

# Agenda Report

September 11, 2006

**TO:** CITY COUNCIL  
**FROM:** CITY MANAGER  
**SUBJECT:** LICENSE AGREEMENT WITH THE KSCI CHANNEL 18 TO CONDUCT THE LUNAR NEW YEAR PARADE & FESTIVAL

**RECOMMENDATION:**

It is recommended that the City Council:

1. Acknowledge that the proposed Lunar New Year Parade & Festival License Agreement and lifting of the Noise Ordinance are categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 Normal Operations for Public Gatherings and;
2. Approve an ordinance to suspend the Noise Ordinance by permitting amplified sound on a Sunday beginning at 9:00 am and Notice of Exemption and hold the first reading of same on Monday, September 11, 2006, with respect to the Lunar New Year Parade & Festival to be held in Old Pasadena and Central Park on Sunday, February 18, 2007 and;
3. Authorize the City Manager to enter into a license agreement according to the business points set forth in the body of the agenda report with KSCI Channel 18 and;
4. Direct the City Clerk to file the Notice of Exemption with the Los Angeles County Registrar-Recorder/County Clerk.

**BACKGROUND:**

The Lunar New Year Parade & Festival is a free, cultural event that honors and celebrates the Pan-Asian community's culture and customs. The event features a parade through Old Pasadena beginning at 10:00 am followed by a festival at

Central Park ending at 5:00 pm. The event features entertainment, floats, cuisine, children's activities, and contests.

KSCI's Lunar New Year Parade & Festival previously raised money for the Pasadena-based Kultura Philippine Folk Arts Association. KSCI has expanded their local partnership to include a commitment for marketing support to the Old Pasadena Management District and monetary and in-kind donations to the Pasadena-based non-profit Friends of the Castle Green.

### **ANALYSIS:**

On December 12, 2005, Council adopted the "Policy for Large Events in Public Parks" which defines a large event at Central Park as one that would host a maximum of 4,600 people at one time. The projected attendance for the Lunar New Year Parade & Festival is 6,000 people throughout the course of the day.

Council may waive these limits by approving a license agreement when they believe it is in the best interest of the community.

A suspension of the Noise Ordinance Section 9.36.220 (amplification sound regulations) and 9.36.230 (general noise sources) of the Pasadena Municipal Code is also required in order to conduct sound checks for the parade prior to 10:00 am. The lifting of the Noise Ordinance for this event would permit amplified sound at 9:00 am. The applicant is not seeking a waiver of the entire Noise Ordinance. Sound from the event will be consistent with the Noise Ordinance and will be monitored.

This event was held in previous years at the same location and posed no additional disturbance to surrounding neighbors that was not able to be resolved nor were there any additional public safety issues.

### **License Agreement**

The following are the major business points for the license agreement:

1. This would be a three year license agreement between the City and KSCI to produce their Lunar New Year Parade & Festival in Old Pasadena and at Central Park on February 18, 2007 and the date that Lunar New Year falls in each succeeding year of the agreement. The date of Lunar New Year is determined by the Chinese calendar and KSCI's event typically falls on the 1<sup>st</sup> day of the Lunar New Year week which is usually in February.
2. KSCI agrees to produce an on-air television promotion for Old Pasadena Management District and the event as a cultural destination and experience and annually provide monetary and in-kind donations to the Friends of the Castle Green in an amount equivalent to the rate KSCI pays for the park rental.
3. No tobacco or hard alcohol products of any kind would be used as a name sponsor or in any advertising.

4. KSCI will not hold the City responsible for the success of the Lunar New Year Parade & Festival.
5. The City would co-sponsor the event by calculating park rental rates at a non-profit rate based on KSCI's partnership with the Friends of the Castle Green, a Pasadena-based non-profit and the City logo would appear in all event promotional materials.

**Environmental Analysis**

Staff reviewed the project and determined that it is categorically exempt under CEQA Guidelines Section 15323, normal operations of Facilities for Public Gatherings.

