

Rose Bowl Renovation Project Scope

Since 2002, the RBOC has been focusing on developing a long term plan in order to provide the Rose Bowl the best possible chance it would need to continue its iconic presence for the City of Pasadena, the Southern California region, and the United States of America.

After discussions with the National Football League (NFL) did not materialize in an agreement, the RBOC and City Council directed staff to focus on a plan that emphasized college football as the core of the stadium's future, and improvements that would support this vision.

It was determined that the following objectives needed to be achieved if a renovation were to proceed. They are as follows:

- Improve public safety;
- Enhance fan experience;
- Maintain National Historic Landmark status;
- Develop revenue sources to fund long-term improvements; and
- Enhance facility operations.

In October 2008, the RBOC began discussions with Janet Marie Smith in conjunction with D'Agostino Izzo Quirk Architects, Inc. (DAIQ), who developed the current plan for the Rose Bowl. The group focused on the five primary objectives in a manner that depends on addressing specific fan experience and operational concerns with the current facility, rather than proposing a total overhaul of the existing infrastructure and amenities by embracing the historic character. This approach results not only in a more manageable financial commitment, but also in simpler physical changes to the historic stadium. While no single element of this project, taken alone, would comprehensively address the goals of the Rose Bowl, taken together, these improvements work well together to significantly enhance the historic appeal, fan experience, and operational capabilities of the Rose Bowl, and should result in extending its useful life well into future generations. The preliminary cost estimate for the entire certified and approved 'master plan project' is approximately \$177 million, while the initial Base Project (encompassing three years of phased construction) is approximately \$152 million. Based upon preliminary financial projections, assuming the economy recovers, it appears that the majority of the estimated cost can be funded by incremental revenue derived from the improvements and contributions from the Rose Bowl's primary tenants, UCLA and the Tournament of Roses.

A Supplemental Environmental Impact Report (SEIR) was prepared to analyze specific changes to the Rose Bowl Stadium Renovation Project since the Final Environmental Impact Report (FEIR) for a previous proposal was certified by City Council on May 16, 2005. Pursuant to Section 15163 of the California Environmental Quality Act (CEQA), a Supplemental EIR (SEIR) is required when “only minor additions or changes would be necessary to make the previous EIR adequately apply to the project in the changed situation.” This circumstance was deemed to have been met with respect to the Rose Bowl Renovation Project described in this agenda report.

City Council certified the SEIR on June 2, 2008 but did not approve the project. At that time, a financing plan did not seem viable as the preliminary cost estimate was significantly higher than projected revenue from improvements and/or potential of other funding opportunities. Since that time, the RBOC has worked actively with the community and the Rose Bowl’s primary tenants—the Tournament of Roses and UCLA—to complete a strategic plan that includes a detailed development plan, construction schedule, and financial plan intended to achieve the project objectives.

On May 24, 2010, the City Council approved the scope of the renovations, additions, and demolitions for the proposed project and adopted a Statement of Overriding Considerations and Mitigation Monitoring Reporting Program for the project.

On June 16, 2010, Conditional Use Permit #5421 was granted by the Hearing Office which provided for the specific locations of the improvements within Rose Bowl facility (e.g., the envelope and footprint of the new press box, new revised seating arrangements, and structural modifications); and improvements adjacent to the stadium, including new concession and restroom buildings, a conceptual paving plan, gates, and additional sponsorship signage.

BASE PROJECT DESCRIPTION with anticipated Construction Phasing:

(Note: The Base Project is anticipated to be phased over three consecutive years, beginning January 11, 2011 through January 1, 2014 if funding is made available. The bold items are scheduled to be completed in Phase I Work)

Concourse Improvements

- (Phases I, II, and III): **Site work** (prepare concourse for new structures/ landscaping/ fencing/ paving)
- (Phase II): **New public restroom** in Tunnels 23A and 28A for field level seating areas
- (Phase II and III): **Concessions Building Improvements** (100% increase in points of sale)
- (Phase II and III): **Upgrade all 8 Entry Gates**
- (Phase III): **Upgrade Stadium Service Yard and Storage** at north side of stadium and provide improved maintenance work areas under stadium at south end
- (Phase I): **New 17Kv Service and Utility Backbone** for stadium

Stadium Improvements

- (Phase I): **North Video Board** (30' high x 78' wide) with up to **6 independent advertising panels** at the rim and an **11' high neon 'signature signage'** element centered on top of the new video board
- (Phase I): **Reconstruct Historic Scoreboard** with up to **4 independent advertising panels** at south end
- (Phase I): Provide new **11' high neon 'signature signage'** advertising opportunity on the east side attached to the existing speaker platform with new **LED game time and game informational board**
- (Phase I and Phase III): **Field Wall Restoration** and Advertising Panels at end zones (modify end zone seating to reestablish field level wall, provide removable bleachers at clipped corners and LED advertising panels on field walls)

Existing Improvements

- (Phase I, II and III): **Widen up to 12 stadium tunnels** at north and south end zones
- (Phase I, II, and III): **Repair concrete deck, provide additional exit aisles with intermediate concrete steps at end zones**
- (Phase II): **Field Level Exit path** (remove lower seating, create hedge barrier and modify field tunnels 7A and 15A)

Press Box Improvements (Phase I – foundations, Phase II and III new structure)

- **Demolish existing narrow press box wings and rebuild to approximately 55' wide**
- **Perform selective demolition to center section of existing press box and remodel** (reuse existing service cores, and elevator bank)
- Proposed Improvements and Premium Seating Inventory
 - Level A (Ground Level)
 - Remodeled Elevator Bank with 2 new Escalators
 - New Loading Docking and Service Elevator
 - Level B (Service Level)

- New Commissary and Commercial Kitchen
- New Mechanical and Storage Areas
- Level C (Horizon Level)
 - New Membership Lounge with upgraded concessions and restroom facilities with direct access from the top of the west stadium seating sections
- Level D (Loge Box & Club Seating Level = *current Level 1*)
 - 32 Loge Boxes 128 seats
 - Club Seats with access to adjacent club lounge 850 seats
- Level E (Suite Level = *current Level 2*)
 - 28 Luxury Suites 448 seats
 - 4 VIP Game Day suites 128 seats
 - Club Seats with access to club lounge at Level D 420 seats
- Level F (Veranda Level = *current Level 3*)
 - South Media Area with work area and hospitality 180 seats
 - North Media Area with work area and hospitality 160 seats
 - Veranda Club Seats with Private Lounge 144 seats
 - 18 Veranda Level Luxury Suites 360 seats
- Level G (Broadcast/Command Level = *current Roof Level*)
 - 1 TV Broadcast Room
 - 1 additional TV Broadcast Room or Family Booth
 - 2 Coaches Booths
 - 6 Radio Booths
 - 1 Stat Room
 - 1 Replay Room
 - 1 Command Center
 - 1 A/V Production Room
 - Outdoor covered area for team videos, sky cam, and overflow radio positions as needed

Recommended Additive Priority Project Elements:

- **Sideline Chair Replacement/ Concrete Repair/ New Exit Aisles with intermediate steps**
- **Field Level Lounges** (Northwest, Northeast, Southwest, and Southeast)
- **Concourse Level Original 1922 Locker Room Lounges** (Northwest and Northeast)
- **Extend sideline exiting** below stadium to access lounges for non-football events
- **Remodel existing restrooms** to conform to new project design aesthetic
- **New Hall of Fame/Museum**

PROPOSED SEQUENCING PLAN:

