

CHAPTER 1

Introduction

1.1 Purpose of an Environmental Impact Report

This Environmental Impact Report (EIR) has been prepared by the City of Pasadena (City), which is the Lead Agency for the Arroyo Seco Music and Arts Festival Project (proposed Project), in conformance with the provisions of the California Environmental Quality Act (Public Resources Code Secs. 21000 et seq.; CEQA), the CEQA Guidelines (14 Cal. Code Regs. Secs. 15000 et seq.; CEQA Guidelines), and the City's local CEQA Guidelines, to evaluate the reasonably foreseeable and potentially significant adverse environmental effects associated with the proposed Project. The Lead Agency is the public agency that has the principal responsibility for carrying out or approving a project. Under CEQA, the City must identify and consider the potentially significant adverse environmental effects of the proposed actions before making a final decision to approve, modify, or disapprove the proposed Project. This EIR will be used in the planning and decision-making process by the Lead Agency (the City) and any responsible and trustee agencies.

According to CEQA, the purpose of an EIR is “to identify the significant effects on the environment of a project, to identify alternatives to the project, and to indicate the manner in which those significant effects can be mitigated or avoided” (Public Resources Code Sec. 21002.1). This EIR assesses potentially significant direct and indirect impacts related to Aesthetics, Air Quality, Biological Resources, Cultural Resources, Greenhouse Gas Emissions, Land Use and Planning, Noise, Public Services, Recreation, and Traffic and Circulation. As defined in CEQA Guidelines Section 15382, a “significant effect on the environment” is:

A substantial, or potentially substantial, adverse change in any of the physical conditions within the area affected by the project including land, air, water, minerals, flora, fauna, ambient noise, and objects of historic or aesthetic significance. An economic or social change by itself shall not be considered a significant effect on the environment. A social or economic change related to a physical change may be considered in determining whether the physical change is significant.

In accordance with Section 15125 of the CEQA Guidelines, an EIR must include a description of the physical environmental conditions in the vicinity of the Project as they

exist at the time of the notice of preparation (NOP), or, if no NOP is published, at the time the environmental analysis begins. This environmental setting will normally constitute the baseline physical conditions by which a Lead Agency determines whether an impact is significant. For each topical area evaluated in this EIR, the date or time period that constitutes the baseline conditions is identified. This EIR evaluates the Project's environmental effects at a project level of detail and examines all phases of the Project, including planning, construction, and operation as well as the direct, indirect, and cumulative impacts that might result.

As stated in Section 15121(a) of the CEQA Guidelines, an EIR is an informational document intended to inform the Lead Agency, other public agencies that may have discretionary authority over aspects of the project, the general public, the local community, and other organizations, entities, and interested persons of the scope of the project, significant environmental effects of the project, possible measures to avoid or minimize the significant effects, and a reasonable range of feasible alternatives to the project. The City must consider the information in this EIR and make certain findings with respect to each significant effect identified in this EIR. The City will use the information in the EIR, along with other information available through the public review processes, to determine whether to approve, modify, or disapprove the Project, or a Project alternative, and to specify applicable environmental mitigation measures as part of the Project approvals. The EIR process will culminate with City Council hearings to consider certification of a Final EIR and approval of the Project.

1.2 Project Description Overview

The Rose Bowl Operating Company (RBOC) is considering entering into a proposed License Agreement (the Agreement) with an event operator, Anschutz Entertainment Group (AEG or Festival operator), to host an annual 3-day Arroyo Seco Music and Arts Festival (the Festival) on an annual basis at the Rose Bowl Stadium complex and portions of the Brookside Golf Course (the proposed Agreement). The Agreement would extend over 10 years, with two 5-year renewal options.

The annual Festival would occur over 3 days (Friday through Sunday), likely in June, with a capacity of up to 89,600 daily attendees and 3,400 employees (93,000 total) to support the Festival. The first year of the Festival would be a 2-day weekend event (Saturday and Sunday) with a capacity of 75,000 attendees. The annual Festival is anticipated to include up to four music stages; a theatre performance stage; art displays; one or two carnival rides, such as a carousel; concession stands for sales of merchandise, food, and drink; and cultural programming that is representative of Pasadena and the local environs. Stages would be erected in various locations, including inside the Rose Bowl Stadium and on the Brookside Golf Course, with amplified sound occurring at each stage. Area H could house a stage as an optional location in future years; however, the maximum number of stages hosting musical performances would never exceed four. In the first year, Area H would be used only for

parking. The Project site plan is depicted in Figure 2-4 of Chapter 2, “Project Description.”

