

MEMORANDUM

To: Richard Bruckner, Director of Planning and Development, City of Pasadena

Date: May 6, 2005, revised June 2, 2005

RE: Recommended Project for the Rose Bowl EIR

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RECOMMENDED PROJECT

In response to public comments and comments made at commission meetings, further modification to the NFL Proposed Project was developed to preserve the majority of the character defining features on the north side and be more visually compatible on the east side, of the Rose Bowl, thereby providing a greater opportunity to retain the stadium's National Historic Landmark designation, while also meeting the objectives of the NFL. This Recommended Project design would preserve views to character defining features that comprise the exterior of the south and north (approximately 50%) of the Rose Bowl. The new structures along the north and south sides would be physically separated and visually differentiated from the historic structure, and would be a long-term reversible condition.

The Recommended Project captures modified elements of two alternatives discussed in the Draft EIR, the NFL Proposed Project and the Alternative Design Project. It includes the heavier profile structure for club suites similar to the NFL Proposed Project on the west side, which was already altered by the construction of the Press Box. It includes a slimmer profile for three levels of club suites similar to the Alternative Design Project on the east side, which would be built on free-standing supports that minimize direct alteration to the Rose Bowl structure. On the east side, the Arroyo stone landscaped berms and retaining walls would be removed during construction, but would be replaced in a location further east than their original location to conceal concessions and restrooms. (The berm was removed and not replaced in the original design analyzed in the EIR.) On the north side, the Recommended Project would generally preserve the character defining features at the north end of the stadium. The berm would be preserved in its current location on the north side. The Recommended Project would eliminate the proposed large new scoreboard and instead preserve the smaller historic scoreboard. A removable, temporary concourse and temporary seating structure could also be placed above the rim of the Bowl on the north side to expand seating from 65,000 to 75,000 patrons, as originally proposed. However, that removable structure would not typically be in place. To replace the area of the scoreboard that has been removed by the Recommended Project, two new scoreboards, that would be smaller than that in the NFL Proposed Project, would be placed on the east and west sides adjacent to the suite structures to provide more visibility to the mountains north of the stadium. The Recommended Project includes construction of some new one-story concession and restroom facilities on the ground level along the northern perimeter of the Rose Bowl property. The proposed changes to the south side would be similar to that proposed both for the NFL Proposed Project and the Alternative Design Project. No new below grade concourse would be constructed as proposed by the Alternative

Design Project. Additionally, the stadium structure would continue to be supported by earth, not structure. All other building elements would be similar to the NFL Proposed Project and the square footage of the facility components would also be similar to the NFL Proposed Project. Therefore, the Recommended Project will still improve accessibility for disabled persons, will provide for upgrades to building systems and will add egress opportunities that will enhance the safety at the stadium. Similarly, with the reduction of seating capacity, patrons will be provided with additional room in the seating areas for a more comfortable experience.

Historic Analysis. The Recommended Project was developed to lessen the extent of demolition and alteration of important character defining features of the Rose Bowl. The Recommended Project is the same as the NFL Proposed Project along the west side, which has already been altered by construction of the press box structure. The Recommended Project would preserve views to character defining features that comprise the exterior of the south and north sides of the Rose Bowl. On the east side, the Arroyo stone landscaped berm and retaining walls would be removed during construction, and when reconstructed, would extend further east than their original location to conceal concessions and restrooms. The new structure along the east side would be physically separated and visually differentiated from the historic structure. On the north and east side, an additional row of vomitoria would be added for access to the concessions and restrooms.

West Side: On the west side, the NFL Proposed Project design has little additional impact because the existing press box had already substantially altered the Rose Bowl structure, the Arroyo stone berms and retaining walls, and views toward the west side of the Rose Bowl. Also on the west side, a second row of vomitoria would be introduced. This would affect the overall symmetry of the placement of vomitoria, but it would be in proportion to the vertical scale of the new club suites. ***The effect on the remaining important character defining features on the west side would be the same for the Recommended Project and the NFL Proposed Project.***

North Side: On the north side, the temporary seating and concourse may be entirely removed when not needed, thereby preserving the even rim and open character of the Rose Bowl. When needed, the structural frame would be slipped into subsurface sheaths that are hidden in the berms. In this way, current exterior views to the north side of the Rose Bowl would be essentially unchanged when the temporary seating and concourse is not installed. With the Recommended Project, there would be no new scoreboard above the north rim of the stadium. The historic north scoreboard would remain in place. Views to the underside of the stadium at the north side would be unobstructed. The perimeter concession buildings would be low profile, would replace existing concessions, and would not introduce an incompatible design or plan to the Rose Bowl grounds. ***The significant effect on the important character defining features on the north side that would result from the NFL Proposed Project would be mitigated to less than significant for the Recommended Project.***

East Side: On the east side, three levels of club suites would be built on free-standing supports that minimize direct alteration of the Rose Bowl structure itself. The club suites would be physically separated from the stadium structure, the separation would be clearly visible to spectators within the stadium and to observers outside the stadium, and would clearly demonstrate that the new construction is not part of the historic structure. An additional row of vomitoria would be constructed to access concealed concessions

