



# Ordinance Fact Sheet

**TO:** CITY COUNCIL

**DATE:** April 4, 2016

**FROM:** CITY ATTORNEY

**SUBJECT: ARROYO SECO PUBLIC LANDS ORDINANCE AMENDMENTS TO INCREASE NUMBER OF DISPLACEMENT EVENTS AND ALLOW MUSIC AND ARTS FESTIVAL**

## TITLE OF PROPOSED ORDINANCE

**AN ORDINANCE OF THE CITY OF PASADENA AMENDING TITLE 3 (CIVIC EVENTS AND FACILITIES) TO INCREASE THE NUMBER OF DISPLACEMENT EVENTS IN THE ARROYO SECO AND CLARIFY THE PERMITTED USES RELATED TO THE BROOKSIDE GOLF COURSE AREA**

## PURPOSE OF ORDINANCE

This ordinance implements the direction given by the City Council on this same date regarding amendments to the Pasadena Municipal Code, Title 3 (Civic Events and Facilities), Chapter 3.32 (Arroyo Seco Public Lands) primarily so as to enable the Arroyo Seco Music and Arts Festival.

## REASON WHY LEGISLATION IS NEEDED

The Rose Bowl Operating Company and City of Pasadena have an opportunity to host an annual music and arts festival that would occur at the Rose Bowl Stadium and on the Brookside Golf Course. The festival requires an amendment to the Arroyo Seco Public Lands Ordinance (Pasadena Municipal Code Chapter 3.32) and approval of a license agreement with Anschutz Entertainment Group (AEG). The proposed amendment to the Arroyo Seco Public Lands Ordinance would increase the number of annual displacement events allowed without required findings by the City Council from 12 to 15, would modify allowed uses of the Brookside Golf Course so that displacement events and amplified sound are permitted in conformance with long standing practice, and would establish that the festival would not occur in the same calendar year as any NFL regular season game at the Rose Bowl.

MEETING OF 04/04/2016

AGENDA ITEM NO. 10

Pursuant to the Operating Agreement between the City and RBOC, the RBOC Board recommended to the City Council the approval of this ordinance.

**PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED**

The Rose Bowl Operating Company will implement the license agreement in accordance with the ordinance.

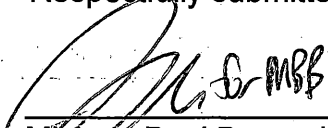
**FISCAL IMPACT**

The festival as authorized by the ordinance is projected to generate between \$90 million and \$106 million over the proposed 20-year period. The revenues are critical to stabilizing the RBOC operating budget, currently at \$40 million annually, in addition to future capital improvements for the stadium, which, through 2020, are projected to cost approximately \$19 million. An Economic Impact Study of the festival projected a total of \$385 million in potential overall economic benefits to the City over the life of the festival.

**ENVIRONMENTAL DETERMINATION**

On this same date, the City Council will be asked to (1) adopt a resolution certifying the Final Environmental Impact Report (FEIR) and adopt a Mitigation Monitoring and Reporting Program for a music and arts festival to occur in the Rose Bowl and on Brookside Golf Course; and (2) adopt a resolution adopting a Statement of Overriding Considerations for a music and arts festival to occur in the Rose Bowl and on Brookside Golf Course.

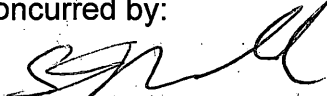
Respectfully submitted,

  
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