



OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: CITY COUNCIL **DATE:** MAY 16, 2005
FROM: CITY MANAGER
SUBJECT: ROSE BOWL STADIUM RENOVATION PROJECT AND ENVIRONMENTAL
IMPACT REPORT

On Monday, May 9, City Council heard public comments on the Rose Bowl renovation project and environmental impact report. During that discussion questions were raised about the ability to certify the EIR without approving a project. Below is a revised recommendation clarifying each piece of the process:

It is recommended that the City Council:

1. *Adopt a resolution certifying the Final Environmental Impact Report for the Rose Bowl Stadium Renovation Project;*
2. *Adopt a resolution:*
 - a) *making environmental findings,*
 - b) *adopting a Statement of Overriding Considerations,*
 - c) *adopting a Mitigation Monitoring Program, and*
 - d) *approving the project consisting of the recommended design and principal term sheet.*
3. *Direct the City Clerk to file a Notice of Determination with the Los Angeles County Recorder; and,*
4. *Authorize the City Manager to transmit a proposal, consistent with the approved project, to the National Football League (NFL) owners.*

To support this action, attached are revised resolutions to certify the final EIR without approving a project and to approve the project with associated environmental documents.

Additional questions were raised by the Council regarding the traffic studies. A memorandum from the traffic consultant Linscott, Law & Greenspan Engineers (LLG) is attached in response to these questions. Council also asked how many EIRs were recently certified by City Council and did not receive review and comment by the Planning Commission. The table below lists all the EIRs for calendar year 2004 and 2005 to date:

EIR CERTIFICATIONS DURING 2004-2005

Project	Commission Review and Comment on the Draft EIR	Commission Review and Comment on the Final EIR	Certifying Entity
City Hall Seismic Retrofit EIR	All appropriate commissions		City Council
Conference Center EIR	All appropriate commissions		City Council
General Plan EIR	All appropriate commissions	Planning Commission	City Council
Rose Bowl EIR **	All appropriate commissions		City Council

** Awaiting action

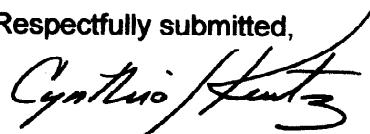
The following concerns were raised by public speakers:

- A resident expressed concern regarding light and noise on Richland Place. A memorandum from EIP Associates is attached in response to these issues.
- The Transportation Advisory Commission expressed concern regarding answers to their concerns with the EIR. Attached is the letter listing their concerns and the section of the Final EIR that includes responses to those issues.
- In response to the concern regarding Rose Bowl event tailgating activities on equestrian trails and in the surrounding neighborhoods Mitigation Measure 3.10-1 has been revised in the Final EIR to "prohibit" tailgating in those areas. This requirement would become part of a security plan managed by the Pasadena Police Department.
- Several speakers asked why another alternative was not included in the EIR that involved a less extensive renovation of the Rose Bowl Stadium. CEQA requires that an EIR evaluate a reasonable range of alternatives to permit a reasoned choice by the City Council. The EIR need not analyze every possible combination among alternatives within that range. In this case, the EIR examined a range that included the full renovation and modernization of the Rose Bowl Stadium (the project), a renovation to preserve and enhance the historic character defining features, and a minor renovation as required by the lease agreement with UCLA. Analyzing an alternative that would incorporate a greater number of improvements than the UCLA lease or the historic rehabilitation, but less than the proposed project, would not have provided the City Council with materially different information than the alternatives presented. Rather, the only difference between such an alternative and the alternatives analyzed would be a difference of degree. It would not avoid impacts in a manner different than the alternatives analyzed nor would it accomplish project objectives in a manner different than the alternatives analyzed.

Several incorrect statements were made by the public during comment. I thought it was important to correct the record on these issues:

- A speaker stated that there are currently 12,000 parking spaces in the Arroyo. The correct number of current spaces is 21,000.
- A speaker stated that a lot of businesses would be opened in the Arroyo seven days a week. Only the Hall of Fame Museum and the team store would be allowed to be open on non-game days.
- A speaker stated that there was no mitigation for the proposed project. The complete Mitigation Monitoring Plan is included in Attachment A/Exhibit C.

Respectfully submitted,



Cynthia J. Kurtz
City Manager

Attachments:

Revised Resolution to Certify EIR
Revised Resolution to Approve Project and Associated Environmental Documents
Memorandum from Linscott, Law & Greenspan Engineers (LLG) regarding traffic concerns
Memorandum from EIP regarding impacts at Richland Place
Summary of TAC Comments and Responses

RESOLUTION NO. 05-R-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
PASADENA CERTIFYING THE ENVIRONMENTAL IMPACT
REPORT FOR THE ROSE BOWL STADIUM RENOVATION
PROJECT

THE CITY COUNCIL OF THE CITY OF PASADENA HEREBY FINDS AND
RESOLVES AS FOLLOWS:

Section 1. The City Council is considering a proposal to renovate the Rose Bowl Stadium (the "Stadium") in connection with a lease of the Stadium to the National Football League (the "Project"). The City Council has been presented with a conceptual design for the renovation of the Stadium and a term sheet of the principal terms for the lease with the National Football League. A Draft Environmental Impact Report dated February 2, 2005 (the "Draft EIR") was prepared for the Project. In accordance with the California Environmental Quality Act ("CEQA") (Cal. Pub. Res. Code §21000 *et seq.*) and the State CEQA Guidelines (the "Guidelines") (14 Cal. Code Regs. §15000 *et seq.*), the City analyzed the Project's potential impacts on the environment.

Section 2. Pursuant to Section 15063 of the Guidelines, the City prepared an Initial Environmental Study (the "Initial Study") for the Project. The Initial Study concluded that there was substantial evidence that the Project might have a significant environmental impact on several specifically identified resources and governmental services, including aesthetics, biological resources, hazards and hazardous materials, land-use and planning, aesthetics, transportation/circulation, air quality, noise, cultural resources, geology and soils, population and housing, public services and utilities, hydrology and water quality, and recreation.

Section 3. Pursuant to Guidelines Sections 15064 and 15081, and based upon the information contained in the Initial Study, the City ordered the preparation of an environmental impact report for the Project. The City contracted with an independent consultant for the preparation of the environmental impact report and, on October 18, 2004, prepared and sent a Notice of Preparation of the Draft EIR to responsible, trustee, and other interested agencies and persons in accordance with Guidelines Section 15082(a).