and restrooms, and this would affect Myron Hunt's original design; but it would be symmetrical with the second row of vomitoria proposed along the west side. This would be a significant effect, but it may be acceptable if it is designed and executed properly. The Administration Building would be demolished, but this effect would be the same as the NFL Proposed Project. The landscaped Arroyo Stone berms and retaining walls would have to be removed during construction. They would be photographed, labeled, and stored so that they can be replaced in a similar configuration to conceal the concessions and restrooms. The berms and retaining walls would not be restored to their original location and design because they would extend further east than their original configuration. Relocation of the berms and retaining walls would also displace the tunnel portals from their original location. While the removal and replacement of historic materials for repair or adaptive reuse may meet the Secretary of the Interior's Standards, the redesign of these elements in a substantially different location and configuration would not meet the Standards. The replacement design could be consistent with Myron Hunt's original design and intent, but it would be a reinterpretation with original materials, not a restoration. It is unlikely the National Park Service would approve the extensive redesign of the Arroyo Stone berms and retaining walls. However, the reuse of the original materials and attempt to be consistent with Hunt's original design and intent would have a far less impact on the overall historic character of the east side of the Rose Bowl than the NFL Proposed Project would have. ***The effect on the important character defining features on the east side that would result from the NFL Proposed Project would be mitigated, but not to a level of less than significant for the Recommended Project.***

Perimeter: Along the perimeter of the Rose Bowl property, the Recommended Project includes construction of new one-story concession and restroom facilities on the ground level. These would replace the existing units, and form a more organized, symmetrical grouping. The outside of the concession buildings would include a landscaped berm and retaining wall, to increase their compatibility with the natural features in the Arroyo, and to retain the visual predominance of the Rose Bowl. ***The replacement of perimeter concession buildings would not have a significant effect on the important character defining features of the Rose Bowl.***

Conclusion: Based on this analysis, if the Recommended Project were constructed, it would lessen the effects of the NFL Proposed Project on the north side to less than significant. It would lessen the effects of the NFL Proposed Project on the east side, but not to a level less than significant because the alterations do not meet the Secretary's Standards. The effects on the south side and west side would be the same as the NFL Proposed Project. There would not be a significant effect on the perimeter. The Recommended Project would have a better chance for the Rose Bowl to retain its National Historic Landmark (NHL) status than the NFL Proposed Project. The finding of NHL status can only be made by the National Park Service.

The potential effects that the NFL Proposed Project and the Recommended Project would have on the Rose Bowl's character defining features are summarized in table on the next two pages.

SUMMARY OF EFFECTS ON CHARACTER DEFINING FEATURES OF THE ROSE BOWL		
<i>CHARACTER DEFINING FEATURE</i>	<i>NFL PROPOSED PROJECT</i>	<i>RECOMMENDED PROJECT</i>
Neon Rose Bowl Sign	No Change	No Change
South Forecourt	Acceptable Alteration	Acceptable Alteration
Bridges into Bowl	No Change	No Change
Forecourt concrete bridges and retaining walls	No Change	No Change
Bowl reconstruction; elliptical plan and section – south end	Acceptable Alteration	Acceptable Alteration
South-End enlargement	Acceptable Alteration	Acceptable Alteration
Tunnels 15-22 – West Side	Visual Obstruction	Visual Obstruction
Dressing Room in Tunnel 15A	Acceptable Alteration	Acceptable Alteration
Arroyo stone berm retaining wall – West Side	Demolition	Demolition
Bowl reconstruction, elliptical curvature in plan and section – West Side	Substantial Alteration	Substantial Alteration
Tunnel 23 – West Side	Visual Obstruction	Visual Obstruction
Tunnels 8-14 – North End	Visual Obstruction	No Change
Arroyo stone berm retaining walls and landscaping – North End	Demolition	Acceptable Alteration
View of San Gabriel Mountains over the North Rim	Visual Obstruction	No Change
Scoreboard at North End with tile roof	Demolition	No Change
View to underside of Bowl – North End	Visual Obstruction	Acceptable Alteration
Bowl reconstruction elliptical curvature in plan and section – North End	Visual Obstruction	Acceptable Alteration
North End of Bowl seating enlargement	Substantial Alteration	Acceptable Alteration
Dressing Rooms in Tunnel 7A	Acceptable Alteration	Acceptable Alteration
Arroyo stone berm retaining walls and landscaping; retaining wall added on sloping sides; roses planter on berms – East Side	Demolition	Demolition
Bowl reconstruction, elliptical in plan and section – East Side	Substantial Alteration	Substantial Alteration
Tunnels 1-7 – East Side	Visual Obstruction	Visual Obstruction
Tunnels 28 – East Side	Visual Obstruction	Visual Obstruction
Administration Building	Demolition	Demolition

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<i>CHARACTER DEFINING FEATURE</i>	<i>NFL PROPOSED PROJECT</i>	<i>RECOMMENDED PROJECT</i>
Woven wire fence and gate at perimeter	Demolition	Demolition
Ticket Booths	Demolition	Demolition
Toilet in parking lot	Demolition	Demolition
South Scoreboard – Interior	No Change	No Change
North Scoreboard – Interior	Demolition	No Change
Seating and Vomitoria configuration – Interior	Potential Substantial Alteration	Potential Substantial Alteration but less
Bowl reconstruction; elliptical in plan and section – Interior	Substantial Alteration	Substantial Alteration but less
Field, original configuration – interior	Acceptable Alteration	Acceptable Alteration
South End enlargement – Interior	Acceptable Alteration	Acceptable Alteration

Key to summary terms:

Demolition: Physically demolishes or destroys “in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for inclusion in, the California Register of Historical Resources (character-defining features of the Rose Bowl).

Substantial Alteration: Materially alters in an adverse manner the character-defining features of the Rose Bowl.

Visual Obstruction: Changes the immediate surroundings of the character-defining features of the Rose Bowl such that important views are obstructed.

Acceptable Alteration: Alterations to Character-defining features of the Rose Bowl are minor or follow the Secretary’s Standards.

No Change: No change from the existing condition of the character-defining features of the Rose Bowl