

# EXECUTIVE SUMMARY

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## ES.1 Introduction

In accordance with California Environmental Quality Act (CEQA) Guidelines Section 15123, this section of this Draft Environmental Impact Report (EIR) contains a summary of the Arroyo Seco Music and Arts Festival Project (proposed Project or Festival) and its environmental effects. More detailed information regarding the proposed Project and its potential environmental effects is provided in the following sections of this EIR. The City of Pasadena (City) is the Lead Agency for the Project. Included in this summary is an overview of the Project background location and setting, project background, a description of the Project objectives and characteristics, an overview of the Project alternatives, a general description of areas of known controversy, a description of issues to be resolved, and a table providing a summary of the Project's impacts and proposed mitigation measures.

## ES.2 Project Background

The Rose Bowl Stadium and the Brookside Golf Course and Clubhouse are managed by the Rose Bowl Operating Company (RBOC), a California non-profit, public benefit corporation, founded in 1995 by an act of the Pasadena City Council. The purpose of the RBOC is to enhance the economic and civic value of the Rose Bowl as a world-class stadium and the Brookside Golf Course as a professional-quality course. Several groups, including the Tournament of Roses Association, University of California Regents, R.C. Canning Enterprises (Flea Market), and Amateur Athletic Foundation (Rose Bowl Aquatics Center), currently hold leases with the City of Pasadena or with the RBOC, which acts as an agent for the City, to use the facilities in the Central Arroyo Seco. The framework that defines the number of large events is the concept of "displacement events." These events have an attendance of 20,000 people or more. Parking for this number of people "displaces" the normal recreation activities that occur within the Central Arroyo.

The Pasadena Municipal Code (PMC), Chapter 3.32, Arroyo Seco Public Lands Ordinance, states that displacement events are allowed 12 times a year at the Arroyo Seco facilities annually without further approval by City Council. Of the 12 displacement events currently allowed, approximately seven are contractually reserved for the University of California, Los Angeles (UCLA) football games and up to two are contractually reserved to the Tournament of Roses for post-season collegiate games,

including the Rose Bowl Game and the College Football Playoff. The displacement events occur primarily on the weekends, although concerts, football playoff games, and soccer events are often held during the week.

### **ES.3 Project Summary**

The RBOC is considering entering into a proposed License Agreement (the Agreement) with an event operator, Anschutz Entertainment Group (AEG or Festival operator) to host a 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 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 93,000 daily attendees, including approximately 3,400 employees 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 proposed Project would require amending the PMC, Chapter 3.32, Arroyo Seco Public Lands Ordinance, to increase the number of displacement events from 12 to 15 per year without further approval by the Pasadena City Council, and to increase the allowed uses of the Brookside Golf Course to include displacement events and amplified sound (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.

### **ES.4 Project Location and Setting**

The Festival would be located at the Rose Bowl Stadium, Area H, and Brookside Golf Course, at 1001 Rose Bowl Drive and 1133 Rosemont Avenue, just west of Interstate-210 (I-210) and north of State Route-134 (SR-134) (Project site). The Project site is located within the Central Arroyo Seco, which is bounded by the Colorado Street Bridge to the south, Arroyo Boulevard and Arroyo Terrace to the east, I-210 to the north/east, and Linda Vista Avenue to the west.

There are five off-site parking and shuttle locations that would be used for the proposed Project: three are located in Pasadena, one in Arcadia, and another in the City of Los Angeles. In Pasadena, parking would be located at the Parsons Pasadena building (1.4 miles southeast of the Rose Bowl), Pasadena City College (PCC) (4 miles to the southeast), and a satellite PCC campus (5.5 miles to the east). The Santa Anita Park in Arcadia is located 9 miles to the southeast. The University of Southern California (USC) University Park Campus is 14 miles to the southwest in the City of Los Angeles. Figures 2-1 and 2-2 in Chapter 2, "Project Description" show the Project location in a regional and a local context, respectively.

## ES.5 Project Objectives

Chapter 2, “Project Description,” of this EIR sets forth the following list of Project Objectives for the proposed Project:

- (1) Recognize that the long term physical viability of the historic Rose Bowl Stadium depends heavily on securing its financial future, so that there is an adequate source of funds separate from City funds and Brookside Golf Course revenue for regular and necessary upkeep, maintenance, and improvements to the Stadium. This immediate need is particularly driven by the changing extra-large venue scene in the southern California area, with competition for users of the Rose Bowl coming from locations such as the newly renovated Dodger’s Stadium, the soon-to-be renovated Los Angeles Coliseum, the proposed NFL stadium(s) (Inglewood, Carson, downtown Los Angeles), the recently renovated Forum, and other similar sites;
- (2) Allow for the Arroyo Seco Music and Art Festival (“the Festival”) to occur and to be held annually in the spring/summer in the City of Pasadena at the “Project site” on a long-term basis;
- (3) Enhance the reputation and prestige of the City of Pasadena as a center for the performing arts and continue the Rose Bowl’s reputation for hosting world class special events;
- (4) Allow the City of Pasadena and local businesses to realize the substantial economic benefits provided by the Arroyo Seco Music and Art Festival on a long-term, annual basis;
- (5) Provide a location with ambience that is suitable for a major music and arts festival by ensuring an outdoor setting of ample space with several stages to allow for multiple performances over multiple days; and
- (6) Capitalize on regional transportation systems and shuttles from remote parking locations to reduce Festival traffic in the vicinity of the Project site to the extent feasible.

