

## Jomsky, Mark

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**From:** Ken Kules  
**Sent:** Sunday, August 18, 2024 1:26 PM  
**To:** Jomsky, Mark; Gordo, Victor; Williams, Felicia; Madison, Steve; Masuda, Gene; Hampton, Tyron; Rivas, Jessica; Lyon, Jason; Justin Jones; Heather Robb; Lauren Siegel  
**Cc:** Takeguchi, Stacie  
**Subject:** City Council 8-19-2024 Agenda Item 12: OPERATING AGREEMENT BETWEEN THE CITY OF PASADENA AND THE RBOC

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The proposed changes are ambiguous regarding the cost and management of water service for the "RBOC Area" as defined in the Agreement. Clarification of these ambiguities is appropriate and necessary as failure to address these ambiguities could frustrate management of the Agreement.

**Payment for cost of water.** Paragraph 3.5.4 "Limitation on Charges" says that "City must not charge the RBOC any fees, costs or charges related to use ... of the RBOC Area." Paragraph 7.1 "Applicable Standard" defines "use" as including "for golf courses and related facilities to operate and use the facilities..." The implication is that RBOC does not have to pay for costs related to the RBOC Area - including Brookside Golf Course, which is the largest water customer in PWP's service area. Providing relief to the RBOC of the cost of water would shift that burden to other PWP customers and would not be permissible under Proposition 218. **This ambiguity must be clarified by adding language to Paragraph 3.5.4 that says that "The above terms for 'Use of the RBOC Area' under this paragraph do not relieve the RBOC of the requirement that it is responsible for the costs of water service for the RBOC Area."**

**Limitations on how water use is managed.** Paragraph 7.1 "Applicable Standard" deletes the listing of comparable golf courses and in its place says "for golf courses and related facilities to operate and use the facilities at a standard of performance and operation of the highest quality and comparable to other similar publicly owned golf courses operations in southern California." This implies that the Brookside Golf Courses must be permitted to have the highest use of water when compared to "similar" golf courses and determination of which golf courses are "similar" is left to interpretation. As an example, would a golf course that is similar in most regards but uses recycled water for irrigation be similar? This is also complicated by the fact that State regulations of water in recent years has been applied differently for municipal utilities and failure of the RBOC to manage water under those regulations would shift the RBOC conservation burden to other PWP customers. **Language should be included in paragraph 7.1 that says that "Notwithstanding the above 'Applicable Standard' definition, the RBOC shall manage its water use to conform to local, State or Federal standards for water use that are imposed on Pasadena Water and Power and/or its customers."**

Additionally, Attachment A (Exhibit A: Site Plan of RBOC Area) identifies different areas with green and yellow outlines with no accompanying legend to differentiate between them. This exhibit should use a single boundary format

RECEIVED

2024 AUG 19 AM 8:40

CITY CLERK  
CITY OF PASADENA

August 18, 2024

Pasadena City Council and Mayor Victor Gordo  
100 Garfield Avenue  
Pasadena, CA 91101

Dear Mayor Gordo and City Council Members,

Thank you for your strong consideration and hopeful approval of the new operating agreement for the Rose Bowl Operating Company. As you well know, and as shown by prior presentations by RBOC staff, the sports-entertainment marketplace has shifted to a different space over the past decade-plus. The new Operating Agreement will allow America's Stadium to remain nimble in order to evolve and remain competitive.

As a 25+ year veteran Banking Executive, I feel the Rose Bowl Stadium Staff has been dutiful in their responsibility to ensure great leadership and a balanced budget, resulting in starting necessary upgrades to ensure a continued positive experience for its core tenants, patrons, and the community. The Stadium's continued success benefits all of us, as net revenues will undoubtedly help capital project improvements and preventative maintenance.

We are proud that at 102 years young, the Rose Bowl Stadium remains the best open-air stadium in the United States of America. With the world coming our way in 2028 for the Olympic Games, it is imperative that the Council continues to take the necessary steps to empower the RBOC's leadership to lead in our evolving marketplace, not follow.

Thank you for your trust in the RBOC, and in the Rose Bowl Legacy Foundation, as we continue to work diligently across the Nation to raise needed funds to ensure future generations can enjoy the amazing legacy that this generation has worked hard to continue. We look forward to continued success.

