

RESOLUTION NO. - _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA CERTIFYING THE FINAL ENVIRONMENTAL IMPACT REPORT, ADOPTING FINDINGS PURSUANT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT, AND ADOPTING A MITIGATION MONITORING AND REPORTING PROGRAM FOR THE AMENDMENT OF THE ARROYO SECO PUBLIC LANDS ORDINANCE AND THE TEMPORARY USE OF THE ROSE BOWL STADIUM BY THE NATIONAL FOOTBALL LEAGUE (NFL).

Section 1. The proposed “Project” consists of an amendment to the Arroyo Seco Public Lands Ordinance (“Ordinance”) to temporarily allow up to 13 additional displacement events to occur annually at the Rose Bowl, in connection with a potential lease to the National Football League (“NFL”).

Section 2. On March 16, 2012, a Notice of Preparation (“NOP”) was distributed to the State Office of Planning and Research and responsible agencies. The NOP was circulated from March 16, 2012 through April 18, 2012 to receive input from interested public agencies and private parties on issues to be addressed in the Environmental Impact Report (“EIR”). In addition, public scoping meetings were held on April 12, 2012 and April 14, 2012 to provide information on the Project and to receive additional comments on issues to be addressed in the EIR.

Section 3. In July of 2012 a Draft Environmental Impact Report (the “DEIR”) was prepared for the Project. In accordance with the California Environmental Quality Act (“CEQA”) (Cal. Pub. Res. Code §21000 *et seq.*) and the State Guidelines (the “Guidelines”) (14 Cal. Code Regs. §15000 *et seq.*) promulgated with respect thereto, the City analyzed the Project’s potential impacts on the environment.

Section 4. The City circulated the DEIR and the Appendices for the Project to the public and other interested parties for a 60-day comment period, in accordance with Guidelines Section 15105, from August 9, 2012 through October 8, 2012.

Section 5. During the comment period the DEIR was presented at three public meetings hosted by City commissions. The Planning Commission hosted a meeting on September 19, the Transportation Advisory Commission hosted a meeting on September 27, and the Recreation and Parks Commission hosted a meeting on October 2.

Section 6. The City prepared written responses to all comments received on the DEIR and those responses to comments are incorporated into the Final Environmental Impact Report (the "Final EIR"). The Responses to Comments were distributed to all public agencies that submitted comments on the DEIR at least 10 days prior to certification of the Final EIR.

Section 7. The Final EIR is comprised of the DEIR dated August 2012 and all appendices thereto; the Comments and Response to Comments on the DEIR, corrections and additions to the DEIR; the letter dated November 5, 2012 to Jessica Kirchner from Mark Glaser of Contemporary Services Corporation regarding security measures at NFL football games; the report to David Sinclair, dated October 26, 2012 from Historic Resources Group regarding Rose Bowl Temporary NFL Project DEIR Cultural Resources Consultation; and the Mitigation Monitoring and Reporting Program. The letter from Mark Glaser and the report from Historic Resources Group were prepared in response to questions and concerns raised during the public comment process and have been included in the Final EIR pursuant to Guidelines Section 15132, which provides that a Final EIR shall include responses to significant environmental points raised during the public comment process and any other information added by the lead agency.

Section 8. As required by the operating agreement between the City of Pasadena and the Rose Bowl Operating Company ("RBOC"), on November 13, 2012 the RBOC Board of Directors reviewed the proposed amendments to the Ordinance. At that meeting, the RBOC Board of Directors recommended [insert action after meeting].

Section 9. On November 19, 2012, the City Council held a duly noticed public hearing to consider the Final EIR and amendments to the Ordinance. Evidence, both written and oral, including the staff reports and supporting documentation was presented at that hearing.

Section 10. The findings made in this Resolution are based upon the information and evidence set forth in the Final EIR and upon other substantial evidence that has been presented at the hearings and in the record of the proceedings, including the letter and associated materials presented to the City Council by Barrett Sports Group, LLC. 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 for public examination during normal business hours at the Planning and Development Department, City of Pasadena, 175 North Garfield Avenue, Pasadena, California 91109. The custodian of records is David Sinclair with the City of Pasadena Planning Department. Each of those documents is incorporated herein by reference.

Section 11. 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 the Project.

Section 12. Section 15091 of the State CEQA Guidelines requires that the City, before approving the Project, make one or more of the following written finding(s) for each significant effect identified in the Final EIR accompanied by a brief explanation of the rationale for each finding:

(a) Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant environmental effects as identified in the Final EIR; or,

(b) Such changes or alterations are within the responsibility and jurisdiction of another public agency and not the agency making the finding. Such changes have been adopted by such other agency or can and should be adopted by such other agency; or,

(c) Specific economic, legal, social, technological, or other considerations, including provision of employment opportunities for highly trained workers, make infeasible the mitigation measures or project alternatives identified in the final EIR.

These required findings are set forth in the attached Exhibit A.

Section 13. Environmental impacts identified in the Initial Study and Final EIR that are found to be less than significant and do not require mitigation are described in Sections IV and V, respectively of Exhibit A, attached hereto and incorporated herein by reference.

Section 14. Environmental impacts, or certain aspects of impacts, identified in the Final EIR as potentially significant, but that can be reduced to less than significant levels with mitigation, are described in Exhibit A, Section VI, attached hereto and incorporated herein by reference.

Section 15. Environmental impacts identified in the Final EIR as significant and unavoidable despite the imposition of all feasible mitigation measures are described in Exhibit A, Section VII, attached hereto and incorporated herein by reference.

Section 16. Alternatives to the Project that might eliminate or reduce significant environmental impacts are described in Exhibit A, Section VIII, attached hereto and incorporated herein by reference.

Section 17. Public Resources Code Section 21081.6 requires the City to prepare and adopt a mitigation monitoring and reporting program for any project for which mitigation measures have been imposed to assure compliance with the adopted mitigation measures. The Mitigation Monitoring and Reporting Program is attached hereto as Exhibit C, and is hereby incorporated herein by reference.

Section 18. Prior to taking action, the City Council reviewed, considered and has exercised its independent judgment in considering the Final EIR and all of the information and data in the administrative record, and all oral and written testimony presented to it during

meetings and hearings and finds that the Final EIR is adequate and was prepared in full compliance with CEQA. No comments or any additional information submitted to the City have produced any substantial new information requiring additional recirculation or additional environmental review of the Project under CEQA.

Section 19. **NOW THEREFORE, BE IT RESOLVED THAT** the City Council of the City of Pasadena, California, hereby certifies the Final Environmental Impact Report, adopts findings pursuant to the California Environmental Quality Act as set forth in Exhibit A attached hereto and incorporated herein by reference; and adopts the Mitigation Monitoring and Reporting Program attached hereto as Exhibit B and incorporated herein by reference. The mitigation measures set forth in the Final EIR and the Mitigation Monitoring and Reporting Program, including Additional Measure AM 3.7-2.1, are hereby incorporated into the project and made conditions of the Project.

Adopted at the _____ meeting of the City Council on the ___ day of _____, 2012 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mark Jomsky, CMC
City Clerk

APPROVED AS TO FORM:



Theresa E. Fuentes
Assistant City Attorney

EXHIBIT A

Findings and Facts in Support of Findings

I. Introduction.

The California Environmental Quality Act (“CEQA”) and the State CEQA Guidelines (the “Guidelines”) provide that no public agency shall approve or carry out a project for which an environmental impact report has been certified which identifies one or more significant effects on the environment that will occur if a project is approved or carried out unless the public agency makes one or more of the following findings:

A. Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant environmental effects identified in the EIR.

B. Such changes or alterations are within the responsibility of another public agency and not the agency making the finding. Such changes have been adopted by such other agency or can and should be adopted by such other agency.

C. Specific economic, social, or other considerations make infeasible the mitigation measures or project alternatives identified in the EIR.¹

Pursuant to the requirements of CEQA, the City Council hereby makes the following environmental findings in connection with the proposed Project. These findings are based upon evidence presented in the record of these proceedings, both written and oral, the DEIR, and all of its contents, the Comments and Responses to Comments on the EIR, and staff and consultants’ reports presented through the hearing process, which comprise the Final EIR.

II. Project Objectives.

As set forth in the EIR, the proposed Project is intended to achieve a number of objectives (the “Project Objectives”), as follows:

A. Generate revenue to fund City services and offset the costs associated with the Rose Bowl renovation project.

B. Promote economic development in the project area and greater Pasadena through increased event activity and tourism.

C. Conserve resources and avoid environmental impacts by utilizing existing infrastructure and parking facilities.

D. Utilize the existing parking supply and establish a parking management plan to distribute parking consistent with arrival and departure directions to efficiently disperse

¹ Cal. Pub. Res. Code § 21081; 14 Cal. Code Regs. § 15091.

project traffic, facilitate access to and from the site, and reduce traffic in the immediate vicinity to minimize potential pedestrian/vehicular conflicts.

III. Background

The Rose Bowl is currently limited by the Arroyo Seco Public Lands Ordinance of the City of Pasadena Municipal Code (the "Ordinance") to no more than 12 displacement events (attendance exceeding 20,000) per year, unless the City Council makes certain findings. Such events occur primarily on the weekends, although concerts, football championship (BCS) games, and soccer events are often held during the week. The proposed Project would amend the Ordinance to allow an additional 13 displacement events to occur annually at the Rose Bowl Stadium for a total of 25 displacement events per year without further findings. Approximately seven events would continue to be reserved for UCLA football games and up to two post-season collegiate games, including the Rose Bowl Game. Up to 13 events would be reserved for the NFL, with up to two games held on weeknights. The Rose Bowl would continue to host other displacement events such as concerts and international soccer games with the total number of displacement events not to exceed 25 per year. The Amendment to the Ordinance would allow the NFL to use the Rose Bowl for a period of up to five years, beginning no sooner than the 2013-2014 season.

