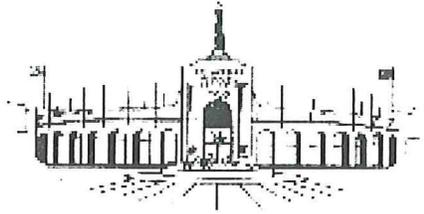


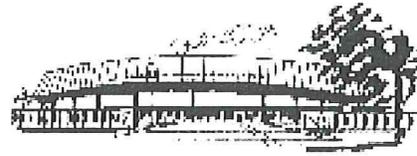
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LOS ANGELES MEMORIAL COLISEUM COMMISSION

COLISEUM, 3911 S. FIGUEROA ST. • (213) 747-7111 • SPORTS ARENA, 3939 S. FIGUEROA ST. • (213) 747-7111
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NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT ON THE REDEVELOPMENT OF THE LOS ANGELES MEMORIAL SPORTS ARENA

TO: All Concerned Persons

FROM: The Los Angeles Memorial Coliseum Commission

PROJECT
LOCATION: Los Angeles Memorial Sports Arena,
3939 S. Figueroa Street, Los Angeles, California

DATE: April 19, 2010

Project Location

The Los Angeles Memorial Sports Arena ("Sports Arena") occupies an approximate 17-acre parcel of land within the boundaries of the Exposition Park Master Plan Area. Exposition Park is located approximately two miles southwest of the downtown Los Angeles area and encompasses a total of 160 acres. Exposition Park is bounded by Exposition Boulevard to the north, Figueroa Street on the east, Martin Luther King Jr. Boulevard on the south, and Vermont Avenue on the west. The Sports Arena is generally situated in the southeastern portion of Exposition Park. The general location of the project area is illustrated in Figure 1, Project Location Map, attached. As shown, the Project Site is generally bounded by South Coliseum Drive on the west and north, Figueroa Street on the east, and Parking Lot 6 on the south.

Project Background

The Sports Arena is owned by the Los Angeles Memorial Coliseum Commission, which leases the parcels occupied by the Sports Arena and the Coliseum from the State. In the history of its operations, the 16,740 seat indoor arena has hosted a variety of sporting events, including boxing, basketball (professional and college), and hockey. It has also hosted a number of civic events

including the 1960 Democratic National Convention as well as numerous rock concerts, track meets, rodeos, home shows, auto shows, roller derbies, rallies, fundraisers, Latin dances, etc. Over the past several decades the Sports Arena has become increasingly underutilized. The Sports Arena needs major capital improvements and repairs to continue to function. As a result, the Coliseum Commission is seeking to redevelop the Sports Arena Site with a financially viable public recreational facility for the enjoyment and benefit of the citizens and general public that demonstrates and exploits climatic, geographic, recreational, cultural and commercial resources and advantages.

Project Description

The Proposed Project would consist of the demolition and removal of the existing Sports Arena and the redevelopment of the Project Site with a new use that would reactivate the underutilized Project Site. In an effort to be responsive to changing community needs and market conditions, the Los Angeles Memorial Coliseum Commission is considering two different and mutually exclusive future uses for the Project Site: a civic multiple use space, or a new 20,000 seat outdoor soccer stadium. Both of these development options will be analyzed in an equal level of detail in the EIR to allow flexibility for the potential entitlement of either one of the two projects.

Option 1: Multiple Use Space

Under Option 1, all existing improvements on the Project Site, including the Sports Arena and the VIP parking lot, would be removed and the site would be redeveloped with an open-air multiple use space. The multiple use space would be improved to be greenscape while also providing additional surface parking for Coliseum events. It would have the necessary infrastructure to facilitate a number of simultaneous public uses with different levels of attendance with electrical, plumbing and food service capabilities. It would serve as a public venue for civic gatherings, capable of hosting a variety of celebratory and entertainment civic events such as parades, rallies, open air meetings, festivals, and neighborhood carnivals. It would greatly increase the utility of the current outdoor paved space at the Sports Arena now used for similar events and serve as the destination for processions down the Figueroa Corridor. Combined with the Coliseum, the campus supervised by the Coliseum Commission would provide the public with event facilities appropriate for crowds from 500 to 93,000 people and all sizes in-between.

Option 2: Multiple Use Small Capacity Event and Soccer Stadium

Under Option 2, the existing Sports Arena would be removed and the site would be redeveloped with a Multiple Use Small Capacity Event and Soccer Stadium, with the goal of creating a modern, world-class sports complex on the Project Site in accord with the site's history. The outdoor event/soccer stadium (including associated support facilities) would be oriented on an

east-west axis and would have a permanent seating capacity of approximately 20,000. The state-of-the-art venue would host soccer games, and open-air entertainment events such as concerts and civic gatherings that are well suited for the reduced capacity facility. This smaller facility is a good complement to the 93,000 seat Coliseum that is often too large to serve many of the above activities that are an important and growing need in this community. The stadium would also serve as a practice facility and staging area on non-event days.

Under both options, the Coliseum Commission would continue to lease the Project Site from the State and be responsible for its operations.

