
III. PROJECT DESCRIPTION

C. PROJECT CHARACTERISTICS

The Proposed Project consists of the renovation of the Los Angeles Memorial Coliseum, including the rehabilitation of portions of the 27.4-acre Project Site surrounding and containing the Coliseum structure itself and the adoption of a Coliseum District Specific Plan Overlay within the existing boundaries of Exposition Park. The Proposed Project may also include the demolition of all of the existing extraneous out-buildings surrounding the Coliseum structure and the construction of two new approximate 20,000-square-foot ancillary buildings for supporting retail and office uses as well as new concession buildings totaling approximately 4,000 square feet, and potential replacement of all other existing ancillary structures in amounts approximately equivalent to that which exists today. Demolition activities would only occur within the fenced area of the Los Angeles Memorial Coliseum and immediate forecourt and would not involve any of the other structures within Exposition Park. The Coliseum District Specific Plan Overlay would govern future development, stadium renovation, signage, and alcohol sales associated with the terms of an anticipated lease agreement between the Coliseum Commission and the National Football League (NFL). This section first presents an overview of the Proposed Project, including a discussion of the guiding principles and program requirements. Following this, general elements of the Proposed Project's conceptual design envelope are presented.

As stated previously in Section III.B, Project Objectives, the renderings prepared by NBBJ for the certified EIR, present a stadium proposal that is representative of a possible design solution. The renderings and drawings prepared by RTKL Associates Inc. for this Addendum represent a Preliminary Schematic Design. The current design has been developed with input from the National Football League (NFL) on the functional program, an enhanced survey of the existing site conditions and preliminary engineering, and a life safety and constructability analysis. While the final stadium design has not yet been completely developed, the Proposed Conceptual Historic Fabric Retention Plan provided in Figure III-3 illustrates the fundamental historic preservation principles envisioned for the Proposed Project.

For comparative purposes, a quantitative analysis of the approved Conceptual Historic Retention Plan (as analyzed and adopted as part of the certified EIR), is presented in Figure III-4. This supplemental analysis provides a comparative description in which to evaluate the differences between the "Approved" Conceptual Historic Retention Plan (per the Certified EIR) (Figure III-4) and the Proposed Conceptual Historic Retention Plan (Figure III-3).

III-3 Proposed Conceptual Historic Fabric Retention Plan

III-4 Approved Conceptual Historic Fabric Retention Plan (Per EIR)

Principles and Requirements Guiding the Proposed Project

The Proposed Project has been conceptually envisioned to provide a modern sports and entertainment venue within the existing Coliseum structure. The fundamental historic preservation principles which have guided the development of the Proposed Project are as follows:

- To retain and restore as much of the existing Coliseum façade, bowl geometry and seating areas as physically and practically possible, within constraints of operational, programmatic and historic restoration guidelines;
- Where modifications, alterations, and replacements to the existing Coliseum are required, the new work shall attempt to maintain the same spirit as the original aesthetic character;
- To remove, reorganize and reconstruct exterior accessory structures (“out-buildings”) in order to facilitate exterior patron access and to enhance the appearance of the Coliseum grounds.

The program requirements essential to the Proposed Project are as follows:

- To reduce seating capacity while improving field proximity;
- To provide appropriate spectator access and egress within the Coliseum to meet life safety design standards commonly provided in similar venues;
- To provide modern private spectator suites (luxury boxes), having separate patron access and circulation and located in a desirable viewing location;
- To extend the useful life of the Coliseum by modernizing the existing infrastructure with energy conservation fixtures in accordance with Title 24 (C.C.R) requirements, improving emergency fire access, and upgrading accessibility standards in accordance with the Americans with Disabilities (ADA) requirements.
- To provide luxury suites and a club level with premier seats supported by commensurate quality amenity areas with great views to the playing field; and
- To provide improved and more accessible restrooms and concessions for all spectators.

Primary Directives of Proposed Project

Given the aforementioned fundamental principles and essential program requirements, the following principle directives were developed as fundamental aspects of the Proposed Project:

- To maintain the Peristyle end of the existing Coliseum as the dominant focal point of the stadium;

- To maintain the oval plan geometry of the existing exterior walls, while inserting a new seating bowl that includes a separate club level(s), three suite levels, an upper deck, and two levels of public concourses;
- To retain and restore the existing exterior wall, including the retention of the existing stairs and tunnels at the West End Zone while providing separate circulation and access for the club and suite seating;
- To provide a plaza level concourse adjacent to the north and south sideline spectator seating, with restrooms, concessions and club circulation space, providing for removal and replacement of equipment and the removal, replacement and/or reconfiguration of some or all of the extraneous out-buildings and equipment within the outside grounds.

