

Notice of Determination

Appendix D

To:
[ ] Office of Planning and Research
U.S. Mail:
P.O. Box 3044
Sacramento, CA 95812-3044
Street Address:
1400 Tenth St., Rm 113
Sacramento, CA 95814

[ ] County Clerk
County of:
Address:

From: Los Angeles Department of City Planning
Public Agency:
Address: 221 N. Figueroa Street, Suite 1350
Los Angeles, CA 90012
Contact: Adam Villani, City Planner
Phone: (213) 847-3688

Lead Agency (if different from above):
Same as above
Address:
Contact:
Phone:

SUBJECT: Filing of Notice of Determination in compliance with Section 21108 or 21152 of the Public Resources Code.

State Clearinghouse Number (if submitted to State Clearinghouse): SCH No. 2010041059

Project Title: Los Angeles Memorial Sports Arena Redevelopment Project - Freeway Signs

Project Applicant: LAFC Sports, LLC

Project Location (include county): 3939 S. Figueroa Street, 90037, 3912 S. Grand Ave, 90037, 1320 W. 12th Pl., 90015. City of Los Angeles, County of Los Angeles

Project Description:

To develop two freeway signs for the MLS stadium project. See attached Exhibit A for detailed Project Description.

This is to advise that the City of Los Angeles has approved the above ( [ ] Lead Agency or [ ] Responsible Agency )

described project on July 10, 2019 and has made the following determinations regarding the above described project. (date)

- 1. The project [ ] will [ ] will not] have a significant effect on the environment.
2. [ ] An Environmental Impact Report was prepared for this project pursuant to the provisions of CEQA.
[ ] A Negative Declaration was prepared for this project pursuant to the provisions of CEQA.
3. Mitigation measures [ ] were [ ] were not] made a condition of the approval of the project.
4. A mitigation reporting or monitoring plan [ ] was [ ] was not] adopted for this project.
5. A statement of Overriding Considerations [ ] was [ ] was not] adopted for this project.
6. Findings [ ] were [ ] were not] made pursuant to the provisions of CEQA.
7. An addendum to the Environmental Impact Report [ X was was not] approved for this project.

This is to certify that the final EIR with comments and responses and record of project approval, or the negative Declaration, is available to the General Public at:

221 North Figueroa Street, Room 1350, Los Angeles, CA 90012

Signature (Public Agency): Adam Villani Title: City Planner
Governor's Office of Planning & Research

Date: July 11, 2019 Date Received for filing at OPR: JULY 12 2019

**CITY OF LOS ANGELES  
CALIFORNIA ENVIRONMENTAL QUALITY ACT  
NOTICE OF DETERMINATION**

**EXHIBIT A  
PROJECT DESCRIPTION AND LOCATION**

The Applicant, the Los Angeles Football Club (LAFC), proposes to develop two freeway signs for its Major League Soccer (MLS) stadium and entertainment venue that is located at 3939 South Figueroa Street on an approximately 15-acre site in the southeastern portion of Exposition Park in the City of Los Angeles for the Los Angeles Memorial Sports Arena Redevelopment Project (Project).

The Los Angeles Memorial Coliseum Commission (Coliseum Commission) previously certified a Final Environmental Impact Report (EIR) (State Clearinghouse No. 2010041059) for the Project on February 2, 2011. In 2015, LAFC proposed certain modifications to the Project that were analyzed in the First Addendum to the EIR, which was approved by the Coliseum Commission on September 17, 2015, along with a Project Agreement authorizing the modifications. Two additional addenda were subsequently prepared and approved, which analyzed impacts associated with extended construction hours and the replacement of existing street trees adjacent to the stadium.

LAFC now seeks to develop two freeway signs for the Project. The freeway signs include both static and digital components and would be located adjacent to the 110 Freeway with one freeway sign located at 3912 S. Grand Avenue (DIR-2018-2076-SPP) and a second freeway sign located at 1320 W. 12th Place (DIR-2018-2065-SPP) (collectively the Grand Avenue Sign and the 12th Place Sign are referred to as the "Freeway Signs"). Each Freeway Sign would contain two main rectangular digital displays directed toward traffic traveling north and south on the 110 Freeway. The digital display would wrap around the freeway facing side of the signs to form a third narrow digital display facing the freeway.

