
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. The Proposed Project would also include the demolition of all of the existing extraneous outbuildings surrounding the Coliseum structure (except for one original (1932) ticket booth that will be retained) and the construction of two new approximate 20,000-square-foot ancillary buildings for supporting retail and office uses. 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, present a stadium proposal that is representative of a possible design solution. While the final stadium design has not yet been developed, the Conceptual Historic Fabric Retention Plan provided in Figure III-3 illustrates the fundamental historic preservation principles envisioned for the Proposed Project. Additional conceptual renderings depicting the general scale and massing of the representative design solution are presented in Figures III-4 through III-7.

Principles and Requirements Guiding the Proposed Project

The Proposed Project has been conceptually envisioned to provide a modern, state-of-the-art 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 and reorganize 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 improve spectator access and egress within the Coliseum;

III-4 Conceptual Model Rendering –Northwesterly Overhead View

Figure III-5 Conceptual Model Rendering –Westerly Overhead View

Figure III-6 Conceptual Model Rendering –Southwesterly Overhead View

Figure III-7 Conceptual Model Rendering –Easterly Overhead View

- To provide state-of-the-art private spectator suites (luxury boxes), having separate patron access and circulation and located in a desirable viewing location to support the stadium financing and to keep other stadium pricing reasonable;
- 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 high-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, three suite decks, an upper deck, and two public concourses;
- To retain and restore the existing exterior wall, including the reuse of the existing stairs and tunnels as much as possible while providing separate circulation and access for the club and suite seating;
- To provide a main concourse level adjacent to the north and south sideline spectator seating, with restrooms and concessions, allowing most extraneous out-buildings and equipment to be removed from the outside grounds, and also locating these amenities closer to the patrons.

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 and one-half feet above the

field. The average seat width would be 19 inches in the general seating areas, 22 inches in the suites, and 21 inches in the club seating area. Seating reserved for companions of wheelchair patrons would be located adjacent to the handicapped 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.A, Environmental Setting, and IV.B, Analytical Assumptions, the Coliseum currently hosts an average of 34 events a year, which includes USC football games, international soccer matches, off-road vehicle events, public speaking events, political rallies, and concert performances. Table III.C-1, on page III.C-4, 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 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 played on Saturdays and/or Saturday evenings. The USC Trojan football team has been a primary tenant at the Coliseum since 1923. Based on recent data collected during the past four years (1999-2002), the average attendance for USC football games was 48,775 persons. The maximum attendance for a USC football game during this time period was 87,944 persons.

The NFL's football season occurs over a six-month period beginning in August and ending the last week of January. The NFL schedule generally includes four pre-season games in August, seventeen regular season games beginning the first week of September, and three post-season playoff games played in late December and early January. Including four 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 played on the last Sunday of January. 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. As a representative schedule, the 2003 NFL's regular season schedule includes 16 Monday night football games, 2 Thursday-night games and 2 Saturday games. The remaining

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

**Table III.C-1
Coliseum Event Profile – Average and Maximum Attendance Levels (1999-2002)**

Event Type	Events Per Year	Average Attendance (Per Event)	Maximum Attendance (per Event)	Annual Attendance (Per Event) ^a
Miscellaneous Sports (High School Football)	2	8,811	24,278	17,622
Motorsports (Monster Truck and Motorcross)	2	15,943	17,569	31,886
Religious (Our Lady of Guadalupe)	1	45,000	45,000	45,000
Miscellaneous (Revlon Run)	1	44,751	50,000	44,751
Concerts (Metallica)	1	67,517	67,517	67,517
Soccer	13	15,140	49,146	196,820
USC Football	6-7	48,775	87,944	341,425
XFL Football (2001 season only ^b)	7	13,150	29,527	92,050
<p><i>Notes:</i> ^a The average annual attendance levels were based on the recorded total annual attendance levels for each event averaged over a four year period. ^b The XFL was discontinued after its first season. Source: Los Angeles Coliseum Commission, 2002.</p>				

games occur on Sundays. Since there are only seventeen weeks during the season and 32 teams on the league, weekday games at the Coliseum would be rare and would not occur every season. At the most, it could be expected that the Coliseum would host one weekday game per season, occurring on either a Monday or Thursday night. A weeknight game would not occur every season.

Exterior Treatment

The existing exterior wall of the Coliseum would remain virtually intact, with few alterations. Existing extraneous out-buildings (i.e., ancillary structures that are on site, but detached from the stadium) would be removed 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. One original (1932) ticket booth located outside the Coliseum in the northeast corner of the site would be retained. The Peristyle end of the Coliseum would remain intact, along with the adjacent Coliseum Commission offices. The existing Coliseum contains a series of 27 stairways and 28 tunnels leading from the exterior grade into the stadium. The stairways would be maintained to the extent permitted by the building codes and safe exiting practices.

The 26 of the 28 tunnels would remain and provide direct, on-grade access to the main concourse. Two of the tunnels will be blocked by the exit ramps serving the Upper Concourse. The tunnels on the north and south sidelines would be shortened to accommodate the new main concourse.

The existing openings in the exterior wall of the Coliseum would remain intact and cleared of any miscellaneous piping, wiring, and glazing. The concrete brackets and upper seating tiers that provide the cornice to the existing wall would also remain. The original exterior lighting fixtures would be reused or recreated where feasible. The new press facilities would be integrated into the upper suite level, eliminating 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 only minor modifications to accommodate access and exiting requirements.

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. 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 Proposed Project provides that a removable/retractable pavilion of seats may be located in the lower bowl at the east football end zone. When the seats are retracted, the pad for this seating would serve as the location for portable stages constructed for concerts and other performance events.