## ES.6 Project Characteristics

### ES.6.1 Description of Proposed Amendment

Sections 3.32.250 through 3.32.380 of the PMC address the use and operation of the Rose Bowl. The proposed Project includes amending the PMC, Chapter 3.32, Arroyo Seco Public Lands Ordinance, to increase the number of displacement events from 12 to 15 per year without requiring further approval of the City Council (currently defined in Chapter 3.32.270 of the PMC). The Amendment would specify that the proposed Festival could not occur in the same calendar year as any National Football League

(NFL) regular season game if the City were to reach an agreement with the NFL to play at the Rose Bowl Stadium.

In addition, the proposed Project would also include amending the allowable uses on the Brookside Golf Course to reflect past practices. Chapter 3.32.460 defines the allowable uses on the Brookside Golf Course to include golf and club house uses and parking. The amendment would allow uses of the Brookside Golf Course to include displacement events, which would align it with the current practice of allowing events beyond golf and parking to occur. Currently, events such as wedding ceremonies and receptions, corporate events, car shows, alumni events, parties and celebrations, and golf tournaments with amplified sound and bands occur on the Brookside Golf Course.

## **ES.6.2 Description of the Festival**

The proposed Project includes an annual 3-day music and arts Festival that would occur at the Rose Bowl Stadium and Brookside Golf Course sites (refer to the Operations Perimeter provided by Figure 2-4, in Chapter 2, "Project Description"). The annual Festival would occur over 3 days (Friday through Sunday), likely in June, with a capacity of up to 89,600 daily attendees. The first year of the Festival would be a 2-day weekend event (Saturday and Sunday) with a capacity of 75,000 attendees. In addition, a staff of approximately 3,400 would be employed to support the Festival, distributed over the setup, Festival operation, and breakdown.

As shown in Figure 2-5, up to four musical stages are proposed as a part of the Festival. These stages would be used for amplified musical performances throughout the Festival event. The main stage (Stage A) would host up to 4 acts per day, while the remaining three musical stages would each host from 4 to 12 acts per day. Performances on stages may overlap throughout the day. The Festival site would open at 10:00 a.m. on Friday and at 9:00 a.m. on Saturday and Sunday, and the performances are not anticipated to start until about 12:00 p.m. all 3 days of the Festival. All amplified musical performances would end by 11:00 p.m. on each event day and patrons of the Festival would be required to vacate the Festival site by 12:00 a.m.

Food and beverage concession stands, including five food courts and a beverage garden that would highlight local restaurants, chefs, breweries, wineries, and farmers markets, would be placed throughout the Festival site. Eleven existing Rose Bowl Stadium concessions stands would also be in use. Art exhibits highlighting local and international art would be placed throughout the Festival grounds. One or two iconic carnival rides, such as a carousel, could also be provided. In addition, merchandise sales areas, one main boutique and several satellite boutique locations, as well as lounge/VIP areas would be placed throughout the Festival area.

During the Festival, and similar to other displacement events, recreational activities within Central Arroyo Seco, including those at the Brookside Golf Course and Brookside Park, would be temporarily affected. However, the proposed Project would not include

any permanent physical changes to the Rose Bowl Stadium, the Brookside Golf Course, Brookside Park, or any of the surrounding areas or off-site parking locations. In addition, the boundaries of the Festival would be consistent with areas historically used by the RBOC for displacement events, to include the Rose Bowl Stadium, Brookside Golf Course, Area H, the Rose Bowl parking lots, and areas within the Central Arroyo Seco. The proposed Project would not include overnight camping for Festival patrons, but for logistical and security reasons may include accommodations for overnight stay for up to 10 Festival employees in temporary RV trailers.

Temporary fencing would be installed around the Project site, delineating both the larger Festival boundary (the Operations Perimeter), which includes parking areas and backstage production areas, and the smaller Festival venue area, which is a subset of the Operations Perimeter that includes the actual Festival area. Interior fencing would be installed along the Arroyo Seco channel through the Project site

## Stages/Facilities

Up to four musical stages are proposed as part of the Festival, as depicted on Figure 2-5. These stages would be used for amplified musical performances throughout the 3-day festival. Each stage would be equipped with sound systems, lighting systems, viewing screens, generators, and control panels. The following is a list of all stage areas:

- **Stage A (Main Stage):** Located within the Rose Bowl Stadium in the infield on the south side facing north, this stage would have a footprint of approximately 12,600 square feet (sf) and would provide for a 65,000 capacity, including a 12,000-person standing area, based on a front of house size of approximately 31,800 sf and a back of house size of approximately 40,000 sf.

The main stage could potentially be moved to Area H after the first Festival year if the Festival operator determines necessary based on attendee response, which would have a standing capacity of 75,000.

- **Stage B:** Located on Brookside Golf Course, west of the Rose Bowl Stadium, this northeast-facing stage would have a footprint of approximately 6,400 sf. Stage B would allow for a 17,000-person standing area of approximately 85,000 sf.
- **Stage C.** Located in the northwest corner of the Project site, this south-facing stage would have a footprint of approximately 2,000 sf. Stage C would provide for a 15,000-person standing area of approximately 75,000 sf.
- **Stage D.** Located directly north of the Stadium, this north-facing stage would be enclosed in a tent and would have a footprint of approximately 4,000 sf. The tent structure would have a footprint of approximately 40,344 sf with a height of approximately 38 feet. Stage D would provide an 8,000-person standing area of approximately 40,000 sf.

