

CORRESPONDENCE



PLANNING COMMISSION
Pasadena, California

May 6, 2005

Mayor Bill Bogaard and
Members of the City Council
Pasadena City Hall
117 East Colorado Boulevard
Pasadena, CA 91109

Re: Planning Commission Review of the Proposed Rose Bowl Stadium Renovation Project

Dear Mayor Bogaard and Members of the City Council:

On Wednesday evening, May 4, 2005, the Planning Commission ("PC") held a special meeting for the purpose of reviewing and commenting on the Final Environmental Impact Report for the Rose Bowl Renovation Project (the "FEIR"). This special meeting was called by the PC Chair because the PC understands that it has a statutory obligation to advise the City Council on projects which affect city development. This understanding was clearly expressed in a letter, dated March 11, 2004, from the previous Commission Chair to the City Council.

As it turned out, (i) no public hearing had been scheduled for this special meeting, (ii) no consultants were present, (iii) the Statement of Overriding Considerations was not available for review because it had not yet been drafted, and (iv) there was no Staff Report analyzing the FEIR. For all these reasons, and the fact that the PC had only received the voluminous FEIR the prior Friday evening, the PC decided not to discuss the substance of the FEIR but instead to discuss the perceived deficiencies in the review process itself.

Among other deficiencies, it was noted that:

1. Chapter 2.105.110 of the Municipal Code provides the PC with statutory authority to review and make recommendations on a number of programs and development projects, prior to those programs and projects being submitted to the City Council. This provision of the Municipal Code was breached as a result of the break-down in the review process.
2. The PC is the sole city commission that acts with a city-wide perspective and purview over all aspects of the planning process. As such, the Council and the credibility of the decision-making process would be best served by having the PC vote on any Staff recommendation approving the FEIR after input from a wide range of the other advisory bodies. This is the process that the PC recognizes as the usual City practice with respect to environmental impact reports of such city-wide significance. This practice was not followed with respect to the Rose Bowl Stadium Renovation Project.
3. When the PC held a public hearing in March, 2005 to comment upon, and receive comments on the draft EIR, the sole comment the PC had, as a commission, for the City on the draft EIR was for the City to explain its rationale for excluding the PC from a decision-making role

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in the Rose Bowl Renovation Project, given statutory law, the City's Charter and past practice. The City's response to such comment in the FEIR was nonresponsive and wholly insufficient.

4. Representations were made during the City's deliberation on the Central Arroyo Master Plan that the Rose Bowl Renovation would be subject to a separate environmental analysis that the Commission would have the opportunity to review and comment on. In the PC's opinion, the limited opportunity to review the voluminous comments on the Draft EIR and the responses to those comments is inconsistent with this previous representation.

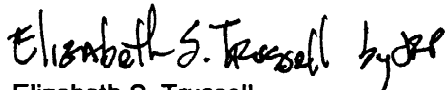
After such discussion, the PC unanimously adopted a motion (8-0; 1 Commissioner absent) authorizing the Chair of the PC to express to the City Council the decision of the PC to make **no statement of recommendation regarding the FEIR** due to:

- A breakdown in the review process, which the PC believes resulted in a violation of Chapter 2.105.110 of the Municipal Code; and
- The insufficiency of the time provided for review of the responses to comments on the Draft Environmental Impact Report.

In addition, the City's inadequate response to the PC's request for clarification of the basis on which to effectively exclude the PC from the review and decision-making process also formed the basis for the PC's action.

Thank you for your consideration of the issues raised in this letter. I plan on attending the Council's May 9, 2005 meeting and will present these issues and the Commission's deliberations in greater depth at that time.

Very truly yours,



Elizabeth S. Trussell
Chair, Planning Commission

cc: Members of the Planning Commission
Cynthia Kurtz, City Manager
Richard Bruckner, Director of Planning and Development
John Poindexter, Planning Division Manager
Darryl Dunn, Rose Bowl General Manager

MEMORANDUM

To: Richard Bruckner, City of Pasadena
From: Kirk Funkhouser
Date: May 3, 2005
Re: Rose Bowl Alternative Design

Hammes Company has reviewed the Alternate Design Alternative as presented in the Rose Bowl EIR and evaluated it in terms of how the design is currently planned as well as its constructability. Hammes Company staff members individually have previous experience in the design and construction of major sports facilities and as an organization Hammes has built on this experience by providing project management services on two existing NFL stadiums, both of which included major renovation work. In addition, our organization is providing similar consulting services for two more NFL teams that are evaluating new or renovated stadiums.

There are two fundamental concerns with the Alternate Design Alternative. These concerns are the excavation process beneath the seating bowl and the construction phasing plan that is proposed to deliver the Alternative. The concerns are detailed as follows:

Excavation Process

The existing Rose Bowl seating bowl can be generally referred to as a "slab-on-grade" structure as opposed to a "structural slab." More specifically, the slabs are in the form of horizontal treads and vertical risers placed on a sloping earth berm, creating the tiers of seating that make up the seating bowl. The key difference between a slab-on-grade and a structural slab is the ability of the structural slab to span from one point to another without continuous support underneath, much like the way a beam spans from one column to another. The slab-on-grade is neither designed nor constructed to span and it must be continuously supported beneath---in the case of the Rose Bowl by the earth berm.

