PURPOSE

This introduction is intended to provide the reader with general information regarding (1) the purpose of an environmental impact report (EIR), (2) standards for EIR adequacy, (3) an introduction to the format and content of this EIR, and (4) the EIR processing requirements for the proposed project. Environmental documents can be confusing; so this section is provided to educate the reader regarding the intent, format, and content of this EIR so that it can be more easily understood.

PROJECT BACKGROUND AND PLANNING PROCESS

The proposed project consists of an amendment to the Arroyo Seco Public Lands Ordinance to temporarily allow up to 25 displacement events to occur annually at the Rose Bowl. The Rose Bowl currently holds approximately 12 displacement events (greater than 20,000 attendees) per year, primarily on weekends. Currently, seven events are contractually reserved for the University of California Los Angeles (UCLA) football games, as well as up to two post-season collegiate games including the Rose Bowl. Up to 13 proposed events would be reserved for the National Football League (NFL). This temporary use would occur for a period of no more than five years.

The NFL games would occur in addition to the UCLA, Rose Bowl, and Bowl Championship Series (BCS) Championship games, resulting in up to 25 displacement events per year. The NFL games would occur approximately between August 1 and January 31; no NFL games would be held on the same day as a college football game. The maximum permitted attendance for NFL games at the Rose Bowl will not exceed 75,000 people. The NFL is currently in negotiations with the owners of two potential stadium sites in or near the City of Los Angeles to house the NFL in a permanent location. The use of the Rose Bowl would be temporary (for a period of no more than five years) until a new NFL stadium is selected and built in the Los Angeles area, or until the completion of the football season (including playoffs) in 2018, whichever comes first. The Rose Bowl would also continue to host other displacement events such as concerts and additional sporting events, with the total number of displacement events not to exceed 25 annually.

Approximately 30 events with attendance between 2,000 and 20,000 are held on an annual basis. There would be no change to the number of minor events that could be held; the monthly swap meet and flea market would continue to be held, as would soccer and other games held in Lot H outside the stadium.

The proposed project does not include any physical changes to the Rose Bowl Stadium or any of the surrounding features. It would not increase or decrease the seating available at the stadium, or associated parking. It does not include any ground disturbing or excavation activities, any interior or exterior renovation to the Rose Bowl, or any new structures at or near the Rose Bowl.

PURPOSE AND LEGAL AUTHORITY

Subsequent to the passage of the California Environmental Quality Act (CEQA) in 1970, a process was established that would (1) inform governmental decision makers and the public about the potentially significant environmental effects of proposed activities, (2) identify ways that environmental damage can be avoided or significantly reduced, (3) prevent significant, avoidable damage to the environment by requiring changes in projects through the use of alternatives or mitigation measures when the governmental agency finds the changes to be feasible, and (4) disclose to the public the reasons why a governmental agency approved the project in the manner the agency chose if significant environmental effects are involved. This information is the basis of any EIR.

This EIR is to serve as an informational document for the public, and decision makers of the City of Pasadena. The EIR process will culminate with City Council hearings to consider certification of a Final EIR and consideration of the project.

EIR ADEQUACY

The principal use of an EIR is to provide input and information as one aspect of a comprehensive planning analysis. The staff reports prepared by City staff synthesize pertinent environmental and planning information for presentation to the City of Pasadena City Council. Given the important role of the EIR in this planning and decision-making process, it is imperative that the information presented in the EIR be factual, adequate, and complete. The standards for adequacy of an EIR, defined in Section 15151 of the *State CEQA Guidelines*, are as follows:

An EIR should be prepared with a sufficient degree of analysis to provide decision makers with information which enables them to make a decision which intelligently takes account of environmental consequences. An evaluation of the environmental effects of a proposed project need not be exhaustive, but the sufficiency of an EIR is to be reviewed in light of what is reasonably feasible. Disagreement among experts does not make an EIR inadequate, but the EIR should summarize the main points of disagreement among the experts. The courts have looked not for perfection but for adequacy, completeness, and a good faith effort at full disclosure.

State of California, *State CEQA Guidelines*, as amended July 11, 2006, Section 15002(a) of the California Code of Regulations, Title 14, Chapter 3.

