
IV. OVERVIEW OF ENVIRONMENTAL SETTING

B. ANALYTICAL ASSUMPTIONS

ANALYTICAL ASSUMPTIONS

This section describes the analytical assumptions utilized in the preparation of this EIR, including those assumptions employed in the discussion of the “Environmental Setting,” “Environmental Impacts,” and “Cumulative Impacts” subsections of each respective environmental issue.

Environmental Setting Assumptions

Historically speaking, the NFL has had a professional team playing at the Coliseum for 48 of its 80 years in operation. The Coliseum was the home field of the Los Angeles Rams for 34 years (from Cleveland, 1946-79), and the Los Angeles Raiders for 14 years (from Oakland, 1982-1994). The Coliseum was also the expansion home of the San Diego Chargers (1960, AFL) and hosted the Los Angeles Xtreme for the XFL’s first and only season. As such, the operational impacts of an NFL team relocating to the Coliseum would not be entirely new to the Coliseum or surrounding area. Notwithstanding the above, CEQA directs lead agencies to limit its examination to changes in the existing physical conditions in the affected area as they exist at the time the Notice of Preparation is published (CEQA Guidelines, Section 15126.2). The NFL has not played at the Coliseum in the past nine years (since 1994). As such the relocation of an NFL franchise to the Coliseum would represent a new use and would increase the intensity of the stadium’s activities. Accordingly, an assessment of the recent operational characteristics of the Coliseum is necessary in order to compare the existing environmental conditions to any changes created and produced by the Proposed Project, and to identify any significant environmental effects of the Proposed Project. Due to the complexity of the operational characteristics of a regional sports and entertainment venue, the environmental analysis does not represent a conventional analysis based strictly on land use type. The impacts of the Proposed Project are therefore based on an evaluation of the “average annual operating impacts” and the “event-specific impacts” as discussed in the methodologies presented below.

Methodology for Evaluating Annual Operational Impacts

For purposes of this EIR, the recent operational operating characteristics can be defined by the conditions that have occurred over the last four years at the Los Angeles Memorial Coliseum. Such conditions were established by evaluating attendance records for 1999, 2000, 2001 and 2002, as well as the number and type of events each year. Because the number of events scheduled at the Coliseum fluctuates on an annual basis, this four-year data set is representative of the typical Coliseum operations. Appropriately, this data forms a representative baseline in which to analyze certain environmental impacts that are dependent upon the average annual operating characteristics of the Coliseum. This data also represents the frequency in

occurrences that can be expected from the event specific impacts discussed below. The annual operational characteristics were evaluated in determining the effects of air pollution (Section V.B, Air Quality), demands upon police and fire services (Section V.G, Public Services), and resource demands and consumption rates for public utilities (Section V.H, Public Utilities).

As depicted in Table IV.B-1, the Coliseum has hosted an average of 34 events per year over the past four calendar years (1999 through 2002). The type of events included professional and college football games, soccer matches, off-road vehicle races, concerts, and community-oriented events. The highest attendance level reached during this time period was recorded at 87,944. The total annual attendance levels for the Coliseum averaged approximately 837,071 persons over the last four years.¹

Methodology for Evaluating Event-Specific Impacts

In addition to recent annual attendance data, specific field data for the traffic, parking and access, and noise analyses were collected at college football events held at the Coliseum during the last quarter of 2002. This data presents a measurable baseline of existing operations at the Coliseum with attendance levels near full capacity under existing conditions (i.e., maximum capacity of 92,500 seats). Full capacity at the Coliseum was not reached on any occasion during the aforementioned four-year study period, and has only been reached on infrequent occasions throughout the history of the stadium.² Event-specific characteristics were evaluated in determining the effects of noise (Section VF, Noise), traffic congestion (Section V.I.1, Traffic) and parking (Section V.I.2, Parking).