- **Theatrical Stage.** In addition to the maximum of four amplified musical stages, a smaller stage, ideal for community and smaller acts such as comedy performances, could be located within the Project site. This stage would be suited to much lower-volume performances. The location of this stage is not known at this time; however, it would most likely be in the northwest portion of the Festival site.

In addition to stages, the Festival would include tent structures throughout the Project site that would house food and beverage concessions, merchandise and general ancillary facilities, medical and first aid stations, and lounge/VIP areas. Restroom facilities would be provided within the Rose Bowl Stadium and/or provided by 400 portable restroom facilities. Lighting would be temporarily installed throughout the Festival area for entertainment purposes, public safety, art displays, special effects, event cleanup, and after-hours preparation for the next event day.

Security and law enforcement would be on-site throughout the Festival. Pasadena Police Department (PPD) would also provide law enforcement both within the Project site and throughout the larger project vicinity. Approximately 1,500 private security personnel would provide security services during the Festival.

### **Traffic, Access, and Parking**

Parking, carpool, or transit commitments would be selected during the ticket purchasing process. Therefore, a ticketholder must make parking arrangements prior to the event, which would reduce the need for day-of event parking decisions. A ticket sales threshold for parking at the Rose Bowl Stadium would be employed, and once the ticket sales threshold is reached, all ticket buyers would be required to park at specific off-site locations and use the shuttle service to the Festival. No day-of parking would be provided, and no fees would be collected for parking during the event, which would reduce the amount of time it takes to direct people to parking areas. Festival attendees would also be encouraged to use transit options, including shuttle service, Metrolink, the Los Angeles Metropolitan Transportation Agency (MTA), Foothill Transit, Metro Gold Line, ridesharing (such as Uber and/or Lyft), and taxis.

Traffic and parking would be managed on- and off-site through traffic control, the PPD, and security oversight. Primary access to the Rose Bowl Stadium is provided by Rosemont Avenue, Seco Street, Salvia Canyon Road, West Washington Drive, and Rose Bowl Drive. Vehicles accessing the Project site would enter the area by traveling on one of these thoroughfares. To prevent traffic backups, parking and traffic staff would simultaneously fill lots on the north and south end of the Rose Bowl. Vehicles would be butterflied (split to the right and left) inside the lots and parking staff would concurrently park multiple lanes to increase vehicle throughput off of the public streets. Patrons exiting vehicles would be directed along designated routes to access the Festival venue.

An estimated 89,600 attendees, plus 3,400 employees (for a total of 93,000), would require parking accommodations for up to 29,289 vehicles. Parking would be provided

both at the Rose Bowl/Brookside Golf Course and at five off-site parking locations. Between all parking locations, total parking supply is 30,279, which exceeds demand by 990, allowing for sufficient Festival parking. On-site parking areas would be located in Rose Bowl parking lots B, D, F, M, H, I, J (east and west) and K, as well as Brookside Park softball diamonds 2 and 3, and all golf course areas that are not designated for Festival use (e.g., stages). Area H would be used for parking in the first Festival year but could potentially be used for other Festival uses, including a stage, in later years.

## **Festival Operations Plan**

A Festival Operations Plan (FOP) would be prepared by the Festival operator as required by the proposed Agreement. The FOP would be submitted annually to the RBOC for review and approval prior to the commencement of the Festival. The specific content of each FOP may change over time to provide flexibility in the planning of the Festival, to allow for improvements in operations, and to reflect changes in technology, as currently occurs each year with regard to displacement events. The FOP would be prepared by the Festival operator and would be required to supplement the existing overall Stadium Operations Plan provided by Rose Bowl Stadium. The FOP would enhance the Stadium Operations Plan by including, but would not be limited to, the following component parts:

- Private Security Operations Plan
- Traffic Management Plan
- Waste Management Plan
- Sound Management Plan
- Neighborhood Management and Communication Plan
- Facilities Maintenance Plan

In addition to these Plans submitted as part of the overall FOP, the Pasadena Fire Department (PFD) and PPD would prepare and/or update the following Plans for public safety services to be provided by the City:

- PPD Operations Plan
- Emergency Operations Plan
- Rose Bowl Emergency Plan

## **ES.7 Alternatives to the Project**

CEQA requires that an EIR describe a range of reasonable alternatives to a project that could feasibly avoid or lessen any significant environmental impacts, while attaining the basic objectives of the project. Comparative analysis of the impacts of these alternatives is required. A general description of these Alternatives is provided below. Please refer to

Chapter 5, “Alternatives”, of this EIR for a more detailed description of these alternatives and a comparative analysis of the impacts of these alternatives with those of the Project.

### **ES.7.1 Alternative 1: No Festival (No Project)**

The CEQA Guidelines require EIRs to include a No Project Alternative for the purpose of allowing decision makers to compare the effects of approving the Project with the effects of not approving the Project. Alternative 1, the No Festival (No Project) Alternative, would assume that the Rose Bowl Operating Company (RBOC) would not enter into a License Agreement (the Agreement) with Anschutz Entertainment Group (AEG, Festival operator) to host the 3-day Arroyo Seco Music and Arts Festival on an annual basis (10 years with two 5 year renewal options) at the Rose Bowl Stadium complex and surrounding area. The No Festival Alternative would not amend the Pasadena Municipal Code (PMC), Chapter 3.32, “Arroyo Seco Public Lands Ordinance” (Ordinance), to increase the number of displacement events from 12 to 15 or increase the allowed uses on the Brookside Golf Course (the Amendment). Under the No Festival Alternative there would be no Project, no Agreement, and no Amendment, and the Rose Bowl and Brookside Golf Course operations would continue consistent with ongoing practice.