Overview of the Proposed Project

The Proposed Project would reduce the Coliseum's existing maximum seating capacity from 92,500 seats for all events to a maximum of approximately 78,000 seats. Upon completion of the Proposed Project, seating in the Coliseum would be divided into three different classifications: general seating, club seating, and luxury suite seating. The principle differences between the three seating types involve the level of amenities available to patrons in each of those respective areas. Approximately 200 luxury suites would be accommodated in the suite levels. The seating rows themselves would consist of self-rising, floor or riser-mounted armchair seats with the first row situated approximately five feet above the field. Seating reserved for companions of wheelchair patrons would be located adjacent to the disabled seating. The existing Coliseum provides approximately 146 seating locations for patrons in wheelchairs, generally in the west end of the Coliseum between Tunnels 13 and 17. The Proposed Project would increase the total wheelchair positions to meet or exceed Americans with Disabilities Act (ADA) requirements. The wheelchair seating would be situated in several locations throughout the stadium to provide a variety of seating options for the disabled.

Proposed Uses for the Coliseum

As detailed in Section IV, Summary of Environmental Setting, the Coliseum currently hosts an average of 25 events a year, which includes USC football games, international soccer matches, high school football games, political rallies, filming events, concert performances, and other community events. Table III.C-1, on page III.C-6, identifies the types of events held at the Coliseum over the past four years, including the number of events held per year by event and maximum attendance levels by event. It is anticipated that the existing event schedule would continue under the Proposed Project, and will be expanded upon to include the NFL as a permanent tenant. Under the Proposed Project, 10 to 12 professional football regular season games would be added to the current annual event profile, representing an approximate 35% increase to the existing operations. Upon completion of the Proposed Project, the NFL and USC Trojans football teams would be the two primary tenants at the Coliseum.

The College football season lasts approximately four months beginning the last week in August and ending in December. The USC Trojan football team hosts 6 to 8 home games each season. College games are generally played on Saturdays and/or Saturday evenings. The USC Trojan football team has been a primary tenant at the Coliseum since 1923. Based on data collected during four years between 2003-2005, the average attendance for USC football games was 71,253 persons. The maximum attendance for a USC football game during this time period was 92,611 persons.

**Table III.C-1
Coliseum Event Profile – Average and Maximum Attendance Levels (2003-2005)**

Event Type	Events Per Year	Average Attendance (Per Event)	Maximum Attendance (per Event)	Annual Attendance (Per Event)^a
Miscellaneous Sports (High School Football)	1-2	12,491	13,716	16,654
Community Events/Filming	2-12	2,140	9,800	9,986
Political (Pakistani Independence Day)	1	15,347	15,347	15,347
Miscellaneous (Revlon Run, Nike Run)	1-2	41,485	57,577	69,142
Concerts	1-3	33,031	65,210	43,219
Soccer	5-11	30,287	88,816	262,485
USC Football	6-8	71,253	92,611	498,771
<i>Notes:</i>				
^a <i>The average annual attendance levels were based on the recorded total annual attendance levels for each event per year, averaged over the last three years.</i>				
<i>Source: Los Angeles Coliseum Commission, April 2006.</i>				

The NFL's football season occurs over a six-to seven- month period typically beginning in August and ending the first week of February. The NFL schedule generally includes four to five weeks of pre-season games in August, seventeen weeks of regular season games beginning the first week of September, and three weeks of post-season playoff games played in January. Including four to five pre-season games and sixteen regular season games, each team plays a minimum of twenty games per season, with roughly half (10) of the games being played on the home team's field.¹ Qualifying teams play up to three additional post-season playoff games leading up to the Super Bowl. The Super Bowl is generally played on the first Sunday in February. The NFL schedules a majority of the games on Sundays, with generally one event per week scheduled on Monday night, Thursday night and/or a Saturday. The 2006 NFL's regular season schedule includes 17 Monday night football games, seven Thursday games and two Saturday games. The remaining games occur on Sundays. Since there are currently only seventeen weeks during the regular season and 32 teams in the league, weekday games at the Coliseum would be rare and may not occur every

¹ *Each team has one week off during the course of the 17 week regular season.*

season. At the most, it could be expected that the Coliseum would host one to two weekday games per season, occurring on either a Monday or Thursday night.

