



# Agenda Report

August 26, 2019

TO: Honorable Mayor and Pasadena City Council  
FROM: Rose Bowl Operating Company  
SUBJECT: Commemorative Statue for Keith Jackson at the Rose Bowl Stadium.

## **RECOMMENDATION:**

This item is informational.

## **BACKGROUND:**

To continue its commemoration of the near-century of heritage and diversity at the Rose Bowl Stadium, and in preparation for celebrating its Centennial birthday in 2022, Rose Bowl Legacy Connections, the 501c3 non-profit organization that supports the protection, preservation and enhancement of the Rose Bowl Stadium, has secured philanthropic gifts to support the creation and installation of its next celebratory statue, representing the Rose Bowl Game broadcaster Keith Jackson, as a historical marker that 'transcends and celebrates an important moment in Rose Bowl history'.

Legacy Connections is the sole capital funding source to protect, preserve and enhance the Rose Bowl Stadium as a National Historic Landmark. Net proceeds from key heritage projects, like statues, directly benefits the preservation, protection and enhancement of the Rose Bowl Stadium as a National Historic Landmark.

As the Jackie Robinson and 1999 Team USA Women's World Cup Champions statues have done since their public dedications in November 2017 and July 2019 respectively, the commemorative statue program at the Rose Bowl Stadium will continue to educate and celebrate the legacy of key moments and figures in the Stadium's near-century of history.

Since the Keith Jackson statue will be located in the designated RBOC Area, specifically the Rose Plaza (brick plaza), as defined in the Operating Agreement between the RBOC and the City of Pasadena, the design, location, orientation, and size will adhere to the Rose Bowl Commemorative Statue Guidelines, which were approved by the RBOC on Feb. 2, 2017, and as outlined in Attachment C.

These Guidelines were modeled on the City's monument policy. During the development of the Guidelines, the RBOC requested input from key groups, including the neighborhood associations adjacent to the stadium, Legacy Board of Directors, Legacy Heritage Committee, RBOC Members, and Legacy's professional consultant, Dr. Jim Erickson.

The initial conversation about the Keith Jackson statue was presented to the RBOC at the March 1, 2019 meeting, as well as several times thereafter as informational updates while the process continued.

Most recently, the Keith Jackson statue was reviewed and approved by the RBOC on August 5, 2019 after review from the RBOC Operations Commission, with a recommendation to visit with the Arts and Culture Commission next for advisory review and comments.

#### Arts & Culture Commission Review

As part of the guidelines, the RBOC made a presentation to the Arts & Culture Commission on August 14, 2019 and requested that the Commission provide its perspective on the Keith Jackson project and its elements in an advisory capacity so that the RBOC can ensure the project is respectfully and tastefully done to best benefit the community at-large.

The Commission expressed support for the design and placement, however urged the RBOC to ensure that the photographic and viewing opportunity of established statues would not be compromised with a third statue to be placed in front of the Stadium's main entry gates (Jackie Robinson and the 1999 Team USA Women's World Cup Champions). The RBOC can confirm that the placement of the Keith Jackson statue will not compromise the viewing opportunity of the other two statues.

If timelines align appropriately, the targeted dedication date could be in late December to precede the Rose Bowl Game, or as late as April 2020.

#### Keith Jackson 'Granddaddy of Them All' Statue

The Rose Bowl Stadium has become synonymous with iconic moments, entertainers, coaches and athletes. When it comes to the Rose Bowl Game on New Year's Day, Keith Jackson provided the broadcast voice call for the most Rose Bowl Games ever, ultimately coining the New Year's Day game as the 'Granddaddy of Them All.'

After the passing of Keith Jackson in early 2018, Legacy embarked on a private-public fundraising effort for the project, including crowdfunding online donations from across the country to support Keith's legacy. Over 150 donors contributed to the crowdfunding effort on the project, with major local philanthropists in the Pasadena also contributing, including Sharp Seating.

