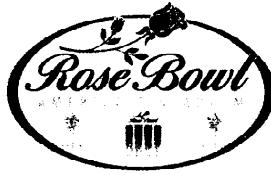


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CITY OF PASADENA

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January 9, 2008

To: Mayor Bill Bogaard and Members of the City Council

Subject: Comments on Nomination of the Pasadena Arroyo Parks and Recreation District to the National Register of Historic Places

At the invitation of the Director of Planning & Development, I would like to provide these comments on behalf of the Rose Bowl Operating Company ("RBOC") on the nomination of the Pasadena Arroyo Parks and Recreation District to the National Register of Historic Places.

The RBOC is generally supportive of efforts to recognize the historic significance and the aesthetic and environmental qualities of the Arroyo area. The nomination document provides a useful history of the area, and we appreciate the effort that went into its development. However, members of the RBOC Board identified several concerns about particular aspects of the nomination at the January 3rd meeting. The Director of Planning & Development was present at that meeting to answer questions about the nomination and historic designation review process. The Director and key members of his planning staff also made themselves available subsequent to the Board meeting to further address the concerns that had been raised. These discussions have been quite helpful.

Nevertheless, we believe it is important to bring the concerns of the RBOC to the attention of the City Council and to share with the Council our understanding of how each will be addressed. The concerns relate to potential impacts on the Rose Bowl strategic planning process and impacts on current and future potential alterations to the Brookside golf courses as discussed below.

Rose Bowl Strategic Planning Process

As you know, the RBOC is currently engaged in a major strategic planning effort with the City, the community and our two major tenants, the Tournament of Roses and UCLA, to upgrade the Rose Bowl to ensure that this great facility remains useable and viable for the coming decades.

Potential alterations to the Rose Bowl Stadium are documented in an Environmental Impact Report prepared by city planning staff that is currently under review. There is an historic structures report for the Rose Bowl that provides detail on what elements of the Rose Bowl are to be considered as "contributing factors" for historic preservation purposes. We have discussed the potential alterations to the Rose Bowl Stadium and Brookside Golf Course with the staff of the Planning & Development department and

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have been given assurance that the historic designation will not change the criteria used to evaluate our Rose Bowl stadium planning efforts.

The planning staff noted in its comments on the Arroyo District historic designation nomination that since the Rose Bowl has already been designated a National Historic Landmark, it is unlikely to be affected by the area-wide District designation. Therefore, we do not expect that the historic designation of the entire Arroyo area will result in any additional reviews that will delay or impede the Rose Bowl strategic planning effort.

Brookside Golf Club Course Alterations

The nomination document identifies the “Brookside Golf Club Golf Course” as a contributing site of the proposed district, citing the design and development of the two 18-hole golf courses that comprise the Brookside Golf Club as occurring during the period of significance, 1909-1939. The nominating document does not, however, identify any character-defining features of either of the two golf course layouts, though it does note that each was the creation of noted golf course architect William P. (Billy) Bell.

The document describes the Number One Course at Brookside as remaining substantially unchanged from its original design in 1928 and that the Number Two Course was only slightly modified in 1967. In fact, however, in the 70 or so years since the original design, significant alterations have been made to both courses. The contour and size of the greens have been changed, bunkers have been significantly modified (some added, some removed, and many just changed), lakes have been added, and some re-routing of holes has occurred. Attached to this letter is a chart that compares the original and current layouts of the C. W. Koiner (#1) Course. For example, the current course layout reflects a golf course that is about 700 yards longer than the original layout.

The RBOC has been implementing a series of capital improvement projects to upgrade and improve the competitive qualities of both golf courses. The project currently underway will result in relocating the bunkering on both courses to better reflect the Billy Bell bunker characteristics, though not the precise landscaping layout, of the original golf course design. Such changes have been reviewed and approved by the City as part of the Brookside Golf Club Master Plan.

It is in the nature of the sport that golf course layouts are frequently changed; for example, golf holes are lengthened, trees are removed or added, bunkering is changed, greens are altered to preserve and/or restore the competitive qualities that become compromised with improvements that have been made in the equipment available to golfers. Indeed, such changes are regularly made at the majority of golf courses around the country, including some of the most “historic” of golf courses like Augusta National Golf Course (where the Masters Tournament is played) and Pebble Beach Golf Course.

