

Introduced by: _____

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF PASADENA AMENDING PASADENA MUNICIPAL CODE TITLE 3 (CIVIC EVENTS AND FACILITIES) TO INCREASE THE NUMBER OF DISPLACEMENT EVENTS IN THE ROSE BOWL AREA

WHEREAS, the Rose Bowl Stadium, affectionately known as “America’s Stadium,” is a National Historic Landmark built in 1922 and known mainly for hosting the New Year's Day Rose Bowl Game, and is one of the most important local treasures to the City of Pasadena; and

WHEREAS, the Rose Bowl Stadium has also earned its world-class reputation by hosting five National Football League (“NFL”) Super Bowl Games, the 1984 Olympic soccer matches, the 1994 Men's World Cup, the 1999 Women's World Cup, the 2002, 2006 and 2010 BCS National College Football Championship Games, numerous large concerts, and is the current home stadium for UCLA Bruins football; and

WHEREAS, the Rose Bowl Stadium has undergone numerous construction projects in the past, including five expansions, seat upgrades, the creation of access for disabled fans, and the construction of state of the art locker rooms and a media room. Each of these projects was undertaken with care for the National Historic Landmark status of the Stadium, and to keep the Stadium relevant to modern times and as a viable, ongoing operation; and

WHEREAS, the Rose Bowl Stadium is currently undergoing another, major renovation project, "The Next 100 Years," to make improvements while maintaining the Stadium's iconic and historic status. The improvements include, in various phases, a new press box, restoration to the stadium field wall, a new video board, wider north-end and south-end tunnels for improved fan safety particularly upon exiting the Stadium, added aisles, restoration of an elliptical field, restoration of historic field hedge, upgraded electrical system, and expanded concourse; and

WHEREAS, the renovation of this iconic historic resource is taking place on the heels of "The Great Recession" and at a time when public resources and budgets are extremely tight; and

WHEREAS, increasing the number of "displacement events" that may take place at the Stadium, particularly at a time when the National Football League appears, for the first time in decades, to be on the cusp of returning to southern California and will be in need of a temporary location to play while a new stadium is being built elsewhere, would significantly increase revenue to the Stadium and make a meaningful financial contribution to the City's ability to complete the renovation project.

NOW THEREFORE, the People of the City of Pasadena ordain as follows:

SECTION 1. Pasadena Municipal Code, Title 3, Chapter 3.32 (Arroyo Seco Public Lands), Article IV (Rose Bowl Area), is amended by adding a new section 3.32.275 as follows:

“3.32.275 – Temporary Increase in Displacement Events.

Notwithstanding any other section of this Chapter or any other limitation in the Municipal Code, and in addition to the displacement events permitted pursuant to Section 3.32.270, displacement of recreational programs and accessibility to Arroyo Seco facilities shall be allowed for a maximum of **13 additional National Football League (“NFL”) events over a consecutive 12 month period**. The events authorized by this Section shall not commence unless and until the City Council approves an agreement to allow a NFL team to temporarily play its home games in the Rose Bowl. Additionally, such events shall involve attendance of no more than 75,000 patrons. This Section shall be repealed and have no further effect upon the end of a five year period that will begin on the date of the first NFL football game played at the Rose Bowl pursuant to such agreement.”

SECTION 2. This ordinance shall take effect upon publication.

Signed and approved this _____ day of _____, 2012.

Bill Bogaard
Mayor of the City of Pasadena

I HEREBY CERTIFY that the foregoing ordinance was adopted by the City Council of the City of Pasadena at its meeting held this _____ day of _____ 2012, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Date Published:

Mark Jomsky
City Clerk

Approved as to form:



Theresa E. Fuentes
Assistant City Attorney
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