The fundraising effort and project are part of an ongoing centennial campaign effort to raise \$40M in new private, philanthropic funds to support the preservation, protection and enhancement of the Rose Bowl Stadium as a National Historic Landmark by the

time it turns 100 years old in 2022. The centennial campaign was launched in November 2017 by Legacy.

Staff has been working with the Pasadena Tournament of Roses and the Jackson family on this project. To date, the Pasadena Tournament of Roses and the Jackson family, have supported and approved of all renderings and the elements associated with the project.

Fundraising is complete for the Keith Jackson statue, which totaled approximately \$380,000 in gross philanthropic gifts/pledges from more than 150 donors.

### *Design, Location, Orientation, and Size of the Keith Jackson Statue*

The statue of the Keith Jackson will be similar in stature to the height of the Jackie Robinson statue which is slightly larger than life-size (approximately 7' tall).

It will feature the authentic likeness of Keith Jackson standing with a broadcast microphone in hand, as he often did during all of his broadcasts. The Pasadena Tournament of Roses logo will be represented on the microphone flag being held by Keith and has been approved by the Tournament of Roses for use.

The statue is to be placed in the Rose Plaza, a shared space with the Pasadena Tournament of Roses that was installed in 2013 in front of Gate A of the Stadium and representing over 17,500 bricks that can be purchased by Stadium supporters. The Rose Plaza's construction coincided with the 100<sup>th</sup> Rose Bowl Game in 2013 and commemorates each University in the Big Ten Conference and Pac-12 Conference, as well as the Tournament of Roses logo in the center of the plaza.

Due to the nature of the Rose Plaza being representative of the history of the Rose Bowl Game, this is the most appropriate location. The statue will be flanked on either side with a concrete bench that is currently on site, however will need to be slightly re-designed to accommodate the statue's placement. An elevated bed of roses and trees will be on the rear of the statue with the iconic Rose Bowl Stadium marquee sign in photographic site for visitors to the statue.

A custom approximately 4" in-ground bronze base will be secured beneath the walking surface of the modified plaza bench area which will surround the marker, allowing for educational access for visitors (similar to Jackie Robinson). It will be compatible with the surroundings and will not have an effect on the surrounding environmental area.

For a preliminary statue rendering of the Keith Jackson statue, as well as the surrounding area, please see Attachment A.

Informational reader plaques will be included in the project and located adjacent to the marker, likely on the face of the concrete wall near the statue in order to highlight the accomplishments of the statue subject matter, educate visitors, and appropriately recognize the donors to the project. The reader plaques will support the comprehensive

public education about the subject matter. Donor acknowledgement will be done tastefully and modestly and will not detract from the overall presentation of the statue and/or the surroundings.

The statue will be located within the RBOC Area in front of the stadium's main gate – Gate A. It will be located approximately 25-35 feet from the front gate of the venue.

For a map of the potential location of the Keith Jackson statue, please see Attachment B.

Staff investigated several potential locations within the RBOC Area, both inside and outside of the venue, before determining that the current location was the best spot to initiate public appreciation of the subject. Locations were explored on displacement event days as well as non-event days to maximize public enjoyment with the location selection in coordination with the RBOC Operations team and the Tournament of Roses game staff.

The proposed orientation of the statue will be facing west towards the bricks on the Rose Plaza, with the back of the statue to Area H, uniting the Tournament of Roses and Stadium's many fans who have supported the stadium with bricks, alongside the statue.

Aesthetic merit is a primary determinant in the acceptance of the statue and must show a high level of quality from the artist.

The Keith Jackson statue placement will not impede upon the photographic opportunities surrounding the Jackie Robinson statue or the 1999 Team USA statue, as confirmed by the RBOC following the Arts and Culture Commission meeting.

Both the Jackson family and the Pasadena Tournament of Roses has seen and approved the project at various levels of the process, including intricate details such as logo usage and unique aspects of Keith Jackson such as his shoes.

