

FINDINGS

1. **General Plan Land Use Designation.** The subject property is located within the area covered by the South Los Angeles Community Plan Revision, which was adopted by the City Council on March 22, 2000. The South Los Angeles Community Plan designates the approximately 15-acre project site containing the existing Los Angeles Memorial Sports Arena (project site) and nearly all of Exposition Park, including the area subject to the Coliseum District Specific Plan as Open Space (OS) with corresponding zones of OS and A1, and identifies Exposition Park as a “major opportunity site.” The OS designation permits parks, community centers and public serving facilities under the ownership or operation of a public agency. In addition, a portion of the project site fronting Figueroa Street is identified by the General Plan Framework for the South Los Angeles Community Plan area as a Regional Center, which is a designated focal point of regional commerce, identity and activity identified for commercial uses, major entertainment and cultural facilities and supporting services. The City Council has initiated a Specific Plan Amendment of the Coliseum District Specific Plan (Specific Plan) and a new Sign Supplemental Use District (Sign District) where findings would be required to demonstrate that the Coliseum District Specific Plan Amendment and Soccer Stadium project are consistent with the Land Use designation for the South Los Angeles Community Plan.

2. **General Plan Text.** The South Los Angeles Community Plan identifies Exposition Park as a “major opportunity site” and designates the project site and all of Exposition Park as Open Space (OS). In identifying Exposition Park as a “major opportunity site” the South Los Angeles Community Plan provides the following guiding principles in the development of Exposition Park and the facilities it holds:
 - The need for community empowerment regarding future development.
 - The opportunity for a variety of jobs and job training for community residents.
 - Development reflective of community needs.
 - The need for appropriate development plans to prevent incongruent, incremental development.

The Specific Plan Amendment and Supplemental Use Sign District for the Soccer Stadium project are consistent with the guiding principles in the development of Exposition Park and the facilities it holds.

The need for community empowerment regarding future development.

The Soccer Stadium project would be an in-fill development allowing for redevelopment of the underutilized Los Angeles Memorial Sports Arena (Sports Arena) site by modernizing and diversifying the existing uses at the project Site, while remaining consistent with the existing and proposed scale of development in the surrounding area. The Soccer Stadium project’s ancillary uses would provide additional amenities to support both stadium operations and the surrounding community, including restaurant and retail uses, which would create new permanent jobs and add additional accessible amenities for community residents. In addition, the ancillary uses would enable the creation of a state-of-the-art sports and entertainment complex that would be a catalyst for revitalizing the southern end of the Figueroa sports and entertainment corridor in South Los Angeles, thereby empowering the surrounding community and reinforcing Exposition Park as an important cultural, sports, entertainment and activity hub for area residents and the community at large.

The opportunity for a variety of jobs and job training for community residents.

The Specific Plan Amendment and Sign District presents a major economic opportunity to create a variety of jobs, job training, and stimulate investment in the South Los Angeles community. The Soccer Stadium project is estimated to cost upwards of \$250 million and construction is estimated to result in approximately \$274 million in economic output. The project will not utilize any public funds. Operation of the Soccer Stadium project is estimated to generate approximately \$129 million in annual economic output. The project would maintain and enhance the economic vitality of the area by creating approximately 1,228 job temporary job opportunities associated with the construction of the project and approximately 1,840 permanent jobs opportunities during operation of the project. Many employment openings created with the development of the soccer stadium are anticipated to be filled by community residents, and the project Applicant has publicly committed to the Coliseum Commission that it will achieve 40 percent local hire during project construction and operations.

Development reflective of community needs.

The Soccer Stadium project would replace the existing Sports Arena, which has become underutilized, with a professional soccer stadium intended to be the home of a MLS team and the location of a variety of other major and special events. The Soccer Stadium project also would include the addition of a major conference facility, World Football museum, team store, and retail, restaurant and office uses. The Soccer Stadium project would provide this area of South Los Angeles with an identity necessary to attract new patrons, customers, businesses and visitors, along with generating an active environment that will reinvigorate the surrounding community. In addition, the Soccer Stadium project would provide approximately 143,000 square feet of new public open space on the Sports Arena site, including wider sidewalks and plazas that will diversify and increase the amount of accessible open space for the community in Exposition Park. In particular, the plaza at the northwest corner of the project Site (Northwest Plaza) would provide a new public gathering space for pre-game events and other game-day activities and would serve as an active public space on non-event days (e.g., for small concerts, red carpet events, and community events such as food festivals or art fairs). Therefore, the Specific Plan Amendment and Sign District would allow the development of a diverse array of entertainment, restaurant, business and other public uses that will help address the community's and the region's needs.

The need for appropriate development plans to prevent incongruent, incremental development.

The Specific Plan Amendment and Sign District contain regulations would maintain the prevailing scale, neighborhood character, and land uses within Exposition Park and its surrounding neighborhoods and districts. The Specific Plan Amendment and Sign District would allow the development of the Soccer Stadium project and would not replace or otherwise alter the land uses, museums, cultural and entertainment venues in Exposition Park, or other neighboring commercial and residential uses. The Specific Plan Amendment and Sign District would allow for the continued revitalization of Exposition Park.

Open Space

The South Los Angeles Community Plan text explains that Open Space should function in one or more of the following ways:

1. Recreational and educational opportunities.
2. Scenic, cultural, and historic values.
3. Public health and safety.

4. Preservation and creation of community identity.
5. Rights-of-way for utilities and transportation facilities.
6. Preservation of natural resources or ecologically important areas.
7. Preservation of physical resources.

With the Specific Plan Amendment and Sign District, the Soccer Stadium project would be consistent with the South Los Angeles Community Plan Open Space functions. The Soccer Stadium project's World Football museum would provide for educational opportunities and cultural values consistent with the existing cultural facilities in Exposition Park including the California Science Center, the Los Angeles County Museum of Natural History, the California African-American Museum, and the Wallis Annenberg Building for Science Learning and Innovation. In addition, the Soccer Stadium project would preserve and create community identity by replacing the existing Sports Arena, which has become underutilized, with a professional soccer stadium and entertainment complex while adding approximately 143,000 square feet of improved public open space that would consist of pedestrian walkways and plazas featuring a mix of hardscape and landscaped areas, potentially including water features, public art, and seating areas.

The South Los Angeles Community Plan text also includes the following relevant land use objective and policies related to Open Space:

Objective 5-1: To preserve existing open space resources and where possible develop new open space.

Policy 5-1.1: Encourage the retention of passive and visual open space which provides a balance to the urban development of the Plan Area.

Policy 5-1.2: Require development in major opportunity sites to provide public open space.

The Soccer Stadium project would add approximately 143,000 square feet of improved public open space that would consist of pedestrian walkways and plazas featuring a mix of hardscape and landscaped areas, potentially including water features, public art, and seating areas. These open space areas would contribute to passive and visual open space within Exposition Park, which is a designated major opportunity site. Pedestrian plazas would include a main plaza at the northwest corner of project Site (Northwest Plaza) and a large pedestrian gathering area along Figueroa Street. The Soccer Stadium project would add available open space and substantially increase the project site's accessibility to the public as compared to the existing Sports Arena, which is surrounded by fencing.

Commercial

Within the Land Use Chapter of the Framework Element of the General Plan, the Specific Plan area, Sign District, and project Site are located adjacent to and partially within a designated Regional Center that generally corresponds with Figueroa Street. A Regional Center is defined as:

...a focal point of regional commerce, identity and activity and containing a diversity of uses such as corporate and professional offices, residential, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities, and supporting services. Generally different types of Regional Centers will fall within the range of floor area ratios from 1.5:1 to 6.0:1. Some will only be commercially oriented; others will contain a mix of residential and commercial uses. Generally, Regional Centers are characterized

by 6- to 20-stories (or higher). Regional Centers are usually major transportation hubs.

The Land Use Chapter also indicates that Martin Luther King, Jr. Boulevard adjacent to the Specific Plan area is designated as a Mixed Use Boulevard. Mixed Use Boulevards are described as connections between the City's neighborhood districts and community, regional, and Downtown centers. Mixed-use development is encouraged along these boulevards, with the scale, density and height of development compatible with the surrounding areas.

Because the Specific Plan area, Sign District, and project Site are located adjacent to and partially within a Regional Center and adjacent to a Mixed Use Boulevard, the following objectives from the South Los Angeles Community related to Commercial uses are also relevant:

Objective 2-1: To conserve and strengthen viable commercial development.

The Soccer Stadium project would add an approximately 9,000-square-foot conference facility, a World Football museum, team store, and a mix of retail and restaurant uses to the existing commercial uses in the Exposition Park area. These ancillary uses would be available to support Soccer Stadium uses and would be open to the public on nonevent days. These uses would provide neighborhood residents and visitors a diversity of commercial options. As the Soccer Stadium project is expected to attract Major League Soccer (MLS) patrons and new visitors to Exposition Park, the Soccer Stadium project would generate new customers for businesses in the area.

Objective 2-5: To enhance the appearance of commercial districts.

The Soccer Stadium project would include improvements immediately adjacent to the new stadium and across from the Figueroa-adjacent commercial district. Such improvements would include the provision of a 40- to 70-foot set-back along Figueroa Street. This area would be developed as a broad, landscaped sidewalk to provide sufficient space for patrons to circulate and queue on event days and provide an inviting and safe pedestrian environment on non-event days.

The Soccer Stadium project would include a Northwest Plaza to provide a welcoming pedestrian environment with a mix of hardscape and landscaped areas, and may include water features, public art, and seating areas. Sound, lighting, and video components also would be incorporated into the design of the plaza, adding to its aesthetic appeal. As the primary gathering plaza for game days and special events, the Northwest Plaza would be a landscaped and visually appealing public hub from which site visitors could patronize on- and off-site businesses.

Objective 2-3: To attract uses which strengthen the economic base and expand market opportunities for existing and new businesses.

Objective 2-6: To maintain and increase the commercial employment base for community residents whenever possible.

The Soccer Stadium project presents a major economic opportunity to create jobs and stimulate investment in the South Los Angeles community. The Soccer Stadium project is estimated to cost upwards of \$250 million and construction is estimated to result in approximately \$274 million in economic output. Operation of the Soccer Stadium project is estimated to generate approximately \$129 million in annual economic output. Development of the project would enhance the economic vitality of the area by creating approximately 1,228 job temporary job opportunities

associated with the construction of the project and approximately 1,840 permanent jobs opportunities during operation of the project.

In addition to the approximately 22,000 seat professional soccer stadium (Soccer Stadium), the Soccer Stadium project also would include a World Football museum, conference, retail, and restaurant uses that would directly benefit Exposition Park and the surrounding community. The Soccer Stadium project could attract new patrons to the City and the South Los Angeles area for MLS matches and other community events providing new employment opportunities for local residents and increasing revenues for area businesses. The Soccer Stadium project would bring more visitors to Exposition Park, and anchor the southern end of the sports and entertainment venues located on Figueroa, which extend to LA Live and Dodger Stadium to the north. The project would create thousands of construction and permanent jobs, bring critical investment to Exposition Park, and develop long-needed community serving facilities like restaurants and meeting spaces.

Framework Element.

The Framework Element for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including South Los Angeles, the Specific Plan area, and concomitant Sign District. The Framework Element also sets forth a Citywide comprehensive long-range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services.

The Specific Plan area is currently developed with the Coliseum, the Sports Arena, and surface parking lots. Redevelopment of the Sports Arena site would be the replacement of an existing and outdated sports and entertainment venue. By enabling the redevelopment of the underutilized Sports Arena site, the Specific Plan Amendment and Sign District would be consistent with the character of land uses in the area and would further several goals and policies of the Framework Element.

Land Use Chapter. The Land Use Chapter of the Framework Element provides primary objectives to support the viability of the City's residential neighborhoods, commercial and industrial districts, and encourage sustainable growth in appropriate locations. The Land Use Chapter establishes land use categories which are broadly described by ranges of intensity/density, heights, and lists of typical uses. The designated land use categories are Neighborhood Districts, Community Centers, Regional Centers, Downtown Center, Mixed-Use Boulevards, and Industrial Districts. The Specific Plan area is located adjacent to and partially within a designated Regional Center that generally corresponds with Figueroa Street. The Land Use Chapter also designates Martin Luther King, Jr. Boulevard along the southern edge of the Specific Plan area as a Mixed Use Boulevard. Additionally, the Framework Element designates the eastern edge of the Specific Plan area as being located within a Pedestrian-Oriented District that generally corresponds with Figueroa Street.

The Specific Plan Amendment and Sign District, which would facilitate the development of the Soccer Stadium project, would meet specific objectives and policies contained in the Land Use Chapter of the Framework Element of the Los Angeles General Plan as follows:

Objective 3.1 - Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

The Specific Plan area including the project Site is located within Exposition Park, which is home to several cultural, entertainment, and sporting facilities.

The Soccer Stadium project would replace the existing Sports Arena, which has become underutilized, with a professional soccer stadium intended to be the home of a MLS team and a variety of other major and special events. The Soccer Stadium project also would include a major conference facility, World Football museum, team store, and retail, restaurant and office uses; and the Northwest Plaza which would provide a new public gathering space for pre-game events and other game-day activities and would serve as an active public space on non-event days. The Specific Plan Amendment and Sign District would allow the development of the Soccer Stadium project adding a diverse array of entertainment, restaurant, business and other public uses to the already diverse existing set of uses within the Specific Plan area and Exposition Park.

Objective 3.2 - Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.4 - Provide for the siting and design of new development that maintains the prevailing scale and character of the City's stable residential neighborhoods and enhance the character of commercial and industrial districts.

The ancillary facilities would include a conference facility that could be used by the University of Southern California, other Exposition Park entities, and area businesses and organizations, along with a World Football museum, team store, and a mix of retail and restaurant uses. These uses would complement the existing facilities in Exposition Park by providing additional amenities, eating establishments and activities within close walking distance of other Exposition Park museums and facilities, thereby reducing vehicle trips and vehicle miles traveled for park visitors and nearby residents and businesses.

The Soccer Stadium project also would include improvements designed to activate pedestrian areas immediately adjacent to the Soccer Stadium project, such as landscaped sidewalks and pedestrian improvements to allow sufficient space for patrons to circulate and queue on event days and provide an inviting and safe pedestrian environment on non-event days. The Soccer Stadium project is comparable in scale to the existing Sports Arena and it would occupy the same general area within the southeast corner of the Specific Plan area in Exposition Park. The Soccer Stadium project operations would be accommodated within the existing network of streets, pedestrian areas, parking areas and other existing Exposition Park amenities. Furthermore, owing to its co-location with an established network of pedestrian and public transit options, the Soccer Stadium project would facilitate the use of modes of transportation other than private vehicles to and from the Specific Plan area and Soccer Stadium project. The Soccer Stadium project would be located in an area with convenient pedestrian access to several stops on the Expo Light Rail Line, including the Expo Park/USC Station (0.35 mile from the project Site) and the Expo/Vermont Station (0.7 mile from the project Site), as well as the 37th Street/USC Silver Line Bus Rapid Transit (BRT) Station on the Harbor Transitway (located approximately 0.37 mile from the project Site). All of these transit facilities are operated by the Los Angeles County Metropolitan Transportation Authority (Metro). The Specific Plan area is also served by seven bus lines operated by Metro and the Los Angeles Department of Transportation (LADOT) within 0.25 mile of the Specific Plan area. The Soccer Stadium project's proximity to numerous public transit options supports the location of a major sports and entertainment destination in this location, which will reduce vehicle miles traveled and vehicle trips, along with associated air pollution.