### **ES.7.2 Alternative 2: Revised Festival Layout**

Alternative 2, the Revised Festival Layout Alternative, would relocate the alternate main stage location from Area H to Lot K to reduce the potential cumulative recreation impacts associated with the closure of Area H. Under this Alternative, after the first year of the Festival, the main stage located within the Rose Bowl Stadium that may move out to Area H would be instead be moved to Lot K (see Figures 2-4 and 5-1). Stages B, C, and D on the Brookside Golf Course would not be moved. Setup, operation, and breakdown of the Revised Festival Layout Alternative would remain consistent with that of the proposed Project.

### **ES.7.3 Alternative 3: Reduced Capacity Festival**

Alternative 3, the Reduced Capacity Festival Alternative would limit the number of attendees to a maximum of 61,819 people, including employees, as opposed to 93,000 for the proposed Project (a decrease of 31,181 people). This reduction is based on an approximate 33 percent reduction in vehicle miles traveled, in order to reduce Project-related traffic impacts during the 3 days of the Festival. The reduction would also require less vehicle parking, both on-site at the Rose Bowl and at the five off-site parking locations (though all off-site parking locations would still be utilized). Correspondingly, there would also be a reduction in the shuttle bus trips that would be required to operate to and from the off-site parking locations to the Festival site. While the overall capacity of the Festival would be reduced under this Alternative, the overall physical boundaries, setup, operation, and breakdown of the event would remain unchanged from the

proposed Project. Under this Alternative, the Agreement and Amendment would still occur consistent with that proposed under the Project.

#### **ES.7.4 Alternative 4: No Increase in Displacement Events**

Under Alternative 4, the No Increase in Displacement Events Alternative, the RBOC could enter into an Agreement with AEG to host a 3-day Festival; however, the Amendment to increase the number of displacement events allowed at the Rose Bowl Stadium without further City Council approval would not occur. The Festival would take place within the existing twelve (12) displacement events per year allowed by the PMC without further approval by the City Council. This Alternative would still include the Amendment to allow for displacement event and related uses within the Brookside Golf Course. In addition, setup, operation, and breakdown of this Alternative would remain consistent with that of the proposed Project. Under this Alternative, the Festival and the Agreement with AEG could occur; however, the Amendment to allow additional displacement events would not be necessary.

### **ES.8 Areas of Interest Identified During the Scoping Period**

The State CEQA Guidelines require an EIR to identify areas of controversy known to the Lead Agency, including issues raised by other agencies and the public (CEQA Guidelines, Section 15123). The City issued a Notice of Preparation (NOP) and Initial Study for a 30-day public scoping period from May 8, 2015 to June 8, 2015. Three scoping meetings were held in 2015: two at the Rose Bowl Stadium on May 21 and May 23, 2015, and one before the City Planning Commission at City Hall on May 27, 2015. These meetings were held to solicit input on the content of this EIR. The Initial Study/NOP and a summary of comments received during the scoping process are provided in Appendix A. Additionally, an NOP was issued in 2014 and two scoping meetings were held where over 100 comments were received on the initial project. Those scoping comments, where applicable, are considered in the preparation of this EIR.

The comment letters received during the scoping process identified a range of issues that were recommended for consideration in this EIR. The most common issues raised pertained to noise, traffic, and air quality. Concern was expressed regarding the potentially disturbing noise sourced from the music, crowds, fireworks, helicopters, police sirens, etc. In addition, comments urged that compliance with existing noise ordinance and potential noise mitigation be considered. Traffic comments related mostly to the proposed Project's impact on traffic flow and parking in adjacent neighborhoods and on freeways, as well pedestrian safety concerns. Impacts to air quality resulting from increased vehicular emissions, food trucks, and generators associated with the Project were also raised.

Other issues raised included a potential for increased risk of crime and safety hazards; displacement of recreational uses within the Central Arroyo Seco; aesthetic-related impacts associated with lighting and glare from stages; impacts to biological resources; and availability of sufficient water supply sources.

The issues identified above and in the 2014 scoping process are analyzed in the following sections of this EIR:

- Aesthetics issues are analyzed in Section 3.1, *Aesthetics*;
- Air quality issues are analyzed in Section 3.2, *Air Quality*;
- Biological resources are analyzed in Section 3.3, *Biological Resources*;
- Historic resource issues are analyzed in Section 3.4, *Cultural Resources*;
- Noise issues are analyzed in Section 3.7, *Noise*;
- Public services issues are analyzed in Section 3.8, *Public Services*;
- Recreation issues are analyzed in Section 3.9, *Recreation*;
- Traffic issues are analyzed in Section 3.10, *Traffic and Circulation*; and
- Water supply sources are analyzed in Section 3.11, *Water Supply*.

## **ES.9 Issues to Be Resolved**

The City of Pasadena has prepared this EIR using the review of all available technical information. As required by CEQA, the City must evaluate the material in this EIR, including the identified mitigation measures and potentially feasible alternatives, before deciding whether to approve the Project or an alternative to the Project. Aside from those basic decisions, at this time, there are no issues to be resolved regarding the selection of alternatives or regarding implementation of the proposed Project.

## **ES.10 Summary of Project Impacts**

A summary of the environmental impacts associated with implementation of the proposed Project, mitigation measures included to avoid or lessen the severity of potentially significant impacts, and residual impacts, is provided below in **Table ES-1**.

