

3.8 LAND USE AND PLANNING

3.8.1 Introduction

This section of the Draft SEIR describes existing land uses on the project site and in the surrounding area and evaluates the potential for land use impacts associated with implementation of the proposed Rose Bowl Stadium Renovation Project. The analysis focuses on the potential for the proposed project to result in impacts on existing, planned, and adjacent community land uses and the relationship of these changes to relevant planning policies that guide land use decisions.

Data used in the preparation of this section were obtained from various sources, including City staff, previous environmental documentation and feasibility studies prepared for the city, and other city data sources. There are no changes to the baseline conditions regarding land use since preparation of the FEIR.

3.8.2 Environmental Setting

Land uses in and around the project site have not changed drastically since the FEIR. The project site is located in the Central Arroyo portion of the Arroyo Seco, which is situated in the San Rafael Hills in western Pasadena. The project site encompasses approximately 30 acres, and includes the Rose Bowl stadium, parking lots, utility buildings, and green space. Surrounding land uses include the Brookside Municipal Golf Course, open space, and residential uses.

The City's General Plan Land Use Element designates the project site as Open Space, a category that allows a variety of active and passive public recreational facilities, as well as city-owned, open-space facilities. The preservation of urban open space facilities and recreational opportunities is one of the primary objectives of the General Plan Land Use Element. Refer to Section 3.8-2 of the FEIR for a detailed discussion of the existing land uses surrounding the project site.

3.8.3 Regulatory Framework

The regulatory framework for the revised project remains the same as that described in the FEIR (pages 3.8-3 through 3.8-5). As stated in the FEIR, no federal or state regulations were identified as pertaining to land use of the project; however several policies contained within the City of Pasadena General Plan were. The project, as revised, remains consistent with these regulations.

3.8.4 Methodology

The analysis in this section focuses on the compatibility of the proposed project with other existing land uses in the Central Arroyo, and analyzes the proposed project's impact with respect to intensification of land use. Consistency with any applicable land use plans, policies, or regulations is also analyzed.

3.8.5 Thresholds of Significance

The FEIR indicated that land use impacts would be significant if the project results in:

- Incompatibility with adjacent land uses, or potential to cause a substantial adverse change in existing land use patterns
- Substantial alteration of the type or intensity of development in the immediate area
- Inconsistency with applicable adopted land use plans, policies and regulations
- Creation of adverse neighborhood effects
- Substantially interferes with existing other uses in the immediate area

3.8.6 Revised Project Impacts and Mitigation Measures

The Initial Study for the original project (Appendix A to the FEIR) stated that the proposed project would not physically divide an established community, as the project site is currently developed. In addition, there is no habitat conservation plan or natural community conservation plan applicable to the project site, and there would, therefore, be no conflict of the proposed project with such a plan. These thresholds would result in *no impact*, and were not analyzed in the Draft SEIR. The revised project would not divide an established community for the same reasons set forth in the FEIR. Therefore, no further analysis is required in this Draft SEIR.

Threshold	Would the revised project result in incompatibility with adjacent land uses, or have the potential to cause a substantial adverse change in existing land use patterns?
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Impact 3.8-1 The revised project would not result in incompatibility with adjacent land uses, or cause a substantial adverse change in existing land use patterns. This is a *less-than-significant* impact.

The revised project proposes upgrades to utility infrastructure, renovation of seating, a new, expanded press box, a Hall of Fame museum and retail store, expanded access, a new horizon-level concourse, and expanded and improved concessions. It does not propose any new uses that do not currently exist on site except for the museum and retail store. However, similar to the original project, this would not represent a new use in the Central Arroyo, as the stadium currently sells concession items. The same as for the original project, because the Rose Bowl would continue its current use, revised project implementation would not cause an adverse change in the existing land use pattern of the project area. Other recreational facilities in the Central Arroyo would continue operations. There would be no change in the type or development in the immediate area as a result of the revised project, and the project would be compatible with other recreational uses in the area. Temporary land use incompatibilities that could result from construction activities would remain the same as identified in the certified FEIR. Therefore, there would be no new or different impact with respect to land uses as a result of the revised project. This impact would be *less than significant*.

Threshold	Would the revised project result in substantial alteration of the type or intensity of development in the immediate area?
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Impact 3.8-2 **The revised project would not result in substantial alteration of the type or intensity of development in the immediate area. This impact is *less than significant*.**