Kind regards,

**Dr. Betty® Uribe**

Rose Bowl Legacy Foundation Board of Directors Member (2017-Present)

8/19/2024  
Item 11 & 12

RECEIVED

**Linda Vista-Annandale Association  
Pasadena, CA**

2024 AUG 19 AM 10:05

CITY CLERK  
CITY OF PASADENA

August 19, 2024

Re: Council Meeting 8/19/2024; Agenda Item 11; Delegation of Displacement Event Findings to RBOC By Council.

Mayor Gordo and Councilmembers,

The Linda Vista-Annandale Association (LVAA) appreciates this opportunity to comment on the proposed Amendment to the Arroyo Seco Public Lands Ordinance (the Ordinance).

First, it is important to recognize and acknowledge that the Ordinance is a foundational document governing the Central and Lower Arroyo Seco and the character of these irreplaceable Open Spaces devoted primarily to passive recreation surrounded by highly valued Pasadena residential neighborhoods on both sides of the Arroyo. The Ordinance recognizes these aspects of the Arroyo areas and asserts and requires that Rose Bowl Displacement events take place within a context of positive and effective Neighborhood Protection. A copy of the Ordinance is attached hereto, and relevant sections of the Ordinance dealing with purposes, Neighborhood Protection and required Findings are highlighted for your information and review.

LVAA has several issues with this proposal which undercuts a basic responsibility imposed on the Council by the Ordinance: balancing Neighborhood Protection and preservation of the Arroyo with Rose Bowl Displacement events.

In fact, in our view, delegating the Required Findings under the Ordinance creates an obvious Conflict of Interest. The RBOC has little interest in Neighborhood Protection. its primary interest is in making money for the Rose Bowl including payment of the never-ending Bonds. Why would the RBOC give much consideration at all to balancing Neighborhood Protection with Rose Bowl profit as required by the Ordinance? To mitigate this obvious Conflict if the Council decides to move forward, LVAA suggests the following measures.

First, reduce the proposed length of time, TEN years, for this "temporary" delegation. This length of time might as well be permanent, and disagreement surrounding the time period for this proposal was a major cause of the split vote at EdTech. We suggest a

more reasonable trial period to see if this proposal has a chance of success: perhaps 2 or 4 years.

Second, for some Displacement events the Conflict will probably be minor such as Music Festival Events, but for other Displacement events the Conflict may create challenges of which we have current knowledge and concerns that may not be resolvable at the RBOC including large Big 10 UCLA games, certain large Concerts that have created enormous neighborhood issues recently, and Soccer games involving International teams that also have created large numbers of neighborhood issues recently. We suggest a Right of Appeal to the Council for RBOC determinations as to required Findings when it is apparent that the balance of profit and Neighborhood Protection cannot be struck by the RBOC.

Third, we are very concerned now about the large number of Soccer games with 90,000 or so attendees that the City apparently has agreed to host at the Rose Bowl for the upcoming Los Angeles Olympics. Exactly to what extent the Neighborhoods will be protected and the interests of the Neighborhoods and the Rose Bowl balanced under these circumstances is unclear and in our view the delegation of required Findings to the RBOC under this circumstance will fail. We suggest that the Required Findings under the Ordinance for Olympics Soccer games be carved out of this delegation proposal and remain as a Council responsibility.

Thank you for your attention to our comments and concerns.

Sincerely,

*Nina Chomsky*

LVAA President

cc: LVAA Board of Directors

## Chapter 3.32 - ARROYO SECO PUBLIC LANDS

### Sections:

#### Article I. - General Provisions

##### 3.32.010 - Short title.

This chapter shall be known as the "Arroyo Seco public lands ordinance."

(Ord. 6403 § 2 (part), 1990)

##### 3.32.020 - Purpose.

The purpose of this chapter is to establish regulations for preservation, enhancement and enjoyment of the Arroyo Seco as a unique environmental, recreational and cultural resource of the city surrounded by residential neighborhoods. Such resource and the neighborhoods must be preserved, protected and properly maintained. These regulations are designed to identify uses, activities, facilities and structures as well as their limitations.

