

**Jomsky, Mark**

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**From:** C. Rodney Barnhart <brc48@earthlink.net>  
**Sent:** Sunday, November 18, 2012 3:59 PM  
**To:** Jomsky, Mark  
**Cc:** Bogaard, Bill; Madison, Steve; Beck, Michael  
**Subject:** NFL at the Rose Bowl , City Council meeting 11/19.2012

Gentlemen,

I am writing to express my family's opinion on the proposal to allow the NFL to play in the Rose Bowl. There are 5 voting members in my family and we all live in Pasadena. All of our lives will be adversely affected by allowing more NFL events at the Rose Bowl.

**WE ARE ABSOLUTELY OPPOSED TO THE NFL AT THE ROSE BOWL.**

In regard to those whose approved the renovations at the Rose Bowl even though it started with a short fall in funding of 16 Million and now has a short fall of >30 million, we feel that this fiscal incompetence and arrogance should **result in the firing of all who approved this self inflicted financial wound to the citizens of Pasadena.**

The citizens of Pasadena have previously voted against the NFL at the Rose Bowl. Why that advisory was disregarded and the renovation started without complete funding is inexcusable.

We urge the council to reject all approval of allowing the NFL in the Rose Bowl .

Rod Barnhart

**Jomsky, Mark**

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**From:** P. James Barthe <pjamesbarthereps@me.com>  
**Sent:** Sunday, November 18, 2012 12:49 PM  
**To:** Jomsky, Mark  
**Cc:** Bogaard, Bill; Madison, Steve; Beck, Michael  
**Subject:** Proposed Amendment To Arroyo Seco Public Land Ordinance of 1990

Gentlemen,

The purpose of this email is to urge that, on this coming Monday evening, the leadership of this truly unique City moves to put the provisions of the contemplated amendment to the Arroyo Seco Public Land Ordinance of 1990 ("Ordinance") before the residents of Pasadena in the next election cycle in lieu of immediate certification of the pending Final Environmental Impact Report ("FEIR") and contemplated Ordinance amendment. Certification of the pending FEIR on Monday night, particularly the recommendation of increasing the maximum number of major events to 25 from the current 12, would represent the essential disregard of thoroughly and exhaustively negotiated agreements incorporated in the Ordinance, as well as the expressed will of the electorate through previous ballot measure and would also represent another negative impact on the quality of life in the west Pasadena area. The will of the residents of Pasadena should not be disregarded or overruled by legal maneuvering or, worse, desperation by the leadership entrusted for the well being of the image and fiscal health of the Rose Bowl and our great City. The contemplated use of the Rose Bowl facility as a "temporary" venue for the NFL gives the appearance that this venerable facility is available for just about anything for the sake of additional revenue - the NFL has a very well earned reputation as a very adept negotiator that is routinely successful in achieving lopsided agreements favoring themselves. This would give the appearance the Rose Bowl is no better than a vacant retail space in a distressed shopping mall leased temporarily for a Halloween or Christmas store and does not contribute to maintaining Pasadena's world class status vis a vis Tournament of Roses Parade, Rose Bowl, JPL, Caltech, Huntington Library (San Marino), Norton Simon Museum and the like.

It seems highly likely that a combination of private and public funding could be structured to cover recent cost overruns in Rose Bowl renovations, given past similar maneuvers for other favored public projects in the City - the NFL deal appears to be low hanging fruit but will without doubt end up not to be the case once Pasadena is pitted against other venues when negotiations with the NFL are commenced. Please don't lose sight of the world-class image our City enjoys - a temporary deal with the NFL doesn't appear likely to produce on balance a result furthering the "public good" or utilization for a "higher public purpose".

Your thoughtful consideration of the foregoing will be greatly appreciated.

Respectfully submitted,

P. James Barthe  
Resident of the Linda Vista area  
of the City of Pasadena

## **Interim NFL team could bring much needed jobs to Pasadena**

*By Joe Brown, president of the Pasadena NAACP*

Very soon the NFL may be in the market for a temporary home in Greater Los Angeles. I believe the Rose Bowl can fill that need as well as the opportunity for employment.