The Alternate Design Alternative calls for the excavation of the supporting earth berms beneath the seating bowl in order to create a location for new concourse, amenities, and club lounges. At the same time, historic requirements necessitate the retention of the seating bowl treads and risers. Therefore, in order to excavate the berms, the seating bowl treads and risers must be temporarily supported as the berm is removed. If the contractor attempted to simply excavate the berm without such temporary support, the seating bowl would likely collapse since it is not designed to span. In effect, this excavation procedure is much like mining in that support must be added as more earth is removed out of the mine tunnel.

The temporary support would require steel or timber shoring members at multiple, closely aligned areas. The long term design solution will require either erecting new structure beneath the existing to support the treads and risers or by modifying the treads and risers into

structural members themselves that can span from one support point to another. The latter would be accomplished by adding reinforcing steel to the underside of the treads and risers and encapsulating it with sprayed-on concrete, thus resulting in essentially a series of beams capable of spanning from one new or modified girder all the way around the seating bowl. To further complicate the process, new foundations and vertical structure, most likely columns, must be constructed amongst the temporary shoring. The close proximity of the shoring seriously limits the ability to utilize large excavation and boring equipment.

The risks associated with such an excavation process include: 1.) the possibility of shifting or settling with resulting damage to the historic fabric, 2.) the possibility of the treads and risers collapsing during excavation before temporary support can be placed; 3.) the possibility of temporary shoring collapsing due to contact with heavy equipment, faulty installation, and/or structural failure of one or more of its members; 4.) construction cost and schedule overruns due to unforeseen conditions during excavation. All of these risks would ultimately be measured in terms of worker safety, lost historic fabric and/or the impacts to the project budget and schedule.

The Project as described in the EIR does not require an excavation process like that of the Alternate and as such does not carry the same aforementioned risks.

Construction Phasing

Given the complicated excavation process described above, the Alternate Design Alternative may be delivered using two possible schedules. The first schedule requires the stadium to be vacated for two complete UCLA football seasons and at least one Rose Bowl Game. The UCLA program would be forced to play all its games "AWAY" or find an alternative stadium in the LA area. The Rose Bowl Game would also have to be played elsewhere for at least one season. The second schedule would be a phased delivery that addresses the tenants' desires to keep the Rose Bowl open for UCLA football and for the Rose Bowl Game. Such phases allow portions of the stadium to be used for football games while other portions are being excavated, addressed structurally, and constructed.

Since the relocation of UCLA and the Rose Bowl is highly unlikely to be accepted by the City, UCLA and the Tournament of Roses, the phased construction will be considered the only means of completing the Alternative design. Unfortunately, the projected capacity for UCLA during phased construction is reduced to 58,000 in the first season and 43,000 in the second. Rose Bowl Game capacities are limited to 82,500 and 70,000 during its two affected seasons.

The Project design, however, allows UCLA and the Tournament of Roses to utilize the existing 92,000 capacity during construction. The seating bowl reconstruction that would result in the new capacity of approximately 65,000 would be completed in the final off-season of construction, preserving thousands of ticketed seats during the construction process.

- c: Neil Glat, National Football League
- Chris Hardart, National Football League
- Bob Dunn – Hammes Company
- George Mihalsten – Latham & Watkins
- William Delvac – Latham & Watkins

Rodriguez, Jane

From: PPasadenaphil@aol.com
Sent: Friday, May 06, 2005 12:11 PM
To: Rodriguez, Jane
Cc: PPasadenaphil@aol.com
Subject: The NFL and the Rose Bowl

I am totally opposed to the idea of the the NFL becoming involved in any way with the Rose Bowl. The idea of this organization having anything to do with the future of the Rose Bowl and the adjacent land in the Arroyo makes me ill. This is a bad idea which if entered into by the City will come back to haunt our city for many years to come. This is a mistake which will be irreversible. I know the Rose Bowl needs to increase it's revenue and all other means should be investigated to assure that; but this action will change forever the character and future for the worse. Please don't let this happen !

Philip McGrath
355 South Los Robles #242
Pasadena, Ca. 91101
626-449-6070

Rodriguez, Jane

From: Pepi and Joe Feinblatt [jfphoto@pacbell.net]
Sent: Friday, May 06, 2005 12:08 PM
To: Gordo, Victor; Rodriguez, Jane
Subject: NFL Proposal

Victor –

We urge you to reject the current proposal for the NFL at the Rose Bowl, because the scale of development is totally out of character with Pasadena's most important public park. The proposed development may be appropriate for the center of an industrial city like Anaheim, or perhaps the industrial fringes of a large urban downtown, but this development is not appropriate for Brookside Park. It will seriously impact the availability of the park for other appropriate park activities in our park starved community. It will also destroy the historic character of the park and Pasadena's famous Rose Bowl.