Also, the RBOC is considering other options to enhance operation of the Brookside Golf course and clubhouse facility. Very preliminary planning is occurring with respect to the following specific improvements that may be made to the Brookside Golf Course and Clubhouse area:

1. Redesign of the C.W. Koiner Course 18th Fairway and hole. Depending on the plans that emerge for the redesign of the Rose Bowl outside concourse and perimeter fence area it may be necessary or desirable to redesign the 18th hole fairway and/or eliminate the small pond on the fairway adjacent to the Rose Bowl to accommodate a different fence line around the Rose Bowl. It should be noted that this hole is not the original 1928 design, as it was altered in 1967 for the 1968 Los Angeles Open.
2. Redesign of the Concrete Flood Control Channel through the Golf Course. Primarily for water conservation reasons, discussions have been initiated about reconstructing part or all of the water storm drain concourse through the golf course and Arroyo area to a more natural state, including possibly rerouting portions of the water flow through the golf course. The RBOC, DWP and the City have been engaged in preliminary discussions of this, but no specific recommendations have emerged so far.
3. Lengthening of the C.W. Koiner Course Golf Course. There are currently no plans to lengthen or otherwise alter the golf course. However, to maintain the competitive qualities of the golf courses and to keep up with the impact golf equipment improvements have had on the state of the game, it will likely be necessary to selectively lengthen many of the holes on each of the courses at sometime in the future. Where practical, the lengthening would likely be accomplished by moving tee boxes back. However, some minor redesign of particular holes may be necessary as well.
4. Expansion of entrance/exiting gates on the Golf Course. As the RBOC continues to examine ways to expedite traffic in and out of the stadium during Rose Bowl events, widening the entrance/exiting gates (which possibly could include replacing the existing fence) would enable traffic to exit the Arroyo in a more expedient and safer manner. Rose Bowl staff will work closely with the Police Department and American Golf during the upcoming off season to see if this is feasible.

It is important to recognize that revenues from golf course operations exceed the combined revenue from the Tournament of Roses and UCLA. Through the combined efforts of an excellent golf management company and RBOC golf management oversight, golf operations have produced increasing revenues, in an industry that has been generally stagnant over the last several years, while at the same time improving the recreational experience for area golfers. It is vital to maintain operational flexibility for the Brookside Golf Club in order to be able to maximize revenue available to the Rose Bowl as well as for the golf course.

With respect to the golf course aspect of the nomination, we note that the nominating document does not purport to set out any specific defining characteristics against which future golf course improvements are to be evaluated. The RBOC does not believe it is practical nor necessary to specify any such character-defining landscape or other features of the original Brookside Golf Club course design as might be done in the case of a building structure. Due to changes that have occurred over the years, the current golf courses can only imperfectly reflect any such original course design. Further changes to the current layout can be expected to maintain the competitive challenge as improvements are made in game equipment. Unlike a building structure, a golf course represents a more dynamically changing site as adjustments are made in response mainly to improvements in golf equipment to maintain the challenge of the game.

The RBOC believes that decisions relating to maintaining the competitive qualities of a golf course are best left with those with golf course management and design experience. We agree with the assessment of the planning staff that the significance of the golf courses to the proposed Arroyo District is that they contribute to the recreational theme of the area and not because one or both of the courses are significant golf course designs. We believe the better option would be to designate each of the courses as a “non-contributing” site to avoid any confusion that the specific layouts represent “historic” course designs.

The RBOC recognizes the beauty and historic significance of the Arroyo and the sentiment behind the effort to nominate the Pasadena Arroyo Parks and Recreation District to the National Register of Historic Places. We support that effort with the understanding expressed above that neither Rose Bowl stadium nor Brookside golf course project planning will be adversely impacted by the proposed nomination.

Lastly, we would like to acknowledge the assistance provided by the Director of Planning and Development and his staff in our consideration of this matter.

We appreciate the opportunity to provide these comments.

Sincerely,



William E. Thomson
President, Rose Bowl Operating Company

Attachment

cc: Richard J. Bruckner, Director of Planning & Development
Darryl Dunn, RBOC General Manager

Attachment

**Brookside C.W. Koiner (#1) Course
Original Design (William Park Bell) and Current Layout Comparison***

* The most drastic changes were made in 1967 by architect Desmond Muirfield in preparation for the hosting of the Los Angeles Open at Brookside.

<u>Course Feature</u>	<u>1928 Original Design</u>	<u>2008 Modified Layout</u>
Mens Yardage (Additional tees**)	6374 (none)	7037 (6732, 6372 6114)
Mens Par	71	72
Womens Yardage	6374	6114
Womens Par	80	75
Fairway Bunkers	19+	14
Greenside Bunkers	34+	31
Lakes	0	4
Native Plant Growth Areas	>30%	<5%
Barranca/Flood Control	Native	Concrete
Cart Paths Yardage	0	8,500+
Bunker Design	Classic irregular shape design	Oval in shape (typically shrunk 50-75% of original size)
Extent of Irrigation	Fairways and greens only; roughs were non-irrigated native species (~ 30% of course)	Entire golf course, tees through greens (95%+ of course)

**The original design only had one set of tees; subsequently, additional sets of tees were added to accommodate players of different abilities as is typically done with today's golf courses.