Thousands of Pasadena residents are out of work and others are struggling to make ends meet. Our city could benefit from the jobs. Full-time, Part-time or seasonal jobs such as these can assist residents provide for the essential items to improve their quality of life. In simplest terms, these jobs can offer a chance for people who need it the most.

While a permanent stadium is being built, the NAACP (Pasadena Branch) strongly supports efforts to bring an L.A. NFL team to the Rose Bowl. I agree, no one is certain if a team is coming or where its ultimate home will be. – Downtown L.A. and the City of Industry are both seeking a team. **Why close the door for Pasadena?** Pasadena needs to be ready.

In recent months, the City has commissioned an environmental study to determine the impact of such a move. What the Environmental Impact Report won't show is how the presence of the NFL will bolster our local economy – creating jobs, directly and indirectly. Even if for only 10 games a year – two preseason and eight regular games – the positive impact on the lives of the unemployed or underemployed is significant.

As in other cities, the NFL would also create opportunities for many Pasadena's businesses, small and large. Based on what experience has shown in other communities, millions of dollars a year would be pumped into the Pasadena economy. Those dollars translate into job opportunities for locals and our neighbors.

Since we have the chance- there are a few things the City could do... Join me in supporting an NFL team to call the Rose Bowl home for a few short years.

We've encountered a difficult economy, and still face a gradual climb upward. For many, the NFL at the Rose Bowl could be a natural bridge to better days ahead.

**Jomsky, Mark**

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**Subject:** FW: URGENT -- Please oppose proposals facilitating possibility of NFL

**From:** [eckardt@alumni.usc.edu](mailto:eckardt@alumni.usc.edu) [<mailto:richard.w.eckardt@sbcglobal.net>]

**Sent:** Sunday, November 18, 2012 10:19 PM

**To:** Bogaard, Bill; De La Cuba, Vannia; district1; Morales, Margo; McIntyre, Jacqueline; Stone, Rhonda; Madison, Steve; Steven Geoffrey Madison; Tornek, Terry; Beck, Michael; Dock, Fred; [eckardt@alumni.usc.edu](mailto:eckardt@alumni.usc.edu)

**Cc:** Richard W. Eckardt

**Subject:** URGENT -- Please oppose proposals facilitating possibility of NFL

Greetings:

As some of you know, we have lived on Nithsdale since the year 1974.

We respectfully request that you: (1) vote "NO" on the ordinance to increase the number of large events allowed at the Rose Bowl from 12 to 25 each year; (2) disapprove an associated environmental study; and (3) vote "NO" on a statement of overriding considerations.

In my view, pro football's potential benefits DO NOT outweigh its downsides.

As an aside, the Tournament of Roses parade and Rose Bowl game tend to attract "snow birds" who, in fact, may pump new money into the community. The Big Ten usually is allotted 9,000 seats. Compare and contrast. NFL games likely attract mostly local Southern California clientele, other than the visiting game hangers on and groupies. No new money.

As you well know, the Arroyo is heavily used by Pasadena residents, including joggers, walkers, bike riders, Children's Museum, Rose Bowl Aquatics, Brookside golfers, etc., each and every day.

The prospect of closing those uses on 25 weekends for the use of hooligans and drunk drivers is wholly unacceptable. It is bad enough that we permit a thieves market. I am advised that burglary detectives visit on every such weekend and pick up fencing operations and stolen goods.

Note that the environmental impact statement recites adverse consequences.

I realize that the operating company has gone way over budget (why is that not a surprise), apparently on the hope that the operating company could always get a bail out from Council. That was a fantasy and the reality now, of disappearing sales tax revenues from bankrupt auto dealerships, and the capital needs for repair or replacement of electric generating facilities means that we don't have the easy cash cow to pull money from Water & Power.

I realize the layoffs and the reduction of services.

However, approval of these agenda items or calling for drafting of an ordinance to facilitate some pie in the sky NFL occupancy is imprudent.

Temporary occupancy (if it should ever materialize) is much better suited to the Coliseum. Much more traffic management and light rail infrastructure exists there.