The narrow section of Mountain Street that passes by Washington Square is already carrying more traffic than it can handle. This increase of very intense use of the Rose Bowl will bring more traffic to our neighborhood.

Thank you for considering these important implications of the NFL proposal.

Your constituents,

Joe and Pepi

Rodriguez, Jane

From: Tania Rizzo [ctmrizzo@oco.net]
Sent: Friday, May 06, 2005 11:10 AM
To: Rodriguez, Jane
Subject: RE: NFL at Rose Bowl

Sure, I live at 2227 Lambert Drive, Pasadena 91107. As a former employee at the Pasadena Museum of History, I can also personally attest to the tremendous impact that big football games have on visitors, residents, and commuters. Thank you.

-----Original Message-----

From: Rodriguez, Jane [mailto:jrodriguez@cityofpasadena.net]
Sent: Friday, May 06, 2005 9:08 AM
To: 'Tania Rizzo'
Subject: RE: NFL at Rose Bowl

Would you be willing to provide your address for the record?

--Jane Rodriguez, City Clerk

-----Original Message-----

From: Tania Rizzo [mailto:ctmrizzo@oco.net]
Sent: Thursday, May 05, 2005 5:26 PM
To: Rodriguez, Jane
Subject: NFL at Rose Bowl

I would like to add my name to fellow Pasadenans opposed to bringing the NFL to the Rose Bowl. We are already experiencing major assaults on our quality of life and having large numbers of football fans invading our city and crowding into the Arroyo can only cause more congestion, disruption, inconvenience, and--inevitably--destruction. I live here because Pasadena offers an attractive respite from the traffic, noise, and other aggravations of Los Angeles. Our beautiful neighborhoods and elegant architecture are the envy of the region. The Rose Bowl is a cherished icon. Please don't ruin our town and our way of life for the sake of a spurious temptation to make a buck.

Tania Rizzo

Rodriguez, Jane

From: Judy Fisher [judyleefisher@hotmail.com]
Sent: Friday, May 06, 2005 9:32 AM
To: Rodriguez, Jane
Subject: Re: STOP THE NFL FROM COMING

2234 Cooley Place, Pasadena 91104

----- Original Message -----

From: Rodriguez, Jane
To: 'Judy Fisher'
Sent: Friday, May 06, 2005 9:11 AM
Subject: RE: STOP THE NFL FROM COMING

This is to acknowledge receipt of your e-mail, which will be distributed to the Mayor and City Council.

Would you be willing to provide your address for the record?

--Jane Rodriguez, City Clerk

-----Original Message-----

From: Judy Fisher [mailto:judyleefisher@hotmail.com]
Sent: Thursday, May 05, 2005 8:00 PM
To: Rodriguez, Jane
Subject: STOP THE NFL FROM COMING

Dear Mayor Bogaard,

I've only lived in Pasadena the past seven years, but I have come to realize that it is one of the best communities in the greater Los Angeles area. What makes us special is the wonderful preservation of old architecture. As a member of Pasadena Heritage, I am concerned about the NFL coming into the city, but especially what will happen to the beautiful Rose Bowl designed by Myron Hunt. I've fortunate to work at Occidental College, which was also designed by the renown architect. I'm a member of the Huntington Library as well - another great structure still remaining from Myron Hunt.

Please don't let the NFL take away this landmark!!!

In addition, all the construction of new buildings for apartments and townhouses concerns me. Our lovely city will soon be very crowded. Every time I drive on Colorado, I can't believe what I'm seeing. The council should be award of what it could be creating for the future - more people, more cars and traffic. Our wonderful community will change and not necessarily for the better.

Sincerely,

Judy Fisher

Rodriguez, Jane

From: Paul Anthony Felix [pfelix@earthlink.net]
Sent: Thursday, May 05, 2005 11:34 PM
To: Rodriguez, Jane
Subject: Rose Bowl meeting

Dear Ms. Rodriguez,

I've already emailed the following to my councilman and the mayor, but I've noticed Pasadena Heritage urges messages regarding the upcoming meeting on the NFL Rose Bowl proposal be sent to you for distribution. Thanks for your help.

Please add my name to the list of those opposed to the destruction of the Rose Bowl as we know it. I find it difficult to believe that we would be willing to so casually and drastically alter a beloved city landmark to satisfy the greed and whim of the NFL. I resent the methods used by the league to play cities against each other and I am incredulous that Pasadena is willing to play along. Please keep in mind we are stewards of our historic resources. Once gone, they're gone for good. The Rose Bowl is an emblem, a national symbol of Pasadena. To lose its character and landmark status would not only be disastrous for it but also for the fabric of the surrounding city. What possible gain is worth this?

In the fourteen years I've lived in Pasadena I've seen many changes come to the city--some short-sighted, some necessary to accomodate the increased density of the Southland--but always I've thought the council and mayor would do their upmost to preserve that which is best, that which defines us as a city and symbolizes our respect for our history. Please don't shirk your duty. This is important. This matters. Let the NFL work its manipulative schemes elsewhere.