The proposed Project does not include any physical changes to the Rose Bowl Stadium or any of the surrounding features. It would not increase or decrease the seating available at the Stadium, nor does it increase or decrease associated parking. The Project does not include any ground disturbing or excavation activities, any interior or exterior renovation to the Rose Bowl, or any new permanent structures on the Project site.

IV. Effects Determined to be Less Than Significant/No Impact in the Initial Study/Notice of Preparation.

The City of Pasadena issued a Notice of Preparation (NOP) and conducted an Initial Study to determine the potential environmental effects of the Project. In the course of this evaluation, the Project was found to have no impact in certain impact categories because a project of this type and scope would not create such impacts or because of the absence of project characteristics producing effects of this type. The following effects were determined not to be significant or to be less than significant for the reasons set forth in the Initial Study, and were not analyzed in the EIR because they require no additional analysis to determine whether the effects could be significant.

A. AESTHETICS

1. The Project will not have a substantial adverse effect on a scenic vista.
2. The Project will not substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway.
3. The Project will not substantially degrade the existing visual character or quality of the site and its surrounding.

4. The Project will not create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

B. AGRICULTURAL RESOURCES

1. The Project will not convert prime farmland, unique farmland, or farmland of statewide importance to non-agricultural use.
2. The Project will not conflict with existing zoning for agricultural use or a Williamson Act contract.
3. The Project does not conflict with existing zoning for, or cause rezoning of, forest land, timberland, or timberland zoned as Timberland Production.
4. The Project does not result in the loss of forest land or conversion of forest land to a non-forest use.
5. The Project does not involve other changes in the existing environment that, due to their location or nature, could result in conversion of Farmland to non-agricultural use.

C. AIR QUALITY

1. The Project would not conflict with or obstruct implementation of the applicable air quality plan.
2. The Project would not create objectionable odors affecting a substantial number of people.

D. BIOLOGICAL RESOURCES

1. The Project will not have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service.
2. The Project will not have a substantial adverse effect on any riparian habitat identified in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service.
3. The Project will not have a substantial adverse effect on federally protected wetlands through direct removal, filling, hydrological interruption, or other means.
4. The Project will not interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native

resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites.

5. The Project would not conflict with any local policies or ordinances protecting biological resources, such as the tree preservation policy or ordinance.
6. The Project will not conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan.

E. CULTURAL RESOURCES

1. The Project will not cause a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines Section 15064.5. As further supported in the report prepared by Historic Resources Group and incorporated into the Final EIR, none of the character-defining features of the Rose Bowl would be relocated, altered, demolished or otherwise modified as a result of the proposed Project. The Project does not involve any physical changes to the stadium or the surrounding area. Any wear and tear that results from the regular use of a historical resource is not considered a substantial adverse change under CEQA. Thus, the addition of 13 new displacement events per year for a temporary five-year period would not cause a substantial adverse change in the significance of a historical resource.
2. The Project will not cause a substantial adverse change in the significance of an archeological resource pursuant to CEQA Guideline Section 15064.5.
3. The Project will not directly or indirectly destroy a unique paleontological resource or site or unique geological feature.
4. The Project will not disturb any human remains, including those interred outside of formal cemeteries.

F. ENERGY

1. The Project will not conflict with any adopted energy conservation plans.
2. The Project will not use non-renewable resources in a wasteful and inefficient manner.

G. GEOLOGY AND SOILS

1. The Project will not expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:
 - a. Rupture of a known earthquake fault;

- b. Strong seismic ground shaking;
 - c. Seismic-related ground failure, including liquefaction; or
 - d. Landslides.
2. The Project will not result in substantial soil erosion or the loss of topsoil.
 3. The Project will not be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the Project, nor result in on- or off-site landslides, lateral spreading, subsidence, liquefaction or collapse.
 4. The Project will not be located on expansive soil, creating substantial risks to life or property.
 5. The Project will not have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater.

H. HAZARDOUS AND HAZARDOUS MATERIALS

1. The Project will not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials.
2. The Project will not create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment.
3. The Project will not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school.
4. The Project will not be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.
5. The Project is not located within an airport land use plan or, where such plan has not been adopted, within two miles of a public airport or public use airport, and thus the Project would not result in a safety hazard for people residing in the Project area.
6. The Project is not located within the vicinity of a private airstrip.
7. The Project will not impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan.

8. The Project will not expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are subject to urbanized areas or where residences are intermixed with wildlands.

I. HYDROLOGY AND WATER QUALITY

1. The Project will not violate any water quality standards or waste discharge requirements.
2. The Project will not substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted).
3. The Project will not substantially alter the existing drainage pattern of the site or area, including the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on or off site.
4. The Project will not substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on or off site.
5. The Project will not create or contribute runoff water, which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff.
6. The Project will not otherwise substantially degrade water quality.
7. The Project will not place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map.
8. The Project will not place structures within a 100-year flood hazard area that would impede or redirect flood flows.
9. The Project will not expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam.
10. The Project will not expose people or structures to a significant risk of loss, injury or death involving inundation by seiche, tsunami, or mudflow.

J. MINERAL RESOURCES

1. The Project will not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state.
2. The Project will not result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan.

K. POPULATION AND HOUSING

1. The Project will not induce substantial population growth in the area either directly or indirectly.
2. The Project will not displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere.
3. The Project will not displace substantial numbers of people, necessitating the construction of replacement housing elsewhere.

L. UTILITIES AND SERVICE SYSTEMS

1. The Project will not exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board.
2. The Project will not require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects.
3. The Project will not require or result in the construction of new stormwater drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects.
4. The Project will not require new or expanded entitlements to provide sufficient water supplies to serve the Project.
5. The Project will not result in a determination by the wastewater treatment provider, which serves or may serve the project that it has adequate capacity to serve the Project's projected demand in addition to the provider's existing commitments.
6. The Project will be served by a landfill with sufficient permitted capacity to accommodate the Project's solid waste disposal needs.
7. The Project will comply with federal, state, and local statutes and regulations related to solid waste.

V. Effects Determined to be Less Than Significant without Mitigation in the EIR.

The EIR found that the proposed Project would have a less than significant impact without the imposition of mitigation on a number of environmental topic areas listed below. For some of these environmental topics, regulatory measures will be imposed as mitigation measures and are detailed in the Mitigation Monitoring and Reporting Program, and will have the effect of ensuring that the less than significant impacts remain less than significant. A less than significant environmental impact determination was made for each of the following topic areas listed below, based on the more expansive discussions contained in the Final EIR.

A. AIR QUALITY

1. The Project would not expose sensitive receptors in the vicinity of the Project to substantial pollutant concentrations.

B. GREENHOUSE GAS EMISSIONS

1. The Project would generate greenhouse gas emissions due to the increased number of events at the Rose Bowl Stadium, but the increased emissions would not exceed the significance threshold of 4.8 MTCO₂e per SP per year.

C. LAND USE

1. The Project will not physically divide an established community.
2. The Project will not conflict with any applicable land use plan, policy or regulation of an agency with jurisdiction over the Project.

D. TRANSPORTATION/TRAFFIC

1. The Project will not significantly and adversely affect pedestrian and bicycle facilities that provide access to the Rose Bowl. Additionally, bicycle valet parking will be provided at the Parsons shuttle stop.

VI. Potentially Significant Environmental Impacts Determined to be Mitigated to a Less Than Significant Level.

The EIR identified the potential for the Project to cause significant environmental impacts in the areas of air quality, greenhouse gas emissions, land use and planning, noise, public services, recreation, and transportation and traffic.

The City Council finds that the feasible mitigation measures for the Project identified in the Final EIR would reduce the Project's impacts in certain Recreation impact areas and Parking impact areas to a less than significant level, as described below. The Project's significant and unavoidable impacts are discussed in Section VII. In Section 19 of this Resolution, the City Council adopts all of the feasible mitigation measures for the Project described in the Final EIR as conditions of approval of the Project and incorporates those into the Project.

A. RECREATION

1. Potentially Significant Impact to Parks

The Project has the potential to result in the physical deterioration of neighborhood or regional parks, and/or require the construction of new parks to accommodate the demand for park space. However, with the incorporation of mitigation measure 3.6-1 described below, any impact will be reduced to a less than significant level. Additionally, in response to comments on the DEIR, the City Council has adopted mitigation measure 3.6-5 to further address concerns of residents, although mitigation measure 3.6-5 is not necessary to mitigate a significant environmental impact.

a. Findings

Changes or alterations have been required in, or incorporated into, the Project that avoid or substantially lessen any potential impact to parks. Specifically, the following measures are imposed upon the Project to ensure a less than significant impact:

MM 3.6-1: The RBOC shall ensure the timely repair (repair shall commence within 24 Hours) of damaged Brookside Golf Course turf areas, and any other grassy areas (such as Lot H), that are damaged as a result of parking during NFL events. The RBOC shall ensure that all turf areas are returned to useable conditions within one-day of an NFL event. Prior to the commencement of the use of the Rose Bowl by the NFL, the RBOC shall approve a plan for maintenance of damaged turf areas. The plan shall be developed in coordination with the City and Brookside Golf Course Management and shall include a timetable detailing estimated time of repair and methodology for the repair of the turf areas. RBOC shall be responsible for the costs of all repairs.

MM 3.6-5: Prior to any NFL use of the Rose Bowl, the City shall develop a plan for monitoring park use during event days and develop a strategy for repairing or improving parks and recreational areas as necessary to address potential increased usage on event days. The City shall be responsible for funding and implementing those repairs and/or improvements.

b. Facts in Support of Findings

The Rose Bowl Stadium site contains a number of open field and park amenities, including the Brookside Golf Course. The proposed Project would not permanently increase the City's population, and would not contribute to an increase in demand for parks. However, physical deterioration of existing parks could occur due to the use of portions of the Brookside Golf Course and nearby fields for parking.

As is the case with UCLA games currently, where the turf areas are used for parking, such turf areas will be operational for recreation by the next day. Nonetheless, Mitigation Measure 3.6-1 requires that the RBOC ensure the immediate repair of any damaged turf areas at the Brookside Golf Course and other turf areas used for parking. Thus, impacts related to the deterioration of park areas due to increased frequency of parking would be less than significant.