As defined in Section III.C, Project Characteristics, maximum seating capacity of the Coliseum would be reduced from the current level of 92,500 persons for all events to approximately 78,000 persons. In the event of occasional concerts and/or other non-sporting special events the seating plan would be rearranged to allow for additional seating and stage areas on the field. The seating plan for such events would likely include additional temporary seating on the field level. However, it is not expected that this arrangement would exceed the maximum seating capacity of the Proposed Project because the placement of the stage area on the field would displace a large number of seats within the stadium. Therefore, the maximum seating capacity of 78,000 would apply to all but the occasionally rare events such as the Super Bowl or the Olympic Games.³

¹ *These 34 average annual events do not include non-ticketed events. Source: Los Angeles Memorial Coliseum Commission, July 2003.*

² *The January 1991 NFL playoff game between the Los Angeles Raiders and the Cincinnati Bengals was termed a "sellout" in terms of actual ticket sales. However, the attendance was 91,058 persons.*

³ *Exceptional events such as a Super Bowl or the Olympic Games represent rare exceptions to the normal event profile of the Coliseum and are not representative of the average operating characteristics of the Coliseum. As such, they are appropriately not considered within the scope of this EIR.*

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

Event Type	Events Per Year	Average Attendance	Maximum Attendance	Average Annual Attendance ^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, one year only)	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
<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.				

Environmental Impact Assumptions

In order to present a conservative estimate of the environmental impacts of the Proposed Project, and to allow for flexibility in the planning stages of the project, this EIR is based on a stadium proposal that is representative of a possible design solution. In all actuality, a stadium with a seating capacity of 78,000 persons exceeds the maximum seating capacity of many modern NFL stadiums that have been constructed in recent years. Based on a survey of recently constructed or designed stadiums for nine NFL teams, the average seating capacity for a modern NFL stadium is approximately 68,000 seats.⁴ Of these nine representative stadiums, the highest seating capacity is 76,125 seats. Thus, a stadium proposal with a seating capacity of approximately 78,000 seats is representative of a worst-case scenario with respect to the anticipated maximum density of the Proposed Project.

Notwithstanding the increase in use associated with 10 to 12 additional NFL games per year, the number of current events and event profile under the Proposed Project for all other events is expected to remain fairly consistent with the existing conditions, though it can reasonably be expected that the average

⁴ Supplemental Report: Sports Marketing Issues Impacting Potential NFL Stadium Site Selection, Prepared for the Community Redevelopment Agency of the City of Los Angeles, The Sports Business Group, January 2003. Appendix H. Stadium seating and Luxury Suite Capacity.

attendance levels may rise as a result of the Proposed Project. While it can reasonably be expected that the modern facilities contemplated by the Proposed Project could initially draw additional spectators to future Coliseum events, attendance levels would be expected to soon recede to levels that are based on demand and the general popularity of the type of event, irrespective of the nature of the facility. This is based on the assumption that other factors that determine attendance, such as the type of event, performance of the teams (i.e. winning/losing record), weather, ticket prices, etc., remain constant.

In addition to the existing average event profile, the Proposed Project would generate 10 to 12 additional professional football events per year. This would result in an approximate 35% increase in the average number of annual events held at the Coliseum. For purposes of this analysis, attendance levels at all future NFL events are conservatively anticipated to be at or near full capacity. While the Proposed Project would result in a reduction in the maximum seating capacity for any one event, the total attendance levels and average number of annual events would increase the intensity of the Coliseum's current use.

Mitigation Measure Assumptions

Any mention of the Project Applicant within the mitigation measure sections of this EIR refers to the Los Angeles Memorial Coliseum Commission. The Coliseum Commission is the Lead Agency responsible for implementation of the Proposed Project and the mitigation measures and operating conditions in which its approval is based upon.

Cumulative Impact Assumptions

Density-related cumulative impacts (impacts from related projects in conjunction with the Proposed Project) would also represent a "worst-case" scenario (higher than would be expected) because impact projections for related-projects have been calculated without subtracting existing uses on related-project sites. Moreover, each of the related projects would likely be subject to unspecified mitigation measures that may reduce cumulative impacts.