 202:13 <b>speakable</b> 189:13 <b>speaker</b> 4:10 45:18 49:6 64:14,17 67:14 69:22,22 <b>speaking</b> 55:23 79:9 145:4 198:13 <b>speaks</b> 67:12	<b>special</b> 77:17 110:15 113:15 <b>specialists</b> 49:11 <b>specific</b> 5:12 6:1 7:2,3,4 10:20 10:22 11:15 12:6 13:2,3,10 13:12,13,15 17:23 19:20 27:10 30:22 32:1 33:21 42:21 44:1,4 44:24 53:18 105:16 108:13 114:4,5 115:14 115:25 117:1 123:18 130:16 130:17 135:2 172:11 <b>specifically</b> 29:1 37:16 <b>specifics</b> 26:12 26:18 152:14 164:18,21 165:18 <b>specs</b> 13:6 <b>spell</b> 58:6 <b>spend</b> 34:1,18 188:18 <b>spent</b> 77:15 198:2 <b>spirit</b> 189:8,8 <b>spoke</b> 25:17 88:24 111:18 182:8 <b>spoken</b> 151:19 <b>sponsor</b> 119:25 120:3,4,11,18 124:13 <b>sponsors</b> 33:14 119:17,18 140:2 146:23 165:5 183:3 <b>sponsorship</b> 33:11 37:25 117:12 120:9 120:14 135:7 137:15 138:5
---	---	--	--	--

138:11 139:25 165:4 <b>sport</b> 57:5,25 91:24 <b>sports</b> 5:23 6:22 6:24 7:22 10:24 11:1,6 12:13 27:25 32:11 33:4 34:7,21 38:25 51:23,25 53:13 53:16 55:3 57:18 58:18 59:7,8 66:5,7 66:14 82:1 90:14,25 91:21 93:14,17,23 95:9,15,19 101:19 102:3,5 102:18,22 107:6 156:9 183:8,9 194:2 196:7 197:16 <b>spot</b> 15:15 55:4 81:22 151:10 163:7 <b>spots</b> 38:15 <b>spring</b> 55:17 78:19 <b>square</b> 8:1 12:18 42:22,23 43:23 44:6 111:8,15 111:19 113:21 114:18 121:16 122:17 123:9 124:19 134:17 135:3,4,10,24 136:4 142:14 142:18,19 143:1,10 147:21 148:10 153:13,14 160:20 190:20 190:22 192:15 192:15 197:5,6 <b>stacked</b> 150:9 <b>stadium</b> 5:10,24 6:6,24 7:23,25	8:10,18 9:4,7,8 11:9,10,16,17 11:20,23 13:24 14:2,7,11,15 14:17,18 15:15 15:20,24 16:1 16:11,11,25 18:20 20:3,17 22:2 24:12 26:22,25 27:8 27:15 28:23 29:12,15,24 30:5,12 32:5 35:19 36:18 37:5 38:15,22 39:3,4,6,7,8,9 39:17,21 40:5 41:2,7,8,11 42:1,5,7,14 43:6,12,13 45:9 46:14,22 46:24,25 47:11 47:14,18 50:10 57:3,12 60:7 61:11 66:16 68:6 74:4 78:19 83:18,23 84:7 86:20 88:9,9,10,12 88:16,22 89:3 89:24 101:14 103:18,21 107:19 111:7 111:11,23 112:11,19 117:20,22,23 119:15,16 120:4,6 121:7 125:16 129:18 139:20,24 140:2 147:14 147:22 148:23 149:4 160:14 161:20 162:5 163:1 165:3 166:24 169:18 170:19,22 171:22 173:17	175:7,9 178:3 179:20 183:1 183:21 196:14 198:18 <b>stadiums</b> 77:23 77:24 112:14 165:11 183:9 <b>stadium's</b> 57:9 <b>staff</b> 3:13 5:19 17:2,21 18:2 33:23 34:1 45:13 46:13 47:9 50:9 70:17,23 74:2 74:20 75:13 115:18 186:16 194:9,14,14 196:24 <b>staffing</b> 98:24 102:16 <b>staff's</b> 195:4 <b>stakeholder</b> 93:11 <b>stakeholders</b> 31:15 <b>stand</b> 54:25 <b>standard</b> 174:5 <b>standards</b> 146:14 <b>standing</b> 52:18 <b>standpoint</b> 30:23 31:3 <b>Staples</b> 88:11 133:12,15,17 <b>Starrett</b> 23:1,3,7 23:7 31:13,13 72:5 73:8,18 73:21,24 74:6 74:15,18 75:2 75:7,11 76:7 76:11,15 77:6 77:8,22 79:18 80:4,8,11,20 82:18 83:25 88:20,23 90:24 93:9 94:16 97:2,15,18,22 98:17 99:9	100:7,11,22 101:9,18,22 102:3,7,16 103:2 106:22 106:24 107:3,5 107:10,13,25 114:2 116:1 121:23 122:18 123:3 125:20 126:12,14,18 126:20 127:1,9 128:1,18,24 130:20 131:21 131:24 132:11 132:20 133:11 136:25 139:15 146:9 154:23 155:11,17 159:20 161:3 164:22 165:21 168:25 169:11 169:16,21,24 170:3,6,10,24 171:14,16 172:2 173:3,17 174:2,22 175:2 175:13 178:12 178:16 182:15 184:2 186:25 187:23 192:12 192:20,23 193:10 195:18 198:12 <b>stars</b> 180:2 <b>start</b> 29:14,24 30:6 72:22 75:24 78:18,19 105:9 130:14 180:16,17 <b>started</b> 26:9 29:16 129:16 152:6 201:21 <b>starting</b> 105:25 118:21 <b>starts</b> 121:20 <b>State</b> 31:21 33:4 34:13 94:3 104:16 134:19	134:20,22 140:3 206:5,5 <b>stated</b> 22:14 63:18 <b>Statement</b> 16:18 194:6 <b>States</b> 59:5,6 95:17 <b>State's</b> 134:21 <b>state-of-the-art</b> 18:20 24:3 57:4 <b>state-of-the-h...