Exterior Treatment

The existing exterior wall of the Coliseum would remain virtually intact, with some alterations. Existing extraneous out-buildings (i.e., ancillary structures that are on site, but detached from the stadium) may be removed, replaced or reconfigured from both the outside of the Coliseum structure and from the adjacent grounds on the site. Such buildings include mechanical and electrical equipment and sheds, restrooms, concession stands, storage buildings, and ticket booths, as well as buildings, escalators, elevators, and non-original stairways that have been added over time. The Peristyle end of the Coliseum would remain intact. The adjacent Coliseum Commission office structure would also remain if feasible. The existing Coliseum contains a series of 27 stairways and 28 tunnels leading from the exterior grade into the stadium. The stairways, because of their steepness and lack of intermediate landings, do not meet current code requirements for exit stairs and will not be used for this purpose. Similarly, the tunnels do not meet current code requirements for minimum height and are unsuitable to meet access or exit requirements. It is proposed that the existing stairs and tunnels remain unmodified at the West End Zone only and that the stairs and tunnels along the sidelines will no longer be utilized. On the exterior perimeter, the existing stairs and tunnel portals will remain in place wherever possible although they will not be functional.

The existing openings in the exterior wall of the Coliseum would remain intact and be cleared of any miscellaneous piping, wiring, and glazing. In order to create a comfortable, climate controlled environment within the sideline concourses and to keep out roosting pigeons and other undesirable destructive elements, the existing openings along the sidelines may be glazed and air conditioning may be provided. The new infill walls would be set back from the face of the building and may be glazed with non-reflective glass and minimal metal framing. The upper portion of the infill wall would be louvered to provide locations for air intakes and exhaust vents minimizing the need for openings in the existing concrete wall. The concrete brackets and upper seating tiers that provide the cornice to the existing wall would also remain, except in the four locations for the free-standing exit stairs. The original exterior lighting fixtures would be reused or recreated where feasible. The new press facilities are planned to be integrated into the upper suite level, demolishing the press box that currently extends above the exterior wall of the seating bowl. The existing earth berm against the exterior wall would remain largely intact, with modifications to accommodate access and exiting requirements at the north and south sidelines.

In order to provide adequate emergency exiting capacity from the new upper deck of seating, open-air exit stairs or ramps may be provided at four locations immediately surrounding the Coliseum; two along the north side and two along the south side of the Coliseum structure. These exiting structures would be freestanding with walkways connecting to the floors served by the stairs or ramps, but would otherwise act as independent structures detached from the historic fabric of the Coliseum structure.

Interior Treatment

The interior of the Coliseum would continue to feature the Peristyle as the dominant element in the east end of the bowl. The Peristyle would remain intact. One original (1932) ticket booth located within the Coliseum's northeastern most corner would be retained. The color video board, black-and-white matrix boards, and sound clusters that are currently attached to the top of the Peristyle would be removed. At the west end zone, the upper portion of the existing bowl will be retained as well as the access stairs. By retaining these sections, the feel of the original bowl geometry will be retained.

The lower bowl will be completely reconstructed to meet the NFL's design standards for a modern football stadium. The first row of the lower bowl at the sidelines would be approximately 5 feet above the field level to provide acceptable sight lines over people standing on the sidelines.

Coliseum Service and Seating Levels

The Proposed Project would develop separate levels within the Coliseum. These levels are described in detail, from lowest to highest elevation, as follows:

- Conceptual Plan Field Level (See Figure III-5) - This level would consist of the playing field, new underground locker facilities for professional and collegiate teams, stadium loading dock, commissary, staff lockers and stadium operations offices, press interview and workrooms, marshalling areas dressing rooms for cheerleaders, officials and talent, and other field support areas.
- Lower Club Level (See Figure III-6) - The lower seating bowl would contain approximately 38 rows (46 in the west end zone) of general patron seating on the north sideline and end zones and Club seating on the south sideline. Thirty-three-inch deep treads would extend from the field wall upward to the bulkhead in front of the Lower Bowl and Club section wheelchair seating positions. Lower Bowl, end zone Club are proposed below the Peristyle Plaza. On the south side of the stadium there would be a multi-level Club to serve the Lower Bowl Club seats.
- Plaza/Main Concourse/Lower Suite Level (See Figure III-7) - Access to the lower suites would be from the Main Plaza Level along the sidelines and from the uncovered concourses in the end zones. The Main Concourse would provide restrooms and food court concessions necessary to serve the lower seating level's population. Concessions and restroom facilities would be located on the outer side of this level (away from the field), and behind the lower level suites. Suites are proposed along the north and south sides directly behind, and raised above the lower bowl seating area. On the south side of this level is the second level of the Lower Bowl Club. Outside the stadium and adjacent to the Club would be a garden area that would be available to Club patrons for outdoor dining and socializing. At the east end of the Coliseum, on the north and south sidelines, there would be private entrances for the Club and Suite patrons.

