



TO: Mayor and City Council
FROM: Darryl Dunn, General Manager, RBOC
DATE: October 28, 2021

Mayor and Members of the City Council:

There are two RBOC items on the Council Agenda for Monday, November 1, 2021. Please note that the RBOC Board of Directors was not able to meet until after the posting of the City Council agenda, and will meet to consider these items the morning of Friday, October 29, 2021.

Therefore the City Council is being provided with the staff reports that will go to the RBOC Board in advance of the RBOC Board meeting to serve as the supporting staff reports for the Council action. In the event that there are any revisions to those agenda reports, updated reports will be provided as soon as possible.

Accordingly, with regards to the music festival item, the Board of the Rose Bowl Operating Company recommends that the City Council:

1. Adopt an Addendum to the Arroyo Seco Music and Arts Festival EIR that was adopted by the City Council on April 4, 2016; and
2. Adopt findings to temporarily increase the number of displacement events allowed in the Arroyo Seco to accommodate a contract amendment regarding the music festival.

With regard to the soccer item, the Board of the Rose Bowl Operating Company recommends that the City Council:

1. Find that the soccer event is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings); and
2. Adopt findings to authorize the RBOC to host displacement event number 20 for the year 2022.

Sincerely,

A handwritten signature in dark ink, appearing to read "Darryl Dunn".

Darryl Dunn
General Manager, RBOC



AGENDA REPORT

RBOC_102921_02

October 29, 2021

To: RBOC Board of Directors
From: Darryl Dunn, General Manager
Subject: Contract Amendment with AEG related to Music Festival

RECOMMENDATION:

It is recommended that the RBOC Board of Directors:

1. Adopt an Addendum to the Arroyo Seco Music and Arts Festival EIR adopted by the City Council on April 4, 2016; and
2. Finalize negotiations and enter into a contract amendment with AEG for the continuation of and modifications to music and arts festivals and performances on Brookside Golf Course; and
3. Recommend that the City Council of the City of Pasadena adopt findings to temporarily increase the number of displacement events allowed in the Arroyo Seco to accommodate this contract amendment.

BACKGROUND:

The RBOC entered into an agreement with AEG/Golden Voice to produce a music festival beginning in 2017. To date, three festivals (7 festival dates) have occurred at the venue and experience has proven to be successful for attendees and artists. The term of the agreement was 10 years with two five-year options, with a look in after year three of the agreement by both parties.

Although the events have been successful, the original vision was for the Rose Bowl Stadium and the golf course to be utilized which would have enabled capacity for the festivals to host up to 93,000 attendees. For many reasons, the promoter decided to stage the festival exclusively on the golf course so as to provide a top-notch fan experience. That decision limited capacity but also limited the potential economic return in terms of amount of revenue generated. Based primarily on those factors and looking to keep the top-notch fan experience at a reduced attendance level, the promoter and the RBOC determined that a contract amendment would need to occur in July of 2020 that would enable the economics to be adjusted, as well to provide the potential of having additional music content.

In July of 2020 the RBOC approved modifications to the original agreement that included the following deal points that were expected to help make the festival a financial success for AEG and incentivize them to not exercise their option to discontinue the partnership.

11/01/2021
Item 12a

Key Deal Points – July 2020:

- Term
 - Two years with up to five one-year mutual options
- Rent
 - \$2M per year for the first two years with escalators in years 3-7.
 - Threshold
 - Opportunity to make more than minimum based on calculation of 15% of gross revenues
- Number of Events
 - Up to six (6) event dates per year on Brookside Golf Course
- Exclusivity
 - AEG would be exclusive music festival partner on the Brookside grounds
- Admission Tax
 - \$1.79 per ticket in addition to rent outlined above
- Ticket Contribution
 - \$1 per ticket for capital improvements in addition to rent outlined above

It should be noted that no festivals were ultimately held under these terms.

Now that we are slowly coming out of the pandemic it is becoming clear that demand for festivals on our site is stronger than originally estimated. In discussions with AEG it has become clear that additional event dates on our campus could result in additional revenues to the RBOC. Below are the new key deal points that staff is recommending moving forward:

NEW Key Deal Points – Oct 2021:

- Term
 - Five (5) years with up to four (4) one-year mutual options
- Rent
 - Minimum Rent - \$3M each year
 - Threshold
 - Opportunity to make more than Minimum Rent based on calculation of gross revenue at a percentage of 8%
- Number of Events
 - Up to ten (10) event dates per year on Brookside Golf Course
- Exclusivity
 - AEG would be exclusive music festival partner on the Brookside Grounds.
- Admission Tax
 - \$1.79 per ticket in addition to rent outlined above
- Ticket Contribution
 - \$1 per ticket in addition to rent outlined above would be earmarked for site improvements.

Staff is recommending this new arrangement, and event count, for the following reasons. First, the \$15M over five years guaranteed is significantly higher than the \$4M that was guaranteed over the two years in the previous agreement. Second, the higher frequency and new % of rent calculation

could result in approximately \$4M+ in annual net revenues for the RBOC if we and our partners are successful. Finally, going into our Centennial year the additional programming will show that the Rose Bowl Stadium, and our campus, are still vibrant and relevant event venues.

DISPLACEMENT EVENTS:

The Arroyo Public Lands Ordinance (Pasadena Municipal Code Section 3.32.270) establishes guidelines and policies related to the administration of the Arroyo Seco, including the Rose Bowl. The ordinance states that the City seeks to achieve a balance between the use of the Rose Bowl and impact of such use on surrounding residential areas. To achieve that balance, Section 3.32.370 of the ordinance limits the number of displacement events to no more than 15 in any calendar year except with the permission of the City Council. In order to exceed 15 displacement events, the City Council must make certain findings.

The current schedule of displacement events for 2022 are as follows:

- Rose Bowl Game - 1
- UCLA Season - 8
- Music & Arts Festival - 6

These additional festivals would be the 16th-19th displacement events for the year. As a reminder, the Arroyo Seco Ordinance permits up to 15 displacement events before the City Council would need to make findings in order to permit more than 15 displacement events. It should be recognized that the July 4th AmericaFest event is not within the current approved displacement events, although it is likely that it will occur provided the appropriate governing bodies' approvals occur.