</b> 24:4 <b>static</b> 12:23 108:17 135:13 136:8,11 141:13,14,16 145:19 147:23 147:24 148:1 168:4 169:7 181:13 184:19 192:16 198:22 198:22 200:11 200:13,24 203:9 <b>Station</b> 10:1,2,2 <b>stations</b> 9:19,25 10:9 27:4 <b>stay</b> 82:16 <b>steam</b> 142:9 <b>steer</b> 112:3 <b>step</b> 29:21 38:8 118:3 <b>Stephanie</b> 46:3 48:6 49:16 <b>stepping</b> 200:15 <b>stick</b> 52:10 55:24 <b>stole</b> 96:20 <b>Stone</b> 52:20,24 53:1,21,23,24 53:24 129:13 129:14,20 130:2,6 <b>stop</b> 21:16 158:4 161:23 <b>stopping</b> 118:22
---	---	--	--	---



<b>stops</b> 10:4,11 27:3	<b>submit</b> 45:3 68:22 72:6 75:13	101:10	10:14	<b>tangible</b> 92:14
<b>store</b> 8:13 9:5 36:11 79:25 138:21 141:8	<b>submittal</b> 69:21	<b>supplemental</b> 12:17,17 13:8	<b>swim</b> 6:24	<b>tape</b> 193:4
<b>straight</b> 35:1	<b>submitted</b> 67:20 128:5 197:11	<b>supply</b> 9:13	<b>swing</b> 132:22	<b>target</b> 50:13,14
<b>straightforward</b> 165:8	<b>subparagraph</b> 166:20	<b>support</b> 17:2 18:19 19:17 20:19 25:22 32:4 46:12,13 46:22,25 47:3 48:1 51:3 55:1 60:8,20,25 61:4,17 62:4 64:7,21 66:3 67:8,19 68:4 68:18 69:6,10 71:3 90:14 112:20 115:10 182:9 183:16 184:20	<b>sympathetic</b> 183:13	<b>tax</b> 20:1 24:9 47:21
<b>street</b> 6:17 7:16 8:6,8,18 10:5 28:17 55:17 103:21 106:17 116:21 134:15 146:11 148:15 148:19 184:3	<b>subscribed</b> 206:18	<b>supported</b> 112:15,16	<b>synonym</b> 78:25	<b>taxing</b> 186:9
<b>streetlights</b> 85:6	<b>substantial</b> 116:24	<b>supporter</b> 56:25	<b>system</b> 9:23	<b>taxpayers</b> 63:23
<b>streets</b> 126:4	<b>substantially</b> 40:4	<b>supporters</b> 25:3	<b>S1.01</b> 111:7	<b>TBD</b> 99:19
<b>streetscape</b> 27:16	<b>success</b> 55:6	<b>supporting</b> 20:22 112:11	<hr/> <b>T</b> <hr/>	<b>teach</b> 65:20
<b>streetscapes</b> 25:12	<b>successful</b> 166:3 197:16	<b>supportive</b> 51:2	<b>table</b> 127:7 151:16 181:5	<b>team</b> 8:13 9:5 13:24 14:1,14 15:8 19:21 20:20 24:4 27:12 30:13 70:19 74:1 82:8,11 89:23 90:2,13 109:14 135:14 136:6 136:11,18,19 137:6,14 138:10,10 139:10,17 147:22 148:1 150:9 151:10
<b>strict</b> 87:4	<b>SUD</b> 32:4 114:20	<b>supports</b> 51:12 52:3 122:4	<b>tactile</b> 30:8	<b>takedown</b> 186:17 187:10 187:11 188:9 189:19 190:4 191:2,10,11 196:19
<b>strictly</b> 163:10	<b>sufficient</b> 35:11 80:9 153:21 161:15 162:14 165:6 180:10 185:24	<b>sure</b> 4:9 21:12 21:17 22:4 35:5 68:21,25 72:8,16 73:21 75:7 77:16 78:15 85:10 95:13 98:23 100:3 106:22 114:2,6 118:13 138:23 139:13 140:7 169:11 175:3 178:24 195:16	<b>take</b> 21:13 52:23 67:1 69:25 70:2,5 78:5 82:1 105:16,17 121:19 134:12 151:14 187:14	<b>teams</b> 13:24 53:12 59:15
<b>strike</b> 150:4 181:5,10	<b>suggest</b> 121:21 146:1 153:12 156:15 158:8,9 161:13	<b>supposed</b> 137:6 190:7	<b>taken</b> 185:15 200:12 206:8	<b>Tech</b> 65:9 96:22 97:1,11,14,20
<b>strikes</b> 70:25	<b>suggested</b> 102:10 114:22 130:23 150:21 158:14	<b>surely</b> 4:9 21:12 21:17 22:4 35:5 68:21,25 72:8,16 73:21 75:7 77:16 78:15 85:10 95:13 98:23 100:3 106:22 114:2,6 118:13 138:23 139:13 140:7 169:11 175:3 178:24 195:16	<b>takes</b> 11:15	<b>technical</b> 49:2
