

From: Edwina Travis Chin [mailto:etravischin@apmmusic.com]
Sent: Monday, September 14, 2009 3:16 PM
To: Bogaard, Bill; Beck, Michael; McAustin, Margaret; Holden, Chris; Haderlein, Steve; Gordo, Victor; Stone, Rhonda; Tornek, Terry; Robinson, Jonathan (ITSD)
Subject: Ice Skating Rink

Dear Mayor Bogaard, City Manager Beck, and members of the City Council:

I have addressed the Council previously on the subject of the proposed Ice Skating rink, and in the time since then have been able to do additional research on this subject.

The following information below details additional reasons as to why I feel that a project of this scope is not in the best interests of the city of Pasadena at this time.

Thank you for your consideration.

Sincerely,

Edwina Travis-Chin
Member:
Open Space and Conservation Element Advisory Committee
General Plan Update Advisory Committee

CURRENT DEMAND FOR FACILITY

The current skating facility only offers classes 3 days a week, even though there is room in their schedule for additional classes. If they are not profitable at this level of use, what is the reasoning behind expanding their operation to two full-sized rinks?

SUITABILITY OF PROPOSED SITE

9/14/2009
4.A.

The Toyota Sports Center is cited as an example of the potential income that could be generated. However, the two sites are not comparable for the following reasons:

- 1) TSC is in an area already zoned as commercial/industrial, not in an Open Space zone.
- 2) The seating capacity and parking capacity of TSC are far greater than the Pasadena site. (Pasadena total estimate is currently stated as “maybe 400” – TSC has a minimum total seating capacity of at least 700.) These are the levels of attendance that would be needed in order to make big events profitable, and the Pasadena site cannot accommodate this. Parking at Pasadena is 143 spaces, a visual count on Google Earth shows TSC at approximately 310, with at least 80 additional spaces in adjacent lots. Again, the Pasadena site cannot accommodate these numbers.

ACCESSIBILITY

If one of the goals is to maximize participation in ice programs by those unable to afford them, then accessibility via public transportation also needs to be taken into consideration. Following transit times based on bus schedules posted on the Pasadena City website:

Proposed location on Foothill: Transit time from Fair Oaks/Woodley to Sierra Madre Villa Station via Arts Bus #31/32 = 1 ½ hours

Current location at Civic Center: Transit time from Fair Oaks/Woodley to Lake / Colorado via Arts Bus #20 = 15 minutes

KINGS CONNECTION / NAMING RIGHTS

The contract states that the rink will have exclusive marketing rights to utilize the Los Angeles Kings brand within a 12 miles radius. There is only one rink that fits this criteria, and it does not have a hockey league. This is a concession that sounds good on paper but is irrelevant.

Closest skating rinks to Pasadena:

Valencia Ice Center – 35 miles
Ontario Ice Center – 32 miles
Anaheim Ice Center – 30 miles
Toyota Sports Center (El Segundo) – 26 miles
Sylmar – 22 miles
Van Nuys – 19 miles
Pickwick (Burbank) – 11 miles (does not have a hockey league)

MARKETING BY THE KINGS

1) Marketing plan has yet to be fully developed, and requires a level of city involvement that essentially puts the city in charge of approving or disapproving the marketing efforts and making recommendations, i.e., doing their job for them.

2) The contract includes “one promotional announcement during a home game” (it does not specify at each home game, which is a big difference.)

3) The contract offers the following added programs to be put on by the Kings:

- 2 clinics by player
- 2 clinics by coach
- 3-day camp

Pasadena residents pay full freight – 10% discount only applies to “Learn to Skate” and “Learn to Play Hockey” programs

COMMUNITY OUTREACH

1) Outreach consists primarily of sending out information regarding the programs happening at the venue.

2) A discount of \$1 off public skating session fee would be offered to Pasadena residents. However, the fee, which is currently \$7, will be going

up to \$8, so Pasadena residents will be paying the same amount (\$7) as they do now.

3) City use of rink for up to ONE HOUR on Monday & Friday between 4:00 and 5:00. Time is not cumulative, cannot carry over, so this would seem to discourage the City from planning are any large special events or programs that the it might want to sponsor or present = \$39,520)

ENVIRONMENTAL IMPACT

- 1) Water loss - Putting a building and hardscape through this corridor means that what little rainfall we have will be lost as runoff, rather than percolating and replenishing our groundwater resources. The amount of water that would fall on a 3.13 acre site with only one inch of rain is 85,101 gallons. Even if there were permeable paving all around, the building footprint alone is 500 feet x 116 feet, which would receive 36,250 gallons of water for every inch of rainfall.
- 2) This is land zoned as Open Space, which means it is designated for use as undeveloped land without any permanent structures. It has been stated before that it is invaluable as an important link in the Golden Necklace Trail System that is currently under development.