

**CITY ATTORNEY'S IMPARTIAL ANALYSIS**

**INITIATIVE MEASURE**

**“PROPOSAL FOR THE NATIONAL FOOTBALL LEAGUE RENOVATION  
OF THE ROSE BOWL STADIUM  
FOR PROFESSIONAL FOOTBALL USE”**

The purpose of the Initiative is to approve a plan from the City of Pasadena to the National Football League (“NFL”) for renovation of the Rose Bowl Stadium (“Stadium”) for professional football games (“Proposal”). The Initiative includes: a statement of purpose and intent, findings, a Rose Bowl Renovation Development Agreement (“Development Agreement”), amendments to the Arroyo Seco Public Lands Ordinance (“Arroyo Seco Ordinance”), a Stadium design review process and provisions for implementation of the Proposal and Initiative. The NFL would still need to accept the Proposal, approve various agreements, and take actions consistent with the Initiative before the Proposal could be implemented.

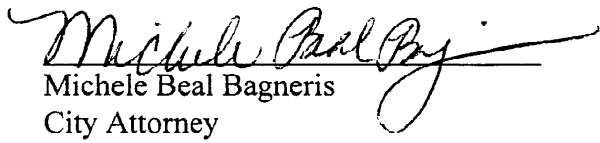
The Initiative approves the Development Agreement which has, among other sections: A project description which specifies a Stadium renovation, demolition of specified structures, new construction of other features and landscaping and improvements (“Renovation”). The Renovation would occur under Design Concept Plans and an Environmental Mitigation and Monitoring Report, documents referenced in the Initiative. Total seating capacity of the Stadium would be decreased from 92,000 to a maximum of 75,000 for special events. The maximum number of major events in the Stadium would be increased from 12 per year to 25 per year, with no change in the number of flea market or minor events. There would be a maximum 55 year lease with NFL, an initial term of 25 years and six extension terms of 5 years. NFL would bear the cost of the Renovation. NFL would be responsible for all Stadium operation and maintenance costs. Existing contract rights of the University of California (“UCLA”) and Tournament of Roses Association (“TOR”) would be honored. NFL would have naming rights to specified Stadium areas, but not to the Stadium itself. There would be a revenue split, with NFL retaining revenue from its events and all luxury suite revenue, and the City retaining other Stadium event revenue. NFL would pay annual rent of not less than \$500,000, with a CPI increase. NFL would be granted a parking license according to size of events with 18,000 parking spaces maximum. A Management Agreement would be approved for NFL to assume day to day Stadium management under established standards including local hiring requirements. NFL would be permitted to use the Stadium for up to 25 major events, including 8 UCLA events and 2 TOR events. City would retain authority over parking surcharges, taxes, City Stadium use, public safety staffing for events and revenue from personal seat licenses. NFL would agree to pay game day expenses, to support community activity, to hire local residents and to use best efforts to bring Super Bowl games to the Stadium. NFL would receive certain rights for advertising signage at the Rose Bowl.

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 August 23 2005  
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The Arroyo Seco Ordinance would be amended to increase the maximum number of major events per year from 12 to 25 and to allow NFL Stadium Renovation to occur.

The Initiative establishes a process and standards for Design Review for the Renovation.

Date: August 23, 2005

  
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City Attorney