<b>strong</b> 20:10 56:25 190:12	<b>suggesting</b> 156:21 160:9 172:13 174:16	<b>survive</b> 162:17	<b>talk</b> 44:15 56:10 105:6 109:7 112:4,23 122:12 123:24 125:5 189:12	<b>technology</b> 146:17
<b>strongly</b> 46:12 47:25 60:25 61:17 64:7,21 65:17	<b>suggestions</b> 146:1	<b>sustainability</b> 26:5 31:3,5 78:9	<b>talked</b> 26:2 28:21 92:22 97:25 99:15 111:14 114:18 152:1 170:23 171:20	<b>teeth</b> 21:7 83:18
<b>structure</b> 57:20 71:15 141:5,10	<b>summarize</b> 196:21	<b>sustainable</b>	<b>talking</b> 73:23 79:15 86:25 92:21 97:20 124:4,9,22 170:6 172:24 180:12 199:8	<b>televised</b> 130:7
<b>structures</b> 8:7	<b>summarized</b> 12:3 32:16		<b>tall</b> 8:15 42:19 119:19 143:14 144:5,10	<b>tell</b> 22:16,19 68:18 96:7 99:22 101:6 152:19 202:4,6
<b>Stubhub</b> 61:10	<b>summary</b> 11:4 55:19			<b>telling</b> 141:10
<b>students</b> 65:5,11	<b>summation</b> 24:24			<b>temporary</b> 12:20,22 15:4 21:4 43:25 44:3,9,12 112:23,24 113:4,11,14,18 113:24 114:3,7 114:11,15,18 114:20 115:1,3 115:6,17 117:6
<b>studied</b> 174:4	<b>summer</b> 156:1			
<b>study</b> 49:22	<b>Sunset</b> 149:20			
<b>stuff</b> 105:12,16 137:19 138:22	<b>superimposed</b>			
<b>subarea</b> 11:14				
<b>subareas</b> 13:10				
<b>subject</b> 33:16 110:16 199:6				
<b>sublet</b> 93:17				
<b>submission</b> 44:20 198:1				

117:15,23	63:6,11,12	66:10,24 67:6	200:22 201:10	129:18 130:10
118:5 121:17	64:9,10 65:19	69:20 70:2	204:3	137:23 180:8
122:9 123:11	66:18,19 67:10	73:13 77:15	<b>thinking</b> 45:10	180:10,12
132:16 145:16	67:11 69:17	78:2,3 79:19	102:20	195:7,8 206:9
145:20 146:6	71:10 77:10	80:11 86:14	<b>third</b> 51:20	<b>timeline</b> 188:18
151:17	82:15 83:9	89:8 91:3,4,17	197:19	<b>times</b> 101:17
<b>ten</b> 143:10,25	85:12 88:4,19	91:20,22 92:11	<b>thought</b> 119:15	124:12,18
144:18,19,20	90:23 96:14	93:4 94:8 96:6	158:13 192:14	143:7,11 186:8
169:5 181:14	100:24,25	96:23 97:18	193:10	193:9
182:2 203:25	104:18 109:4	99:12,20,21	<b>thoughtful</b>	<b>timing</b> 187:1
<b>tenant</b> 12:24	111:1,22	101:9 104:13	105:2	190:5
14:8 43:17	129:13 136:17	104:22 106:8	<b>thoughtfully</b>	<b>tired</b> 178:25
53:5 111:9	155:17 161:12	107:1 109:7,11	190:7	<b>Title</b> 88:8
<b>tenants</b> 14:9	161:25 169:22	114:9 115:12	<b>thoughts</b> 106:2	<b>today</b> 23:15
43:19,20	175:18 176:24	115:19 118:18	106:5 121:14	26:17 27:19
<b>tend</b> 124:21	194:20 195:1	120:8,9,11	191:5	41:22 47:8
<b>term</b> 159:23	195:18 201:19	121:21,23	<b>thousands</b> 47:20	48:25 50:7
160:3,3	202:3 204:5,23	122:7,15,21,23	57:6	51:2 62:24
<b>terms</b> 16:6	205:2,2	123:4,16,20	<b>three</b> 12:14	63:1,20 66:6
27:15 33:1,23	<b>Thanks</b> 90:15	124:8,19 125:1	13:21 27:4	73:4 88:24
78:4 89:2	<b>theme</b> 80:18	125:5 131:2,13	43:22 51:13	118:14 137:19
93:23 100:9	<b>thereof</b> 206:13	131:16,20	95:10 111:20	137:22 189:22
115:15,16	<b>they'd</b> 82:1	132:3,4 133:9	116:20 150:21	<b>told</b> 19:25
129:6 139:13	<b>thing</b> 24:22	133:14,15	153:10,19,23	100:16 174:17
150:22 159:23	27:19 55:12	135:12 139:21	153:25 175:21	<b>Tom</b> 23:9,16
189:2,13	78:6 82:19	140:18 141:10	177:8 199:14	<b>tomorrow</b>
<b>test</b> 146:16	100:2 103:21	141:12 142:3,7	<b>thrilled</b> 21:21	193:14
182:23	113:9,11	144:2 145:18	90:11	<b>tonight</b> 167:21
<b>testimony</b> 18:11	123:22 133:10	146:7 147:15	<b>throwing</b> 19:16	<b>topic</b> 55:24
111:18 135:1	141:9 156:12	148:25 149:14	<b>thunder</b> 96:20	139:4
<b>Texas</b> 2:22	163:18 167:16	150:5,20 154:6	<b>Thursday</b> 1:15	<b>Toronyi</b> 58:13
58:20 206:5	<b>things</b> 62:25	155:5,18,22	2:17 4:2	58:13