For the reasons discussed in Impact discussion 3.6-1 and the responses to comments in the Final EIR, the proposed project would not result in the deterioration of nearby parks due to overuse, nor would it require the construction or expansion of new recreational facilities to accommodate an increase in recreational demand. Impacts would be less than significant. Nevertheless, in response to concerns expressed by residents, Mitigation Measure 3.6-5 ensures that any effect on local parks will be minimized by requiring the City to monitor local parks, develop a strategy to address repairs made necessary by increased usage and to provide funding for any required maintenance and facilities improvements at those parks.

In sum, any potentially significant impacts regarding deterioration of parks will be mitigated to a less than significant level through implementation of Mitigation Measures 3.6-1 and 3.6-5.

B. PARKING

1. Parking Demand for Weekday Events

Parking demand for weekday events potentially could exceed supply. However, with the incorporation of the mitigation measures described below, any impact will be reduced to a less than significant level.

a. Findings

Changes or alterations have been required in, or incorporated into, the Project that avoid or substantially lessen any potential impact to parking for weekday events. Specifically, the following measures are imposed upon the Project to ensure a less than significant impact:

MM 3.7-5 Parking operators shall monitor parking demand on game days to ensure sufficient supply is available to meet parking demand around the Rose Bowl. If excess parking demand is anticipated, stacked parking will be implemented as needed in one or more of the following parking lots to ensure that there is sufficient supply to meet demand:

Lot H, Lot BD 2 & 3, Lot 1 A, Lot 1, Lot 2, Lot 3, Lot 4, Lot 5, Lot 6, Lot 7, Lot 8A, Lot 9, Lot 10

The use of stacked parking at these lots can increase parking supply by up to approximately 3,000 spaces.

MM 3.7-6 Parking and traffic management staff for the Rose Bowl will implement all traffic and parking control plans for NFL game days, as are implemented for other events at the Rose Bowl to monitor and direct traffic to minimize spillover parking and other disruptions to residential neighborhoods adjacent to the Rose Bowl.

b. **Facts in Support of Findings**

Approximately 21,518 total spaces are made available during major events at the Rose Bowl both on paved and turf areas around the stadium. For large events like the Rose Bowl game, which has had attendance of well over 80,000 people, the total parking supply has been increased using various stack parking configurations. With stacking in these lots, up to an additional 3,000 vehicles could be accommodated beyond the total parking supply of 21,518, for a total of 24,518 spaces immediately adjacent to the Stadium.

In addition, the Parsons campus in Old Pasadena is used for Rose Bowl parking on game days. Shuttles transport patrons from the Parsons campus to the Rose Bowl.

Off-street parking garages in Old Pasadena and in the Civic Center area also provide additional parking, although these lots are not reserved exclusively for Rose Bowl patrons. These facilities have an inventory of approximately 6,000 spaces, although the availability of spaces may vary depending on the day of the week. Other private off-street parking facilities are also available on game days.

It is estimated that a total of 27,698 vehicle spaces would be required during an NFL game on a weekday, and 25,633 vehicle spaces would be required on a weekend. Parking demand is expected to fill the available parking at the Parsons campus. Thus, a parking supply deficit could occur during weekday events absent implementation of measures 3.7-5 and 3.7-6.

With the incorporation of Mitigation Measures 3.7-5 and 3.7-6, the Project impacts are expected to be reduced to a less than significant level, even on weekdays. By using parking operators, stacked parking, and the parking control plans generally used at other Rose Bowl events, any significant impacts to parking will be reduced to a less than significant level.

VII. Significant and Unavoidable Impacts

In the areas of air quality, noise, recreation, and transportation, circulation and parking, there are instances where environmental impacts would remain significant and unavoidable even after mitigation. These areas are described below.

A. AIR QUALITY

1. **Project-Generated Criteria Pollutant Emissions**

The Project is expected to generate total criteria pollutant emissions that exceed the SCAQMD Regional Emissions Significance Thresholds.

a. **Findings**

Changes or alterations have been required in, or incorporated into, the Project to lessen air quality impacts. Nonetheless, the proposed Project is anticipated to have a significant impact because the estimated unmitigated daily operational emissions exceed applicable SCAQMD thresholds for VOC, NOx, CO, PM10, and PM2.5. Even with mitigation measures incorporated, the impacts related to these pollutants will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant air quality impacts to a less than significant level and no feasible measures, other than those listed below, which would reduce this impact to any material extent:

MM 3.7-1: The following 11 intersections will either be supplemented with a traffic control officer (TCO) to prioritize event traffic flow through the intersection or will operate under an optimized traffic signal timing plan to prioritize peak event traffic flow:

Traffic Control Office Post*

Intersection 1: San Rafael Avenue & SR-134 Freeway EB Ramps

Intersection 4: West Drive and Seco Street

Intersection 5: Rosemont Avenue and Washington Boulevard

Intersection 24: Arroyo Boulevard & Lower Arroyo Park Entrance

Intersection 25: Arroyo Boulevard & California Boulevard

Intersection 41: Lincoln Avenue & Washington Boulevard

Traffic Signal Optimization

Intersection 31: Pasadena Avenue & Union Street

Intersection 32: Pasadena Avenue & Colorado Boulevard

Intersection 41: Lincoln Avenue & Washington Boulevard

Intersection 45: St. John Avenue/I-210 Eastbound Off-Ramp & Walnut Street

Intersection 46: Pasadena Avenue/I-210 Westbound On-Ramp & Walnut Street

*Appendix A of the traffic study includes details of changes in lane configuration at some of the intersection where a TCO is deployed during arrival or/and departure of event traffic.

The following 23 intersections will either be deployed with a TCO to prioritize event traffic flow through the intersection or will operate under an optimized traffic signal timing plan to prioritize peak event traffic flow:

Traffic Control Office Post*

Intersection 2: San Rafael Avenue & SR-134 Freeway WB Ramps

Intersection 3: West Drive and Salvia Canyon Road

Intersection 6: Rosemont Avenue and Seco Street

Intersection 7: Orange Grove Boulevard & Holly Street/I-210 Freeway WB Off-Ramp and EB On-Ramp

Intersection 8: Orange Grove Boulevard & SR-134 Freeway EB Off-Ramp and WB On-Ramp/Colorado Boulevard

Intersection 9: North Arroyo Boulevard & I-210 Freeway WB Ramps

Intersection 10: North Arroyo Boulevard & I-210 Freeway EB Ramps

Intersection 26: Orange Grove Boulevard & California Boulevard

Intersection 43: Lincoln Avenue & Mountain Street/Seco Street

Intersection 51: Linda Vista Avenue & Holly Street

Intersection 53: Fair Oaks Avenue & California Boulevard

Intersection 54: Fair Oaks Avenue & Glenarm Street

Intersection 60: Orange Grove Avenue & Del Mar Boulevard

Intersection 63: Fair Oaks Avenue & Del Mar Boulevard

Intersection 64: Orange Grove Avenue & Columbia Street

Traffic Signal Optimization

Intersection 34: Fair Oaks Avenue & Walnut Street

Intersection 35: Fair Oaks Avenue & Union Street

Intersection 36: Pasadena Avenue & Colorado Boulevard

Intersection 37: Fair Oaks Avenue & Green Street

Intersection 44: Fair Oaks Avenue & Mountain Street

Intersection 47: Fair Oaks Avenue & Orange Grove Boulevard

Intersection 48: Fair Oaks Avenue & Maple Street/I-210 Westbound Ramps/SR 134 Westbound Ramps

Intersection 49: Fair Oaks Avenue & Corson Street/SR 134 Eastbound Ramps

*Appendix A of the traffic study includes details of changes in lane configuration at some of the intersections where a TCO is deployed during arrival or/and departure of event traffic.

MM 3.7-2 Unless on-the-ground conditions (e.g., traffic accidents or other unanticipated traffic events) require the Pasadena Police Department to deviate from these specific mitigation measures and implement alternative traffic control measures, the traffic operations plan shall include, and the City shall implement, the following intersection-specific mitigation measures:

Intersection #8 Orange Grove Boulevard and SR-134 Freeway EB Off-Ramp and WB On-Ramp/Colorado Boulevard – As an additional improvement over and above the aforementioned traffic operations plan, the westbound right turns from Colorado Boulevard would be allowed to operate as free-flow with the provision of an additional receiving lane on northbound Orange Grove Boulevard using traffic cones.

Intersection #9 North Arroyo Boulevard and I-210 Freeway WB Ramps – During the peak hour for departure traffic after a game, this intersection's signal would be placed in flash mode and manually controlled by a TCO to prioritize the northbound traffic from Rosemont Avenue onto the I-210 freeway westbound on-ramp. This intersection would be operated using way-finding signage and traffic cones to allow left turns from both the northbound left-turn lane and adjacent through lane.

Intersection #10 North Arroyo Boulevard and I-210 Freeway EB Ramps – As an additional improvement over and above the aforementioned traffic operations plan, the northbound approach at this location would operate as two through lanes and an exclusive right-turn lane using traffic cones

Intersection 13# I-210 Freeway EB Ramps and Mountain Street – During the peak hour for arrival traffic before a game, this intersection would be manually controlled by a TCO to prioritize westbound traffic on Mountain Street.

During the peak hour for departure traffic after a game, this intersection would be operated to allow three lanes of eastbound traffic with one free flow right-turn lane onto the I-210 westbound on-ramp, one shared through/right-turn lane and one through lane using traffic cones. During egress, pedestrian movement at the intersection impacts the flow of vehicles. A TCO is

recommended to control pedestrian movement and facilitate the flow of vehicular traffic.

Intersection #14 I-210 Freeway WB Ramps and Mountain Street – During the peak hour for arrival traffic before a game and departure traffic after a game, this intersection would be manually controlled by a TCO to improve traffic flow and coordinate with operations at adjacent intersection #13 – I-210 Freeway Eastbound Ramps and Mountain Avenue.

