

Iraheta, Alba

Subject: FW: ITEM 13 & ITEM 15 Council Session of January 27

From: Michael Cornwell <cornwellm@sbcglobal.net>
Date: January 26, 2014 at 10:15:45 AM PST
To: Mark Jomsky-City Clerk <mjomsky@cityofpasadena.net>
Subject: **ITEM 13 & ITEM 15 Council Session of January 27**
Reply-To: Michael Cornwell <cornwellm@sbcglobal.net>

**TO PASADENA CITY COUNCIL MEMBERS.....Please be advised I support the following
Agenda items:**

13. Events of Aug 7 & 8 should be allowed, per staff report

15. LOS ANGELES CITY and COUNTY (along with many other jurisdictions) law requires ALL cats & dogs be SPAYED OR NEUTERED (with some exceptions).....SO WHY NOT IN PASADENA?

Sincerely,

Michael & Diane Cornwell
One South Orange Grove Blvd, Unit #2
Pasadena, 91105

01/27/2014
Item 13

Iraheta, Alba

Subject: FW: Letter in support of additional Rose Bowl concerts
Attachments: City Council letter supporting Rose Bowl concert request 1-14.pdf

From: Paul Little [<mailto:Paul@pasadena-chamber.org>]
Sent: Monday, January 27, 2014 1:46 PM
To: City_Council
Cc: Jomsky, Mark; Beck, Michael; Darryl Dunn (ddunn@rosebowlstadium.com)
Subject: Letter in support of additional Rose Bowl concerts

Good afternoon,

Attached is a letter of support for the request by the Rose Bowl Operating Company for two additional music events in August.

Please consider the Chamber's position as you deliberate the item during tonight's City Council meeting.

Mark, can you make copies available to the Council for tonight's meeting?

Thank you,

Paul

Paul Little

Paul Little
President and Chief Executive Officer
Pasadena Chamber of Commerce
844 East Green Street, Suite 208
Pasadena, CA 91101
626-795-3355
www.pasadena-chamber.org

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01/27/2014

Item 13



January 27, 2014

Mayor Bill Bogaard and Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109
VIA E-MAIL

Re: Rose Bowl concert events

Dear Mayor Bogaard and Council Members,

The Pasadena Chamber of Commerce Board of Directors is fully supportive of the addition of two revenue-generating music concerts at the Rose Bowl in August. These two additional events will bring significant revenue to the Rose Bowl.

Large-scale music events at the Rose Bowl also bring enhanced revenue to the Pasadena community and our hospitality industry in particular. Music events at the Rose Bowl translate into hotel stays and diners in our local restaurants.

Further, use of the Rose Bowl for music events brings a different audience to the venue and to Pasadena. The positive experience at the Rose Bowl could very well translate into repeat visits for other events or venues, including our retail and restaurant establishments.

The Board of the Pasadena Chamber supports the addition of two concert events in the Rose Bowl in August and encourages the Pasadena City Council to allow for these additional revenue opportunities for the Bowl and our local business community.

Thank you,

A handwritten signature in black ink, appearing to read "Paul Little". The signature is stylized and somewhat cursive.

Paul Little
President and CEO

Cc: M. Beck, M. Jomsky, D. Dunn



January 27, 2014

To: Honorable Mayor and City Council
From: Michael Ross, CEO Pasadena Center Operating Company
Subject: RBOC Proposed Concerts

The Pasadena Center Operating Company (PCOC) welcomes events that can have a positive economic impact on the city as a whole. Last year's Justin Timberlake/Jay Z show at the Rose Bowl Stadium provided exposure and revenue for restaurants and the hospitality industry, and we would fully expect similar results from the two proposed concerts this upcoming summer.

Entertainment and hospitality are such an important part of the Pasadena brand, and events such as this allow us to build on our recognition and marketability. We support the Rose Bowl's proposal and respectfully encourage you to give it all due consideration.

Sincerely,

A handwritten signature in cursive script that reads "Michael Ross". The signature is written in black ink and is positioned below the word "Sincerely,".

