



# Agenda Report

January 30, 2017

**TO:** Honorable Mayor and City Council  
**FROM:** City Manager and Rose Bowl General Manager  
**SUBJECT:** REPORT ON EFFORTS TO ENHANCE AND IMPROVE THE ARROYO SECO

**RECOMMENDATION:**

The following report is for information only; no City Council action is required.

**BACKGROUND:**

The Arroyo Seco, stretching the entire length of the city, from its northern border at the Jet Propulsion Laboratory to the southern border with South Pasadena, provides the community a variety of active and passive recreational opportunities and is the City's most precious and distinctive natural resource.

Over the years, the Arroyo Seco has been the subject of several planning efforts, and numerous capital improvement projects have been identified, intended to enhance the area and improve the user experience. Most recently, the Rose Bowl Operating Company led, and the City Council supported, a successful effort to secure the future viability of the historic Rose Bowl Stadium through a major renovation.

The most recent planning effort, which dates back to the early 2000s, resulted in master plans for the Arroyo, divided into three distinct areas: Hahamongna, the Central Arroyo and the Lower Arroyo. The cumulative cost of the proposed projects identified in these plans exceeds \$80 million. Unfortunately, to date, only a few of the projects have been completed, primarily due to a lack of sufficient financial resources.

At the City Council meeting on October 17<sup>th</sup>, and again as part of his State of the City address, the Mayor suggested that the time is right to reexamine, broadly, the City's approach to the Arroyo Seco, which would include the Brookside Golf Courses and the Clubhouse. There are several factors that make this an opportune time to consider the future vision, operations and management of the Arroyo, including, but not limited to:

1) plans by the National Park Service to add the Arroyo to the Santa Monica Mountains National Recreation Area; 2) a potential habitat restoration project by the Army Corps of Engineers that could, among other things, remove the concrete channel running through the Arroyo and replace it with a re-naturalized streambed; 3) the effect of the County Department of Public Works' sediment removal project behind the Devil Gate Dam; and 4) the potential expansions of the Rose Bowl Aquatic Center and Kidspace museum.

The continued decline in the sport of golf has impacted Brookside Golf Course, and has necessitated examining the long-term future of the golf courses. Brookside Clubhouse also needs to be considered as it is aging, and not conducive to hosting much needed revenue-generating events.

To better consider best practices for the Arroyo and to properly analyze risks and opportunities, Staff engaged the services of HR&A consulting group. HR&A has been involved in several similar efforts including the development of the High Line and Brooklyn Bridge Park in New York, The Anacostia Waterfront in Washington D.C. and an analysis of the Dallas park system. In each case, HR&A assisted their clients in developing a community vision and identifying funding streams needed to fulfill that vision.

The objectives for the Arroyo Seco are similar, which is to craft a broad, unifying vision, which would include capital projects and programming opportunities, some immediate and some longer-term, as well as to identify funding opportunities consistent with community desires. Such an effort would include seeking philanthropic support, as has been successfully achieved in other cities. Legacy Connections has had significant success raising more than \$18 million to date in private donations to support the Rose Bowl's capital needs.

In addition to professional support provided by HR&A, the Rose Bowl General Manager and City Manager have assembled an advisory group of Pasadena leaders who will bring together passion for the Arroyo Seco, financial acumen and who are well-versed in the history and the values of Pasadena. Currently, this group consists of: Bill Bogaard, William Chu, John Dean, Don Fedde, Michael Greene, Don Hahn, Mic Hansen, Phil Hawkey, Patricia Keane, Peter Knell, Doug Kranwinkle, Steve Mann, Tim Martinez, Sue Mossman, Chris Rising and Dan Rothenberg.

It is anticipated the work of the advisory group will commence in February and, at this time, is expected to take six months. Community input will be an essential part of the process, as the advisory group considers the Arroyo Seco holistically as an integrated ecosystem, examines a range of issues, prioritizes projects and programs and identifies potential new funding sources for capital projects and management of the area.

As the effort proceeds, a detailed work program and timeline will be developed and additional consulting resources will likely be requested. Additionally, periodic progress reports will be provided to the City Council.

**FISCAL IMPACT:**

Funds to provide for the HR&A purchase order in the amount of \$74,999 were drawn from the Rose Bowl Operating Company's current appropriations. The City will split expenses associated with the preliminary phase of this effort. As the effort proceeds additional costs will be identified along with an identification of sources.

Respectfully submitted,



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Darryl Dunn  
General Manager



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Steve Mermell  
City Manager