Sincerely,

Paul Felix
757 South Euclid Avenue

Rodriguez, Jane

From: Robert Lopuck [rlopuck@sbcglobal.net]

Sent: Friday, May 06, 2005 8:37 AM

To: Rodriguez, Jane

Subject: NO on nfl rose bowl

Don't distroy our beautiful landmark -keep Pasadena special -we don't need to sell out our treasures

Rodriguez, Jane

From: dld829@aol.com
Sent: Friday, May 06, 2005 8:22 AM
To: Rodriguez, Jane
Subject: My vote.....

Dear Mayor Bogaard and the City Council,

May 7, 2005

We are strongly opposed to the restructuring of the Rose Bowl ! ! It is a wrong decision for Pasadena; it would deprive the local residents of the use of their largest park; it would destroy the legendary National Historic Landmark; and finally, it would heavily impact the historic neighborhoods.

VOTE NO on the NFL plan.

Sincerely,

Dianna Lee Davidson
Rhea Walco
Marion Diamond

Rodriguez, Jane

From: ecic@earthlink.net
Sent: Thursday, May 05, 2005 5:57 PM
To: Rodriguez, Jane
Subject: NFL

Dear Jane,

Please let Mayor Baagard know my opinion regarding the Rose Bowl.

I would like to voice my opinion against the NFL coming to the Pasadena Rose Bowl. I do not believe this would a benefit for Pasadena. I believe in preserving the Rose Bowl as a part of the history of Pasadena. I was born in Pasadena and support the beauty and history of Pasadena.

Thanks you.

Judith Packard

Rodriguez, Jane

From: Dennis Hill [dennis@dennishill.com]
Sent: Thursday, May 05, 2005 10:18 PM
To: Rodriguez, Jane
Subject: NFL @ Rosebowl

Dear Mayor Bogaard and the City Council Members;

At the behest of Pasadena Heritage I am writing to express my opinion concerning having an NFL team in Pasadena and play at the Rose Bowl. I am a business and property owner and a member of Pasadena Heritage but I do not share the opinions of the Board of Directors of this organization. They have not made the case to me that this would be a bad move for Pasadena. As long as the City does not "give away the store" in order to bring in a team at any cost, I am very much in favor. I say this not as a sports fan but as a practical matter of finances. I really don't care if Southern California has a team or not, but raising the profile of our community, increased revenue, increasing public services is very important to all of us.

Many people raised similar concerns when UCLA wanted to play at the stadium but I feel that it has been nothing but a positive for our city. They are using many of the same arguments when my alma mater, Art Center, College of Design wanted to build or expand its current campus. Do not let the few dictate the wishes of the majority.

I urge you to vote in FAVOR of the NFL and to use your best judgment to negotiate the best deal for all of the citizens of Pasadena and its surrounding communities.

DENNIS HILL
2012 N EL MOLINO AVE
ALTADENA CA 91001 USA
626 345 0670
photos@dennishill.com
www.dennishill.com

Rodriguez, Jane

From: Todd Ellis [tellis@earthlink.net]
Sent: Friday, May 06, 2005 6:35 AM
To: Rodriguez, Jane
Subject: No NFL at the Rose Bowl

Dear Mayor Bogaard,

I am writing to express my opposition to the installment of an NFL team at the Rose Bowl. I don't believe an event that will adversely effect Pasadena has taken place since the construction of the 210 freeway and the discussion about tearing down the Colorado Street Bridge. Please consider the critical losses to the city if this takes place. The Arroyo is just one of the many incredible things that helps Pasadena stand out from our neighbors and especially the city of Los Angeles and the modifications that will have to take place to achieve this football goal will destroy this incredible area that people have been writing about, painting and photographing for over a century.

Please vote NO on the NFL plan.

Thank you.

Todd Ellis
999 North Madison Avenue
Pasadena, CA 91104
626-797-6664

Rodriguez, Jane

From: gty52jade@netscape.net
Sent: Thursday, May 05, 2005 2:01 PM
To: Rodriguez, Jane
Subject: RE: NO NFL in the Rose Bowl!!!!!!!!!!!!!!!!!!!!!!

"Rodriguez, Jane" <jrodriguez@cityofpasadena.net> wrote:

>Would you be willing to provide your address for the record?

>
>
>

>--Jane Rodriguez, City Clerk

>
>
>

>-----Original Message-----

>From: gyama [mailto:gty52jade@netscape.net]
>Sent: Wednesday, May 04, 2005 9:01 PM
>To: Rodriguez, Jane
>Subject: NO NFL in the Rose Bowl!!!!!!!!!!!!!!!!!!!!!!