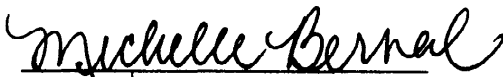
**FISCAL IMPACT:**

Any City costs that may be incurred, (i.e. sound meter reading, police and fire personnel, permit costs, park clean-up, etc.) are to be paid by KSCI. The estimated permitting costs for this event are \$28,496.


**Respectfully submitted,**

  
Cynthia J. Kurtz  
City Manager

**Prepared by:**

  
Michelle Bernal  
Special Events Coordinator

**Approved by:**

  
Richard J. Bruckner  
Director of Planning and Permitting

**Exhibits**

1. Environmental Exemption
2. Letter of Support from "Friends of the Castle Green"
3. Letter of Support from Old Pasadena Management District



## NOTICE OF EXEMPTION

To:  
Los Angeles County Clerk  
Business Filing & Registration  
12400 E Imperial Hwy Rm 1101  
Norwalk CA 90650

From:  
City of Pasadena  
Planning & Development Dept.  
175 N. Garfield Avenue  
Pasadena, California 91109

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**Project Title:**

Lunar New Year Parade & Festival License Agreement & Noise Ordinance Suspension

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**Project Address:**

275 S. Fair Raymond Avenue, Colorado Boulevard b/w Pasadena Avenue & Raymond Avenue

**Project City:** Pasadena **Project County:** Los Angeles

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**Project Description:**

KSCI Channel 18 proposes a one day parade and festival in Old Town Pasadena and at Central Park in February 2007 – 2009. The event is free to the public and celebrates Asian culture and customs. KSCI has applied for a license agreement to hold their event at Central Park thereby exceeding the large scale event attendance thresholds at Central Park established by the Park Policy adopted in December 2005. A suspension of the Noise Ordinance Section 9.36.220 (amplification sound regulations) and 9.36.230 (general noise sources) of the Pasadena Municipal Code is also required in order to conduct sound checks prior to the start of the parade.

**Name of Public Agency Approving Project:** City of Pasadena City Council

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**Project Contact Person:** Michelle Bernal, Planning & Development Department

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**Exempt Status (Check one):**

- Ministerial (CEQA Sec. 21080(b)(1); (CEQA Guidelines Section 15268)
- Declared Emergency (Sec. 21080(b)(3); 15269(a))
- Emergency Project (Sec. 21080(b)(4); 15269)(b)(c))
- Categorical Exemption. California Admin. Code Title 14 Chapter 3 Section 15323
- Statutory Exemption California Admin. Code Title 14 Chapter 3 Section
- General Rule California Admin. Code Title 14 Chapter 3 Sec. 15061 (b) (3)

**Reason why project is exempt:**

CEQA Guidelines Section 15323, Normal Operations of Facilities for Public Gatherings. This Special Event has been held annually in the same location and the City has a long history of hosting parades. Parades and festivals are a normal use for the area.

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**Lead Agency: Planning & Development Department**

**Contact Person:** Michelle Bernal

**Phone:** (626) 744-7216

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COMPLETED BY: *Michelle Bernal*

TITLE: Special Events Coordinator

DATE: 8/22/06

APPROVED BY: *Jennifer Page Sandoz*

TITLE: Environmental Administrator

DATE: 8-22-06



FRIENDS OF THE CASTLE GREEN

August 20, 2006

Joyce Shimazu  
Director of Community Relations  
LA 18/KSCI-TV  
1990 South Bundy Drive, Suite 850  
Los Angeles, CA 90025

Dear Ms. Shimazu:

It is with great pleasure and with wholehearted support that the Friends of the Castle Green (Friends) accept the role of City of Pasadena non-profit partner for KSCI-TV's annual Lunar New Years Parade and Festival in Old Pasadena. This parade follows in a great tradition, and the Friends are pleased that the annual Lunar New Years Parade & Festival have become yet another tradition in Pasadena. You may also know that the other famous parade in Pasadena was founded by an organization based at the original 1890's Hotel Green, of which the Castle Green was the West Annex expansion in 1898. So it is fitting that the Castle Green, through the Friends becomes involved yet again in a new, and hopefully lasting tradition. And with the hopeful extension of the Parade south on Raymond Avenue to Central Park, this takes the parade route in front of the Castle Green, as did the early Tournament of Roses parades.