The Specific Plan Amendment amends sections of the Specific Plan to allow the development of the Soccer Stadium project. It will not replace or otherwise alter the land uses, museums, cultural

and entertainment venues in Exposition Park, or other neighboring commercial and residential uses, all of which together will continue to contribute to a diverse Exposition Park-area community.

Objective 3.4 - Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1 - Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range.

Objective 3.10 - Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

The Specific Plan area and concomitant Sign District are located at the center of a diverse array of neighborhood commercial, residential, and open space uses within and surrounding Exposition Park. The Specific Plan Amendment and Sign District would allow the development of the Soccer Stadium project, enhancing the character of Figueroa Street (a major boulevard within a Regional Center) along with nearby commercial districts. The Soccer Stadium project would include an approximately 9,000-square-foot conference facility, a World Football museum, team store and a mix of retail and restaurant uses. These ancillary uses would be available to support Soccer Stadium uses and would be open to the public on non-event days to serve as a catalyst for additional revitalization of the Exposition Park area and to complement and enhance the existing venues and destinations within and surrounding the park. These uses also would enhance competition with and among existing commercial, retail and restaurant uses across Figueroa Street from the project Site, which would improve the commercial character of the neighborhood for residents and visitors alike who demand a diversity of commercial options. As the Soccer Stadium project is expected to attract Major League Soccer (MLS) patrons and new visitors to Exposition Park, the Soccer Stadium project would generate new customers for businesses in the area. The various pedestrian and site improvements associated with the Soccer Stadium project, as well as its location within walking distance to two stops on the Expo Light Rail Line, along with many bus lines, would contribute to the viability and accessibility of existing and proposed commercial uses enhancing the convenience and desirability of businesses concentrated near the project Site and Specific Plan area.

The Soccer Stadium project is estimated to cost upwards of \$250 million and construction is estimated to result in approximately \$274 million in economic output. Operation of the Soccer Stadium project is estimated to generate approximately \$129 million in annual economic output. Development of the Soccer Stadium project implemented through the Specific Plan Amendment and Sign District would maintain and enhance the economic vitality of the area by creating approximately 1,228 job temporary job opportunities associated with the construction of the project and approximately 1,840 permanent jobs opportunities during operation of the project.

Whereas declining attendance and fewer events at the Sports Arena have left the existing site underutilized, the Soccer Stadium project could attract new patrons to the City and the South Los Angeles area for MLS matches and other community events providing new employment

opportunities for local residents and increasing revenues for area businesses. The Soccer Stadium project would bring more visitors to Exposition Park, and anchor the southern end of the sports and entertainment venues located on Figueroa Street, which extend to LA Live and Dodger Stadium to the north. The Soccer Stadium project would be a transformative development for South Los Angeles with a broad range of uses, and would create thousands of construction and permanent jobs, bring critical investment to Exposition Park, and develop long-needed accessible community serving facilities like restaurants and meeting spaces that will reinforce the existing Regional Center along Figueroa.

Objective 3.16 - Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.

The Soccer Stadium project would accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity. The Soccer Stadium project would include landscaped sidewalks and pedestrian improvements to allow sufficient space for patrons to circulate and queue on event days and provide an inviting and safe pedestrian environment on non-event days. The Soccer Stadium project is comparable in scale to the existing Sports Arena and it would occupy the same general area within the southeast corner of the Specific Plan area in Exposition Park. The Soccer Stadium project operations would be accommodated within the existing network of streets, pedestrian areas, parking areas and other existing Exposition Park amenities. Furthermore, owing to its co-location with an established network of pedestrian and public transit options, the Soccer Stadium project would facilitate the use of modes of transportation other than private vehicles to and from the Specific Plan area and Soccer Stadium project.

The Soccer Stadium project would be located in an area with convenient pedestrian access to several stops on the Expo Light Rail Line, including the Expo Park/USC Station (0.35 mile from the project Site) and the Expo/Vermont Station (0.7 mile from the project Site), as well as the 37th Street/USC Silver Line Bus Rapid Transit (BRT) Station on the Harbor Transitway (located approximately 0.37 mile from the project Site). All of these transit facilities are operated by the Los Angeles County Metropolitan Transportation Authority (Metro). The Specific Plan area is also served by seven bus lines operated by Metro and the Los Angeles Department of Transportation (LADOT) within 0.25 mile of the Specific Plan area.

Mobility Element.

The Mobility Element of the General Plan would not be affected by the recommended action herein, because the Specific Plan Amendment and Soccer Stadium project would not include reconfiguration of any existing roadways within the Specific Plan area, Exposition Park or the surrounding area. Construction of the Soccer Stadium project would be coordinated with the City's My Figueroa street improvement project, through which the City would ensure compliance with the Mobility Element of the General Plan. Any dedications and/or improvements of the abutting streets, if required, would be subject to the recommendations of the Bureau of Engineering and the Department of Transportation, which may further assure compliance with this Element of the General Plan and with the City's updated Street Standard Plans/S-470-1.

Sewerage Facilities Element.

Sewerage Facilities within the General Plan would be affected by the recommended action. Sewer service for the Soccer Stadium project would be provided utilizing new or existing sewer connections to the existing sewer main that generally runs along the east side of South Coliseum Drive within the project Site. Except for these sewer connection

pipes, no upgrades to the existing sewer mainlines are anticipated. Requirements for construction of sewer facilities to serve the subject project and complete the City sewer system for the health and safety of City inhabitants will assure compliance with the goals of this General Plan Element.

Street Lights.

Any City required installation or upgrading of street lights necessary to complete the City street improvement system so as to increase night safety along the streets which adjoin the subject property.

3. Charter Findings - City Charter Sections 556 and 558 (Specific Plan Amendment).

The Specific Plan Amendment complies with Sections 556 and 558 of the City Charter in that the Specific Plan with the adoption of the Specific Plan Amendment promotes an intensity and pattern of development that would be consistent with the area's General Plan Framework designation and would encourage transit use; reduce automobile dependency; encourage the development of regionally-serving and diverse commercial uses; and enhance the pedestrian environment. The Specific Plan Amendment would permit the development of an approximately 22,000 seat professional soccer stadium and approximately 119,000 gross square feet (approximately 105,900 square feet of floor area) of ancillary facilities. The Specific Plan Amendment furthers many of the City's land use policies by promoting economic development, encouraging high-activity uses, and otherwise supporting a diverse set of new public and commercial uses. The following is a summary of the amendments made to the Coliseum District Specific Plan:

- Section 1: Specifies the boundaries of the Specific Plan; Adds a section discussing the five Zones of the Specific Plan.
- Section 2: Updates the intent of the Specific Plan by including the redevelopment of the Sports Arena site.
- Section 3: Updates the sign ordinance within the Specific Plan and its relationship to the Los Angeles Municipal Code.
- Section 4: Updates definitions to reflect the soccer stadium project.
- Section 5: Updates the parties that can utilize the Specific Plan and subjects activities related to both the Coliseum and soccer stadium to the Specific Plan.
- Section 6: Adds a Project Permit Compliance process.
- Section 7: Updates the uses permitted within the Specific Plan area.
- Section 8: Adds design regulations for the soccer stadium.
- Section 9: Adds additional alcohol consumption regulations. More specifically, allows for on-site consumption of alcohol for bars, cafes, outdoor eating areas, event areas within the Soccer Stadium zone, and in other ancillary areas, as well as designated areas within the South Parking Lot Zone. Also adds the application process, identifies permanent and temporary establishments, and the approval and appeal process.
- Section 10: Adds parking requirements for vehicles and bicycles. Also adds parking regulations for ancillary uses, location of parking and bicycle parking regulations.

The Soccer Stadium project facilitated by the Specific Plan Amendment would be compatible with the surrounding community. The Soccer Stadium project would be an in-fill development allowing for redevelopment of the underutilized Sports Arena site by modernizing and diversifying the existing uses at the project Site, while remaining consistent with the existing and proposed scale of development in the surrounding area. It also would accommodate the growing population and investment in the South Los Angeles community.

The Specific Plan Amendment would permit the Soccer Stadium project helping to reinforce Exposition Park's role as a major regional center in Southern California. As discussed, it would replace the Sports Arena with a modern, world-class sports complex, and would provide enhanced landscape and pedestrian improvements. The Soccer Stadium project's ancillary uses would provide additional amenities to support stadium operations, including year-round restaurant and retail uses, which would create new permanent jobs and enable the creation of a state-of-the-art sports and entertainment complex that would be able to compete with similar, modern facilities reinforcing Exposition Park as an important commercial hub for area residents and the community at large.

The Soccer Stadium project would be designed to be capable of achieving at least LEED Silver certification or equivalent green building standards.

The Specific Plan Amendment also promotes transit-oriented development. The Specific Plan area including the project Site is located approximately two miles southwest of downtown, within Exposition Park. The Specific Plan area provides convenient pedestrian access to several stops on the Expo Light Rail Line, and is also served by seven bus lines operated by Metro and the Los Angeles Department of Transportation (LADOT) within 0.25 mile of the Specific Plan area.

Consistent with Sections 556 and 558 of the City Charter, the Specific Plan Amendment would help promote the general welfare and good zoning practices by supporting many of the land use planning goals, objectives, policies and programs specified in the South Los Angeles City Community Plan, including locating jobs near housing, creating density near transit, promoting sustainable building, providing landscaping and public open spaces, and providing retail and entertainment venues.

SPECIFIC PLAN AMENDMENT FINDINGS

4. The Specific Plan Amendment Would Be in Conformance with the Purposes, Intent and Provisions of the City of Los Angeles General Plan.

Los Angeles City Charter Sections 556 and 558 and LAMC Section 12.32.C.2 require that prior to adopting a land use ordinance, the Planning Commission make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan. The Specific Plan Amendment would be in conformance with the purposes, intent and provisions of the General Plan in that it would conform to the goals, objectives and policies of the South Los Angeles Community Plan, General Plan Framework, General Plan Mobility Element, and General Plan Air Quality Element, as discussed below.

5. The Specific Plan Amendment Would Be in Conformance with the South Los Angeles Community Plan.

The Specific Plan Amendment would be consistent with the identification of Exposition Park as a "major opportunity site," the designation of the project site and all of Exposition Park as Open Space (OS), and the following objectives and policies of the South Los Angeles Community Plan:

Major Opportunity Site

In identifying Exposition Park as a "major opportunity site" the South Los Angeles Community Plan provides for the following guiding principles in the development of Exposition Park and the facilities it holds:

- The need for community empowerment regarding future development.
- The opportunity for a variety of jobs and job training for community residents.
- Development reflective of community needs.
- The need for appropriate development plans to prevent incongruent, incremental development.

The Soccer Stadium project facilitated by the Specific Plan Amendment would contribute to community empowerment in South Los Angeles, in particular within the surrounding community of Exposition Park. The Soccer Stadium project would be an in-fill development allowing for redevelopment of the underutilized Sports Arena site by modernizing and diversifying the existing uses at the project site, while remaining consistent with the existing and proposed scale of development in the surrounding area. The Soccer Stadium project would replace the Sports Arena with a modern, world-class sports complex, and would provide enhanced landscape and pedestrian improvements as compared to existing conditions.

The Soccer Stadium project's ancillary uses would provide additional amenities to support both stadium operations and the surrounding community, including year-round restaurant and retail uses, which would create new permanent jobs and add additional accessible amenities for community residents. In addition, the ancillary uses would enable the creation of a state-of-the-art sports and entertainment complex that would be a catalyst for revitalizing the southern end of the Figueroa sports and entertainment corridor in South Los Angeles, thereby empowering the surrounding community and reinforcing Exposition Park as an important cultural, sports, entertainment and activity hub for area residents and the community at large.

The Soccer Stadium project, which would be expressly allowed with the Specific Plan Amendment, presents a major economic opportunity to create a variety of jobs, job training, and stimulate investment in the South Los Angeles community. Development of the Soccer Stadium project implemented through the Specific Plan Amendment would maintain and enhance the economic vitality of the area by creating approximately 1,228 job temporary job opportunities associated with the construction of the project and approximately 1,840 permanent jobs opportunities during operation of the project. The Project Applicant has publicly committed to the Coliseum Commission that it will achieve 40 percent local hire during project construction and operations.

The Soccer Stadium project is reflective of community needs because it would increase the diversity of uses within Exposition Park, thereby increasing the available resources to support the City's and neighborhood's existing and future residents, businesses and visitors. In addition to the new soccer stadium, the a major conference facility, World Football museum, team store, and retail, restaurant and office uses would contribute to the vitality of the underutilized site.

The Soccer Stadium project would provide approximately 143,000 square feet of new public open space on the Sports Arena site, including wider sidewalks and plazas that will diversify and increase the amount of accessible open space for the community in Exposition Park.

The Specific Plan Amendment would provide appropriate development regulations to prevent incongruent, incremental development. The Specific Plan Amendment contains regulations that would maintain the prevailing scale, neighborhood character, and land uses within Exposition Park and its surrounding neighborhoods and districts. The Specific

Plan Amendment would expressly allow the development of the Soccer Stadium project and would not replace or otherwise alter the land uses, museums, cultural and entertainment venues in Exposition Park, or other neighboring commercial and residential uses. The Specific Plan Amendment would allow for the continued revitalization of Exposition Park, a recognized community and regional center, with a state-of-the art professional soccer stadium venue.

Open Space

The South Los Angeles Community Plan text also includes the following relevant land use objective and policies related to Open Space:

Objective 5-1: To preserve existing open space resources and where possible develop new open space.

Policy 5-1.1: Encourage the retention of passive and visual open space which provides a balance to the urban development of the Plan Area.

Policy 5-1.2: Require development in major opportunity sites to provide public open space.

The Specific Plan Amendment would preserve existing open space and allow for the development of new public spaces complimentary to the existing mixture of open space, cultural and recreational uses in Exposition Park. In particular, the Soccer Stadium project would add approximately 143,000 square feet of improved public open space that would consist of pedestrian walkways and plazas featuring a mix of hardscape and landscaped areas, potentially including water features, public art, and seating areas.

