

Agenda Report

DATE: November 3, 2003

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: PREDEVELOPMENT PLAN REVIEW FOR THE PROPOSED REHABILITATION OF THE ROSE BOWL STADIUM AND ITS SURROUNDING FACILITIES FOR A NATIONAL FOOTBALL LEAGUE TEAM.

RECOMMENDATION:

This report is being provided for information purposes only at this time.

BACKGROUND:

This project summary is being presented to City Council as part of the Predevelopment Plan Review (PPR) guidelines, which directs staff to present a PPR report for projects of community-wide significance to the City Council for information purposes only. On October 28, 2003, the Rose Bowl Operating Company (RBOC) authorized the submission of a proposal to rehabilitate the Rose Bowl and its surrounding facilities. The purpose of the rehabilitation is to upgrade the Stadium for use by a National Football League (NFL) team. The stadium will continue to be the home to the UCLA Bruins football team as well as the host of the annual collegiate Rose Bowl game. The RBOC recommends that the Arroyo Seco Public Lands Ordinance be amended to allow 25 major events annually, with any additional events subject to City Council approval. "Major events" is defined as events having a minimum of 20,000 attendees. A goal of the proposed rehabilitation is to retain the building's historic designation while improving the experience for the tenants, users and visitors to the site to include the amenities and attributes found in modern stadiums.

PROJECT DESCRIPTION:

The following description is taken from the preliminary plans which are conceptual at this stage and are subject to change:

The proposed rehabilitation may include the construction of various facilities and amenities within the Rose Bowl complex and premises, which could total approximately 800,000 additional square feet within the Rose Bowl fence. The seating capacity will be reduced from approximately 93,000 to no more than 75,000. Additional temporary seating will be provided for special events such as the Super Bowl and the annual Rose Bowl game. Conceptual designs for the rehabilitation of the stadium indicate that the exterior structure of the stadium bowl will be reinforced and its earthen berm upon which the Rose Bowl is constructed may be partially or fully excavated to create an inner concourse with concessions that will have relocated food and novelty concessions, food service, restrooms, and other typical items and services offered at contemporary stadiums. The creation of this concourse would allow for removal of the existing restrooms and concessions currently operating from multiple structures located outside of the Bowl structure itself.

New space within the Rose Bowl complex and premises is proposed for locker rooms, building operations offices and service areas, loading areas, and an additional concourse area. A Club concourse for premium seating would run on both sides of the Rose Bowl and may include space within the new suites structures or sunken garden areas. The Club Level will provide lounges, souvenirs, and other services. The existing suites and press box, located along the western rim of the stadium, would be replaced with suites (with approximately 3,000 total seats) and with expanded press facilities atop the east and west sides of the Bowl. The height of the new suites would be approximately the height of the existing suites and press boxes.

Outside of the perimeter fencing of the stadium, the parking areas will be improved with landscaping. The south entry to the stadium where the neon "Rose Bowl" sign is located will be enhanced to include landscaping and decorative paving for a more spacious entry plaza formalizing the south end of the Bowl as the main entrance.

Parking in the Arroyo will not be expanded beyond its current use, and the amount of event parking within the Arroyo will be reduced. More parking to serve events at the Rose Bowl will be located in the Old Pasadena area from which visitors will be shuttled to the stadium.

The management and logistics of the current parking system will be assessed to further improve operations. The existing traffic controls will be reviewed to improve the system's overall efficiency. Additional measures to improve circulation such as studying lane movement, expanded shuttle service, additional traffic control officers, and the utilization and integration of the new Metro Gold Line light rail will be explored.

PPR MEETING SUMMARY:

Staff has met with the applicant a number of times to discuss the proposal, its processing, and to identify the requirements of various City departments. The

purpose of the PPR is to provide the applicant with direction as to what standards will be required from the City and to outline a development schedule. Comments from City departments identified the following discretionary actions and issues:

Master Plan Review – The City has been preparing Arroyo Seco Master Plans (ASMPs) to address existing and future development in the Arroyo Seco. The project is located within the boundaries of the Central Arroyo Master Plan (CAMP) and the Rose Bowl Use Plan (RBUP). CAMP proposes improvements to certain facilities within the Central Arroyo. The RBUP proposes an increase in the number of permitted events at the Rose Bowl from 12 to 25. Both plans are drafts, and the City Council has not acted upon CAMP or the RBUP.

