

CITY OF PASADENA

NOTICE OF PUBLIC MEETINGS TO PROVIDE COMMENTS FOR THE NFL DRAFT ENVIRONMENTAL IMPACT REPORT

To: Agencies,

Organizations, and Interested Parties

From: City of Pasadena Environmental Administrator

Planning Department 175 N. Garfield Ave.

Pasadena, CA 91109-7125

PROPERTY INFORMATION:

APPLICANT NAME: PROJECT SITE ADDRESS:

City of Pasadena Rose Bowl Stadium

1001 Rose Bowl Drive, Pasadena CA, 91103

ZONING DISTRICT: OS (Open Space)
GENERAL PLAN DESIGNATION: Open Space

ENVIRONMENTAL DETERMINATION: The City of Pasadena has completed the Draft Environmental Impact Report (EIR) for the proposed Temporary Increase in Rose Bowl Displacement Events. The Draft EIR analyzed the environmental impacts to the following study areas: 1) Air Quality; 2) Greenhouse Gases; 3) Land Use; 4) Noise; 5) Public Services; 6) Recreation, and 7) Transportation, Circulation, and Parking. The Draft EIR analysis determined that the proposed project would result in significant impacts related to: 1) Air Quality; 2) Noise; 3) Recreation; and 4) Transportation, Circulation, and Parking. Impacts to other study areas were found to be less than significant or less than significant with mitigation measures incorporated.

NOTICE OF PUBLIC MEETINGS: Notice is hereby given that public meetings will be held to consider input from the public on the Draft EIR for the temporary use of the Rose Bowl by the National Football League. Meetings will be held as follows:

- <u>Planning Commission</u>, SPECIAL MEETING. Wednesday, September 19, at 6:30 PM, *Council Chambers* Room S249, 100 N. Garfield Avenue, Pasadena, CA 91101.
- <u>Transportation Advisory Commission</u>, SPECIAL MEETING. Thursday, September 27, at 6:30 PM, Rose Bowl Media Center, 1001 Rose Bowl Drive, Pasadena, CA 91103. Park in Lot F. Enter through auto gate to the left of Gate A. Security will direct attendees to Media Center.
- Recreation and Parks Commission, SPECIAL MEETING. Tuesday, October 2, at 6:30 PM, Rose Bowl Media Center, 1001 Rose Bowl Drive, Pasadena, CA 91103. Park in Lot F. Enter through auto gate to the left of Gate A. Security will direct attendees to Media Center.

PROJECT DESCRIPTION: The Rose Bowl currently holds approximately 12 displacement events (greater than 20,000 attendees) per year, primarily on weekends. The number of displacement events is restricted by the Pasadena Municipal Code, which currently allows for 12 displacement events annually. The proposed project would amend the Municipal Code, Chapter 3.32, to temporarily increase the number of displacement events up to 25 per year. 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). Given the scheduling of the NFL, it is anticipated that no more than three games per year would be held on a weeknight. No NFL

games would be held on the same day as a college football game. The use of the Rose Bowl would be temporary until a new NFL stadium is selected and built in the Los Angeles area, or until the completion of a five year lease term, 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 events not to exceed 25 annually.

In addition to displacement events, 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. There would be no change to the number of minor events that could be held. Currently, approximately 30 events (including the monthly flea market) with attendance between 2,000 and 20,000 are held each year.

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 permanent structures on the project site.

APPROVALS NEEDED: Implementation of the proposed project requires certification of the EIR, adoption of Mitigation Measures, a Mitigation Monitoring Program, and a Statement of Overriding Considerations by the Pasadena City Council. The following approvals would also be required by the Pasadena City Council:

<u>Municipal Code Amendment:</u> An amendment to the Arroyo Seco Public Lands Ordinance, which is codified in the Municipal Code, would be required to allow for 25 displacement events.

<u>Amendment to the Rose Bowl Lease Agreements:</u> The agreement with the Tournament of Roses Association may require an amendment to modify the Tournament of Roses Association's exclusive use period provisions from mid-December to early January.

NFL Agreement: Contracts with the NFL, including a lease, franchise commitment agreement, and financing agreement(s) would be required in connection with the project.

AVAILABILITY OF ENVIRONMENTAL DOCUMENTATION: The Draft EIR is available for review during regular business hours at:

- Office of the City Clerk, 100 N. Garfield Avenue, Room S228, Pasadena, CA.
- City of Pasadena, Permit Center (Window 3), 175 N. Garfield Avenue, Pasadena, CA.
- Central Library, 285 E. Walnut Avenue, Pasadena, CA.
- Linda Vista Branch Library, 1281 Bryant Street Pasadena, CA.

In addition, the Draft EIR is located on the City's Website:

• City of Pasadena website: www.cityofpasadena.net/Rose_Bowl_EIR.

PUBLIC REVIEW PERIOD: Comments on the Draft Environmental Impact Report may be received in writing between August 9, 2012 and October 8, 2012 and orally at public hearings or meetings considering these documents. Please send your comments on the Draft EIR to: David Sinclair, Planner, Phone: (626) 744-6766, E-mail: RoseBowlNFLComments@cityofpasadena.net, Mailing Address: Planning Department, 175 N. Garfield Avenue, Pasadena, CA, 91109. If you are commenting on behalf of an agency or organization, please indicate a contact person for your agency or organization. If you wish to challenge the Draft Environmental Impact Report court, you may be limited to raising those issues that you or someone else raised at any public hearing or meetings where these documents were considered.