Below are the findings and the rationale for making such findings for the additional festival dates that will be presented to the City Council:

1. "The additional events represent a unique opportunity that will enhance the stature of the Rose Bowl." The increase in festival dates would be similar in terms of artists and appeal as the previous festivals at Brookside. The events would garner significant publicity for the Rose Bowl and Pasadena leading up to the event(s) and continue to contribute to the Rose Bowl's reputation as a world class concert and festival venue.
2. "The revenue generating potential from each additional event justifies its consideration." It is guaranteed that allowing the additional festivals will directly generate \$5 million more for the RBOC than the prior number of festivals (increase in annual guarantee of \$1 million per year for 5 years). In addition, the City of Pasadena would receive a positive economic impact as a result of the portion of sales tax and bed tax that will revert to the City and to businesses in the City arising from significant fan presence in Pasadena.
3. "It is anticipated that these events will not create undue conflicts with Arroyo Seco activities taking place at the same time." Staff will work closely with the Parks and Natural Resources Division of the City of Pasadena, as well as the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco. As in the past, while these events will displace recreational activities, staff is able to minimize displacement to as few hours on event day as possible, so that displacement does not take place the entire day.

4. "The events do not impose undue adverse impacts on the surrounding residential area." Planning and preparation will be implemented to minimize impact of these events to the surrounding neighborhoods. The Police Department and staff work carefully with the surrounding area to maintain success in hosting displacement events with minimal disruption and impact.

ENVIRONMENTAL:

On April 4, 2016, the City Council of the City of Pasadena certified an Environmental Impact Report for a music and arts festival and adopted a Mitigation Monitoring and Reporting Program and a Statement of Overriding Considerations. As analyzed in the EIR, the annual festival would take place over two or three days (Friday through Sunday), with a capacity of up to 93,000 daily attendees (including approximately 3,400 employees), and traffic and noise levels commensurate with a concert inside the stadium. The first year of the festival was limited to two days with a maximum of 75,000 attendees.

The modifications proposed herein have been analyzed in an Addendum to the adopted EIR. The actions proposed herein are for modifications to allow for a temporary increase in the number of festivals, but much smaller events than analyzed in the EIR (approximately 32,000 attendees per day). The Addendum concluded that the temporary increase in event days from 15 to 19 would not result in any of the conditions outlined in CEQA Guidelines Sections 15162(a)(1) to (3) because the proposed changes would not result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects requiring major revisions to the Adopted EIR.

Accordingly, the Addendum provides the substantial evidence required by CEQA Guidelines Section 15164(e) to support the finding that a subsequent EIR is not required and an addendum to the Adopted EIR is the appropriate environmental document to address changes to the action proposed herein.

FISCAL IMPACT:

The minimum license fee associated with the contract amendment would be \$15 million. It is the expectation of RBOC staff that the amount would exceed the minimum based on the revenue share of 8% of gross sales, however it is premature to determine the amount that would be generated as a result of the revenue share. It should also be noted that the admission tax income (\$1.79 per ticket) and \$1.00 per ticket contribution would also occur based on paid attendance.

Respectfully Submitted,



Darryl Dunn
General Manager

October 2021 | **EIR Addendum**
State Clearinghouse No. 2015051025

ARROYO SECO MUSIC AND ARTS FESTIVAL

Rose Bowl Operating Company

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Rose Bowl Operating Company

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Section	Page
1. INTRODUCTION	7
1.1 PURPOSE OF AN EIR ADDENDUM	7
1.2 SCOPE OF ANALYSIS FOR THIS ADDENDUM	8
1.3 PREVIOUS ENVIRONMENTAL DOCUMENTATION	9
2. APPROVED PROJECT	10
2.1 PROJECT BACKGROUND	10
3. PROPOSED PROJECT	12
3.1 PROPOSED PROJECT DESCRIPTION	12
4. CEQA ANALYSIS	13
4.1 ENVIRONMENTAL ANALYSIS	13
4.2 SUMMARY OF IMPACTS	15
4.3 FINDINGS	21

List of Tables

Table	Page
Table 1. Proposed Project Changes	13
Table 2. Mitigation Measures and Impact Level of Significance	15

1. INTRODUCTION

This document is an Addendum to the City of Pasadena and Rose Bowl Operating Company's (RBOC's) previously approved Arroyo Seco Music and Arts Festival Environmental Impact Report (EIR), which analyzed the implementation of an annual three-day music and arts festival at the Rose Bowl Stadium complex and portions of the Brookside Golf Course (Project Site). The annual festival was analyzed with a capacity of up to 93,000 daily attendees (including approximately 3,400 employees) (Approved Project). The Approved Project increased the total number of displacement event days from 12 to 15 in the Pasadena Municipal Code (PMC), Chapter 3.32, Arroyo Seco Public Lands Ordinance. Displacement events are events that have an attendance of 20,000 people or more. Parking for this number of people "displaces" the normal recreation activities that occur within the Central Arroyo.

An EIR for the Approved Project was adopted by the City of Pasadena on April 4, 2016 (Adopted EIR). This Addendum to the Adopted EIR has been prepared in accordance with Sections 15162 and 15164 of the California Environmental Quality Act (CEQA) Guidelines. The RBOC, as the lead agency under CEQA, has prepared this Addendum to the Adopted EIR to consider environmental impacts associated with the temporary addition of 4 annual event days (from 15 to 19) that would occur at the Project Site from fiscal year 2022 through 2026 (with options to extend) (Proposed Project). Because the increase in event days is temporary, no amendments to the PMC, Chapter 3.32, Arroyo Seco Public Lands Ordinance, are proposed.

1.1 PURPOSE OF AN EIR ADDENDUM

According to CEQA Guidelines, Section 15164(a), an addendum shall be prepared if some changes or additions to a previously adopted EIR are necessary, but none of the conditions enumerated in CEQA Guidelines Sections 15162(a)(1) to (3) calling for the preparation of a subsequent EIR have occurred. As stated in CEQA Guidelines Section 15162 (Subsequent EIRs and Negative Declarations):

When an EIR has been certified or negative declaration adopted for a project, no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in the light of the whole record, one or more of the following:

- (1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- (2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
- (3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or negative declaration was adopted, shows any of the following:
 - (a) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - (b) Significant effects previously examined will be substantially more severe than shown in the previous EIR;

- (c) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
- (d) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

The temporary increase in event days from 15 to 19 would not result in any of the conditions outlined in CEQA Guidelines Sections 15162(a)(1) to (3) because the proposed changes would not result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects requiring major revisions to the Adopted EIR. Accordingly, this Addendum provides the substantial evidence required by CEQA Guidelines Section 15164(e) to support the finding that a subsequent EIR is not required and an addendum to the Adopted EIR is the appropriate environmental document to address changes to the Proposed Project. As stated in CEQA Guidelines Section 15164 (Addendum to an EIR):

- (a) The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred.
- (b) An addendum to an adopted negative declaration may be prepared if only minor technical changes or additions are necessary or none of the conditions described in Section 15162 calling for the preparation of a subsequent EIR or negative declaration have occurred.
- (c) An addendum need not be circulated for public review but can be included in or attached to the final EIR or adopted negative declaration.
- (d) The decision-making body shall consider the addendum with the final EIR or adopted negative declaration prior to making a decision on the project.
- (e) A brief explanation of the decision not to prepare a subsequent EIR pursuant to Section 15162 should be included in an addendum to an EIR, the lead agency's findings on the project, or elsewhere in the record. The explanation must be supported by substantial evidence.