The proposed Project would require amending the Pasadena Municipal Code (PMC), Chapter 3.32, Arroyo Seco Public Lands Ordinance, to increase the number of displacement events¹ from 12 to 15 per year without further approval of the Pasadena City Council and to increase the allowed uses of the Brookside Golf Course to include displacement events (the Amendment). Each day of the Festival would count as one displacement event. Accordingly, a 3-day Festival would use 3 of the 15 displacement events that would be allowed if the proposed Amendment is approved. The proposed Amendment would memorialize the current practice of allowing events beyond golf and parking to occur on the Brookside Golf Course. Please see Chapter 2, “Project Description,” for a detailed description of the Project.

1.3 Project Background

In order for the RBOC to continue to plan for the future viability and long-term financial health of the Rose Bowl facilities and surrounding areas, the RBOC has determined that a fourth partner for the Rose Bowl Stadium is needed for a reoccurring event that would fit RBOC's goal from a programming, cultural and economic standpoint. The three existing tenants include the Tournament of Roses, University of California, Los Angeles (UCLA), and the R.G. Canning Flea Market. RBOC staff determined that a reoccurring annual event would be a preferred approach to selecting a partner, as compared to waiting for one-off events to approach the RBOC each year. In 2014, when it was first determined that an annual music festival was the preferred event, the City determined that an EIR would be required, although limited project-specific detail was known at that time. An NOP was prepared and issued, and three scoping meetings were held in June 2014, initiating the CEQA process for the Project. After that scoping effort, and receipt of approximately 100 comments, the City and RBOC determined that it would be most beneficial to the environmental review process and to the surrounding community for the CEQA process be put on hold while RBOC selected an event promoter and gathered more specific Project description information.

After a competitive process in late 2014 and early 2015, RBOC identified the potential partner as AEG, who would develop a multi-day, consecutive-year music and arts festival. Since that time, the RBOC and AEG have developed conceptual site plans and gathered the project information necessary to enable preparation of an EIR. In May 2015, the City re-initiated the CEQA process by circulating a new NOP, with an Initial Study. All comments received during the scoping periods in both June 2014 and May/June 2015 have been considered during the development of this EIR.

¹ A displacement event is one that is projected to have more than 20,000 attendees.

1.4 Purpose and Legal Authority

CEQA and the CEQA Guidelines provide a process that: (1) informs governmental decision makers and the public about the potentially significant environmental effects of proposed activities; (2) identifies ways that environmental damage can be avoided or significantly reduced; (3) prevents 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) discloses to the public the reasons why a governmental agency approved the project in the manner the agency chose if significant environmental effects are involved.

1.5 EIR Adequacy

The principal use of an EIR is to disclose information regarding the environmental ramifications of the project for consideration by the decision makers when reviewing the project. Future staff reports prepared by City staff will synthesize pertinent environmental and planning information for presentation to the City of Pasadena City Council. The standards for adequacy of an EIR, defined in Section 15151 of the 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.

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

1.6 EIR Content and Organization

To determine which environmental topics should be addressed in this EIR, the City of Pasadena prepared and circulated a revised NOP² and Initial Study from May 8, 2015, through June 8, 2015, as required by CEQA Guidelines Sections 15082 and 15063. The NOP was circulated in order to solicit input from interested public agencies (e.g., responsible and trustee agencies) and interested individuals on the scope and content of this EIR. A summary of comments received during the NOP comment period is provided in Appendix A to this EIR. The City held three scoping meetings during the

² As noted above, a prior NOP was prepared and circulated for comments in June 2014, and comments received on the June 2014 NOP have been taken into consideration in the preparation of this EIR.

30-day scoping period—on May 21 and May 23, 2015 at the Rose Bowl Stadium; and May 27, 2015 at City Hall as part of the City Planning Commission, to solicit comments and to inform the public of this EIR.