On Saturday, I had to make a U-Turn and utilize the La Loma bridge because Avenue 64 and Colorado were bumper to bumper for the UCLA-USC game.

The NFL would, in my opinion, be a disaster for Pasadena.

We respectfully urge that you listen to the Linda Vista and San Rafael residents and vote down each of these ill considered proposals."

V/r

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Richard W. Eckardt SBN 040776  
Attorney at Law  
of counsel, Walker, Wright, Tyler & Ward  
Martindale-Hubbell Peer Review Rated: a v 1980-present  
\*\*\*\*\*NOTE OUR NEW ADDRESS\*\*\*\*\*  
500 South Grand Avenue, #1900  
Los Angeles, California 90071-2668  
(213) 629-3571 ext 5228  
(213) 626-5061 ext 5228  
(213) 683-5228 Direct Dial  
(213) 626-3629 FAX  
<[richard.w.eckardt@sbcglobal.net](mailto:richard.w.eckardt@sbcglobal.net)>  
<[rwe@wwtwlaw.com](mailto:rwe@wwtwlaw.com)>

BETTYRAE EISENSTEIN  
1015 Prospect Blvd.  
Pasadena, CA 91103  
323 681-6819 Fax: 626 440-1515

RECEIVED  
12 NOV 19 10:48  
CITY CLERK  
CITY OF PASADENA

November 14, 2012

City Clerk's Office  
Pasadena City Council  
100 North Garfield Avenue, Room S228  
Pasadena, CA 91101

Re: Notice of Public Hearing on Amendment of Article 3 (Civic Events and Facilities)  
Of the Pasadena Municipal Code

Scheduled For: Monday, November 19, 2012, at 7:00 pm

Gentlemen:

With respect to the above-described proposed Amendment of Article 3, please allow me to register my undiluted disapproval to the possibility of the NFL's using the Rose Bowl for ANY PURPOSE, AT ANY TIME, whether temporary or not!!

Because I am physically unable to attend the meeting described above, I am sending this communication to you in writing.

I cannot over-emphasize the noise, air and transportation pollution that would result from this proposed amendment! We, who live above or near the Rose Bowl are already overwhelmed by the multiple uses of the Rose Bowl, although we accept most of it gracefully, but to consider the possibility of having this area trampled by the unnecessary use of the NFL is truly unfair to ask of us! The Rose Bowl already accepts an excessive number of automobiles and people to its various functions, but those would simply be dwarfed by any NFL event (however temporary), not to mention the noise, the pollution of our air space by additional advertising, the garbage as well as damage to the surrounding neighborhoods by people freely urinating on our gardens, discarding liquor bottles, beer cans, condoms, partially eaten fruit as well as cast-off clothing and shoes, all of which we have found or seen happening during these events. To tell us that our streets are blocked off is quite meaningless as everything described above happens anyway!

This letter is hereby presented to the Pasadena City Council as a specific NO to any possibility of the Rose Bowl's use by the National Football League, whether temporary or otherwise.

With many thanks, I remain

Sincerely yours,



Bettyrae Eisenstein

11/19/2012  
Item 11

## Jomsky, Mark

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**From:** Goldsmith, Paul F (7000) <paul.f.goldsmith@jpl.nasa.gov>  
**Sent:** Sunday, November 18, 2012 12:38 PM  
**To:** Jomsky, Mark; Goldsmith, Paul F (7000)  
**Cc:** Bogaard, Bill; Madison, Steve; Beck, Michael  
**Subject:** Use of Rose Bowl by NFL

Dear Pasadena City officials and council members,

I am writing in reference to the upcoming meeting to discuss the possibility of having the NFL use the Rose Bowl for up to 13 large-scale events per year for the next five years. I think the documents you have received point out the many problems with the plan and the environmental impact study. I want simply to point out that this will have an enormous negative effect on the quality of life for all of us living in the vicinity of the Arroyo and the Rose Bowl. Having just been through a Saturday college football game, the effect on disruption of normal life is very clear in my mind, and that of my family. It really makes doing reasonable things that you take for granted – doing shopping, having lunch, enjoying the city – very difficult. I think that we understand that this is part of the "deal" for living in Pasadena, but it simply would not acceptable to have this occur more than twice as often. It simply would demolish the quality of life in Pasadena for thousands or tens of thousands of citizens. I don't think there is any offsetting benefit to the city. I thus urge that this project be stopped.

