

DATE: DECEMBER 14, 1998

TO: PASADENA COMMUNITY DEVELOPMENT COMMISSION

FROM: CYNTHIA J. KURTZ, CHIEF EXECUTIVE OFFICER

**SUBJECT: LICENSE AGREEMENT WITH MIKE BROWN
GRANDSTANDS, INC. FOR USE OF COMMISSION-OWNED
PROPERTY LOCATED AT 367-381 E. COLORADO BOULEVARD
FOR ROSE PARADE VIEWING GRANDSTANDS**

RECOMMENDATION

It is recommended that the Pasadena Community Development Commission ("Commission") take the following actions:

1. Approve a License Agreement ("Agreement") with Mike Brown Grandstands, Inc. ("Licensee") for construction and operation of Rose Parade grandstand seating on Commission-owned property located at 367-381 E. Colorado Boulevard;
2. Authorize the Chief Executive Officer to execute, and the Secretary to attest, the Agreement on behalf of the Commission; and
3. Upon execution of the Agreement, approve a journal voucher recognizing \$23,000.00 in license fees.
4. Direct staff to distribute the 40 parade seat tickets provided pursuant to the Agreement to the Council for distribution to the community.

BACKGROUND


Following the demolition of buildings located at the subject address in November, 1994, the Commission approved a License Agreement with Mike Brown Grandstands, Inc. for the use of the Commission-owned property (refer to Site Map, Exhibit "A") for Rose Parade grandstand seating for the 1995-1998 Rose Parades. The opportunity for the construction of approximately 1,700 parade grandstand seats is again available on the subject site.

The parcels comprising the grandstand construction site are owned by the Commission, constituting a portion of the site for future development on the Broadway Block. Commission staff are continuing active exploration and discussions with Maguire Partners for reprogramming the scope of development for the block which might involve other land uses as part of the City Center Implementation Task Force process. In the

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Pasadena Community Development Commission
December 14, 1998
Page 3

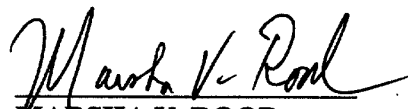
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