The lower bowl will be completely reconstructed to meet the NFL's design standards for a modern, state-of-the-art football stadium. The first row of the lower bowl would be approximately 5½ 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:

- Field Level (See Figure III-8) - This level would consist of the playing field, new underground locker facilities for professional and college teams (40,000 square feet as opposed to 10,120 of existing space), press interview and workrooms, marshalling areas dressing rooms for cheerleaders, officials and talent, and other field support areas.
- Service Level (See Figure III-9) - This level houses the stadium loading dock, commissary, staff lockers and stadium operations offices.

Figure III-8 Conceptual Plan - Field Level

Figure III-9 Conceptual Plan - Service Level

- Lower Club/Plaza Suite Level (See Figure III-10) - The lower seating bowl would contain approximately 36 rows (44 in the west end zone) of general patron and Club seating. This seating arrangement allows 19-inch wide armchair seats while the club patron seats would be 21-inches wide. 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, endzone suites 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 Level/Main Concourse (See Figure III-11) - Access to the lower seating area 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 VIP entrances for the Club and Suite patrons.
- Mid-Suite Level (See Figure III-12) - 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 at the east end of the Club.
- Club Level (See Figure III-13) - The Club Level would include restrooms and vendor concessions and would primarily function as a lobby to access approximately 11 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-14) - 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 could 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-15) - This entirely new level would serve the Upper Deck seating, which would consist of approximately 39 rows of general patron seating, with 19-inch wide armchair seats with 33-inch deep treads. Access from the upper deck seating area to the Upper Concourse level would be through vomitories located approximately one-quarter

Figure III-10 Conceptual Plan - Lower Club/Plaza Suite Level

Figure III-11 Conceptual Plan - Plaza Level/Main Concourse

Figure III-12 Conceptual Plan - Mid-Suite Level

Figure III-13 Conceptual Plan - Club Level

Figure III-14 Conceptual Plan - Upper Suite/Press Level

Figure III-15 Conceptual Plan - Upper Concourse

of the Upper Deck's distance up from its front seating row. 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 six vertical feet below the existing height of the Coliseum's rim.

In addition to the new seating and service levels, two sections of the existing Upper Concourse Level would be retained on either side of the Peristyle to provide access to the existing bench seating which is to remain in this section of the Coliseum.

Conceptual illustrations of the overall seating bowl and the roof plan are depicted in Figures III-16 and III-17, respectively. A Temporary Expansion Seating Plan is provided in Figure III-18. Conceptual cross sectional elevations of the Proposed Project from the north, south, east, and west directional views are depicted in Figures III-19 to III-21.

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 Project would also include a security command center for both private security forces and Los Angeles Police Department personnel at the press level. First aid facilities and security offices would be located throughout the stadium at each concourse level, as would handicapped 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 19,000 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

Figure III-16 Conceptual Plan - Overall Seating Bowl

Figure III-17 Conceptual Plan - Roof Plan

Figure III-18 Conceptual Plan - Temporary Expansion Seating

Figure III-19 Conceptual Plan – 50 Yard Line Section

Figure III-20 Conceptual Plan - East End Zone Section

Figure III-21 Conceptual Plan - Conceptual Plan - West End Zone Section

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 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, 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. One side of the service drive would be raised to meet the new Service Level. 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 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 and handicapped elevators to all levels would be located in the northeast and southeast quadrants through openings in the existing berm adjacent to club exit stairs. A total of 8 escalators, 8 passenger elevators and 2 freight elevators would be installed, including elevators for freight use, handicapped accessibility, fire protection, security/first aid (shared), and press usage. Handicapped guest circulation would be facilitated by the inclusion of areas of rescue

assistance at each grade-separated level, with a handicapped assistance office providing orientation, group coordination, and other aid for handicapped guests.

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 would include the demolition of all of the existing outbuildings surrounding the Coliseum structure (except for one original 1932 ticket boot) and would include the construction of two approximately 20,000 square-foot buildings 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 with an architectural design that is compatible with other recent structures that have been built or are under construction in Exposition Park. These structures will be generally located in the southeast area of Exposition Park between the Coliseum and the Sports Arena.

Signage

The proposed Signage Plan has not yet been finalized, however, it is anticipated that sponsorship elements and naming rights will play a major role in the operating revenue for an NFL franchise.

The Coliseum Commission currently operates one off-site, free-standing freeway sign in proximity to the Harbor Freeway. This sign will continue to be operated as part of the Proposed Project. In addition to this sign, it is anticipated that the proposed Signage Plan will include another free-standing sign of similar scale and character between the Coliseum's westerly end and Menlo Avenue. This sign will be detached from the Coliseum structure.

It is anticipated that the Signage Plan may include a signage element on the tensile roof canopy that is proposed above the north and south sides of the Coliseum's upper seating deck (See Figure III-17, Conceptual Roof Plan). While this signage element would not be visible to surrounding locations on the ground in or around Exposition Park, it would be visible to passing aircraft.

Directional and informational signage will also be included in and around the Coliseum to facilitate public access information, as needed.

Project Development Schedule

Pending approval of the Proposed Project, it is anticipated that the Project would be constructed over an 18- to 20-month period of continuous construction activities. Based upon preliminary estimates, approximately 250,000 cubic yards of earth and/or building material are estimated to be excavated and removed from the site during the construction process. At this time, it is expected that removal of the portions of the seating bowl which are to be removed would begin at one "corner," and would proceed around the oval until complete.

Current plans call for the commencement of construction activities in 2005 with completion of the renovations to be achieved by 2006. During the construction period, it is expected that the USC Trojans football team would play their "home" games for one season at either Dodger Stadium, the Rose Bowl, or Anaheim 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 the respective stadiums.