These open space areas would contribute to passive and visual open space within Exposition Park, which is a designated major opportunity site. Pedestrian plazas would include a main plaza at the northwest corner of project site (Northwest Plaza) and a large pedestrian gathering area along Figueroa Street.

Commercial

Within the Land Use Chapter of the Framework Element of the General Plan, the Specific Plan area and project site are located adjacent to and partially within a designated Regional Center that generally corresponds with Figueroa Street. A Regional Center is defined as:

...a focal point of regional commerce, identity and activity and containing a diversity of uses such as corporate and professional offices, residential, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities, and supporting services. Generally different types of Regional Centers will fall within the range of floor area ratios from 1.5:1 to 6.0:1. Some will only be commercially oriented; others will contain a mix of residential and commercial uses. Generally, Regional Centers are characterized by 6- to 20-stories (or higher). Regional Centers are usually major transportation hubs.

The Land Use Chapter also indicates that Martin Luther King, Jr. Boulevard adjacent to the Specific Plan area is designated as a Mixed Use Boulevard. Mixed Use Boulevards are described as connections between the City's neighborhood districts and community, regional, and

Downtown centers. Mixed-use development is encouraged along these boulevards, with the scale, density and height of development compatible with the surrounding areas.

Because the Specific Plan area and project site are located adjacent to and partially within a Regional Center and adjacent to a Mixed Use Boulevard, the following objectives from the South Los Angeles Community related to Commercial uses are also relevant:

Objective 2-1 - To conserve and strengthen viable commercial development.

Policy 2-1.1 - New commercial uses shall be located in existing, established commercial areas or existing shopping centers.

Policy 2-1.3 - Commercial areas should be consolidated and deepened to stimulate existing businesses, create opportunities for new development and off-street parking, expand the variety of goods and services, and improve shopping convenience as well as offer local employment.

Policy 2-1.5 - Require that projects be designed and developed to achieve a high level of quality, distinctive character, and compatibility with existing uses and development.

The Specific Plan area and concomitant Sign District are located at the center of a diverse array of neighborhood commercial, residential, and open space uses within and surrounding Exposition Park. The Specific Plan Amendment and Sign District would allow the development of the Soccer Stadium project enhancing the character of the nearby commercial districts. The Soccer Stadium project would include an approximately 9,000-square-foot conference facility, a World Football museum, team store and a mix of retail and restaurant uses. These ancillary uses would be available to support stadium uses and would be open to the public on non-event days to serve as a catalyst for additional revitalization of the Exposition Park area and to complement and enhance the existing venues and destinations within and surrounding Exposition Park. These uses also would enhance competition with and among existing commercial, retail and restaurant uses across Figueroa Street from the project site, which would improve the commercial character of the neighborhood for residents and visitors alike who demand a diversity of commercial options. As the Soccer Stadium project is expected to attract Major League Soccer (MLS) patrons and new visitors to Exposition Park, it would generate new customers for businesses in the area. The various pedestrian and site improvements associated with the Soccer Stadium project, as well as its location within walking distance of the Expo Light Rail Line and many bus lines, would contribute to the viability and accessibility of existing and proposed commercial uses enhancing the convenience and desirability of businesses concentrated near the project site and Specific Plan area.

Objective 2-5 - To enhance the appearance of commercial districts.

Policy 2-5.1 - Improve the appearance and landscaping of commercial properties.

Policy 2-5.2 - Preserve community character, scale and architectural diversity.

The Soccer Stadium project would incorporate a number of aesthetic and landscaping improvements that would have the effect of improving the commercial appeal of the Specific Plan area, the Soccer Stadium project's commercial and restaurant uses, and the surrounding commercial areas. Most significantly, the Soccer Stadium project would include improvements immediately adjacent to the new stadium and across from the Figueroa-adjacent commercial district. Such improvements would include the provision of a 40- to 70-foot set-back along

Figueroa Street. This area would be developed as a broad, landscaped sidewalk to provide sufficient space for patrons to circulate and queue on event days and provide an inviting and safe pedestrian environment on nonevent days that would facilitate public patronage at nearby commercial establishments.

The Soccer Stadium project would include a Northwest Plaza to provide a welcoming pedestrian environment with a mix of hardscape and landscaped areas, and may include water features, public art, and seating areas. Sound, lighting, and video components also would be incorporated into the design of the plaza, adding to its aesthetic appeal. As the primary gathering plaza for game days and special events, the Northwest Plaza would be a landscaped and visually appealing public hub from which site visitors could patronize on- and off-site commercial uses.

Moreover, none of the proposed improvements or alterations would adversely impact the community character or existing scale and architectural diversity of the Specific Plan area. Exposition Park has long accommodated a diversity of open space, recreational and commercial uses. The Soccer Stadium project's addition of certain commercial ancillary uses such as a team store, retail, and restaurant uses would serve to enhance the existing diversity of uses in Exposition Park.

The Soccer Stadium project would preserve architectural diversity with the development of the first open-air stadium in Los Angeles since Dodger Stadium opened in 1962. The roof canopy skin would moderate the perceived height of the stadium because it would be permeable to light and would not be perceived as solid. In addition, the Soccer Stadium project would modulate building heights to locate shorter buildings closer to the Coliseum. Further, the base of the stadium at street level would draw on material influences from the Coliseum and Swim Complex, incorporating similar materials and color palates, such as the Travertine and the concrete used extensively on those venues. As a result, the stadium design would create a unique visual identity for the Soccer Stadium project while maintaining visual compatibility with surrounding uses, including the Coliseum.

Objective 2-3 - To attract uses which strengthen the economic base and expand market opportunities for existing and new businesses.

Objective 2-6 -To maintain and increase the commercial employment base for community residents whenever possible.

The Soccer Stadium project is estimated to cost upwards of \$250 million and project construction is estimated to result in approximately \$274 million in economic output. Operation of the Soccer Stadium project is estimated to generate approximately \$129 million in annual economic output. Development of the Soccer Stadium project implemented through the Specific Plan Amendment and Sign District would maintain and enhance the economic vitality of the area by creating approximately 1,228 job temporary job opportunities associated with the construction of the project and approximately 1,840 permanent jobs opportunities during operation of the project.

The Soccer Stadium project would include a World Football museum, conference, retail and restaurant uses that would directly benefit Exposition Park and the surrounding community. These uses would be open on non-event days, thereby activating the project site and Exposition Park seven days a week, and providing long-term, permanent jobs above what would be required for stadium operations alone. Whereas declining attendance and fewer events at the Sports Arena have left the existing site underutilized, the Soccer Stadium project could attract new patrons to the City and the South Los Angeles area for Major League Soccer matches and other community events providing new employment opportunities for local residents and increasing revenues for

area businesses. The Soccer Stadium project would bring more visitors to Exposition Park, and anchor the southern end of the sports and entertainment venues located on Figueroa Street, which extend to LA Live and Dodger Stadium to the north. The Soccer Stadium project would be a transformative development and would create thousands of construction and permanent jobs, bring critical investment to Exposition Park, and develop long-needed community serving facilities like restaurants and meeting spaces.

Police Protection

Objective 9-1 - To provide adequate police facilities and personnel to correspond with population and service demands.

Policy 9-1.3 - Encourage private developments to contribute to providing protection services to the residents of the community.

Although the construction of a professional soccer stadium has the potential to place high demands upon police protection services during operation, the Soccer Stadium project would replace an existing sports and entertainment venue (the Sports Arena) that has an existing police demand, and would also include additional security and design features that would reduce the demand for police service. For example, the Soccer Stadium project would include time-controlled interior and exterior public area lighting limited to that necessary for safety and security and would include low level security lighting around the project site perimeter and throughout the site to mark walkways, parking areas, restroom facilities, and entrances. In addition, private security staff will be employed for special events in a manner that is consistent with the current Coliseum and Sports Arena operations.

The Soccer Stadium project would be subject to LAPD review and would be required to comply with all applicable safety requirements of the LAPD and the City in order to address police protection service demands adequately. The Soccer Stadium project's Final Environmental Impact Report (EIR) and Addendum contain a mitigation measure requiring the project Applicant to develop and implement a Security Plan in consultation with the LAPD outlining the security services and features to be provided in conjunction with the Soccer Stadium project. Additionally, the sales and service of alcohol would be subject to the operational conditions in the Specific Plan including the requirement for security personnel trained in consultation with the LAPD and ABC regulations. The Soccer Stadium project would contribute to community protection services and coordinate with the LAPD to reduce the Soccer Stadium project's impact on police services while fully protecting the surrounding community.

Public Transportation and Land Use Transportation Policy

Objective 12-2 - To increase the work trips and non-work trips made on public transit.

Policy 12-2.2 - Support the expansion of Community based transit service improvement.

Objective 13-1 - To reflect the objectives and guiding principles of the City Council adopted Land Use-Transportation policy.

Policy 13-1.1 - Encourage growth, as appropriate, around transit stations when these become operational.

Objective 13-2 - To increase the work and non-work trips made on public transit.

Policy 13-2.1 - Encourage the provision safe, attractive and clearly identifiable transit stops with user friendly design amenities.

The Specific Plan area is well-integrated with substantial existing infrastructure and provides convenient pedestrian access to public transportation including the Expo Park/USC Station, Jefferson/USC Station, and Expo/Vermont Station stops of the Expo Light Rail Line, as well as seven nearby Metro and LADOT bus lines within a quarter mile of the Specific Plan area. These transit lines allow access to the Specific Plan area, Coliseum, and project site from a wide range of areas. The Metro Expo Line serving the Specific Plan area via the Expo Park/USC (0.35 miles) and Expo/Vermont (0.7 miles) Metro Expo Line Stations, provides light rail connection currently running from Downtown to Culver City, and will be operating in the near future west to Santa Monica. The Specific Plan area and project site are also serviced by the Metro Silver Line via the 37th Street/USC Station (0.37 miles), a north/south bus rapid transit (BRT) line running in the Harbor Transitway in the median of the Harbor Freeway from the Harbor Gateway Transit Center to downtown Los Angeles. A total of seven local and express Metro bus lines operate in the vicinity of the Specific Plan area and Exposition Park making the project site and Specific Plan area accessible from many locales in the greater Los Angeles area. Moreover, the Specific Plan area is serviced by several LADOT and OCTA transit lines, as well as the Torrance Transit Line 4. All of the aforementioned transit lines and stations are already operational in the vicinity of the Specific Plan area and the project site, so redevelopment of the project site with a new professional soccer stadium would encourage growth around existing transit stations and support the expansion of Community-based transit services consistent with the policies of the South Los Angeles Community Plan.

Non-Motorized Transportation

Objective 16-1 - To promote an adequate system of safe bikeways for commuter, school and recreational use.

Objective 16-3 - To provide for pedestrian and Bikeway access to transit stations.

Policy 16-3.1 - Assure that all development in the area surrounding transit stations make adequate provision for pedestrian and bicycle access and to share proportionally in the cost of such access.

Policy 16-3.2 - Designate generalized locations for pedestrian and bike accesses in areas around transit stations.

The Specific Plan area and project site are located within blocks of numerous citywide designated bicycle routes.

- Vermont Avenue provides a bike route along the western edge of the Specific Plan area from Coliseum Drive to Jefferson Boulevard;
- Hoover Street provides a bike route at the southern edge of the Specific Plan area from Martin Luther King, Jr. Boulevard to 98th Street;
- Figueroa Street provides a bike route along the northeastern portion of Exposition Park from the California Science Center to 11th Street;
- Broadway provides a bike route east of the Specific Plan area from 92nd to 16th Street;
- Exposition Boulevard provides a bike lane northwest of the Specific Plan area from Vermont Avenue to Jefferson Blvd; and
- 39th Street provides a bike route to the west of the Specific Plan area from Vermont Avenue to Buckingham Road.

The Specific Plan Amendment and Soccer Stadium project would not disrupt any of these currently existing bike routes from which the Specific Plan area and project site can be accessed. The Specific Plan area's accessibility by bicycle also will benefit from being adjacent to the City's MyFigueroa Streetscape project ("My Fig"), a street redesign of Figueroa Street extending from 7th Street in downtown Los Angeles to its intersection with Martin Luther King, Jr. Boulevard. The My Fig plan will improve signalized intersections and signage, install high-visibility crosswalks and transit platforms, and install separated paths for bicycles.

In addition, the Soccer Stadium project has been designed specifically to promote and encourage the use of bicycles by meeting Code requirements for bicycle parking. At least 107 permanent bicycle parking spaces will be installed on the project site for use on both event and non-event days. This represents the largest available supply of bicycle parking for the public in Exposition Park. On event days, the Soccer Stadium project would provide at least 333 bicycle parking spaces through a bicycle valet service, which could add capacity over time as bicycle parking demands increase. In total, the soccer stadium would provide more bicycle parking than other recently approved sports stadiums in California.

Furthermore, the Specific Plan area and the bicycle facilities that service it will be integrated with the greater area surrounding the Specific Plan area, which is characterized by a mature network of pedestrian facilities. The Specific Plan area and project site will remain bounded by a system of wide sidewalks along Martin Luther King, Jr. Boulevard (11 feet), Figueroa Avenue (18 feet), Exposition Park Drive (20 feet), and Hoover Street (13 feet). The Specific Plan Amendment and Soccer Stadium project would not upset pedestrian facilities already existing in and surrounding the Specific Plan area and project site.

The pedestrian and bicycle linkages to be maintained within and surrounding the Specific Plan area and project site also connect into the robust public transit system servicing the Specific Plan area. Transit lines and stops in the vicinity of the Specific Plan area include the Expo Park/USC Station, Jefferson/USC Station, and Expo/Vermont Station stops of the Expo Light Rail Line, as well as seven nearby Metro and LADOT bus lines within a quarter mile of the Specific Plan area and the project site. These transit lines allow access to the Specific Plan area and the project site from a wide range of areas. For example, the Metro Expo Line serving the Specific Plan area and the project site via by the Expo Park/USC (0.35 miles) and the Expo/Vermont (0.7 miles) Metro Expo Line Stations, provides light rail connection currently running from Downtown to Culver City, and will be operating in the near future west to Santa Monica. The Soccer Stadium project therefore would contribute to and expand upon an already comprehensive pedestrian and bicycle network connecting the project site with the rest of the City through available transit.

Parking

Objective 17-1 - To provide parking in appropriate locations in accord with Citywide standards and community needs.

Policy 17-1.1 - Consolidate parking, where appropriate, to eliminate the number of ingress and egress points onto arterials.