Section 4. The City circulated the Draft EIR, together with technical appendices (the "Appendices"), to the public and other interested persons between February 2, 2005 and March 21, 2005, for a 45-day public comment period. During the public comment period, a public hearing was held to solicit comments on the Draft EIR and various commissions held public meetings concerning the Draft EIR and provided comments on the document.

Section 5. During the public comment period the City received written and oral comments on the Draft EIR. The City prepared written responses to all written comments and many oral comments received on the Draft EIR and made revisions to the Draft EIR, as appropriate, in response to those comments. The City distributed written responses to comments on the Draft EIR in accordance with the provisions of Public Resources Code Section 21092.5. The written responses to comments were also made available for public review before the commencement of the hearing on the certification of the Draft EIR. After reviewing the responses to comments and the revisions to the Draft EIR, the City concluded that the information and issues raised by the comments and the responses thereto did not constitute new information requiring recirculation of the Draft EIR.

Section 6. In response to comments on the Draft EIR from the public and City commissions, staff has presented in its report to the City Council an additional mitigation measure (the “design mitigation”) that would reduce impacts to aesthetics and cultural resources. In general, the design mitigation would involve a change to the design of the Project to preserve the character defining elements of the north end of the Stadium, including the historic berm, and the view of the exterior of the Stadium from the north. The change would also better preserve the view to the north from the interior of the Stadium and would reduce the aesthetic impact to the view of the Stadium from the east by including a new berm at the plaza level that would reference the historic berm to be removed. As demonstrated in the EIR, the environmental impacts of the design mitigation are no greater than the environmental impacts of the Project, as originally proposed and mitigated and the design mitigation would reduce impacts in two impact areas.

Section 7. The Final Environmental Impact Report (the “EIR”) is comprised of: the Draft EIR, including Appendices, dated February 2, 2005; the Comments and Responses to Comments on the Draft EIR, including revisions to the Draft EIR, contained in Volume 2 and dated April 28, 2005; Errata to the Final Environmental Impact Report for the Rose Bowl Stadium Renovation Project dated May 9, 2005 which includes an analysis of the design mitigation; and the supplements to the staff report prepared by the City’s traffic consultant and the EIR author for the May 16, 2005 City Council meeting. The City Council held a duly noticed public hearing on the EIR and the Project on May 9 and May 16, 2005 (the “Hearing”).

Section 8. The findings made in this resolution and the resolution containing environmental findings are based upon the information and evidence set forth in the EIR and upon other substantial evidence that has been presented at the Hearing and in the record of the

proceedings. The documents, staff reports, technical studies, appendices, plans, specifications, and other materials that constitute the record of proceedings on which this resolution is based are on file and available for public examination during normal business hours in the Department of Planning and Development and with the Director of Planning and Development, who serves as the custodian of these records.

Section 9. The City Council finds that agencies and interested members of the public have been afforded ample notice and opportunity to comment on the EIR and that the comment process has fulfilled all requirements of State and local law.

Section 10. The City Council has independently reviewed and considered the contents of the EIR prior to deciding whether to approve the Project. The City Council hereby finds that the EIR reflects the independent judgment of the City and the City Council. The City Council further finds that the additional information provided in the staff reports, in the responses to comments received after circulation of the Draft EIR, and in the evidence presented in written and oral testimony presented at the Hearing, does not constitute new information requiring recirculation of the EIR under CEQA. None of the information presented to the City Council after circulation of the Draft EIR has deprived the public of a meaningful opportunity to comment upon a substantial environmental impact of the Project or a feasible mitigation measure or alternative that the City has declined to implement.

Section 11. The City Council finds that the comments regarding the Draft EIR and the responses to those comments have been received by the City; that the City Council received public testimony regarding the adequacy of the EIR; and that the City Council, as the decision-making body for the lead agency, has reviewed and considered all such documents and

testimony prior to acting on the Project. Pursuant to Guidelines Section 15090, the City Council hereby certifies that the EIR has been completed in compliance with CEQA.


Section 12. The City Clerk shall certify to the adoption of this resolution, and shall cause this resolution and her certification to be entered in the Book of Resolutions of the Council of this City.

Adopted at the meeting of the City Council on the day of May 2005, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Jane L. Rodriguez
City Clerk

APPROVE AS TO FORM:

 5/12/05
(Chapman)

fn

Michele B. Bagneris
City Attorney

RESOLUTION NO. 05-R-

A RESOLUTION OF THE PASADENA CITY COUNCIL
APPROVING THE SUBMISSION OF A PROPOSAL TO THE
NATIONAL FOOTBALL LEAGUE TO RENOVATE AND
MODERNIZE THE ROSE BOWL STADIUM

The City Council of the City of Pasadena hereby resolves as follows:

Section 1. The Rose Bowl Stadium (the "Stadium") was first constructed over eighty years ago with a capacity of 57,000 patrons. Over time, the Stadium has been renovated to enclose the south end of the stadium, expand seating capacity, and to add press boxes and luxury suites, among other changes. However, the Stadium has not been renovated to include amenities currently being offered at state-of the-art football stadiums. Due to its age, the Stadium is also in need of significant capital maintenance and improvements.

Section 2. Other older stadiums throughout the country are also facing the situation facing the Stadium. For example, the stadium at Ohio State University, which was built in 1922, underwent a \$194 million renovation in 1999. The stadium at the University of Texas, which was built in 1924, underwent a \$95 million renovation also in 1999. The stadium at the University of Wisconsin, which was built in 1917, underwent a \$99 million renovation in 2004 and the stadium at the University of Michigan, which was built in 1928, recently announced plans for a \$200 million renovation.

Section 3. The City has been presented with the opportunity to have a renovation and modernization of the Stadium funded by the National Football League (the "NFL") in conjunction with a lease of the Stadium to an NFL team.

Section 4. The City Council supports the renovation and modernization of the Stadium as well as a lease with the NFL to fund the renovation and to transfer Stadium operational costs to the NFL.

Section 5. The City Council hereby approves the submission of a proposal to the NFL to renovate and modernize the Stadium in general accordance with the conceptual design attached as Exhibit A and the principal term sheet attached as Exhibit B (together, “the Project”).

Section 6. The Project has been environmentally reviewed pursuant to the provisions of the California Environmental Quality Act (Public Resources Code Section 2100 *et seq.* (“CEQA”), and the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*). An Environmental Impact Report was prepared and the City Council has certified the Final Environmental Impact Report (“FEIR”) in Resolution No. __. That resolution is attached hereto as Exhibit C and incorporated herein by this reference.

