

3.12 TRANSPORTATION

3.12.1 Introduction

This section analyzes the potential for adverse impacts on existing transportation and traffic conditions resulting from implementation of the revised project. Issues scoped out from detailed analysis in the EIR included changes in air traffic patterns as a result of the proposed project. The revised project does not change this conclusion, and no further analysis of this issue is contained in this Draft SEIR.

As the revised project's overall seating capacity would remain relatively unchanged and because the number of annual displacement events would remain at 12, no revised traffic study was performed. For operation, it is assumed that traffic will be substantially the same as the current level. All parking would also remain the same as current conditions during operation of the revised project. The anticipated traffic from visitors to the Hall of Fame Museum would not be anticipated to significantly affect area traffic, and was previously analyzed in the FEIR. Construction traffic would remain essentially the same as that previously analyzed in the FEIR, and would not change substantially with the project revisions.

The original traffic impact analysis prepared by Linscott, Law & Greenspan is contained in Appendix G of the FEIR. This Draft SEIR section analyzes the potential for adverse impacts on existing transportation and traffic conditions resulting from implementation of the proposed project. The Initial Study (Appendix A of the FEIR) identified the potential for impacts associated with increased number of vehicle trips and traffic congestion, exceeding established levels of service of the county congestion management agency, increased hazards due to design features, emergency access, and parking capacity. In addition, the Initial Study identified project consistency with adopted policies supporting alternative transportation as potentially significant due to the increase in shuttle service to the Rose Bowl Stadium. Issues scoped out from detailed analysis in the EIR include changes in air traffic patterns as a result of the proposed project.

3.12.2 Environmental Setting

Actual traffic counts at area intersections and on roadway segments that were analyzed in the FEIR would be expected to differ somewhat from the data set forth in the FEIR, which was prepared in 2005. However, as noted, above, because the revised project would not affect traffic baseline conditions as of June 2007, it was determined that an additional traffic impact analysis was not required. The only component of the revised project that could incrementally increase traffic would be the Hall of Fame museum and team store, which is not anticipated to generate substantial amounts of traffic, as is discussed below.

Currently, the Central Arroyo can accommodate approximately 21,000 vehicles. During major events at the Rose Bowl, parking is provided on adjacent surface parking lots located to the east, west, and south of the stadium, on a golf course located north of the stadium, and off-site parking provided at the existing Parsons complex located at 100 West Walnut Street (via an existing shuttle program to/from the Rose Bowl Stadium). The paved parking lots to east of the stadium are Lots B and D and the paved lots

to the west are Lots F, K, L, and M. Lot I is also paved and is located south of the stadium just south of Seco Street. Area H is a turf area that is used primarily for recreational activities (i.e., soccer, kite flying, etc.) and on major special event days, parking is provided. The fairways of the two 18-hole Brookside Park golf courses north of the stadium are also divided into areas used for parking for only major events. Parking is also provided near Brookside Park, located just east of Lot I. Based on information provided by the Rose Bowl Operating Company (RBOC) and the PPD, approximately 21,280 total parking spaces are made available on both paved and turf areas. For large events like the Rose Bowl game, with current attendance well over 80,000 people, the total parking supply can be increased to approximately 24,310 spaces with multiple stack parking configurations on certain lots. Parking arrangements are made on an event by event basis. It should be noted that although multiple stack parking results in a significantly higher parking supply, it also results in increased delays and less convenience for event patrons.

The remainder of the Environmental Setting from the FEIR with regard to regional and local access, roadway descriptions, and other traffic background, which comprises is incorporated by reference as though fully set forth.

3.12.3 Regulatory Framework

As stated in the FEIR, there are no federal or state regulations pertaining to traffic that would be applicable to the revised project. The revised project would not change the analysis of consistency with Southern California Association of Governments policies as contained in table 3.12-7 of the FEIR (page 3.12-49), nor would it change the consistent analysis of the project with the Los Angeles County Congestion Management Plan and City of Pasadena General Plan goals and policies as identified in the FEIR on pages 3.12-50 through 3.12-51).

3.12.4 Methodology

The impacts of the revised project are compared to existing conditions to determine whether any of the proposed modifications would result in increases in vehicular traffic, include a design feature that would be hazardous, result in reduced parking, conflict with adopted policies related to alternative transportation, or result in inadequate emergency access. Further, a determination is made whether the traffic from the project as revised was analyzed adequately in the FEIR. Baseline conditions are assumed to be those occurring in June 2007, when the NOP for the revised was issued. As the proposed revised project would not increase the number of displacement events, project traffic would be expected to remain essentially the same as baseline conditions with the exception of a potential incremental increase in traffic that could occur from Hall of Fame Museum operations. The incremental traffic from the Hall of Fame Museum was included in the traffic analysis in the FEIR, and this analysis would not change with the project modifications.