The project as originally proposed and analyzed in the certified FEIR would add a net of approximately 816,000 square feet (sf) of use to the existing stadium, and would create a more massive, taller, state-of-the-art, modern stadium. Therefore, the physical design of the stadium would represent a substantial change in the intensity of development in the Central Arroyo. The design would represent a substantial increase in visual massing of the stadium, as well as change the visual character of the Rose Bowl. The revised project provides considerably less building structure, adding approximately 607,000 sf of new space to the existing stadium compared to the original proposal for an additional 816,000 sf plus 308,000 sf of renovated area. No structure would be developed on the east side. No major advertising signs would be visible from outside the stadium and there are no programmatic changes proposed under the revised project. Therefore, the only visible new structural elements would consist of the same expansion of the press box on the west side as identified for the original project, the four vertical access towers, and the horizon-level concourse and support structures on the exterior of the stadium for Option A and the widened tunnels for Option B. The existing ancillary structures at plaza level would be demolished and new structures constructed just inside the perimeter fence line and/or in the new internal concourse. The revised project components would maintain much more closely the existing massing and height of the stadium than the original project, and would not represent a substantial change in the intensity of development in the Central Arroyo. Therefore, this impact, identified as significant and unavoidable in the certified FEIR for the original project, would be reduced to a *less-than-significant* level with the revised project.

Threshold	Would the revised project be inconsistent with applicable adopted land use plans, policies and regulations?
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Impact 3.8-3 **The revised project would not be inconsistent with applicable adopted land use plans, policies, and regulations. This impact is *less than significant*.**

The same as for the original project, the proposed revised project elements are consistent with the City's current land use designation of Open Space under the Land Use Diagram, and zone OS (Open Space) as specified in the *Pasadena Municipal Code*. Uses proposed under the project do not represent a change from existing uses in character or type. The analysis of project consistency with various land use plans as discussed in Section 3.8.3 (Regulatory Framework), of the certified FEIR, which analysis determined that the proposed project is consistent with goals, objectives, and policies of all applicable land use plans, would not change with the revised project. In fact, consistency would be even stronger than under the original project, as the Rose Bowl Use Plan would not require modification to increase the number of events. Consequently, impacts associated with consistency with applicable land use plans would be less than significant.

Threshold	Would the revised project substantially interfere with existing other uses in the immediate area?
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Impact 3.8-4 **The revised project could interfere with existing other uses in the immediate area. This is a potentially significant impact. Implementation of mitigation measure MM 3.8-1 would reduce this impact to *less than significant*.**

The Rose Bowl stadium parking area at the south end is utilized on a monthly basis for the Rose Bowl Flea Market, held the second Sunday of each month. Construction staging and other construction activities could interfere with this monthly event if provisions are not made for relocation of the Flea Market. This represents a potentially significant impact to operators of the Flea Market. However, MM 3.8-1 as contained in the FEIR provides that an alternative location will be provided to accommodate the Flea Market if construction of the proposed project results in unavailability of the parking lot areas currently utilized for this purpose. With implementation of this mitigation measure, this impact would be reduced to a *less-than-significant* level.

MM 3.8-1 If the parking areas that currently accommodate the monthly Flea Market are unavailable due to construction of the proposed project, the RBOC shall make an alternate location available, and shall notify the Flea Market operators in writing at least 90 days in advance of any such unavailability as well as to advise of the alternative location.

Because the proposed revised project does not include the NFL as a tenant, there is no potential for conflict with the Flea Market or other Sunday activities at the Rose Bowl or in the Arroyo, as previously identified in the certified FEIR. This impact would be eliminated with the project revisions, and MM 3.8-2 would no longer be required.

Threshold	Would the revised project result in adverse neighborhood impacts?
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Impact 3.8-5 **The revised project would not result in adverse neighborhood impacts. This impact is *less than significant*.**

With regard to adverse neighborhood impacts, construction traffic for the revised project would be routed from I-210 directly to the staging area, and would not pass through residential neighborhoods. As the number of annual events with the revised project would remain exactly the same as exists today, there would be no increase in traffic or noise that would adversely affect adjacent residential neighborhoods. Therefore, the significant and unavoidable impact identified for the original project would be eliminated with the revised project, resulting in a *less-than-significant* impact on adjacent neighborhoods from the revised project.

3.8.7 Cumulative Impacts

A cumulative impact analysis is only provided for those thresholds that result in a less-than-significant or significant and unavoidable impact. A cumulative impact analysis is not provided for those thresholds where there are no project-related impacts.

The geographic context for the discussion of cumulative impacts includes the City of Pasadena, specifically the areas surrounding the Arroyo Seco. With the exception of the intensification of use represented by the proposed project (added building area; i.e., Hall of Fame Museum), no substantial land use intensification or change of land use is identified for the Arroyo Seco planning area. Therefore, implementation of the proposed project in association with other potential renovation projects in the Arroyo Seco planning area would result in limited changes to the existing land use environment. The revised project, with its reduced building footprint, would not represent a significant impact on land use intensification. Because no changes in land use elsewhere in the Arroyo are expected to occur, the cumulative impact would be less than significant.

3.8.8 Conclusion

The land use and planning impacts of the proposed revised project would not result in new significant impacts or a substantial increase in the severity of previously identified significant impacts. The project revisions would reduce the two identified significant and unavoidable impacts of the original project to either no impact or less than significant, as discussed, above. Previously adopted project-specific mitigation measure MM 3.8-1 will be implemented, and no new or different mitigation measures are required.