Michael Ross
Chief Executive Officer

CC:
Michael Beck, City Manager
James McDermott, PCOC Board of Directors Chair
Darryl Dunn, Rose Bowl CEO/General Manager

Iraheta, Alba

Subject: FW: Rose Bowl major events

-----Original Message-----

From: susanmcclymonds@yahoo.com [<mailto:susanmcclymonds@yahoo.com>]

Sent: Monday, January 27, 2014 2:03 PM

To: Beck, Michael

Cc: Madison, Steve; Bogaard, Bill; district1; Tornek, Terry; Cruz, Christian (Field Rep); Gordo, Victor; McAustin, Margaret; Masuda, Gene

Subject: Rose Bowl major events

I am opposed to the proposed increase in major events at the Rose Bowl Stadium. Thirty such events would have an extremely negative impact on the Central Arroyo and on the surrounding neighborhoods.

Respectfully, Susan McClymonds

Sent from my iPhone

01/27/2014

Item 13

**LINDA VISTA-ANNANDALE ASSOCIATION
P. O. Box 94364
Pasadena, CA 91109**

January 27, 2014

Mayor Bill Bogaard and Council Members
City of Pasadena
c/o Mark Jomsky, City Clerk – mjomsky@cityofpasadena.net

RE: City Council Meeting – January 27, 2014
Agenda Item 13; Approval of Findings Related to the Staging of Additional
Displacement Events at the Rose Bowl Stadium on August 7 and 8, 2014.

Dear Mayor Bogaard and Council Members:

The Linda Vista Annandale Association (LVAA), on behalf of itself and the Coalition For Preservation of the Arroyo, hereby places objections to the RBOC Recommendations concerning the above-referenced matter in order to enter these objections into the Administrative Record and preserve our legal rights.

LVAA and the Coalition object to the recommended Environmental Determination, a Categorical Exemption per Guidelines Sec. 15323 (Normal Operations of Facilities for Public Gatherings), and, to recommended Ordinance required Finding 3 (no conflicts with Arroyo Seco activities taking place at the same time), and recommended required Finding 4 (event does not impose undue adverse impacts on the surrounding residential area).

First, LVAA and the Coalition incorporate herein by this reference the entire Certified Administrative Record in Case No. BS141038, Coalition For Preservation of the Arroyo, et al. v. City of Pasadena, addressing up to 13 additional NFL games at the Rose Bowl for up to 5 years, for a total of 25 Major Rose Bowl events.

CEQA Guidelines Sec. CEQA Guidelines section 15300.2 specifies EXCEPTIONS to categorical exemptions, as follows:

(b) Cumulative Impact. All exemptions for these [categorical] classes are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant.

Here, the cumulative (as well as individual event) impacts are already conceded by the City to be significant. See the incorporated Certified Administrative Record in its entirety. The cumulative impacts will simply increase if more events are added. Therefore, the categorical exemption fails.

Also: (c) Significant Effect. A categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances.

Here, the status quo allows a certain number of events. But any time a new discretionary approval is required for a new event, if it represents any environmental change --- here, the change is the larger total number of environmentally impactful events -- no categorical exemption is possible.

See *also* Salmon Protection and Watershed Network v. The County of Marin, et al., Joshua Hedlund, Real Party in Interest and Appellant, (2004) 125 Cal. App. 4th 1098. Pursuant to this case, Pasadena cannot use a categorical exemption if a project approval requires any mitigation measures.

Categorical exemptions are supposed to be for projects that clearly have no potential impacts. If mitigation measures are needed, environmental impacts are possible because mitigation measures may fail or be inadequate.

Thus, the claimed categorical exemption is not available for the two additional proposed concerts.

Further, Findings 3 and 4 cannot be made. As to Finding 3, nearly all recreational activities of any type, including organized, active, and passive recreational activities will be displaced, cancelled, blocked or stopped for nearly the entire day of the event. See the incorporated Certified Administrative Record in its entirety.

As to Finding 4, all large and "Major" events at the Rose Bowl impose a myriad of adverse individual and cumulative impacts on surrounding neighborhoods from traffic, noise, air quality, and recreational impacts, to name just several. Generally, mitigation efforts are "hit and miss" and often are ineffective. See the incorporated Certified Administrative Record in its entirety.

Thus, the Council cannot use the claimed Categorical Exemption or make required Findings 3 and 4, and, therefore, should not approve the proposed 2 concerts.

Thank you for your attention to these objections and comments.

LINDA VISTA-ANNANDALE ASSOCIATION,

Nina Chomsky, President