Over the three-year term of this partnership, the Friends will receive in-kind support and/or monetary support from KSCI-TV. That support could be as simple as promotion of the two annual fundraising tours that the Friends sponsor at the Castle Green, and/or possibly some level of financial contribution to the Friends in support of their mission, which is to preserve and restore the historic Castle Green as a local, state and national landmark.

Your help in promoting the annual tours would be of great value to the Friends. Each tour typically raises \$8,000 - \$15,000 or more, with virtually all funds raised earmarked for restoration projects at the Castle Green. Within the last five years, the Friends have spent almost \$50,000 on restoration projects at the Castle Green, among them: a) painting of the "Bridge" above the entry to the Castle Green; b) a portion of the Hotel Green Carpet restoration project; c) the recent restoration of the original arched colonnade and lobby at the Penthouse. The Friends currently have earmarked funds for the completion of the Verandah Roof Restoration Project, involving manufacturing and installation of unique-sized, newly manufactured terra cotta roof tiles per the Secretary of Interior Standards as required by our landmark status.

Of course, any additional support such as tour advertising in other media or direct financial contributions to the Friends would multiply the benefits to this National Register landmark and to the Pasadena community at large.

Pasadena is known for opening its arms to the world and for multi-culturalism, and the chance to support another annual "New Years" parade is something that the Friends gladly welcome. With that support, however, comes an expectation of responsibility to respect Central Park. The Castle Green has vigorously defended the park, causing the City of Pasadena to re-evaluate the use of all parks for large events. Outside of the Christmas and Thanksgiving holiday feeding of the homeless at the park, these are the only events – both parade and festival – that are supported at Central Park. But having personally observed the first two Lunar New Years events, and the care taken to respect Central Park, the Friends are confident that this is not only an appropriate activity for the area, but one that will foster improvement in the area, and will be good for Old Pasadena as well.

The Friends are excited to be chosen by KSCI-TV as their partner in this world-class event. We look forward to a long and prosperous relationship with benefit to all.

Sincerely,

Mike Salazar  
For the Friends of the Castle Green  
Castle Green Condominiums  
99 South Raymond Avenue  
Pasadena, CA 91105  
310.392.6425 (Mike at home)  
626.577.6765 (Friends office)

cc: Michelle Bernal, – City of Pasadena

THE CASTLE GREEN, 99 SOUTH RAYMOND AVENUE, PASADENA, CALIFORNIA 91105



August 22, 2006

Michelle Bernal  
Special Events Coordinator, City of Pasadena  
175 N. Garfield Avenue  
Pasadena, CA 91109

Dear Ms. Bernal:

This letter is in support of the LA 18 Annual Lunar New Year Parade and Festival. This will be the third year the parade and festival are to be held in historic Old Pasadena. The Lunar New Year's Day is the most celebrated holiday of the year for most Asian Americans. The Pan-Asian event has instilled immense pride in the Asian-American communities and encouraged the non-Asian general public to join and share in the Asian festivities.

Last year's Annual Lunar New Year Parade held in Old Pasadena on the historical Colorado Boulevard route was a huge success, and contributed to the unique eclectic environment of Pasadena. This yearly event has been a wonderful addition to Pasadena.

Although the first year of the event presented multiple logistical challenges due to timing of the event and its street closures, last years execution represented a change in date and time as well as a better plan for traffic mitigation which resulted in the District's concerns being addressed positively and a much less intrusive impact on the businesses of Old Pasadena. Based on the continuation of the current cooperation, communication and partnership that LA 18 has shown this Board and the District, the Board of Directors of the Old Pasadena Management District unanimously endorse and support the upcoming January 2007 parade and festival. Last year LA 18 produced a great event that many residents of Pasadena as well as other neighboring communities took part in and enjoyed, once again reinforcing the unique environment and climate that only Pasadena can offer. The Board of Directors of Old Pasadena Management District look forward to another very successful Lunar New Year Parade and Festival.

Sincerely,

A handwritten signature in black ink that reads "Steve Mulheim". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Steve Mulheim  
Vice President of Operations  
cc: LA 18 KSCI TV