Section 7. Based upon the EIR and the record before the City Council, the City Council finds that the Project will not cause any significant environmental impacts after mitigation except in the areas of Aesthetics, short-term Air Quality impacts during construction, Cultural Resources, Land Use, Noise, Recreation, and Traffic. Explanations for why the impacts other than those identified in this Section were found to be less than significant are contained in the Environmental Findings set forth in Exhibit D to this resolution and are more fully described in the EIR and the Initial Study (included as Appendix A to the EIR).

Section 8. Based upon the EIR and the record before the City Council, the City Council finds that the Project will create significant unavoidable impacts to Aesthetics, short term Air Quality during construction, Cultural Resources, Land Use, Noise, Recreation, and Traffic. All feasible mitigation measures for these impacts have been adopted. These significant impacts are further described in the "Findings and Facts In Support of Findings" set forth in Exhibit D, which is attached hereto and is incorporated herein by reference, and in the EIR. The changes or alterations required in, or incorporated into, the Project with respect to these impacts, and a brief explanation of the rationale for this finding with regard to the identified impacts, are contained in Exhibit D. Further explanation for these determinations may be found in the EIR.

Section 9. The EIR describes, and the City Council has fully considered, a reasonable range of alternatives to the Project. These alternatives include "Alternative 1 – the No Project Alternative," "Alternative 2 – the Increased Displacement Events Alternative," "Alternative 3 – the Alternate Design Alternative," and "Alternative 4 – the Historic Restoration Alternative." With respect to each of the alternatives analyzed in the EIR, the City Council hereby makes the findings set forth in Exhibit D. The City Council expressly finds that each of the alternatives identified in the EIR either would not sufficiently achieve the basic objectives of the Project, would do so only with unacceptable adverse environmental impacts, or is not feasible. Accordingly, and for any one of the reasons set forth in Exhibit D, attached hereto and incorporated herein by this reference, or set forth in the record, the City Council finds that specific economic, social, or other considerations make infeasible each of the Project alternatives and each is hereby rejected. The City Council further finds that a good faith effort was made to incorporate alternatives into the preparation of the EIR, and that a reasonable range of

alternatives were considered in the review process of the EIR and the ultimate decision on the Project.

Section 10. For the impacts identified in the EIR, or otherwise in the record, as “significant and unavoidable,” the City Council hereby adopts the “Statement of Overriding Considerations” set forth in Exhibit E, which is attached hereto and is hereby incorporated by reference. The City Council finds that each of the overriding benefits, by itself, would justify proceeding with the Project despite any significant and unavoidable impacts identified in the EIR or asserted to be significant in the record of proceedings.

Section 11. The City Council hereby adopts the mitigation measures set forth in the EIR and Exhibit F, attached hereto and incorporated herein by this reference, including the design mitigation, and imposes each mitigation measure as a condition of Project approval. The City Council further adopts the “Mitigation Monitoring and Reporting Program” which is presented as Exhibit F, attached hereto and incorporated herein by reference. City staff s shall implement and monitor the mitigation measures as described in Exhibit F.

Section 12. The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and her certification to be entered in the Book of Resolutions of the Council of this City.

Adopted at the meeting of the City Council on the 16th day of May 2005, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Jane L. Rodriguez
City Clerk

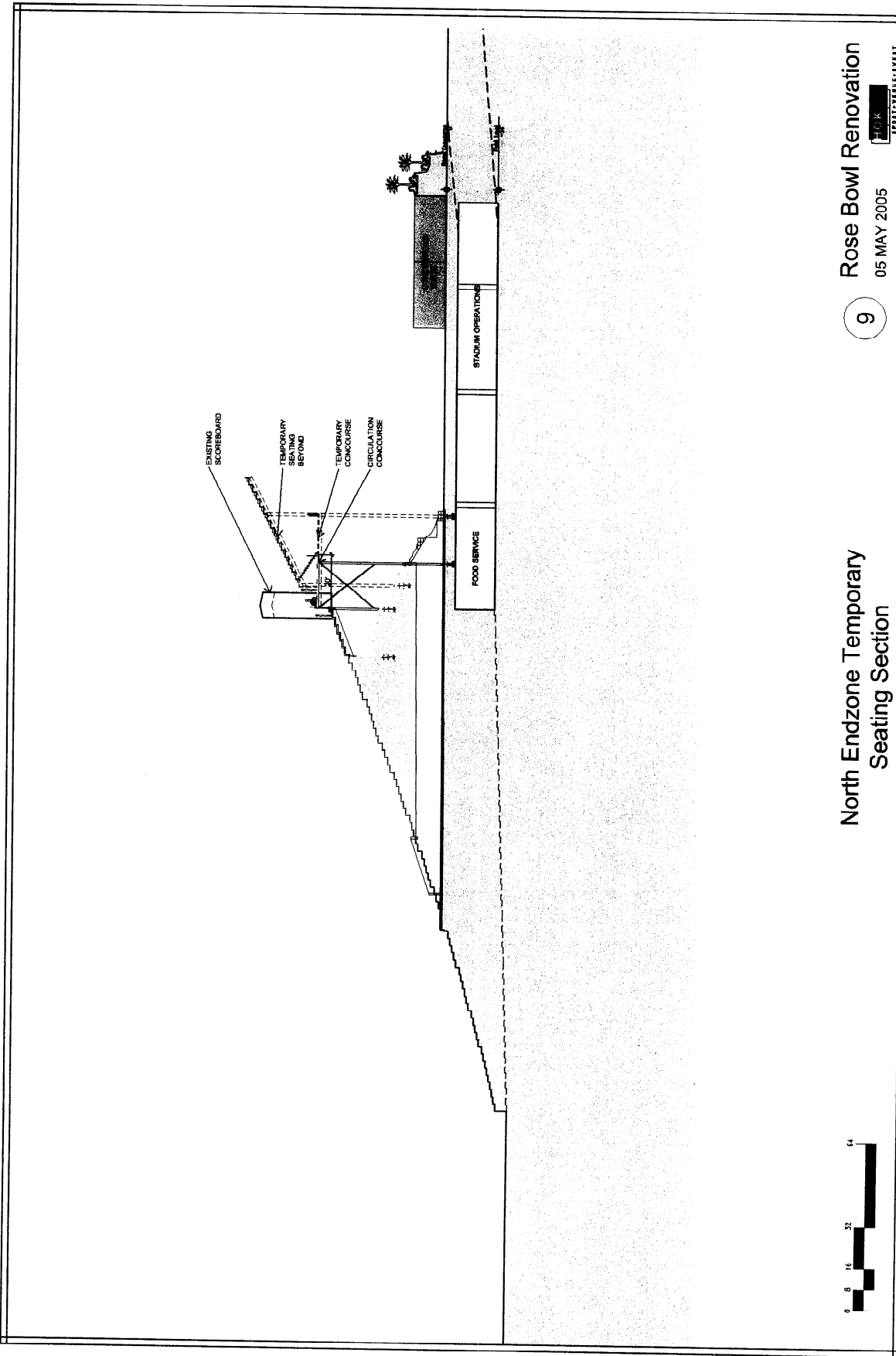
APPROVED AS TO FORM:

 5/12/05
(Michele B. Bagneris)

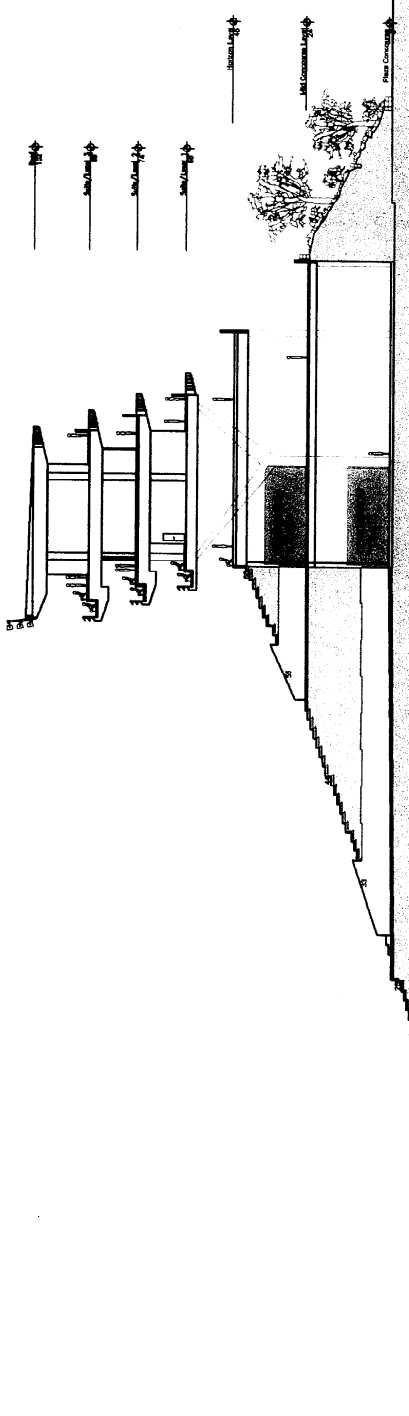
Michele B. Bagneris
City Attorney

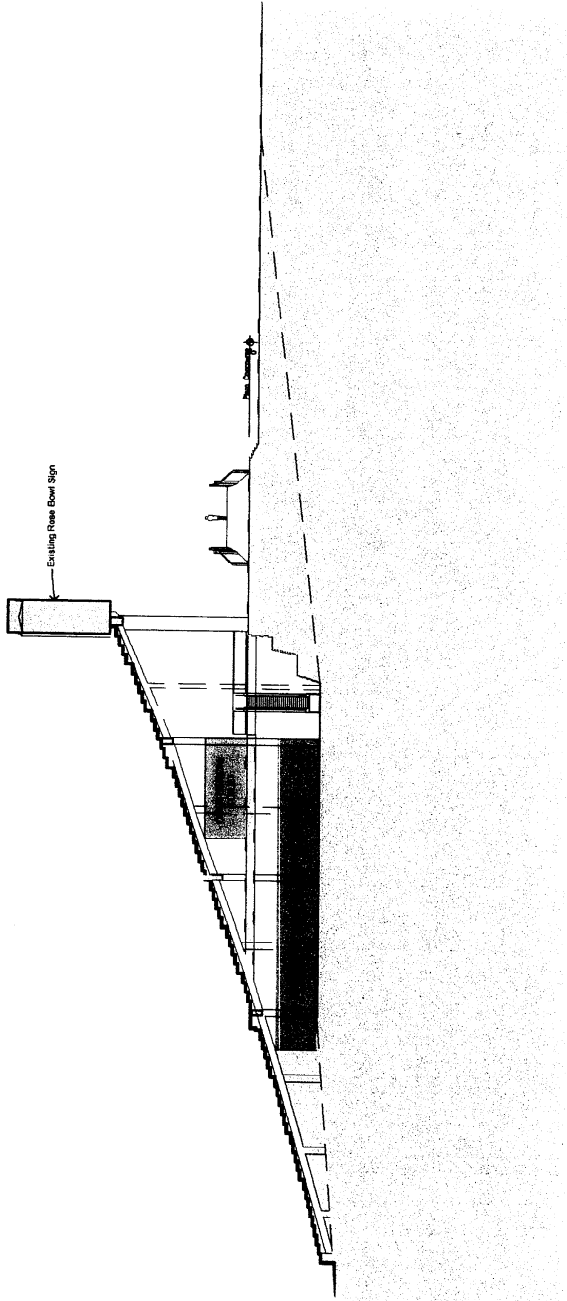
EXHIBIT A

[Conceptual Design]