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

Impact	Level of Significance Prior to Mitigation	Mitigation Measure	Level of Significance after Mitigation
<b>Aesthetics</b>			
The proposed Project would not substantially degrade the existing visual character or quality of the site and its surroundings.	Less than Significant	No mitigation is required.	Less than Significant
The proposed Project has the potential to create a new source of substantial light or glare, which could adversely affect day or nighttime views in the area.	Potentially Significant	<p><b>Mitigation Measure AES-1:</b> Directional light sources shall be aimed primarily downward (60 degrees or less from nadir) or upward (45 degrees or less from zenith) and not outward (the angles between), which is classified as the Project Glare Zone. Directional light sources shall not be aimed in the Project Glare Zone. The aiming requirement applies to all static and moving directional lighting, with the exception of movable lighting on stages or for stage performances. Moving lighting for stage performances including follow spot lighting may sweep angles outside of this range provided the center beam aiming terminates within the project boundary. No automatic or manually controlled movable lighting may sweep from downward to upward aiming if the center beam aiming terminates outside of the project boundary at any time.</p> <p><b>Mitigation Measure AES-2:</b> The Project operator shall implement the following Project Design Features to control light trespass at the site boundary and at sensitive receptor property lines. Additionally, the Project Design Features shall restrict glare by limiting aiming angles of directional light sources, the luminous intensities of all light sources, and the intensities of light that may be emitted from architectural surfaces and signage. The Project Design Features shall include, but are not limited to, the following:</p> <ul style="list-style-type: none"> <li>• Stage Performance Lighting: <ul style="list-style-type: none"> <li>○ Lighting for on-stage performances may include but is not limited to house lighting for the audience, fixed stage lighting, follow spot lights, moving stage lights, color effects, and video displays. These features must comply with the specifications established in Mitigation Measure AES-1.</li> <li>○ Video or static image displays, projected or direct display, shall comply with applicable illuminated signage requirements contained in the Illuminated Signage Lighting section contained in this mitigation measure.</li> </ul> </li> <li>• Special Feature Lighting: <ul style="list-style-type: none"> <li>○ Stroboscopic lighting shall be mounted within and with its lighting generally contained within tents, fully enclosed structures, or the Rose Bowl Stadium. Stroboscopic lighting outside of these areas shall require approval by the RBOC and must at least meet the</li> </ul> </li> </ul>	Less than Significant

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

Impact	Level of Significance Prior to Mitigation	Mitigation Measure	Level of Significance after Mitigation
		<p>requirements of Mitigation Measure AES-1.</p> <ul style="list-style-type: none"> <li>o Exterior laser show lighting shall be aimed within 45 degrees of zenith. Laser shows within tents or other enclosed spaces may use lower aiming angles if all lasers terminate within the enclosure at all times.</li> <li>o Lighting for art installations must adhere to Project Design Features relative to the specific lighting elements of the piece. Deviations from design features must be approved by the RBOC and must at least meet the requirements of Mitigation Measure AES-1.</li> <li>o Catenary Lighting, or light strings, shall use low intensity lamps or shielding. Unshielded omnidirectional catenary mounted light sources shall be rated for no more than 450 lumens each (the equivalent lumen output of a 40W incandescent bulb). Catenary mounted light sources with shielding to prevent upward light shall be rated for no more than 1700 lumens each (the equivalent lumen output of a 100W incandescent bulb).</li> <li>o Other lighting equipment installed to uplight site features, shall be shielded to prevent spill light. Uplights for trees shall be aimed within 25 degrees of zenith. Uplighting features may be used as an alternative or complimentary to functional area lighting as a means to assist in wayfinding.</li> <li>• Temporary Structure Lighting             <ul style="list-style-type: none"> <li>o General lighting equipment mounted within covered structures may be provided to primarily light areas within the structure with center beam candlepower of fixtures aimed within the structure. No more than 2 foot-candles of spill light from interior structure lighting is allowed 20 feet beyond the footprint of the structure and no more than 1.0 foot-candle at the project boundary.</li> <li>o Facade lighting of the temporary structures must result in an average facade illuminance of no greater than 10 cd/m<sup>2</sup>. This value is the product of the design average illuminance (in lux) and reflectance factor divided by pi.</li> <li>o Signage associated with temporary structures must comply with the sign lighting requirements set forth in the Illuminated Signage Lighting section contained in this mitigation measure.</li> </ul> </li> <li>• Functional Area             <ul style="list-style-type: none"> <li>o Lighting provided specifically for safety and security at the Project perimeter or other areas may not provide more than 1.0 fc horizontally or vertically 10 feet beyond the project boundary; safety and security lighting shall not create significant impacts for</li> </ul> </li> </ul>	

