



# Ordinance Fact Sheet

TO: CITY COUNCIL

DATE: November 19, 2012

FROM: CITY ATTORNEY

SUBJECT: AN ORDINANCE AMENDING THE ARROYO SECO LANDS ORDINANCE TO ALLOW TEMPORARY USE OF THE ROSE BOWL STADIUM BY THE NFL

## TITLE OF PROPOSED ORDINANCE

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

## PURPOSE OF ORDINANCE

This ordinance codifies a new section of the Arroyo Seco Lands Ordinance (PMC Section 3.32) to allow an additional 13 "displacement events" at the Rose Bowl Stadium for temporary use by the National Football League for a period of no more than five years.

## REASON WHY LEGISLATION IS NEEDED

This legislation is needed to increase the number of "displacement events" at the Rose Bowl Stadium which would allow potential temporary use by the National Football League. Without such legislation, the City would not be in a position to approach the NFL about such temporary use. The legislation will not take effect unless and until the City Council approves a lease of the Stadium by the NFL. The legislation automatically sunsets five years from the first NFL game in the Stadium.

MEETING OF 11/19/2012  
AGENDA ITEM NO. 12

## **PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED**

If the City Council approves a lease with the NFL, the Rose Bowl Operating Company will implement the proposed ordinance.

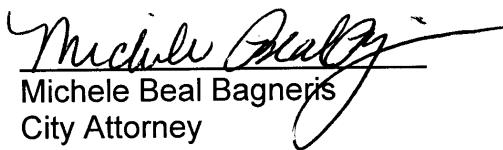
## **FISCAL IMPACT**

There will not be an immediate fiscal impact as a result of this amendment to the Arroyo Seco Lands Ordinance. If the City Council approves a lease with the NFL in the future, that future lease could bring significant revenue to the City to be used to pay for the current renovation project underway at the Rose Bowl Stadium.

## **ENVIRONMENTAL DETERMINATION**

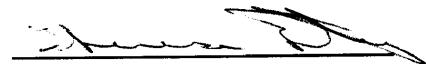
On November 19, 2012, the Council will consider whether to adopt an environmental impact report for this Municipal Code amendment pursuant to the requirements of the California Environmental Quality Act.

Respectfully submitted,



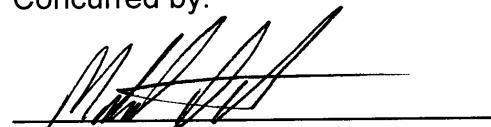
Michele Beal Bagnoris  
City Attorney

Prepared by:



Theresa E. Fuentes  
Assistant City Attorney

Concurred by:



Michael J. Beck  
City Manager

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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 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 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 National Football League 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.

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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:

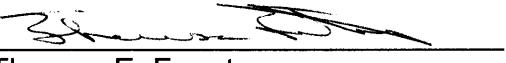
Date Published:

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Mark Jomsky  
City Clerk

Approved as to form:

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Theresa E. Fuentes  
Assistant City Attorney

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