Parking for the Specific Plan area and the Soccer Stadium project would be provided by the existing parking supply available in Exposition Park. Exposition Park provides approximately 5,961 parking spaces in multiple parking lots (5,662 spaces) and on drives (299 spaces) within Exposition Park (not including the proposed VIP parking lot on the project site, which would provide an additional, approximately 250 parking spaces). These existing parking spaces are shared and coordinated among the Coliseum, the Sports Arena, the California Science Center, the Los Angeles County Natural History Museum, the California African American Museum, and

the public through the Office of Exposition Park Management. Per the terms of the Non-Disturbance Agreement between the California Science Center and the University of Southern California, 600 parking spaces may be reserved for the California Science Center in the Science Center Structure and 375 spaces may be reserved for the Natural History Museum in Lot 3 when major events occur in the Coliseum or the Sports Arena, leaving between 4,986 and 5,961 spaces available for events in the Exposition Park parking supply. The Soccer Stadium project's event-day parking demand of approximately 4,578 spaces would therefore be fully satisfied by the existing parking supply in Exposition Park. The Soccer Stadium project would not remove any of the existing parking supply provided within the Exposition Park, nor would it change the terms of the Non-Disturbance Agreement between the California Science Center and the University of Southern California. Therefore, the Specific Plan Amendment and Soccer Stadium project would maintain consolidated parking within the Exposition Park area and utilize existing ingress and egress points into the Park.

6. The Specific Plan Amendment Would Be in Conformance with the General Plan Framework.

The General Plan Framework, adopted in December 1996, establishes the City's long-range comprehensive growth strategy and provides guidance on Citywide land use and planning policies, objectives, and goals. The Framework defines Citywide policies for land use, housing, urban form and urban design, open space and conservation, transportation, infrastructure and public spaces. The Specific Plan Amendment would be consistent with the goals, objectives and policies of the General Plan Framework.

Land Use Chapter.

Within the Land Use Chapter of the Framework Element, the following goals, objectives and policies relevant to the South Los Angeles area are applicable to the amended Specific Plan with the Specific Plan Amendment:

Objective 3.1 - Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

The Specific Plan area including the project site is located within Exposition Park, which is home to several cultural, entertainment, and sporting facilities. Such facilities include the Coliseum, the Los Angeles Swim Stadium, the California Science Center and its related IMAX Theater, the Rose Garden, the Los Angeles County Museum of Natural History, the Expo Center, the California African-American Museum, the Wallis Annenberg Building for Science Learning and Innovation, and the Dr. Theodore T. Alexander Jr. Science Center School (a Los Angeles Unified School District school).

The Soccer Stadium project would increase the diversity of uses within Exposition Park, thereby enhancing the available resources to support the City's and surrounding neighborhood's existing and future residents, businesses and visitors. Specifically, the soccer stadium would replace the existing Sports Arena, which has become underutilized, with a state of the art professional soccer stadium intended to host a Major League Soccer team and a variety of other major and special events. The Soccer Stadium project would also add a diversity of uses to Exposition Park, including a conference facility, museum, team store, and retail, restaurant and office uses. The plaza at the northwest corner of the project site (Northwest Plaza) would provide a new public gathering space for pre-game events and other game-day activities and would serve as an active public space on non-event days (e.g., for small concerts, red carpet events, and community events such as food festivals or art fairs). The Specific Plan Amendment and Sign District would

allow the development of the Soccer Stadium project adding a diverse array of entertainment, restaurant, business and other public uses to the already diverse existing set of uses within Exposition Park.

Objective 3.2 - Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.4 - Provide for the siting and design of new development that maintains the prevailing scale and character of the City's stable residential neighborhoods and enhance the character of commercial and industrial districts.

The Specific Plan area and concomitant Sign District are mostly located within the OS1XL (Open Space Zone, Extra Limited Height District 1), as is the majority of Exposition Park. The western portion of the Specific Plan area and concomitant Sign District is located within the RD1.5-1 zone with a small area in the southwestern corner of the area located in the C2 and [Q]C2 zones. Exposition Park is home to several cultural, entertainment, and sporting facilities and associated surface parking and landscaped areas. Such facilities include the Coliseum, the Los Angeles Swim Stadium, the California Science Center and its related IMAX Theater, the Rose Garden, the Los Angeles County Museum of Natural History, the Expo Center, the California African-American Museum, the Wallis Annenberg Building for Science Learning and Innovation, and the Dr. Theodore T. Alexander Jr. Science Center School (a Los Angeles Unified School District school).

The Specific Plan area is located in a developed area of the City, which is supported by existing urban infrastructure. Figueroa Street along the eastern boundary of the Specific Plan area is designated an Avenue I, which is generally developed along its east side with surface parking, a USC school related use, multi-family residential uses, fast food restaurants, and a retail center. Along the southern boundary is Martin Luther King, Jr. Boulevard, also an Avenue I, which is generally developed with commercial and multifamily residential uses, surface parking, and retail shops along its south side. The University of Southern California (USC), a private university, is located directly north of Exposition Park, across Exposition Boulevard, another Avenue I. To the west of Exposition Park is Vermont Avenue, also an Avenue I, which is generally developed with commercial office and retail uses along its west side. Land use designations for these areas surrounding Exposition Park are predominately designated as "Community Commercial" and "High-Medium," "Medium," or "Low Medium II" residential. The Harbor Freeway (Interstate 110) is located immediately to the east of these properties and is designated Public Facility.

The Specific Plan Amendment contains regulations that would maintain the prevailing scale, neighborhood character, and land uses within Exposition Park and its surrounding neighborhoods and districts. The Soccer Stadium project would locate an approximately 22,000-seat soccer stadium and approximately 105,900 square feet of ancillary amenities within a 15-acre site in the eastern portion of the Specific Plan area. The ancillary facilities would include a conference facility that could be used by the University of Southern California, other Exposition Park entities, and area businesses and organizations, along with a World Football museum, team store, and a mix of retail and restaurant uses. These uses would complement the existing facilities in Exposition Park by providing additional amenities, eating establishments and activities within close walking distance of other Exposition Park museums and facilities, thereby reducing vehicle trips and vehicle miles traveled for park visitors and nearby residents and businesses.

The Soccer Stadium project also would include improvements designed to activate pedestrian areas immediately adjacent to the soccer stadium, such as a landscaped sidewalks and pedestrian improvements to allow sufficient space for patrons to circulate and queue on event

days and provide an inviting and safe pedestrian environment on non-event days. The proposed stadium design is comparable in scale to the existing Sports Arena and it would likewise occupy the same general area within the southeast corner of Exposition Park and Specific Plan area project operations will be accommodated within the existing network of streets, pedestrian areas, parking areas and other existing Exposition Park amenities. Further, owing to its co-location with an established network of pedestrian and public transit options, the project would facilitate the use of modes of transportation other than private vehicles to and from the project site. The Soccer Stadium project would be located in an area with convenient pedestrian access to several stops on the Expo Light Rail Line, including the Expo Park/USC Station (0.35 mile from the project site) and the Expo/Vermont Station (0.7 mile from the project site), as well as the 37th Street/USC Silver Line Bus Rapid Transit (BRT) Station on the Harbor Transitway (located approximately 0.37 mile from the project site). All of these transit facilities are operated by the Los Angeles County Metropolitan Transportation Authority (Metro). The Specific Plan area is also served by seven bus lines operated by Metro and the Los Angeles Department of Transportation (LADOT) within 0.25 mile of the Specific Plan area. The Soccer Stadium project's proximity to numerous public transit options supports the location of a major sports and entertainment destination in this location, which will reduce vehicle miles traveled and vehicle trips, along with associated air pollution.

The Specific Plan Amendment would expressly allow the development of the Soccer Stadium project, and will not replace or otherwise alter the land uses, museums, cultural and entertainment venues within Exposition Park, or other neighboring commercial and residential uses, all of which together will continue to contribute to a diverse Exposition Park-area community.

Objective 3.4 - Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1 - Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range.

Objective 3.10 - Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

The Specific Plan area and concomitant Sign District are located at the center of a diverse array of neighborhood commercial, residential, and open space uses within and surrounding Exposition Park. The Specific Plan Amendment and Sign District would allow the development of the Soccer Stadium project enhancing the character of Figueroa Street (a major boulevard within a Regional Center) along with nearby commercial districts. The Soccer Stadium project would include an approximately 9,000-square-foot conference facility, a World Football museum, team store and a mix of retail and restaurant uses. These ancillary uses would be available to support stadium uses and would be open to the public on non-event days to serve as a catalyst for additional revitalization of the Exposition Park area and to complement and enhance the existing venues and destinations within and surrounding the park. These uses also would enhance competition with and among existing commercial, retail and restaurant uses across Figueroa Street from the project site, which would improve the commercial character of the neighborhood for residents and visitors alike who demand a diversity of commercial options. As the Soccer Stadium project is

expected to attract Major League Soccer (MLS) patrons and new visitors to Exposition Park, the Soccer Stadium project would generate new customers for businesses in the area. The various pedestrian and site improvements associated with the Soccer Stadium project, as well as its location within close walking distance to two stops on the Expo Light Rail Line, along with many bus lines, would contribute to the viability and accessibility of existing and proposed commercial uses enhancing the convenience and desirability of businesses concentrated near the project site and Specific Plan area.

The Soccer Stadium project is estimated to cost upwards of \$250 million and construction is estimated to result in approximately \$274 million in economic output. Operation of the Soccer Stadium project is estimated to generate approximately \$129 million in annual economic output. Development of the Soccer Stadium project implemented through the Specific Plan Amendment and Sign District would maintain and enhance the economic vitality of the area by creating approximately 1,228 job temporary job opportunities associated with the construction of the project and approximately 1,840 permanent jobs opportunities during operation of the project.

In addition to the approximately 22,000 seat professional soccer stadium (Soccer Stadium), the Soccer Stadium project also would include a World Football museum, conference, retail, and restaurant uses that would directly benefit Exposition Park and the surrounding community. Whereas declining attendance and fewer events at the Sports Arena have left the existing site underutilized, the Soccer Stadium project could attract new patrons to the City and the South Los Angeles area for MLS matches and other community events providing new employment opportunities for local residents and increasing revenues for area businesses. The Soccer Stadium project would bring more visitors to Exposition Park, and anchor the southern end of the sports and entertainment venues located on Figueroa Street, which extend to LA Live and Dodger Stadium to the north. The Soccer Stadium project would be a transformative development for South Los Angeles with a broad range of uses, and would create thousands of construction and permanent jobs, bring critical investment to Exposition Park, and develop long-needed accessible community serving facilities like restaurants and meeting spaces that will reinforce the existing Regional Center along Figueroa.

Objective 3.16 - Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.

The Soccer Stadium project would accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity. The Soccer Stadium project would include landscaped sidewalks and pedestrian improvements to allow sufficient space for patrons to circulate and queue on event days and provide an inviting and safe pedestrian environment on non-event days. The Soccer Stadium project is comparable in scale to the existing Sports Arena and it would occupy the same general area within the southeast corner of the Specific Plan area in Exposition Park. The Soccer Stadium project operations would be accommodated within the existing network of streets, pedestrian areas, parking areas and other existing Exposition Park amenities. Furthermore, owing to its co-location with an established network of pedestrian and public transit options, the Soccer Stadium project would facilitate the use of modes of transportation other than private vehicles to and from the Specific Plan area and Soccer Stadium project.

The Soccer Stadium project would be located in an area with convenient pedestrian access to several stops on the Expo Light Rail Line, including the Expo Park/USC Station (0.35 mile from the project site) and the Expo/Vermont Station (0.7 mile from the project site), as well as the 37th Street/USC Silver Line Bus Rapid Transit (BRT) Station on the Harbor Transitway (located approximately 0.37 mile from the project site). All of these transit facilities are operated by the Los Angeles County Metropolitan Transportation Authority (Metro). The Specific Plan area is

also served by seven bus lines operated by Metro and the Los Angeles Department of Transportation (LADOT) within 0.25 mile of the Specific Plan area.

Urban Form and Neighborhood Design Chapter.

Within the Urban Form and Neighborhood Design Chapter of the Framework Element, the following policies will be applicable to the Specific Plan and Sign District:

Objective 5.2 - Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2 - Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime (see Chapter 3: Land Use). Additionally, develop these areas so that they are compatible with surrounding neighborhoods, as defined generally by the following building characteristics.

The Specific Plan area including the project site is located in Exposition Park, which is home to several cultural, entertainment, and sporting facilities and has long served as a community and regional center. As discussed in the Exposition Park Master Plan and the Soccer Stadium project's Final EIR, the California Sixth District Agricultural Association, the County and City of Los Angeles mutually designed Exposition Park to transition the location from an agricultural fairground to a flourishing cultural center. Today Exposition Park has realized that vision and functions as a center for the surrounding neighborhoods, community and region, as the park now is home to the Coliseum, the Los Angeles Swim Stadium, the California Science Center and its related IMAX Theater, the Rose Garden, the Los Angeles County Museum of Natural History, the Expo Center, the California African-American Museum, the Wallis Annenberg Building for Science Learning and Innovation, and the Dr. Theodore T. Alexander Jr. Science Center School (a Los Angeles Unified School District school).

The Specific Plan area and project site are served by a robust public transit system. Transit lines and stops in the vicinity of the Specific Plan area and project site include the Expo Park/USC Station, Jefferson/USC Station, and Expo/Vermont Station stops of the Expo Light Rail Line, as well as seven nearby Metro and LADOT bus lines within a quarter mile of the project site. These transit lines allow access to the Specific Plan area and project site from a wide range of areas. For example, the Metro Expo Line serving the Specific Plan area and project site via the Expo Park/USC (0.35 miles) and the Expo/Vermont (0.7 miles) Metro Expo Line Stations, provides light rail connection currently running from Downtown to Culver City, and will be operating in the near future west to Santa Monica. The Specific Plan area is also served by seven bus lines operated by Metro and the Los Angeles Department of Transportation (LADOT) within 0.25 mile of the Specific Plan area. The Specific Plan area and Soccer Stadium project would provide convenient pedestrian access to this substantial existing infrastructure.

The Specific Plan Amendment that would permit the new soccer stadium serves the objective of the City's Urban Form and Neighborhood Design plan to co-locate new development in community centers that encourage the use of transit. The Soccer Stadium project would add another landmark feature to the already expansive list of public entertainment, recreation and cultural facilities that make Exposition Park a regional center for the City. Moreover, the ancillary restaurant, commercial, and business uses that would operate day and night both during and outside of events that would be part of the Soccer Stadium project would further develop the Specific Plan area into a commercial and neighborhood center.

Policy 5.8.4 - Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.

