

UNITED AIRLINES FIELD

AT LOS ANGELES MEMORIAL COLISEUM

PRESERVING AND ENHANCING A NATIONAL TREASURE



The Scholarship Club Tower looms large over United Airlines Field at the L.A. Memorial Coliseum. The renovated Coliseum preparing for USC Trojan game day (below).



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Back to the Future: \$315 Million Makeover Turns Century-old Coliseum into Modern Marvel

United Airlines Field at the Los Angeles Memorial Coliseum's two-year, \$315 million transformation has elevated the world-famous venue back to world-class status. The modernization, designed by DLR Group, brings the nearly century-old facility into the 21st Century and prepares it for another hundred years of holding college and professional football games, concerts and special events, as well as hosting an unprecedented third Summer Olympic Games in 2028.

The University of Southern California Trojans have called the Coliseum home since the stadium opened in 1923 and the university raised private funds for the upgrades to the public stadium. The fresh features include 75,000 new seats in the bowl, a state-of-the-art technology infrastructure with wi-fi, plus new fan-friendly videoboards and TVs located throughout the public areas.

A new seven-story tower, featuring premium seating and a versatile rooftop deck area, is uniquely situated inside the historic and completely renovated bowl. It has given the stadium a sleek and more modern addition while maintaining a classic profile for those walking up to the gate.

"This was a special opportunity to modernize a treasured iconic landmark, maintain the historic integrity and provide current day amenities that fans expect from a high-caliber football program like USC," said DLR Group Principal and project leader Don Barnum, AIA.

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In fact, the distinctive peristyle that dominates the east end of the bowl has been restored and streamlined with the removal of all advertising from the area as well as the restoration of a 50-year-old mural on the main archway beneath the Olympic cauldron. These are among the first of many noticeable upgrades that fans will see upon entering the historic venue that's four years shy of its centennial.

The fan-friendly and tech-forward renovations also allow the Coliseum to return to its roots hosting more major entertainment events aside from football.

Historic Renovation Project

This renovation project of historic proportions created unique opportunities along with myriad challenges according to Jeff Moe, senior construction project manager, USC Capital Construction Development. The redesign and rebuild was done in two distinct stages, the first beginning the day after a January 2018 playoff loss by the NFL's Los Angeles Rams, who are Coliseum tenants until the team's own stadium is completed next year.

"The extreme challenge was getting it done in 18 months and in between we had an active football stadium for both college and pro teams and international soccer matches and satisfying the needs of broadcast and coaches and making it a good experience for fans," said Moe.

He likened their in-season construction plan to a musical instrument, "We talk about it as an accordion, stretch it out on Monday, Tuesday, Wednesday, and on Thursday bring it back in and get ready for football. That was the challenge for the construction team."

Crews worked nearly around the clock, six days a week for eight months during that offseason to finish stage one and have it ready for the 2018-19 season kickoff. Even veteran builders admitted it was an ambitious plan.



USC fans pack the Coliseum to watch the Trojans win the first game after the renovation.

The second stage and finishing touches were done this past offseason and the Coliseum was ready for the Rams in preseason and for the Trojans' regular season opening kickoff.

Art Kozinski, senior vice president, Hathaway Dinwiddie Construction Company, has worked on many of

"It was an aggressive schedule ... the building was not easy, it was complex putting a seven-story building with a basement in a 1923 arena."

ART KOZINSKI

Senior Vice President | **Hathaway Dinwiddie Construction Company**

LA's biggest construction projects including the Getty Center and the California Plaza since joining the firm 35 years ago. Kozinski oversaw the Coliseum renovation as project executive of Hathaway Dinwiddie's joint venture with AECOM Hunt.

He said, "It was an aggressive schedule...the building was not easy, it was complex putting a seven-story building with a basement in a 1923

arena. There were a lot of difficult and unforeseen conditions once we started digging into the stadium."

