

DATE: NOVEMBER 22, 1999

TO: PASADENA COMMUNITY DEVELOPMENT COMMISSION

FROM: CYNTHIA J. KURTZ, CHIEF EXECUTIVE OFFICER

SUBJECT: LICENSE AGREEMENT WITH MIKE BROWN GRANDSTANDS, INC. FOR USE OF COMMISSION-OWNED PROPERTY LOCATED AT 367-381 E. COLORADO BOULEVARD FOR ROSE PARADE VIEWING GRANDSTANDS

RECOMMENDATION

It is recommended that the Pasadena Community Development Commission ("Commission") take the following actions:

1. Approve a License Agreement ("Agreement") with Mike Brown Grandstands, Inc. ("Licensee") for construction and operation of Rose Parade grandstand seating on Commission-owned property located at 367-381 E. Colorado Boulevard;
2. Authorize the Chief Executive Officer to execute, and the Secretary to attest, the Agreement on behalf of the Commission;
3. Upon execution of the Agreement, approve a journal voucher recognizing \$26,000.00 in license fees;
4. Direct staff to distribute the 40 parade seat tickets provided pursuant to the Agreement to the Council for distribution to the community.

BACKGROUND

Following the demolition of buildings located at the subject address in November, 1994, the Commission approved a License Agreement with Mike Brown Grandstands, Inc. for the use of the Commission-owned property (refer to Site Map, Exhibit "A") for Rose Parade grandstand seating for the 1995-1999 Rose Parades. The opportunity for the construction of approximately 1,700 parade grandstand seats is again available on the subject site.

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The parcels comprising the grandstand site are owned by the Commission, constituting a portion of the site for future development on the Broadway Block. Commission staff is continuing to actively explore with Maguire Partners the development program for the block which will involve land uses as called for in the "City Center Task Force Civic Center/Mid-Town Programing Effort Report". In the meantime, the property is vacant and available for such short term uses as grandstand seating for the upcoming Rose parade.

If the proposed use and Agreement is approved by the Commission, for a license term of December 7, 1999 through January 15, 2000, the Licensee will pay to the Commission a lump sum of \$26,000 for the use of the site, payable concurrently with the execution of the License Agreement. The Licensee is required to prepare the site for the construction of the grandstands, which includes placement of a crushed rock base. Perimeter fencing is currently in place as previously constructed by Licensee. All grandstand construction shall be to the complete satisfaction of the Department of Planning and Permitting of the City of Pasadena. Further, the Licensee will be required to provide satisfactory insurance indemnifying the City and Commission against any liability.

Consistent with the provisions of the Agreement from last year, staff has arranged for a minimum of 40 seat tickets for distribution to the community.

FISCAL IMPACT

The proposed action will generate \$26,000 in revenue to the Commission for FY 2000 to be included in the Downtown Project Area-General.

Respectfully submitted,


CYNTHIA J. KURTZ
Chief Executive Officer

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Prepared by:


MANUEL NEGRETE, JR.
Real Property Manager

Approved by:


RICHARD J. BRUCKNER
Director of Housing and Development