The Sign District Ordinance would implement a signage program for the Specific Plan area including the project site. The Specific Plan currently regulates signage associated with the Coliseum and surrounding areas, and those regulations have been incorporated into the Sign District consistent with existing City policies concerning signage. The signage program for the Soccer Stadium project would present an additional, integrated strong visual element that would influence the aesthetics of the project site and the Specific Plan area. The types and extent of permitted signage would emphasize and support the event- and entertainment-oriented aspect of the Soccer Stadium project, and complement the existing and approved signage for the Coliseum currently allowed by the signage regulations in the current Specific Plan. The signage program in the Sign District is intended to support both the Coliseum and new soccer stadium operations and revitalize the Specific Plan area as a major sports and entertainment venue, consistent with its historic use. Accordingly, signage is central to the goal of establishing a unique visual identity for the Specific Plan area, the Coliseum, and the Soccer Stadium project. The Sign District would not change or alter the type or number of signs allowed in the Coliseum or areas around the Coliseum. The Sign District would allow additional signs specifically intended to support and promote the Soccer Stadium project. A number of the sign elements on the exterior of the soccer stadium would be light-emitting diode (LED) capable of showing changing digital content, which have been architecturally integrated into the stadium design. In particular, a video wall (digital sign) on the north façade of the World Football museum would be an architectural element, along with digital signs on the stadium canopy along Figueroa Street. Additionally, although the interior of the stadium would not be regulated by the Sign District Ordinance because interior signs are intended for viewing by patrons inside the stadium, two LED video boards would be located within the northeast and southwest corners of the stadium bowl, respectively, which would be designed to integrate with a series of video ribbon boards on the fascia of the various seating bowls. In addition, the Director of Planning would review an interior sign plan to confirm that interior signs are consistent with how those signs are defined in the Sign District Ordinance, and that they do not conflict with other applicable provisions in the Ordinance. The Sign District includes specific limitations on the types, amounts, locations, sizes, operating hours, and illumination of permitted signs on and around the exterior of the soccer stadium consistent with the character of a professional sports and entertainment venue. From the outside of the soccer stadium, entry gates would be clearly identifiable and would prominently feature signage integrated into the stadium's architecture, and the design of the street level facades would relate to a human scale. Further, the soccer stadium signage program integrates with the aesthetic character of the Coliseum, soccer stadium, and Exposition Park in the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to other signs within the Sign District. Accordingly, the Sign District ordinance would satisfy the City's goal that new signage should integrate with the architectural and visual character of buildings in an aesthetically attractive manner.

Objective 5.9 - Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.

Policy 5.9.1 - Facilitate observation and natural surveillance through improved development standards which provide for common areas, adequate lighting, clear definition of outdoor spaces, attractive fencing, use of landscaping as a natural barrier, secure storage areas, good visual connections between residential, commercial, or public environments and grouping activity functions such as child care or recreation areas.

Most of the Soccer Stadium project's ancillary uses would be centered on a main entry plaza at the northwest corner of the project site that would connect to the stadium's main concourse and

serve as a primary public entry to the stadium. The Northwest Plaza would provide a gathering space for pre-game events and other game-day activities and would serve as an active public space on non-event days. Pedestrian-scale wayfinding signage would allow pedestrian flow through the plaza area. The Northwest Plaza would be designed to provide a welcoming pedestrian environment with a mix of hardscape and landscaped areas, and may include water features, public art, and seating areas. Sound, lighting, and signage also would be incorporated into the design of the plaza. As the primary gathering plaza for game days and special events, the Northwest Plaza would be designed with landscaping and other fixtures providing natural barriers and visual cues, and the comprehensive lighting in the area would simplify surveillance. In addition, the Soccer Stadium project would provide a 40- to 70-foot set-back along Figueroa Street. This area would be developed as a broad, landscaped sidewalk to provide sufficient space for patrons to circulate and queue on event days and provide an inviting and safe pedestrian environment on non-event days that would facilitate public patronage of the Soccer Stadium project's establishments and nearby commercial establishments. This would further benefit the built environment by providing additional outdoor open space along Figueroa Street, and facilitating increased natural surveillance and good visual connections along the project's activated, primary street frontage.

Open Space and Conservation Chapter.

Within the Open Space and Conservation Chapter of the Framework Element, the following policies are applicable to the Specific Plan area:

Objective 6.4 - Ensure that the City's open spaces contribute positively to the stability and identity of the communities and neighborhoods in which they are located or through which they pass.

Policy 6.4.2 - Encourage increases in parks and other open space lands where deficiencies exist, such as South East and South Central Los Angeles and neighborhoods developed prior to the adoption of the State Quimby Act in 1965 (As amended in 1972).

Policy 6.4.4 - Consider open space as an integral ingredient of neighborhood character, especially in targeted growth areas, in order that open space resources contribute positively to the City's neighborhoods and urban centers as highly desirable places to live.

Policy 6.4.8 – Maximize the use of existing public open space resources at the neighborhood scale and seek new opportunities for private development to enhance the open space resources of the neighborhoods.

Policy 6.4.10 – Provide for the joint use of open space with existing and future public facilities, where feasible.

The Specific Plan area and the Sign District are mostly located within the OS-1XL (Open Space, Extra Limited Height District 1), as is the majority of Exposition Park. The western portion of the Specific Plan area and the Sign District is located within the RD1.5-1 zone with a small area in the southwestern corner of the area located in the C2 and [Q]C2 zones. Exposition Park is home to several cultural, entertainment, sporting facilities and associated landscaped areas. Such facilities include the Coliseum, the Los Angeles Swim Stadium, the California Science Center and its related IMAX Theater, the Rose Garden, the Los Angeles County Museum of Natural History, the Expo Center, the California African-American Museum, the Wallis Annenberg Building for Science Learning and Innovation, and the Dr. Theodore T. Alexander Jr. Science Center School (a Los Angeles Unified School District school). All of Exposition Park, including the Specific Plan area and soccer stadium site, is located within the City's South Los Angeles Community Plan Area, an area of South Central Los Angeles targeted for revitalization.

The Specific Plan Amendment would allow for the development of new public spaces complimentary to the existing mixture of open space, cultural and recreational uses in Exposition Park. In particular, the Soccer Stadium project would add approximately 143,000 square feet of improved public open space that would consist of pedestrian walkways and plazas featuring a mix of hardscape and landscaped areas, potentially including water features, public art, and seating areas. Pedestrian plazas would include a main plaza at the northwest corner of project site (Northwest Plaza) and a large pedestrian gathering area along Figueroa Street, including a new 40- to 70-foot set-back sidewalk area. In addition to supporting soccer stadium events (i.e., games and concerts), the Soccer Stadium project's ancillary uses (conference, restaurant, retail and museum uses) would be open to the public on non-event days to serve as additional catalyst for revitalizing Exposition Park and to complement and enhance the existing venues and destinations within the park. The Specific Plan Amendment permitting the Soccer Stadium project would increase available open space in Exposition Park as compared to existing conditions with the ageing Sports Arena, thereby contributing new open space and community gathering resources to the community and surrounding neighborhoods, and providing increased open space to facilitate joint use of all of the open space areas in Exposition Park by existing public facilities, including existing Exposition Park museums. Further, the Specific Plan Amendment would not disrupt existing park space and other public spaces described above and currently accessible in Exposition Park. For these reasons, the Specific Plan Amendment would allow for enhanced and diverse public and open space features that would contribute to continuing Exposition Park's reputation as a neighborhood and cultural center.

Economic Development Chapter.

The following policies in the Economic Development Chapter of the Framework Element would be applicable to the amended Specific Plan:

Objective 7.2 - Establish a balance of land uses that provides for commercial and industrial development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality.

Policy 7.2.2 - Concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods.

Policy 7.2.3 - Encourage new commercial development in proximity to rail and bus transit corridors and stations.

The Specific Plan Amendment also promotes transit-oriented development by locating a major sports and entertainment venue in close proximity to public transit, thereby preventing commercial development from encroaching on existing neighborhoods and sustaining economic growth in South Los Angeles. The Specific Plan area including the project site is located approximately two miles southwest of downtown, within Exposition Park, a developed urban site where substantial existing infrastructure is in place. The Specific Plan area provides convenient pedestrian access to several stops on the Expo Light Rail Line, including the Expo Park/USC Station (0.35 mile from the project site) and the Expo/Vermont Station (0.7 mile from the project site), as well as the 37th Street/USC Silver Line Bus Rapid Transit (BRT) Station on the Harbor Transitway (located approximately 0.37 mile from the project site). All of these transit facilities are operated by the Los Angeles County Metropolitan Transportation Authority (Metro). The Specific Plan area is also served by seven bus lines operated by Metro and the Los Angeles Department of Transportation (LADOT) within 0.25 mile of the Specific Plan area.

Further, the Specific Plan Amendment would allow for the continued revitalization of Exposition Park, a recognized community and regional center, with a state-of-the art professional soccer stadium venue that would host approximately 15-20 professional soccer games annually as well as various non-soccer events including concerts and conferences. The Soccer Stadium project also would add new commercial and retail offerings including approximately 11,900 sf of restaurant space and approximately 27,750 sf of retail and team store space. The Soccer Stadium project is expected to generate new visitors to existing surrounding commercial establishments as well. Given the site's proximity to public transit and its adjacency to Figueroa Street, in an area along Figueroa designated as Regional Center, Martin Luther King, Jr. Boulevard, a designated Mixed-Use Boulevard, the Specific Plan Amendment would support policies 7.2.2 and 7.2.3, which together promote new private development in compatible areas with rail and bus transit corridors.

Objective 7.3 - Maintain and enhance existing businesses in the City.

Policy 7.3.2 - Retain existing neighborhood commercial activities within walking distance of residential areas.

The Specific Plan Amendment would enhance commercial activity within the Specific Plan area without displacing nearby existing neighborhood commercial activities. Because the Soccer Stadium project would attract new visitors to Exposition Park and enhance pedestrian connectivity within and surrounding Exposition Park, it is anticipated that the Soccer Stadium project would help to improve patronage at nearby and related neighborhood commercial uses including Exposition Park's museums and IMAX Theater. Therefore, the Specific Plan Amendment would be consistent with policy 7.3.2, which encourages the retention of existing neighborhood-serving commercial activities.

Policy 7.10.2 - Support efforts to provide all residents with reasonable access to transit infrastructure, employment, and educational and job training opportunities

The Specific Plan Amendment would allow for replacement of the underutilized Sports Arena with a state-of-the art professional soccer stadium and ancillary facilities, the construction of which would result in an approximately \$274 million in economic output and operation of which would generate approximately \$129 million in annual economic output. The Soccer Stadium project permitted by the amended Specific Plan would enhance the economic vitality of the region by providing approximately 1,228 job temporary job opportunities associated with the construction of the soccer stadium and approximately 1,840 permanent jobs opportunities during project operations. Many employment openings created with the development of the Soccer Stadium project are anticipated to be filled by area residents, and the project Applicant has publicly committed to the Coliseum Commission that it will achieve 40 percent local hire during project construction and operations. In addition, the Soccer Stadium project's museum component will provide increased educational opportunities about the sport of soccer throughout the world, which is not currently covered by existing museums in Los Angeles. Furthermore, as described at length above, the Specific Plan area including the project site is in close proximity to existing transit infrastructure including the Expo Light Rail Line and many local and regional bus lines. Therefore, the Specific Plan Amendment and Soccer Stadium project support policy 7.10.2 to provide residents with reasonable access to transit infrastructure, employment, and educational and job training opportunities.

7. The Specific Plan Amendment Would Be in Conformance with the Mobility Element of the General Plan.

The Specific Plan Amendment would be consistent with the following objectives and policies of the Mobility Element of the General Plan:

Policy 4.13 – Balance on-street and off-street parking supply with other transportation and land use objectives.

Parking for the Specific Plan area and the Soccer Stadium project would be provided by the existing parking supply available in Exposition Park. Exposition Park provides approximately 5,961 off-street parking spaces in multiple parking lots and on streets within Exposition Park (not including the proposed VIP parking lot on the project site, which would provide an additional, approximately 250 spaces). These existing parking spaces are currently shared and coordinated among the Coliseum, the Sports Arena, the California Science Center, the Los Angeles County Natural History Museum, the California African American Museum, and the public through the Office of Exposition Park Management. Per the terms of the Non-Disturbance Agreement between the California Science Center and the University of Southern California, 600 parking spaces may be reserved for the California Science Center in the Science Center Structure and 375 spaces must be reserved for the Natural History Museum in Lot 3 when major events occur in the Coliseum or the Sports Arena, leaving between 4,986 and 5,961 spaces available for events in the Exposition Park parking supply. The Soccer Stadium project's event-day parking demand of approximately 4,578 spaces would therefore be fully satisfied by the existing parking supply in Exposition Park. The requirements in the amended Specific Plan and the Soccer Stadium project would not remove any of the existing parking supply provided within the Exposition Park, nor would the Specific Plan Amendment or Soccer Stadium project change the terms of the Non-Disturbance Agreement between the California Science Center and the University of Southern California. Therefore, the amended Specific Plan and Soccer Stadium project would promote the use of shared parking within the Exposition Park area.

Policy 2.3 – Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 3.7 – Improve transit access and service to major regional destinations, job centers, and inter-modal facilities.

Policy 5.2 – Support ways to reduce vehicle miles traveled (VMT) per capita.

The Specific Plan Amendment and Soccer Stadium project would promote several policies within the General Plan that prioritize projects compatible with pedestrian uses. The project site would be integrated with the surrounding Specific Plan area, which is characterized by a mature network of pedestrian facilities. The Specific Plan area will remain bounded by a system of wide sidewalks along Martin Luther King, Jr. Boulevard (11 feet), Figueroa Avenue (18 feet), Exposition Park Drive (20 feet), and Hoover Street (13 feet). Furthermore, the project site would connect with the intricate pedestrian network system within Exposition Park that provides easy walking access between the project site and the Coliseum, the California Science Center, the California African American Museum, and the Los Angeles County Natural History Museum, and the shared parking facilities that serve these attractions. Sidewalks buffer all local roads within Exposition Park and pedestrian pathways are present throughout the park. Multiple pedestrian routes run through Exposition Park between the Specific Plan area and the Expo Park/USC Expo Line Station, connecting and passing adjacent to the California Science Center and Rose

Garden. The Specific Plan Amendment and Soccer Stadium project would not upset these extensive pedestrian facilities already existing in and surrounding the project site and the Specific Plan area.

The Soccer Stadium project also incorporates elements designed to enhance and activate pedestrian areas above existing levels. For example, the Soccer Stadium project would include improvements immediately adjacent to the project site, including a 40- to 70-foot set-back along the eastern boundary of the Specific Plan area fronting Figueroa Street. This area would be developed as a broad, landscaped sidewalk to provide sufficient space for patrons to circulate and queue on event days and provide an inviting and safe pedestrian environment on non-event days. Additionally, an approximately 25-foot-wide sidewalk would be provided along the south edge of Christmas Tree Lane abutting the northern boundary of the project site, serving as a pedestrian-friendly pathway from Figueroa Street to the interior of Exposition Park and the Soccer Stadium project's Northwest Plaza. The Northwest Plaza would be designed to provide a welcoming pedestrian environment with a mix of hardscape and landscaped areas, and may include water features, public art, and seating areas. The Soccer Stadium project incorporates many new elements that would enhance and encourage pedestrian use in accordance with applicable General Plan policies, thereby providing additional access to nearby transit facilities and cultural and sports destinations within Exposition Park, which will serve to reduce vehicle miles traveled.