Kozinski said this included renovations done after the nearby 1994 Northridge earthquake. "Some of the foundations and additional piles were added at that time. The drawings of what was actually there were not that good so when we excavated, some of the foundations we found had different sizes and configurations and we had to cut, chip or change them. We had to shoehorn the building in."

Modern Designs

The Coliseum's renovations called for some bold designs and efficient execution of the vision. DLR Group was tasked with creating new spaces and modern fan experiences within the confines of a structure that's not only iconic but is a designated National Historic Landmark. This made additions, upgrades, and modifications trickier than a new project built from the ground up.

Barnum said his team began planning in 2014 and worked with the LA Conservancy, USC, and other organizations interested in preserving the historical façade and bowl.

"This is one of the most important stadium buildings in the world, with its history," noted Barnum, adding,

"There's a very large list of character-defining features in the stadium that were deemed to be historically significant. Those had to be respected and preserved or replicated."

The architect said their main objectives included enhancing the peristyle by repairing the travertine stone, keeping the exterior of the perimeter wall intact, and maintaining the seating bowl's sloping shape while installing new seats with expanded legroom.

All of this was possible by what Barnum called a watershed decision, putting the new premium seating and press box tower inside the stadium. "It allowed us to preserve the entire perimeter wall intact. From street level in all directions there are no visible modifications. With only a 15 percent impact on the seating bowl, preservation of the exterior, and restoration of the iconic peristyle, we were able to maximize value while minimally impacting the three major character-defining features of the historic Coliseum."

The DLR Group executive contrasted the Coliseum's tower location with other big stadiums at the University of Michigan, the University of Tennessee, and Penn State: "most of those improvements have been above and behind the seating bowl (farther from the field) so you may have a suite that's row 99, but in the Coliseum your suites are at row 42. That adds a lot of value to those premium products. We created some of the best premium-viewing positions in all of collegiate football."

Tour de Force: Scholarship Club Tower

The 240,000 square-foot Scholarship Club Tower is the project's signature addition. Big donors made multi-million-dollar contributions to secure suites and help fund the project along with other boosters and naming rights partner United Airlines.

The tower can host 2,200 guests on seven stories and across several different new categories of premium

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The 1923 Club's rooftop offers sweeping 360-degree views including ocean sunsets, mountains, and downtown L.A.

