



**Interim NFL Opportunity  
at Rose Bowl – April 2012**



# Why Consider the NFL?

- Millions of dollars annually in direct economic impact to City, RBOC, and local businesses
  - Increase in direct RBOC revenues
  - Stimulate hotel, restaurant, & retail activity



# Likelihood of Interim Site

- Will a team move to Los Angeles?
  - 17 years w/o a team
  - City of Industry, downtown still in competition for a permanent stadium
- If team agrees to move, it will need temporary facility during construction [most likely 2-3 years]
- NFL season: 2 pre-season, 8 regular, and potential of up to 3 playoff games each year



# Timing

- Timing is a key factor if Rose Bowl is to be considered as an interim stadium site
- Rose Bowl is well-positioned to be host stadium, due in large part to renovation
- Fall 2013:
  - Earliest a team would move to Los Angeles
  - Earliest a full NFL season could occur at Rose Bowl



# Differences Between 2005 & Current Efforts

- 2005 effort included \$500 million renovation, which could have de-listed Rose Bowl as National Historic Landmark, and made NFL master tenant at stadium for 30 years
- 2012 effort is for NFL to possibly play at Rose Bowl for a likelihood of 2-3 years [maximum of 5 years] and will not require any physical changes to stadium or surrounding area



# Background

- Preliminary traffic analyses in October determined that a new EIR process is needed for the Rose Bowl to be considered as the interim stadium
  - Requires an Amendment to the Arroyo Seco Lands Ordinance



# Neighborhood Management Plan

- Police Dept. leads public safety effort throughout Rose Bowl area (stadium, golf course, central arroyo and residential areas)
  - Police Dept. to oversee management of residential streets
  - Hot line in command post on event day with direct access to police dept. and stadium officials
  - Use of police dept. and private security at large events, such as: soccer, concerts, UCLA, Rose Bowl Game, World Cup, Olympics



# Neighborhood Management Plan

- Communication will occur on regular basis with neighborhood association leadership
- NFL's use of Central Arroyo would only be for event days; permits would need to be issued for any requests beyond event day
- Majority of ticket holders expected to be season ticket holders
  - Routes for ticket holders should be more consistent than other events





# Environmental Impact Report (EIR)

- EIR will take approximately eight months to complete
- Opportunities for public comment, including scope of the EIR and draft EIR
- Anticipate EIR discussion issues will include:
  - Air Quality (including a Greenhouse Gas Assessment), Land Use, Noise, Recreation and Traffic & Transportation



# Environmental Impact Report (EIR)

- Anticipate EIR technical studies will include:
  - Air Quality, Noise and Traffic
- Final EIR to City Council for certification when considering Amendment to the Arroyo Seco Lands Ordinance



# Project Description

- Up to 13 additional displacement events (total of up to 25) for up to 5 years
- Up to a maximum attendance of 75,000
- Duration of displacement events :
  - August 1 through January 31
- No physical changes to the stadium or surrounding features



# EIR Process

- March 16: Publication of Notice of Preparation and Scoping Session (NOP)
- Formal initial comment period through 5:00 PM April 18
  - Formal Scoping Sessions April 12 – 6:30 PM and April 14 – 10:00 AM
  - NOP available for review online:  
[www.cityofpasadena.net/Rose\\_Bowl\\_EIR/](http://www.cityofpasadena.net/Rose_Bowl_EIR/)



# EIR Process

- Draft EIR released Summer 2012; formal comment period to follow
- Preparation of final EIR
- Final EIR release and public hearing at City Council