- **Figure III-5 Conceptual Plan - Field Level**

- Mid-Suite Level (See Figure III-8) – Directly above the main concourse level will be a Middle Suite Level, with additional suites located directly above the suites on the Main Concourse Level. The Middle Suite Level will be accessible via escalators and elevators within the Club.
- Club Level (See Figure III-9) - The Club Level would include restrooms and vendor concessions and would primarily function as a lobby to access approximately 15 rows of club level seating. Club level seating would be provided on the north and south sides of the Coliseum bowl.
- Upper Suite/Press Level (See Figure III-10) - The Upper Suite/Press Level would include suites directly above the Club Level on the north and south sides of the Coliseum bowl. The Upper Suite level would also include the press box. The Upper Suite level would provide space for concessions, restrooms, catering, and other general services to the upper suite.
- Upper Concourse Level (See Figure III-11) - This entirely new level would serve the Upper Deck seating, which would consist of approximately 32 rows of general patron seating. Access from the upper deck seating area to the Upper Concourse level would be through vomitories located at about the fifth row of the upper deck. The Upper Concourse level would contain concessions, restrooms, and all other vending and support spaces necessary to serve the Upper Deck seating patrons. These facilities would be located on the field side of the Concourse, beneath the seating area. The floor of the Upper Concourse deck would be approximately four vertical feet below the existing height of the Coliseum's rim.

In addition to the new seating and service levels, the existing west end zone seating will remain intact and will be usable for events. It is proposed that this seating will be primarily for USC football games which require greater capacity than NFL games. The newly configured lower west end zone seating bowl is proposed to be composed of collapsible risers to adjust sightlines for both USC and NFL configurations.

A conceptual illustration of the overall seating bowl and the roof plan is depicted in Figure III-12. Conceptual West End Zone Sections depicting alternative seating arrangements for NFL games and USC games are depicted in Figures III-12 and II-13, respectively.

Facilities Provided In the Renovated Coliseum

- The Proposed Project would provide upgraded support functions such as concessions, restrooms, commissaries, and vendor service areas in an even distribution on each concourse level, as well as on the west end grade level, and sized according to seating counts in that area. In addition, closed circuit television monitors would be installed throughout the stadium, allowing attendees to monitor the progress of the event from all concourse levels, concession stands, and suites. Restroom facilities would be provided at an approximate ratio of 50 percent men to 50 percent women. In addition to the ticket booths to be located outside the Coliseum, advance sales booths would be located at the grade level, accessible from the stadium interior. The Proposed Project would also include a security command center for both private security forces and Los Angeles Police Department personnel. First aid facilities and security offices would be located throughout

Figure III-6 Conceptual Plan - Lower Club/Plaza Suite Level

Figure III-7 Conceptual Plan - Plaza Level/Main Concourse

Figure III-8 Conceptual Plan - Mid-Suite Level

Figure III-9 Conceptual Plan - Club Level

Figure III-10 Conceptual Plan - Upper Suite/Press Level

Figure III-11 Conceptual Plan - Upper Concourse

the stadium at each concourse level, as would disabled assistance offices. Other general service facilities to be provided in the Coliseum would include fan assistance/information stations, public telephones, and drinking fountains. Media facilities developed as part of the Proposed Project would be largely confined to the press box in the Upper Suite Level on the south side of the Coliseum and at the southeast end of the Field Level. The new press box would contain approximately 25,000 square feet, as opposed to 18,400 square feet contained in the existing press box. The press box area would be segregated for the broadcast media and the writing press. The broadcast media portion of the press box would feature operable windows; numerous television monitors; television broadcast booths and associated storage; radio broadcast booths; and booths for home and visiting coaches, home and visiting owners, instant replay officials, public address announcers, sound system control, scoreboard/videoboard control, statisticians, and other miscellaneous storage and multi-purpose uses. The writing press portion of the press box would include stations for approximately 250 writers, control desks, telephone and internet service connections, facsimile connections, closed circuit television, and restrooms. The press box would also contain a press lounge and food service pantry. Other media facilities located at various positions within the Coliseum or immediately surrounding areas would include a graphics office, parking for at least four mobile television truck units with an adjacent lunchroom, and restrooms. Camera platforms will be placed in the seating as required.

