



Agenda Report

August 13, 2001

TO: CITY COUNCIL

THROUGH: ECONOMIC DEVELOPMENT & TECHNOLOGY COMMITTEE

FROM: ROSE BOWL OPERATING COMPANY (RBOC)

SUBJECT: RBOC REQUEST FOR CITY COUNCIL TO ADOPT THE ATTACHED MITIGATED NEGATIVE DECLARATION FOR "2002-2003 MAJOR EVENTS AT THE ROSE BOWL"

RECOMMENDATION:

It is the recommendation of the RBOC that the City Council:

1. Adopt the attached Mitigated Negative Declaration and the finding that the project will not have the potential for a significant effect on the environment.
2. Direct the City Clerk to file the Notice of Determination and Certificate of Fee Exemption from State Fish and Game fees with the Los Angeles County Registrar-Recorder/County Clerk.

BACKGROUND:

At the August 4, 2000 meeting, the City Council approved the Rose Bowl Use Plan that increases the number of major events allowed at the stadium from 12 per year to 25 per year. Staff is seeking RBOC approval and recommendation of the following initial study and mitigated negative declaration for 25 athletic and non-athletic major events at the Rose Bowl for calendar years 2002 and 2003.

August 13, 2001

Page 2

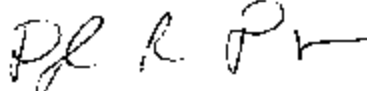
ENVIRONMENTAL:

Per the Initial Study prepared by Parsons, Harland, Bartholomew & Associates the environmental factors potentially affected would be noise, transportation and circulation. On the basis of the Initial Study for the project and the inclusion of the listed mitigation measures, the project will not have the potential for a significant effect on the environment. (The Initial Study for this project was placed on file with the Los Angeles County Clerk on June 26, 2001.)

FISCAL IMPACT:

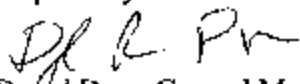
The market environment of stadiums in Southern California will dictate the future fiscal impact of the Rose Bowl. Based on current market conditions, the additional flexibility to schedule more major events during the calendar year will allow the RBOC to offset the loss in revenue anticipated when the Los Angeles Galaxy relocate to a new stadium in 2003.

Respectfully submitted,



pf Porfirio Frausto-President
Rose Bowl Operating Company

Prepared by:



Darryl Dunn-General Manager
The Rose Bowl

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