(Ord. 6403 § 2 (part), 1990)

##### 3.32.030 - Definitions.

- A. "Native plants" means those plants historically known to be indigenous to the Arroyo Seco of Pasadena and nearby arroyos of similar ecology and also those indigenous plants of Southern California or countries of similar climates that could naturally exist and flourish in the Arroyo Seco in its present ecology.
- B. "Existing" means in place or in use on the date the ordinance codified in this chapter becomes effective.
- C. "Commercial" means any use or activity related to the sale or barter of merchandise or service or the fabrication of structures.
- D. "Facilities" include structures, grounds, play equipment, trails, walls and other improvements located on public property.
- E. "Park" or "parklands" means those areas of the Arroyo Seco which have been formally dedicated as parks.
- F. "Structure" means any manmade improvement.
- G. "Natural features" include trees, rock out-croppings, riparian habitat, streams, springs, undisturbed slope banks.
- H. "Motor vehicles" include cars, trucks, motorcycles, motorbikes.

(Ord. 6403 § 2 (part), 1990)

##### 3.32.040 - Arroyo Seco defined.

"Arroyo Seco," for the purposes of this chapter, means those lands not in private ownership lying within the area generally bounded by Devil's Gate Dam on the north, Linda Vista Avenue, San Rafael Avenue and Hillside Terrace on the west, the city limits on the south, and Arroyo Boulevard, Arroyo Terrace, Scott Place, Prospect Boulevard and Armada Drive on the east as shown on the map entitled "Lower Arroyo Park and Brookside Park," dated January 1, 1990, and on file with the city clerk.

(Ord. 6403 § 2 (part), 1990)

3.32.050 - Sub-areas defined.

Because of the wide variety of environmental situations and activities that are to be found in publicly owned portions of the Arroyo Seco, the Arroyo Seco is divided into the following 4 sub-areas or classifications:

- A. Natural preservation area;
- B. Brookside Park area;
- C. Rose Bowl area;
- D. Brookside Golf Course.

(Ord. 6403 § 2 (part), 1990)

3.32.060 - General regulations.

- A. The general regulations contained herein shall apply only to public lands lying within the Arroyo Seco as described in Section 3.32.040. However, the application of certain regulations shall be limited to only those specific sub-areas in the Arroyo as further described in Section 3.32.050 and this chapter.
- B. City water and power departments lands shall not be sold and shall remain available for public use pursuant to provisions of Article XIV of the Charter of the city; said lands may be licensed or leased for park purposes, if recommended by the parks and recreation commission and subsequently approved by the board of directors.
- C. No portion of lands within the Arroyo Seco shall be used for any commercial, industrial or institutional purposes other than those which existed at the effective date of the ordinance codified in this chapter.
- D. No new street or roadway, including any street for which there is dedication, shall be constructed within the Arroyo Seco except pursuant to provisions of Article XVI of City Charter.
- E. Overnight camping or parking is prohibited without a permit from the city.
- F. Any form of motor vehicle racing is prohibited unless such activity occurs as a Rose Bowl event pursuant to Sections 3.32.260—3.32.280 or activity approved by the board as a Rose Bowl event.
- G. All new utility lines of any type shall be placed underground.

(Ord. 6403 § 2 (part), 1990)

Article II. - Natural Preservation Area

3.32.100 - Natural preservation area established.

The natural preservation area consists of the Arroyo Seco slope banks, the Lower Arroyo from the south city limit to the Holly Street bridge, the flood control channel area west and south of Brookside Park, and the area north of Brookside Golf Course to Devil's Gate Dam.

(Ord. 6403 § 2 (part), 1990)

3.32.110 - Natural preservation area—Permitted uses on public lands.

- A. Low intensity recreational activities within defined activity areas, including hiking, horseback riding, archery, casting, picnicking and jogging.
- B. New structures shall be limited to those required for utility operations, park maintenance and protection of plant and animal communities. Such structures are to be adequately screened to conceal their visual presence.
- C. All existing uses may be allowed to remain but not allowed to expand.