<b>text</b> 181:2	67:6 69:15	156:4,7 157:11	<b>ticketed</b> 74:2	<b>total</b> 9:10,11,14
<b>texture</b> 105:1	71:23 75:25	160:6 161:13	<b>tickets</b> 121:6	9:20 40:18
<b>thank</b> 15:6	78:11,24 79:1	161:15 162:1	<b>ties</b> 23:20	116:7,9,22
18:16 22:7,8	91:6 95:24	162:25 163:14	<b>tight</b> 24:16	123:6 134:16
22:11,19 23:1	96:4 98:24	163:18,18,21	<b>tighten</b> 73:13	142:12,14,18
31:13 37:18	102:16 113:6	163:22 166:7,9	<b>time</b> 5:1,3 21:13	142:23,24
45:4 47:2,4,4,7	115:17 127:5	167:20 172:19	22:20 33:13	195:21
48:2 49:5,23	127:23 138:19	174:12,25	34:1,18,19,25	<b>totally</b> 102:21
50:7 51:4,5	139:19 175:21	175:20,21,23	35:5 45:17	138:22 165:14
52:14,16,24	181:2,4 187:7	175:25 176:18	52:7 55:3,18	<b>totals</b> 6:21
53:20,24 54:21	<b>think</b> 13:18 18:5	176:20 184:7	56:19 69:13	<b>touch</b> 98:8
54:22 55:13	18:12 22:10,14	184:11,13,14	70:3 71:12	<b>touched</b> 58:22
56:5,17,18	32:12 35:12	185:14,19,24	73:11,19 74:4	100:3 184:23
58:1,4 59:9,10	38:2 49:24	185:24 186:1,3	77:15,20 91:15	<b>touching</b> 58:19
60:21,22 61:18	53:8 55:19	186:5,12,14	110:13 114:23	<b>touchscreen</b>
61:19 62:14,15	57:20 60:17	187:1 189:21	122:7,10	137:11

<b>tourism</b> 19:23 65:13	<b>travertine</b> 29:18	<b>troubles</b> 164:4	202:7,15,16,17 203:2,5	148:5 160:3 161:16 166:1 172:25 182:10
<b>tourists</b> 58:3	<b>treating</b> 190:16	<b>true</b> 123:3 165:9 173:3 174:23	<b>TX</b> 1:24 206:23	<b>underutilized</b> 17:11
<b>town</b> 56:15	<b>tree</b> 8:24 11:18 27:20 28:15,16	<b>truly</b> 19:9 30:10	<b>type</b> 19:5 102:23 104:20,21	<b>unemployment</b> 18:25 47:12
<b>track</b> 114:8 115:8 146:1 152:5	28:17,17 29:8 29:11,14,23 30:1 32:14,19 37:7,8 39:18 39:21,25 40:1 40:6,12,13,25 41:5,12 83:19 83:19,19,19,20 83:20,21,21,21 86:7,15,16 98:11 99:15 103:8 104:2 105:9,11,25 106:12 107:20 108:9,11 110:1 116:14,18 131:12 132:7 132:15 136:14 148:25 150:6 152:6,20 167:24 168:20 170:21 176:19 177:7 178:9,17 179:1,7 199:13	<b>trust</b> 147:10	105:1 108:4 136:10 137:10 138:10 139:7	<b>unequivocal</b> 18:18
<b>tracking</b> 140:10	<b>trials</b> 114:9 115:9 121:25 122:2,2	<b>try</b> 26:17 105:3 191:17,23,24	<b>types</b> 12:9 13:23 36:4 144:12	<b>unfortunately</b> 161:16 186:8
<b>Trade</b> 65:8 96:22 97:1,10 97:14,20	<b>tricky</b> 138:23	<b>trying</b> 92:7 126:24 138:16 138:17,18,23 163:14 192:9	<b>typical</b> 129:21 130:5	<b>union</b> 46:10 47:16
<b>trades</b> 21:5 54:5 54:25	<b>tripped</b> 96:7	<b>turn</b> 4:8,10 23:8 26:11 128:3 154:4 171:5 180:3 196:12	<b>typically</b> 102:18 129:11	<b>unique</b> 12:4 27:7 165:9
<b>traditional</b> 119:23 121:7		<b>turned</b> 65:12 161:21 166:25 171:22 172:1 178:3 180:3 196:14	<b>U</b>	<b>unit</b> 5:7
<b>traditionally</b> 113:19 120:15		<b>turning</b> 38:23 124:18	<b>uh-huh</b> 158:20 179:9 199:11	<b>unite</b> 24:19
<b>traffic</b> 16:23 93:3 180:12 182:25		<b>turns</b> 117:11 179:17	<b>ultimately</b> 61:13	<b>United</b> 59:5,6 63:17 95:17
<b>train</b> 21:12 58:20 59:1	<b>trees</b> 28:7,8,11 28:12,17,25 29:7,25 30:16 36:24 41:1 83:19,23 84:8 84:11,13 85:22 85:25 86:19 87:5,6,7,8,9,10 87:17,19,24 105:11 148:19 195:25	<b>tweak</b> 185:25	<b>unable</b> 88:7 190:25	<b>units</b> 150:2 174:20 176:1
<b>training</b> 22:1 26:8 50:23 65:4,6,15		<b>twice</b> 22:15	<b>uncover</b> 105:20	<b>university</b> 7:13 53:2,4,10 68:2 91:5 129:14 130:9
