



May 22, 2010

Via Email

Mayor Bill Bogaard and Members of the City Council
City of Pasadena
100 North Garfield Avenue
Pasadena, CA 91109

Re. Rose Bowl request for City Council Approval of "the Project"

Dear Mayor Bogaard and Council Members,

The Rose Bowl is an important part of Pasadena's past and its future; therefore, the West Pasadena Residents' Association (WPRA) supports the Rose Bowl Operating Company (RBOC) in its efforts to improve the facility.

In April 2009 we supported the RBOC's request for funding to pursue development of a new concept with potential to meet the expectations of nearby neighbors and tenants. The project under development and presented to the public has continued its promise to maintain the stadium's historic landmark status while providing necessary improvements to the facility.

We support the RBOC's request for approval of the Project which complies with the approved EIR envelope. We look forward to seeing the completion of the Design Development set for mid June at which time we hope to review the project and find that it addresses and resolves all pertinent questions and issues to the satisfaction of tenants and stakeholders.

The WPRA appreciates the RBOC's transparent process in developing this project. And look forward to seeing an improvement project that the entire community can support and that can be completed in time for the 100th Rose Bowl game in 2014.

Sincerely,

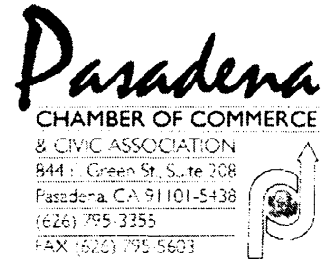
Fred Zepeda
Director

WEST PASADENA RESIDENTS' ASSOCIATION
POST OFFICE BOX 50252 • PASADENA, CA 91115

Serving our neighborhood since 1962

05/24/2010

Item 8



May 24, 2010

Mayor Bill Bogaard
Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109

Re: Rose Bowl Renovation Project


Dear Mayor Bogaard and Pasadena City Council,

The Pasadena Chamber of Commerce enthusiastically supports the Rose Bowl renovation program.

This revised program builds on the historic assets of the Rose Bowl while adding significantly to the experience for the fans. In addition, the renovation program addresses much needed public safety improvements that must be completed to ensure the Rose Bowl is able to evacuate visitors safely and quickly in the event of an emergency.

The Pasadena Chamber of Commerce urges the City Council to adopt the scope of development for the Rose Bowl Renovation Project and keep these much needed upgrades on schedule.

Thank you,



Paul Little

President and Chief Executive Officer

05/24/2010
ITEM # 8

East Arroyo Residents Association
1040 Armada Drive
Pasadena, CA 9110

May 20, 2010

Pasadena City Council
100 N. Garfield Av.
Pasadena, CA 91101

Subject: Rose Bowl Renovation

Dear Council Members,

The East Arroyo Residents Association is enthusiastically supportive of the renovation efforts being undertaken by the Rose Bowl Operation Company. We agree that the scheduled improvements are necessary to maintain the attractiveness of the Rose Bowl to athletic teams and their fans. We are heartened by the fact that the architect appears to be working to strengthen the historical character of the Bowl, while bringing its amenities into the 21st Century.

The EARA also appreciates the efforts of the Rose Bowl General Manager Darryl Dunn and his staff to open lines of communication with the neighborhoods surrounding the Rose Bowl. Over the past several years, we have had at least monthly meetings with him to be briefed on upcoming events and on their efforts to mitigate environmental impacts. This has been a very collaborative process that has worked to the benefit of all stakeholders.

We look forward to continuing our working relationship as the Stadium is prepared for the 100th Rose Bowl Game.

Sincerely yours,

Gordon P. Treweek
President, EARA

Cc: Audrey O'Kelley

05/24/2010
ITEM # 8

Novelo, Lilia

From: Jomsky, Mark
Sent: Monday, May 24, 2010 4:26 PM
To: Novelo, Lilia
Subject: Fwd: Rose Bowl Support

Mark Jomsky
City Clerk
City of Pasadena
(626) 744-4709 (direct line)
(626) 372-6769 (cell)

Begin forwarded message:

From: "Sue Mossman" <smossman@pasadenaheritage.org>
Date: May 24, 2010 4:15:16 PM PDT
To: <bbogaard@cityofpasadena.net>, <mjomsky@cityofpasadena.net>
Cc: <ddunn@rosebowlstadium.com>, <mbeck@cityofpasadena.net>
Subject: **Rose Bowl Support**
Reply-To: <smossman@pasadenaheritage.org>

Dear Mayor Bogaard and City Council Members:

I know that you are already very aware of Pasadena Heritage's support for the current plans for the Rose Bowl – celebrating its legendary past and making thoughtful improvements that will help assure a successful and profitable future! We can't be present at your meeting tonight, but hope that you will find the RBOC presentation informative and encouraging and that you are able to give the project your full support. Pasadena Heritage will continue to be an active participant in the process as the design details evolve, and we find the design team to be thoughtful, creative and responsive.

Thank you for giving the Rose Bowl every consideration.

Sincerely,

Susan N. Mossman for

Pasadena Heritage

Susan N. Mossman

Executive Director

Pasadena Heritage

651 South St. John Avenue

5/24/2010

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Pasadena, CA 91105-2913

626-441-6333 Ext. 14 Telephone

626-441-2917 Fax

pasadenaheritage.org

Saving our Past for the Future

Linda Vista-Annandale Association
P. O. Box 94364
Pasadena, CA 91109

May 24, 2010

Members of the Pasadena City Council
Pasadena City Hall
Pasadena, California

Re: RBOC Request for Funding
Dear Council Members:

As immediate neighbors of the Rose Bowl, the Linda Vista-Annandale Association has been closely following the RBOC planning process for renovating the stadium, and has been in support of actions taken so far to achieve the overall project.

The project requires careful planning, with many significant steps and deadlines to maintain the necessary progress for completion by January, 2014. The RBOC has so far met its deadlines, all the while maintaining excellent communication with the community. Continuing participation by the Association is essential to achieving a satisfactory result.

The RBOC is now seeking approval of the City Council to allocate funds for the next stage. We support this request, and look forward to reviewing the in the planning process of this stage.

Sincerely,

Lee Zantesson, President
Linda Vista Annandale Association