>
>
>

> hello,

>

> i just want to be clear and as brief as possible, i wonder if you
>could tell me how many professional sports teams have their
>stadium/arena in the middle of a residential area? i would bet none
>especially in the cities main green zone. yes the rose bowl is historic
>but remember it is built on one of the cities first dumps.
> i live near the rose bowl and my feeling is that the city has
>dumped more undesirerable things on this part of town i'll list a few,
>the 210 fwy, all the school buses and their repair yards, the unified
>repair yard, police heliport, chp station, city repair yard, overuse of
>the rose bowl to list a few. now the school buses don't sound like much
>but they use our small streets as their private freeway and the do ALL
>their driver training in our neighborhoods. i grew up in this house so
>i've remember how it used to be compared to now. i have also lived in
>other parts in the city so i have some idea about how things are
>handled in the other parts of this city. i don't think most of the
>people that make the decisions about the rose bowl really consider how
>their decisions affect us, oh yeah i've heard the lip service answers,
>but why don't some of you all that have pets come spend the forth of
>july over hear and watch the effect on you pets. also we get suprised
>sometimes like the premire of that disney movie remember the titans
>someone thought it would be cute to have a f-15 fighter jet fly over
>the bowl a few times. i did not think it was cute. i also have a feeling that if the nfl
gets in we will see a hotel and retail complex go in.

> NO NFL FOOTBALL IN THE ROSE BOWL

>

>sure no problem i live at 1636 kenilworth avenue.

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Rodriguez, Jane

From: Cara_Crosetti@capgroup.com
Sent: Thursday, May 05, 2005 12:49 PM
To: Rodriguez, Jane
Subject: Arroyo resident's concern about Rose Bowl development

Hello.

I recently sent this note to Ariel Socarras and wanted to send a copy to you as well....

Thank you for the letter you sent last week regarding the Rose Bowl Renovation Plan and the EIR. I have reviewed the information on the website and wanted to once again share my strong concern for this project moving forward.

As an Arroyo resident, I am deeply concerned and feel strongly against any redevelopment of the Rose Bowl or Arroyo area. The issues listed in the meeting minutes regarding noise level, increased traffic flow, lack of use of the Arroyo by residents, parking issues, trash pickup/issues, access/street barriers issues, etc. all concern me as well.

With the current Rose Bowl use, the barriers are not picked up in a timely manner, the young people who man the barriers are not respectful that they are working in someone else's front or backyard during the weekend when residents are trying to enjoy their home and neighborhood, and the increase of traffic, and potential NFL fans, will reduce the value of our property. The areas surrounding the Arroyo today create a respectable, clean, and safe neighborhood....let's keep it that way.

It is my sincere belief that changing the Rose Bowl and Arroyo in any way will reduce the quality of our neighborhood, our lives, and our property value.

I do not support this effort and hope that you do not either. Pasadena has plenty of revenue...we don't need more money coming into the city. We need to maintain and control what we have in place today.

Please focus on the poor quality of our public school system...that's where the city's efforts should be focused.

Thank you for your time. Please don't hesitate to contact me with any questions.

Sincerely,

Cara Crosetti
1150 Wotkyns Drive (corner of Arroyo and Wotkyns)
Pasadena, CA 91103
626-793-1713

Pasadena

CHAMBER OF COMMERCE

& CIVIC ASSOCIATION

865 E. Del Mar Boulevard

Pasadena, CA 91101-2904

(626) 795-3355

FAX (626) 795-5603



May 4, 2005

The Honorable Bill Bogaard, Mayor
The City of Pasadena
117 East Colorado Boulevard
Pasadena, CA 91105

Dear Mayor Bogaard:

On Monday, May 9, the City Council will be asked to certify the Environment Impact Report (EIR) for the Rose Bowl's renovation project. On behalf of the Pasadena Chamber of Commerce and its board of directors, I am writing to urge you and the rest of the City Council to certify the EIR in order to keep the Rose Bowl in contention for a National Football League (NFL) franchise in the LA area.

The Chamber has long held a position that the Rose Bowl, one of Pasadena's major assets, is in serious financial trouble. Rather than contributing to the city coffers, it has become a drain on other revenue streams that could be put to use elsewhere. We have supported the Rose Bowl Operating Company (RBOC) in their efforts to find a long-term tenant that could help ensure the future economic vitality of that asset. Right now, there is an opportunity for that tenant to be the NFL.

The NFL is going to come to the Los Angeles region and will probably invest \$400-500 million to build or renovate a stadium here. Pasadena is one of three or four potential sites. Obviously, there is no guarantee that the RBOC will be successful, and we recognize that there are bound to be issues and problems even if Pasadena is selected as the site. However, we also believe that there will be many opportunities to address those issues if the project should move forward. On the other hand, if the Rose Bowl renovation project's EIR is not certified, Pasadena would immediately be out of the competition and there would be no opportunity for further negotiations.

In supporting the RBOC's efforts, the Chamber expects those doing the negotiating to secure a good deal for Pasadena. No one is willing to accept a bad project or a bad deal to get the NFL, but if Pasadena can win this competition and negotiate a fair deal, then we submit that it would be financially irresponsible not to do so.

Respectfully submitted:

Lynne C. Hess
President and CEO

CC: Cynthia Kurtz, City Manager
Jane Rodriguez, City Clerk
Darryl Dunn, Rose Bowl General Manager



Rodriguez, Jane

From: Mary Ellen Schubel [meschubel@earthlink.net]
Sent: Wednesday, May 04, 2005 8:25 PM
To: Rodriguez, Jane
Subject: Rose Bowl Proposed Changes

May 4, 2005

Dear Mayor Bogaard and Councilmembers:

I am writing to oppose the changes proposed by the NFL for the Rose Bowl. The Rose Bowl is a beautiful and historic treasure of the area. Pasadena is recognized and valued for the historic character it nourishes. It does not make good sense, monetarily or otherwise, to jeopardize the character of the arroyo or the City in general.