Intersection #34 Fair Oaks Avenue & Walnut Street – In addition to the traffic signal optimization by the City of Pasadena Traffic Management Center (TMC) as part of the proposed Project traffic operations plan, eastbound left turns off the freeway would be allowed from both the left-turn lane and the adjacent through lane using way-finding signage and traffic cones.

Intersection #49 Fair Oaks Avenue & Corson Street/SR 134 Eastbound Ramps – The northbound right-turn lane would operate as a free-flow right-turn lane onto the Corson Street using traffic cones. The eastbound approach would operate as one left-turn lane, one shared through/left-turn lane, and two right-turn lanes.

Intersection #53 Fair Oaks Avenue & California Boulevard – This intersection's signal would be manually controlled by a TCO to provide additional green time to northbound traffic during the peak hour for arrival traffic before a game and southbound traffic during the peak hour for departure traffic after a game.

Intersection #54 Fair Oaks Avenue & Glenarm Street – This intersection's signal would be manually controlled by a TCO to provide additional green time to northbound traffic during the peak hour for arrival traffic before a game and southbound traffic during the peak hour for departure traffic after a game.

Intersection #56 Fair Oaks Avenue & I-110 Southbound On-Ramp/State Street – This intersection's signal would be manually controlled by a TCO to provide additional green time to northbound traffic during the peak hour for arrival traffic before a game and southbound traffic during the peak hour for departure traffic after a game.

Intersection #57 Fair Oaks Avenue & I-110 Northbound Off-Ramp/Grevalia Street – During the peak hour for arrival traffic before a game, this intersection's signal would be placed in flash mode and manually controlled by a TCO. The northbound off-ramp would operate as one left-turn lane and one shared left/through/right-turn lane onto Fair Oaks Avenue. No mitigation measure has been identified for the departure peak hour after a game.

AM 3.7-2.1 The RBOC, in conjunction with the tenant, shall implement a transportation demand management program that shall incorporate the following elements to promote ride sharing, alternative forms of transportation, and to maximize the efficiency of vehicle travel.

Incentivize Carpooling

Develop and implement incentives for carpools of four or more persons per car, and incentives for alternative fuel vehicles. Incentives may include, without limitation, preferential parking, reduced parking costs, or other discounts.

Pre-paid Parking Program

Provide pre-paid parking options. The use of pre-paid parking passes could increase the throughput for vehicles at the Rose Bowl parking entrances by eliminating the need to collect parking fees at critical access points to the stadium from those vehicles with pre-paid parking, thus improving traffic operations.

Bicycle Valet at Parsons

Provide a bicycle valet parking service at the Parson's parking lot. Spectators may valet park their bicycles and ride on the shuttle bus to/from the Rose Bowl. This would incentivize the use of bicycles as a mode of travel to/from the event and help reduce the number of vehicular trips.

Charter Bus

Solicit interest in charter bus service from season ticket holders, groups and other potential users and provide charter bus service from locations such as downtown and neighboring cities in response to demand. The service will include the concept of "park-and-ride", which will encourage event patrons to leave their vehicles and transfer on to a charter bus for the remainder of the journey. Rose Bowl will encourage charter bus service by providing drop off for passengers in preferred areas close to the stadium.

Rideshare Program for Employees

The RBOC will implement a Rideshare program for employees.

Temporary Changeable Message Signs

The use of temporary changeable message signs is already employed at different locations around the Rose Bowl. Expand the use of temporary changeable message signs to include two changeable message signs along the I-210 or/and SR-134, depending on traffic demands, to help facilitate ingress/egress on game days.

Way Finding Signage for Transit Patron

The City of Pasadena and RBOC will work together with Metro to install way finding signage to guide patrons to/from the Gold Line Memorial Park Station and the shuttle bus pick-up/drop-off location.

Use of Social Media

Use social media to communicate current information regarding directions to/from the Rose Bowl from regional freeways and roadways, preferred routes to various parking lots, and detailed information regarding potential modes of travel other than passenger vehicles to/from the Rose Bowl (rail/bus/shuttle routes, timetables, etc.).

In addition, in response to comments from the AQMD, the following mitigation measures will be implemented to reduce the criteria pollutant emissions generated by the Project:

MM 3.1-1 Any RFP for vendors to serve NFL events shall specify that the vendor must utilize 2010 or later diesel trucks or alternatively fueled delivery trucks or demonstrate practices that will provide equivalent reduction of air emissions compared to a typical vendor who does not use such equipment.

MM 3.1-2 Any maintenance vehicle or forklift purchased to serve NFL events at the Rose Bowl shall be electric or use alternative fuel, provided that electric or alternative fuel equipment is available.

MM 3.1-3 Prior to the hosting of an NFL game at the Rose Bowl, the RBOC shall provide electrical outlets in or near Lot I to allow for electric barbecues to be used by those who choose to tailgate and use portable electric barbecues.

MM 3.1-4 The RBOC shall ensure that cleaning products used to clean the Rose Bowl and surrounding areas after NFL games are water based or low VOC cleaning products.

b. **Facts in Support of Findings**

Operational emissions associated with the proposed Project would result primarily from the increased vehicular trips to and from the Rose Bowl site. Pursuant to the traffic analysis, the Project is expected to generate 55,378 trips for a weekday event and 51,266 trips for a weekend event. In addition, the Project is expected to produce 35 truck trips for various deliveries associated with each event. Additional operational emissions would result from on-site boilers, water heaters, cooking equipment, and other miscellaneous equipment. The estimated unmitigated operational emissions exceed the applicable SCAQMD threshold for VOC, NO_x, CO, PM₁₀ and PM_{2.5}.

Mitigation Measures 3.7-1 and 3.7-2 implement a number of traffic control measures to prioritize event traffic flow before and after displacement events. By improving traffic flow, these traffic control measures reduce emissions from operational mobile sources. Additional Measure AM 3.7-2.1, which implements a transportation demand management program, primarily to encourage ride sharing and promote the use of alternative modes of transit, also might reduce mobile emissions. This measure has been included in the Mitigation Monitoring Program and adopted in Section 19 of this Resolution. Because the success of AM 3.7-2.1 is neither guaranteed nor quantifiable, the Final EIR attributes no credit for reducing impacts to this measure. Nevertheless, because the measure has potential to mitigate impacts, the City Council has adopted the measure as mitigation, although the City Council has not credited the measure as reducing any significant impact to below a level of significance.

Despite the improvements to traffic flow resulting from these mitigation measures, emissions during displacement events would remain above the SCAQMD significance thresholds for all criteria pollutants except SO_x. Thus, even with traffic mitigation measures incorporated, the Project-generated impacts to criteria pollutant emissions will remain a significant and unavoidable impact of the Project.

The emissions associated with the proposed Project would be further reduced by a small and perhaps immeasurable extent with the incorporation of Mitigation Measures 3.1-1 through 3.1-4 as requested by the SCAQMD. Limiting the types of vehicles used for deliveries to vendors at NFL events will reduce criteria pollutant emissions, as will the use of electric or alternative fuel maintenance vehicles. Encouraging the use of electric barbecues will reduce emissions from potential charcoal-burning barbecues. Finally, the use of water-based or low VOC cleaning products will further reduce criteria pollutant emissions. Even with these mitigation measures incorporated, Project emissions impacts, primarily from Project-generated traffic, will remain significant and unavoidable.

2. Cumulative Net Increase of Criteria Pollutants

The Project is expected to result in a cumulatively considerable net increase of criteria pollutants for which the region is considered “non-attainment” under an applicable federal or state ambient air quality standard.

a. Findings

Changes or alterations have been required in, or incorporated into the Project to lessen cumulative air quality impacts. Nonetheless, the proposed Project is anticipated to have a cumulatively considerable net increase of criteria pollutants. Even with mitigation measures incorporated, the impacts to these criteria pollutants will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant cumulative air quality impacts to a less than significant level and no feasible measures, other than those listed in Section VII,A.1 above, which would reduce this impact to any material extent

b. Facts in Support of Findings

Motor vehicles are the primary source of criteria pollutant emissions for the proposed Project. By adding vehicle trips on event days, the Project is expected to generate a cumulatively considerable increase of relevant criteria pollutants. Future vehicle emissions may be reduced due to new technologies, but such advances are not expected to reduce emissions to a less than significant level on any given event day. No feasible mitigation measures, other than those already discussed above, would reduce emissions further on event days. As such, the Project's contribution to emissions for non-attainment criteria pollutants would be cumulatively considerable. Thus, cumulative air quality impacts are considered a significant and unavoidable impact.

B. NOISE

1. Expose Persons to Excess Traffic-Related Noise

The Project is expected to expose persons to or generate noise levels that exceed standards established by the City's Noise Ordinance.

a. Findings

Changes or alterations have been required in, or incorporated into the Project to lessen the Project's traffic related noise impacts. As described above, Mitigation Measures 3.7-1 and 3.7-2 and Additional Measure 3.7-2.1 would improve traffic flow and thereby reduce noise impacts generated by event traffic. Nonetheless, even with mitigation measures incorporated, the noise impacts related to traffic will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant traffic related noise impacts to a less than significant level and no feasible measures, other than Mitigation Measures 3.7-1, 3.7-2 and Additional Measure 3.7-2.1, listed in Section VII.A.1 above, which would reduce this impact to any material extent.

b. Facts in Support of Findings

Implementation of the proposed Project would result in noise from the 13 additional displacement events at the Rose Bowl. The area surrounding the Rose Bowl Stadium includes residential communities on three sides. The area is already exposed to increased noise levels for the 12 displacement events already authorized by the Ordinance. Such noise primarily includes event noise (e.g., crowds cheering) and traffic noise. The proposed Project would add additional displacement events, meaning that there would be 13 additional days on which surrounding areas would be exposed to additional noise.

