

Agenda Report

July 23, 2012

TO: Honorable Mayor and City Council
FROM: Planning Department
SUBJECT: URBAN LAND INSTITUTE (ULI) -- ROSE BOWL AND CENTRAL ARROYO REPORT

RECOMMENDATION:

This report is being provided for informational purposes only.

EXECUTIVE SUMMARY:

In January 2012, the Urban Land Institute (ULI) visited Pasadena to conduct a Governors Advisory Panel (GAP) for the 254 acre Rose Bowl and Central Arroyo Seco. Their study looked at ways Pasadena could enhance revenue from the Central Arroyo by creating additional amenities without creating negative impacts on the surrounding neighborhoods. During their visit, the panel toured the area, interviewed stakeholders, brainstormed ideas, developed recommendations and presented their ideas to the community.

Their recommendations have been summarized in a written report, which was recently distributed to the City Council and stakeholders. Primary recommendations from the report included establishing a Central Arroyo Conservancy to plan and manage the area, creating a Rose Bowl visitors program built on existing and potential visitor flows and developing a fee-based parking program.

BACKGROUND:

The ULI is a non-profit organization founded in 1936, and currently has nearly 30,000 members worldwide representing the entire spectrum of the land use and development fields. Professionals represented include planners, architects, developers, public officials, real estate brokers, engineers, academicians and others. In the 1940s, the ULI started its Advisory Service Programs, where member-panels meet for 5-7 days to address complex land use planning and development projects, programs and policies. Over 15 panels are conducted annually on a variety of subjects. The process includes reviewing background materials, touring the subject area, interviewing stakeholders,

conducting brainstorming sessions, presenting their findings and producing a final report.

Recently, the ULI launched its Governor Advisory Panel (GAP) program. These follow the same model as the Advisory Services Programs, except that the assignments are shorter (3 days) and free of charge to communities. Only 2-3 GAPs will be conducted annually with the ULI selecting the topics and locations.

Rose Bowl and Central Arroyo Study

The Rose Bowl and Central Arroyo Study was the ULI's first-ever GAP. The panel arrived in Pasadena on January 30, 2012 and included professionals with backgrounds in planning, architecture, landscape design, real estate and economics. The panel's visit included informative presentations by City and Rose Bowl Operating Company (RBOC) staff, a tour of the Rose Bowl, Central Arroyo and surrounding areas, stakeholder interviews and brainstorming sessions. Their recommendations were presented to the community on February 2, 2012. The final report was forwarded to the City Council and community in June 2012.

The panel interviewed over 30 people as stakeholders in small groups. They included the Mayor, City Council members and representatives from the following:

- City staff
- RBOC Board
- City Commissions
- Adjacent neighborhood associations
- Community groups such as Pasadena Heritage
- Tournament of Roses Association
- American Golf (Brookside Golf Course)
- Kidspace and the Rose Bowl Aquatics Center
- American Youth Soccer Organization (AYSO)
- Pasadena Chamber of Commerce and business groups

The Report's Objectives and Recommendations

Staff requested the panel consider and evaluate how the City could generate revenues from users to maintain and enhance the Arroyo experience without displacing existing users and negatively affecting the surrounding neighborhoods. Additional questions asked included what public investments should be made in the Central Arroyo and improvements to the golf course and clubhouse to enhance the use experience. In addition, the panel was asked to brainstorm ways for the City to better capitalize on existing tourists that visit the Arroyo Seco, the Rose Bowl's brand/image and the presence of Kidspace and the Rose Bowl Aquatics Center.

The panel felt that to address the objectives outlined above and accomplish the overall goals of better allocating resources in an efficient and thoughtful manner, the City needed to better manage the entire Arroyo Seco, coordinate activities, manage scarce

resources, pool financial resources and improve the overall user experience. To accomplish these tasks, the panel had the following primary recommendations:

- Establish a Central Arroyo Conservancy to plan and manage the area;
- Create a Rose Bowl visitors program built on existing and potential visitor flows; and
- Develop a fee-based parking program.

In addition to the immediate actions outlined above, the City and conservancy should plan and implement a series of near- and long- term Arroyo-wide improvements, including:

- Redevelop the Brookside clubhouse so that it serves a broader range of visitors;
- Reimagine and reorganize the golf course, including xeriscaping, raising greens fees and coordinating with other users in the Arroyo;
- Reorganize the parking and playfields; and
- Naturalize the Arroyo Stream.

Next Steps

This workshop is being held for staff to present the report and answer any questions. If the City Council wishes to move forward with implementing the recommendations outlined in the report, staff can return on a later date with an implementation strategy.

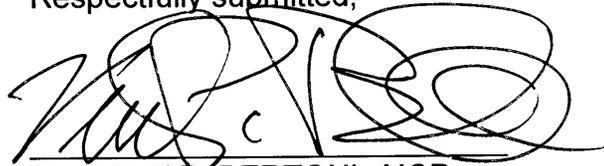
COUNCIL POLICY CONSIDERATION:

The report's objectives and recommendations are consistent with many of the City Council's Strategic Plan goals. These include to maintain fiscal responsibility and stability, to improve, maintain and enhance public facilities and infrastructure and to support and to promote Pasadena's quality of life and the local economy.

FISCAL IMPACT:

This workshop is for informational purposes only. The implementation of the report's recommendations may result in direct and indirect fiscal impacts that cannot be quantified at this time.

Respectfully submitted,



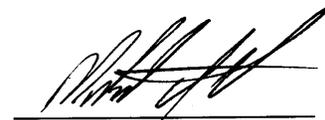
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Attachment:

Attachment A: ULI -- Rose Bowl and Central Arroyo Report