

Agenda Report

May 11, 1998

TO: CITY COUNCIL

FROM: ROSE BOWL OPERATING COMPANY (RBOC)

SUBJECT: RBOC REQUEST FOR CITY COUNCIL TO ADOPT THE ATTACHED INITIAL STUDY & MITIGATED NEGATIVE DECLARATION AND MONITORING PROGRAM FOR ADDITIONAL DISPLACEMENT EVENTS AT THE ROSE BOWL.

RECOMMENDATION:

1. It is recommended that the RBOC request that the City Council adopt the attached **Mitigated Negative Declaration, Mitigation Monitoring Program** and the finding for no impact on fish and wildlife for additional hypothetical displacement events in calendar years 1998 and 1999.

It should be noted that the Initial Study and Mitigated Negative Declaration are for **environmental approval only** in accordance with the California Environmental Quality Act (CEQA) for four (4) additional events to take place in 1998 and four (4) additional events for 1999, and do not take the place of approvals required of the City Council for events above those allowed in the Arroyo Seco Ordinance for the Rose Bowl Stadium.

2. Request that the City Council direct the City Clerk to file the Notice of Determination and Certificate of Fee Exemption from State Fish and Game fees with the Los Angeles County Registrar-Recorder/County Clerk.

BACKGROUND:

In accordance with the requirements of Mitigation Measure #10 of the 22.5 million dollar Rose Bowl Improvements Project Negative Declaration and in order for the City Council to grant final approval, the RBOC was required to prepare an environmental study for displacement events in excess of the twelve (12) events permitted in the Arroyo Seco Ordinance (fifteen if the three additional pre-approved Galaxy events are included,) or **one such new event for which a waiver of the noise ordinance is sought.** A copy of Mitigation Measure #10 is attached to this report as Attachment #1.

The RBOC contracted with Environmental Science Associates (ESA) to prepare an environmental study in the form of an initial study, the resulting negative declaration, mitigation measures and mitigation monitoring program to comply with CEQA and mitigation measure #10. The RBOC requested that four (4) "worst case scenario" events in 1998 and four (4) "worst case scenario" events in 1999 be included in the project.

The RBOC held a public hearing on April 2, 1998. A request was received and granted from the Linda Vista Homeowners Association to extend the public comment period for five (5) days. At that time, the RBOC voted to seek approval of the City Council for the environmental approval for additional displacement events in 1998 & 1999.

There are several, sound business reasons for conducting a single study of eight (8) events as opposed to separate, event by event studies. First, conducting a single study of four (4) events per year gives the community and the City Council the opportunity to review the potential cumulative impact of four (4) hypothetical events per year, where single event studies might tend to segment the individual events and to study them in isolation. Second, the cost of an environmental study of eight (8) events is almost the same as the cost of the study of a single event; hence, there is a significant cost saving in studying eight (8) events at one time. Third, if the RBOC waits to initiate an environmental study until an event promoter expresses an interest in sponsoring an event at the Rose Bowl, there is at least a 30 day delay before the RBOC could consider committing the stadium. In this competitive environment, there are other venues willing to reach a deal in the same time frame that the RBOC would be studying it. With the advance approval of environmental matters, the Rose Bowl can remain a competitive venue.

ESA has completed the required environmental documents and they are attached to this report as Attachment #2. The required postings and public hearing have been completed as required of the RBOC in order to recommend that City Council formally adopt the negative declaration, mitigation measures and mitigation monitoring program. Copies of comments received from the public, regarding the ESA environmental documentation are attached to this report as attachment #3.

At this time, the RBOC does not have before it any proposals from concert promoters, however, there have been discussions with two (2) promoters regarding possible future concerts.

Please note that although the events in the Initial Study and Negative Declaration are described as "rock concerts," this reference was used to present only what might be perceived as "worst impact" events. "Four sample Rose Bowl events were analyzed to determine the level of impact that these events would have on the environment." Should the RBOC wish to consider an event with even more significant impact than the

"worst case scenario" studied, the environmental documentation would have to be modified and opened up to another public review and comment period. In this respect, it is important to note that the environmental material which the City Council is being asked to approve would have to be revisited if there were an actual event worse than the "worst case scenario" envisioned by staff and studied.

