

Agenda Report

July 18, 2016

TO: Honorable Mayor and City Council
FROM: Rose Bowl Operating Company (RBOC)
SUBJECT: Recommendation for Amendment to City of Pasadena Arroyo Seco Ordinance to remove "temporary increase in displacement events."

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15061 (b)(3) (General Rule); and
2. Direct the City Attorney's Office to prepare an ordinance to delete Section 3.32.275 of the Municipal Code, and return to the City Council for first reading after completion of the first Festival.

BACKGROUND:

On April 4, 2016, the City Council certified the Environmental Impact Report (EIR) related to the staging of the Arroyo Seco Music & Arts Festival at the Rose Bowl and on Brookside Golf Course. Within the EIR, it was noted that the Festival and the NFL could not occur in the same year. Section 3.32.275 of the Pasadena Municipal Code authorizes the City/RBOC to consider use of the stadium by the NFL for up to 13 events.

During a discussion at City Council on April 11, 2016, when voting on the Ordinance change related to the Festival, the Council discussed whether the deletion of Section 3.32.275 related to the number of displacement events being increased to accommodate the NFL should be removed from the Municipal Code. As part of the Operating Agreement between the City and RBOC, all matters that could affect the Rose Bowl Area must be reviewed by the RBOC, and a recommendation made, prior to

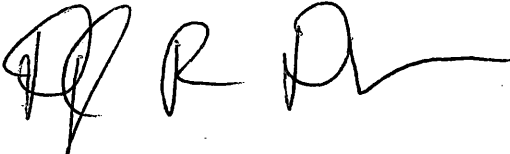
Council taking any action. Council requested that the RBOC Board undertake such consideration.

On May 10, 2016, the RBOC Board of Directors discussed this item and recognized that it is extremely likely that the festival will continue for at least three years (through 2019), and it is also highly likely that the NFL stadium in Inglewood that is scheduled to be built by 2019 will be complete and the opportunity for the stadium to host the NFL will be gone. Accordingly, the RBOC Board recommends to the City Council that, after the first Festival occurs, Section 3.3.2.275 of the Municipal Code, which increased the number of displacement events to accommodate the NFL at the Rose Bowl, should be deleted.

FISCAL IMPACT:

None

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Darryl Dunn', with a long horizontal flourish extending to the right.

Darryl Dunn
General Manager