<b>Tran</b> 89:10,13 89:13,18,18 90:2		<b>two</b> 5:10 10:18 12:12 13:20 15:25 35:9 38:12 54:6 67:1,19 68:11 68:12 77:8 115:22 128:8 129:1,1 130:24 135:20 141:1 144:11,11 154:8 155:2,9 155:14,23 157:12,16 158:4,18,19 159:10 161:21 165:24 166:25 167:8,9 168:4 170:15 171:23 178:4 179:5,19 181:12 189:19 193:9 194:19 195:21 196:15	<b>undersigned</b> 206:4	<b>unreasonable</b> 156:4
<b>transcribed</b> 206:12			<b>understand</b> 22:24 53:14 100:3 102:15 102:22 112:1,6 116:4,25 118:8 120:12 123:14 124:25 126:24 127:18,21 133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>unrelated</b> 88:6
<b>Transcript</b> 1:13 2:15			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>unrestricted</b> 118:15
<b>transcription</b> 206:13			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>unusual</b> 195:2
<b>transferred</b> 12:8 13:12			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>upcoming</b> 88:10
<b>transform</b> 19:7			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>update</b> 78:8
<b>transit</b> 9:25,25 27:2			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>updates</b> 11:8
<b>transit-friendly</b> 27:8			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>upgraded</b> 107:2 107:5,9
<b>transit-oriented</b> 31:8			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>upwards</b> 121:18
<b>translate</b> 94:23			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>urge</b> 46:12 47:2 47:9,25 50:8 51:2 53:17 54:19 67:8 189:10
<b>transparent</b> 133:19 138:24			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>urgency</b> 22:5
<b>transportation</b> 34:3,7 61:11			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>usable</b> 28:5
			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>usage</b> 160:14
			133:20 138:17 138:18 139:16 140:6 143:17 149:13,14,16 149:19,24 150:3,3,15 151:9,24 158:9 164:17 165:14 166:2 172:2 180:19 184:10 186:9,18 192:13,23	<b>USC</b> 8:3 10:2

31:23 72:12,15 73:11,25 74:10 88:9 89:3 92:20,23 93:13 93:14 107:5 114:7 118:23 118:24 119:3 123:11 125:21 129:10 <b>USC's</b> 119:1 <b>use</b> 7:9 8:12 12:17 13:8 29:16 31:1 34:13 61:10 74:15 78:22 89:3 91:19 94:2 97:6 99:22 104:8 115:2 123:22 125:24 127:11 140:1 178:14 178:17 <b>user</b> 157:14 <b>uses</b> 7:10,14,15 7:17,17,19,20 7:24 8:11,14 9:2,10,22 10:23 11:5,6,8 43:18 49:19 161:1 <b>USG</b> 62:23 <b>usually</b> 81:7 <b>ut</b> 9:22 <b>utilize</b> 10:15 <b>utilized</b> 9:23 <b>utilizing</b> 10:11 <b>U-S-G</b> 63:9 <b>U-S-G-S</b> 63:8	<b>Varela</b> 54:23 56:23,23 58:2 <b>variety</b> 10:23 <b>various</b> 21:11 25:4 74:9 119:17 <b>vast</b> 28:8 <b>vein</b> 189:9 <b>vendors</b> 99:5 125:23 <b>venue</b> 24:17 73:14 74:7 80:13 89:4,5 91:21 102:19 102:23 115:2 195:6,6,7,10 196:7,10 197:16 <b>venues</b> 6:22 39:7 53:16 102:22 <b>verbatim</b> 206:10 <b>Vermont</b> 10:2,6 <b>versa</b> 145:21 <b>versatility</b> 113:4 117:2 <b>version</b> 29:5 70:7 <b>vertical</b> 37:2,3 37:22 <b>vets</b> 96:13 <b>viability</b> 53:17 146:21 <b>viable</b> 147:3 <b>vibrant</b> 127:12 <b>vice</b> 3:5 53:2 79:8 80:2,6,10 80:16 82:4 83:14 84:2,5 84:19,23 85:1 85:7,11,14,19 85:23 86:3,6 86:13,17,22 87:1 88:1,5,21 89:16,25 90:3 106:8 109:16 136:16,20,23 137:3,18,21 138:6 140:23	141:19 142:16 142:25 143:6 143:12,18,21 145:10,13,20 152:8,17,25 153:3,7,18,22 153:25 154:5 154:12,16,21 155:6,12 156:6 157:1,6,11,20 157:23 158:15 158:23 159:3,7 160:10,17 161:24 163:5 166:18,21 167:9,14,25 168:11,15,21 168:24 170:4,8 170:11,14,18 171:1,7,12,19 172:5,18,23 173:8,16,22 175:6,17,19 176:4,8,10 177:5,13,17,22 178:1,10 179:4 179:6,12 180:7 181:7,23 182:5 184:17 185:2,7 185:10 