This EIR addresses the environmental issues determined to be potentially significant pursuant to the Initial Study, input from agencies and interested individuals provided during the Scoping Meetings, and written responses to the NOP. This EIR identifies potentially significant environmental impacts of the Project and cumulative development in the City in accordance with provisions set forth in the CEQA Guidelines. This EIR also recommends mitigation measures, where feasible, that would reduce or eliminate adverse environmental effects. The issues addressed in this EIR include:

- Aesthetics
- Air Quality
- Biological Resources
- Cultural Resources
- Greenhouse Gas Emissions
- Land Use and Planning
- Noise
- Public Services
- Recreation
- Traffic and Circulation
- Water Supply

This EIR is organized into chapters, as identified and briefly described below. Chapters are further divided into sections (e.g., Section 3.2, “Air Quality”).

- **Executive Summary:** This chapter presents a summary of the proposed Project and the potential environmental impacts. It identifies mitigation measures that would be implemented and the level of significance both before and after mitigation (as fully analyzed in Chapter 3). It also provides a summary of alternatives to the proposed Project, a summary of known controversial issues, and a summary of issues to be resolved.
- **Chapter 1, Introduction:** This chapter presents a discussion of the purpose and use of this EIR; Project background; the environmental review and CEQA process; and the organization of this EIR.
- **Chapter 2, Project Description:** This chapter provides a detailed description of the proposed Project. It also identifies the Project objectives and the intended uses of the EIR, including permits and approvals that would be required to implement the Project.
- **Chapter 3, Environmental Setting, Impacts, and Mitigation Measures:** For each environmental issue listed above, this chapter describes the existing environmental and regulatory settings, evaluates the potential direct and indirect Project and cumulative projects environmental impacts associated with the proposed Project, identifies mitigation for potentially significant impacts, and discusses the level of significance after implementation of those mitigation measures.

- **Chapter 4, Other CEQA Considerations:** This chapter identifies those areas where environmental impacts are considered significant and unavoidable. The growth-inducing effects of the proposed Project are also considered in this chapter.
- **Chapter 5, Alternatives:** This chapter provides information regarding Project alternatives to be considered by decision makers in compliance with Section 15126.6 of the CEQA Guidelines. The alternatives analysis evaluates a range of potential alternatives that could reduce environmental impacts associated with implementation of the proposed Project. In addition, this chapter summarizes the alternatives that were considered but rejected from further consideration because they did not meet Project goals and objectives or were determined to be impractical or infeasible.
- **Chapter 6, List of Preparers:** This chapter identifies the Lead Agency personnel and consultants involved with preparation of this EIR.
- **Chapter 7, Bibliography:** This chapter sets forth a comprehensive listing of all sources of information used in the preparation of this EIR, organized by topic. This includes organizations and persons that were contacted during the preparation of this EIR.
- **Appendices:** This EIR includes appendices that provide either background information or additional technical support for the analysis.

1.7 Availability of the Draft EIR

This Draft EIR has been distributed to relevant state agencies, surrounding cities, and interested parties for a 60-day review period in accordance with Section 15087 of the CEQA Guidelines. During the 60-day review period, which commences on December 21, 2015, and ends on February 19, 2016, the Draft EIR is available for general public review at the following locations:

- City of Pasadena Planning Department at 175 North Garfield Avenue
- City of Pasadena Library, Central Branch at 285 East Walnut Avenue
- City of Pasadena Library, Linda Vista Branch at 1281 Bryant Street

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

- http://cityofpasadena.net/Arroyo_Seco_Music_and_Arts_Festival/

Interested parties may provide written comments on the Draft EIR. Written comments on this Draft EIR must be postmarked by February 19, 2016, and should be addressed to:

Mr. David Sanchez
City of Pasadena Planning Department
175 N. Garfield Avenue
Pasadena, CA 91109
dasanchez@cityofpasadena.net

1.8 Final EIR and EIR Certification

Upon completion of the 60-day public review period, responses to comments received on environmental issues discussed in this EIR will be prepared. 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 when deciding whether to certify the Final EIR and approve the proposed Project.

1.9 Mitigation Monitoring and Reporting Program

If the project is to be approved, CEQA and the CEQA Guidelines require lead agencies to adopt a Mitigation Monitoring and Reporting Program (MMRP) and to make all mitigation measures binding through conditions of approval or some other means in order to mitigate or avoid significant effects on the environment (CEQA Section 21081.6; CEQA Guidelines Section 15097). This EIR identifies and presents mitigation measures that would form the basis of such a monitoring and reporting program. Any measures adopted by the City as conditions for approval of the Project would be included in the MMRP.

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