Concession-related facilities would include offices and storage areas, a laundry room, vendor and catering commissaries on each served level, and concessions for general seating, club seating, and suite patrons, including lounges and catering kitchens. In addition, employee uniform lockers and distribution rooms, a maintenance shop, and equipment storage areas would be provided at specified locations within the Coliseum. Total square footage proposed for concession-related facilities would be approximately 35,000 square feet, as compared to 18,700 square feet of equivalent facilities in the existing stadium.

The existing field lighting located on posts outside the Coliseum walls will be removed and replaced. New lighting will be installed in the roof structures, to be angled toward the field. Similarly, the existing sound system would be replaced as part of the Proposed Project, with a new distributed sound system. The new sound system would be designed to provide intelligible coverage of all ticketed seats within the stadium, as well as to the press box and several other public areas.

Access and Circulation

Pedestrian access to the Project Site would continue to remain substantially as at present from the outlying parking areas off-site. The existing perimeter fence bordering the Peristyle area of the Coliseum would be removed or relocated, providing increased general public open space areas immediately surrounding the Coliseum façade.

Vehicular access to the field from the exterior of the stadium would continue to be provided via the existing service drive and tunnel from Menlo Avenue. The new television truck parking area would be located along the east side of the security building at ground level. Pedestrian access to the subsurface

Figure III-12 Conceptual Plan – Roof Plan and Seating Bowl

Figure III-13 Conceptual Plan – West End Zone Section (NFL Configuration)

Figure III-14 Conceptual Plan – West End Zone Section (USC Configuration)

locker rooms and operations area would be by way of the existing service drive, extending from the grade level to the field level and by stairs and elevators from the main concourse to the service level. Direct access to the field from the locker rooms and service building would be by way of field vomitories at the east and west ends of the stadium. Service access by the way of freight elevators to all levels would be located in the northwest and southwest quadrants. Escalators, passenger elevators and freight elevators would be installed, including elevators for freight use, disabled accessibility, fire protection, security/first aid (shared), and press usage. Disabled guest circulation would be facilitated by the inclusion of areas of rescue assistance at each grade-separated level, with a disabled assistance office providing orientation, group coordination, and other aid for disabled guests. The final configuration and requirements of the various vertical transportation systems will be determined by the use of computer models to be presented to the Department of Building and Safety and the Los Angeles Fire Department prior to issuance of a building permit.

No major alterations to the existing parking arrangement(s) at the Coliseum are contemplated as part of the Proposed Project (see Section IV.C, Cumulative Related Projects, for a discussion of added parking improvement projects within Exposition Park) except at the southwest quadrant, east of the security building, which would be utilized for TV truck and player parking. In general, areas outside the existing Coliseum perimeter fence would remain unchanged, except for the proposed removal of all extraneous Coliseum-related out-buildings.

Proposed Improvements Outside of the Coliseum

In addition to renovating the Coliseum structure itself, the Proposed Project may include the removal, replacement, or reconfiguration of some or all of the existing out-buildings surrounding the Coliseum structure and would include the construction of two approximately 20,000 square-foot buildings and 4,000 square feet of concession buildings (for a total of approximately 40,000 sf) to support ancillary retail or office uses. These structures are proposed as stand-alone ancillary facilities to support the future uses of the Proposed Project. While the architectural designs for these buildings have not been finalized, they will likely include 2-story structures (concession structures to be 1-story) with an architectural design that is compatible with other recent structures that have been built or are under construction in Exposition Park. These structures are planned to be generally located in the southeast area of Exposition Park between the Coliseum and the Sports Arena.

Signage

The proposed Coliseum District Specific Plan Overlay establishes a conceptual sign program to permit and regulate the size, placement, and general characteristics of on-and off-site signage within the Coliseum District Specific Plan (CDSP). The CDSP proposes five signage zones generally located within the area bounded by Exposition Boulevard on the north, Figueroa Street on the east, Martin Luther King Junior Boulevard on the south and Vermont Avenue on the west, and that certain area easterly of the 110 (Harbor) Freeway, all as shown in Figure III-15 within the heavy dashed lines. The conceptual signage program is contained in Section 11 of the proposed CDSP and as detailed below:

The following regulations shall apply to all signs which are subject to this Specific Plan and are erected or maintained within the Specific Plan area.

