



# Agenda Report

September 20, 1999

**TO:** City Council

**FROM:** Rose Bowl Operating Company

**SUBJECT: ROSE BOWL USE PLAN OUTLINE FOR THE CITY COUNCIL**

**RECOMMENDATION:**

This report is presented for your information.

**BACKGROUND:**

On August 16, 1999 at a City Council Meeting, the proposed Supercross Event, scheduled for November 20, 1999 at the Rose Bowl was discussed. During the discussion, the Council directed the RBOC and City Manager to return to the Council in one month with an outline of a process that will lead to the development of a plan regarding the future use of the Rose Bowl and Brookside Golf Course.

Subsequently staff has met with the City Manager and the City's Planning Director to receive input on the outline. It is staff's recommendation that the plan be inclusive of:

- Fiscal responsibilities of the Rose Bowl and Brookside Golf Course;
- Potential Capital Projects for both the Rose Bowl and Golf Course.
- Potential Future Rose Bowl Events;
- Impact on local neighborhoods, and,
- Economic impact and benefits on the City of Pasadena

It is recommended that the outline will include the following timeline and introduce the following issues:

| <u>Date</u>        | <u>Issue Addressed</u>   |
|--------------------|--|
| September 20, 1999 | City Council presented with outline of the process of the Rose Bowl Use Plan       |
| October 1999       | Rose Bowl five-year business plan presented at joint RBOC and City Council meeting |
| November 1999      | Rose Bowl Mitigation and environmental plan presented to City Council              |

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December 1999

Rose Bowl Capital Projects and Economic Impact plan  
presented to City Council

January/February 2000

Rose Bowl Use Plan presented to City Council

During this entire period of review, the community will be invited to participate in discussions with the RBOC via both committee and RBOC meetings. These meetings will be scheduled, throughout the Pasadena community, on a monthly basis.

It should be noted that it is the recommendation of the Planning Director that once the City Council adopts the Rose Bowl Use Plan, that document will become part of the Arroyo Master Plan. Once the Arroyo Master Plan is adopted by the Council (tentatively 12/00) any potential changes to the Arroyo Seco Ordinance will be subsequently addressed.

Respectfully submitted,



*for* DANIEL CASTRO, President  
Rose Bowl Operating Company

Approved by:



Darryl Dunn  
General Manager