1.2 SCOPE OF ANALYSIS FOR THIS ADDENDUM

In accordance with the CEQA Guidelines, the RBOC has determined that an Addendum to the Adopted EIR is the appropriate environmental clearance for the Proposed Project. This Addendum reviews the changes proposed by the Proposed Project and considers whether there is any new information of substantial importance that was not known and could not have been known with exercise of reasonable diligence at the time that the Adopted EIR was adopted. It further examines whether, as a result of any changes or any new information, a subsequent EIR may be required. This examination includes an analysis of the provisions of California Public Resources Code Section 21166 and Section 15162 of the CEQA Guidelines and their applicability to the Proposed Project.

As lead agency under CEQA, the RBOC is required to evaluate the environmental impacts associated with these discretionary approvals. The scope of the review for project-related impacts for this Addendum is focused on the differences between impacts analyzed by the Adopted EIR for implementation of the Approved Project and the Proposed Project. The Approved Project will serve as the "baseline" for evaluating the impacts of the Proposed Project and is therefore used as the "baseline" for the environmental impact analysis. The baseline includes all

applicable mitigation measures from the Adopted EIR. As required by CEQA, this Addendum also addresses changes in circumstances or new information that would potentially involve new environmental impacts.

1.3 PREVIOUS ENVIRONMENTAL DOCUMENTATION

1.3.1 2016 Environmental Impact Report

On April 4, 2016, the Pasadena City Council certified the Adopted EIR for an annual three-day music and arts festival that increased the number of annual displacement events from 12 to 15. The City adopted a Mitigation Monitoring and Reporting Program (MMRP), Findings, and a Statement of Overriding Considerations. The Adopted EIR found that the Approved Project would result in less-than-significant impacts with no mitigation with regard to:

- Cultural Resources
- Land Use and Planning
- Public Services
- Water Supply

The Adopted EIR addresses impacts that would be reduced after implementation of mitigation measures related to:

- Aesthetics (light and glare)
- Biological Resources

The Adopted EIR determined that implementation of the Approved Project would result in significant and unavoidable impacts to the following environmental topics:

Air Quality

- The Approved Project would result in significant impacts related to air quality standards and contribute substantially to existing or projected air quality exceedances in the region.
- Cumulative air quality impacts.

Greenhouse Gas Emissions

- The Approved Project would generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment.
- Cumulative greenhouse gas emissions, climate change, and energy conservation impact.

Noise

- The Approved Project would result in the substantial temporary or periodic increase in ambient noise levels, specifically related to off-site traffic noise, in the Project vicinity above levels existing without the Approved Project.
- Cumulative noise impacts specifically related to off-site traffic noise.

Recreation

- Cumulative recreation impact related to the closure of Area H for 3 weeks, along with the overall increase in demand on City-wide recreational facilities.

Traffic and Circulation

- The Approved Project would result in a significant impact related to a conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system. Specifically, the Approved Project

would cause an exceedance of vehicle miles traveled/vehicle trips (VMT/VT) thresholds in the City of Pasadena and level of service (LOS) thresholds established by the California Metro Patrol (CMP) and certain jurisdictions surrounding Pasadena.

- Cumulative traffic and circulation impact.

2. APPROVED PROJECT

2.1 PROJECT BACKGROUND

The Rose Bowl Stadium and the Brookside Golf Course and Clubhouse are managed by the RBOC, a California non-profit, public benefit corporation, founded in 1995 by an act of the City Council. Board members are appointed by the City Council, the City Manager, the Tournament of Roses, and the Chancellor of the University of California, Los Angeles (UCLA). The other areas of the Central Arroyo, including Area H and Brookside Park, are managed directly by the City of Pasadena through its Public Works Department.

In 2016, the RBOC entered into a license agreement with an event operator, Anschutz Entertainment Group (AEG) to host an annual three-day Arroyo Seco Music and Arts Festival on an annual basis at the Rose Bowl Stadium complex and portions of the Brookside Golf Course beginning in 2017. The license agreement would extend over 10 years, with two 5-year renewal options. The agreement required modification to PMC Chapter 3.32, Arroyo Seco Public Lands Ordinance, to increase the number of allowable displacement events from 12 to 15, annually.

2.1.1 Approved Project

The approved annual music and arts festival can take place over two or three days (Friday through Sunday), with a daily attendance of approximately 89,600 attendees and approximately 3,600 staff members (total capacity of 93,000 daily attendees, including employees), and traffic and noise levels commensurate with a concert inside the Rose Bowl Stadium. The first year of the festival was limited to two days with a maximum of 75,000 attendees. To date, three festivals (seven festival dates) have occurred at the Project Site.

The annual festival can include up to 4 music stages; a theatre performance stage; art displays; one or two carnival rides, such as a carousel; concession stands for sales of merchandise, food, and drinks; and cultural programming that is representative of Pasadena and the local environs. Stages would be erected in various locations, which may change from year to year, including inside the Rose Bowl Stadium and on portions of the Brookside Golf Course, with amplified sound occurring at each stage. Area H could house a stage as an optional location in future years; however, the maximum number of music stages is not to exceed 4.

2.1.2 Project Location

The City of Pasadena is approximately 10 miles northeast of downtown Los Angeles in the County of Los Angeles, California. Regional access to Pasadena is provided by State Route (SR-) 134, Interstate (I-) 210, SR-110, and I-710. The Project Site is at 1001 Rose Bowl Drive and 1133 Rosemont Avenue, which includes Brookside Golf Course, Rose Bowl Stadium, and parking areas.