(Ord. 6403 § 2 (part), 1990)

### 3.32.120 - Natural preservation area—Special regulations.

All lands within the natural preservation area are to be designated as a natural preserve and shall be subject to the following limitations:

- A. Planting shall be limited to native plants with the exception of the area around La Casita del Arroyo, that may be planted with material appropriate to the Arroyo Seco and the semi-arid South California climate.
- B. No plants may be removed without the approval of the city.
- C. Wastes, fertilizers or polluted waters shall not be allowed to enter the waters or sources for the waters of this area.
- D. Dumping of waste material or polluting waters in this area or entering this area is prohibited.
- E. Use of pesticides or herbicides in this area shall comply with California Department of Agriculture and the U.S. Environmental Protection Agency regulations.
- F. Hunting, trapping or collecting of animals is prohibited except for biological studies or other scientific purposes approved by the city manager or for pest control.
- G. No excavation or landfill shall be permitted on the slope banks of the Arroyo Seco except for repairs to ensure public health and safety or for undergrounding of utilities as determined by the city manager.
- H. The use or parking of motor vehicles outside existing paved streets, driveways, parking lots or other designated areas is prohibited, except for maintenance and emergency purposes.
- I. Trails and roads shall not be paved.
- J. Except for threat to privately owned lands, structures or public safety, nothing in this chapter shall preclude modification of the flood control channel to restore all or part of the natural stream in the lower Arroyo Seco.

(Ord. 6403 § 2 (part), 1990)

### Article III. - Brookside Park Area

#### 3.32.150 - Brookside Park area established.

The Brookside Park area consists of Brookside Park and Brookside Playing Fields, commonly called "Area H."

(Ord. 6403 § 2 (part), 1990)

#### 3.32.160 - Brookside Park area—Permitted uses.

The following uses are permitted in the Brookside Park area:

- A. Active recreational uses including, but not limited to, organized sports, leisure sports and unorganized play;
- B. Cultural events including plays, concerts, festivals, exhibitions, shows;
- C. Passive recreational activities including picnics and public gatherings;
- D. Parking in direct support of recreational uses and occasional support of Rose Bowl events.

(Ord. 6403 § 2 (part), 1990)

3.32.170 - Brookside Park area—Special regulations.

The following special regulations shall apply within the Brookside Park area:

- A. Commercial uses other than those existing as of the effective date of the ordinance codified in this chapter are prohibited unless ancillary to the basic recreational uses.
- B. Occasional use of Brookside facilities for parking shall be according to the priority order stated in Section 3.32.300.

(Ord. 6403 § 2 (part), 1990)

3.32.180 - Brookside Park area—Public hearings requirement for construction and changes in use.

- A. A public hearing shall be held for any new construction, substantial alteration or addition to existing building or significant changes to existing park uses in the Brookside Park area.
- B. The hearing shall be held before the parks and recreation commission with a recommendation forwarded to the board of directors. Proposed building or landscaping plans shall be reviewed by the city design committee.
- C. A notice of public hearing shall be published in the local newspaper and posted at Brookside Park facilities.

(Ord. 6403 § 2 (part), 1990)

Article IV. - Rose Bowl Area

3.32.250 - Rose Bowl area established.

This area consists of the Rose Bowl and adjoining parking areas B, D, F, I, J, K, and M.

(Ord. 6403 § 2 (part), 1990)

(Ord. No. 7334, § 2, 12-17-2018)

3.32.260 - Rose Bowl area—Administration.

- A. To achieve a balance of recreational programs, public parks use and to preserve the residential values in the area, evaluation criteria for proposed Rose Bowl events shall include the recreational and financial benefits to the community, the impact on the surrounding residential areas. The standards which shall be considered in evaluating proposed Rose Bowl events shall include, but are not limited to the following:



1. The displacement of activities normally conducted on improved turf areas, including area H and the golf course.
  2. The impact upon surrounding residential areas and the Arroyo Seco resulting from traffic, noise, parking and any other anticipated impacts.
  3. That displacement of recreational programs and activities within Brookside Park and the Brookside Golf Course has not occurred more than 15 times annually.
- B. Each major Rose Bowl event shall be preceded by staff analysis which shall identify and consider traffic, noise, parking, recreational activity displacement and any other anticipated impacts. Specifically, staff analysis shall include the following elements:
1. A traffic management plan which restricts event nonresidential traffic to main arteries leading to and exiting from the Rose Bowl and event parking locations; provides for maximum ingress and egress for emergency vehicles to reach neighborhood residents and public facilities; establishes a paid parking program for all major events as specified in Section 3.32.300 of this code; provides for free shuttle bus service to tie in with off-site parking to be subsidized by revenues of paid parking; facilitates a clear understanding of alternate parking plans during inclement weather through inclusion of flyers with event tickets and notification to the public through all available aspects of the media.
  2. A litter containment plan which shall include a schedule of activities to be completed prior to, during and after the event in the affected areas of the Arroyo and in surrounding residential neighborhoods; a requirement that based on the type of event, all surrounding areas, including residential neighborhoods, have cleanup and trash removal within 24 hours after the event.
  3. A public safety element to be developed in conjunction with the police department, the public works department, the staff of the Rose Bowl, and the event sponsors which shall include all relevant issues related to size of the crowd, unique characteristics regarding the anticipated crowd, past experiences at related Rose Bowl events, crowd control, traffic control, neighborhood traffic and security patrol, emergency preparedness and fire prevention.
- C. The public and surrounding residential areas shall receive at least 30 days' advance notice of any major Rose Bowl event by suitable means of any such event that will curtail the availability of Brookside Park and the Brookside Golf Course.
- D. The staff of the Rose Bowl and the staff of the recreation department shall coordinate the planning and rescheduling of youth and adult programs when major Rose Bowl events may require turf parking in Brookside Park and Brookside Golf Course.
- E. A post-event evaluation shall be conducted by staff following each major event to determine the efficacy of the pre-event staff analysis identified in subsection A of this section and to make recommendations for future events. A preliminary evaluation shall be submitted to Rose Bowl Operating Company and to the parks and recreation commission within 30 days of each event and a final report within 120 days. These evaluations shall be reviewed at least annually by Rose Bowl Operating Company and the commission who shall make recommendations to the city council which may in turn limit or condition future events accordingly.
- F. All proposed contracts involving the use of the Rose Bowl which anticipate an attendance of over 20,000 people shall be approved by the Rose Bowl Operating Company in conformance with this chapter. In addition, all proposed contracts involving the use of the Rose Bowl as the home stadium of any professional sports team or for a duration of more than 5 years must be approved by the city council with the recommendation of the Rose Bowl Operating Company. The Rose Bowl Operating Company may refer an event proposal to the parks and recreation commission or its designee for review, recommendation and comments prior to final approval.
- G. Existing contracts are to be brought into compliance with the provisions of this chapter whenever legally possible at the earliest possible date.

(Ord. 6627 §§ 2—4, 1995; Ord. 6403 § 2 (part), 1990)

(Ord. No. 7279, § 2, 4-11-2016)

3.32.270 - Rose Bowl area—Number of permitted events.

- A. No displacement of recreational programs and accessibility to Arroyo Seco facilities shall be allowed more than 15 times in any calendar year without permission of the city council who must find that each additional permitted event meets all of the following requirements:
  - 1. The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.
  - 2. The revenue generating potential from the additional event justifies its consideration.
  - 3. The event does not create undue conflicts with other Arroyo Seco activities taking place at the same time.
  - 4. The event does not impose undue adverse impacts on surrounding residential areas.
- B. To minimize adverse impacts on surrounding residential areas, scheduling of events at the Rose Bowl shall emphasize a minimum number of events which yield the maximum amount of new revenues to the city.
- C. In the event that the RBOC enters into a multi-year license agreement to host a multi-day, multi-stage music and arts festival, in no case shall that festival and any regular season event permitted pursuant to Section 3.32.275 occur in the same year.

(Ord. 6403 § 2 (part), 1990)

(Ord. No. 7279, § 3, 4-11-2016)

3.32.275 - Temporary increase in displacement events.

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

(Ord. No. 7227, § 1, 12-3-2012)

3.32.280 - Rose Bowl area—Rental rates and charges.

The city council, by resolution, shall establish a schedule of minimum rents, charges and fees to be charged and collected for use of the Rose Bowl. Nothing herein shall prohibit rents, charges and fees in excess of those set forth in the aforementioned schedule. In addition, users of the Rose Bowl shall pay to the city all costs incurred by the city and Rose Bowl Operating Company in connection with their licensed use as determined by the general manager of the Rose Bowl and enumerated in a license agreement which also shall set forth the time and method of payment of all charges and the matter of accounting therefor. The minimum schedule of rents, fees and charges shall conform to the other provisions set forth in this section and chapter.

- A. Services for which costs shall be charged as costs of operations shall include, but not be limited to, police and security, crowd control, groundskeepers and such other services which are required by the general manager of the Rose Bowl and set forth in the license agreement.
- B. The aforementioned minimum schedule may provide for but shall not require a reduction of rents, fees and charges based on the following considerations:
  - 1. Whether the event to be sponsored is for a local public purpose or benefit; or
  - 2. Whether an admission fee is to be charged, collection taken or space or advertising sold or sublet; or
  - 3. Whether the net proceeds of the event will be donated to nonprofit organizations; or
  - 4. Whether the event is to be open to the public; or
  - 5. Whether the event is of a cultural, civic or patriotic character; or
  - 6. Whether the licensee is a nonprofit organization.