- A. Prohibition. The Department of Building and Safety shall not issue a permit for a sign unless the sign complies with the requirements of this Section, as determined by the Director of Planning.
- B. Permitted Signs. All signs listed in this Specific Plan, and all signs listed in LAMC Section 91.6203 which are not otherwise prohibited by this Specific Plan, shall be permitted. A building permit shall be obtained from the Department of Building and Safety in accordance with the provisions of Section 91.6205. of the LAMC for any signs and/or sign alterations, other than changes or replacement of copy, that are regulated by this Specific Plan or Section 91.6201 of the LAMC. Conceptual locations of primary signage are identified on Exhibits 1A and 1. B.
- C. Prohibited Signs
 - i. No signs shall be attached, affixed or applied to the historic elements of the exterior of the Stadium structure.
 - ii. Pole Signs, defined by LAMC.
 - iii. Roof Signs, defined by LAMC.
 - iv. Can Signs.
- D. Interior Stadium signs. Signs located within the interior of the Stadium structure, and which are oriented to the interior, shall be permitted and shall not be subject to any limitations of this Ordinance and shall not count as Sign Area, provided, however, the Back of Scoreboard Signs, as defined by this Specific Plan which back areas are primarily viewed from areas outside of the Stadium, shall be subject to this Specific Plan. Interior signs shall only be required to comply with Section 91.6205.1 through 91.6205.5 and 91-6205.7 through 91.6205.10.
- E. Peristyle Area Sign Limitations. No permanent signs, other than Banners (Themed) may be placed on the Peristyle, as identified on Map 5 of the CDSP. Projected Image Signs (and other forms of illumination) may be used on the Peristyle. Signs in the Peristyle Plaza and on any permanent or temporary facilities and structures in the Peristyle Plaza shall not substantially block primary viewing of the Peristyle from exterior viewing areas, although incidental obstruction of views from exterior viewing areas shall be permitted. Subject to the limits provided in this Section 11.E, signage within the Peristyle Plaza, as indicated on Map 5 of the CDSP, may include (i) signs on kiosks, carts, restaurants, temporary concession booths and broadcast facilities, (ii) Banner Signs (Themed), (iii) Inflatable Signs, (iv) Projected Image Signs, (v) Temporary Signs (Themed), and (vi)

Freestanding iconic elements/statues. In addition, such other signs that are approved by the Director of Planning may be permitted within the Peristyle Plaza.

- F. Banner Signs (Themed). Banner Signs shall be used to identify events, facilities, activities or sponsors associated with the NFL, an NFL team, the Stadium, the Stadium Naming Sponsor, Stadium Sponsors or Exposition Park. Such Banner Signs may be erected for an unlimited period of time and may be changed from time to time. A maximum of 25% of the Banner Sign may contain a commercial logo company name and/or other commercial message; provided, however, the Stadium, NFL, NFL Teams and Stadium Naming Sponsor shall not be subject to the 25% limitation.
- G. Temporary Signs (Themed). Such signs shall be used to identify events, facilities, activities or sponsors associated with the NFL, an NFL team, the Stadium or Exposition Park including without limitation Stadium Sponsors or Stadium Naming Sponsor. Temporary signs shall not count as sign area.
- H. Entry Monument Signs. There shall be a maximum of five such signs. Any corporate logo or other advertising elements shall be limited to 6' in height, as measured from adjacent grade. The sign may extend an additional 2' in height for wayfinding purposes. Adjacent grade shall include any earthen berm which is provided as a foundation for the sign.
- I. Major Site Signs. Major Site Signs shall be a maximum of 170' in height, as measured from adjacent grade. Adjacent grade shall include any earthen berm which is provided as a foundation for the sign. A Major Site Sign may be multi-sided. The total sign area for an individual Major Site Sign shall not exceed 8,000 square feet (e.g. a two-sided sign may have 4,000 square feet of sign area on each side). A Major Site Sign may incorporate other types of sign elements permitted by this Specific Plan, including but not limited to Electronic Message Display, Channel Letters, Off-site, On-site and Animated signs. A Major Site Sign shall have a 3:1 vertical to horizontal orientation. Landscaping shall be provided at the base of each Major Site Sign, and a landscaping plan shall be approved by the Director prior to issuance of a permit for each such sign. A Major Site Sign shall be free-standing, mounted to the ground and columns, poles or uprights used as its primary structural support shall be architecturally treated and themed. A Major Site Sign may incorporate a sculptural or themed shape. A total of two Major Site Signs shall be permitted by this Specific Plan, at those locations indicated on Exhibit 1 (see Figure III-15). The limitations of this Section 11 shall not apply to the Major Site Sign located east of the 110 (Harbor) Freeway, unless such Major Site Sign is substantially remodeled or replaced. Replacement of the video or messaging elements of the 110 Harbor Freeway Major Site Sign with new elements or messaging shall not be considered as remodeling or replacement of the sign.