This EIR has been prepared by the City of Pasadena in accordance with the *State CEQA Guidelines* and City guidelines for the implementation of CEQA.

LEAD, RESPONSIBLE AND TRUSTEE AGENCIES

The CEQA Guidelines define "lead," "responsible" and "trustee" agencies. The City of Pasadena is the lead agency for the project because it has the initial responsibility for approving the project.

A "responsible agency" refers to a public agency other than the "lead agency" that has discretionary approval over the project. A "trustee agency" refers to a state agency having jurisdiction by law over natural resources affected by the project. There are no responsible or trustee agencies associated with the proposed project.

ENVIRONMENTAL REVIEW PROCESS

The environmental review process, as required under CEQA, is summarized below. The steps are presented in sequential order.

- 1. Notice of Preparation (NOP) Distributed. Immediately after deciding that an EIR is required, the lead agency files an NOP soliciting input on the EIR scope to "responsible," "trustee," and involved federal agencies; to the State Clearinghouse, if one or more state agencies is a responsible or trustee agency; and to parties previously requesting notice in writing. A scoping meeting to solicit public input on the issues to be assessed in the EIR is not required, but may be conducted by the lead agency.
- 2. **Draft Environmental Impact Report (Draft EIR) Prepared**. The Draft EIR must contain a (1) table of contents or index, (2) summary, (3) project description, (4) environmental setting, (5) significant impacts (direct, indirect, cumulative, growth-inducing and unavoidable impacts), (6) alternatives, (7) mitigation measures, and (8) irreversible changes.
- 3. Public Notice and Review. The lead agency must prepare a Notice of Availability of an EIR. The Notice must be placed in the County Clerk's office for 30 days (Public Resources Code Section 21092.3) and sent to anyone requesting it. Additionally, public notice of Draft EIR availability must be given through at least one of the following procedures: (1) publication in a newspaper of general circulation, (2) posting on and off the project site, and (3) direct mailing to owners and occupants of contiguous properties. The lead agency must consult with and request comments on the Draft EIR from responsible and trustee agencies, and adjacent cities and counties. The minimum public review period for a Draft EIR is 30 days. When a Draft EIR is sent to the State Clearinghouse for review, the public review period must be 45 days, unless a shorter period is approved by the State Clearinghouse (Public Resources Code 21091). Distribution of the Draft EIR may be required through the State Clearinghouse.

- **4. Notice of Completion.** The lead agency must file a Notice of Completion with the State Clearinghouse as soon as it completes a Draft EIR.
- **5. Final EIR (Final EIR).** An Final EIR must include (1) the Draft EIR, (2) copies of comments received during public review, (3) list of persons and entities commenting, and (4) responses to comments.
- 6. Certification of Final EIR. The lead agency shall certify that (1) the Final EIR has been completed in compliance with CEQA, (2) the Final EIR was presented to the decision-making body of the lead agency, and (3) the decision-making body reviewed and considered the information in the Final EIR prior to approving a project.
- 7. Lead Agency Project Decision. The lead agency may (1) disapprove a project because of its significant environmental effects; (2) require changes to a project to reduce or avoid significant environmental effects; or (3) approve a project despite its significant environmental effects, if the proper findings and statement of overriding considerations are adopted.
- 8. Findings/Statement of Overriding Considerations. For each significant impact of the project identified in the EIR, the lead or responsible agency must find, based on substantial evidence, that either (1) the project has been changed to avoid or substantially reduce the magnitude of the impact; (2) changes to the project are within another agency's jurisdiction and such changes have or should be adopted; or (3) specific economic, social, or other considerations make the mitigation measures or project alternatives infeasible. If an agency approves a project with unavoidable significant environmental effects, it must prepare a written Statement of Overriding Considerations that sets forth the specific social, economic, or other reasons supporting the agency's decision.
- 9. Mitigation Monitoring/Reporting Program. When an agency makes findings on significant effects identified in the EIR, it must adopt a reporting or monitoring program for mitigation measures that were adopted or made conditions of project approval to mitigate significant effects.
- **10. Notice of Determination.** An agency must file a Notice of Determination after deciding to approve a project for which an EIR is prepared. A local agency must file the Notice with the County Clerk. The Notice must be posted for 30 days and sent to anyone previously requesting notice. Posting of the Notice starts a 30-day statute of limitations on CEQA challenges.