Policy 2.6 – Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.

The Specific Plan area and project site are located within blocks of numerous designated bicycle routes, allowing for future visitors and patrons to access games, events and the ancillary restaurants, retail, and other commercial uses in the Soccer Stadium project by bicycle. Bicycle routes in the area include:

- Vermont Avenue provides a bike route along the western edge of the Specific Plan area from Coliseum Drive to Jefferson Boulevard;
- Hoover Street provides a bike route at the southern edge of the Specific Plan area from Martin Luther King, Jr. Boulevard to 98th Street;
- Figueroa Street provides a bike route along the northeastern portion of Exposition Park from the California Science Center to 11th Street;
- Broadway provides a bike route east of the Specific Plan area from 92nd to 16th Street;
- Exposition Boulevard provides a bike lane northwest of the Specific Plan area from Vermont Avenue to Jefferson Blvd; and
- 39th Street provides a bike route to the west of the Specific Plan area from Vermont Avenue to Buckingham Road.

The Specific Plan Amendment and Soccer Stadium project would not disrupt any of these currently existing bike routes from which the Specific Plan area and project site may be accessed. The Specific Plan area's accessibility by bicycle also will benefit from its co-location with the City's MyFigueroa Streetscape project ("My Fig"), a street redesign of Figueroa Street extending from 7th Street in downtown Los Angeles to its intersection with Martin Luther King, Jr. Boulevard. The My Fig plan will improve signalized intersections and signage, install high-visibility crosswalks and transit platforms, and install separated paths for bicycles.

In addition, the Soccer Stadium project has been designed specifically to promote and encourage the use of bicycles. At least 107 permanent bicycle parking spaces will be

installed on the project site for use on both event and non-event days. This represents the largest available supply of bicycle parking for the public in Exposition Park. In addition, on event days the Soccer Stadium project would provide at least 333 bicycle parking spaces through a bicycle valet service, which could add capacity over time as bicycle parking demands increase. In total, the Soccer Stadium project will provide more bicycle parking than other recently approved professional sports stadiums in California, which will further support the use of bicycles as an alternative mode of transportation to access the project site and Exposition Park.

8. The Specific Plan Amendment Would Be in Conformance with the Air Quality Element of the General Plan.

Policy 2.2.3 of the Air Quality Element states the following:

Policy 2.2.3 - Minimize the use of single-occupant vehicles associated with special events or in areas and times of high levels of pedestrian activities.

The Specific Plan area and project site are served by a robust public transit system. Transit lines and stops in the vicinity of the Specific Plan area and project site include the Expo Park/USC Station, Jefferson/USC Station, and Expo/Vermont Station stops of the Expo Light Rail Line, as well as seven nearby Metro and LADOT bus lines within a quarter mile of the project site. These transit lines allow access to the Specific Plan area and project site from a wide range of areas. For example, the Metro Expo Line serving the Specific Plan area and project site via the Expo Park/USC (0.35 miles) and the Expo/Vermont (0.7 miles) Metro Expo Line Stations, provides light rail connection currently running from Downtown to Culver City, and will be operating in the near future west to Santa Monica. The Soccer Stadium project would contribute to and expand upon an already comprehensive pedestrian network allowing access to the Specific Plan area and project site from these transit facilities. The readily available alternative modes of transportation are expected to reduce the number of patrons that elect to arrive by private vehicle for games and events at the project site.

Furthermore, traffic assessments prepared in connection with the Soccer Stadium project's Final EIR and Addendum have determined that locating a Major League Soccer stadium and ancillary uses at the current Sports Arena site would not generate significant new traffic impacts. Specifically, the Final EIR and Addendum determined that a new professional soccer stadium would host events with attendance levels comparable to the historic operations of the Sports Arena, and that operations of the Soccer Stadium project's ancillary uses would not result in significant traffic impacts. Since the Final EIR for the soccer stadium was certified in 2011, before the completion of the Expo Light Rail Line, it conservatively did not account for reductions in traffic that would occur as a result of Expo Line operations and increased transit ridership from patrons attending stadium events. For these reasons, the Soccer Stadium project can be expected to minimize reliance on single-occupancy vehicles compared to the conservative analysis contained in the Final EIR.

Policy 4.2.3 – Ensure that new development is compatible with pedestrians, bicycles, transit, and alternative fuel vehicles.

The project site would be integrated with the surrounding Specific Plan area, which is characterized by a mature network of pedestrian facilities. The Specific Plan area will remain bounded by a system of wide sidewalks along Martin Luther King, Jr. Boulevard (11 feet), Figueroa Avenue (18 feet), Exposition Park Drive (20 feet), and Hoover Street (13

feet). Furthermore, the project site would connect with the extensive pedestrian network system within Exposition Park that provides easy walking access between the project site and the Coliseum, the California Science Center, the California African American Museum, and the Los Angeles County Natural History Museum, and the shared parking facilities that serve these attractions. Multiple pedestrian routes run through Exposition Park between the Specific Plan area and the Expo Park/USC Expo Line Station, connecting and passing through the California Science Center and Rose Garden. The Specific Plan area and project site are located within blocks of numerous citywide designated bicycle routes and in close proximity to several stops on the Expo Light Rail Line, including the Expo Park/USC Station (0.35 mile from the project site) and the Expo/Vermont Station (0.7 mile from the project site), as well as the 37th Street/USC Silver Line Bus Rapid Transit (BRT) Station on the Harbor Transitway (located approximately 0.37 mile from the project site). Further, the Soccer Stadium project would equip 20 percent of the parking supply in a reconfigured VIP parking lot on the project site for electric vehicle charging stations. For 5 percent of the parking spaces in the VIP Parking lot, the Soccer Stadium project would install the electric vehicle charging stations prior to the commencement of operations, with two plugs in each station. Therefore, the Specific Plan Amendment allowing development of the Soccer Stadium project would be consistent with the Air Quality Element policy encouraging development compatible with pedestrians, bicycles, transit, and alternative fuel vehicles.

Objective 5.1 – It is the objective of the City of Los Angeles to increase energy efficiency of City facilities and private developments.

The Soccer Stadium project would incorporate sustainability as a key aspect of its design and operations criteria. The Soccer Stadium project would be designed to be capable of achieving at least LEED Silver certification or equivalent green building standards. The new soccer stadium would comply with the required measures of the current Los Angeles Green Building Code and would implement additional efficiency measures to achieve a reduction in energy consumption that is greater than 25 percent relative to the ASHRAE 90.1-2007 standard, but no less than minimum compliance with the 2013 California energy efficiency standards (Title 24, Part 6). Energy efficiency would be achieved through building design and through the incorporation of energy-efficient heating, ventilation, and air conditioning (HVAC) systems, lighting, and appliances. Therefore, the Soccer Stadium project permitted with the amendments to the Specific Plan would meet the City's objective to increase energy efficiency in private developments.

9. The Specific Plan Amendment Would Conform to Public Necessity, Convenience, General Welfare of the City of Los Angeles.

The Specific Plan Amendment would serve the public necessity, convenience and general welfare of the City of Los Angeles by permitting use of the amended Specific Plan as a tool to more comprehensively control development of the project site and Specific Plan area. The amended Specific Plan would promote the fundamental concepts of the Community Plan for this area of South Los Angeles, such as economic development, job creation, enhanced use of existing public infrastructure, shared facilities, mix of uses, and pedestrian orientation. As demonstrated above, the Specific Plan Amendment would provide for development that would address the needs of both the adjacent and regional community as well as visitors who come to Exposition Park for recreational, cultural and commercial purposes; revitalize open spaces; maximize benefits to South Los Angeles businesses by supporting the development and linkage of public infrastructure investments; and encourage new commercial, restaurant, retail and entertainment development in proximity to rail and bus transit corridors and stations reducing vehicle

trips and vehicle miles traveled in the City. Therefore, the Specific Plan Amendment would serve the public necessity, convenience and general welfare of the City of Los Angeles.

10. The Specific Plan Amendment Would Conform to Good Zoning Practice.

The existing Sports Arena site is part of an approximately 15-acre site presently zoned OS-1XL (Open Space Zone, Extra Limited Height District 1), as is the majority of Exposition Park. In addition to the site's OS Zone, the project site is also located within the boundaries of the Specific Plan area. The current Specific Plan provides additional land use regulations applicable to the existing Sports Arena site as well as the adjacent site of the Coliseum and immediately surrounding ancillary parking areas. The amended Specific Plan would improve and clarify the land use planning for the Specific Plan area.

Allowable uses in the OS Zone include park and recreation facilities and athletic fields. The Specific Plan specifically permits a variety of additional uses in the Specific Plan area, including the operation of sports, entertainment and public gathering facilities, the sale of concessions and alcoholic beverages for consumption on site, the sale of merchandise and other retail uses, offices, restaurants, bars, cafes and outdoor eating areas, and museums and parking facilities. Although the Specific Plan area encompasses the project site, many of the purposes, definitions, permitted uses, design regulations, on site alcohol regulations, and signage provisions currently stated in the Specific Plan either contemplate development at the adjacent Coliseum property, or do not clearly establish specific parameters for redevelopment of the Sports Arena site. Accordingly, the Specific Plan Amendment would make necessary clarifications to allow the redevelopment of the Sports Arena site with the Soccer Stadium project. The Specific Plan Amendment would clarify that the list of uses currently allowed at the Coliseum also would be allowed in the new Soccer Stadium Zone (Project site) for the Soccer Stadium project. The Specific Plan Amendment is necessary to expressly allow development standards for the Soccer Stadium project (e.g., seating capacity, Floor Area, height, signage, parking and uses), and to clarify that, notwithstanding provisions in the LAMC, the use, height and density regulations for the project site in the Specific Plan area are established by the Specific Plan. The Specific Plan Amendment would serve good zoning practice by resolving ambiguities and areas of uncertainty present in the current Specific Plan.

The Specific Plan Amendment would resolve issues concerning the Specific Plan's internal boundaries. The Specific Plan Amendment would revise the Specific Plan's internal Zone boundaries, including the current Periphery Zone containing the Sports Arena, to become the approximately 15-acre Soccer Stadium Zone (Project site) for the Soccer Stadium project. The slight modifications to the internal Zone boundaries within the Specific Plan area would align the northern and eastern Soccer Stadium Zone boundaries for the project site for the Soccer Stadium project with the southern and western edges of the South Coliseum Drive and Figueroa Street rights-of-way, respectively. Further, the boundaries of the internal Zones within the Specific Plan area do not accurately reflect the actual boundaries of the Coliseum property and the project site. Updated internal boundaries are necessary to appropriately distinguish between the Coliseum property (Primary Stadium Zone) and the project site (Soccer Stadium Zone), along with immediately surrounding areas and parking lots that serve the Specific Plan area and Exposition Park.

In light of the City's current policy that comprehensive signage programs should be authorized only through a Sign District rather than through a Specific Plan, the Specific Plan Amendment would provide that the Specific Plan would cease regulating the signs

for the Coliseum and other areas within the Specific Plan area when the proposed Sign District Ordinance becomes effective. The sign regulations for the Coliseum and Specific Plan areas other than the Periphery Zone containing the Sports Arena would effectively be transferred to the new Sign District regulations. In addition to transferring the current sign regulation for a majority of the Specific Plan area, the Sign District also contains new signage regulations for the Soccer Stadium Zone to support the Soccer Stadium project as discussed in the Sign District findings.

The Soccer Stadium project would be a unique sport and entertainment venue use similar to the Coliseum and Sports Arena. The amended Specific Plan would be an effective planning tool for the Specific Plan area because it would guide development of the Specific Plan area as a whole, including the project site, ensuring orderly development with appropriate parameters, intensity, and design standards for the Specific Plan area. For the above reasons, the Specific Plan Amendment would clarify and create a plan for the orderly, logical and functionally integrated development of the Specific Plan area consistent with adjacent uses and conforming to good zoning practice.

SIGN DISTRICT FINDINGS

Pursuant to LAMC Sections 13.11 and 12.32 S, a Sign District setting forth sign regulations, procedures, guidelines and standards for the Specific Plan area, the project site, and the Soccer Stadium project.

11. The Sign District Would Be in Conformance with the Purposes, Intent and Provisions of the City of Los Angeles General Plan.

Los Angeles City Charter Section 556 and LAMC Section 12.32 C.2 require that prior to adopting a land use ordinance, the Planning Commission make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan. The Coliseum and Soccer Stadium Sign District (Sign District) would be in conformance with the purposes, intent and provisions of the General Plan in that it would conform to the goals, objectives and policies of the South Los Angeles Community Plan, General Plan Framework and General Plan Mobility Element, as discussed below.

12. The Sign District Would Be in Conformance with the South Los Angeles Community Plan.

The Community Plan is the official guide to future development within South Los Angeles. It is intended to promote an arrangement of land uses, streets and services that will encourage and contribute to the economic, social and physical health, safety, welfare and convenience of the people who live and work in the Community Plan area. The Community Plan is also intended to guide development in order to create a healthful and pleasant environment. The Sign District would be consistent with the identification of Exposition Park as a “major opportunity site,” the designation of the project site and all of Exposition Park as Open Space (OS), and objectives and policies of the South Los Angeles Community Plan.

In identifying Exposition Park as a “major opportunity site” the South Los Angeles Community Plan provides for the following guiding principles in the development of Exposition Park and the facilities it holds:

- The need for community empowerment regarding future development.

- The opportunity for a variety of jobs and job training for community residents.
- Development reflective of community needs.
- The need for appropriate development plans to prevent incongruent, incremental development.

In addition, the South Los Angeles Community Plan text explains that Open Space should function in one or more of the following ways:

1. Recreational and educational opportunities.
2. Scenic, cultural, and historic values.
3. Public health and safety.
4. Preservation and creation of community identity.
5. Rights-of-way for utilities and transportation facilities.
6. Preservation of natural resources or ecologically important areas.
7. Preservation of physical resources.

Signage rules and regulations pertaining to the project site are currently set forth in the existing Coliseum District Specific Plan, approved under the South Los Angeles Community Plan, and include signage for sports and entertainment uses. Transferring the signage regulations for the Specific Plan area to the Sign District is consistent with current City policies regarding the regulation of signage. The Sign District includes existing signage authorized in the Specific Plan, which includes some signage for the project site, the Coliseum, and surrounding areas. The Sign District would also include modifications to the signage for the Soccer Stadium project. Transferring the signage rights from the Coliseum District Specific Plan and the modifications to the signage for the Soccer Stadium project is consistent with the “major opportunity site” and Open Space functions of the South Los Angeles Community Plan.