Figure III-15, CDSP Signage Zone Designation Map

- J. Minor Site Signs. Minor Site Signs shall be a maximum of 30' in height, as measured from adjacent grade. Adjacent grade shall include any earthen berm which is provided as a foundation for the sign. A Minor Site Sign may be multi-sided. The total sign area for an individual Minor Site Sign shall not exceed 900 square feet (e.g. a two-sided sign may have 450 square feet of sign area on each side). A Minor Site Sign may incorporate other types of sign elements permitted by this Specific Plan, including but not limited to Electronic Message Display, Channel Letters, Off-site, On-site and Animated signs. A Minor Site Sign shall have a 3:1 vertical to horizontal orientation. Landscaping shall be provided at the base of each Minor Site Sign, and a landscaping plan shall be approved by the Director prior to issuance of a permit for each such sign. A Minor Site Sign shall be free-standing, mounted to the ground and columns, poles or uprights used as its primary structural support shall be architecturally treated and themed. A Minor Site Sign may incorporate a sculptural or themed shape. A total of four Minor Site Signs shall be permitted by this Specific Plan, at those locations indicated on Exhibit 1.
- K. Wayfinding Signs. Wayfinding Signs which have less than 10% of the sign area devoted to a Stadium Sponsor logo or identification shall not count as sign area.
- L. Window Signs. Window Signs shall not incorporate any materials which are affixed to the exterior window.
- M. Sign Zones. The Coliseum Sign Plan area is divided into five Sign Zones, as shown on Map 4 of the CDSP.
- i. Primary Stadium Zone.
- 1) Permitted Signs. All signs which are permitted by this Specific Plan shall be permitted in the Primary Stadium Zone, except for the following signs which shall be prohibited:
- Entry Monument
 - Minor Site Sign
- 2) Permitted sign area. The total sign area within the Primary Stadium Zone shall not exceed 96,000 square feet, except that sign area for Upper Rim Signs, Stadium Identity Signs, Back of Scoreboard Signs and Major Site Sign shall not count against the 96,000 square feet limitation. The Upper Rim Signs, Stadium Identity Signs, Back of Scoreboard Signs and Major Site Sign shall be limited as set forth in this Section.
- 3) Upper Rim Signs. The total sign area for Upper Rim Signs within the Primary Stadium Zone shall not exceed 30,000 square feet. No individual Upper Rim Sign shall exceed 15,000 square feet of sign area.

- 4) Stadium Identity Signs. The total sign area for Stadium Identity Signs within the Primary Stadium Zone shall not exceed 100,000 square feet. No individual Stadium Identity Sign shall exceed 50,000 square feet of sign area.
 - 5) Back of Scoreboard Signs. The total sign area for Back of Scoreboard Signs within the Primary Stadium Zone shall not exceed 24,000 square feet. No individual Back of Scoreboard Sign shall exceed 6,000 square feet.
 - 6) Major Site Sign. A maximum of one of the two permitted Major Site Signs allowed by this Specific Plan may be located within the Primary Stadium Zone.
 - 7) Maximum Aggregate Sign Area. Notwithstanding the sign area otherwise permitted by Section 11.M.i (2), (3) and (5) above, the aggregate total sign area permitted by Section 11.M.i (2), (3) and (5) shall not exceed 110,000 square feet.
- ii. Secondary Stadium Zone.
- 1) Permitted Signs. All signs which are permitted by this Specific Plan shall be permitted in the Secondary Stadium Zone, except for the following signs which shall be prohibited:
 - Back of Scoreboard
 - Stadium Identity
 - Upper Rim
 - 2) Permitted sign area. The total sign area within the Secondary Stadium Zone shall not exceed 40,000 square feet.
 - 3) Major Site Signs. A maximum of one of the two permitted Major Site Signs allowed by this Specific Plan may be located within the Secondary Stadium Zone.
 - 4) Minor Site Signs. A maximum of three of the four permitted Minor Site Signs allowed by this Specific Plan may be located within the Secondary Stadium Zone.
 - 5) Entry Monument Signs. There shall be a maximum of five Entry Monument Signs within the Secondary Stadium Zone.
- iii. Exposition Park Zone

- 1) Permitted Signs. All signs which are permitted by this Specific Plan shall be permitted in the Exposition Park Zone, except for the following signs which are prohibited:
 - Architectural Ledge
 - Awning
 - Back of Scoreboard
 - Inflatable
 - Major Site Sign
 - Projected Image
 - Stadium Identity
 - Upper Rim
 - Wall
- 2) Permitted sign area. The total sign area within the Exposition Park Zone shall not exceed 11,000 square feet.
- 3) Minor Site Signs. A maximum of one of the four permitted Minor Site Signs allowed by this Specific Plan may be located within the Exposition Park Zone.