186:11 188:12 198:20 200:19 202:17 204:25 <b>video</b> 41:16 111:13 126:15 145:22 151:7 <b>view</b> 14:10 28:20 29:6,9 29:13,21,22 30:2,14 40:7 131:14,16 179:22 <b>viewable</b> 112:9 <b>views</b> 30:5 35:21 35:23 39:2 40:5 44:15 <b>Villa</b> 59:23 <b>Villacorta</b> 61:24	62:1 <b>VIP</b> 195:20 <b>visibility</b> 38:19 39:12 42:8 165:7,23,24 <b>visible</b> 33:16 38:16 39:7,8 39:13 40:13 41:19 42:25 110:19 112:17 149:9 152:3 182:20 <b>vision</b> 23:19 24:19 <b>visit</b> 42:7 <b>visiting</b> 96:9 <b>visual</b> 190:2,12 <b>visually</b> 17:11 <b>visuals</b> 23:10 <b>vis-a-vis</b> 93:21 <b>vital</b> 166:5 174:17,20 176:15 180:18 <b>Voices</b> 17:5 69:7 <b>void</b> 55:25 56:4 <b>volume</b> 141:11 <b>volunteer</b> 169:1 <b>vote</b> 105:16,18 167:18 204:8	39:15 41:8 111:22 <b>walkway</b> 156:20 <b>wall</b> 103:19 182:19 <b>wander</b> 162:9 <b>want</b> 28:24 32:25 36:24 40:16 48:18 49:16 52:1 53:9 61:8 62:6 68:11,18 69:2 69:24,25 70:20 70:22,25 72:16 74:2 80:14 81:24 84:10,14 86:7,7,15 87:7 87:14 88:15,21 89:8 91:2 94:18 95:23 100:3 103:14 104:21,24 105:13,16,17 106:4 108:13 109:8 112:4,7 112:11 122:3 122:24 123:8 124:6 125:5 126:5 127:12 127:20 129:3 129:23,23 132:3 133:20 138:17 139:13 140:7 146:23 150:5 151:14 151:24 152:5,9 156:23 159:25 162:20 166:3 174:9 178:24 180:19 184:21 185:3 192:21 193:19 200:1 202:10 <b>wanted</b> 18:8 35:5 52:8 70:23 71:21 72:3 78:21 113:23 140:19
<hr/> <b>V</b> <hr/>			<hr/> <b>W</b> <hr/>	
<b>vacuum</b> 164:7 <b>vague</b> 160:4 <b>valet</b> 9:23 31:9 79:12,14,22 80:13 195:23 <b>valuable</b> 70:4 <b>values</b> 65:1 <b>van</b> 80:22			<b>wages</b> 25:25 <b>wait</b> 52:23 60:7 60:19 65:10 106:11 136:20 202:22 <b>waiting</b> 57:12 <b>Waiving</b> 58:10 <b>walk</b> 98:16 101:13,17 108:3,4 110:9 117:19 118:21 124:14 132:5 162:16 <b>walkable</b> 30:18 <b>walked</b> 35:5 45:20 <b>walking</b> 39:12	

150:16 152:12 186:15 <b>wanting</b> 77:21 <b>wants</b> 90:1 95:14 117:15 190:17 <b>War</b> 71:24,25 94:19,21 96:11 96:13 <b>warm</b> 27:13 <b>Warriors</b> 23:25 <b>watching</b> 95:25 <b>water</b> 10:16 87:12,21 <b>Watkins</b> 23:8 35:3 168:10 <b>way</b> 4:7 19:8 30:17 54:7 72:9 92:14 95:16 96:1 102:24 103:25 112:15 118:12 120:10 123:5 125:15 126:22 137:16 141:6 141:13 158:5 160:6 183:20 185:12 192:9 <b>ways</b> 95:10 163:24 <b>wayside</b> 54:12 <b>way-finding</b> 137:11 <b>Webber</b> 3:16 202:1,4,6 203:7,10,24 <b>wedding</b> 100:18 <b>weekend</b> 130:22 <b>welcome</b> 4:6 18:7,11,15 70:10 204:6 <b>wellness</b> 25:19 <b>well-balanced</b> 30:25 <b>well-served</b> 9:24 <b>went</b> 152:7 170:20 198:16 <b>west</b> 6:16 7:18	8:19 9:3 15:19 29:13,22 43:12 59:16 68:2 147:17 175:7,9 199:24 <b>Westside</b> 58:17 58:24 59:12 <b>we'll</b> 4:11 5:2 13:22 25:17 33:24 35:13 38:7 55:23 70:6 80:13 104:23 105:4,8 106:10,12 107:16 108:25 123:25 125:24 146:3,5 167:18 167:19 175:5 178:17 190:3 <b>we're</b> 4:6,14,15 4:18 18:5 21:10,17 25:11 25:22,25 26:20 27:1 28:3,7,14 29:17 30:10,22 31:8 33:8 34:11,14,14 35:15 40:2,15 40:19 43:9,21 45:6 46:14 53:21 70:5,15 70:15,24 71:17 75:12 80:12,22 84:9 92:21 96:6 97:8 98:19 99:10 100:11 102:6 104:19,20 108:20 115:12 122:1,2 123:7 124:17,22 125:20 127:17 131:2 138:16 138:18,23 143:22 144:24 145:22 146:4 146:17 147:11 147:13,15	148:13 162:6 163:2,3 164:15 166:7 170:6,24 170:24 172:3 172:24 180:5 184:23,24 185:20,25 187:23,25 190:1,8,16 192:17,19 193:14 195:9,9 199:8,16 200:14,15 201:7,22 202:2 202:2,4 205:4 <b>we've</b> 21:7 22:24 24:14,25 