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

Impact	Level of Significance Prior to Mitigation	Mitigation Measure	Level of Significance after Mitigation
		<p>glare and spill light at residential receptors except temporarily during medical, fire, or similar emergency events.</p> <ul style="list-style-type: none"> <li>○ All other functional area lighting must comply with Mitigation Measure AES-1, or the Catenary Lighting Requirements within the Special Feature Lighting section of this mitigation measure.</li> <li>● Illuminated Signage Lighting <ul style="list-style-type: none"> <li>○ Backlighting signs and direct view LED signs shall be specified, dimmed, or otherwise controlled to limit the average luminance to no greater than 800cd/m<sup>2</sup> no later than the beginning of Astronomical Twilight (approximately one hour after sunset in the summertime in Pasadena, CA).</li> </ul> </li> </ul>	
Cumulative Aesthetics Impacts	Potentially Significant	Implementation of Mitigation Measures AES-1 and AES-2 would reduce impacts to a less than significant level.	Less than significant
<b>Air Quality</b>			
The proposed Project would result in significant impacts related to air quality standards and contribute substantially to existing or projected air quality exceedances in the region.	Potentially Significant	<p><b>Mitigation Measure AIR-1:</b> Impacts related to setup, breakdown, and operational emissions of ROG, NO<sub>x</sub>, and CO.</p> <ul style="list-style-type: none"> <li>● For onsite equipment greater than 50 HP, all engines shall be certified as EPA Tier 4 or greater engines, be retrofitted to comply with the emissions standards of the Tier 4 engine, or if it is determined that such equipment is unavailable, the Festival operator shall document that a good faith effort has been made to obtain such equipment as they are unavailable and that the equipment used meets the next highest EPA Tiered emission standards. This measure reduces ROG, NO<sub>x</sub>, and CO emissions from all aerial lifts, air compressors, cranes, and forklifts used onsite.</li> <li>● All gasoline powered passenger golf carts used onsite shall be replaced with electric golf carts. This measure reduces ROG, NO<sub>x</sub>, and CO emissions from all gasoline powered golf carts.</li> <li>● The vehicle fleet and mechanical equipment used during the Festival shall utilize the latest technologies available to the satisfaction of RBOC. To account for advances in future technology, every five years the Festival operator shall submit a report to the RBOC identifying technological advancements in vehicle fleets and mechanical equipment implemented in Festival setup, operations, and breakdown, that result in a reduction in emissions.</li> </ul> <p>Implementation of Mitigation Measure GHG-1: Project-related emissions of greenhouse gases.</p>	Significant and Unavoidable

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SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

<b>Impact</b>	<b>Level of Significance Prior to Mitigation</b>	<b>Mitigation Measure</b>	<b>Level of Significance after Mitigation</b>
The proposed Project would not expose sensitive receptors to substantial pollutant concentrations.	Less than Significant	No mitigation required.	Less than Significant
Cumulative Air Quality Impacts	Potentially Significant	Implementation of Mitigation Measures AIR-1 and GHG-1 would reduce impacts to air quality; however, cumulative impacts would still be considered significant and unavoidable with regard to violation of air quality standards.	Significant and Unavoidable
<b>Biological Resources</b>			
The proposed Project could interfere with the movement of native, resident, or migratory wildlife avian species or with established native resident or migratory wildlife corridors.	Potentially Significant	<p><b>Mitigation Measure BIO-1: Nesting Bird Surveys.</b> Impacts to nesting birds protected by the MBTA and California Fish and Game Code will be avoided through implementation of the following measures:</p> <ul style="list-style-type: none"> <li>• A pre-activity nesting bird survey shall be conducted prior to the onsite of the Festival each year, within a maximum of 14 days prior to Project setup activities, by a qualified biologist. The survey shall be conducted by a qualified biologist within all suitable nesting habitat located within the Nesting Bird Survey Area, as shown in Figure 3.3-1, which includes a 250-foot survey buffer around the Festival site to account for all potentially nesting birds on and in the immediate vicinity of the Project site. If no nesting birds are found, the Project may commence without potential impacts to nesting birds.</li> <li>• If any active nest is observed during the pre-activity survey, a suitable buffer shall be established around the nest as determined by a qualified biologist to ensure no direct or indirect impacts occur to the nest. Many avian species that would nest in the area are accustomed to urban environments and regular activities that occur at the Rose Bowl Stadium; therefore, the buffer distance will be determined based on the location of the nest as well as the species tolerance to human presence. A qualified biologist will monitor the nesting activity after the buffer is delineated and during typical Project-related noises to verify that the buffer is adequately placed and to confirm that breeding is not compromised by the Project. Any excessive noise or lighting that could potentially impact the nest shall be directed away from the nest to the greatest extent feasible. On-site monitoring during the 2-week setup, the 3-day Festival, and 1-week breakdown may also be required as determined by the qualified biologist based on sensitivity of the species and proximity to Festival activities. The buffer shall remain in place for the duration the nest is active as determined by a qualified biologist.</li> </ul>	Less than Significant
Cumulative Biological Resources Impact	Less than Significant	No mitigation required.	Less than Significant

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

<b>Impact</b>	<b>Level of Significance Prior to Mitigation</b>	<b>Mitigation Measure</b>	<b>Level of Significance after Mitigation</b>
<b>Cultural Resources</b>			
The proposed Project would not cause a substantial adverse change in the significance of known historical resources as defined in Section 15064.5 of the CEQA Guidelines.	Less than Significant	No mitigation required.	Less than Significant
Cumulative Cultural Resource Impact	Less than Significant	No mitigation required.	Less than Significant
<b>Greenhouse Gas Emissions</b>			
The proposed Project would generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment.	Potentially Significant	<b>Mitigation Measure GHG-1: Project-related Emissions of Greenhouse Gases.</b> For on-road shuttle vehicles used during operation of the Project, the Festival operator shall reduce greenhouse gas emissions to the maximum extent feasible through a mix of the following: the use of a maximum number of shuttle vehicles feasible that burn fuels such as Diesel High Performance Renewable (HPR), compressed natural gas (CNG), or equivalent emission reducing technology to the maximum extent feasible; and the purchase or other obtainable and verifiable GHG emissions credits of up to a combined total of up to 4,700 metric tons of CO <sub>2e</sub> to offset GHG emissions associated with the Project. On an annual basis, prior to holding the Festival, the Festival operator shall submit to the RBOC an evaluation of its ability to reduce greenhouse gas emissions through use of alternative fuel shuttle vehicles to below the SCAQMD significance threshold, and the how much will be offset by mitigation credits. On an annual basis, the RBOC and the Festival operator shall discuss the utilization of new or different technologies or policies to further reduce impacts to below the SCAQMD significance threshold.	Significant and Unavoidable
The proposed Project would not conflict with any applicable plan, policy, or regulation of an agency adopted for the purpose of reducing the emissions of greenhouse gases.	Less than Significant	No mitigation required.	Less than Significant
Cumulative Greenhouse Gas Emissions, Climate Change, and Energy Conservation Impact	Potentially Significant	Implementation of Mitigation Measure GHG-1 would reduce impacts from GHG emissions; however, cumulative impacts would still be considered significant and unavoidable with regard to GHG emissions.	Significant and Unavoidable

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

<b>Impact</b>	<b>Level of Significance Prior to Mitigation</b>	<b>Mitigation Measure</b>	<b>Level of Significance after Mitigation</b>
<b>Land Use and Planning</b>			
The Project would not divide an established community.	Less than Significant	No mitigation required.	Less than Significant
The Project would not conflict with the City's General Plan, Central Arroyo Master Plan, Zoning Code, or other adopted land use plan that applies to the Project site and is adopted for the purpose of avoiding or mitigating an environmental effect.	Less than Significant	No mitigation required.	Less than Significant
Cumulative Land Use and Planning Impact	Less than Significant	No mitigation required.	Less than Significant
<b>Noise</b>			
The proposed Project would not result in the exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies.	Less than Significant	No mitigation required.	Less than Significant
The proposed Project would not result in the exposure of persons to or generation of excessive ground-borne vibration or ground-borne noise levels.	Less than Significant	No mitigation required.	Less than Significant
The proposed Project would result in the substantial temporary or periodic increase in ambient noise levels, specifically related to off-site traffic noise, in the Project vicinity above levels existing without the Project.	Potentially Significant	No feasible mitigation measures are available to reduce the temporary increase of traffic-related noise.	Significant and Unavoidable
Cumulative Noise Impact specifically related to off-site traffic noise.	Potentially Significant	No feasible mitigation measures are available to reduce the temporary increase of traffic-related noise.	Significant and Unavoidable

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

<b>Impact</b>	<b>Level of Significance Prior to Mitigation</b>	<b>Mitigation Measure</b>	<b>Level of Significance after Mitigation</b>
<b>Public Services</b>			
The proposed Project would not result in the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for fire protection and emergency services.	Less than Significant	No mitigation required.	Less than Significant
The proposed Project would not result in the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for police protection services.	Less than Significant	No mitigation required.	Less than Significant
Cumulative Public Services Impact	Less than Significant	No mitigation required.	Less than Significant
<b>Recreation</b>			
The proposed Project would not increase the use of existing neighborhood or regional parks or other recreational facilities such that substantial physical deterioration of the facilities would occur or be accelerated.	Less than Significant	No mitigation required.	Less than significant
The proposed Project would not increase the demand for parks and recreational facilities such that additional facilities are required, thus resulting in substantial adverse physical impacts.	Less than Significant	No mitigation required.	Less than significant
Cumulative Recreation Impact related to the closure of Area H for 3 weeks along with the overall	Potentially Significant	No feasible mitigation for the Project's incremental contribution to significant cumulative recreation impacts.	Significant and Unavoidable

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

Impact	Level of Significance Prior to Mitigation	Mitigation Measure	Level of Significance after Mitigation
increase in demand on City-wide recreational facilities			
<b>Traffic, Transportation, Circulation, and Parking</b>			
<p>The proposed Project would result in a significant impact related to a conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system. Specifically, the Project would cause an exceedance of VMT/VT thresholds in the City of Pasadena and LOS thresholds established by the CMP and certain jurisdictions surrounding Pasadena. .</p>	<p>Potentially Significant</p>	<p><b>Mitigation Measure TRA-1: Traffic Impacts</b></p> <p>The following identifies measures to mitigate the potential traffic impacts described above for Existing plus Project and Future plus Project scenarios. The Project shall develop a Project-specific traffic management plan that would be enacted and updated annually. This plan would be developed and updated based on the input from, at a minimum, the Rose Bowl Operating Company (RBOC), the Pasadena Department of Transportation (PDOT), and the Pasadena Police Department (PPD). The plan shall be developed choosing from the policies and measures from the list below:</p> <ul style="list-style-type: none"> <li>• Modifications to Standard Traffic Operations Plan. Based on real-time fluctuations in event traffic, RBOC and the Festival operator shall coordinate directly with City of Pasadena and other affected local agencies traffic operations staff to coordinate traffic signal changes with variations in event traffic demand.</li> <li>• The RBOC and Festival operator shall continue to add traffic control officers (TCO) on an as-needed basis, and have the ability to use a "pickle" (a switch that allows the TCO to manually trigger the signal phasing changes) to adjust traffic signals before, during and after the event.</li> <li>• The RBOC and Festival operator shall coordinate with the PPD, the PDOT, and Caltrans in placement of additional CMS signs to help facilitate ingress/egress on Festival days.</li> </ul> <p><b>Coordination with Other Agencies, Providers, and Residents</b></p> <ul style="list-style-type: none"> <li>• The RBOC and Festival operator shall coordinate event management and traffic operations with the City of Arcadia on days in which the Festival is being held.</li> <li>• The RBOC and Festival operator shall coordinate event management and traffic operations with the City of Los Angeles on days in which the Festival is being held.</li> <li>• The RBOC and Festival operator shall coordinate event management and traffic operations with the Caltrans on days in which the Festival is being held.</li> <li>• The RBOC and Festival operator shall coordinate with Metro and other local transit providers to ensure that transit service levels are</li> </ul>	<p>Significant and Unavoidable</p>