The general manager of the Rose Bowl shall determine whether or not a licensee is entitled to any reduced rent, fee or charge provided for hereunder and his or her decision shall be limited to a consideration of the foregoing factors. For purposes of this section, a "nonprofit organization" shall be defined as a nonprofit organization with an office in the city for at least 5 years preceding the date of the application for a license.

- C. Every licensee shall be required to pay all costs of operations incurred by city and Rose Bowl Operating Company in connection with said licensee's use of the Rose Bowl, except as such costs are either reduced or waived by specific resolution of the city council as to city costs and of the Rose Bowl Operating Company as to Rose Bowl Operating Company costs. Nothing contained elsewhere in this chapter shall authorize an exception to this provision.
- D. Every person using the Rose Bowl shall be required to indemnify, hold harmless and defend the city, Rose Bowl Operating Company, their respective officers, directors and employees from any loss, liability or damage resulting from the use of the premises by said licensee, and each user shall procure and maintain, in full force and effect, during the period of licensed use, a policy of insurance satisfactory to city which shall insure city and Rose Bowl Operating Company against any liability of whatsoever nature on account of bodily injury to or of damage to any property arising out of or in connection with the use of said premises by said user, including all costs of defending any claim arising as a result thereof. The insurance policies required herein shall be in an amount and on forms approved by the city, and each such policy shall provide that the policy shall not be cancelable for any cause until 30 days' written notice to the city and Rose Bowl Operating Company. Evidence of products' liability insurance coverage, or workers' compensation insurance coverage may be required, and if required by city, such coverage shall comply with the form requirements specified herein. City, at city's sole option, may waive all or part of the foregoing requirements regarding indemnity and insurance, and require the user to obtain similar insurance coverage, either through the city or by other arrangement approved by city, and the user shall be required to reimburse city for the cost of any insurance provided pursuant hereto.
- E. No use of the Rose Bowl shall be permitted unless licensed and no license shall be granted unless such licensed use is in writing and on a form approved by the city attorney and executed by the Rose Bowl Operating Company or the general manager of the Rose Bowl, as agent of the city. The Rose Bowl Operating Company and the general manager of the Rose Bowl, as agent of the city, are authorized to execute all license agreements in conformance with this chapter for the Rose Bowl for and on behalf of the city.
- F. No provision of this section shall limit or prohibit RBOC from charging a rental or use fee in excess of that set forth in the minimum schedule provided for herein, or basing the rental fee or charge for use of the Rose Bowl upon a percentage of licensee's gross receipts; provided, that each licensee agreement shall provide that the minimum rental fee or charge set forth in the aforementioned schedule shall be collected from the licensee.

- G. The general manager of the Rose Bowl or his or her designee shall use the authority granted hereunder to promote by all appropriate means greater use of the Rose Bowl for revenue-producing events.

(Ord. 6627 § 5, 1995: Ord. 6403 § 2 (part), 1990)

3.32.300 - Rose Bowl area—Parking limitations and charges.

A priority system for the use of the Rose Bowl and ancillary parking facilities shall be developed which shall include the following:

- A. A paid parking program for all major events which includes unreserved parking at a fixed fee throughout the Rose Bowl/Brookside Park area regardless of proximity to the event and preferred reserved parking at a higher fee;
- B. The possibility of paid parking for non-major events of less than 20,000 attendance;
- C. The active promotion of alternative parking outside the Arroyo Seco for all major events with transportation to the Rose Bowl, and the Rose Bowl Operating Company shall use clean air, non diesel buses for its contracted shuttle services, to the maximum extent permitted by law, and shall encourage private event sponsors to use clean air, non-diesel buses for shuttle to major, Rose Bowl displacement events, when commercially feasible. For the purpose of this section, clean air, non-diesel bus shall mean vehicles which rely on natural gas, electric fuel cells, or other non-diesel technology, and which have an exhaust which is not classified as a toxic air contaminant.
- D. Priority order of use as follows:
  - 1. Conventional Rose Bowl parking facilities, also known as areas A, F, G, J, K and D.
  - 2. Brookside parking lot, also known as area I.
  - 3. Turfed areas, including Brookside ball fields, playing fields, area H, and golf course.
- E. Limitations on the use of turfed areas for parking shall be determined in accordance with the provisions of Section 3.32.280(D) of this chapter and by city board policy. In no case shall Brookside Golf Course, playing fields and Brookside Park be used for parking where such use may cause substantial or permanent damage to the turf.
- F. A no parking policy shall be established in the residential and other areas surrounding the Rose Bowl/Brookside Park area during major events at the Rose Bowl. Temporary no parking restrictions shall be in force and signs shall be posted in the affected areas according to Section 10.40.100 of this code. This no parking restriction shall be enforced by towing and impounding the vehicles of violators at the violators' expense according to Section 10.40.030 of this code.
- G. The parking area and all rights thereto in the areas adjacent to the Rose Bowl are reserved for the benefit of the city. The city may allow use thereof at rates and on terms approved by the city manager.

(Ord. 6403 § 2 (part), 1990)

(Ord. No. 7162, § 1, 3-30-2009)

3.32.310 - Rose Bowl area—Advertising, broadcast and recording.

All advertising, broadcast, television, transcription and/or recording rights are reserved for the benefit of the city, except as otherwise provided by contract with the user.

(Ord. 6403 § 2 (part), 1990)

3.32.320 - Rose Bowl area—Public address system.

The Rose Bowl public address system shall be used at events requiring a public address system. Any other system shall only be permitted in the Rose Bowl with the prior written permission of the general manager of the Rose Bowl.

(Ord. 6627 § 6, 1995; Ord. 6403 § 2 (part), 1990)

3.32.330 - Rose Bowl area—Concessions operation.

All concessions operated in the Rose Bowl are reserved for the benefit of the city, except as otherwise provided by contract with the user.

(Ord. 6403 § 2 (part), 1990)

3.32.340 - Rose Bowl area—Police protection.

Every licensee of the Rose Bowl shall furnish such police protection as shall be required by the city manager.

(Ord. 6403 § 2 (part), 1990)

3.32.350 - Rose Bowl area—Cancellation of use.

The city manager may cancel any right to use the Rose Bowl if in his opinion such use will unduly damage the premises or will be inimical to the public welfare.

(Ord. 6403 § 2 (part), 1990)

3.32.360 - Rose Bowl area—Alteration of facility.

No user shall erect, build, install, alter or change any structure or facility in the Rose Bowl without the written approval of the city manager.

(Ord. 6403 § 2 (part), 1990)

3.32.370 - Rose Bowl area—Rental charge when not in actual use.

Whenever the Rose Bowl is occupied by any licensee and is not in actual use and no equipment or services are required, no licensee fee shall be charged for a reasonable time of such nonuse as shall be determined by the general manager of the Rose Bowl.

(Ord. 6627 § 7, 1995; Ord. 6403 § 2 (part), 1990)

3.32.380 - Rose Bowl area—Terms of use.

The Rose Bowl Operating Company may, in conformance with this chapter, permit the use of the Rose Bowl for any event or series of events upon such terms as it determines to be reasonable, and the contract for such use shall state such terms.

(Ord. 6627 § 8, 1995: Ord. 6403 § 2 (part), 1990)

Article V. - Brookside Golf Course Area

3.32.450 - Brookside Golf Course area established.

The Brookside Golf Course area consists of Brookside Golf Course and clubhouse and the adjoining parking lot south of the clubhouse.

(Ord. 6403 § 2 (part), 1990)

3.32.460 - Brookside Golf Course area—Permitted uses.

In addition to golf uses, the following uses are permitted in the Brookside Golf Course area:

- A. Clubhouse and related activities, including but not limited to weddings, private parties, and similar events;
- B. Parking under the same limitation as in Section 3.32.300;
- C. Displacement events and activities ancillary to displacement events, including but not limited to music and arts festivals, Rose Bowl Game parties, and related temporary structures and concessions;
- D. Amplified sound, including sound as permitted by the general manager of the Rose Bowl Operating Company pursuant to Pasadena Municipal Code Section 9.36.170(C);
- E. Non-displacement events and related temporary structures and concessions; and
- F. Structures that are ancillary to any use provided herein and maintenance and operation of the area. Any new permanent structure or alteration of existing structures shall be subject to the hearing procedures of Section 3.32.180.