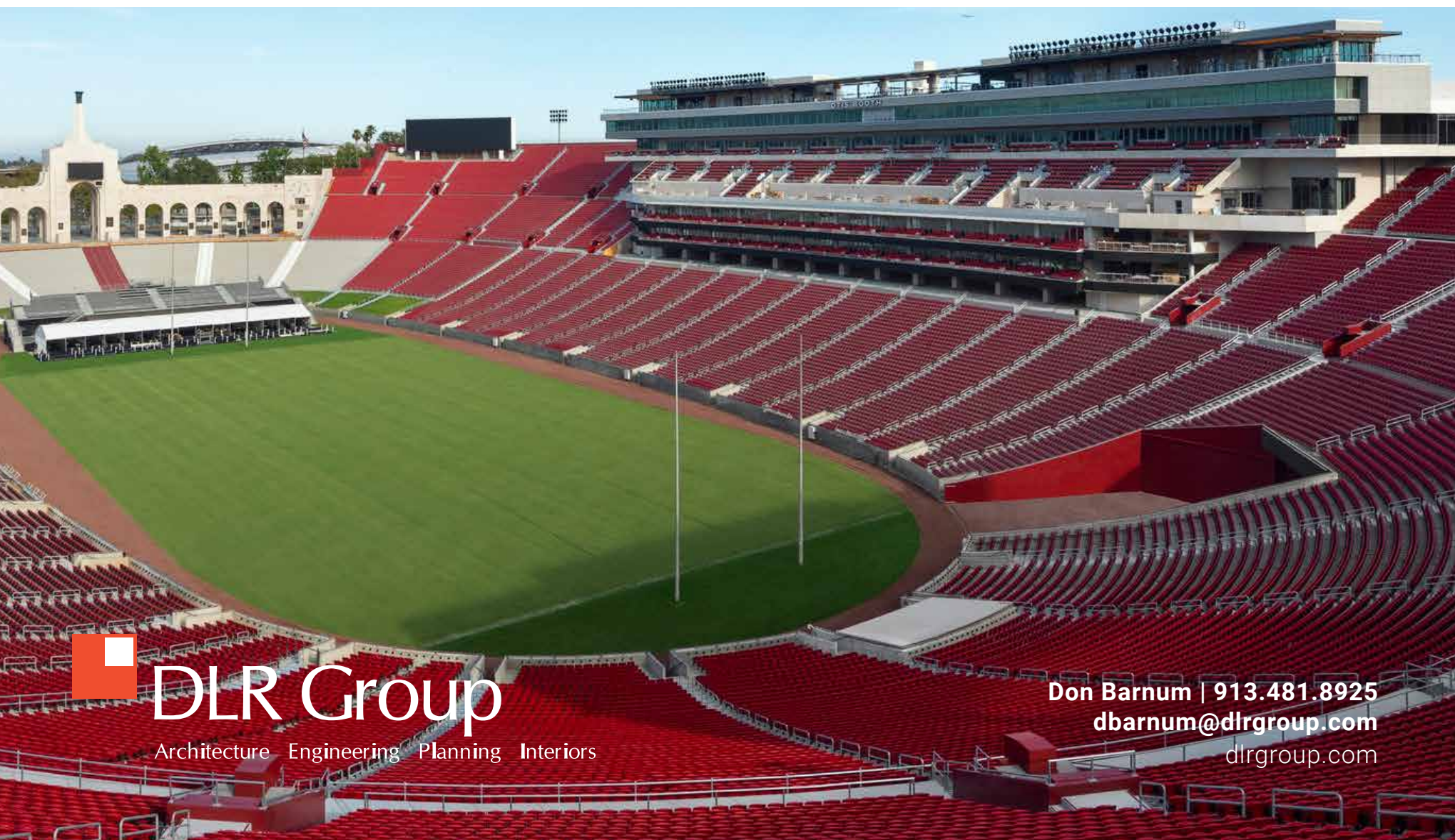


The Founders Club Lounge in the Scholarship Club Tower offers new options in upscale food and beverage offerings.



It's a new
game day at

LOS ANGELES Memorial Coliseum



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sections including 1,100 club seats on two levels, 24 loge boxes with lounge access, and 26 upper suites. There are private outdoor tables, indoor common spaces, and suite configurations of varying sizes.

These can also be rented out for non-game use by companies, weddings, and other events looking for a unique experience. LED lighting fixtures allow the spaces to be customized for these occasions.

The tower also features the press box with more elbow room for journalists, modern broadcast and digital media capabilities, plus coaches' boxes.

Kozinski said the luxury seating was overdue: "The end result was spectacular. There was no premium seating for almost 100 years. Given the appetite in today's market for premium seating, it's absolutely appropriate and about time, to make the Coliseum last another 100 years and to be relevant in today's market."

USC officials say visitors and premium ticket holders alike have been marveling at the tower's resplendent marble and gold décor as well as a plethora of pictures depicting great moments and players from the Trojans' storied football past.

Up on the Roof

The tower is the gateway to premium areas such as the Founders Club Lounge, and it also literally supports what some consider to be the new structure's pièce de résistance—the rooftop 1923 Club, which can accommodate another 500 people for games or private functions. The shaded outdoor deck capitalizes on L.A.'s Mediterranean climate, allowing fans a place to mingle and watch the game or other spectacles from a unique vantagepoint.