Thank you very much for your attention.

Best regards,

Paul Goldsmith  
1121 Charles St.  
Pasadena CA 91103

## Jomsky, Mark

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**From:** Henry/Gordon <henrygordon2031@sbcglobal.net>  
**Sent:** Friday, November 16, 2012 2:50 PM  
**To:** Jomsky, Mark  
**Cc:** bbogard@cityofpasadena.net; Madison, Steve; Beck, Michael  
**Subject:** NFL use of Rose Bowl

We are unable to attend the City Council's deliberations on Monday evening regarding possible use of the Rose Bowl by an NFL team for a five-year period, and want our strong opposition to this proposal to be registered.

As Linda Vista residents, we already know all too well the disruption in our neighborhood caused by the increased usage of the Rose Bowl for large-scale events. To impose even more of those events, on a frequent and regular schedule, is simply unacceptable. The trade off of monetary gain against the disruption they cause does not compute. And it sets a precedent that opens the door to even further expansion of Rose Bowl usage in the years ahead.

It is unfortunate that, nearly 100 years ago, the Rose Bowl was built in the middle of what is now one of Pasadena's prime, most desirable neighborhoods, but that is the reality and it must be respected. To do otherwise undermines our property values and the quality of life that prompted us to choose the Linda Vista area as our residence.

Joseph R. Henry and Samuel S. Gordon  
1335 Carnarvon Drive  
Pasadena 91103



## Jomsky, Mark

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**From:** Greg Gunther <ggunther@frogkick.com>  
**Sent:** Monday, November 19, 2012 10:03 AM  
**To:** City\_Council  
**Cc:** Jomsky, Mark; Beck, Michael  
**Subject:** Support for Temporary Use of Rose Bowl

**Importance:** High

Dear City Council -

While I recognize the inherent disruption associated with events at the Rose Bowl (including my personal inability to play golf or swim at Brookside) – I also appreciate the unique opportunities presented by the productive use of the Rose Bowl.

In that light, I want to register my support for the TEMPORARY expansion of allowable events so that we can appropriately pay down a portion of the costs associated with the current Rose Bowl renovation project.

Bottom line: The Rose Bowl is one of the unique assets we have available in Pasadena – and it is our civic responsibility to both care for these assets, and to optimize the returns that they generate to our City from their use.

Thank you,  
// Greg Gunther

700 E. Union St., #301  
Pasadena, CA 91101

626.394.6333  
[ggunther@frogkick.com](mailto:ggunther@frogkick.com)

November 15, 2012

City Council City of Pasadena  
100 N. Garfield Avenue (Room S228)  
Pasadena, CA 91101

✓  
Dear Council:

My name is Russell L. Hanlin. I reside at 1043 Pine Oak Lane. A fine vista of The Rose Bowl is seen from my living room window. I have lived there for 40 years. Further, I own the Union Building addresses 109 thru 121 E. Union Street. I am a director of The Old Pasadena Management District.

My wife and I have never been seriously inconvenienced by a football game in The Rose Bowl. Most of the noise is contained within the bowl. Residence Passes are given to all who reside near The Rose Bowl. Pasadena Police have always done a good job of accommodating residents with passes.

Being a commercial property owner in Old Pasadena, I watch my tenants struggle to stay in business. Whenever there is a substantial event in The Rose Bowl, business improves. New Year's eve and day occasions the biggest revenue of the year for the Café in my building.

The rehabilitation of The Rose Bowl is \$40 million over budget. Pasadena doesn't have the money. Temporary use of The Rose Bowl by a NFL team while a new stadium is constructed could solve half of the deficiency. I avidly urge City Council to allow such use should the occasion arise.

Sincerely, *Russ Hanlin*

**Jomsky, Mark**

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**From:** b.j. lin <bj98lin@yahoo.com>  
**Sent:** Sunday, November 18, 2012 2:55 PM  
**To:** Jomsky, Mark  
**Subject:** NFL

Dear Sirs:

Strongly oppose NFL staying at the Rose Bowl. The UCLA home game has created inconvenient traffic and do not want the NFL to fuel the problem even more.

Benjamin Lin



November 17, 2012

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

Re: Interim NFL team in the Rose Bowl

Dear Mayor Bogaard and Pasadena City Council Members,

At its most recent meeting, the Board of Directors of the Pasadena Chamber of Commerce reiterated its full and enthusiastic support for the Rose Bowl to have an opportunity to compete to house a National Football League team in the Rose Bowl on an interim basis. The Chamber Board was overwhelmingly in support of your approving the Environmental Impact Report and making the Statement of Overriding Considerations necessary to put Pasadena in a position to entertain an opportunity to host an NFL team for up to five years in our Rose Bowl.

As you are well aware, once a decision is made to relocate an NFL team to Los Angeles, there will be a need for a temporary stadium for that team to play in while construction is completed on their permanent home. That construction of a new stadium could take up to four years to complete. For the opportunity to continue for the Rose Bowl to house a team for no more than 5 years, the City Council must certify the EIR and make a statement of overriding considerations. You also must enact ordinances which allow for at least an additional twelve major events in the Rose Bowl to accommodate those additional events.

In reading the EIR, we note that the impacts that cannot be mitigated are: traffic, noise and air quality. These are the same impacts that occur today for every UCLA game, the Rose Bowl game and any major event in the Bowl. We are confident that Pasadena and the Rose Bowl can handle these additional events with as little impact as possible, given their experience with everything from UCLA football, to major concerts, to international soccer matches and our Rose Bowl Game.

Benefits of an NFL team in the Rose Bowl for an interim period include:

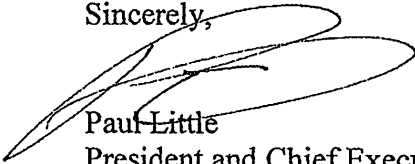
- funding to the Rose Bowl and City of Pasadena in the form of rent, parking fees and tax income that could be between \$3 million and \$5 million per year and possibly more;
- material economic impact to Pasadena's hospitality industry, especially our restaurants, hotels and motels;

- increased visitors to our shopping and dining areas, including Old Pasadena, the Playhouse District, South Lake Avenue and Hastings Ranch, among others;
- increased job opportunities at the Rose Bowl as well as with merchants, hotels, entertainment venues and restaurants that could see increased patronage;
- a higher profile for the City of Pasadena through worldwide television coverage and media coverage of an NFL team at the Rose Bowl.

The Pasadena Chamber of Commerce Board of Directors encourages you to support the ongoing viability of the Rose Bowl and the Pasadena economy by certifying the EIR, making the Statement of Overriding Considerations and allowing for additional major events in the Rose Bowl. The Board of Directors of the Pasadena Chamber of Commerce urge you to take the actions necessary for Pasadena to be competitive to host a team on an interim basis should the NFL choose to relocate a team to the Los Angeles market.

Thank you for considering the Rose Bowl interim NFL EIR.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Little", written over a large, stylized scribble.

Paul Little  
President and Chief Executive Officer

Cc: M. Beck, M. Jomsky, Pasadena Chamber Board of Directors

## Jomsky, Mark

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**From:** Giancarlo Pala <lofinopala@icloud.com>  
**Sent:** Sunday, November 18, 2012 9:40 PM  
**To:** Jomsky, Mark  
**Cc:** Bogaard, Bill  
**Subject:** Rose Bowl use for NFL

Hello

I am writing in opposition to the idea of having increased events and an NFL team play at the Rose Bowl. We live on Linda Vista where the traffic is already a nightmare during the week and the issue is continually ignored. This past weekend game between UCLA and USC showed to us the impact of these games as we ( with our son) were almost hit by a driver who ignored the pedestrian cross walk. Increasing the events and traffic without providing any relieve to the existing traffic issue is unacceptable.