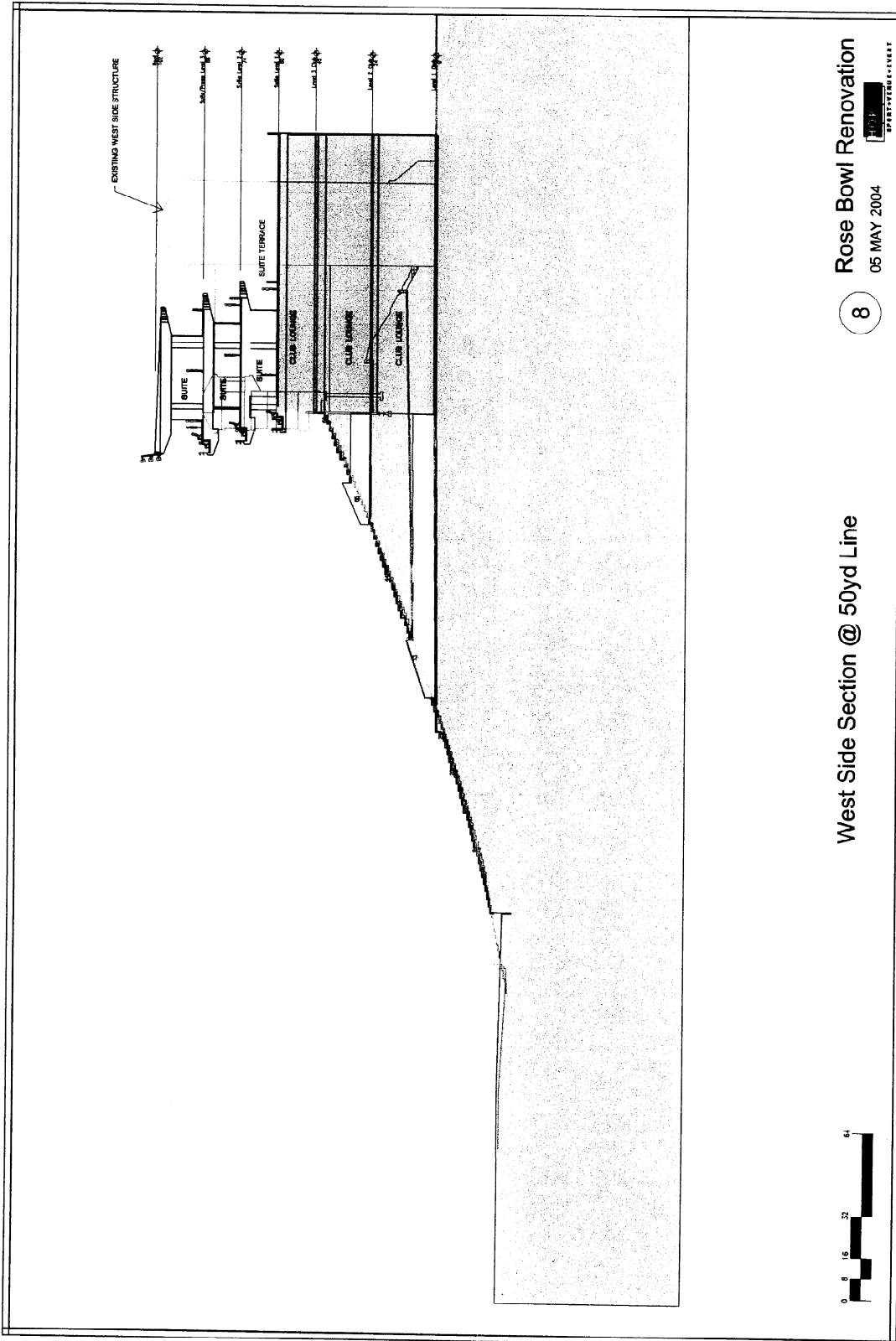


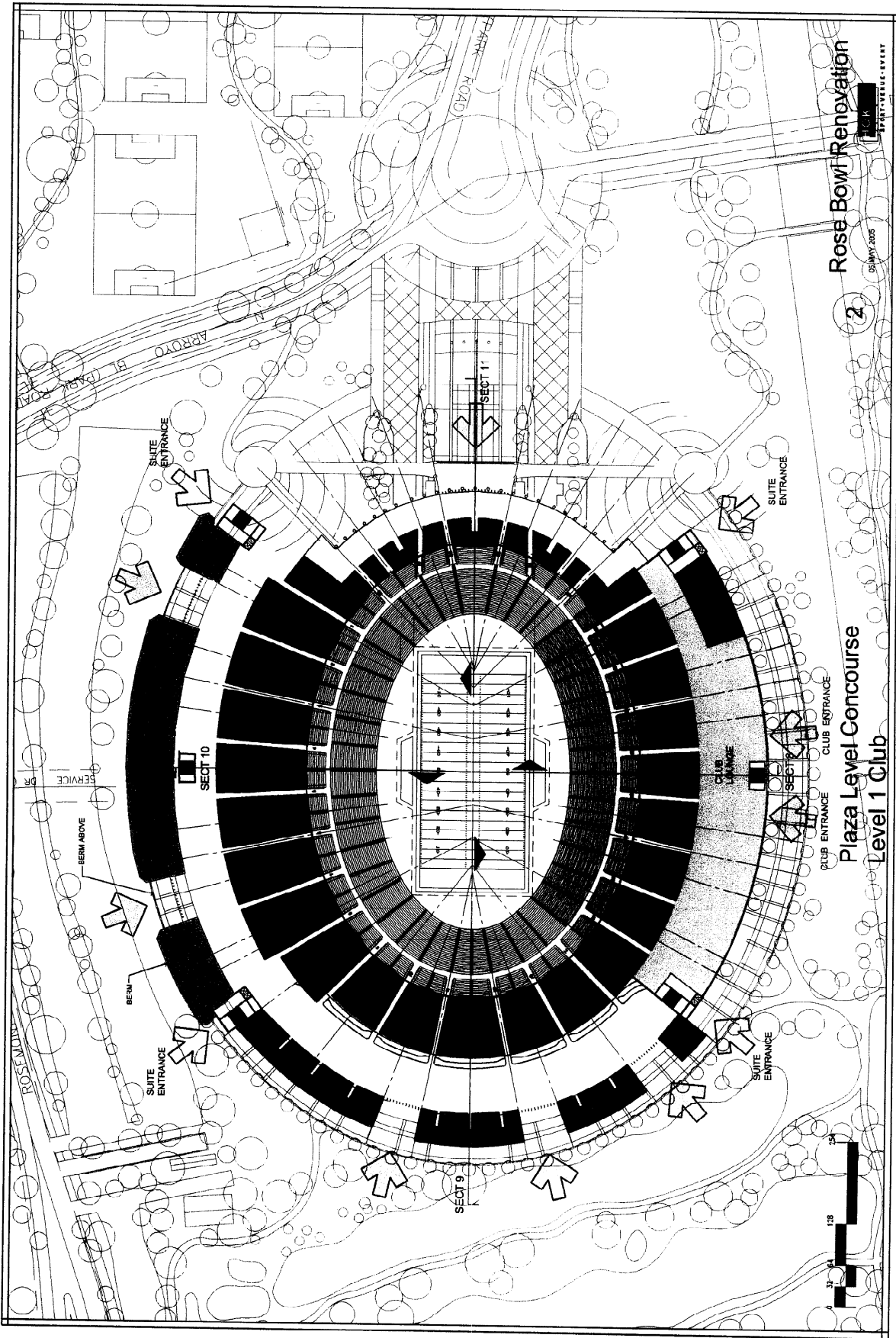
North Endzone Temporary Seating Section





South Endzone Section





Rose Bowl Renovation

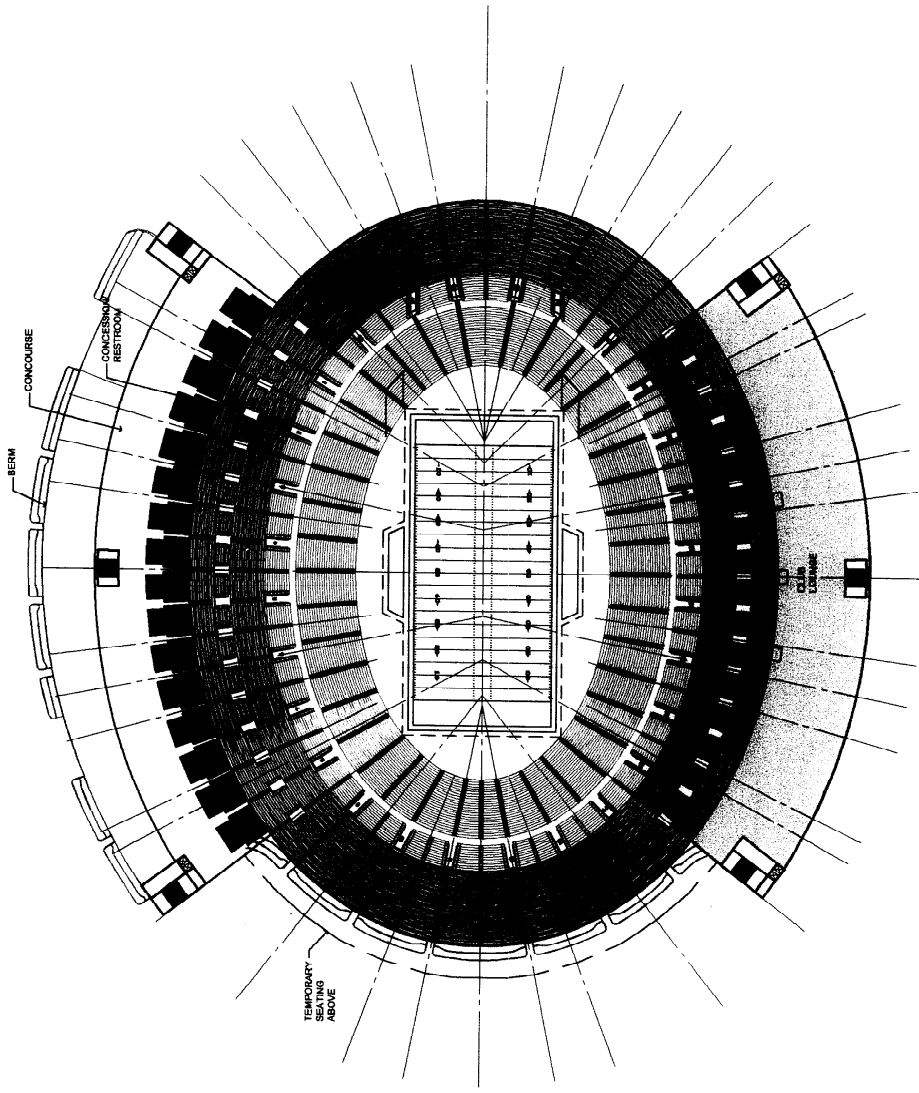
PLAZA LEVEL CONCOURSE
LEVEL 1 CLUB

2

01/14/2008

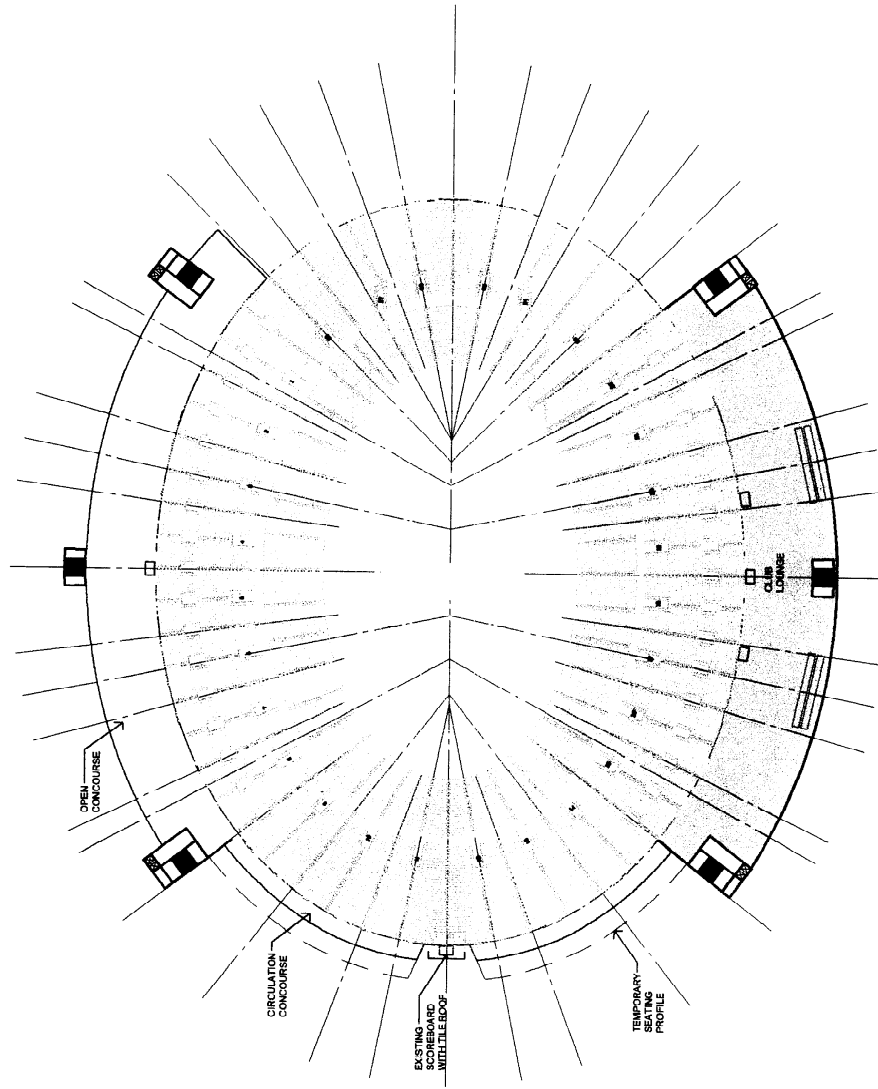
Plaza Level Concourse
Level 1 Club





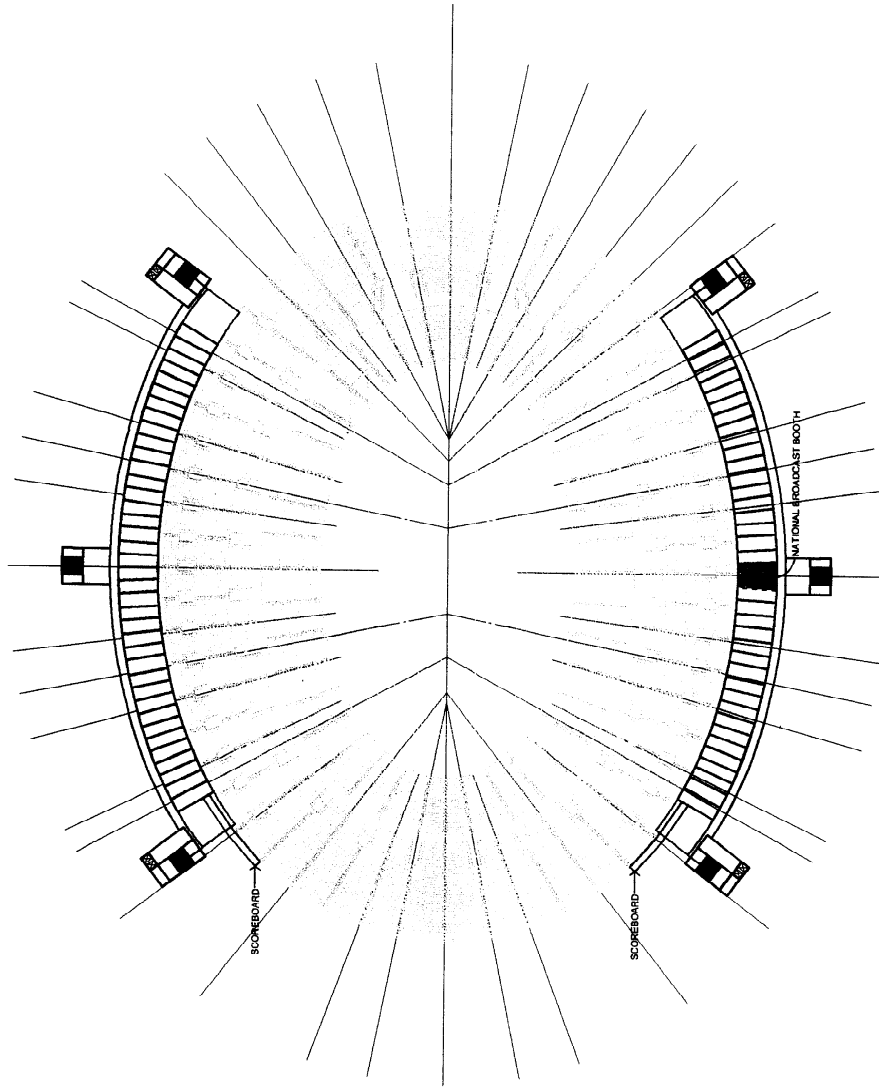
Mid Concourse
Level

4

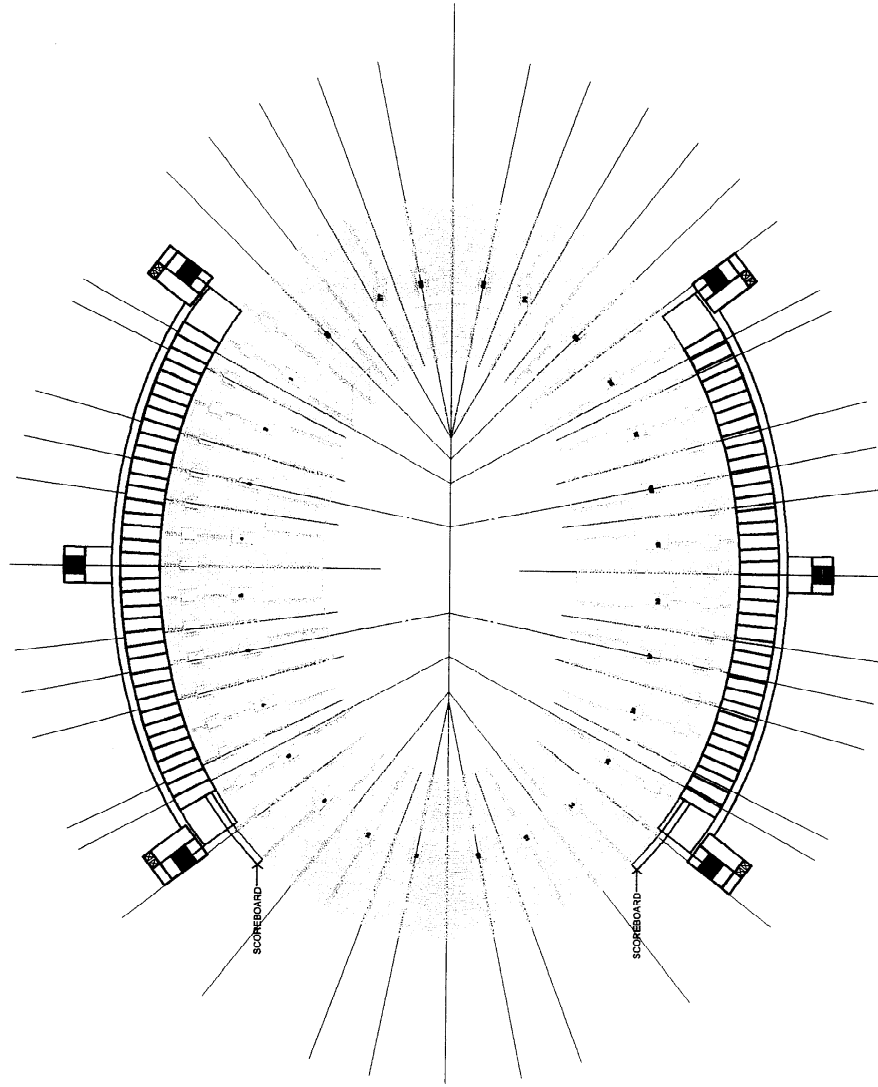


Horizon Level
3 Club

4

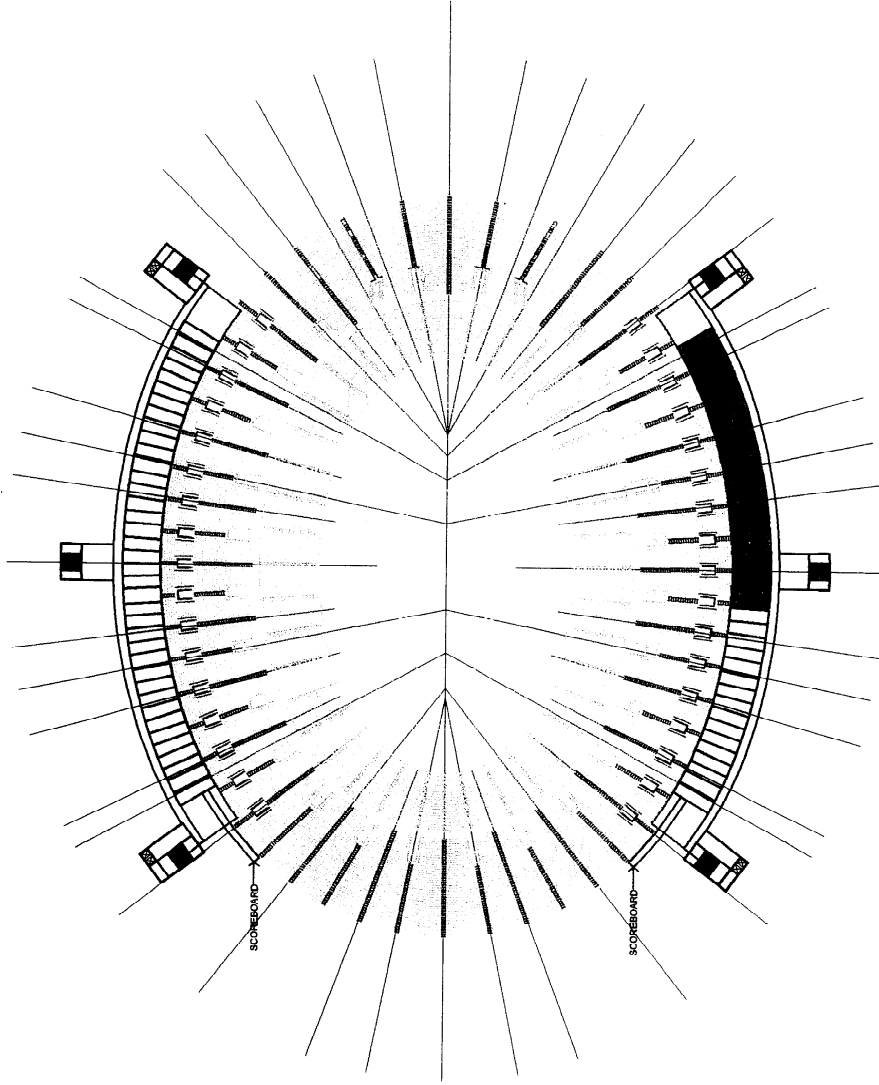


Suite Level 1
74 Suites



Suite Level 2
74 Suites

6



Suite/Press Level 3
54 Suites



7

EXHIBIT B

[Principal Term Sheet]

PRINCIPAL TERMS FOR
LEASE WITH THE NATIONAL FOOTBALL LEAGUE FOR USE OF
THE ROSE BOWL STADIUM

1. The NFL would enter into a 25-year lease of the Rose Bowl with up to six extension terms of five years each. The NFL would rehabilitate the Rose Bowl according to a City Council approved design, which is intended to maintain the building's designation as a National Historic Landmark. The rehabilitation would be paid for by the NFL and the Rose Bowl would be home Stadium for an NFL team;