The City's General Plan Noise Element provides that 75 dBA is "normally acceptable" for outdoor sports uses and 85 dBA is "conditionally acceptable" for outdoor sports uses. Given that the maximum attendance at displacement events under the proposed Project would be 75,000 persons, the expected noise level experienced at the property lines of the off-site sensitive locations is 60 dBA Leq. Thus, stadium-related noise associated with the NFL events would be less than significant.

Although noise generated by the events in the Rose Bowl would not result in a significant impact, the Project would expose neighboring areas to traffic-generated noise, which would create a significant impact. Under the City's Noise Ordinance, an increase of 5 dBA is considered a significant impact. The noise associated with cars and passengers along local roadways could be significant, especially along routes used for primary ingress and egress, such as Salvia Canyon Road and Arroyo Boulevard. According to Table 3.4-5 on Page 3-4.16 of the Draft EIR, the increase in noise levels along various road segments would range from 1.4 to 19.8 dBA, which exceeds the City's threshold of 5 dBA.

The measures included in the traffic plan used for existing Rose Bowl events, as well as the additional traffic control measures that will be implemented under Mitigation Measures 3.7-1 and 3.7-2, and AM 3.7-2.1 discussed above, will move traffic more quickly through affected areas and thereby reduce the duration of traffic-generated noise impacts. These measures include additional traffic control officers at certain intersections and an optimized traffic signal timing plan. In addition, Additional Mitigation Measure 3.7-2.1 would implement the transportation demand management program to encourage the use of transit and ride sharing, and increase the efficiency by which vehicles move from the streets into the parking lots. All of these measures would reduce traffic delay and the duration of traffic noise, but they would not reduce noise impacts to below a level of significance.

2. Temporary Increase in Ambient Noise Levels

The proposed Project would create a substantial temporary or periodic increase in ambient noise levels in the Project vicinity that would exceed the City's standards.

a. Findings

Changes or alterations have been required in, or incorporated into the Project to lessen the Project's noise impacts. As described above, Mitigation Measures 3.7-1 and 3.7-2 and AM 3.7-2.1 would improve traffic flow and thereby reduce noise impacts generated by event traffic. Nonetheless, even with mitigation measures incorporated, the Project would create a substantial temporary increase in ambient noise levels, and thus, noise impacts related to traffic will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant temporary increases in ambient noise levels to a less than significant level and no feasible measures, other than Mitigation Measures 3.7-1, 3.7-2 and Additional Measure 3.7-2.1, listed in Section VII,A.1 above, which would reduce this impact to any material extent.

b. Facts in Support of Findings

The increased number of displacement events would mean up to 13 additional days per year on which noise levels might exceed the City's standards. As described above, the City's Noise Ordinance limits intrusive noise from exceeding the ambient level by 5 dBA. Traffic-generated noise levels would range from 1.4 dBA to 19.8 dBA on area roadways during displacement events. Since this increase is greater than 5 dBA, it would be considered a substantial temporary increase in ambient noise.

Although the mitigation measures related to traffic would improve traffic flow and thereby reduce the duration of such noise impacts, and Additional Measure 3.7-2.1 may reduce traffic if successful, the ambient noise increase from traffic on event days would still be considered significant and unavoidable.

C. RECREATION

1. Impacts to Existing Recreational Facilities

The Project would significantly interfere with existing recreational facilities in the Central Arroyo area.

a. Findings

Changes or alterations have been required in, or incorporated into the Project to attempt to lessen impacts to the existing recreational facilities in the Central Arroyo. Nonetheless, the proposed Project is anticipated to have a significant impact on these facilities because recreational users would be displaced from the Rose Bowl area on event days. Even with mitigation measures incorporated, the impacts to the use of existing recreational facilities would remain significant and unavoidable.

There are no feasible mitigation measures that would reduce the interference with existing recreational facilities to a less than significant level and no feasible measures, other than those listed below, which would reduce this impact to any material extent.

MM 3.6-1 The RBOC shall ensure the timely repair (repair shall commence within 24 Hours) of damaged Brookside Golf Course turf areas, and any other grassy areas (such as Lot H), that are damaged as a result of parking during NFL events. The RBOC shall ensure that all turf areas are returned to useable conditions within one-day of an NFL event. Prior to the commencement of the use of the Rose Bowl by the NFL, the RBOC shall approve a plan for maintenance of damaged turf areas. The plan shall be developed in coordination with the City and Brookside Golf Course Management and shall include a timetable detailing estimated time of repair and methodology for the repair of the turf areas. RBOC shall be responsible for the costs of all repairs.

MM 3.6-2 In accordance with the provisions of the Santa Monica Mountains Conservancy trail agreement dated January 10, 1985 (SMMC Grant), the RBOC shall ensure access to trails as required by the agreement

MM 3.6-3 The RBOC shall notify residents and neighborhood associations of upcoming NFL games. A schedule of games shall be provided to nearby residents, neighborhood associations and interested parties prior to the start of each NFL season.

MM. 3.6-4 The City and the NFL shall ensure, through provisions in the lease agreement, that the Tournament of Roses and Rose Bowl game activities will be accommodated in a manner consistent with the traditional operating circumstances, needs, and locations of Tournament activities.

MM 3.6-5 Prior to any NFL use of the Rose Bowl, the City shall develop a plan for monitoring park use during event days and develop a strategy for repairing or improving parks and recreational areas as necessary to address potential increased usage on event days. The City shall be responsible for funding and implementing those repairs and/or improvements.

The City Council hereby rejects as infeasible the portion of Mitigation Measure 3.6-2 recommended in the DEIR which provided that the Rose Bowl recreational loop shall remain open for use on event days. Testimony during the comment period on the DEIR by residents who regularly use and observe the recreational loop indicated that this mitigation measure was infeasible as a practical matter and would create a safety hazard due to conflicts between pedestrians, bicyclists and automobiles. Based on this testimony, the City Council finds that the measure is socially infeasible as it creates a physical danger to pedestrians and bicyclists.

b. **Facts in Support of Findings**

The proposed Project adds a maximum of 13 additional displacement events at the Rose Bowl Stadium per year. During each day of those 13 events, Lot H, Brookside Park, Brookside Golf Course, and the Rose Bowl Aquatic Center would be unavailable for use by the public for certain hours. In addition, the Rose Bowl loop would be closed for use during those times.

The Project would potentially impact the following events, all of which utilize facilities that would be closed on Sundays for NFL games under the proposed Project: Villa Park Adult Soccer League, and Redbirds Baseball.

The loss of access to these valuable recreation resources and events are a significant impact without regard to the number of users expected on event days. The City Council finds that whether one accepts as typical the user counts from 2008 set forth in the DEIR or whether one accepts as typical the 2012 user counts set forth in response to comment 7-10, the recreation impact is significant and unavoidable because valuable recreation resources are unavailable on event days.

The proposed mitigation measures would resolve some potential scheduling conflicts and ensure that users of the Central Arroyo are informed of displacement events. Additionally, equestrian trails will remain accessible on event days in accordance with the City's agreement with the Santa Monica Mountains Conservancy.

However, many passive recreational users and certain active recreation users would continue to be displaced from the Rose Bowl area on event days, including users of the loop trail, Brookside Park, Brookside Golf Course, and the Rose Bowl Aquatic Center. No feasible mitigation exists to reduce this impact nor could feasible measures be identified with additional

counts or estimates of recreational users of the Arroyo. Therefore, even with the proposed mitigation, impacts associated with disruption of recreational use within the Central Arroyo would remain significant and unavoidable.

D. TRANSPORTATION, CIRCULATION AND PARKING

1. Significant Impacts to Intersections

Twenty-two intersections operating at LOS C or better will be significantly impacted by the Project, while 38 intersections operating at LOS D, E, and F will be significantly impacted by the Project during weekday and/or weekend events.

a. Findings

Changes or alterations have been required in, or incorporated into the Project to reduce impacts to the various intersections affected by the proposed Project. Even with mitigation measures incorporated, however, impacts to many of these intersections will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant impacts to intersections to a less than significant level and no feasible measures, other than Mitigation Measures 3.7-1, 3.7-2 and Additional Measure 3.7-2.1, listed in Section VII.A.1 above, which would reduce this impact to any material extent.

b. Facts in Support of Findings

The traffic analysis for the proposed Project analyzed potential Project-related impacts at 66 intersections, 51 of which are controlled by traffic signals. In addition, significant impacts would occur at the four intersections stated on Page 3.7-69 of the Draft EIR.

Under Mitigation Measure 3.7-1, eleven intersections projected to operate at LOS C or better would be supplemented with a traffic control officer to prioritize event traffic flow through the intersection or would operate under an optimized traffic signal timing plan to prioritize peak event traffic flow. These measures will not be implemented at the other eleven intersections projected to operate at LOS C or better because the measures would not result in a noticeable increase in operational efficiency at those intersections. Even with the inclusion of these mitigation measures, the Project impact at the 22 intersections operating at LOS C or better would remain significant and unavoidable.

For the 38 intersections projected to operate at LOS D, E, or F, twenty-three of the intersections will either be deployed with an officer or will operate under an optimized traffic signal timing plan. In addition, other traffic management strategies, including a program of operational improvements will be used to manage demand and improve traffic operations. These operational improvements include priority or additional roadway capacity for certain traffic movements to and from the Rose Bowl. The incorporation of Mitigation Measure 3.7-2, which requires a traffic operations plan, including intersection-specific mitigation measures, will also reduce Project-related traffic impacts...

In addition to the operational improvements recommended as part of Mitigation Measure 3.7-2, Additional Measure AM 3.7-2.1 has the potential to reduce traffic impacts through a transportation demand management program. This program would incentivize carpooling, encourage pre-paid parking programs, provide a bicycle valet, provide charter bus service, expand the use of temporary changeable message signs to further facilitate ingress/egress on game days, and use social media to communicate traffic information to event patrons. Because the success of AM 3.7-2.1 is neither guaranteed nor quantifiable, the Final EIR attributes no credit for reducing impacts to this measure. Nevertheless, because the measure has potential to mitigate impacts, the City Council has adopted the measure as mitigation, although the City Council has not credited the measure as reducing any significant impact to below a level of significance.