The Project Site is within Arroyo Seco Canyon in the western portion of Pasadena. Local access to the Project Site is provided from Rosemont Avenue, Seco Street, Salvia Canyon Road, West Washington Drive, and Rose Bowl Drive.

Under the City of Pasadena's General Plan Land Use Element and PMC, the Rose Bowl Stadium and surrounding uses are designated as Open Space. This designation allows for a variety of active and passive public recreational facilities and for City-owned open space facilities. As a public/semipublic recreational use, the Rose Bowl Stadium is a conditionally permitted use under Title 17 (Land Use Regulations) of the PMC.

Single-family residential neighborhoods bound the Central Arroyo Seco to the east and west of the Project Site along the slopes of Arroyo Seco Canyon. The southeast portion of the Central Arroyo Seco also contains the Chandler School along Seco Street and some small areas developed with multifamily residential uses along Arroyo Terrace. Other surrounding land uses in the Central Arroyo Seco include the Brookside Golf Course and Clubhouse, the Recreation Loop, Brookside Park, Kidspace Children's Museum, the Rose Bowl Aquatic Center, the Rosemont Pavilion, the Jackie Robinson baseball and softball diamonds, tennis courts, an amphitheater, recreation and equestrian trails, multipurpose fields, and parks.

2.1.3 Displacement Events

The Arroyo Seco Public Lands Ordinance (PMC Section 3.32.270) establishes guidelines and policies related to the administration of Arroyo Seco, including the Rose Bowl Stadium. The ordinance states that the City seeks to achieve a balance between the use of the Rose Bowl and impact of such use on surrounding residential areas. To achieve that balance, Section 3.32.370 of the ordinance limits the number of displacement events in any calendar year except with the permission of the City Council. As described above, displacement events are events that have an attendance of 20,000 people or more. Parking for this number of people "displaces" the normal recreation activities that occur within the Central Arroyo.

As adopted in 2016, the PMC, Chapter 3.32, Arroyo Seco Public Lands Ordinance, allows for 15 displacement events at the Arroyo Seco facilities annually without further approval by City Council. Of the 15 displacement events allowed, up to 8 are contractually reserved for the University of California, Los Angeles (UCLA) football games and up to 2 are contractually reserved to the Tournament of Roses for post-season collegiate games, including the Rose Bowl Game and the College Football Playoff. The displacement events occur primarily on the weekends, although concerts, football playoff games, and soccer events are often held during the week.

The Adopted EIR required amending the PMC, Chapter 3.32, Arroyo Seco Public Lands Ordinance, to increase the number of annual displacement events from 12 to 15 per year without further approval by the Pasadena City Council, and to increase the allowed uses of the Brookside Golf Course to include displacement events and amplified sound. Each day of a festival would count as one displacement event; thus, a three-day festival would use 3 of the 15 displacement events that would be allowed.

On July 17, 2020, a contract amendment between the RBOC and AEG allowed the addition of three annual festival dates to occur at the Project Site beginning in 2021. However, the total number of annual displacement events remained at 15 in compliance with PMC, Chapter 3.32, Arroyo Seco Public Lands Ordinance. The modifications of the 2020 contract amendment fell under the scope of the Approved Project analyzed in the Adopted EIR, in that daily capacity at any event would be anticipated to be under half of the analyzed maximum capacity. It should be noted that no festivals were held pursuant to this amendment.

3. PROPOSED PROJECT

3.1 PROPOSED PROJECT DESCRIPTION

The Proposed Project would include another contract amendment between the RBOC and AEG to include additional modifications to the Approved Project, temporarily increasing the number of annual displacement events at the Project Site from 15 to 19 for the term of the amendment. The Proposed Project would allow the RBOC to increase the number of festivals at the Project Site from the existing 6 to up to 10 smaller-capacity annual festivals for a 4-year period beginning in fiscal year 2022 through 2026 (with options to extend). The 10 events would be located on the Brookside Golf Course.

3.1.1 Festival Attendance

The proposed modification would allow an increase in the total number of event days at the Project Site from the existing 6 to 10 annual festivals. According to the Adopted EIR, a three-day festival would be anticipated to have a daily attendance of 89,600 people and include an additional 3,400 staff members, for a total capacity of 93,000 (279,000 annual capacity). As shown in Table 1, *Proposed Project Changes*, the daily capacity for each of the 10 events is anticipated to be less than half of the maximum capacity analyzed in the Adopted EIR. The Proposed Project would increase the number of annual festival dates from 6 to 10, with an anticipated daily attendance of approximately 32,000 (including staff). Although the annual cumulative attendance for all festivals at the Project Site could increase by approximately 41,000 over what was analyzed in the EIR, the daily attendance for each event under the Proposed Project would be considerably lower than the daily attendance analyzed in the Adopted EIR, by approximately 61,000 attendees per day.

3.1.2 Additional Displacement Events

The Arroyo Public Lands Ordinance limits the number of displacement events to no more than 15 in any calendar year except with the permission of the City Council. In order to exceed 15 displacement events, as is proposed by the contract amendment, the City Council must make certain findings, namely:

1. The additional events represent a unique opportunity that will enhance the stature of the Rose Bowl.
2. The revenue-generating potential from each additional event justifies its consideration.
3. It is anticipated that these events will not create undue conflicts with Arroyo Seco activities taking place at the same time.
4. The events do not impose undue adverse impacts on the surrounding residential area.

At this time, the additional displacement events are temporary, for the term of the contract amendment that is proposed. Should this effort be successful and the parties desire to continue in this manner, the RBOC will study and propose a permanent amendment to the PMC.

Currently, there are 15 scheduled displacement events for 2022, which include eight UCLA football home games, six festivals, and one Rose Bowl game. As described previously, the Proposed Project would temporarily increase the number of annual festivals at the Project Site, from 6 to 10, and the total number of displacement events from 15 to 19, for the term of the music festival contract amendment that is now proposed. The additional 4 annual festivals that would occur under the Proposed Project would be the 16th-19th displacement events for each year. As shown in Table 1, these events would be much smaller than those analyzed in the Adopted EIR, and the total

daily attendance at each festival is anticipated to be considerably less than the daily attendance analyzed in the Adopted EIR.