25:2 25:2,3,6,7,24 27:11 29:15 31:16 32:14,21 33:19,21 36:5 36:23 39:6 40:12 42:22 43:8 44:4 54:11 70:18,19 72:18 77:15 79:2 92:22 94:8 97:25 98:17 100:16 110:10,11 111:13,20 114:17,18,25 122:8 123:24 128:1 135:25 140:18 146:15 148:14 150:20 151:16 160:3 165:14 169:4 174:4,25 175:24,25 178:8 186:18 188:1 189:8,22 192:5 <b>wheel</b> 71:19 <b>WHEREOF</b> 206:17 <b>whichever</b> 154:14,14,14	154:17 155:9 158:5 161:22 167:1 171:24 178:5 196:16 <b>Whitehead</b> 64:11 65:25,25 66:19 <b>wholeheartedly</b> 20:22 <b>who've</b> 23:19 <b>Williams</b> 3:18 35:9 202:11,11 202:12 204:9 204:12,15,19 204:21,23 205:1 <b>willing</b> 44:18 80:11 169:4 170:24,25 189:10 <b>willy-nilly</b> 165:19 <b>Wilson</b> 3:5 49:25 79:8,9 80:2,6,10,16 82:4 83:13,14 83:15 84:2,5 84:19,23 85:1 85:7,11,14,19 85:23 86:3,6 86:13,17,22 87:1 88:1,5,21 89:16,25 90:3 106:8 109:16 109:18 136:16 136:20,23 137:3,18,21 138:6 140:22 140:23,24 141:19 142:16 142:25 143:6 143:12,18,21 145:4,10,13 152:8,17,25 153:3,7,18,22 153:25 154:5 154:12,16,21 155:6,12 156:6	157:1,6,11,20 157:23 158:15 158:23 159:3,7 160:10,17 161:24 163:5 166:18,21,23 167:9,14,25 168:2,11,15,21 168:24 170:4,8 170:11,14,18 171:1,7,12,19 172:5,18,23 173:8,16,22 175:6,8,17,19 176:4,8,10 177:5,13,17,22 178:1,10 179:4 179:6,12 180:7 181:7,23 182:5 184:17 185:2,7 185:10 186:11 188:12 198:20 200:19 202:17 204:24,25 <b>win</b> 22:6 <b>wing</b> 145:5 <b>winning</b> 25:15 <b>win-win</b> 57:3 66:10 <b>WITNESS</b> 206:17 <b>women</b> 21:12 26:7 47:23 54:6,7 55:2 88:15,22 89:1 89:2,21 90:15 <b>women's</b> 53:12 53:12 74:1 89:23 90:2,5,9 90:25 196:7 <b>wonder</b> 105:19 <b>wondered</b> 186:17 <b>wonderful</b> 125:3 189:25 <b>wondering</b> 71:23 <b>word</b> 186:13
---	---	--	--	--

<b>words</b> 120:5	<b>Y</b>	108:16 138:4	<b>110</b> 6:16 11:25	125:17
<b>work</b> 5:22 21:11	<b>Yalta</b> 176:22	<b>1D</b> 42:20 134:12	12:16 13:6	<b>2006</b> 7:5 114:5
32:22 51:18	<b>yeah</b> 81:15 90:4	134:24	15:13,17 35:17	<b>2009</b> 7:5
56:6 60:24	91:1 119:1	<b>1,000</b> 25:4 72:13	35:23 106:25	<b>2010041059</b> 1:6
62:6 64:23	128:15 154:21	150:2 173:20	181:1	2:6 194:3
66:25 67:2	160:19 181:17	<b>1,320</b> 147:21	<b>115</b> 8:8	<b>2011</b> 6:3 15:24
82:23 98:19	184:16,16	<b>1,440</b> 111:8	<b>12</b> 4:25	34:8
99:2 103:6	188:22 193:19	<b>1,900</b> 17:8	<b>12,000</b> 46:11	<b>2015</b> 1:15 2:17
114:21 115:18	199:20	<b>1.6</b> 76:17,19	<b>12:00</b> 127:24	4:2 5:20 6:7,10
125:21 160:25	<b>year</b> 19:24 20:1	<b>10</b> 1:15 2:17 4:2	<b>12:30</b> 156:3	16:3,7,14
161:1 192:11	20:6,23 51:24	4:13,23 6:15	<b>12:57</b> 2:18 4:3	<b>2018</b> 78:20
<b>workaround</b>	79:17 90:9	13:18 36:6	<b>12:58</b> 4:13	<b>2024</b> 115:11
122:24	120:6 121:18	67:3 143:5,11	<b>129</b> 47:19	122:4
<b>worked</b> 93:10	125:17 129:24	190:22 192:16	<b>14</b> 27:3	<b>206</b> 2:16
<b>Workers</b> 50:4	130:6 188:5	193:3,5,6	<b>14-by-18</b> 109:10	<b>21082.1(c)(3)</b>
<b>workforce</b> 21:11	<b>years</b> 50:15 66:7	197:6	<b>15</b> 16:6 22:24	193:24
<b>working</b> 20:24	90:9,10 94:6	<b>10,000</b> 44:6	<b>15-acre</b> 16:3	<b>22,000</b> 8:1 9:9
27:11 34:23	189:19	113:21 121:16	<b>160</b> 6:21	16:11 26:25
47:23 65:16	<b>yellow</b> 10:7	122:17 123:9	<b>18</b> 116:10,10,11	<b>22,000-seat</b> 16:1
66:6 97:9	110:18	<b>10,000-plus</b> 25:3	<b>1960</b> 95:21	16:11 68:6
193:14	<b>young</b> 20:12	<b>10-foot</b> 116:6	<b>1994</b> 58:19	77:18
<b>works</b> 81:10	65:5,11 92:1	169:23		<b>238</b> 8:20