Despite the incorporation of these mitigation measures to reduce impacts, the Project's traffic impacts at 38 intersections operating at LOS D, E, and F will remain significant and unavoidable.

2. Significant Impacts to Street Segments

Implementation of the proposed Project would result in significant impacts to street segments during weekday and weekend events.

a. Findings

Changes or alterations have been required in, or incorporated into the Project to reduce impacts to the various street segments affected by the proposed Project. AM 3.7-2.1 is designed to reduce vehicle traffic volume. However, even with this measure incorporated into the Project, the impacts on these street segments will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant impacts to street segments to a less than significant level and no feasible measures, other than Additional Measure 3.7-2.1, listed in Section VII,A.1 above, which would reduce this impact to any material extent.

b. Facts in Support of Findings

The traffic analysis evaluated the impact of the Project on 27 street segments in the vicinity of the Rose Bowl by comparing the segments' average daily traffic (ADT) volumes. Seven street segments are reconfigured to function as controlled access routes to and from the Rose Bowl's parking lots on event days. The impacts to those seven segments are considered significant. Including those seven segments, *weekend* events will result in significant impacts (i.e., volume increases of five percent or greater) for 23 of the 27 segments, while *weekday* events result in significant impacts at 19 of the 27 street segments.

Given the limited number of roadways that access the Arroyo, there is no mitigation measure that would reduce the project impact to less than 5 percent on all segments. To the extent it is successful, AM 3.7-2.1 may reduce some vehicle trips. However, it is not anticipated that this measure will reduce a sufficient number of trips to reduce street segment impacts to a less than significant level. Because the success of AM 3.7-2.1 is neither

guaranteed nor quantifiable, the Final EIR attributes no credit for reducing impacts to this measure. Nevertheless, because the measure has potential to mitigate impacts, the City Council has adopted the measure as mitigation, although the City Council has not credited the measure as reducing any significant impact to below a level of significance. Thus, even with all feasible mitigation incorporated, impacts to these street segments would remain significant and unavoidable.

3. Adverse Effect on Transit System

Implementation of the Project will adversely affect transit systems on event days.

a. Findings

Changes or alterations are within the responsibility and jurisdiction of another public agency, and such other agency should mitigate the potential impact. Even with the incorporation of the mitigation measure stated below, however, the impacts on the transit system will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant impacts to the transit system to a less than significant level and no feasible measures, other than Mitigation Measure 3.7-3, listed below, which would reduce this impact to any material extent.

MM 3.7-3 To mitigate the potential impact to the regional transit system, it is recommended that Metro increase transit service to meet the demand of both commuter peak hour transit ridership, as well as the demand generated from the project. Since this mitigation measure is the responsibility of another jurisdiction, the City of Pasadena shall provide information to Metro in order to determine the level of transit service that is adequate to meet game day demands.

b. Facts in Support of Findings

Approximately 7 percent of spectators (5,250 people) of weekday games and 5 percent of spectators of weekend games (3,750 people) are anticipated to travel to the Rose Bowl shuttle stop via regional transit, where they would transfer to the free shuttle to the Rose Bowl for NFL events. Fifteen percent of the employees (600 people) are expected to take transit to the shuttle stop on both weekday and weekend game days. Those employees would also transfer to the free shuttle to reach the Rose Bowl.

Inclusive of spectators and employees a total 2,625 transit riders are expected to be generated during the weekday peak arrival hour, and 4,178 transit riders are expected to be generated during the weekday peak departure hour. Based on the transit service levels and typical transit vehicle capacity, it is likely that a transit impact could occur due to transit riders from the project exceeding available transit passenger capacity which would reduce the overall performance of the facility.

Even with an increase in service in accordance with Mitigation Measure 3.7-3, the Project's impacts would remain significant and unavoidable.

4. Impacts to Congestion Management Program (CMP) Intersections

Implementation of the proposed Project would result in significant impacts to the Congestion Management Program (CMP) intersections.

a. Findings

Changes or alterations have been required in, or incorporated into the Project to reduce the Project's impacts to CMP intersections. Even with the incorporation of the mitigation measure stated below, however, the impacts on CMP intersections will remain significant and unavoidable.

There are no feasible mitigation measures that would reduce potentially significant impacts to the transit system to a less than significant level and no feasible measures, other than Mitigation Measure 3.7-4, listed below, which would reduce this impact to any material extent.

MM 3.7-4 The Traffic Command Center shall coordinate with PDOT and Caltrans to place two changeable message signs along the I210 or/and SR-134 to help facilitate ingress/egress on game days.

b. Facts in Support of Findings

Based on the increase in demand to capacity for the specific segments at issue, the Project would be expected to significantly impact twenty freeway segments during the PM peak hour. By advising travelers of potential traffic impacts, the signage required by Mitigation Measure 3.7-4 would reduce the impacts to the twenty segments by providing notice of appropriate exiting for an event.

VIII. Project Alternatives.

The City Council considered a range of reasonable alternatives for the proposed Project including, Alternative 1 – No Project Alternative, Alternative 2 – Reduced Attendance Alternative, and Alternative 3 – Reduced Non-NFL Displacement Event Alternative.

Alternatives 1, 2, and 3 were analyzed in the EIR and are discussed below. In addition, the basis for rejecting each of these alternatives as infeasible is discussed.

A. ALTERNATIVE 1 – NO PROJECT

1. Summary of Alternative

Under this alternative, the City would not amend the Arroyo Seco Public Lands Ordinance, and the number of displacement events allowed annually at the Rose Bowl Stadium would remain 12 per year, unless certain findings are made.

2. Reasons for Rejecting Alternative: Infeasibility

Alternative 1 would eliminate the significant unmitigable air quality impacts of the proposed Project. In addition, Alternative 1 would eliminate any greenhouse gas impacts. The land use impacts of Alternative 1 would be the same as those of the proposed Project because no land use impacts were identified for the Project.

Under Alternative 1, noise generated by the currently permitted 12 displacement events would continue, and such noise would continue to affect nearby noise-sensitive uses. However, the additional 13 events of the proposed Project would not be allowed so temporary increases in ambient noise levels from Project-related traffic would be avoided. Thus, noise impacts of Alternative 1 would be less than Project-related noise impacts.

Alternative 1 would not require any additional police, fire, or emergency services above the current level. Thus, impacts to such public services would be less than those of the Project. Similarly, Alternative 1 would not impact recreational users of the Central Arroyo, and thus any effect of the Project on recreational uses would be avoided under this Alternative.

Finally, Alternative 1 would not generate any additional trips and thus, current event patterns would continue without change. Thus, impacts to transportation, circulation, and parking would be avoided under Alternative 1.

Although Alternative 1 avoids the significant and unavoidable Project impacts, the City Council finds that this Alternative is socially infeasible because it fails to fulfill the fundamental project objective. Alternative 1 would not generate revenue to fund City services and offset the costs associated with the Rose Bowl renovation project.

The City Council hereby finds that the reason set forth above for rejecting Alternative 1 as infeasible, by itself, and independent of any other reason, justifies rejection of Alternative 1.

B. ALTERNATIVE 2 – REDUCED ATTENDANCE ALTERNATIVE

1. Summary of Alternative

Under this alternative, the Arroyo Seco Public Lands Ordinance would be amended to allow for an additional 13 displacement events per year for the purpose of allowing the Rose Bowl to host NFL games, but attendance would be reduced to a maximum of 50,000 patrons per event.

2. Reasons for Rejecting Alternative: Infeasibility

With the reduced number of patrons at each event, Alternative 2 would reduce traffic impacts and thereby reduce emissions from mobile sources. Alternative 2 also would reduce energy use and thereby reduce emissions from area sources. Thus, Alternative 2 would reduce emissions for all of the criteria pollutants below the levels generated by the proposed Project. Emissions for PM_{2.5} would fall below the significance threshold, but all other impacts of VOC, NO_x, CO, and PM₁₀ emissions would remain significant and thus air quality impacts would remain significant and unavoidable. Reduced attendance also would result in a

reduction in energy and water usage, as well as waste and wastewater generation. Greenhouse gas emissions from both stationary and area sources would be reduced. However, while greenhouse gas emissions would be lower than those of the proposed Project, emissions would be below the significance threshold for both the proposed Project and Alternative 2.

With respect to land use, the impacts would be reduced as compared to the proposed Project, but impacts are less than significant for both the proposed Project and Alternative 2. Noise impacts at nearby noise-sensitive uses would be incrementally reduced relative to the proposed Project because of the reduction in vehicle trips. However, like the proposed Project, Alternative 2 would result in temporary increases in ambient noise levels above City noise level standards on displacement event days. Noise impacts would be significant and unavoidable for both the proposed Project and Alternative 2. The reduction in attendance would reduce the need for police, fire, and emergency personnel on game days, however, public services impacts would not be significant for either the proposed Project or this Alternative.

Recreation impacts would be similar under Alternative 2 and the proposed Project because access to the Rose Bowl would be limited for certain recreational uses for the same number of days per year. Due to the reduction in attendance, vehicle trips generated by Alternative 2 would be roughly 33 percent lower than the number of trips generated by the proposed Project. As a result, Alternative 2 would reduce the significant and unavoidable transportation and traffic impacts as follows: (1) Five fewer intersections would experience significant impacts on weekdays for the Existing with Project scenario; (2) Four fewer intersections would experience significant impacts on weekend days for the Existing with Project scenario; (3) Five fewer intersections would experience significant impacts on weekdays and weekends for the Future with Project scenario; and (4) Three and two fewer street segments would experience significant impacts on weekdays and weekends, respectively.

Therefore, although this Alternative would reduce traffic impacts to some extent, and reduce other impacts because of the reduced attendance at displacement events, it would not reduce any significant and unavoidable impact of the Project to a less than significant level.