If the events are increased and NFL approved we will be reconsidering where we live as the increased traffic will greatly impact our quality of life.

Shelly Lofino

Sent from my iPad

## The Arroyo Sage

The Yin and Yang of Pasadena and beyond.

Wednesday, October 24, 2012

Trash-a-Dena: City incompetence and neglect of the Arroyo Seco

Early yesterday morning while on a trail run with my dog Washoe in the Arroyo Seco, I discovered two spots that were heavily polluted with plastic and styrofoam waste.

The first spot is located directly below Devil's Gate Dam in a small wetland area filled with tules and flowing water, which my dog loves to play in and drink from. I tried to pick up what I could, yet there was too much pollution to clean on my own. The styrofoam pollution was especially bad, as it was breaking up into smaller pieces and contaminating the water and soil. In my experience leading cleanups for the Arroyo Seco Foundation, often times such severely degraded soil must be removed entirely to clean the area of every last bit of styrofoam.











After discovering this disheartening scene, I checked up on a second area which was severely polluted with styrofoam peanut packaging a few weeks earlier. I had been out of town since I first came across this massive quantity of petrochemical pollution on the bank of the Arroyo along Washington Blvd, and with much sadness I discovered that it remained just as polluted as before.

I took pictures, and decided that I would do as the City encourages citizens to do and report this pollution, and hope for a happy resolution. Unfortunately, my experience with the City of Pasadena today on the phone was anything but a happy one.













I called the Park Maintenance number on the [Citizen Service Center page](#) of the City website, told them the problem, and was transferred to Parks and Natural Resources. They told me that I had reached the tree department, and transferred me to someone named Manny Macias. He didn't answer the phone, and his voicemail box was full.

Frustrated, I called Parks and Natural Resources back, told them what I was trying to report, and was transferred to a supervisor. This supervisor, Ted Latta, didn't answer his phone, and his mailbox was also full! Unbelievable!

I called back, now having lost track of everyone I had talked to, and began saying again why I was calling and what I wanted to report. The woman on the phone cut me off, saying I had already talked to her and that she'd transfer me over to a supervisor. "Wait!" No! I didn't want that! The supervisors aren't answering, their mailboxes are full and I haven't spoken to anyone in the City who can take care of this problem! She became defensive and complained that I hadn't given her an address... It's parkland! There is no address! I did, however describe exactly where it was, and volunteered to meet City workers and show them exactly where to go.



I am now waiting for Mr. Latta to call me back, and I look forward to speaking to him personally. There need to be some serious changes in the City of Pasadena if this is how they deal with citizens who are trying to improve our environment and quality of life.

If this is the level of incompetence and neglect we face right now in regard to Arroyo issues, how much worse will it be if there is even more pollution generated in our watershed from a soccer field in Hahamongna, or a "temporary" NFL team in the Rose Bowl?

The City says that their cleanup measures are adequate. Judging from the above, would you agree?

#### Trash-a-Dena: Update

After documenting my unsuccessful attempt to report two sites of plastic pollution to the City of Pasadena in my last post, I emailed City Manager Michael Beck and the two Assistant City Managers, as well as my city councilman Steve Madison. My message to them all included a link to the Arroyo Sage blog post which details my experience.

I received email responses from Assistant City Managers Julie Gutierrez and Steve Mermell, apologizing, and saying they'd forward my concerns to someone who could assist me. I received a voicemail Wednesday afternoon from Charles Peretz, the Administrator of Natural Resources, in which he apologized for my experience. He promised that the next day (Thursday) someone would be out there to clean the "litter" that I reported. He left me his phone number and said it shouldn't have been handled this way and that the city needs to work on handling citizen involvement better.

Thursday, I received a call from Ted Latta, the Public Works crew supervisor. He said that his crew would be there that day and clean up the mess. I was encouraged that this was going to get done.

On Friday I went for a run down the same trail, and inspected the area below Devil's Gate Dam that I had reported. Nothing had changed. These pics detail the scene: