

Agenda Report

DATE: JUNE 7, 1999

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: SUSPENSION OF THE NOISE ORDINANCE RELATING TO THE PROPOSED AMERICAN CANCER SOCIETY 5K WALK TO BE HELD AT AREA H AND THE ARROYO SECO ON SUNDAY, OCTOBER 24, 1999 FROM 8:00 A.M. TO 12:00 NOON

RECOMMENDATION:

It is recommended that the City Council direct the City Attorney to prepare an ordinance to suspend the Noise Ordinance and a Notice of Exemption, with respect to the proposed American Cancer Society 5K Walk to be held at Area H and the Arroyo Seco on Sunday, October 24, 1999 from 8:00 a.m. to 12:00 noon.

BACKGROUND:

The American Cancer Society, with their Pasadena office located at 50 N. Hill Ave. #200, has submitted their deposit of \$500 for the use of Area H and the surrounding Arroyo Seco area adjacent to the Rose Bowl Sunday, October 24, 1999. Simultaneously, the American Cancer Society will be conducting "Making Strides Against Breast Cancer" in Sacramento, San Francisco, and San Diego. The first location for their event in the Los Angeles area was Santa Monica, which had approximately 8,000 participants. The American Cancer Society would like to hold their third annual event in Pasadena. In addition to anticipating between 10,000 and 12,000 participants, they are hopeful that Area H and the surrounding Arroyo Seco area adjacent to the Rose Bowl will become the permanent location for this event. The 1999 sponsors confirmed to date are KABC, KMEX, the Bank of America, Price Pfister, and Price Waterhouse Cooper.

The American Cancer Society believes that their growth and previous success has been the direct result of how the event has been conducted. The key components are believed to be the day of the week as well as the time of day. Therefore, having the event occur on Sunday morning between the hours of 8:00 a.m. and 12:00 noon is deemed to be critical. In order to begin processing the Special Event Application, it will be necessary to obtain City Council approval to waive the City's Noise Ordinance which does not permit the use of amplified sound on Sundays before 10:00 a.m. The purpose for the amplified sound equipment is to communicate with the participants, which is needed to conduct the event and will only be occurring at Area H. As this type of activity with amplified sound occurs in the same area on an ongoing basis on

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Saturday mornings throughout the year and there have been no known complaints from surrounding residents, staff is recommending that the American Cancer Society be permitted to conduct subject event.

ENVIRONMENTAL IMPACT:

The Environmental Administrator has determined that the proposed suspension of the noise ordinance and Temporary Use Permit necessary to hold the American Cancer Society 5K walk is categorically exempt from CEQA under CEQA Guidelines section 15323, normal Operations of Facilities for Public Gatherings. Actions to allow walks sponsored by non-profit organizations in the Central Arroyo are normal operations for public gatherings in this area.

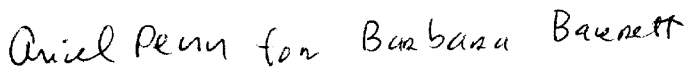
FISCAL IMPACT:

The goal of the American Cancer Society is to raise \$1 million to fight breast cancer, a portion of which would stay in Pasadena. The American Cancer Society has indicated that they will apply for City Co-Sponsorship, agreeing to pay all City costs whether the application is approved or not.

Respectfully submitted:


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Approved by:


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Director of Planning & Permitting