EIR FORMAT AND CONTENT

Report Format

Among the principal objectives of CEQA is that the environmental review process be a public one, and that the EIR be an informational document for governmental decision makers and the public about potential significant environmental effects of proposed activities.

The environmental impact analysis presented in this EIR is divided into six major sections within **Section 3.0**, **Environmental Impact Analysis**, which describe the existing conditions present in the area surrounding the project site, predict the potential individual and cumulative impacts attributable to the

proposed project, present mitigation measures that are intended to minimize or avoid significant impacts caused by the proposed project, and identify the significant impacts that would occur after implementation of mitigation measures.

Report Content

Notice of Preparation

To determine which environmental topics should be addressed in this EIR, the City of Pasadena prepared and circulated an NOP from March 16, 2012, through April 18, 2012. The NOP was circulated in order to receive input from interested public agencies (e.g., responsible and trustee agencies) and private parties on the EIR. Per *State CEQA Guidelines*, an NOP is to be circulated for 30 days, allowing agencies and the public to provide the lead agency with specific detail about their desires for the scope and content of the environmental information to be included in the EIR. A list of the letters and comments submitted during the NOP comment period are provided in **Appendix 1.0**. Also included in **Appendix 1.0** is the location of where the comments received on the NOP are addressed in the EIR. A copy of the letters and comments received during the NOP comment period are also provided in **Appendix 1.0**.

Scoping Meetings

In compliance with *State CEQA Guidelines*, the City held two scoping meetings one on April 12, 2012 and a second scoping meeting on April 14, 2012, at the Rose Bowl to solicit comments and to inform the public of the proposed EIR. Oral comments were recorded and are summarized in **Appendix 1.0** along with the location of where the comments are addressed in the EIR.

Topics Addressed in the EIR

This EIR addresses the issues determined to be potentially significant pursuant to the Initial Study, input from neighbors in the community, and responses to the NOP. The NOP and Initial Study are provided in **Appendix 1.0**. This EIR addresses these issues and identifies potentially significant environmental impacts of the project and cumulative development in the City in accordance with provisions set forth in the *State CEQA Guidelines*. The EIR also recommends feasible mitigation measures, where possible, that would reduce or eliminate adverse environmental effects.

The issues addressed in this EIR include:

Air Quality

Greenhouse Gases

• Land Use

Recreation

Noise

Transportation, Circulation and Parking

Public Services

In addition to these technical sections, other important information is incorporated as part of this EIR. As required by CEQA, this EIR also includes a (1) description of the existing environmental and regulatory setting; (2) description of the proposed project; (3) a description and analysis of alternatives that can reduce the proposed project's impact potential (included in **Section 4.0 Alternatives**); and (4) sections that summarize cumulative, long-term, and irreversible effects associated with the proposed project.

Documents referred to, referenced or cited, are incorporated by reference and are available for review at the City of Pasadena, Planning and Development Department, 175 North Garfield Avenue, Pasadena, California 91109.

AVAILABILITY OF THE DRAFT EIR

The Draft EIR has been distributed to affected agencies, surrounding cities, and interested parties for a 60-day review period in accordance with Section 15087 of the *State CEQA Guidelines*. During the 60-day review period, which commences on August 9, 2012 and ends on October 8, 2012, the Draft EIR is available for general public review at the following locations

City of Pasadena Planning Department at 175 North Garfield Avenue;

Additionally, the Draft EIR can be downloaded or reviewed via the Internet at:

http://www.cityofpasadena.net/Rose_Bowl_EIR/

Interested parties may provide written comments on the Draft EIR. Written comments on the Draft EIR should be received by October 8, 2012 and should be addressed to:

Mr. David Sinclair City of Pasadena Planning Department 175 North Garfield Avenue Pasadena, California 91109 dsinclair@cityofpasadena.net Upon completion of the 60-day public review period, written responses to all comments on environmental issues discussed in the Draft EIR will be prepared and incorporated into the Final EIR. These comments, and their responses, will be included in the Final EIR for consideration by the City of Pasadena, as well as other public decision makers.