The signage program in the Sign District is intended to support the Coliseum and Soccer Stadium project and revitalize the Specific Plan area as a major sports and entertainment venue, consistent with its historic use as a major sports and event center and destination for the entire region. A vibrant, energetic and active environment that would be created under the Sign District’s signage program is a critical component to the success of modern sports and entertainment districts, such as Staples Center and LA Live. This type of environment not only attracts patrons of the sports venue, but also attracts patrons and visitors to nearby businesses and public plazas, and promotes additional economic and pedestrian activity in the surrounding area. Further, the limitations on types of signage and operational and lighting restrictions contained in the Sign District ensure that signage in the district will be developed in a cohesive manner and that signage will be designed and operated to avoid impacts on the surrounding community. As a result, the Sign District would support development that empowers the community, provides opportunities for a jobs and job training for community residents, is reflective of community needs, and is designed appropriately to prevent incongruent, incremental development. In addition, the Sign District would promote cultural values and preserve and create community identity. The signage permitted by the Sign District would be consistent with the character of a sports and entertainment venue (i.e., a well-lit and active environment with substantial pedestrian activity including nighttime activity), which is consistent with the area’s historic use as a major sports and events destination. The Sign District would contribute to revitalizing the underutilized Sports Arena site by promoting a vibrant and successful sports and entertainment district that would draw patrons and visitors not only to the Coliseum, and the Soccer Stadium project including its ancillary commercial, retail and restaurant uses, but also to surrounding existing and future businesses adjacent to the Specific Plan area. A successful sports and entertainment district would strengthen the economic base and expand market opportunities for existing and new businesses in the neighborhood. Further, revenues from advertising and sponsorship signage permitted by the Sign District are necessary

to finance the Soccer Stadium project, which represents a \$250 million private investment on state-owned land in South Los Angeles. By enabling this development, the signage program allowed by the Sign District would help produce other direct economic benefits from the Soccer Stadium project including the generation of approximately \$274 million in economic output of construction, \$129 million in annual economic output of project operation, 1,228 temporary jobs and 1,840 permanent jobs, and approximately \$83 million in annual tax revenues to the City.

Commercial

Within the Land Use Chapter of the Framework Element of the General Plan, the Sign District and project site are located adjacent to and partially within a designated Regional Center that generally corresponds with Figueroa Street. A Regional Center is defined as:

...a focal point of regional commerce, identity and activity and containing a diversity of uses such as corporate and professional offices, residential, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities, and supporting services. Generally different types of Regional Centers will fall within the range of floor area ratios from 1.5:1 to 6.0:1. Some will only be commercially oriented; others will contain a mix of residential and commercial uses. Generally, Regional Centers are characterized by 6- to 20-stories (or higher). Regional Centers are usually major transportation hubs.

The Land Use Chapter also indicates that Martin Luther King, Jr. Boulevard adjacent to the Specific Plan area and Sign District is designated as a Mixed Use Boulevard. Mixed Use Boulevards are described as connections between the City's neighborhood districts and community, regional, and Downtown centers. Mixed-use development is encouraged along these boulevards, with the scale, density and height of development compatible with the surrounding areas.

Because the Sign District and project site are located adjacent to and partially within a Regional Center and adjacent to a Mixed Use Boulevard the following objectives from the South Los Angeles Community related to Commercial are also relevant:

Objective 2-1: To conserve and strengthen viable commercial development.

Policy 2-1.1: New commercial uses shall be located in existing, established commercial areas or existing shopping centers.

Policy 2-1.3: Commercial areas should be consolidated and deepened to stimulate existing businesses, create opportunities for new development and off-street parking, expand the variety of goods and services, and improve shopping convenience as well as offer local employment.

Policy 2-1.5: Require that projects be designed and developed to achieve a high level of quality, distinctive character, and compatibility with existing uses and development.

Objective 2-3: To attract uses which strengthen the economic base and expand market opportunities for existing and new businesses.

The Sign District would be consistent with the City's objective to strengthen viable commercial development and policies related thereto. The Sign District and project site are located at the edge of an existing Regional Center along Figueroa Street, which encourages the development of a diversity of uses, including major entertainment and cultural facilities. The types and extent of permitted signage allowed by the Sign District would emphasize the event and entertainment-

oriented aspect of the underlying Coliseum District Specific Plan (Specific Plan) area, including a mixture of stadium and sponsor identification signs, temporary event signs, electronic digital displays, changeable message light-emitting diode (LED) boards, static signs, and retail and tenant identification signs, including both on-site and off-site signs. The signage permitted by the Sign District would be consistent with the character of a sports and entertainment venue (i.e., a well-lit and active environment with substantial pedestrian activity including nighttime activity), which is consistent with the area's historic use as a major sports and events destination (including decades of events at the adjacent Coliseum) and is therefore compatible with existing use and development. By authorizing a variety of large scale and fully integrated signage within the Sign District and its concomitant Specific Plan area including the project site, the Sign District would contribute to a vibrant and successful sports and entertainment district that would draw patrons and visitors not only to the Coliseum and the Soccer Stadium project, including its ancillary commercial, retail and restaurant uses, but also to surrounding existing and future businesses adjacent to the Specific Plan area. A successful sports and entertainment district would strengthen the economic base and expand market opportunities for existing and new businesses in the neighborhood. Revenues from advertising and sponsorship signage permitted by the Sign District would help to finance the Soccer Stadium project. The signage program allowed by the Sign District would help produce other direct economic benefits from the Soccer Stadium project including the generation of approximately \$274 million in economic output of construction, \$129 million in annual economic output of project operation, 1,228 temporary jobs and 1,840 permanent jobs, and approximately \$83 million in annual tax revenues to the City.

Objective 2-5: To enhance the appearance of commercial districts.

The Sign District would authorize the existing signage program for the Specific Plan area, along with additional signage for the Soccer Stadium project. The signage program for the Soccer Stadium project would present a strong visual element that would influence the aesthetics of the project site and the Specific Plan area. The types and extent of permitted signage would emphasize and support the sport-, event- and entertainment-oriented aspect of the Soccer Stadium project and complement the existing and approved signage for the Coliseum currently authorized by the signage regulations in the existing Specific Plan. The signage program in the Sign District is intended to support the Coliseum and Soccer Stadium project and revitalize the Specific Plan area as a major sports and entertainment venue, consistent with its historic use.

Accordingly, dynamic signage is central to the goal of establishing a unique visual identity for the Specific Plan area, the Coliseum, and the Soccer Stadium project. The Sign District would not change or alter the type or number of signs allowed for the Coliseum or areas around the Coliseum. The Sign District would allow additional signs specifically intended to support and promote the Soccer Stadium project. The Sign District includes limitations on the types, amounts, locations, sizes, operating hours, and illumination of permitted signs on and around the exterior of the Soccer Stadium project consistent with the character of a professional sports and entertainment venue (i.e., a well-lit and active pedestrian environment with substantial pedestrian activity throughout the day and evening). The Sign District would support the Community Plan goal to enhance the appearance of commercial districts by providing vibrant, clear, attractive signage enhancing the Specific Plan area while complementing and protecting the character of the surrounding areas by limiting visual clutter. The signage program authorized by the Sign District complements the aesthetic character of the Coliseum, Soccer Stadium project, and Exposition Park and would be positioned in an attractive manner that is compatible both architecturally and relative to other signs within the Sign District. Further, the unified and consistent signage program allowed by the Sign District would contribute in a positive way to the Specific Plan area and Exposition Park's visual environment in a manner that would reinforce the

Sign District's sense of place as a major urban sports and entertainment venue, cultural and visitor destination, and a visually engaging pedestrian experience.

Non-Motorized Transportation

Objective 16-2: To promote Pedestrian Oriented areas and pedestrian routes for commuter, school, recreational use, economic revitalization, and access to transit facilities.

The Sign District would support the South Los Angeles Community Plan by creating a visually inviting pedestrian-oriented area around the Soccer Stadium project and Coliseum as the southern anchors of the City's My Figueroa street improvement project area. Smaller-scale, directional pedestrian and vehicular signage would be placed throughout the Sign District as necessary to facilitate access and safety for the benefit of both pedestrians and bicyclists, including way-finding signage for pedestrian routes to access transit facilities such as nearby Expo Light Rail Line stations. By facilitating a more vibrant and active environment around the Soccer Stadium project both during the daytime and evening hours, the Sign District would promote further pedestrian activity in the vicinity of Exposition Park and along Figueroa Street and Martin Luther King, Jr. Boulevard, and economic revitalization in the surrounding area of South Los Angeles.

13. The Sign District Would Be in Conformance with the General Plan Framework.

Within the Land Use Chapter of the Framework Element, the following goals, objectives and policies relevant to the Specific Plan area are applicable to the Sign District:

Policy 5.8.4 - Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.

The signage program for the Soccer Stadium project that would be permitted pursuant to the Sign District Ordinance would present a strong visual element that would influence the aesthetics of the project site and the Specific Plan area. The Specific Plan currently regulates signage associated with the Coliseum and surrounding areas, and those regulations have been incorporated into the Sign District consistent with existing City policies concerning signage. The types and extent of permitted signage would emphasize and support the event- and entertainment-oriented aspect of the Soccer Stadium project and complement the existing and approved signage for the Coliseum currently allowed by the signage regulations in the current Specific Plan. The signage program in the Sign District is intended to support both the Coliseum and Soccer Stadium project and revitalize the Specific Plan area as a major sports and entertainment venue, consistent with its historic use. Accordingly, signage is central to the goal of establishing a unique visual identity for the Specific Plan area, the Coliseum, and the Soccer Stadium project. The Sign District would not change or alter the type or number of signs allowed in the Coliseum or areas around the Coliseum. The Sign District would allow additional signs specifically intended to support and promote the Soccer Stadium project. A number of the sign elements on the exterior of the Soccer Stadium would be light-emitting diode (LED) capable of showing changing digital content, which have been architecturally integrated into the stadium design. In particular, a video wall (digital sign) on the north façade of the World Football Museum would be a design feature integrated into the architectural design of the building, along with digital signs on the stadium canopy along Figueroa Street. Signs on the inside of the Soccer Stadium would not be regulated by the Sign District, but would be fully integrated with the architecture of the Stadium. In addition, the Director of Planning

would review an interior sign plan to confirm that interior signs are consistent with how those signs are defined in the Sign District Ordinance, and that they do not conflict with other applicable provisions in the Ordinance. The Sign District includes specific limitations on the types, amounts, locations, sizes, operating hours, and illumination of permitted signs on and around the exterior of the Soccer Stadium project in a visually attractive manner consistent with other professional sports and entertainment venues. From the outside of the Soccer Stadium, entry gates would be clearly identifiable and would prominently feature signage integrated into the stadium's architecture with the street level facades designed to a human scale. Accordingly, the Sign District would comply with the policy that new signage be integrated with the architectural character of the Soccer Stadium project that conveys a visually attractive aesthetic.

Objective 5.8 - Reinforce or encourage the establishment of a strong pedestrian orientation in designated neighborhood districts, community centers, and pedestrian-oriented subareas within regional centers, so that these districts and centers can serve as a focus of activity for the surrounding community and a focus for investment in the community.

Objective 5.9 - Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.

The project site's frontage on Figueroa Street is located in a designated Regional Center, as well as a Pedestrian-Oriented District, which generally corresponds with Figueroa Street. As discussed above, the Sign District's smaller-scale, directional pedestrian and vehicular signage would be placed throughout the Sign District as necessary to facilitate access and safety for the benefit of both pedestrians and bicyclists. Furthermore, within the Sign District, the Soccer Stadium and South Parking Lot Zones would be divided into Vertical Sign Levels with the purpose of addressing different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and from vehicles. The Sign District supports the pedestrian-oriented nature of the Specific Plan area and contemplates that signage throughout the Sign District would improve personal safety of visitors by facilitating a more vibrant and active environment around the Soccer Stadium project both during the daytime and evening hours that encourages additional pedestrian activity and eyes on the street.

14. The Sign District Would Be in Conformance with the Mobility Element of the General Plan.

The Sign District would be consistent with applicable objectives and policies of the Mobility Element, including the following:

Policy 4.14 – Provide widespread, user-friendly information about mobility options and local destinations, delivered through a variety of channels including traditional signage and digital platforms.

The signage program would include directional pedestrian and vehicular signage placed throughout the Sign District. Signage provided in conjunction with the pedestrian and bicycle network within the Sign District would be further integrated with the area surrounding the Specific Plan area, which is characterized by a mature network of pedestrian and bicycle facilities, and thereby enhance pedestrian connectivity on a larger scale. This would include way-finding signage for pedestrian routes to access transit facilities, such as nearby Expo Light Rail Line stations, which would further promote mobility options both within the Sign District and Exposition Park.

15. The Sign District Would Conform to Public Necessity, Convenience and General Welfare of the City of Los Angeles.

The Sign District would help further revitalize Exposition Park and the surrounding area in South Los Angeles with a professional soccer stadium that would attract patrons to soccer games and other events resulting in the generation of approximately \$274 million in economic output and 1,228 temporary jobs during project construction, \$129 million in annual economic output and 1,840 permanent jobs during project operations, and approximately \$83 million in annual tax revenues to the City. In order to revitalize the project site, the development must reflect a high design standard. Permitting unique context-oriented and innovative signage through the Sign District would help support the private investment necessary to redevelop the project site to provide the projected economic output and jobs for City residents. The Sign District would incorporate a wide variety of signage types, some of which would utilize state-of-the-art technologies to create a wide variety of signage throughout the Soccer Stadium Zone and the Sign District in general.

The Sign District would build on the Specific Plan area's identity as a sports- and entertainment oriented destination. The Sign District would help visually integrate the signage for the Soccer Stadium project with existing and approved signage for the Coliseum to create a cohesive and unique visitor experience within Exposition Park. The Sign District would enhance the pedestrian-oriented character of the streets surrounding the Sign District by allowing and encouraging a variety of signage, including pedestrian-oriented street-level and wayfinding signs, throughout the District. By increasing flexibility for signage to attract visitors to events and to highlight sponsorships and local sports teams, the Sign District would help create a lively atmosphere complementing the existing uses in the area. By facilitating a more vibrant and active environment around the Soccer Stadium project both during the daytime and evening hours, the Sign District would promote further pedestrian activity in the vicinity of Exposition Park and along Figueroa Street and Martin Luther King, Jr. Boulevard, and economic revitalization in the surrounding area of South Los Angeles. As such, the Sign District would conform to the public necessity, convenience, and general welfare.

16. The Sign District Would Conform to Good Zoning Practice.

The Sign District would reflect good zoning practice in that it would be consistent with and enhance the unique character of the Specific Plan area, and the project site, as a vibrant sports and entertainment complex that would be a major regional destination along with the adjacent Coliseum. Exposition Park has historically served as a regional destination for sporting and other entertainment events, and declining aesthetic and usefulness of the ageing Sports Arena have resulted in lower attendance and fewer events that have left the existing site underutilized. The addition of a signage program to the Soccer Stadium project is consistent with the aesthetic of a modern, world-class sports complex for a professional sports franchise and would provide the Specific Plan area with a unique identity necessary to attract patrons and visitors, along with generating an energetic and active environment. The Sign District would also advance the purposes of the Citywide sign ordinance in that its regulations are designed to protect neighborhood aesthetics and traffic safety.

