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## VI. ENVIRONMENTAL IMPACT ANALYSIS

### A. AESTHETICS

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#### **2003 EIR Environmental Findings**

##### *Visual Character and Views*

The 2003 EIR stated that the interior of the Coliseum would be renovated and the visual character altered while the exterior fabric would remain. This interior change would separate the Coliseum's seating into three primary sections, which would effectively alter the perception of the interior as a symmetrical, elliptical bowl. In addition, the upper-level seating would be positioned horizontally closer to the field and could create the effect of a smaller, less expansive stadium. From an aesthetic point of view such a change could be considered either adverse or beneficial, depending upon one's visual tastes. Although the interior shape would be altered, as much as possible of the original seating fabric would remain and could be seen behind the new seating areas from the main concourse and club level areas. The exterior façade would also remain intact. The 2003 EIR also found that the development of the new upper seating deck, which would rise approximately 65 feet above the existing rim, would be the most substantial alteration to existing exterior views of the Coliseum. The analysis stated that the street level locations from which the Project would be visually distinctive would be limited to the streets immediately surrounding the site on the west, north, and south. Views from residential and commercial streets in the outlying vicinity were determined to not be adversely affected since the Project would be seen only intermittently and would not substantially alter the exterior character of the Coliseum. Furthermore, the removal of ancillary buildings immediately surrounding the Coliseum was determined to be a beneficial aesthetic effect since it would create a less cluttered effect and would improve sight-lines of the historic Coliseum walls from surrounding Exposition Park locations. Therefore, the 2003 EIR found that impacts to visual character and views of the Project Site would not be considered adverse or significant.

##### *Light and Glare*

With respect to light and glare, the 2003 EIR stated that a detailed lighting system had not yet been prepared for the Original Proposed Project but that the Project included a tensile fabric roof canopy along the north and south sides of the Coliseum. This roof canopy would contain floodlights designed to illuminate the field more accurately than the existing lighting system. Therefore, the amount of light projected onto adjacent properties would be reduced as compared to the existing system and there would be no significant impacts from light and glare.

##### *Signage*

The 2003 EIR did not address signage beyond identifying existing signage associated with the Coliseum and stating that a signage plan would be integrated into the final renovation plans, but had not yet been prepared at the time of the EIR certification.

### ***Mitigation Measures***

The 2003 EIR found that since the Project would not result in a significant aesthetic impact to any view, view corridor, or visual resource, no mitigation measures were required.

### **Environmental Impacts of the Revised Project**

#### ***Visual Character and Views***

Similar to the Original Proposed Project, the Revised Project would maintain the exterior historic fabric of the Coliseum and would include the same interior shape. As with the Original Proposed Project, out-buildings surrounding the Coliseum would be removed, creating improved sight-lines of the historic Coliseum exterior from surrounding Exposition Park locations. Views of the Coliseum from the outside would remain substantially the same with the Revised Project design as with the Original Proposed Project. Views related to signage are discussed under the “signage” subheading below.

With respect to visual character, neither the number of seats in the Coliseum nor the basic design shape would change with the Revised Project. Therefore the scale and massing of the proposed improvements would be substantially the same as previously proposed. In addition, the percentage of visible original seating from the main concourse and club level areas would be increased from 16 percent to 22 percent (see Project Description, Figures III-3 and III-4). Views of the historic Peristyle would be improved and visible throughout the stadium. An illustrative rendering of this perspective is depicted in Figure VI.A-1, Peristyle Perspective. Therefore, aside from a slight increase in the percentage of visible historic fabric (which may be considered a beneficial aesthetic effect), alteration of the landscaped berms surrounding the Coliseum, and the four external stair structures on the north and south sides, the aesthetic impact to visual character would remain substantially the same under the revised architectural design.

#### ***Light and Glare***

As with the Original Proposed Project, the Revised Project does not include a detailed lighting system plan for the Coliseum improvements or the proposed CDSP Overlay area. No changes have been made to introduce substantial new sources of lighting to the Coliseum or surrounding area. The changes proposed as part of the CDSP Overlay involve regulations on signage and the sales of alcoholic beverages associated with the proposed lease agreement with the NFL. The CDSP overlay would include the addition of some illuminated signage (see below for a more detailed discussion of signage in general). However, all illuminated signs would have internal or focused lighting and would be designed or located in order to reduce the impact of direct light onto any adjacent uses. Furthermore, the signs would not substantially increase the ambient light in the area since each sign’s lighting would be focused onto the face of the sign. Therefore, the Revised Project would not create any new light or glare impacts or significantly increase the severity of the previously identified less-than-significant light and glare impacts.

**Figure VI.A-1, Peristyle Perspective**

### ***Signage***

As described in Section III, Project Description, a conceptual sign program has been prepared for the CDSP Overlay area. As shown in the various site photographs depicted in Section IV, Environmental Setting, there are already several themed and directional signs located throughout Exposition Park. The proposed signage program would be coordinated with signage already in existence at the Coliseum and in Exposition Park and would include a variety of signs (defined in Section III, Project Description) to be located in five specified zones: the Primary Stadium Zone, the Secondary Stadium Zone, the Exposition Park Zone, the Periphery Zone, and the Freeway Zone (see Figure III-15 for the locations of each Zone). Each zone would include both permanent and temporary signage elements. The Primary Stadium Zone, where the majority of the signs would be concentrated, would include site identity signs, rim signs, and back-of-scoreboard signs. No signs would be attached to the historic elements of the Coliseum's exterior.

The Exposition Park area (including the Coliseum) is an area of sports, entertainment, and educational activity where informational, wayfinding, and advertising signs are already common (see Figures VI-2 through VI-12). The sign program would augment and refurbish existing signage and incorporate new directional and advertising themes associated with the renovated Coliseum and NFL operations. As noted above, no signs would be directly attached to the stadium's historic exterior. Therefore, no part of the historic stadium walls would be directly covered or obscured by signage. However, other types of signs, such as site identification signs or banner signs, may occasionally obscure partial views of the Coliseum from certain vantage points. The proposed sign program, although adding to the existing number of signs in the area, would not present any significant new view obstructions or contribute to significant increases in light or glare effects over those analyzed in the 2003 EIR.

With regard to the criteria set forth in CEQA Section 15162 (a), the changes proposed by the 2006 Architectural Scheme would not result in any new significant view obstructions or light and glare effects or result in a substantial increase in the severity of those effects as previously identified. Therefore, the preparation of a subsequent environmental analysis is not warranted.

### ***Mitigation Measures***

Similar to the Original Proposed Project, the Revised Project would not create any new significant aesthetic impacts. The proposed signage program is clearly defined and regulated by the CDSP to ensure that no new adverse impacts would occur with respect to the character defining features of the Coliseum or the surrounding Exposition Park area. Thus, no new mitigation measures are proposed.