ENVIRONMENTAL IMPACT

Per the Initial Study prepared by ESA the environmental factors potentially affected would be noise, transportation and circulation. The determination for these additional displacement events is that, although the proposed project could have significant effect on the environment, there will not be a significant effect in this case because the mitigation measures described have been added to the project.

The negative declaration has been prepared and states:

On the basis of the Initial Study for the project and the inclusion of the following mitigation measures into the project, the City, as lead agency, has determined that the project will not have the potential for a significant effect on the environment.

The following is a summary of the projects required mitigation measures to avoid or reduce the project impacts:

1. Traffic control measures contained in the Rose Bowl Traffic Operation and Parking Management Study shall be implemented by the Pasadena Police Department.
2. The RBOC shall coordinate the scheduling of the additional events with other venues in the Arroyo Seco to ensure, among other issues, that traffic congestion and parking for all uses is adequately addressed.
3. The RBOC shall monitor traffic flows and coordinate traffic operations for these additional events by helicopter.
4. The RBOC shall implement a free shuttle bus service to a remote parking lot at the Parsons Corporation, or any other convenient location, during a displacement event at the Rose Bowl.
5. The RBOC shall implement a "No-Parking" policy in the residential and other areas surrounding the Rose Bowl.
6. The RBOC shall develop alternate parking plans for these events during inclement weather and, to facilitate a clear understanding of alternate parking plans, include a flyer with the event tickets.

7. For each concert, the RBOC shall review speaker distribution in order to optimize sound distribution to attendees and minimize noise to the surrounding community.

Staff agrees with each of these mitigation numbers except mitigation measure number four (4) regarding the implementation of a free shuttle for all displacement events. While staff agrees that the shuttle service is an efficient system for some events, for others it is not necessary. Staff should be granted the ability to weigh the estimated crowd attendance with the ability to adequately park vehicles at the Rose Bowl for any one (1) particular event. The implementation of a shuttle system should therefore be the decision of Rose Bowl Management Staff and Pasadena Police Department on a per event basis in order to reduce potential impacts on the community and in cases where there is not sufficient parking available at the Rose Bowl.

Staff will enact all other measures as stated.

DISPLACEMENT EVENTS

The Lilith Fair Concert will now be the twelfth (12th) displacement event scheduled at the Rose Bowl during the 1998 calendar year. Existing allocated displacement events include: The Rose Bowl Game, July 4th Event, 5 UCLA games, MLS Cup and 3 Galaxy games. Galaxy has also been granted approval for three (3) additional displacement events for a total of fifteen (15) displacement events in 1998.

For each additional event scheduled the RBOC must request that Council, pursuant to section 3.32.270 of the Arroyo Seco Ordinance, approve an additional displacement event based on the following findings:

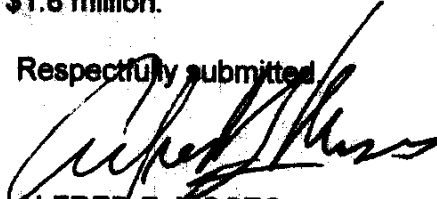
1. "The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl."
2. "The revenue generating potential from the additional event justifies its consideration."
3. "It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking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

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FISCAL IMPACT:

The cost of each environmental study is in excess of \$20,000.00. By doing only one (1) study that covers all eight (8) additional displacement events (four [4] in 1998 and four [4] in 1999), RBOC will save approximately \$140,000.00. Revenues from the additional eight (8) events could range from \$400,000 to \$1.8 million.

Respectfully submitted



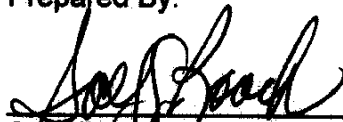
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Approved by:



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Nancy Key, Sr. Planner for
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