The Specific Plan area encompasses approximately 85 acres within Exposition Park, the largest public park in the South Los Angeles Community Plan area, and is the existing site of the Sports Arena and the Coliseum. As discussed above, declining use of the

Sports Arena has left the Sports Arena site underutilized, but the project site has been envisioned for redevelopment with a professional soccer stadium and ancillary facilities as the home field of a Major League Soccer expansion franchise. The Soccer Stadium project would include a museum, conference, office, retail and restaurant uses that would directly benefit the surrounding South Los Angeles community and Exposition Park. The Soccer Stadium project authorized by the amended Specific Plan would require a unique and comprehensive signage program to help support the significant private investment a redevelopment project of this scope costs.

Even though the Specific Plan as amended in 2009 authorized the development of signage associated with the Coliseum and surrounding areas in Exposition Park, it did not contemplate redevelopment of the Sports Arena site and therefore included limited signage for that portion of the Specific Plan area. It is the City's current policy that unique, comprehensive signage programs should be approved through a sign district rather than being authorized through a specific plan. The Sign District therefore incorporates existing and approved signage for the Coliseum and surrounding areas allowed by the Specific Plan, as well as new signage for the Soccer Stadium project in furtherance of the Specific Plan and to further activate Exposition Park as a major sports, entertainment, and cultural destination.

Consistent with the Specific Plan area's current and historic use as a major sports and entertainment complex, the types and extent of signage permitted would emphasize the event- and entertainment-oriented aspect of the Soccer Stadium project and complement the existing and approved signage for the Coliseum envisioned for this portion of Exposition Park. The signage program is intended to support both the Soccer Stadium project's and the Coliseum's operations and help further revitalize the Specific Plan area as a major sports and entertainment venue, consistent with its historic use. Accordingly, a dynamic signage program is central to the goal of establishing a unique, visually exciting and attractive identity for the Specific Plan area and Sign District consistent with the character of a sports and entertainment venue (i.e., a well-lit and active environment with substantial daytime and nighttime pedestrian activity).

The signage program authorized by the Sign District would present an attractive visual element that would positively influence the aesthetics of the Sign District and Specific Plan area. The Sign District would unify and integrate the signage with the aesthetic character of the Coliseum, Soccer Stadium project, and Exposition Park. A comprehensive signage program would contribute in a positive way to the Sign District, Specific Plan area, and Exposition Park's visual environment, in a manner that complements the architectural styles of the Coliseum and Soccer Stadium project and reinforces the Specific Plan area and Sign District's sense of place as a major urban sports and entertainment destination venue, cultural and visitor destination with a pedestrian experience.

By limiting maximum sign area, requiring minimum distance between signs, setting maximum level of sign illuminance, requiring controlled refresh rates for digital signs, and limiting brightness after sunset and before sunrise, the regulations in the Sign District would also minimize potential traffic hazards and protect public safety by ensuring residential and vehicular viewers are shielded and that driver distraction would be minimized such that there are no significant impacts to safety. The following design and specification constraints for illuminated signage would be implemented as part of the Supplemental Use Sign District (Section 8.1) to minimize light emissions from illuminated signs:

- The intensity of each sign display shall be controlled with a photocell with an adjustable set-point that measures available daylight. This set-point shall be used to control the intensity of the sign output to either the daytime or nighttime brightness standards set forth below.
- The brightness of any Sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer, which shall be maintained in good working order.
- All illuminated Signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and the public right-of-way.
- All light emitting diodes used within any illuminated Sign shall have a maximum horizontal beam spread of 165 degrees. The maximum or peak light output of any Sign shall be at or below horizontal.
 - Luminance from Signs shall not exceed 0.3 footcandles above ambient at the property line of the nearest residential property.
 - All illuminated signs shall have a brightness after sunset and before sunrise of no greater than 300 candelas per square meter.
 - All Digital Display Signs shall transition smoothly at a consistent rate from the daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset
 - All illuminated signs shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations)
 - Sign brightness shall be measured at an angle that is within 6 degrees of perpendicular to the Sign Face, and from a distance as defined by the following formula:

$$\text{Measurement Distance (in feet)} = \sqrt{\text{DisplayArea} \times 100}$$

where Display Area is the area of the sign display in square feet.

Additionally, Signs that are both visible from and located within 660 feet from the edge of the right-of-way of interstate highways or primary highways would be subject to the Outdoor Advertising Act, Cal. Business & Professions Code Section 5200, et seq., as applicable or later amended. The Outdoor Advertising Act exempts from certain requirements Signs that are associated with an arena capable of providing a venue for professional sports on a permanent basis that have a capacity of 15,000 or more seats, such as the Coliseum and Soccer Stadium project, and that meet the following standards:

- The Signs must be used to advertise products, goods, or services sold by persons on the Premises of an Arena, such as the Coliseum or Soccer Stadium project, on a regular basis, or to advertise any products, goods, or services marketed or promoted on the Premises of an Arena subject to one or more Sponsorship Marketing Plan(s).
- If located on the Premises of an Arena, the Signs must be authorized by an ordinance adopted by the City, such as the proposed Sign District, that establishes regulations that include, at a minimum, all of the following:
 - The number of Signs and total Sign Area allowed.
 - The Maximum Individual Sign Area.
 - The Minimum Sign separation.
 - Illumination restrictions and regulations.
 - Illuminated Sign hours of operation

- If located off the Premises of an Arena, the Signs must be authorized by, an ordinance adopted by the City, such as the proposed Sign District, bear the name or logo of the arena, and be visible when approaching offramps from the interstate, primary, or state highways used to access the Premises of an Arena.

The Sign District contains each of the standards described above consistent with the criteria set forth in the Outdoor Advertising Act.

The Sign District provides an exception to the Citywide ban on offsite signs and other provisions of the Citywide sign regulations as is typical for other sign districts within the City and the extent of which is appropriate for the use of the Specific Plan area and Sign District for large-scale sporting and entertainment activities. The ban and other provisions will continue to directly advance the purposes of aesthetics and traffic safety despite this exception. Any aesthetic or traffic safety harm resulting from allowing signs that will otherwise be prohibited or restricted by the citywide sign regulations are outweighed by the improvement to aesthetics resulting from the development of an engaging and vibrant sports and entertainment district including the Coliseum and Soccer Stadium project, which would be supported by the Sign District.

The Soccer Stadium project and Sign District would reinforce the pedestrian-oriented character of the streets within and immediately surrounding the Coliseum, Soccer Stadium project, Sign District, and Specific Plan area. Through signage that complements and provides ground direction through open plazas, streetscape and sidewalk improvements and pedestrian-scaled elements on buildings and signage, the Soccer Stadium project and Sign District are intended to vastly improve the urban environment in the Specific Plan area including the project site by facilitating activity on the street, encouraging pedestrian, bicycle, and public transit travel and promoting the walkability and accessibility of and around the Specific Plan area. Soccer Stadium project elements, including street improvements and pedestrian-oriented signage, will create strong connections to the surrounding Exposition Park area, particularly to nearby transit stops and stations for the Expo Light Rail Line that will support the Specific Plan area as a unique sports, entertainment and tourist destination for South Los Angeles.

Further, any aesthetic or traffic safety harm from allowing signs that would otherwise be prohibited or restricted by the citywide ban on offsite signs or other provisions of the Citywide sign regulation, is outweighed by the elimination of blight. The development of the Soccer Stadium project would serve as a catalyst for the removal of blight and renewed interest and investment in the South Los Angeles area as a sports, entertainment, and cultural destination. Urban redevelopment in this area of South Los Angeles, such as the Soccer Stadium project, is necessary to ensure the continued vitality of the Coliseum, Specific Plan area and Exposition Park. Accordingly, although no aesthetic or traffic safety harm is anticipated from the Sign District, any such harm would be outweighed by the elimination of blight and the investment in redevelopment of the Specific Plan area including the project site.

Finally, to the extent off-site and other signs are to be permitted in the City, the Sign District would help restrict and channel such signs in a manner that minimizes their traffic safety impacts. Furthermore, even though such signs would be allowed in the limited area of the Sign District, the Citywide ban on off-site signs and other sign regulations to which this Sign District would create an exception will continue in effect with respect to the vast majority of the City. Therefore, by narrowly tailoring the types and operational restrictions on signs that would be permitted in the Sign District in connection with the development of a regional sports and entertainment venue, the Sign District would conform to good zoning practice.

17. The Sign District Would Conform to LAMC Requirements for Establishing Sign Districts.

The enabling language for the establishment of sign districts contained in LAMC Section 13.11 B requires that the following findings be made:

- a. **Each “SN” Sign District shall include only properties in the C or M Zones, except that R5 Zone properties may be included in a “SN” Sign District provided that the R5 zoned lot is located within an area designated on an adopted community plan as a “Regional Center,” “Regional Commercial,” or “High Intensity Commercial,” or within a redevelopment project area.**

The Specific Plan Amendment would permit the establishment of a sign district encompassing the Specific Plan area to include properties in the OS Zone, notwithstanding the restrictions set forth in LAMC Section 13.11.B. A sign district that would only be allowed in the OS Zone within the Specific Plan area would be consistent with the intent of the LAMC for the same reasons a sign district is appropriate in the C, M and R5 zones in other Regional Center and redevelopment project areas. Comparable to the C, M and R5 zones, the OS Zone within the Specific Plan area is a developed, urban area of the City within the Exposition / University Park Redevelopment project area and adjacent to and partially within a designated Regional Center under the Framework element of the General Plan that generally corresponds with Figueroa Street. The Sign District and Specific Plan area are intended as a regional center for sports and entertainment venues, along with ancillary commercial uses. The Sign District would allow signage consistent with the signage at other sports and entertainment venues within the City such as L.A. LIVE, the Figueroa and Olympic Sign District, the Figueroa and Seventh Street Sign District, and the Convention and Event Center Sign District approved in connection with the Farmers’ Field stadium project. Even though the Specific Plan as amended in 2009 authorized the development of signage associated with the Coliseum and surrounding areas in Exposition Park within the Specific Plan area, it included limited signage for the project site. It is the City’s current policy that unique comprehensive signage programs should be approved through a sign district rather than being authorized through a specific plan. Accordingly, the establishment of a sign district in the OS Zone only for those areas within the Specific Plan would be appropriate as contemplated under the LAMC, as the Sign District meets the intent of the LAMC to allow sign districts in areas intended to be regional destinations.

- b. **No “SN” Sign District shall contain less than one block or three acres in area, whichever is the smaller.**

The Sign District would encompass approximately 85 acres and would not contain less than one block or three acres in area.

- c. **The total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning.**

The portion of the Sign District within Exposition Park includes contiguous parcels of land. In addition, the Specific Plan Amendment would permit the inclusion of up to four non-contiguous parcels within the Specific Plan area and Sign District. This allowance is consistent with the California Outdoor Advertising Act (Cal. Business & Professions Code Section 5200, et seq.), which allows professional sports arenas with a capacity of 15,000 or more seats to provide up to two off-premises advertising displays bearing the name or

logo of the arena that are visible when approaching offramps from the interstate, primary or state highways used to access the premises of the arena. Accordingly, the Outdoor Advertising Act allows the development of two such signs for the Coliseum, and two such signs for the Soccer Stadium project. Further, due to the unique sports and entertainment character of the Specific Plan area and the existing signage program regulations in the Specific Plan that recognize the Coliseum's existing off-premises sign along the 110 (Harbor) Freeway, the establishment of a Sign District to include up to four non-contiguous properties is appropriate. The Specific Plan Amendment provides that "Notwithstanding LAMC Section 13.11 B, a Supplemental Use "SN" Sign District may be established in the OS Zone encompassing the Specific Plan area and may include up to four non-contiguous parcels located in any zone, including the parcel located easterly of the 110 (Harbor) Freeway containing the Existing Major Site Sign, and additional non-contiguous parcels that may contain new Stadium Freeway Signs as may be allowed by the Outdoor Advertising Act, Cal. Business & Professions Code Section 5272."

As described above, the Sign District includes the property containing the Coliseum's existing off-premises sign east of the 110 (Harbor) Freeway, which is permitted under the existing Specific Plan. This sign is separated from the majority of the Sign District by the 110 Freeway, 39th Street, one block of commercial properties and Figueroa Street. Although the locations of up to three additional off-premises signs (two for the Soccer Stadium project and one for the Coliseum) have not been identified, the Sign District recognizes that properties on non-contiguous of the specific plan area for these additional signs could be added to the Sign District in the future, following City review and approval.

The Sign District including the physically noncontiguous parcels is desirable to allow for a unified and unique signage program that is consistent with State law, and that will promote and support the success of the Coliseum, Soccer Stadium project, and Specific Plan area. Adoption of a Sign District including the noncontiguous parcels also would be consistent with signage programs for other major sports and entertainment venues.

d. Precise boundaries are required at the time of application for or initiation of an individual district.

The precise boundaries of the Sign District are concomitant with the boundaries of the Specific Plan including the Major Site Sign on the east side of the 110 Freeway.

SUPPLEMENTAL OUTDOOR ADVERTISING ACT FINDING

18. The Sign District Is in Conformance with Provisions of the California Outdoor Advertising Act

The California Outdoor Advertising Act (Business and Professions Code 5200 et seq.) regulates the placement of outdoor advertising displays within 660 feet of a freeway right-of-way visible from California highways. The California Department of Transportation is the agency responsible for the enforcement of the Outdoor Advertising Act.

All signs within 660 feet of the freeway right-of-way and visible from the freeway allowed by the Sign District would be subject to the Outdoor Advertising Act, where applicable, and all such signs would be required to be subject to a Sponsorship Marketing Plan, as defined by the Act prior to seeking approval from the California Department of Transportation. The Soccer Stadium project would provide an athletic venue for a Major League Soccer team as a home field on a permanent basis. The Soccer Stadium project

would have a maximum seating capacity of approximately 22,000, and sponsorship advertising displays with respect to the Soccer Stadium would be located both on the premises of the Soccer Stadium and off the premises as provided under the Sign District.

All signs in connection with the Sign District would fully comport with provisions of the Outdoor Advertising Act addressing signage in connection with arenas (Business and Professions Code Section 5272(c)(1).) Specifically, the Sign District identifies the maximum number of signs and total signage area allowed, maximum individual signage area, minimum sign separation, illumination restrictions and regulations, including signage refresh rate, scrolling, and brightness, and illuminated sign hours of operation. Therefore, the Sign District would be consistent with the state regulations set forth in the Outdoor Advertising Act.