TO: CITY COUNCIL DATE: November 19, 2012

FROM: CITY ATTORNEY

SUBJECT: AN ORDINANCE AMENDING THE ARROYO SECO LANDS ORDINANCE TO ALLOW TEMPORARY USE OF THE ROSE BOWL STADIUM BY THE NFL

# TITLE OF PROPOSED ORDINANCE

AN ORDINANCE OF THE CITY OF PASADENA AMENDING PASADENA MUNICIPAL CODE TITLE 3 (CIVIC EVENTS AND FACILITIES) TO INCREASE THE NUMBER OF DISPLACEMENT EVENTS IN THE ROSE BOWL AREA

### PURPOSE OF ORDINANCE

This ordinance codifies a new section of the Arroyo Seco Lands Ordinance (PMC Section 3.32) to allow an additional 13 "displacement events" at the Rose Bowl Stadium for temporary use by the National Football League for a period of no more than five years.

## **REASON WHY LEGISLATION IS NEEDED**

This legislation is needed to increase the number of "displacement events" at the Rose Bowl Stadium for potential temporary use by the National Football League. Without such legislation, the City would not be in a position to approach the NFL about such temporary use. Use by the NFL would bring needed and significant revenue to the Stadium to assist with paying for the current renovation project. The legislation will not take effect unless and until the City Council approves a lease of the Stadium by the NFL. The legislation automatically sunsets five years from the first NFL game in the Stadium.

#### PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED

If the City Council approves a lease with the NFL, the Rose Bowl Operating Company will implement the proposed ordinance.

#### FISCAL IMPACT

There will not be an immediate fiscal impact as a result of this amendment to the Arroyo Seco Lands Ordinance. If the City Council approves a lease with the NFL in the future, that future lease could bring significant revenue to the City to be used to pay for the current renovation project underway at the Rose Bowl Stadium.

#### **ENVIRONMENTAL DETERMINATION**

On November 19, 2012, the Council will consider whether to adopt an environmental

California Environmental Quality	y Act.
	Respectfully submitted,
Prepared by:	Michele Beal Bagneris City Attorney
Theresa E. Fuentes Assistant City Attorney	
Concurred by:	
Michael J. Beck City Manager	<u></u>
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					ORDINANCE NO.	

Introduced by:

AN ORDINANCE OF THE CITY OF PASADENA AMENDING PASADENA MUNICIPAL CODE TITLE 3 (CIVIC EVENTS AND FACILITIES) TO INCREASE THE NUMBER OF DISPLACEMENT EVENTS IN THE ROSE BOWL AREA

WHEREAS, the Rose Bowl Stadium, affectionately known as "America's Stadium," is a National Historic Landmark built in 1922 and known mainly for hosting the New Year's Day Rose Bowl Game, and is one of the most important local treasures to the City of Pasadena; and

WHEREAS, the Rose Bowl Stadium has also earned its world-class reputation by hosting five NFL Super Bowl Games, the 1984 Olympic soccer matches, the 1994 Men's World Cup, the 1999 Women's World Cup, the 2002, 2006 and 2010 BCS National College Football Championship Games, numerous large concerts, and is the current home stadium for UCLA Bruins football; and

WHEREAS, the Rose Bowl Stadium has undergone 15 construction projects in the past, including five expansions, seat upgrades, the creation of access for disabled fans, and the construction of state of the art locker rooms and a media room. Each of these projects was undertaken with care for the National Historic Landmark status of the Stadium, and to keep the Stadium relevant to modern times and as a viable, ongoing operation; and

WHEREAS, the Rose Bowl Stadium is currently undergoing another, major renovation project, "The Next 100 Years," to make remarkable improvements while maintaining the Stadium's iconic and historic status. The improvements include, in various phases, a new press box, restoration to the stadium rim, a new video board, wider tunnels for improved fan safety particularly upon exiting the Stadium, added aisles, restoration of an elliptical field, restoration of historic field hedge, added concessions, and added restrooms; and

WHEREAS, the goal is to complete a majority of the renovation project in time to show off a modernized and preserved Stadium to the world at the 100<sup>th</sup> Rose Bowl game in January of 2014; and

WHEREAS, the renovation of this iconic historic resource is taking place on the heels of "The Great Recession" and at a time when public resources and budgets are extremely tight; and

WHEREAS, increasing the number of "displacement events" that may take place at the Stadium, particularly at a time when the National Football League appears, for the first time in decades, to be on the cusp of returning to southern California and will be in need of a temporary location to play while a new stadium is being built elsewhere, would significantly increase revenue to the Stadium and make a meaningful financial contribution to the City's ability to complete the renovation project.

NOW THEREFORE, the People of the City of Pasadena ordain as follows: SECTION 1. Pasadena Municipal Code, Title 3, Chapter 3.32 (Arroyo

Seco Public Lands), Article IV (Rose Bowl Area), is amended by adding a new section as follows:

"3.32.275 - Temporary Increase in Displacement Events for an NFL Team.

Notwithstanding any other section of this Chapter or any other limitation in the Municipal Code, and in addition to the displacement events permitted pursuant to Section 3.32.270, displacement of recreational programs and accessibility to Arroyo Seco facilities shall be allowed for a maximum of 13 events over a consecutive 12 month period. The events authorized by this Section shall not commence unless and until the City Council approves an agreement to allow a National Football League team to temporarily play its home games in the Rose Bowl. Additionally, such events shall involve attendance of no more than 75,000 patrons. This Section shall be repealed and have no further effect upon the end of a five year period that will begin on the date of the first NFL football game played at the Rose Bowl pursuant to such agreement."

Signed and approved this \_\_\_\_\_\_ day of \_\_\_\_\_\_\_, 2012.

Bill Bogaard Mayor of the City of Pasadena

**SECTION 2.** This ordinance shall take effect upon publication.

I HEREBY CERTIFY that the foregoing ordinance was adopted by the City Council of the City of Pasadena at its meeting held this \_\_\_\_\_day of\_\_\_\_\_2012, by

the following vote:			
AYES:			
NOES:			
ABSENT:			
ABSTAIN:			
Date Published:			
		Mark Jomsky City Clerk	
Approved as to form:			
Theresa E. Fuentes			

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Assistant City Attorney