Table 1. Proposed Project Changes

	Total Displacement Events ^a	Festival Event Days	Approximate Daily Attendance per Event ^b	Total Annual Attendance ^b
2016 Adopted EIR	15	3	93,000	279,000
Existing Conditions ^c	15	6	46,500	279,000
Proposed Project	19	10	32,000	320,000
Difference between Adopted EIR and Proposed Project	4	7	- 61,000	+ 41,000
Difference between Existing Conditions and Proposed Project	4	4	- 14,500	+ 41,000

Source: Rose Bowl Operating Company

a: Includes 8 UCLA home football games and 1 Rose Bowl Game

b: Anticipated festival attendance, including staff

c: Existing conditions after July 2020 contract amendment

4. CEQA ANALYSIS

4.1 ENVIRONMENTAL ANALYSIS

Section 15164(b) of the CEQA Guidelines (Title 14, Cal. Code of Regs., Sections 15000 et. seq.) authorizes a lead agency to prepare an addendum to an EIR “if only minor technical changes or additions are necessary or none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred.”

As described in Section 1.3 of this Addendum, the Adopted EIR found that the Approved Project would result in less-than-significant impacts with regard to cultural resources, land use and planning, public services, and water supply. Aesthetics and biological resources were found to be less than significant with the incorporation of mitigation measures. Significant and unavoidable impacts were determined to occur with regard to air quality, greenhouse gas emissions, noise, recreation, and traffic and circulation.

For all topics previously determined in the Adopted EIR to be less than significant or no impact, the Proposed Project (temporarily increasing displacement events from 15 to 19 annually through 2026 and reducing the size of each event from 93,000 to approximately 32,000) would not change impact determinations made in the Adopted EIR. The severity of impacts would not change (and in some instances would be reduced through reduction in event size). Therefore, this analysis looks specifically at those impacts that were determined to be significant and unavoidable in the Adopted EIR: Air Quality; Greenhouse Gas Emissions; and Traffic and Circulation.

4.1.1 Air Quality

While the Proposed Project would result in 4 more displacement events annually (from 15 to 19), they would be less than half the size of the 93,000 capacity evaluated in the Adopted EIR. The Adopted EIR determined that for an event size of 93,000 in attendance that pollutant emissions would exceed daily thresholds for reactive organic gases (ROG), oxides of nitrogen (NO_x), and carbon monoxide (CO), PM₁₀, and PM_{2.5}. Because each of the additional 4 events would be smaller in size than analyzed, project and cumulative daily emissions would be

similar to or less than that evaluated in the Adopted EIR. No new significant impacts or increase in severity of impacts would occur. Mitigation measures AIR-1 and GHG-1 included in the Adopted EIR would still be applicable to the Proposed Project and would reduce impacts to the extent feasible.

4.1.2 Greenhouse Gas Emissions

The Adopted EIR determined that for an event that would include approximately 279,000 annual attendees (93,000 over three days), construction and operation emissions of the Approved Project would generate 545.37 metric tons (MT) carbon dioxide equivalent (CO₂e) per year, which would exceed the South Coast Air Quality Management District's (SCAQMD's) 3,000 screening threshold. The Proposed Project would be anticipated to include approximately 320,000 annual attendees (32,000 over 10 festival days), or 41,000 more annual attendees at the Project Site than evaluated in the Adopted EIR. This would be anticipated to result in an estimated 625.51

MT CO₂e, which is a 12-percent increase in GHG emissions from the Adopted Project. While it is an increase in emissions from the Adopted Project, mitigation measure GHG-1 required in the Adopted EIR would still be applicable to the Proposed Project and would continue to reduce impacts to the extent feasible. Additionally, this increase in 4 events (from 15 to 19) is considered temporary and would not permanently change the Arroyo Public Lands Ordinance limits on the number of displacement events to be held annually. Impacts are not considered to be more severe than previously addressed, and no new mitigation would be required.

4.1.3 Noise and Vibration

The Adopted EIR determined event-related noise, including set up/break down and noise, would be below the significance threshold of 85 dBA L_{eq} and therefore less than significant. Each of the smaller additional festivals would be similar to, if not quieter, than the larger festivals analyzed in the EIR. The Adopted EIR determined that traffic-related noise levels resulting from approximately 72,354 daily vehicle trips associated with the 93,000 attendance levels would be significant and unavoidable. While the Proposed Project would result in 4 additional annual events, each event would be well below the daily number of attendees (approximately 32,000 attendees) analyzed in the EIR and therefore the Proposed Project would result in approximately 24,869 vehicle trips, which would reduce the daily traffic-related noise to off-site sensitive receptors.

4.1.4 Recreation

Although the Proposed Project would temporarily result in 4 more displacement events annually (from 15 to 19), recreational impacts would not change from what was previously described. Similar to the Approved EIR, while patrons of the typical passive and programmed recreational uses would be displaced during the festival, the displacement would generally be consistent with the displacement that occurs over regular events, including concerts, football games, and soccer games. Recreationalists would either decide to plan their activities at the Rose Bowl facilities for a different time or find other areas in the region. Additionally, this increase in 4 events (from 15 to 19) is considered temporary and would not permanently change the Arroyo Public Lands Ordinance limits on the number of displacement events to be held annually. Impacts are not considered to be more severe than previously addressed, and no new mitigation would be required.

4.1.5 Traffic and Circulation

As discussed in the Adopted EIR, the Approved Project would be anticipated to host approximately 93,000 daily festival attendees, including staff members, resulting in approximately 72,354 daily trips (69,028 attendee vehicle trips and 3,326 employee vehicle trips). Additionally, shuttles would be provided from five off-site parking

locations, which would generate an estimated 5,592 daily shuttle trips. However, the Proposed Project would reduce the daily festival attendance from 93,000 to approximately 32,000, which would reduce daily trips to approximately 24,869 (23,761 attendee vehicle trips and 1,108 employee vehicle trips). Additionally, the Proposed Project would generate an estimated 1,924 daily shuttle trips, and would reduce the length of shuttle rides from that analyzed in the EIR as the only off-site shuttle location will be at the Parson's site in Old Pasadena. Mitigation measures TRA-1 and TRA-2 included in the Adopted EIR would still be applicable to the Proposed Project and would reduce impacts to the extent feasible. Additionally, this increase in 4 events (from 15 to 19) is considered temporary and would not permanently change the Arroyo Public Lands Ordinance limits on the number of displacement events to be held annually. Impacts are not considered to be more severe than previously addressed, and no new mitigation would be required.

4.2 SUMMARY OF IMPACTS

Table 2, *Mitigation Measures and Impact Level of Significance*, shows the level of significance for each impact analyzed in the Adopted EIR, and compares the Approved Project and the Proposed Project.