The Freeway Signs would have a rectangular structure (as viewed from above) placed atop the sign's structural support and would reach a maximum height of approximately 135 feet. The Freeway Sign structures would be approximately 46 feet from west to east and 12 feet from north to south. The main sign faces that are directed to traffic traveling on the 110 Freeway would be trapezoidal in shape with the LAFC wing on the top and would each be approximately 46 feet wide. The north-facing and south-facing sides of the signs would include identically sized portrait oriented digital displays, each of which would be approximately 50 feet tall and 41 feet wide. The digital display would wrap around the face of the signs (directly facing the 110 Freeway), which would be approximately 50 feet tall and 10 feet 10 inches wide. Together, the three digital faces (north, south, and freeway facing) would total approximately 4,642 square feet of digital display area for each sign (9,284 square feet for the two Freeway Signs).

The Freeway Signs would also include static display elements that would be located on the north and south faces of each sign and would include 1,630 square feet of static sign area on each sign face (together the two sides contain 3,260 square feet of static sign area and the two Freeway Signs contain 6,520 square feet of static sign area). Together, the three sides of each Freeway Sign propose approximately 7,902 square feet of sign area (4,642 square feet of digital elements and 3,260 square feet of static elements). Combined the two Freeway Signs propose approximately 15,804 square feet of sign area (9,284 square feet of digital elements and 6,520 of static elements).

The City of Los Angeles (City) analyzed modifications to the Project to include the two Freeway Signs in a Fourth Addendum to the certified Final EIR, which was approved by the Los Angeles City Council on May 17, 2019. The Fourth Addendum analyzed the modification to the previously analyzed stadium and ancillary facilities project that were necessary for the Freeway Signs. In conjunction with approval of the Fourth Addendum, the Los Angeles City Council also approved on

May 17, 2019, ordinances amending the Coliseum District Specific Plan (Specific Plan) and the Coliseum and Soccer Stadium Sign District (Sign District) in order to allow the development of the Freeway Signs, which were signed by the mayor on May 29, 2019.

The Specific Plan amendment placed the 3912 S. Grand Avenue and 1320 W. 12th Place within the Specific Plan area, specifically the Specific Plan's Freeway Zone. The Sign District amendment placed 3912 S. Grand Avenue and 1320 W. 12th Place within the Sign District area, specifically the Sign District's Freeway Zone. The Sign District provides the signage regulations for the Freeway Signs including size, illumination standards, refresh rates, hours of operation, minimum separation requirements, maximum height, and size.

The City determined based on the Fourth Addendum that the conclusions reached in the previously certified Final EIR for the Project remain valid and no supplemental environmental review is required for the Freeway Signs. The City found that the Freeway Signs would not result in any new significant impacts, would not substantially increase the severity of any significant impacts previously identified in the Certified EIR, and that no substantial change in circumstances or new information not previously available with the exercise of reasonable diligence exists that would trigger additional environmental review under CEQA Guidelines Section 15162 or Public Resources Code Section 21166 has occurred. Further, given the limited scope of modifications associated with the Freeway Signs, only minor technical changes or additions to the analysis in the previously adopted certified Final EIR were necessary, which are discussed in the Fourth Addendum. Therefore, pursuant to CEQA Guidelines Section 15164, the City found that no supplemental environmental review is required beyond the Fourth Addendum.

Since approval of the Specific Plan and Sign District, on July 10, 2019, the Director considered the Freeway Signs and approved a Director's Review for each sign pursuant to Specific Plan Section 6.A verifying that the Freeway Signs comply with the requirements of the Specific Plan. The Director determined that the Freeway Signs are fully within the scope of the environmental analysis included in the certified Final EIR and Fourth Addendum, and that under Public Resources Code section 21166 and CEQA Guidelines section 15162, no public circulation or additional environmental review is required.