



Agenda Report

August 13, 2001

TO: CITY COUNCIL
THROUGH: FINANCE COMMITTEE
FROM: ROSE BOWL OPERATING COMPANY (RBOC)
SUBJECT: AMENDING OF CIP FISCAL YEAR 2002

RECOMMENDATION:

It is recommended that the City Council amend the CIP for FY 2002 related to the following RBOC projects:

1. Amend the Rose Bowl Improvements section of FY 2002 CIP to include three new projects – New Signage within and adjacent to the Rose Bowl, Lighting in Parking Lots F and K, and Wrought Iron Fence Replacement around the Rose Bowl; and
2. Approve a journal voucher recognizing and appropriating \$1,650,000 from the Tournament of Roses as follows:
 - a. New Signage within and adjacent to the Rose Bowl - \$950,000 to account number 88038
 - b. Wrought Iron fence replacement around the Rose Bowl - \$700,000 to account number 88039
3. Approve a journal voucher recognizing \$240,000 from the City of Pasadena/Tournament of Roses Capital Improvement Fund and appropriating it to the lighting in parking lots F & K project to account number 88040

It is also recommended that the management of the construction projects will be under the control of the RBOC and that the procurement procedures of the City of Pasadena will be followed.

BACKGROUND:

On January 3, 2002 the Rose Bowl will host the 84th annual Rose Bowl Game. This game will mark the first time that the Rose Bowl Game will be the site of the National Championship Game within the Bowl Championship Series (BCS). There is a shared interest in funding projects that will accrue to the benefit of the stadium on the Tournament of Roses.

Signage Improvements

The Tournament of Roses is requesting several capital improvements related primarily to better signage at the Rose Bowl. Stadium staff along with the Pasadena Police Department, Pasadena Fire Department and UCLA participated in a workshop hosted by the Tournament of Roses in February, 2001.

At that time, specific aspects of stadium signage were identified as necessary elements that could be improved, providing funding was available. The tournament will provide signs made according to specifications provided them by the RBOC according to a sign program approved by the RBOC. The Tournament of Roses is offering to solely pay for subject capital improvements as follows in amounts estimated to include the value of the signs gifted and the labor costs to be reimbursed to the city:

a. Over the road signage not to exceed \$200,000 to be funded solely by the Tournament of Roses.

This project consists of temporary banners affixed to permanent support poles. The purpose of these signs is to assist with the movement of automobile traffic entering the Arroyo Seco for Rose Bowl events.

h. New stadium parking lot signage not to exceed \$200,000 to be funded by solely by the Tournament of Roses.

This project is to better identify parking lot signage for all events staged at the Rose Bowl Stadium. The parking lots involved, which have been defined by the Rose Bowl Stadium staff, in conjunction with the Police Department. This project is to create permanent signs for all stadium parking lots.

c. New informational signage to better identify stadium gates not to exceed \$100,000 to be funded solely by the Tournament of Roses.

This project is to better identify signage located at the Stadium gates, such as Stadium policies and disabled patron entrances/information.

d. New signage to better identify stadium entrances not to exceed \$300,000 to be funded solely by the Tournament of Roses.

This project is to better identify Stadium entrance signage, determined by the Rose Bowl Stadium and labeled as spectator entrance Gate A, B, C, D, North Gate, E, F and G. This project is two fold; first, upgrade the structural framework above Gates A,B,C,D,E,F and G, to match the newly constructed framework above Gate A and the North Gate. The intent would be for the newly constructed framework above the gates be four sided: on the front side would be spectator ingress information, on the back side would be spectator egress information; and on the two side panels, gate identification for those spectators approaching from the side.

e. New signage to better identify tunnel entrances not to exceed \$150,000 to be funded solely by the Tournament of Roses.

This project is to better identify tunnel/stadium section signage on the concourse level. Signage that appears on tunnel entrances 1-28 are old, worn out and are difficult to identify for spectators attempting to find their seats. This project is designed to upgrade these signs so that they are highly visible from the concourse level, with language that will guide spectators to their seats in an efficient manner.

An Initial Study has been completed that reviews the environmental aspects of new signage at the Rose Bowl. In order to have the capital improvements begin, both the RBOC and City Council would need to approve the prospective changes in the CIP.

Lighting Improvements

The Tournament of Roses and Rose Bowl staff have also been involved in discussions related to improving lighting located in parking lots adjacent to the Rose Bowl (parking lots F & K), specifically the west side of the stadium.

It is proposed that the condition of the lights would require that the light be faced towards the stadium and be utilized only during Rose Bowl events, so it would not have adverse effect on the neighborhoods. It should be noted that currently the Rose Bowl or the event promoters must rent temporary lights due to the poor lighting that currently exists. These lights are not as effective as the proposed new lights would be, in addition the temporary lights exhume noise and pollutants because the lights are operated by generators, the new lights would not do either of these.

The lights in parking lot F would be located on the east side of the wash with five poles being approximately 100 yards apart. The five lights in parking lot K would be located at the border of West Drive and parking lot K, also approximately 100 yards apart.

Currently the City of Pasadena's Planning Department is reviewing this proposed capital improvement to determine what type of environmental review would be necessary. It has been determined that a Conditional Use Permit would be necessary for these new lights to be installed.

Funds for the lighting project would be from the joint City of Pasadena/Tournament of Roses Capital Improvement Fund. The current balance of this fund is \$241,444. It is estimated that this project would cost \$240,000.

Wrought Iron Fence Replacement

Recently the RBOC replaced the chain link fence in front of Gate A with wrought iron fence. As part of that project all utilities were put underground. Both of these factors resulted in an improved presentation of the Rose Bowl to visitors of the facility. The Tournament of Roses is proposing that the wrought iron fence would replace the chain link fence completely around the Rose Bowl.

FISCAL IMPACT:

The joint capital improvement fund between the City of Pasadena/Tournament of Roses would be reduced completely the lighting project. The total value of the projects proposed by the Tournament of Roses is estimated to be \$1,890,000.

Respectfully submitted,


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President

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