Table 2. Mitigation Measures and Impact Level of Significance

Impact	Adopted EIR Required Mitigation Measures	Adopted EIR Level of Significance (after mitigation)	2021 EIR Addendum No New Impacts
Aesthetics			
The proposed Project would not substantially degrade the existing visual character or quality of the site and its surroundings.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project has the potential to create a new source of substantial light or glare, which could adversely affect day or nighttime views in the area.	Mitigation Measures AES-1 and AES-2	Less than Significant	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measures AES-1 and AES-2 would continue to reduce cumulative impacts to a less-than-significant level.
Cumulative Aesthetics Impacts	Mitigation Measures AES-1 and AES-2	Less than Significant	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measures AES-1 and AES-2 would continue to reduce cumulative impacts to a less-than-significant level.
Air Quality			
The proposed Project would result in significant impacts related to air quality standards and contribute substantially to existing or projected air quality exceedances in the region.	Mitigation Measure AIR-1	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measure AIR-1 would continue to reduce impacts to air quality; however, project impacts would still be considered significant and unavoidable with regard to violation of air quality standards
The proposed Project would not expose sensitive receptors to substantial pollutant concentrations.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Air Quality Impacts	Mitigation Measures AIR-1 and GHG-1	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measures AIR-1 and GHG-1 would continue to reduce impacts to air quality; however, cumulative impacts would still be considered significant and unavoidable with regard to violation of air quality standards

Table 3. Mitigation Measures and Impact Level of Significance

Impact	Adopted EIR Required Mitigation Measures	Adopted EIR Level of Significance (after mitigation)	2021 EIR Addendum No New Impacts
Biological Resources			
The proposed Project could interfere with the movement of native, resident, or migratory wildlife avian species or with established native resident or migratory wildlife corridors.	Mitigation Measure BIO-1	Less than Significant	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measures BIO-1 would continue to reduce impacts to a less-than-significant level.
Cumulative Biological Resources Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cultural Resources			
The proposed Project would not cause a substantial adverse change in the significance of known historical resources as defined in Section 15064.5 of the CEQA Guidelines.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Cultural Resource Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Greenhouse Gas Emissions			
The proposed Project would generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment.	Mitigation Measure GHG-1	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measure GHG-1 would continue to reduce impacts from GHG emissions; however, project impacts would still be considered significant and unavoidable with regard to GHG emissions.
The proposed Project would not conflict with any applicable plan, policy, or regulation of an agency adopted for the purpose of reducing the emissions of greenhouse gases.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Greenhouse Gas Emissions, Climate Change, and Energy Conservation Impact	Mitigation Measure GHG-1	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measure GHG-1 would continue to reduce impacts from GHG emissions; however, cumulative impacts would still be considered significant and unavoidable with regard to GHG emissions.

Table 4. Mitigation Measures and Impact Level of Significance

Impact	Adopted EIR Required Mitigation Measures	Adopted EIR Level of Significance (after mitigation)	2021 EIR Addendum No New Impacts
Land Use and Planning			
The Project would not divide an established community.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The Project would not conflict with the City's General Plan, Central Arroyo Master Plan, Zoning Code, or other adopted land use plan that applies to the Project site and is adopted for the purpose of avoiding or mitigating an environmental effect.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Land Use and Planning Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Noise			
The proposed Project would not result in the exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would not result in the exposure of persons to or generation of excessive groundborne vibration or ground-borne noise levels.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would result in the substantial temporary or periodic increase in ambient noise levels, specifically related to off-site traffic noise, in the Project vicinity above levels existing without the Project.	No feasible mitigation measures are available to reduce the temporary increase of traffic-related noise.	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts However, Proposed Project Impacts would still be Significant and Unavoidable
Cumulative Noise Impact specifically related to off-site traffic noise.	No feasible mitigation measures are available to reduce the temporary increase of traffic-related noise.	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts However, Proposed Project Impacts would still be Significant and Unavoidable

Table 5. Mitigation Measures and Impact Level of Significance

Impact	Adopted EIR Required Mitigation Measures	Adopted EIR Level of Significance (after mitigation)	2021 EIR Addendum No New Impacts
Biological Resources			
The proposed Project could interfere with the movement of native, resident, or migratory wildlife avian species or with established native resident or migratory wildlife corridors.	Mitigation Measure BIO-1	Less than Significant	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measures BIO-1 would continue to reduce impacts to a less-than-significant level.
Cumulative Biological Resources Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cultural Resources			
The proposed Project would not cause a substantial adverse change in the significance of known historical resources as defined in Section 15064.5 of the CEQA Guidelines.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Cultural Resource Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Greenhouse Gas Emissions			
The proposed Project would generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment.	Mitigation Measure GHG-1	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measure GHG-1 would continue to reduce impacts from GHG emissions; however, project impacts would still be considered significant and unavoidable with regard to GHG emissions.
The proposed Project would not conflict with any applicable plan, policy, or regulation of an agency adopted for the purpose of reducing the emissions of greenhouse gases.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Greenhouse Gas Emissions, Climate Change, and Energy Conservation Impact	Mitigation Measure GHG-1	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measure GHG-1 would continue to reduce impacts from GHG emissions; however, cumulative impacts would still be considered significant and unavoidable with regard to GHG emissions.

Table 6. Mitigation Measures and Impact Level of Significance

Impact	Adopted EIR Required Mitigation Measures	Adopted EIR Level of Significance (after mitigation)	2021 EIR Addendum No New Impacts
Land Use and Planning			
The Project would not divide an established community.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The Project would not conflict with the City's General Plan, Central Arroyo Master Plan, Zoning Code, or other adopted land use plan that applies to the Project site and is adopted for the purpose of avoiding or mitigating an environmental effect.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Land Use and Planning Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Noise			
The proposed Project would not result in the exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would not result in the exposure of persons to or generation of excessive groundborne vibration or ground-borne noise levels.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would result in the substantial temporary or periodic increase in ambient noise levels, specifically related to off-site traffic noise, in the Project vicinity above levels existing without the Project.	No feasible mitigation measures are available to reduce the temporary increase of traffic-related noise.	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts However, Proposed Project Impacts would still be Significant and Unavoidable
Cumulative Noise Impact specifically related to off-site traffic noise.	No feasible mitigation measures are available to reduce the temporary increase of traffic-related noise.	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts However, Proposed Project Impacts would still be Significant and Unavoidable