DLR Group's Barnum said, "We tried to create an L.A. hotel rooftop environment, very social. You have the ability to view the game along the entire length of that area with a guardrail and drink rail for food and beverages; there are high-top tables, it's a different variety of hospitality



Founders Club members find comfortable and inviting spaces on two levels.



The President's Suite offers close-up views of the field in a prime location to host VIPs.

space. You can watch the game, sit on a soft couch, stand at the bar, ... you can see the Hollywood sign and hills, and see all the way to the ocean and mountains, literally 360-degree views. It's all shaded, there's suspended lights which gives you a great nighttime atmosphere."

Trojan signage and colors are noticeably absent on the 1923 Club deck. That's because it's expected to attract a number of corporate and private events in addition to its duties as a VIP area for Coliseum events.

Teresa Guy, the Coliseum's director

of booking and partnerships, exclaimed: "It's shock and awe at the beautiful view we have, whenever we bring people during games as guests. It's a wow factor!"

Bowling over the Crowd

The bowl's sea of brand new, red seats not only look nicer than the chairs and benches they replaced but will offer more room and the convenience of cup holders. The renovation shrunk the bowl's capacity, created easier access to some seats,

United Airlines Field at Los Angeles Memorial Coliseum

RENOVATIONS SCORECARD

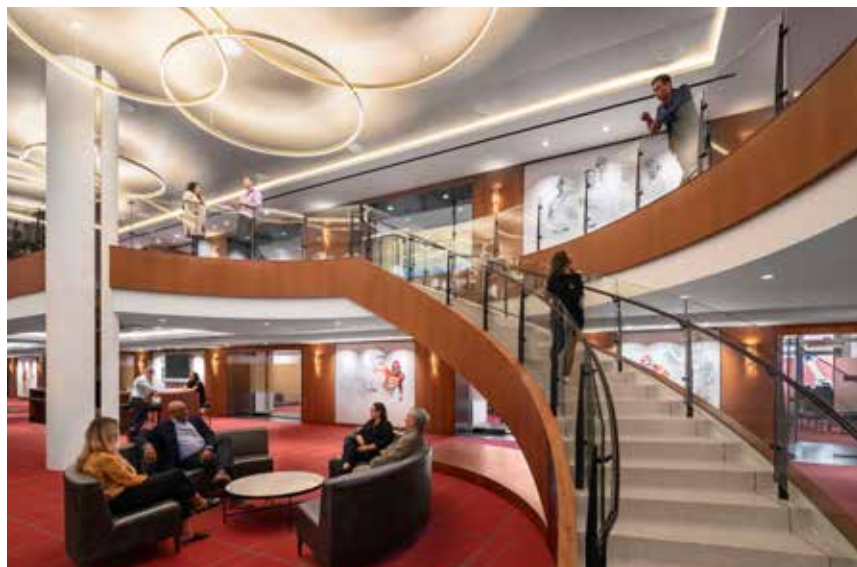
- 96-year-old stadium
- \$315 million spent by USC, United Airlines, and donors
- 75,451 brand-new seats with cup holders
- 2,200 -person capacity Scholarship Club Tower
- 500-person capacity 1923 Club Deck
- 9,600 feet of new handrails
- 4,300 new light fixtures installed
- 650 video screens installed with live game coverage
- 2 new video boards and an improved sound system
- 92 new automated turnstiles at gates
- 3 times the Coliseum will have hosted the Olympic Games in 2028

and provided much-needed legroom.

DLR Group's Barnum explained, "We improved access through additional aisles, added handrails throughout, improved legroom by increasing row depth, wider chairs, and the impact of reducing overall capacity from 93,000 down to 77,500. That was purposeful. We tried to find a balance between the right revenue opportunities and the ultimate number of seats. The trend in professional and collegiate athletics is reducing the number of seats, create demand, and provide higher quality amenities. We did all of those things in the Coliseum."

Kozinski said, "We had issues with riser heights that wouldn't meet today's code but had to match

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The two-story Founders Club Lounge lobby offers a common space for suite holders to mingle in the Scholarship Club Tower.