Environmental Review – The scope of the proposed rehabilitation of the Rose Bowl will require an Environmental Impact Report (EIR). An Initial Study will focus the EIR. Areas of concern that will need to be addressed in the EIR include, but are not limited to, traffic, historic preservation, noise, geology and seismic stability. A Scoping Meeting will be held early in the EIR process to obtain comments from the community on potential environmental issues.

Agreement –The developer and the City may negotiate for an agreement, similar to a Lease Agreement, as a way to implement the project and secure particular items such as development standards, physical configuration, operating arrangements, and financial considerations.

Historic Preservation - For a City-owned property with a historic designation, the Historic Preservation Commission conducts an advisory review relating to the effects of the project on the historic resource. The Historic Preservation Commission's comments are advisory to the Design Commission, which, in turn, forwards comments and recommendations to the City Council. The Municipal Code authorizes the Historic Preservation Commission to review and comment on an Environmental Impact Report affecting a historic resource. The Municipal Code also authorizes the Design Commission to review and comment on the urban design/aesthetics issues in an environmental impact report. The commissions may combine their reviews of the project and the environmental study.

Conditional Use Permit – A Conditional Use Permit will be required for the rehabilitation of the Rose Bowl for the alteration and enlargement of a Commercial Recreation use in the OS zoning district and for the expansion of the on-site sale of full alcohol (beer, wine, and distilled spirits).

Subdivision Approval – The applicant is requesting the creation of new lots or a Certificate of Exception (Lot Line Adjustment) to create lot lines to define the leasehold area to be granted.

Municipal Code Amendments – Amendments to the Arroyo Seco Public Lands Ordinance which is codified in the Municipal Code will be required to allow for 25 major events and to require City Council approval for any major events in excess

of 25, as well as to allow for ongoing Sunday and holiday use. In addition, the Noise Ordinance may have to be amended to allow for ongoing Sunday and holiday use. The Zoning Ordinance and the Advertising Chapter of the Business Licenses and Regulations may have to be amended to allow for venue and event related signage. These Municipal Code amendments would require adoption of one or more ordinances.

Amendment of Rose Bowl Lease Agreements – The agreements with UCLA and the Tournament of Roses Association may require amendment to modify the terms of the agreements to allow the proposed reduced seating capacity and modify the Tournament of Roses Association’s exclusive use period provisions from mid-December to early-January.

Development Agreement – An ordinance adopting a development agreement pursuant to California Government Code Section 65864, *et seq.*, may be granted in connection with the project.

Commission Review – The following commissions will be involved in the entitlement and/or EIR process:

- Planning Commission
- Transportation Advisory Commission
- Urban Forestry Commission (if protected trees are affected)
- Design Commission
- Historic Preservation Commission
- Rose Bowl Operating Company
- Recreation & Parks Commission

TIMELINE:

The following timeline outlines the major stages in the process:

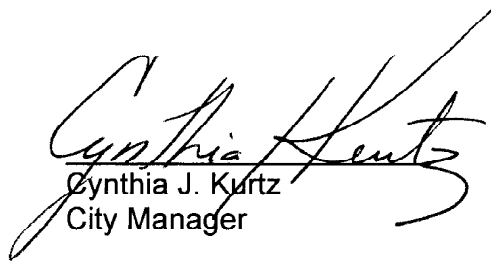
- Week 0 Project presented to City Council as information item.
- Week 5 Start Environmental Impact Report.
- Week 12 EIR Scoping sessions with City Commissions and public.
- Week 18-25 Circulation of Draft EIR.
- Week 34 Finalize document and respond to comments.
- Week 42 Certification of EIR by City Council.
- Week 48 Zoning Hearing Officer meeting for Conditional Use Permit.

FISCAL IMPACT:

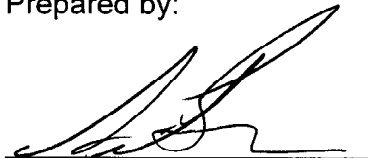
FISCAL IMPACT:

Fees will be collected for the discretionary actions required for the project. Additionally, the project will generate plan check and permit fees, in an amount that cannot be determined at this time.

Respectfully submitted,

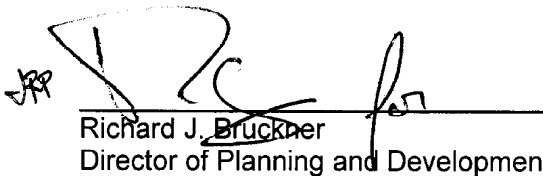

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Approved by:


Richard J. Bruckner
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- Attachments:
1. Conceptual Rendering
 2. PPR Comments
 3. Timeline