Table 7. Mitigation Measures and Impact Level of Significance

Impact	Adopted EIR Required Mitigation Measures	Adopted EIR Level of Significance (after mitigation)	2021 EIR Addendum No New Impacts
Public Services			
The proposed Project would not result in the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for fire protection and emergency services.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would not result in the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for police protection services.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Public Services Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Recreation			
The proposed Project would not increase the use of existing neighborhood or regional parks or other recreational facilities such that substantial physical deterioration of the facilities would occur or be accelerated.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would not increase the demand for parks and recreational facilities such that additional facilities are required, thus resulting in substantial adverse physical impacts.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Recreation Impact related to the closure of Area H for 3 weeks along with the overall increase in demand on City-wide recreational facilities	No feasible mitigation for the Project's incremental contribution to significant cumulative recreation impacts.	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts However, Proposed Project Impacts would still be Significant and Unavoidable

Table 8. Mitigation Measures and Impact Level of Significance

Impact	Adopted EIR Required Mitigation Measures	Adopted EIR Level of Significance (after mitigation)	2021 EIR Addendum No New Impacts
Traffic and Circulation			
The proposed Project would result in a significant impact related to a conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system. Specifically, the Project would cause an exceedance of VMT/VT thresholds in the City of Pasadena and LOS thresholds established by the CMP and certain jurisdictions surrounding Pasadena.	Mitigation Measures TRA-1 and TRA-2	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measures TRA-1 and TRA-2 would continue to reduce project impacts; however, impacts would still be considered significant and unavoidable.
The proposed Project would not substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment).	No Mitigation Required	Less than Significant	New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would not result in inadequate emergency access.	No Mitigation Required	Less than Significant	New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
The proposed Project would not conflict with adopted policies, plans or programs regarding, nor decrease the safety of, public transit, bicycle, or pedestrian facilities, but would decrease the performance of such facilities.	No Mitigation Required	Less than Significant	New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Traffic and Circulation Impact	Mitigation Measures TRA-1 and TRA-2	Significant and Unavoidable	No New Significant Impacts No Increased Severity of Impacts Implementation of Mitigation Measures TRA-1 and TRA-2 would continue to reduce cumulative impacts; however, impacts would still be considered significant and unavoidable.
Water Supply			
The proposed Project would not result in insufficient water supplies available to serve the Project from existing entitlements and resources, or need new or expanded entitlements.	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures
Cumulative Water Supply Impact	No Mitigation Required	Less than Significant	No New Significant Impacts No Increased Severity of Impacts No New Mitigation Measures

4.3 FINDINGS

The discussion in this Addendum confirms that the Proposed Project has been evaluated for significant impacts pursuant to CEQA. There are no substantial changes in the circumstances or new information that was not known and could not have been known at the time of the adoption of the Adopted EIR.

As a result, and for the reasons explained in this Addendum, the Proposed Project would not cause any new significant environmental impacts or substantially increase the severity of significant environmental impacts disclosed in the Adopted EIR. Thus, the Proposed Project does not trigger any of the conditions in CEQA Guidelines Section 15162 requiring the preparation of a subsequent EIR, and the appropriate environmental

document as authorized by CEQA Guidelines Section 15164(b) is an addendum. Accordingly, this EIR Addendum has been prepared.

The following identifies the standards in Section 15162 of the CEQA Guidelines as they relate to the Proposed Project. When an EIR has been certified or a negative declaration adopted for a project, no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in light of the whole record, one or more of the following:

1. No substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects

As discussed in Section 3.1 of this Addendum, the Proposed Project would temporarily increase the number of annual displacement events at the Project Site from 15 to 19. The Proposed Project would allow the RBOC to increase the number of festivals at the Project Site from 6 to 10 smaller annual festivals from fiscal year 2022 through 2026 (with options to extend).

As described previously, operational impacts for air quality, greenhouse gas, and noise were calculated based on the daily vehicle trips of attendees that would result from the three-day festival. Similarly, construction noise impacts were calculated based on set up and break down of festival amenities, and operational noise would result from off-site mobile noise sources, including vehicle traffic, as well of on-site stationary noise sources, including music sound systems and outdoor crowds.

As shown in Table 1, the estimated daily attendance for each festival under the Proposed Project is estimated to be approximately 32,000. Thus, daily attendance for each event under the Proposed Project would be considerably lower than the daily attendance of 93,000 analyzed in the Adopted EIR, by approximately 61,000 attendees, which would reduce vehicle traffic in areas surrounding the Project Site, and is expected to reduce impacts of the Proposed Project to be less than those analyzed in the Adopted EIR. Additionally, the Proposed Project would still be in compliance with Noise Ordinance 9.36.170C of the PMC. Therefore, no substantial changes are proposed that will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects.

2. No substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or Negative Declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects

No substantial changes have occurred within the Project Site or the surrounding area in regard to circumstances in which the Approved Project was undertaken. As described previously, due to the reduced capacity for each festival, the impacts of the Proposed Project would be less than or equal to those analyzed in the Adopted EIR. Significant air quality, greenhouse gas, transportation-related noise, and traffic impacts would remain at similar or reduced levels than what is identified in the Adopted EIR during the temporary increase in number of events. Therefore, no major revisions to the Adopted EIR would be required due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects.

3. No new information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the Negative Declaration was adopted, shows any of the following:

a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;

Similar to the Approved Project, the Proposed Project would allow the RBOC to host multiple annual festival dates at the Project Site and would temporarily increase the total number of displacement events allowed from 15, as described in the Adopted EIR, to 19. However, the addition of the festival dates would not result in new significant environmental impacts. Since daily attendance at each festival would be considerably lower than the daily attendance analyzed for the Approved Project, environmental impacts under the Proposed Project would be considered less than or equal to those analyzed in the Adopted EIR. Additionally, the Proposed Project would not affect land uses at the Project Site or result in any physical changes to the environment, and there would be no new environmental impacts.

b. Significant effects previously examined will not be substantially more severe than shown in the previous EIR

The Adopted EIR identified significant impacts for aesthetics and biological resources that were reduced after mitigation. Significant and unavoidable impacts were determined to occur with regard to air quality, greenhouse gas emissions, noise, recreation, and traffic and circulation. The reduced daily capacity for each festival date under the Proposed Project would result in similar or less physical environmental effects, as compared to the Approved Project. Therefore, no new or additional physical changes to the environment would result from the Proposed Project, and no impacts of the Proposed Project would be more severe than those analyzed in the Adopted EIR.

c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative

The Adopted EIR analyzed the following four alternatives to the Approved Project:

1. **No Festival:** Alternative 1, the No Festival (No Project) Alternative, would assume that the RBOC would not enter into an agreement with AEG to host the three-day Arroyo Seco Music and Arts Festival on an annual basis.
2. **Revised Festival Layout:** Alternative 2 would relocate the alternate main stage location from Area H to Lot K to reduce the potential cumulative recreation impacts associated with the closure of Area H.
3. **Reduced Capacity Festival:** Alternative 3 would limit the number of attendees to a maximum of 61,819 people, including employees, as opposed to 93,000 for the Approved Project (a decrease of 31,181 people).
4. **No Increase in Displacement Events:** Under Alternative 4 the RBOC could enter into an agreement with AEG to host a three-day festival; however, the amendment to increase the number of

displacement events allowed at the Rose Bowl Stadium without further City Council approval would not occur.