### Selection of the Artist/Sculptor

After strong recommendation from its Executive Committee due to the success of the Jackie Robinson statue project, the Legacy Board of Directors voted to ratify Brian Hanlon of Hanlon Sculpture Studios as the sculptor for Keith Jackson and the 1999 Team USA Women's World Cup Statue. Brian's second project honoring the 1999 Team USA Women's World Cup Champions, was also a success (installed in July 2019). A fourth statue, should it be installed in the future, will be subject to another review process to accept potential bids and conversations with alternative sculptors.

During the early part of the process, and as an initial steps in the Rose Bowl Commemorative Statue Guidelines, Legacy formed a committee that performed initial research as well as discussed several artists/sculptors, including those that have previously sculpted athletic figures and have had experience with civic installations and processes in Los Angeles and around the nation.

After review, the Legacy Heritage Committee provided a written recommendation on the Artist/Sculptor for the Jackie Robinson project to the Legacy Board of Directors, which was subsequently voted on by the Board and recommended to the RBOC.

The Artist/Sculptor selected was Brian Hanlon of Hanlon Sculpture Studios.

During the original evaluation process, the Artist/Sculptor was compared and selected based on the following criteria:

- History with sculpting athletic figures and moments that involve movement
- History with civic installation and processes
- Professional references from prior projects
- Pricing of the Proposal as it relates to the overall fundraising goal of the project

Because of the success of the Jackie Robinson project, and the fundraising success on the next two commemorative statue projects (since the 1999 Team USA and now Keith Jackson), Staff moved forward contractually with Brian Hanlon of Hanlon Sculpture Studios to continue his work.

In addition to performing the successful sculpting and installation of the Jackie Robinson statue at the Stadium in 2017, and subsequently the 1999 Team USA statue in July 2019, Hanlon Sculpture Studio has also performed over 300 successful installations of bronze and granite sculptures and has worked with college and professional sports organizations, municipalities, churches, public safety departments, and individuals. They are also the official sculptor of the Naismith Memorial Basketball Hall of Fame.

#### Compatibility, Impact, and Safety

The Keith Jackson statue will be appropriate and compatible with existing uses in the aforementioned RBOC Area in the Rose Plaza area and will integrate with the surrounding environment and re-designed landscaping elements.

The Statue placement and location will not impact the operations of major displacement events. The RBOC Operations team, and the Tournament of Roses game staff has been consulted and included in this process.

The aesthetic merit of the statue will show a high level of quality, synonymous with prior Rose Bowl Stadium projects, including Jackie Robinson and the 1999 Team USA statue.

The statue will not adversely impact the use of the area including, but not limited to, visual impact of the historic Rose Bowl Stadium and traditional patron usage. The slightly re-designed Rose Plaza benches and new educational marker will enhance community access to the area, creating a safer accessibility by visitors to view the iconic vantage points associated with the Stadium and its surroundings.

Any associated future maintenance costs will be the sole responsibility of Legacy.

The statue will be safe to passersby, curious spectators (especially children), and the environment including motor and recreational traffic. Sharp projecting elements, loose

parts, and other potential hazards, which create liability and safety issues, will not be accepted.

**ENVIRONMENTAL:**

The actions proposed herein are exempt from the California Environmental Quality Act (“CEQA”). The installation of the statue and Rose Plaza bench improvements are exempt pursuant to State CEQA Guidelines Section 15301, which exempts from environmental review minor alterations of existing public structures that involve negligible or no expansion of the use, as well as maintenance of existing landscaping. The alterations contemplated on the north tip of the parkway extension, in front of the stadium’s main gate – Gate A – involve renovation and improvement of existing landscaped area and the placement of one statute. These improvements will not expand the use of the stadium.

**FISCAL IMPACT:**

Legacy has acquired philanthropic pledges from over 150 private contributors to fund the Keith Jackson statue, totaling approximately \$380,000 in gross gifts/pledges. After the fulfillment expenses of site preparation, sculpting and installing the statue there will be a significant net of approximately \$240,000 to benefit Legacy’s mission.

As with any Legacy project, any net philanthropic gift directly supports the protection, preservation, and enhancement of the Rose Bowl Stadium, which is Legacy’s mission.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'D Dunn', written over a horizontal line.