Moreover, the City Council finds that this Alternative is socially and practically infeasible because this Alternative is unlikely to fulfill the fundamental Project objective of generating revenue to fund City services and offset the costs associated with the Rose Bowl renovation project. By limiting attendance to 50,000 patrons per event, the Rose Bowl drastically reduces its chances of securing a lease with the NFL to such an extent that it is highly unlikely that the NFL would enter an agreement with the City for the reasons set forth in the material provided by Barrett Sports Group. Barrett Sports Group has opined that the NFL is highly unlikely to sign a lease with the City that would limit attendance at NFL games played in the Rose Bowl to 50,000 people per game.

This Alternative is also socially infeasible because it would inhibit the fundamental Project objective of generating revenue to offset the costs associated with the Rose Bowl renovation project without significant environmental benefit. As explained in the materials from Barrett Sports Group, the attendance cap would significantly reduce the revenue potential of any NFL lease, thereby reducing the value of a lease agreement generated by the Project. However, this alternative would not reduce any significant and unavoidable impacts of the

proposed Project to a level of insignificance. Thus, the City Council finds that Alternative 2 would reduce the economic value of the Project, without the benefit of eliminating any significant and unavoidable impacts to the environment.

The City Council hereby finds that each of the reasons set forth above would be an independent ground for rejecting Alternative 2 as infeasible, and by itself, independent of any other reason, would justify rejection of Alternative 2.

C. ALTERNATIVE 3 – REDUCED NON-NFL DISPLACEMENT EVENT ALTERNATIVE

1. Summary of Alternative

Under Alternative 3, the maximum number of additional displacement events per year would be 9, instead of 13 as planned under the proposed Project. Furthermore, the events would be non-NFL events, such as other sports events (e.g., soccer games), concerts, or other activities, with a maximum attendance of 75,000 patrons per event.

2. Reasons for Rejecting Alternative; Infeasibility

Under this Alternative, the number and type of events would change, but the maximum attendance per event would be the same as set for the proposed Project. Alternative 3 would reduce air quality impacts, but these impacts would remain significant and unavoidable because the threshold of significance for air quality impacts is set based on daily emissions. Additionally, the total amount of greenhouse gas emissions would be slightly reduced under Alternative 3, but impacts related to greenhouse gas emissions would be less than significant for both this Alternative 3 and the proposed Project.

Land use impacts under Alternative 3 would be slightly reduced as compared to the proposed Project since additional displacement events would occur only 9 days per year, instead of an additional 13 days per year. The same may be said for noise impacts in that exceedances would occur less frequently, but Alternative 3 would still cause temporary increases in ambient noise levels on event days. Impacts to public services under Alternative 3 would be similar to the Project because the same number of personnel would be required on event days, but impacts would not be significant under either the proposed Project or this Alternative. Recreational impacts would be roughly the same, but there would be three less days per year on which recreational users would be displaced from the Rose Bowl area under this Alternative, as compared to the Project. With respect to traffic, this Alternative would reduce the number of days on which impacts would occur, but the impacts on those days would be similar to the Project given that the maximum attendance is the same for both the Project and Alternative 3.

Although this Alternative would reduce impacts to some extent, it would not reduce any significant and unavoidable impact of the Project to a less than significant level.

The City Council finds that this Alternative is socially and practically infeasible because this Alternative is unlikely to fulfill the fundamental Project objective of generating revenue to fund City services and offset the costs associated with the Rose Bowl renovation project. The

RBOC has presented a letter indicating that although the RBOC aggressively markets itself to promoters of sporting events, concerts and other large events so as to maintain the economic viability of the stadium, the RBOC has not, with any reliable regularity during the last ten years, met the current limit of twelve annual displacement events. Furthermore, the RBOC is not aware of any potential tenant or tenants, or sufficient single events, which might be interested in leasing the Rose Bowl such that those tenants or events could be relied on for additional significant income. In light of the historical interest in the Rose Bowl for displacement events, the RBOC does not anticipate that it would attract more than twelve displacement events on a regular basis in the foreseeable future without an agreement with the NFL.

Thus, Alternative 3, if approved, would likely not generate additional revenue to offset the cost of the Rose Bowl renovation project.

The City Council hereby finds that the reason set forth above as grounds for rejecting Alternative 3 as infeasible, by itself, and independent of any other reason, would justify rejection of Alternative 3 as infeasible.

EXHIBIT B

Mitigation Monitoring and Reporting Program

**+MITIGATION MONITORING AND
REPORTING PROGRAM MATRIX**

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
Impact – None				
<p>MM 2.0-1 RBOC shall be responsible for removal of all trash and debris associated with NFL events. Clean up shall commence within 24 hours of an NFL event and shall include all areas where patrons are directed to park within the Central Arroyo. Clean-up shall be conducted to the satisfaction of the Department of Public Works. The RBOC shall provide funding as necessary.</p>	<p>Within 24 hours of an NFL event</p>	<p>Department of Public Works</p>		
<p>MM 2.0-2 After each NFL event at the Rose Bowl, RBOC shall be responsible for visually inspecting parked areas for signs of oil, fluids, or other potentially harmful substances within 24 hours of an NFL event. In the event such substances are discovered, the soil shall be removed and disposed of in accordance with applicable regulations. RBOC shall provide the City of Pasadena Department of Public Works with a written summary of the visual inspection and any necessary soil removal.</p>	<p>Within 24 hours of an NFL event</p>	<p>Department of Public Works</p>		
Impact – Air Quality				
<p>MM 3.1-1 Any RFP for vendors to serve NFL events shall specify that the vendor must utilize 2010 or later diesel trucks or alternatively fueled delivery trucks or demonstrate</p>	<p>On-Going</p>	<p>Department of Finance</p>		

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
practices that will provide equivalent reduction of air emissions compared to a typical vendor who does not use such equipment.				
MM 3.1-2: Any maintenance vehicles or forklift purchased to serve NFL events at the Rose Bowl shall be electric or use alternative fuel, provided that electric or alternative fuel equipment is available.	On-Going	Department of Public Works		
MM 3.1-3 Prior to the hosting of an NFL game at the Rose Bowl, the RBOC shall provide electrical outlets in or near Lot I to allow for electric barbecues to be used by those who choose to tailgate and use portable electric barbecues.	Prior to first NFL event	Department of Public Works		
MM 3.1-4 The RBOC shall ensure that cleaning products used to clean the Rose Bowl and surrounding areas after NFL games are water based or low VOC cleaning products	On-Going	Department of Public Works		
Impact - Recreation				
MM 3.6-1: The RBOC shall ensure for the timely repair (repair shall commence within 24 Hours) of damaged Brookside Golf Course turf areas, and any other grassy areas (such as Lot H), that are damaged as a result of parking during NFL events. The RBOC shall ensure that all turf areas are returned to useable conditions within one-day of an NFL event. Prior to the commencement of the use of the Rose Bowl by the NFL, the RBOC shall approve a plan for maintenance of damaged turf areas. The plan shall be	Within 24 hours of an NFL event	Department of Public Works		

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
developed in coordination with the City and Brookside Golf Course Management and shall include a timetable detailing estimated time of repair and methodology for the repair of the turf areas. RBOC shall be responsible for the costs of all repairs.				
MM 3.6-2 In accordance with the provisions of the Santa Monica Mountains Conservancy trail agreement dated January 10, 1985 (SMMC Grant), the RBOC shall ensure access to trails as required by the agreement.	During an NFL event	Department of Public Works		
MM 3.6-3 RBOC shall notify residents and neighborhood associations of upcoming NFL games. A schedule of games shall be provided to nearby residents, neighborhood associations and interested parties prior to the start of each NFL season.	On-going	Office of the City Manager		
MM. 3.6-4 The City and the NFL shall ensure, through provisions in the lease agreement, that the Tournament of Roses and Rose Bowl game activities will be accommodated in a manner consistent with the traditional operating circumstances, needs, and locations of Tournament activities.	Prior to execution of lease	Office of the City Manager		
MM 3.6-5 Prior to any NFL use of the Rose Bowl, the City shall develop a plan for monitoring park use during event days and develop a strategy for repairing or improving parks and recreational areas as necessary to address	Prior to any NFL use of the Rose Bowl	Department of Public Works/Department of Human Services		

