



# **NOTICE OF PREPARATION & SCOPING MEETINGS ROSE BOWL MUSIC AND ARTS FESTIVAL (INCREASE TO NUMBER OF DISPLACEMENT EVENTS)**

---

## **Rose Bowl Music and Arts Festival Project**

### **Rose Bowl Stadium and Brookside Golf Course**

#### **Pasadena CA 91103**

**TO:** All Agencies, Organizations, and Interested Parties

**SUBJECT:** Notice of Preparation of a Draft Environmental Impact Report and Notice of Scoping Meetings

**DATE:** May 8, 2015

The City of Pasadena (City) is the lead agency under the California Environmental Quality Act (CEQA) in the preparation of an Environmental Impact Report (EIR) for the project described below. The City requests your comments and concerns regarding the environmental issues associated with the proposed project.

**AGENCIES:** The City requests your agency's views as to the scope and content of the environmental information relevant to your agency's statutory responsibilities in connection with the proposed project, in accordance with California Code of Regulations, Title 14, Section 15082(b), 15103, 15375. Your agency will need to use the EIR prepared by the City when considering any permit or other approval of the project.

**ORGANIZATIONS AND INTERESTED PARTIES:** The City requests your comments and concerns regarding the environmental issues associated with the proposed project.

**PROJECT TITLE:** **Rose Bowl Music and Arts Festival (Increase to Number of Displacement Events in the Arroyo and Expansion of Uses at Brookside Golf Course)**

**PROJECT APPLICANT:** **Rose Bowl Operating Company**

**PROJECT LOCATION:** The project site is located in the City of Pasadena, primarily the Rose Bowl Stadium (1001 Rose Bowl Dr., Pasadena, Los Angeles County, CA, 91103), and the Brookside Golf Course (1133 Rosemont Ave., Pasadena, Los Angeles County, CA 91103), both located at the intersections of Rose Bowl Dr. and North Arroyo Blvd. Regional access to the project site is generally provided by Interstate 210 (I-210, Foothill Freeway) and State Route 110 (SR 110, Pasadena Freeway). In addition, offsite parking and shuttle locations to support the project would be located at the Parsons Pasadena property (100 West Walnut St., Pasadena, CA 91124) at the intersection of Walnut St. and Fair Oaks Blvd., and Pasadena City College (1570 East Colorado Blvd., Pasadena, CA 91106 and 3035 East Foothill Ave., Pasadena, CA 91107) at the intersections of Colorado Blvd. and Hill St. and on East Foothill Ave. in the City of Pasadena; the Santa Anita Race Track (285 West Huntington Dr., Arcadia, CA 91007 at the intersection of Colorado Pl. and Huntington Dr.) in the City of Arcadia; and the University of Southern California (USC) Campus Center Parking (3401/3434 South Grand St., Los Angeles CA 90007 at the intersection of Grand Ave. and Jefferson Blvd.) in the City of Los Angeles.

**PROJECT DESCRIPTION:** The City of Pasadena and Rose Bowl Operating Company (RBOC) are considering entering into a license agreement with an event operator, Anschutz Entertainment Group (AEG or Festival operator), to host a three-day Music and Arts Festival on an annual basis at the Rose Bowl Stadium complex and parts of the Brookside Golf Course. The agreement would extend over 10 years, with two 5-year renewal options. The proposed Project would require amending the Pasadena Municipal Code, Chapter 3.32, Arroyo Seco Public Lands Ordinance, to increase the number of displacement events at the Rose Bowl from 12 to 15 per year without further approval of the City Council and to allow uses on the Brookside Golf Course to include displacement events. The annual



## **NOTICE OF PREPARATION & SCOPING MEETING INCREASE TO NUMBER OF DISPLACEMENT EVENTS (ROSE BOWL MUSIC AND ARTS FESTIVAL)**

Festival is anticipated to include up to four music stages; a theatre performance stage; art displays; carnival rides; concession stands for merchandise sales, food, and drink; and cultural programming representative of Pasadena and the local environs. It is anticipated that the four stages, some of which would be in tents, would be erected inside the Rose Bowl Stadium and on the Brookside Golf Course, with amplified sound occurring at each stage. An area known as Lot H would be used for parking for year one and would house a stage as an optional location in subsequent years. The annual Music and Arts Festival would have a capacity of up to 90,000 attendees daily, but would be limited to 75,000 daily attendees in the first year.

**PROBABLE ENVIRONMENTAL EFFECTS:** An EIR will be prepared to evaluate the proposed project's potential impacts on the environment. The EIR will include a comprehensive analysis of all required issues and is anticipated to include chapters on Aesthetics, Air Quality, Biological Resources, Cultural Resources, Greenhouse Gas Emissions, Land Use and Planning, Noise, Public Services, Recreation, and Transportation/Traffic.

**PUBLIC REVIEW PERIOD:** The City has made this Notice of Preparation (NOP) and an Initial Study available for public review and comment pursuant to California Code of Regulations, Title 14, Section 15082(b). **The comment period for the NOP begins May 8, 2015 and ends June 8, 2015.**

**RESPONSES AND COMMENTS:** Please send your responses and comments regarding the scope of the EIR to: David Sanchez, Planner, Phone: (626) 744-6707, E-mail: [dasanchez@cityofpasadena.net](mailto:dasanchez@cityofpasadena.net), Mailing Address: Planning Department, 175 N. Garfield Avenue, Pasadena, CA, 91101. If you are commenting on behalf of an agency or organization, please indicate a contact person for your agency or organization.

**SCOPING MEETINGS:** Scoping meetings will be held to receive comments on the scope of the proposed project's Environmental Impact Report (EIR). You are welcome to attend and present environmental information that you believe should be addressed in the EIR. The meetings are scheduled for:

**Date:** Thursday, May 21, 2015  
**Time:** 6:30 P.M.  
**Place:** Rose Bowl, UCLA Locker Room  
(Park in Lot F, enter at Gate A)  
1001 Rose Bowl Drive, Pasadena  
Please see the attached map.

**Date:** Saturday, May 23, 2015  
**Time:** 10:00 A.M.  
**Place:** Rose Bowl, UCLA Locker Room  
(Park in Lot F, enter at Gate A)  
1001 Rose Bowl Drive, Pasadena  
Please see the attached map.

**Date:** Wednesday, May 27, 2015  
**Time:** 6:30 P.M.  
**Place:** Regular Planning Commission  
Hearing  
Pasadena City Hall  
Council Chambers (Room S249)  
100 N. Garfield Avenue, Pasadena

**DOCUMENT AVAILABILITY:** The Initial Study is available for public review at the locations listed below. These materials are available for review during regular business hours at:

- City of Pasadena, Permit Center (Window 3), 175 N. Garfield Avenue, Pasadena, CA.
- Central Library at 285 E. Walnut Avenue, Pasadena, CA.
- The Initial Study can also be viewed on the City of Pasadena website at the following address (URL): [http://cityofpasadena.net/Rose\\_Bowl\\_Music\\_and\\_Art\\_Festival/](http://cityofpasadena.net/Rose_Bowl_Music_and_Art_Festival/)

If you require additional information, please contact David Sanchez at (626) 744-6707.