Darryl Dunn,  
General Manager




**ATTACHMENT A – PRELIMINARY DRAFT STATUE RENDERING**

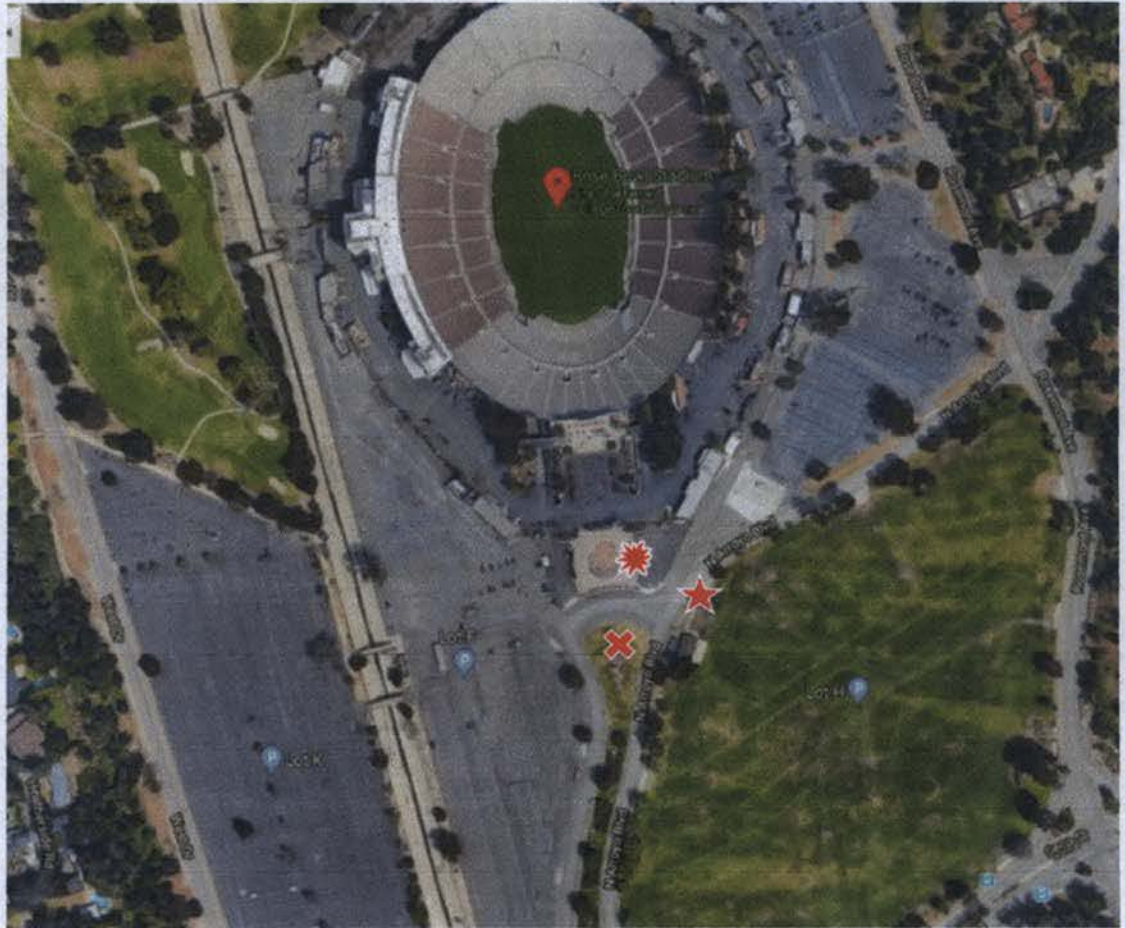






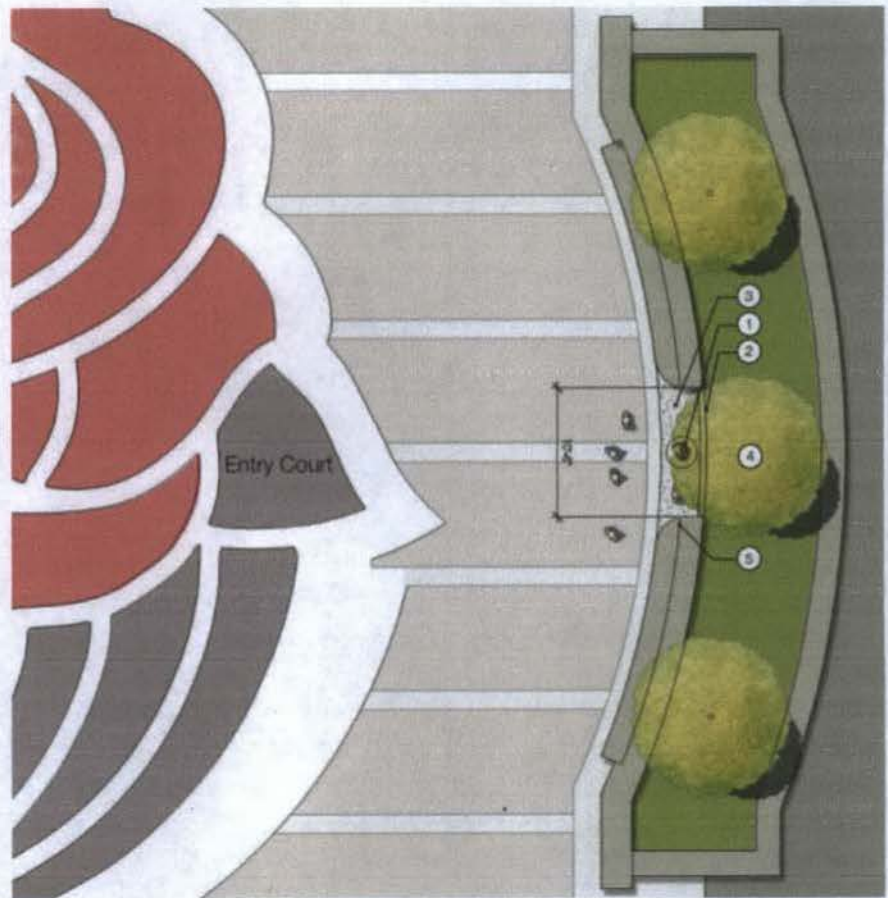
**ATTACHMENT B – DRAFT OF SUGGESTED STATUE LOCATION**

-  *Location for 1999 Team USA Statue*
-  *Location of Jackie Robinson Statue*
-  *Location of Keith Jackson Statue*



**Legend**

- ① Keith Jackson Statue
- ② Concrete Wall w/  
Information Signage
- ③ Concrete paving to  
match existing Bands
- ④ Existing Magnolia Trees
- ⑤ Modified Existing Seatwall



**ATTACHMENT C - Rose Bowl Commemorative Statue Guidelines**

***\*\* (as approved by RBOC on 2/2/17) \*\****

***Also published for public reference on both the Rose Bowl Stadium website and the Rose Bowl Legacy Foundation website.***

The placement of monuments or statues within the RBOC Area is not regulated by the City's Monument Policy, therefore the RBOC adopts the following Guidelines for placement of monuments or statues within the RBOC Area.

**A. Evaluation Process**

1. Legacy's Board of Directors and the General Manager of the RBOC will appoint and oversee a statue committee to: 1) determine the artist, 2) review appropriateness of content, and 3) make recommendations to Legacy Board of Directors and RBOC on select statue subject matter, appropriate locations within the RBOC Area (as defined in the Operating Agreement with the City of Pasadena), based on the level of significance associated with the Rose Bowl Stadium, and footprint and orientation within the proposed site plan of each statue. Should any future statues be proposed within the joint venture space of the Rose Plaza, the Tournament of Roses will be included in the process. (No RBOC Board Members or City Council members may be appointed to the committee to maintain the legal distinction between Legacy and the City/RBOC.)
2. Committee recommendations will strongly consider the professionally proposed recommendations from a third-party industry professional. The committee will maintain initial oversight to ensure compliance with the established guidelines.
3. Recommendations from the committee will be presented in full to the Legacy Board of Directors for approval and recommendation of further action to the General Manager of the RBOC.
4. Once approved by Legacy's Board of Directors, the General Manager of the RBOC will present the preliminary commemorative statue plans and committee suggestions to the RBOC Board.
5. Legacy, the General Manager of the RBOC, and the selected artist will request that the City of Pasadena's Arts and Culture Commission review the design of any statue in an advisory capacity.
6. Legacy and the General Manager of the RBOC will present the final draft of statue plans, suggested location, orientation, and designs to the RBOC Board for recommendation and approval, the Arts and Culture Commission in an advisory capacity, and City Council as an informational item so that the Council may understand the application as it relates to proposed location, compatibility with the

