

Agenda Report

July 9, 2012

TO: Honorable Mayor and City Council

FROM: CITY MANAGER

SUBJECT: PASADENA HERITAGE LICENSE AGREEMENT RENEWAL FOR THE BIENNIAL CELEBRATION ON THE BRIDGE

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the Pasadena Heritage Biennial Celebration on the Bridge is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15323 Normal Operations for Public Gatherings and;
2. Authorize the City Manager to enter into a license agreement with Pasadena Heritage according to the business points set forth in the body of the agenda report;
3. Direct the City Clerk to file the Notice of Exemption with the Los Angeles County Registrar-Recorder/County Clerk.

BACKGROUND:

Pasadena Heritage is a local non-profit organization whose mission is to identify, preserve and protect the historic, architectural and cultural resources of the City of Pasadena through advocacy, education and oral histories.

The Celebration on the Colorado Street Bridge is a biennial event and signature fundraiser that provides opportunities for outreach and public awareness while raising funds to support preservation efforts. The event typically attracts 4,000 attendees over the course of five hours and features live music, food, resource booths and a vintage car display.

In December of 2005, City Council adopted the "Large Scale Events Policy" which places guidelines and restrictions for events in City parks. The policy specifically prohibits parking motor vehicles on turf. Council may waive this restriction by approving a license agreement when it believes the waiver to be in the best interest of the community.

As part of the Celebration on the Colorado Street Bridge, Pasadena Heritage parks 16 vintage vehicles on the turf at Defender's Park. The organization has a good track record of parking vehicles on turf without causing damage to city property. Due to limited space available on the Colorado Street Bridge, Defender's Park is the only other location available within the event site for the vehicle display without compromising traffic circulation, public safety or eliminating other elements of the event.

Vehicles are parked according to conditions established by the Parks & Natural Resources Division of the Public Works Department. Designed to mitigate any damage to turf, these conditions include: (1) following approved access routes into and out of the park; (2) placing a drip pan underneath the vehicle to catch oil; and (3) turning off sprinklers in advance of the event.

LICENSE AGREEMENT:

The following are the major business points for the license agreement:

- 1) The proposed agreement between the City of Pasadena and Pasadena Heritage to produce the Biennial Celebration on the Colorado Street Bridge would cover three biennial events in 2012, 2014, and 2016 (with an option of a fourth event in 2018).
- 2) Pasadena Heritage will have the right to stage a mutually agreed upon number of vehicles on turf, weather and condition permitting.
- 3) Pasadena Heritage will have the right to cancel an event by June 1st for each year covered by the agreement.
- 4) The City will co-sponsor the event by waiving park and bridge rental fees in exchange for the inclusion of the City logo on all event promotional materials.
- 5) Pasadena Heritage will provide evidence of insurance for each event in the amount of \$1 million General Liability.

COUNCIL POLICY CONSIDERATION:

The Cultural and Historic Preservation Element of the General Plan promotes the preservation and maintenance of unique and significant structures. Since 1979, Pasadena Heritage has held the Celebration on the Colorado Street Bridge to focus attention on the need to restore the landmark, fund an early structural study and seismically upgrade the bridge in 1993.

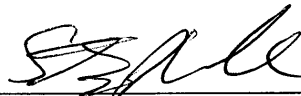
ENVIRONMENTAL ANALYSIS:

Staff has reviewed the project and determined that it is categorically exempt under CEQA Guidelines Section 15323, normal operations of Facilities for Public Gatherings.

FISCAL IMPACT:

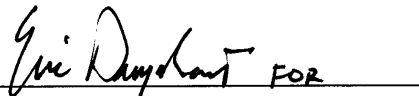
There are no fiscal impacts as a result of this action nor will it will have any indirect or support cost requirements. There are no anticipated impacts to other operational programs or capital projects as a result of this action.

Respectfully submitted,



STEVE MERMELL
Assistant City Manager

Prepared by:



Michelle Bernal
Special Events Manager

Approved by:



MICHAEL J. BECK
City Manager

Attachments:

Attachment A – Notice of Exemption



FILED

MAY 01 2012

DEAN C. LOGAN
REGISTRAR-RECORDER/COUNTY CLERK
A. Rubalcava
A. RUBALCAVA DEPUTY

NOTICE OF EXEMPTION

To:
Los Angeles County Clerk
Business Filing & Registration
12400 E Imperial Hwy, Room 1101
Norwalk, CA 90650

From:
City of Pasadena
Office of the City Manager
100 N. Garfield Avenue, Rm. S-116
Pasadena, California 91109

Project Title: Pasadena Heritage License Agreement for the Biennial Celebration on the Bridge

Project Applicant: Pasadena Heritage

Project Address: Orange Grove Boulevard & Colorado Boulevard

Project City: Pasadena

Project County: Los Angeles

Project Description: The Celebration on the Bridge is a biennial event and signature fundraiser for Pasadena Heritage, a Pasadena-based non-profit whose mission is to identify, preserve and protect the historic, architectural and cultural resources of the City of Pasadena through advocacy, education and oral histories. The event typically attracts 4,000 attendees over the course of five hours and features live music, food, resource booths and a vintage car display.

Name of Public Agency Approving Project: City of Pasadena

Exempt Status (Check one):

- Ministerial (California Public Resources Code, §21080(b)(1); California Code of Regulations, Title 14, Chapter 3, Article 18, §15268)
- Declared Emergency (California Public Resources Code, §21080(b)(3); 15269(a))
- Emergency Project (California Public Resources Code, §21080(b)(4); 15269(b)(c))
- Categorical Exemption (California Code of Regulations, Title 14, Chapter 3, Article 19, Class 23, §15323, Normal Operations of Facilities for Public Gatherings)
- Statutory Exemption (California Code of Regulations, Title 14, Chapter 3, Article 18, §(#))
- General Rule (California Code of Regulations, Title 14, Chapter 3, Article 5, §15061(b)(3))

Reason why project is exempt: This project has been determined to be categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act (California Code of Regulations, Title 14, Chapter 3, Article 19, Class 23, §15323, Normal Operations of Facilities for Public Gatherings). Class 23 exempts from environmental review the normal operations of existing facilities for public gatherings for which the facilities were designed, where there is a past history of the facility being used for the same or similar kind of purpose. For the purposes of this section, "past history" shall mean that the same or similar kind of activity has been occurring for at least three years and that there is a reasonable expectation that the future occurrence of the activity would not represent a change in the operation of the facility. This Special Event gathering had been held annually since 1981 in the same location and is deemed to be normal use for the area.

Lead Agency: City of Pasadena, Office of the City Manager, Economic Development
Contact Person: Michelle E. Bernal **Phone:** (626) 744-7355

COMPLETED BY: Michelle E. Bernal
TITLE: Special Events Manager
DATE: April 2, 2012

Michelle E. Bernal

REVIEWED BY: David Sinclair
TITLE: Planner
DATE: April 5, 2012

David Sinclair

12.0045353

THIS NOTICE WAS POSTED
ON MAY 02 2012
UNTIL JUN 01 2012
REGISTRAR-RECORDER/COUNTY CLERK