I recognize the City's desire for additional revenue in these hard economic times for cities, but I believe the long term costs of added traffic, parking demand, and added security are not worth it. While football can be very entertaining, professional football doesn't fit with the image I believe Pasadena wants to project.

Thank you for consideration.

Sincerely,

Mary Ellen Schubel
1427 Monte Vista St.
Pasadena, CA 91106

5/5/2005

Rodriguez, Jane

From: Karinmfcc@aol.com
Sent: Wednesday, May 04, 2005 4:19 PM
To: Rodriguez, Jane
Subject: Rose Bowl

(Please pass on my comments to the Mayor, etc.) I am very disappointed by the plans to expand the Rose Bowl into an NFL stadium. Within the last year, more and more buildings are being constructed in the city to the point that there are no empty spaces anywhere. I feel the proposed Rose Bowl plans would destroy one of the few open spaces left in Pasadena, not to mention the variety of recreational areas available there. I'm sure this project would bring in a lot of money to the city, but would at the same time take away the average Pasadena residents quality of life, and ability to enjoy the nicest and biggest recreational area in Pasadena. Please consider the residents and not the money.

Thank You,
Karin Romp

431 S. oakland 91101

Rodriguez, Jane

From: Michael Pisarik [mdpisarik@hotmail.com]
Sent: Wednesday, May 04, 2005 2:42 PM
To: Rodriguez, Jane
Subject: Opposed to the NFL in the Rose Bowl

In order to appease the powers of the NFL the City of Pasadena would be tragically altering a treasure, not just of the City, but of Southern California. The Rose Bowl needs to be preserved at or near its present form. The suites, sight lines and parking that the NFL mandates would destroy it beyond belief and be in violation of its historic status and role.

Beyond that, other taxpayer-funded facilities would be altered and damaged. Brookside, the Aquatic Center, and the entire Arroyo would be damaged and diverted from their mission. The costs clearly outweigh the benefits and the NFL is not wanted as a result.

Rodriguez, Jane

From: Terry Paule [hkpaules@yahoo.com]
Sent: Wednesday, May 04, 2005 1:03 PM
To: Rodriguez, Jane
Subject: Opposition to the NFL

Dear Elected Officials,

We live at 510 Rosemont Ave., a direct artery to the Rose Bowl. We love our neighborhood and graciously "put up" with the current traffic to the Rose Bowl.

We are absolutly appauled and shocked that you would support the development of the Rose Bowl by the NFL.....

The adverse impact on our neighborhood would be horrific. It is inconceivable that you would deprive us of even more of our peace and tranquility...and acces to our property.

The adverse impact on traffic, congestion, smog and crime are beyond obvious...

Would you like to live on our street on a NLF game day????

As elected rerepresentatives, you have an obligation to look beyond dollars and protect the quality of life in our city. Your vote for the NFL would be a direct contradiction of this responsibilty. People come before corporations and giantic sports franchises.

VOTE NO ON THE NFL!!!!!!!!!!!!!!

Terry Paule
510 Rosemont Ave
Pasadena, CA. 91103

Rodriguez, Jane

From: Davidson, Christopher [Christopher.Davidson@tvc.cbs.com]
Sent: Wednesday, May 04, 2005 12:12 PM
To: Rodriguez, Jane
Cc: Bogaard, Bill; Tyler, Sid
Subject: ROSE BOWL

Pasadena is not Las Vegas. That is why this is such a desirable, uplifting, stimulating and thoughtful place to live. The glitz, hype, crowds, crime and waste that will inevitably accompany an "NFL-ized" Rose Bowl are not in the best interest of our city in the broadest sense. Any short term cash influx cannot be allowed to undue the classic simplicity of the Rose Bowl. People care about this facility. There are other routes to "long-term financial viability." The Rose Bowl's inherent peacefulness will be ruined by "state-of-the-art" upgrades. Please do not allow this precious resource, which embodies the classic values and historical aspirations of Pasadena, to be dismantled by the crass, the shoddy and the greedy

Pasadena is better than that.

Rodriguez, Jane

From: karensugars@earthlink.net
Sent: Wednesday, May 04, 2005 11:38 AM
To: Little, Paul
Cc: Rodriguez, Jane
Subject: No to the NFL!

Dear Paul,

I feel compelled to send a note letting you know how concerned I am about the possibility of a NFL team coming to the Rose Bowl.

I understand the facilities in the stadium are long due for some upgrading and that currently there are no funds for these types of repairs. I find it impossible to believe that the only way of obtaining money for these upgrades is by selling Pasadena's soul (the beautiful and world-recognized Rose Bowl) to the NFL. There has to be a better option.

The proposed plans change the facade of the Bowl considerably. The Rose Bowl is a National Historic Landmark and needs to be protected. If the city allows its most celebrated landmark to be substantially altered, what protection can it offer smaller buildings and residences with historic significance?

In addition, I hate the idea of Pasadena being over-run with traffic and football fans. Pasadena already is struggling with street traffic and congestion. I make it a practice never to go to Old Town on the weekend. There isn't any parking and the streets and shops are full of out-of-town guests. I can deal with that now because I think it's important to bring revenues to our city, but, if a NFL team comes to town, Pasadena residents will have to share area services and businesses with a huge influx of fans. That will be the end of my visits to Pasadena merchants, I'll just head on over to the Santa Anita mall to shop and dine.

I'm also deeply concerned about the environmental impact a NFL team would have on the Arroyo and the surrounding area. If a team comes to Pasadena, there will be no turning back. Our precious Arroyo will be bombarded with cars, buses, noise, exhaust and litter.

Paul, it breaks my heart to think of the Rose Bowl, the Arroyo, and the city of Pasadena being forever impacted by bringing a NFL team to our beautiful community. I'd appreciate you considering my concerns as you make the decision on May 9th to move forward with this proposal.

Thanks for listening!

Karen Sugars
1056 N. Holliston Ave.
Pasadena, CA 91104
626-398-4547

Rodriguez, Jane

From: Sally Fee [sally.fee@fme-arch.com]
Sent: Wednesday, May 04, 2005 11:51 AM
To: Rodriguez, Jane
Subject: Rose Bowl Renovation

My family is completely opposed to the proposed renovation of the Rose Bowl. The negative impacts on the area are too severe.
Please pass my opinion on to the mayor and the Council.

Thank you!
Sally Fee

SALLY PIPER FEE
sally.fee@fme-arch.com

F M E

LEE HUNYON EBERT ARCHITECTURE + DESIGN
520 NORTH GARDNER STREET, VAN HANSEN BUILDING, SUITE 100
ANN ARBOR, MI 48106-1500 TEL: 734.769.4444 WWW.FME-ARCH.COM

Rodriguez, Jane

From: Angela Solie [asolie@pacbell.net]
Sent: Wednesday, May 04, 2005 11:12 AM
To: Rodriguez, Jane
Subject: vote no on stadium.

Please do not go forward with building plans at the Rose Bowl. Pasadena is already too congested and I strongly oppose a new stadium for a pro football team.

Sincerely,

Angela M. Solie

Rodriguez, Jane

From: A.Lou.Whitley@SCE.com
Sent: Monday, May 02, 2005 11:15 AM
To: Rodriguez, Jane
Subject: Fw: Rose Bowl--NFL Proposal

For the city records.

Mayor Bogaard,

I'm writing to express my dismay and disappointment over the prospect of the NFL moving a team into the Rose Bowl. In hopes that you listen to your constituency, I'm urging you and the council members to reconsider supporting a move of this magnitude that will irreversibly affect a National Historic Landmark, the largest public park we have in Pasadena, thousands of children involved in soccer and baseball, walkers, joggers, bikers, golfers and countless others who enjoy the uniqueness of the Arroyo and support its preservation for future Pasadenians.

Where and when does this stop? A 20 year agreement with UCLA to play their home games in the Rose Bowl already means Saturdays, from August to December, are booked to 2025. Now, you're going to take Sundays in the Arroyo, during the same time period, away also? What are our elected officials thinking?

Our 'town' has rapidly become incapable of handling the traffic, pollution, disruption, and construction of the townhouse alleys popping up on every conceivable piece of property imaginable to development speculators---almost without restraint. Already, our 'town' has become a concrete planter of parking meters---and we want to bring another 60,000 people into Pasadena, on Sundays, following UCLA Saturdays, to park where? On the golf course that the city is spending \$8-10 million dollars to renovate over the next few years? Have you ever experienced an afternoon stroll into Old Town on UCLA football day with dozens of buses spewing diesel smoke into the air while awaiting their run up and down residential streets to scurry fans back to the parking structures? If you did, you'd have a first hand view of what you're about to add to our Sundays in the Fall.

I urge you to take pause, to reflect on what makes Pasadena so special and attractive to residents and visitors. Quite simply, it does not include an artist's rendering of a bucolic, tree-lined, open park setting with 'NFL' on a deconstructed Rose Bowl. In this case perception is not reality---outside consultants and promoters are here to do one thing---promote their views, with hopes to fill their pockets and empty our lifestyle. I've yet to meet a consultant or promoter who has had to live with their advice---but we certainly will.

Thank you for listening and for considering my views.

Lou Whitley
235 Rosemont Ave.
Pasadena, CA. 91103

Rodriguez, Jane

From: Niceboy97@aol.com
Sent: Friday, April 29, 2005 1:16 AM
To: Rodriguez, Jane
Subject: Rose Bowl and NFL

Dear Mayor Bogaard and Pasadena City Councilmen,
I wish to state for the record that I am completely opposed to any and all plans to allow the NFL or any other sports team to use the Rose Bowl for their games.