Suite holders enter the Scholarship Club Tower through the grand Founders Club Lounge lobby.

LA'S NEW PREMIER EVENT SPACE 1923 CLUB

Located atop the Coliseum, the 1923 Club features views of the downtown skyline, San Gabriel Mountains, Hollywood Sign and the Pacific Ocean.

Comfortable Lounge Seating
Overlooking United Airlines Field

Capacity up to 499 Guests
Full Bar, TVs & Gourmet Menu

Multi-million dollar modernization featuring a new seven-story Tower with Luxury Suites, Loge Boxes, Club Seats and the 1923 Club.

77,500 New Seats with Cup Holders

Stadium-Wide Wifi

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horizontal aisles to match vertical stairs. We put miles of conduit for wi-fi and DAS (distributed antennae system) for cell phones."

The tech upgrades combined with the new seats and tower have completely transformed an iconic venue with formerly antiquated amenities into a modern arena. USC's Moe said, "We activated the outer area with wi-fi, enhanced cell service, speakers everywhere: in the rest-rooms, concessions and (installed) TVs in all concession stands with menus and a play of the game constantly (plus feeds of other key games). Now you're always hearing the game and can watch while in line. It's taken the experience to

"One of the major goals was that the facility always remains recognizable as the L.A. Coliseum."

DON BARNUM, AIA

Group Principal and Project Leader | **DLR**

another level for fans, so they're always connected to the game inside."

And for fans on the south side, they can access an open concourse concession area for the first time instead of taking tunnels out to the concession concourse on the exterior of the bowl. The existing concession stands on the outer concourse were all upgraded along with the food and beverage menus.

Coliseum Fans' Verdict: Thumbs Up

The early returns on the renovation have been positive. Josh Rooney, the Coliseum's chief revenue officer, said, "Our survey results have been good. Those here for Rams and USC games and FIFA friendly matches have been responding positively and appreciate



Rendering showing the renovated Coliseum's basement kitchen and seven different levels in the new premium Scholarship Club Tower.

the new amenities and look forward to coming back."

Rooney says the venue plans to offer more opportunities for folks to make those return visits: "We seek to book full bowl stadium shows, like the Rolling Stones in the past. We are also seeking to do smaller concerts and higher frequency of them."

A Living Memorial Remembering and Honoring Veterans

The Coliseum was built as a memorial to veterans of the Great War and venue executives say they plan to increase salutes and tributes to those who have served and defended the nation.

Rooney said, "I walked into the building on June 6 and saw the Olympic cauldron lit and it floored me. We are the foremost World War I

memorial in the country and we're seeking to create more veterans' events here to embrace that heritage and further it along."

The massive renovation project also employed a number of veterans among the approximately 3,000 construction workers who renovated the venue.

Here Comes the Future

After this season the Rams decamp to their brand new SoFi Stadium a few miles southwest in Inglewood, but Coliseum officials say they are open to new tenants and to events off the gridiron.

Officials say the football field's turf can easily be transplanted to dirt for rodeos or monster trucks, and who knows, maybe the next Evil Knievel will emulate the daredevil's famous

motorcycle jump over 50 crushed cars in the stadium's bowl which ended with him triumphantly racing up a ramp into the center arch of the peristyle.

As for the present, the Trojans now have a showcase home field for its fans and boosters which may help with recruiting efforts. The newly renovated, more flexible Coliseum will also offer the entertainment capital of the world a refreshed alternative venue in the form of a more upscale version of this world-renowned stadium.

"One of the major goals was that the facility always remains recognizable as the L.A. Coliseum," said Barnum, adding, "We were respectful of the historic character and created a great game day experience that meets the expectations of modern-day fans."



Founders Club suites offer great field sightlines and casual conversation areas.



On game day the Galen Club Lounge hosts large groups of fans but it can also accommodate large corporate meetings and private events.