2. The City would continue to own the Rose Bowl and the RBOC would continue its oversight role related to the tenants using the Rose Bowl. The RBOC will enter into a Management Agreement with the NFL for the day-to-day operations, management, maintenance and repair of the Rose Bowl based upon agreed upon standards;
3. If the NFL deal is consummated and implemented, the NFL will invest an estimated \$500 million to \$600 million in Stadium improvements. The RBOC will no longer be obligated to expend an estimated \$12 million towards Stadium improvements required under the City/UCLA 20 year agreement and will save nearly \$18.7 million in debt service costs over a 16-year period. In addition, RBOC will not have to expend nearly \$550,000 per year for ongoing capital maintenance improvements to the Stadium, thus saving an accumulative approximately \$8.8 million over a 16 year period. Thirdly, under a proposed management agreement with the NFL for the Rose Bowl Stadium, the RBOC will be able to reduce approximately \$3 million in Stadium operational costs per year. After assigning its interest in UCLA and Tournament of Roses revenues, the RBOC will save approximately \$1.8 million over a 16-year period;
4. The NFL would pay rent for use of the Rose Bowl Stadium;
5. The NFL would pay for all operations, maintenance, capital, repairs and improvements for the Rose Bowl during the lease term, subject to agreed upon standards;
6. There would be no more than 25 events annually at the Stadium with attendance of greater than 20,000 people. Up to eight of these events would be for the use of UCLA, up to two for the Tournament of Roses, and the remaining events for use by the NFL. There would be no more than 20 events annually at the Stadium with attendance of between 2,000 people and 20,000 people;
7. The City has the right to impose a parking surcharge on parking in the Arroyo on event days. The proceeds from the surcharge will be utilized to finance improvements related to the areas surrounding the Stadium within the Arroyo;
8. The NFL would protect the Tournament of Roses and UCLA from adverse financial impacts caused by alterations to the Stadium;

9. The NFL would bring Super Bowl games to the Rose Bowl during the term of the lease;
10. The NFL would provide public benefits to Pasadena, including participation in local non-profits and youth programs, and local employment during construction and for Stadium operations;
11. The NFL may name the Rose Bowl field, gates and plazas (i.e. XYZ Field at the Rose Bowl). They may not name the Stadium without prior City approval;
12. The City/RBOC would control all of the areas outside of the Stadium secured perimeter, but the NFL would have priority use of 18,000 parking spaces for their major events; use of 5,000 spaces for their medium events; and use of 500 spaces for small events and miscellaneous use.