

Agenda Report

June 4, 2007

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: LICENSE AGREEMENT WITH THE PASADENA HERITAGE TO CONDUCT THE CELEBRATION ON THE BRIDGE

RECOMMENDATION:

It is recommended that the City Council:

1. Acknowledge that the proposed Pasadena Heritage 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 Saturday until 10:30 pm and a Notice of Exemption and hold the first reading of same on Monday, June 4, 2007, with respect to the Celebration on the Bridge to be on the Colorado Street Bridge and at Defender's Park on Saturday, July 14, 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 Pasadena Heritage and;
4. Direct the City Clerk to file the Notice of Exemption with the Los Angeles County Registrar-Recorder/County Clerk.

BACKGROUND:

Pasadena Heritage is a local non-profit organization whose mission is to identify, preserve, and protect the historic, architectural, and cultural resources of the City of Pasadena through advocacy, education, and oral histories.

Pasadena Heritage has organized the "Celebration on the Bridge" in Pasadena for the past 25 years. The "Celebration on the Bridge" is the signature fundraiser for Pasadena Heritage and provides an opportunity for the organization to conduct outreach and public awareness about the programs and services that Pasadena Heritage offers to the local community. The event typically draws 4,000 attendees over the course of 5 hours and features music, entertainment, food, and a vintage car display.

The "Celebration on the Bridge" nets \$50,000 fundraising dollars which is used to support Pasadena Heritage's preservation efforts through grants and program development.

ANALYSIS:

On December 12, 2005, Council adopted the "Policy for Large Events in Public Parks" which prohibits parking motor vehicles on turf. Council may waive this restriction by approving a license agreement when they believe it is in the best interest of the community.

Pasadena Heritage is requesting to park 16 vintage vehicles on the turf at Defender's Park. The organization has a good track record of parking motor vehicles on the turf without causing damage. The vehicles are parked on the turf area north of the sidewalk from Orange Grove to Colorado. Due to the limited space available on the Bridge and public right-of-way, Defender's Park is the only other possible location for the display vehicles without compromising public safety or eliminating other elements of the event.

The vehicles are parked in accordance with the conditions established by the Parks & Natural Resources Division of the Public Works Department designed to mitigate any damage to turf. Vehicles are not parked on the turf if there is inclement weather. The operator of the vehicle must adhere to approved access routes into and out of the park, and the Director of Public Works reserves the right to increase the amount of the security deposit requirements for the event if it has the potential of having a greater impact on City resources.

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 requested for the stages along the Colorado Street Bridge. The lifting of the Noise Ordinance for this event would permit amplified sound until 10:30 pm. 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.

License Agreement

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

1. This would be a three year license agreement (with an option of a fourth year) between the City and Pasadena Heritage to produce their

- Celebration on the Bridge event at Defender's Park and on the Colorado Street Bridge on July 14, 2007, July 19, 2008, July 18, 2009, and a date in 2010 (should the City and Pasadena Heritage exercise the option to extend a fourth year).
2. Pasadena Heritage will have the right to stage a mutually agreed upon number of vehicles on turf, weather and condition permitting.
 3. Pasadena Heritage will not hold the City responsible for the success of the Celebration on the Bridge event and will have the right to cancel by June 1st for each year of the term of this agreement.
 4. Pasadena Heritage will be granted a Noise Ordinance Suspension until 10:30 pm for the 2 stages along the Colorado Street Bridge.
 5. The City will co-sponsor the event by waiving park permit rental fees and the City logo will appear in all event promotional materials.

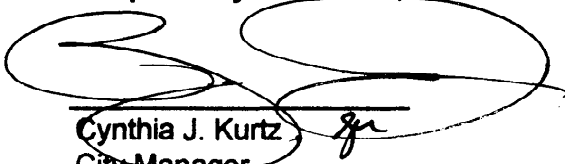
Environmental Analysis

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 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 Pasadena Heritage.

Respectfully submitted,



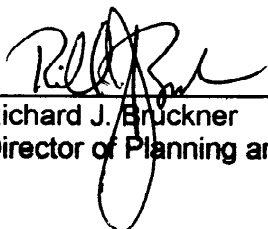
Cynthia J. Kurtz
City Manager

Prepared by:



Michelle Bernal
Special Events Coordinator

Approved by:



Richard J. Bruckner
Director of Planning and Permitting

Exhibits

1. Environmental Exemption



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

Project Title: Pasadena Heritage License Agreement & Noise Ordinance Suspension for Celebration on the Bridge

Project Address:
Orange Grove Boulevard & Colorado Boulevard

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

Project Description:

Pasadena Heritage proposes a one day festival at Defender's Park and along the Colorado Street Bridge on Saturday, July 14, 2007, July 19, 2008, and July 18, 2009. The event is a fundraiser for Pasadena Heritage and features music, entertainment, food, and public outreach. Pasadena Heritage has applied for a license agreement to hold their event at these two locations and to park motor vehicles on the turf thereby requiring an exemption from 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 allow amplified sound along the Colorado Street Bridge until 10:30 pm.

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

Project Contact Person: Michelle Bernal, Planning & Development Department

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 (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 gathering had been held annually since 1981 in the same location and is deemed to be normal use for the area. The exemption is necessary to allow for amplified sound noise after 10:00 pm on Saturday, July 14, 2007.

Lead Agency: City of Pasadena Planning & Development Department
Contact Person: Michelle E. Bernal Phone: (626) 744-7216

COMPLETED BY: *Michelle Bernal*
TITLE: Special Events Coordinator
DATE: 5/21/07

APPROVED BY: *Michelle E. Bernal*
TITLE: Environmental Administrator
DATE: 5/22/07