What is at issue here is the proper action to take to insure the well-being and comfort of the majority of Pasadena residents, rather than what would be best for the tiny minority of wealthy investors and businesses. Clearly, if the NFL or any other such entities were allowed frequent and ongoing use of the Rose Bowl, only those with a vested business interest would benefit, while the rest of Pasadena would suffer intolerable levels of additional traffic and congestion!

It is bad enough that the Gold Line was put through one of the busiest areas in Pasadena, crippling the normal flow of traffic from east to west and visa-versa, and benefitting only the narrow corridor or surrounding shops and businesses. I call upon all of you not to continue in this vein and reverse course before our city becomes the epitome of urban sprawl.

Sincerely, Philip A. Lefcourt
330 Cordova Str., # 134
Pasadena, Calif.

March 16, 2005

RECEIVED

05 MAR 17 P3:54

Ariel Socarras, Planner
City of Pasadena
175 North Garfield Avenue
Pasadena, CA 91101

CITY OF PASADENA
CITY OF PASADENA

Pasadena

CHAMBER OF COMMERCE

& CIVIC ASSOCIATION

865 E. Del Mar Boulevard

Pasadena, CA 91101-2904

(626) 795-3355

FAX (626) 795-5603



Dear Ms. Socarras:

After reviewing the Draft Environmental Impact Report (DEIR) for the Rose Bowl renovation, the Chamber has reaffirmed its position in support of the project. The DEIR has adequately studied the environmental impacts and alternatives and proposed sound mitigation measures as required by CEQA Guidelines. Since CEQA does not require a study of the economic impacts of a proposed project, one of the most important issues at stake in this project is not included in an EIR, and that is the substantial negative economic impact to the community if the Rose Bowl renovation does not go forward.

The stadium is 81-years old and has become increasingly uncompetitive with newer stadiums. It has uncomfortable seats, claustrophobic tunnels and growing maintenance problems. The Rose Bowl already loses \$2 million a year, and the losses will continue to grow, even if it manages to hold onto all current tenants. If the growing deficit is subsidized from city coffers, it would surely have to reduce the funding available for police, fire protection, parks, and libraries.

If a new stadium is built elsewhere, the situation goes from bad to worse. A stadium in Carson or Anaheim would take much of the Rose Bowl's current business, including some concerts and big soccer events that they can't handle. Then, the annual deficit would quickly balloon to \$4-5 million a year.

Even though CEQA does not require an economic impact study, we believe that in the case of the Rose Bowl, the negative impact of not doing a project should be given equal, if not greater, consideration.

The Chamber believes that the NFL would bring tremendous financial benefits, such as:

- Half-a-billion dollars invested in our most famous municipal.
- Instead of costing the city millions a year, the Rose Bowl can help support improved city services.
- The golf course can be properly maintained and improved, without having to mortgage its future to cover Rose Bowl deficits.
- Local businesses, restaurants and hotels will gain additional income and contribute additional sales taxes to the city.

The proposed Rose Bowl renovation project would bring the following benefits as well:

- A preserved and improved stadium and an enhanced Arroyo Seco with more green space and better facilities for public recreation.
- New jobs for local residents, both during construction and regular operations.
- More national exposure and year-round promotion of Pasadena, helping to attract conventions and tourists to the city.



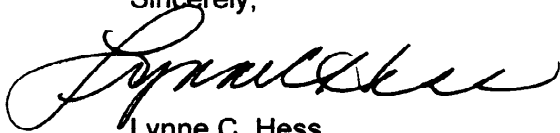
The Rose Bowl was built in 1922 as a football stadium. The public wants it used primarily for football, not for a more disruptive mixture of other events. Those impacts cited in the DEIR as significant and unavoidable such as the traffic that would be generated on game days can be mitigated by more sophisticated traffic plans to a level that is much less of a burden to the neighborhoods than what is currently experienced.

The possible loss of historic status is, of course, a serious concern, but it is one that elected officials face when balancing historic preservation and economic sustainability. We would hope that the mitigation measures recommended would keep our City Council from having to make that decision.

And finally, while we recognize that the recreational areas in the Arroyo Seco are used by many people each week, we must also emphasize that the Rose Bowl belongs to all of the residents of Pasadena. The city cannot afford to sit back and do nothing to ensure that this community asset has a viable future. If we let that happen, it will eventually cost each and every one of us a substantial amount to maintain what should be one of the city's most profitable assets.

Recognizing that the economic impact is not a requirement by CEQA, we still ask that our comments be included with other comments on the Draft EIR for the Rose Bowl Renovation Project because we believe that to be the primary issue to be considered as this project moves forward.

Sincerely,



Lynne C. Hess
President and CEO

CC: William Bogaard, Mayor
Sid Tyler, Vice Mayor
Chris Holden, Council Member
Joyce Streater, Council Member
Paul Little, Council Member
Steve Haderlein, Council Member
Steve Madison, Council Member
Victor Gordo, Council Member
Cynthia Kurtz, City Manager
Darryl Dunn, Rose Bowl General Manager
Jane Rodriquez, City Clerk ✓