surroundings, potential impact on other uses, potential liability, and safety and maintenance issues.

B. Evaluation Guidelines:

- **Appropriateness:** Each statue will have an association between the Rose Bowl Stadium, its history and heritage, and thus, the City of Pasadena. Statues could be figures, living or deceased, or historic moments, that have had a direct association and influence with Rose Bowl Stadium history and heritage. The installation of a celebratory statue, affiliated with an appropriate Rose Bowl Stadium moment, will not be permitted unless there is a minimum of five (5) years from the occurrence of or conclusion of the specific event.
- **Compatibility:** Statues will be appropriate and compatible with existing uses in the area. Statue designs will be encouraged to integrate with the surrounding environment and will be combined with shrubbery and landscaping elements, when and if possible. The aesthetic merit of the statues must show a high level of quality, synonymous with prior Rose Bowl Stadium projects, and will best support education about the subject matter.
- **Impact:** Statues will not adversely impact the use of the area including, but not limited to, visual impact of the historic Rose Bowl Stadium and traditional patron usage.
- **Aesthetics:** Aesthetic merit is a primary determinant in the acceptance of statues and must show a high level of quality from the artist. Works of inferior workmanship will not be approved nor accepted. Statue sizes will be no larger than life size, plus 25% (industry standard for most likenesses) with a custom, in-ground base no smaller than 2.5' x 2.5' and no larger than 5.5' x 5.5'.
- **Maintenance and Insurance:** The statues will have little to no ongoing maintenance costs. If any such costs should arise, ordinary or extraordinary, they will be fully funded by Legacy for the life of the statue. Statues will not create liability or public funding issues, as any donor(s) will sign formal Legacy pledge documents.
- **Safety:** The statues will be safe to passersby, curious spectators (especially children), and the environment including motor and recreational traffic. Sharp projecting elements, loose parts, and other potential hazards, which create liability and safety issues, will not be accepted.
- **Ownership:** Ownership of any statue will be transferred to the RBOC upon written acceptance by Legacy and installation by the artist.

- **Construction/Installation:** Construction, installation and site preparation of every statue must be undertaken pursuant to valid plans, approvals and permits approved by RBOC standards.
- **Donor Recognition:** Donor recognition will not be in perpetuity. Donor acknowledgement on statues will be done tastefully and modestly and will not detract from the overall presentation of the statue and/or the surroundings. Recognition will also best support education about the subject matter, if possible. In reference to other Legacy naming opportunities, donor recognition will remain until 2042, unless otherwise stated to be shorter by the gift agreement or if the donor is determined to be qualified as the following:
  - Legacy, or the RBOC, may remove plaques, donor recognition, or the statue itself, if it is reasonably believed that the Donor and/or highlighted subject matter has committed a crime or act of moral turpitude, or has engaged in conduct materially averse to the interests of the City of Pasadena, the RBOC or Legacy.
- **Waiver of Intellectual Property Rights:** Legacy and the artist creating the statues shall sign an agreement acknowledging and agreeing that both parties are familiar with the “California Art Preservation Act” (California Civil Code Section 987 et seq.) and the “Visual Artists’ Rights Act of 1990” (17 U.S.C. Section 101 et seq.) and shall expressly waive rights under those Acts to the extent permissible therein and shall also sign a general release in a form acceptable to the City Attorney.