Probable Environmental Effects

The Los Angeles Memorial Coliseum Commission, as Lead Agency for the project, has determined that an Environmental Impact Report (EIR) will be prepared to analyze the environmental effects of the proposed project. The following areas of potential environmental impact will be considered within the scope of the Draft EIR:

- Aesthetics (Visual Impacts, Light and Glare)
- Air Quality
- Global Climate Change
- Cultural and Historical Resources
- Land Use
- Noise
- Hydrology
- Public Services (Police and Fire)
- Public Utilities (Energy Conservation, Water Conservation, Wastewater, Solid Waste)
- Traffic/Access and Parking

In addition, the EIR will analyze potential impacts from cumulative growth and construction projects in the project vicinity, and will discuss alternatives to the proposed project.

Public and Agency Comment

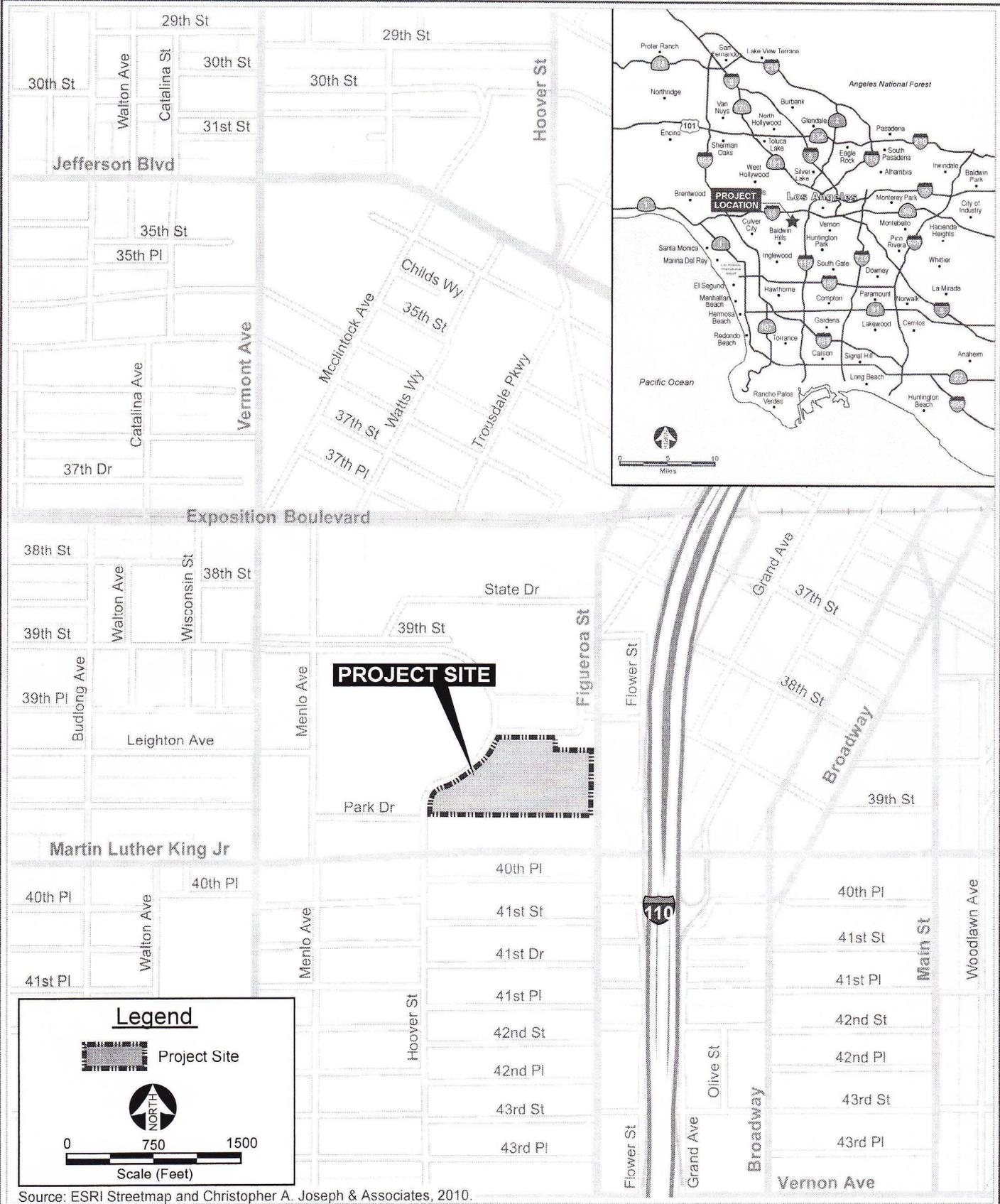
The Los Angeles Memorial Coliseum Commission is encouraging public and agency comment on this project. The Commission will need to be aware of the scope and content of the environmental information related to the statutory responsibilities of other public agencies in connection with the proposed project. Additionally, the Commission welcomes all comments on the possible environmental impacts of the proposed project so that the concerns of all interested individuals and/or organizations may be taken into consideration during the preparation of the

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EIR. All comments should be in writing and must be received at the Commission offices no later than 4:00 P.M. on May 19, 2010.

Please direct your responses to:

Patrick Lynch, General Manager
Los Angeles Memorial Coliseum Commission
3911 South Figueroa Street
Los Angeles, CA 90037



Source: ESRI Streetmap and Christopher A. Joseph & Associates, 2010.