3.12.5 Thresholds of Significance

The project is considered to have a significant effect on the environment if it would:

- Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (e.g., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)
- Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways⁵
- Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses
- Result in inadequate emergency access
- Result in inadequate parking capacity
- Conflict with adopted policies supporting alternative transportation (e.g., bus turnouts, bicycle racks)

3.12.6 Revised Project Impacts and Mitigation Measures

The Initial Study for the original project indicated that the project site is not located within an airport land use plan or in the vicinity of a public airstrip. In addition, the helipad located at the north end of the Arroyo Seco would not be impacted by the proposed project, as the project would continue current uses of the site. Therefore, no further analysis of air traffic patterns is required in this Draft SEIR, as noted, above.

Threshold	Would the project substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses?
Threshold	Would the project result in inadequate emergency access?
Threshold	Would the project result in inadequate parking capacity?
Threshold	Would the project conflict with adopted policies supporting alternative transportation (e.g., bus turnouts, bicycle racks)?

Impact 3.12-1 **The revised project would not substantially increase hazards due to design features. The revised project would not result in inadequate emergency access or inadequate parking, nor will it conflict with adopted policies supporting alternative transportation. Impacts would be *less than significant*.**

The project modifications would not change the impact analysis or significance conclusions of the FEIR related to access to the project site during construction, hazardous design features, or parking, alternative transportation policies, or traffic and circulation during operation, which were identified as *less-than-*

⁵ As discussed in Section 3.12.5 (City of Pasadena Impact Criteria and Thresholds), the City of Pasadena's *Preparation Guide Traffic Impact Reports*, July 1999, specify the LOS standards and impact criteria to be used to determine whether an intersection or roadway segment would be significantly impacted. These criteria are stricter than the criteria used by the County.

significant impacts in the FEIR. The proposed project would not change access to the stadium except for providing a roundabout at the south entrance, which would not result in any design hazards such as sharp curves or dangerous intersections. The design of the roundabout is the same as originally proposed for the project, and the analysis would not change with the project revisions. The analysis of these thresholds remains the same for the revised project as for the original project.

Threshold	Would the project cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (e.g., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)?
Threshold	Would the project exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads and highways?

Impact 3.12-2 **The revised project would not cause an increase in traffic or exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency. Impacts would be *less than significant*.**

The significant and unavoidable traffic impacts identified in the FEIR were determined to be a result of the increased number of displacement events at the stadium, a component of the original project. These impacts were found to be significant despite implementation of feasible mitigation measures. The revised project would not increase the number of displacement events and would not, therefore, substantially affect existing traffic conditions.

The proposed revised project includes a Hall of Fame museum and team store, which was a component of the original project. Similar to the original project, this museum/store would comprise approximately 10,000 to 15,000 square feet (sf) of space, included at the field/service level, and would be constructed either within the west sideline addition or as an external, ancillary structure outside the stadium. Under the original project, this component, combined with the new media facilities, would have added 57,000 sf of net new space to the stadium, compared to the 20,000 sf for the revised project. This component was analyzed as part of the traffic impact analysis for the original project, and was included in the FEIR analysis. This component of the revised project now represents the only project feature that could increase traffic over existing conditions.

The museum/team store would be open during all special events and games, and potentially during the weekdays between 8:00 A.M. and 6:00 P.M. It was determined in the FEIR that the increases in traffic that would adversely affect roadway segments and area intersections were trips generated by the displacement events and the timing of those events (e.g., Monday and Thursday Night Football events). The retail component is internal to the museum space, and therefore would not generate any new trips independent of the museum space (i.e., linked trip reduction). As such, patrons of the retail store will only be visitors to the museum and event attendees. While the museum would be open on weekdays, it would not generate a substantial number of vehicle trips compared to those generated by the original project (based on various industry rates of one visitor per 25 sf of museum space). Utilizing this generation factor, the

museum/store component would be anticipated to generate a maximum of 13 peak-hour AM and PM trips, which would not be considered significant. The revised project eliminates hosting of the NFL and, therefore, the traffic impacts as a result of the increased number of displacement events, which were identified as significant and unavoidable for the original project, would be less than significant with the revised project.

Therefore, the impacts of the revised project on traffic and circulation would be *less than significant*, and the mitigation measures identified for the original project in the FEIR would not be required.

3.12.7 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 analysis of cumulative transportation/traffic impacts includes the general boundaries of the Arroyo Seco area in the City of Pasadena that contains the list of related projects. Since a forecast of on-street traffic conditions prior to occupancy of the proposed project was prepared by incorporating the potential trips associated with other related projects in the area, the potential impact of the proposed project was evaluated within the context of the cumulative impact of all ongoing development. Because the revised project would not change baseline conditions with regard to traffic and parking, it would not make a cumulatively considerable contribution to any cumulative impact with regard to traffic in the City. Therefore, the cumulative impact would be less than significant.

3.12.8 Conclusion

The revised project would not result in new or significant impacts or a substantial increase in the severity of previously identified significant impacts to public services. Compared to the original project, the revised project would remove the significant impacts on traffic by limiting the number of displacement events annually to what is allowed currently. Therefore, the revised project would not impact traffic in the Central Arroyo and the mitigation measures from the FEIR would not be required.