(Ord. 6403 § 2 (part), 1990)

(Ord. No. 7279, § 4, 4-11-2016)

**TITLE 3 FOOTNOTES**

1. Cross reference: Building/Mechanical Code, see Ch. 14.04.
2. Prior ordinance history: Ords. 5559 and 6303.
3. Cross reference: Parks Department, see Ch. 2.32.

**Iraheta, Alba**

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**To:** Robles, Sandra  
**Subject:** RE: Agenda Item 11-Rose Bowl events

**From:** Paul Little  
**Sent:** Monday, August 19, 2024 1:28 PM  
**To:** [city\\_council@cityofpasadena.net](mailto:city_council@cityofpasadena.net)  
**Cc:** Paul Little; Márquez, Miguel <[miguelmarquez@cityofpasadena.net](mailto:miguelmarquez@cityofpasadena.net)>; Jens Weiden <[jweiden@rosebowlstadium.com](mailto:jweiden@rosebowlstadium.com)>  
**Subject:** RE: Agenda Item 11-Rose Bowl events

Good afternoon Mayor Gordo and City Council members,

The Pasadena Chamber of Commerce is in full support of expanding the number of displacement events at the Rose Bowl.

The Rose Bowl is a massive economic generator for the City of Pasadena and our business community. Events there fill our hotel rooms (at top rates) and our restaurants and shops. Further, visitors to the Bowl see Pasadena, many for the first time, and often return to enjoy everything we have to offer.

Events at the Rose Bowl are very well managed. Traffic, noise and crowds are controlled so there is as little impact on the neighbors as possible.

Please support the Rose Bowl in its efforts to increase revenues, attract visitors and bring attention to Pasadena by adding more displacement events.

Thank you for your service to Pasadena and your constituents.

Sincerely,

Paul

*Paul Little*

Paul Little  
President and Chief Executive Officer  
Pasadena Chamber of Commerce and Civic Association  
44 North Mentor Avenue  
Pasadena, CA 91106  
626.795.3355  
[www.pasadena-chamber.org](http://www.pasadena-chamber.org)

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**McMillan, Acquanette (Netta)**

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**From:** Nina Chomsky  
**Sent:** Monday, August 19, 2024 1:30 PM  
**To:** PublicComment-AutoResponse  
**Subject:** City Council Meeting 8/19/2024; Agenda Item 12; Amended RBOC Operating Agreement

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**Linda Vista-Annandale Association  
Pasadena, CA**

**August 19, 2024**

**Re: City Council Meeting 8/19/2024; Agenda Item 12; Amended RBOC Operating Agreement**

**Mayor Gordo and Councilmembers,**

The Linda Vista-Annandale Association (LVAA) appreciates the opportunity to comment on two sections of the proposed Amended and Restated RBOC Operating Agreement with the City.

**Section 3.1, Last Paragraph; New Jurisdictions.** In the interests of transparency and mitigation of impacts on adjacent and surrounding residential and/or commercial areas, LVAA suggests adding the requirements of a public hearing and a Conditional Use Permit if the jurisdiction of the RBOC is expanded to act as the Managing Agent for parts of the City other than the RBOC Area.

**Section 5.2 -- Neighborhood Relations.** LVAA objects to this Section as revised in that the new language referring to consistency with current practices is NOT acceptable. Current practices are much reduced and limited when compared to the practices in place under the leadership of Darryl Dunn. LVAA requests that the language in the first sentence read instead: "consistent with best Neighborhood Protection practices" Further, we support the use of the words "best efforts" later in the section, and observe that best practices and best efforts are not the same concept.

Thank you for your attention to our comments and concerns.

Sincerely,

Nina Chomsky  
LVAA President  
cc: LVAA Board of Directors




## McMillan, Acquanette (Netta)

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**To:** Mellem, Araceli  
**Subject:** RE: Support for the Rose Bowl

From: Armen Shirvanian  
Sent: Monday, August 19, 2024 1:21 PM  
To: City\_Council <ccouncil@cityofpasadena.net>  
Subject: Support for the Rose Bowl

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This email is from Armen Shirvanian. I am the owner of Mi Piace. We have been in Pasadena for 34 years and live this city. We are totally in favor of this proposal and hope the council will vote unanimously to increase the total number of events.

Sent from my iPhone