iv. Periphery Zone

- 1) Permitted Signs. All signs which are permitted by this Specific Plan shall be permitted in the Periphery Zone, except for the following signs which shall be prohibited:
 - Awning
 - Back of Scoreboard
 - Blade
 - Electronic Message Display
 - Entry Monument
 - Fence Wrap
 - Major Site
 - Minor Site
 - Stadium Identity
 - Upper Rim

- Wall
 - Window
- 2) Permitted sign area. The total sign area within the Periphery Zone shall not exceed 20,000 square feet.
- v. Freeway Sign Zone.
- 1) Permitted Signs. One Major Site Sign shall be permitted within the Freeway Zone.
 - 2) Permitted sign area. The total sign area within the Freeway Sign Zone shall not exceed 8,000 square feet.
- L. Illumination. All signs may be illuminated. Signs may be illuminated by either internal or external means. Methods of signage illumination may include, but not be limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. All illuminated signs shall be designed or located so as to reduce the impact of direct light sources onto residential uses to the extent reasonably feasible.

Alcoholic Beverages.

The proposed Coliseum District Specific Plan Overlay establishes operational regulations for the public sale and consumption on the premises in conjunction with the renovated Coliseum stadium facility. The sale and service of alcoholic beverages for on-site consumption currently exists on the Coliseum premises and will continue under the proposed lease agreement in connection with the renovated Coliseum as incidental to the primary uses of the property as a major sporting and entertainment facility. This request seeks to clarify the existing authorization, in order that it accurately reflects the proposed new uses within the Coliseum premises.

The sale and service of a full line of alcoholic beverages for on-site consumption, via one or more operators and caterers, shall be allowed in the Primary Stadium Zone and the Periphery Zone, as indicated in Figure III-16, including without limitation: restaurants; private stadium club facilities; private suites; general assembly seating areas; premium seating areas; general assembly concession establishments; premium seating concession establishments; portable concession stands; sponsorship areas; Coliseum field area; and in designated sponsorship and/or hospitality areas located within the Secondary Stadium Zone. Entities that sell and serve alcoholic beverages for on-site consumption shall obtain approvals from other jurisdictions, as required, including licenses or permits from the State Department of Alcohol Beverage Control (ABC).

It is anticipated that all establishments or uses which sell and serve alcoholic beverages pursuant to the Specific Plan will be subject to the following conditions:

Figure III-16, CDSP Alcohol Point of Sales Designation Map

- i. All owners, operators, managers and employees serving and/or selling alcohol to patrons shall enroll in and complete a certified, ABC-recognized, training program for the responsible service of alcohol.
- ii. No employee, while working, shall solicit or accept any alcoholic or non-alcoholic beverage from any customer while on the premises.
- iii. Security personnel shall be provided and shall patrol areas where establishments selling alcohol for on-site consumption are located. Security personnel shall be on duty during the hours of operation of the establishments. For events involving general admission use of the Coliseum, security personnel shall also be on duty one hour prior to opening of the Coliseum and one hour after closing of the Coliseum, and shall also patrol parking areas serving the Coliseum during general admission events, to prevent any unusual disturbances within the Coliseum and to assist and report, as necessary, to proper authorities any loitering, trespassing, or other criminal activities within the boundaries of the Specific Plan.
- iv. Establishments may serve alcohol 10:00 a.m. - 2:00 a.m., 7 days per week.
- vi. Sales of alcoholic beverages for consumption off the premises is prohibited.
- viii. Persons under 21 years of age shall not be admitted into those areas dedicated exclusively as a bar or a cocktail lounge after the sale of food items has been discontinued.
- ix. A copy of these conditions shall be retained at all times on the premises in each establishment which serves alcoholic beverages and shall be produced immediately upon the request of the Director of Planning or the LAPD.

Project Development Schedule

Pending approval of the Proposed Project, it is anticipated that the Project would be constructed over an approximate 30- to 36-month period of continuous construction activities. Based upon preliminary estimates, approximately 600,000 cubic yards of earth and approximately 40,000 to 50,000 cy of building material/debris are estimated to be excavated and removed from the site during the construction process.

Current plans anticipate the commencement of construction activities in 2007 with completion of the renovations to be achieved by 2010. During the construction period, it is expected that the USC Trojans football team would play their "home" games at another local stadium. Provisions for the accommodation of the Trojans at alternate home facilities during the Project construction phase would likely be made following the completion of the Project approval process. These provisions would likely consist of private agreements between the team and the owners and operators of any respective stadiums.