<b>world</b> 8:12 20:7	<b>youth</b> 25:23	<b>10-foot-digital...</b>	<b>2</b>	<b>24</b> 23:18
24:23 57:19	50:24 59:4	145:7	<b>2</b> 55:7 77:18	<b>250</b> 8:21 20:1
58:21 59:8	61:3,5,7 62:7	<b>10-foot-high</b>	108:17 189:18	24:7 50:11
71:24,25 73:16	63:10 66:2,12	203:25	198:13	<b>250-million-d...</b>
90:9 94:19,21	89:1	<b>10-foot-tall</b>	<b>2,000</b> 134:17	32:5
96:11 112:13	<b>youth-serving</b>	37:13,22 113:9	<b>2,100</b> 153:13	<b>250-million-pl...</b>
<b>world's</b> 23:23	92:4	<b>10:00</b> 157:25	<b>2,200</b> 111:19	19:12
24:18,19,20,23		<b>100</b> 90:24	153:14	<b>250-space-VI...</b>
57:5,5,24	<b>Z</b>	<b>100-something</b>	<b>2,200-square-f...</b>	76:9
<b>world-class</b>	<b>Zip</b> 69:8	121:18	153:10	<b>275</b> 47:15
18:20 23:22	<b>zone</b> 11:17,22,23	<b>107</b> 9:21	<b>2.5</b> 20:1 24:9	<b>288</b> 135:24
<b>worries</b> 193:12	11:24 13:5,7	<b>11</b> 46:9,17 70:12	47:21	
<b>worth</b> 64:6	30:18 106:17	<b>11:00</b> 128:19	<b>2:00</b> 128:3,9,17	<b>3</b>
<b>Wow</b> 199:12	147:20	129:18 131:3	155:24 156:15	<b>3</b> 50:16 94:8
<b>wrapping</b>	<b>zoned</b> 7:8	150:7 154:4,6	156:22 157:24	108:19 166:19
148:13	<b>zones</b> 11:7,20	158:9,24 159:8	158:3,5 161:23	174:4 191:1
<b>wrestle</b> 160:4		162:6,8,15	167:2 171:25	197:18 198:2
<b>wrestled</b> 188:5	<b>\$</b>	167:4,7 171:6	178:5 196:17	198:16,17
<b>writing</b> 68:4	<b>\$50,000</b> 65:7	171:23 172:1	<b>2:12</b> 70:6	<b>3,000</b> 21:3 24:9
<b>written</b> 116:2		172:14 174:14	<b>2:20</b> 70:6	50:18
158:6	<b>0</b>	174:15 176:1	<b>2:21</b> 70:10	<b>3-billion-dollar</b>
<b>wrong</b> 186:13	<b>01</b> 131:24	177:23 178:4	<b>20</b> 6:10 8:5 9:18	24:8
	<b>01s</b> 144:18	179:3,10,23	30:4 34:15	<b>3-million-dollar</b>
		180:6 196:12	40:19 66:7	197:25
<b>X</b>		196:13,15	79:17	<b>30</b> 35:9 50:15
<b>X-by-Y</b> 108:16	<b>1</b>	199:19 205:4	<b>20-something</b>	94:6
	<b>1</b> 2:16 16:8			

<b>30s</b> 55:2	<b>5:00</b> 186:10		
<b>30,000</b> 160:20	<b>500</b> 153:19,24		
<b>30-million-dol...</b> 187:3	154:1		
<b>30-year</b> 94:7	<b>500-square-feet</b> 153:19		
<b>300</b> 79:13	<b>500-square-foot</b> 177:8 199:15		
129:24 151:21			
152:3 196:18			
<b>305608</b> 1:25	<hr/> <b>6</b> <hr/>		
<b>31</b> 134:4,6	<b>6</b> 82:4 83:17,23		
<b>312</b> 55:17	84:7 138:4		
<b>32</b> 25:24 26:2,10	<b>6,000</b> 42:22		
<b>32-million-dol...</b> 187:3	135:3		
<b>32836</b> 1:24 2:25	<b>6,211</b> 9:15		
206:24	<b>6:00</b> 103:11		
<b>333</b> 9:22	<b>640,000</b> 8:1		
<b>35</b> 50:13 152:24	<b>640,000-squar...</b> 8:2		
<b>365</b> 20:5 99:14	<b>660</b> 33:10		
<hr/> <b>4</b> <hr/>	<b>672</b> 135:10		
<b>4</b> 131:20 192:15	<b>6781</b> 1:23 2:21		
<b>4,000</b> 134:17	206:23		
<b>4-by-10</b> 144:4	<hr/> <b>7</b> <hr/>		
<b>4:25</b> 2:18 4:3	<b>7th</b> 161:14		
205:5	166:11,13		
<b>40</b> 21:6,6 25:11	174:16 177:11		
50:13 136:4	<b>7:30</b> 129:17		
143:3,4,10,11	130:14		
143:13 153:2	<b>700</b> 43:23		
<b>40-square-foot</b> 181:15	<b>700-square-feet</b> 153:10		
<b>400</b> 78:2 142:19	<b>728</b> 148:10		
142:22,25	<b>75</b> 8:15		
143:11	<hr/> <b>8</b> <hr/>		
<b>44,500</b> 12:18	<b>8</b> 143:14 192:15		
<b>440</b> 9:20 77:13	<b>8:00</b> 103:11		
<hr/> <b>5</b> <hr/>	<b>80</b> 94:10 195:21		
<b>5</b> 76:23 77:6	<b>8555</b> 1:24 2:23		
143:13 193:3,5	206:23		
193:6,8 195:11	<b>880</b> 111:15		
195:19	<hr/> <b>9</b> <hr/>		
<b>5,000</b> 34:6	<b>9</b> 17:3 62:23		
<b>5,800</b> 42:23	63:17		
135:4	<b>9th</b> 166:11		
<b>5,961</b> 9:12	<b>90037</b> 69:8		
<b>5.076</b> 9:11	<b>93,000</b> 72:9		