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
potential increased usage on event days. The City shall be responsible for funding and implementing those repairs and/or improvements.				
Impact - Traffic				
<p>MM 3.7-1 The following 11 intersections will either be supplemented with a traffic control officer (TCO) to prioritize event traffic flow through the intersection or will operate under an optimized traffic signal timing plan to prioritize peak event traffic flow:</p> <p>Traffic Control Office Post*</p> <p>Intersection 1: San Rafael Avenue & SR-134 Freeway EB Ramps</p> <p>Intersection 4: West Drive and Seco Street</p> <p>Intersection 5: Rosemont Avenue and Washington Boulevard</p> <p>Intersection 24: Arroyo Boulevard & Lower Arroyo Park Entrance</p> <p>Intersection 25: Arroyo Boulevard & California Boulevard</p> <p>Intersection 41: Lincoln Avenue & Washington Boulevard</p> <p>Traffic Signal Optimization</p> <p>Intersection 31: Pasadena Avenue & Union Street</p> <p>Intersection 32: Pasadena Avenue & Colorado Boulevard</p> <p>Intersection 41: Lincoln Avenue & Washington Boulevard</p> <p>Intersection 45: St. John Avenue/I-210 Eastbound Off-Ramp & Walnut Street</p> <p>Intersection 46: Pasadena Avenue/I-210 Westbound On-Ramp & Walnut Street</p> <p>*Appendix A of the traffic study includes details of changes in lane configuration at some of the</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>intersection where a TCO is deployed during arrival or/and departure of event traffic.</p> <p>The following 23 intersections will either be deployed with a TCO to prioritize event traffic flow through the intersection or will operate under an optimized traffic signal timing plan to prioritize peak event traffic flow:</p> <p>Traffic Control Office Post*</p> <p>Intersection 2: San Rafael Avenue & SR-134 Freeway WB Ramps</p> <p>Intersection 3: West Drive and Salvia Canyon Road</p> <p>Intersection 6: Rosemont Avenue and Seco Street</p> <p>Intersection 7: Orange Grove Boulevard & Holly Street/I-210 Freeway WB Off-Ramp and EB On-Ramp</p> <p>Intersection 8: Orange Grove Boulevard & SR-134 Freeway EB Off-Ramp and WB On-Ramp/Colorado Boulevard</p> <p>Intersection 9: North Arroyo Boulevard & I-210 Freeway WB Ramps</p> <p>Intersection 10: North Arroyo Boulevard & I-210 Freeway EB Ramps</p> <p>Intersection 26: Orange Grove Boulevard & California Boulevard</p> <p>Intersection 43: Lincoln Avenue & Mountain Street/Seco Street</p> <p>Intersection 51: Linda Vista Avenue & Holly Street</p> <p>Intersection 53: Fair Oaks Avenue & California Boulevard</p> <p>Intersection 54: Fair Oaks Avenue & Glenarm Street</p> <p>Intersection 60: Orange Grove Avenue & Del Mar Boulevard</p> <p>Intersection 63: Fair Oaks Avenue & Del Mar Boulevard</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>Intersection 64: Orange Grove Avenue & Columbia Street Traffic Signal Optimization Intersection 34: Fair Oaks Avenue & Walnut Street Intersection 35: Fair Oaks Avenue & Union Street Intersection 36: Pasadena Avenue & Colorado Boulevard Intersection 37: Fair Oaks Avenue & Green Street Intersection 44: Fair Oaks Avenue & Mountain Street Intersection 47: Fair Oaks Avenue & Orange Grove Boulevard Intersection 48: Fair Oaks Avenue & Maple Street/I-210 Westbound Ramps/SR 134 Westbound Ramps Intersection 49: Fair Oaks Avenue & Corson Street/SR 134 Eastbound Ramps *Appendix A of the traffic study includes details of changes in lane configuration at some of the intersection where a TCO is deployed during arrival or/and departure of event traffic.</p>				
<p>MM 3.7-2 Unless on-the-ground conditions (e.g., traffic accidents or other unanticipated traffic events) require the Pasadena Police Department to deviate from these specific mitigation measures and implement alternative traffic control measures, the traffic operations plan shall include, and the City shall implement, the following intersection-specific mitigation measures: Intersection #8 Orange Grove Boulevard and SR-134 Freeway EB Off-Ramp and WB On-Ramp/Colorado Boulevard – As an additional improvement over</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>and above the aforementioned traffic operations plan, the westbound right turns from Colorado Boulevard would be allowed to operate as free-flow with the provision of an additional receiving lane on northbound Orange Grove Boulevard using traffic cones.</p> <p>Intersection #9 North Arroyo Boulevard and I-210 Freeway WB Ramps – During the peak hour for departure traffic after a game, this intersection’s signal would be placed in flash mode and manually controlled by a TCO to prioritize the northbound traffic from Rosemont Avenue onto the I-210 freeway westbound on-ramp. This intersection would be operated using way-finding signage and traffic cones to allow left turns from both the northbound left-turn lane and adjacent through lane.</p> <p>Intersection #10 North Arroyo Boulevard and I-210 Freeway EB Ramps – As an additional improvement over and above the aforementioned traffic operations plan, the northbound approach at this location would operate as two through lanes and an exclusive right-turn lane using traffic cones</p> <p>Intersection 13# I-210 Freeway EB Ramps and Mountain Street – During the peak hour for arrival traffic before a game, this intersection would be manually controlled by a TCO to prioritize westbound traffic on Mountain Street. During the peak hour for departure traffic after a game, this intersection</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>would be operated to allow three lanes of eastbound traffic with one free flow right-turn lane onto the I-210 westbound on-ramp, one shared through/right-turn lane and one through lane using traffic cones. During egress, pedestrian movement at the intersection impacts the flow of vehicles. A TCO is recommended to control pedestrian movement and facilitate the flow of vehicular traffic.</p> <p>Intersection #14 I-210 Freeway WB Ramps and Mountain Street – During the peak hour for arrival traffic before a game and departure traffic after a game, this intersection would be manually controlled by a TCO to improve traffic flow and coordinate with operations at adjacent intersection #13 – I-210 Freeway Eastbound Ramps and Mountain Avenue.</p> <p>Intersection #34 Fair Oaks Avenue & Walnut Street – In addition to the traffic signal optimization by the City of Pasadena Traffic Management Center (TMC) as part of the proposed Project traffic operations plan, eastbound left turns off the freeway would be allowed from both the left-turn lane and the adjacent through lane using way-finding signage and traffic cones.</p> <p>Intersection #49 Fair Oaks Avenue & Corson Street/SR 134 Eastbound Ramps – The northbound right-turn lane would operate as a free-flow right-turn lane onto the Corson Street using traffic cones. The eastbound approach would operate as</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>one left-turn lane, one shared through/left-turn lane, and two right-turn lanes.</p> <p>Intersection #53 Fair Oaks Avenue & California Boulevard – This intersection’s signal would be manually controlled by a TCO to provide additional green time to northbound traffic during the peak hour for arrival traffic before a game and southbound traffic during the peak hour for departure traffic after a game.</p> <p>Intersection #54 Fair Oaks Avenue & Glenarm Street – This intersection’s signal would be manually controlled by a TCO to provide additional green time to northbound traffic during the peak hour for arrival traffic before a game and southbound traffic during the peak hour for departure traffic after a game.</p> <p>Intersection #56 Fair Oaks Avenue & I-110 Southbound On-Ramp/State Street – This intersection’s signal would be manually controlled by a TCO to provide additional green time to northbound traffic during the peak hour for arrival traffic before a game and southbound traffic during the peak hour for departure traffic after a game.</p> <p>Intersection #57 Fair Oaks Avenue & I-110 Northbound Off-Ramp/Grevalia Street – During the peak hour for arrival traffic before a game, this intersection’s signal would be placed in flash mode and manually controlled by a TCO. The northbound off-ramp would operate as one left-turn lane</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>and one shared left/through/right-turn lane onto Fair Oaks Avenue. No mitigation measure has been identified for the departure peak hour after a game</p>				
<p>AM 3.7-2.1. The RBOC, in conjunction with the tenant, shall implement a transportation demand management program that shall incorporate the following elements to promote ride sharing, alternative forms of transportation, and to maximize the efficiency of vehicle travel.</p> <p>Incentivize Carpooling Develop and implement incentives for carpools of four or more persons per car, and incentives for alternative fuel vehicles. Incentives may include, without limitation, preferential parking, reduced parking costs, or other discounts.</p> <p>Pre-paid Parking Program Provide pre-paid parking options. The use of pre-paid parking passes could increase the throughput for vehicles at the Rose Bowl parking entrances by eliminating the need to collect parking fees at critical access points to the stadium from those vehicles with pre-paid parking, thus improving traffic operations.</p> <p>Bicycle Valet at Parsons Provide a bicycle valet parking service at the Parson's parking lot. Spectators may valet park their bicycles and ride on the shuttle bus to/from the Rose Bowl. This would incentivize the use of bicycles as a mode of travel to/from the event and help</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>reduce the number of vehicular trips.</p> <p>Charter Bus Solicit interest in charter bus service from season ticket holders, groups and other potential users and provide charter bus service from locations such as downtown and neighboring cities in response to demand. The service will include the concept of "park-and-ride", which will encourage event patrons to leave their vehicles and transfer on to a charter bus for the remainder of the journey. Rose Bowl will encourage charter bus service by providing drop off for passengers in preferred areas close to the stadium.</p> <p>Rideshare Program for Employees The RBOC will implement a Rideshare program for employees.</p> <p>Temporary Changeable Message Signs The use of temporary changeable message signs is already employed at different locations around the Rose Bowl. Expand the use of temporary changeable message signs to include two changeable message signs along the I-210 or/and SR-134, depending on traffic demands, to help facilitate ingress/egress on game days.</p> <p>Way Finding Signage for Transit Patron The City of Pasadena and RBOC will work together with Metro to install way finding signage to guide patrons to/from the Gold Line Memorial Park Station and the shuttle bus pick-up/drop-off location.</p> <p>Use of Social Media</p>				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
Use social media to communicate current information regarding directions to/from the Rose Bowl from regional freeways and roadways, preferred routes to various parking lots, and detailed information regarding potential modes of travel other than passenger vehicles to/from the Rose Bowl (rail/bus/shuttle routes, timetables, etc.).				
MM 3.7-3 To mitigate the potential impact to the regional transit system, it is recommended that Metro increase transit service to meet the demand of both commuter peak hour transit ridership, as well as the demand generated from the project. Since this mitigation measure is the responsibility of another jurisdiction, the City of Pasadena shall provide information to Metro in order to determine the level of transit service that is adequate to meet game day demands.				
MM 3.7-4 The Traffic Command Center shall coordinate with PDOT and Caltrans to place two changeable message signs along the I210 or/and SR-134 to help facilitate ingress/egress on game days.				
MM 3.7-5 Parking operators shall monitor parking demand on game days to ensure sufficient supply is available to meet parking demand around the Rose Bowl. If excess parking demand is anticipated, stacked parking will be implemented as needed in one or more of				

Mitigation Measure	Mitigation Monitoring Timing	Responsible Monitoring Entity	Mitigation Measure Complete?	Effectiveness
<p>the following parking lots to ensure that there is sufficient supply to meet demand: Lot H, Lot BD 2 & 3, Lot 1 A, Lot 1, Lot 2, Lot 3, Lot 4, Lot 5, Lot 6, Lot 7, Lot 8A, Lot 9, Lot 10 The use of stacked parking at these lots can increase parking supply by up to approximately 3,000 spaces.</p>				
<p>MM 3.7-6 Parking and traffic management staff for the Rose Bowl will implement all traffic and parking control plans for NFL game days, as are implemented for other events at the Rose Bowl to monitor and direct traffic to minimize spillover parking and other disruptions to residential neighborhoods adjacent to the Rose Bowl.</p>				