Similar to Alternative 3 analyzed in the Adopted EIR, the Proposed Project would reduce the daily festival capacity. As described previously, the estimated daily attendance for each festival under the Proposed Project would be approximately 32,000. Thus, daily attendance for each event under the Proposed Project would be considerably lower than the daily attendance analyzed in the Adopted EIR of 93,000, by approximately 61,000 attendees. Therefore, the Proposed Project would not create new impacts or require the addition of new mitigation measures.

- d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative**

The Proposed Project would have environmental impacts that would be similar to or less than those of the Approved Project. As stated previously, no new impacts would occur as a result of the Proposed Project; therefore, there are no new mitigation measures or alternatives to the Proposed Project. The MMRP adopted for the EIR in 2016 is applicable to the Proposed Project.



AGENDA REPORT

RBOC_102921_03

October 29, 2021

To: RBOC Board of Directors

From: Darryl Dunn, General Manager

Subject: License Agreement with Soccer United Marketing for an International Soccer Match to be held in September 2022

RECOMMENDATION:

It is recommended that the RBOC Board of Directors:

1. Find that the license agreements proposed herein are categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings);
2. Authorize the General Manager to negotiate and enter into license agreements with Soccer United Marketing (SUM) for the presentation of an international soccer match in September 2022.
3. Make the findings set forth herein and required by PMC Section 3.32.270.A to authorize the RBOC to host displacement event number 20 for the year 2022;

BACKGROUND:

The Rose Bowl has had a tremendous history of hosting international soccer at our venue, including the finals of both the men's and women's World Cups as well as the Finals of the Olympics in 1984, and COPA America in June of 2016. Our historic landmark has also hosted national teams of United States, Brazil, and Mexico. In addition, the stadium hosted the Los Angeles Galaxy as a tenant from 1996-2002. In recent years, the Rose Bowl has hosted European club teams, specifically Barcelona, Real Madrid, Chelsea, Inter Milan, and Manchester United.

The RBOC has the opportunity to host an international soccer match with Soccer United Marketing (SUM) in September 2022. The attendance for this event is expected to be approximately 50,000-80,000.

It is recommended that the RBOC approve the framework for the hosting of the event, which would be the 20th approved displacement event of 2022, and authorize the General Manager to finalize negotiations in substantially the same manner, recognizing that the revenue streams for the RBOC will include:

- Admission Tax
- Concessions
- Parking

11/01/2021
Item 12b

- Premium Seating
- Ticketing Rebate

Based on the deal points it is anticipated that in excess of \$300,000 will be retained by the RBOC net.

DISPLACEMENT EVENTS

This soccer match would be the 20th displacement event in 2022. The first 19 displacement events are: the eight scheduled UCLA football games, the Rose Bowl Game, and 10 Music Festival dates (see previous report). It should also be noted that the annual AmericaFest 4th of July celebration has not been approved by the RBOC, but will most likely also take place in 2022.

DISPLACEMENT EVENT FINDINGS:

The Arroyo Public Lands Ordinance (Pasadena Municipal Code Section 3.32.270) establishes guidelines and policies related to the administration of the Arroyo Seco, including the Rose Bowl.

The ordinance states that the City seeks to achieve a balance between the use of the Rose Bowl and impact of such use on surrounding residential areas. To achieve that balance, Section 3.32.370 of the ordinance limits the number of displacement events to no more than 15 in any calendar year except with the permission of the City Council. In order to exceed 15 displacement events, the City Council and the RBOC must make certain findings.

This soccer match would be the 20th displacement event in 2022. The first 19 displacement events are outlined above in this report.

Below are the findings and the rationale for making such findings for the potential match dates, which would be the 20th displacement event:

1. "The additional events represent a unique opportunity that will enhance the stature of the Rose Bowl." The soccer match would be similar in terms of matchup and operations as past matches at the Stadium. The event would garnish significant publicity for the Rose Bowl and Pasadena leading up to the event and continue to contribute to the Rose Bowl's reputation as a world class venue.
2. "The revenue generating potential from the event justifies its consideration." It is estimated that each event will directly generate in excess of \$300,000 for the RBOC. In addition, the City of Pasadena would receive a positive economic impact as a result of the portion of sales tax and bed tax that will revert to the City and to businesses in the City arising from significant fan presence in Pasadena.
3. "It is anticipated that the event will not create undue conflicts with Arroyo Seco activities taking place at the same time." Staff will work closely with the Parks and Natural Resources Division of the City of Pasadena, as well as the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco. As in the past, while these types of events will displace recreational activities, staff is able to minimize displacement to as few hours on event day as possible, so that displacement does not take place the entire day.

4. “The event does not impose undue adverse impacts on the surrounding residential area.” Planning and preparation will be implemented to minimize impact of the event to the surrounding neighborhoods. The Police Department and staff work carefully with the surrounding area to maintain success in hosting displacement events with minimal disruption and impact.

ENVIRONMENTAL:

State CEQA Guidelines Section 15323 exempts from CEQA review of “normal operations of 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.” Stadium soccer matches are specifically enumerated as one of the types of activities covered by this exemption. The Rose Bowl Stadium has hosted numerous soccer games over its history. There is no indication that this soccer game will be any different in terms of environmental effects than any other soccer game hosted in the Bowl in the past. The Stadium is the quintessential facility for public gathering, and the RBOC and its staff are well versed in managing the impacts of its use for displacement events such that they are minimized to the maximum extent feasible.

FISCAL IMPACT:

It is anticipated that the RBOC will generate in excess of \$300,000 from this event.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Darryl Dunn', written over a horizontal line.

Darryl Dunn
General Manager