

Agenda Report

February 24, 2003

TO: City Council

FROM: Darryl Dunn, General Manager

SUBJECT: Proposed "Metallica" concert at the Rose Bowl on August 9th 2003.

Recommendation

It is recommended that the City Council approve:

1. Authorize a license agreement with New Avalon, Inc. for the hosting of the "Metallica" concert on August 9th 2003.
2. Make the required finding, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of concerts to be held at the Rose Bowl as displacement events.
3. Direct the City Attorney to prepare an ordinance to suspend Sections 9.36.220 (Amplified Sound – Regulations), and 9.36.230 (General Noise Sources) of the Pasadena Municipal Code (PMC) from 5:00 to 9:00 P.M. on Friday, August 8th, 2003 and from 9:00 A.M. to 12:00 P.M. on Saturday, August 9th, 2003 for sound checks and from 3:00 P.M. to 11:00 P.M. on Saturday, August 9th for presentation of the concert.

Background

In addition to Metallica, there will be three other bands including Limp Biskit.

Two years ago Metallica played as headliner at the L. A. Memorial Coliseum at a event similar in both style and length and drew approximately a crowd of 60,000.

The upcoming show will also be for 1 day and last approximately only 8 hours. It is estimated that it will draw between 45,000 to 60,000 attendees and with the deal points generate approximately \$171,000 to \$225,000 (Net) for the RBOC. This will help the RBOC meet its operating budget for fiscal year ending June 30, 2004.

Following are the proposed deal points for both the upcoming concert:

- Rent / License Fee – Flat \$260,000.
- Admission Tax
(on all tickets less comps.) \$ 1.19
- Novelty Income *
(\$1.00 per head buy-out or \$25K, whichever is greater,
1/2 to RBOC’s concessionaire) \$ 1.00
- Concession Income – Net * 100% to RBOC *
- Parking Income – Net * 100% to RBOC *
- Press Box Catering – Net * 100% to RBOC *
- Area “H” Concessions – Net * 100% to RBOC *
- Luxury Suites – Net * 100% to RBOC *

* Once the RBOC reaches a net income of \$200,000, the RBOC will share equally any amount beyond \$200,000 with New Avalon, Inc.

The 2-year Mitigated Declaration was recently approved by the City on 8/14/2000, and provided for an environmental review that increased the number of major events to 25 per year.

Staff will seek approval to suspend the Noise Restrictions Ordinance sections 9.36.220 (Amplified sound – Regulations) and 9.06.30 (General Noise Sources) of the Pasadena Municipal Code.

The request is from 5:00 P.M. to 9:00 P.M. Friday, August 8, 2003 and from 9:00 A.M. to 12:00 P.M. on Saturday, August 9, 2003 for sound checks and from 3:00 P.M. to 11:00 P.M. for the performance of the concert.

Displacement Events

The Arroyo Public Lands Ordinance establishes guidelines and policies related to the administration of the Arroyo Seco, including the Rose Bowl. The ordinance states that the City seeks to achieve a balance between the use of the Rose Bowl and impact of such use on surrounding residential areas. To achieve that balance, Section 3.32.370 of the ordinance limits the number of displacement events to no more than 12 in any calendar year except with the permission of the City Council.

During the calendar year 2003 the following are expected to be displacement events:

- The Tournament of Roses
- 6 UCLA football games
- July 4th activity
- The Call – February 22, 2003
- Wango Tango - May 17, 2003

Environmental Impact

As mentioned above, the 2-year Mitigated Declaration was recently approved by the City on 8/14/2000, and provided for an environmental review that increased the number of major events to 25 per year.

This study found possible environmental impacts in the areas of Water Quality, Air Quality, Transportation and Circulation and Noise. Water Quality would be impacted if an event requiring grading takes place, such as a World Supercross Series (motorcycles).


The Initial Study and Mitigated Declaration contain mitigation measures for water and air quality, transportation and circulation and noise.

Suspending Sections 9.36.220 (amplification sound regulations) and 9.36.230 (general noise sources) of the Noise Restrictions Ordinance of the Pasadena Municipal Code (PMC) is categorically exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15323 Normal Operations of Facilities for Public Gatherings.

Fiscal Impact


Please see the attached matrix pertaining to various attendance levels for the proposed “Metallica” Concert.

Respectfully Submitted:



Patrick T. Green

Prepared by:



Darryl Dunn, General Manager *Ker Darryl Dunn*