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

Impact	Level of Significance Prior to Mitigation	Mitigation Measure	Level of Significance after Mitigation
		<p>adequate to meet the demand generated from the Project.</p> <ul style="list-style-type: none"> <li>• The RBOC, the City of Pasadena and the Festival operator shall coordinate directly with taxi and TNC providers to ensure a smooth operation of these vehicles during the Festival.</li> <li>• The RBOC and Festival operator shall develop an extensive local outreach program involving the local community/residents. This would be used to gather their input into the traffic management of the event amongst many Festival related considerations. The RBOC, City of Pasadena staff, and Festival operator shall assign a resident or residents to the role of a community liaison to the event management staff.</li> </ul> <p><b>Promotion of Transit Usage</b></p> <ul style="list-style-type: none"> <li>• The Festival operator shall provide fully- or partially-subsidized transit passes for Festival employees and attendees.</li> </ul> <p><b>Incentivize Carpooling</b></p> <ul style="list-style-type: none"> <li>• The RBOC and Festival operator shall provide preferential parking or reduced parking costs for vehicles/vanpools containing four or more people.</li> <li>• The RBOC and Festival operator shall provide a carpool/vanpool program similar to the Coachella Festival "Carpoolchella" program. This program shall be widely publicized at a sufficient time in advance of the event, as well as when tickets are released for pre-sale/sale to the general public. This program shall provide incentives/prizes to participants, such as: <ul style="list-style-type: none"> <li>○ VIP Tickets</li> <li>○ All access guest passes</li> <li>○ Photo passes</li> <li>○ VIP wristband upgrades</li> <li>○ Merchandise vouchers</li> </ul> </li> </ul> <p><b>Development of Internet/Social Media/Mobile App Program</b></p> <ul style="list-style-type: none"> <li>• The RBOC and Festival operator shall distribute the following information to Festival attendees and employees via the internet, printed media (newspapers/magazines), and social media to ensure the broadest distribution of information. <ul style="list-style-type: none"> <li>○ Festival/Event maps</li> <li>○ Directions</li> <li>○ Americans with Disabilities Act (ADA) information</li> </ul> </li> </ul>	

**TABLE ES-1  
SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

Impact	Level of Significance Prior to Mitigation	Mitigation Measure	Level of Significance after Mitigation
		<ul style="list-style-type: none"> <li>○ Details on visiting/getting to the Festival</li> <li>○ Parking/transit/shuttle information</li> <li>• The RBOC and Festival operator shall provide this information well in advance of the event in order to allow attendees/employees to plan how they will be getting to the event and to encourage ride sharing, carpooling, transit, and bicycle use.</li> <li>• The Festival operator shall develop a smartphone/tablet/mobile application (“app”) for the Festival. The app should be compatible with commonly used operating systems such as IOS (Apple), Android (Google) and Windows Phone (Microsoft). The app should provide the same data that is available on the event website/social media outlets, including real time information where appropriate. The app should allow attendees and employees to report specific incidents or events in real time (e.g., a traffic accident/collision, illegal camping, etc.).</li> <li>• The Festival operator shall either develop parts of a Festival app or create a new app specifically developed for local residents. The app should allow residents to report specific incidents or events in real time (e.g., a traffic accident/collision, illegal camping, etc.).</li> <li>• The Festival operator shall either develop parts of a Festival website or create a new website specifically developed for local residents. The website should allow residents to report specific incidents or events in real time (e.g., a traffic accident/collision, illegal camping, etc.).</li> </ul> <p><b>Mitigation Measure TRA-2: Traffic Impacts: The Project operator shall develop a Transportation Report Card.</b></p> <p>The Festival operator and the RBOC shall develop an event-related Transportation Report Card. This would have the benefit of helping the RBOC, the City of Pasadena, and the Festival operator improve the management of event-related traffic to/from the Rose Bowl Stadium and off-site parking locations. The report card would encompass, but should not be limited to, the following items/data:</p> <ul style="list-style-type: none"> <li>○ Event attendance information</li> <li>○ Average vehicle occupancy (AVO) surveys</li> <li>○ Data on the number of vehicle (automobile and transit), pedestrian and bicycle incidents</li> <li>○ Coordination with Caltrans regarding the interstate system and operations</li> </ul>	

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SUMMARY OF IMPACTS AND MITIGATION MEASURES FOR THE ARROYO SECO MUSIC AND ARTS FESTIVAL PROJECT**

Impact	Level of Significance Prior to Mitigation	Mitigation Measure	Level of Significance after Mitigation
		<ul style="list-style-type: none"> <li>○ Management of off-site parking locations and shuttle operations</li> <li>○ Vehicle arrival and departure patterns/data</li> <li>○ Social media and app usage</li> <li>○ Information/data on additional transit services provided and ridership data</li> <li>● The report card shall also involve input from the local residents and their liaison as well as the PDOT and PPD.</li> <li>● The report card shall make recommendations for improvements and modifications to the traffic management and operations plan for subsequent Festival years.</li> </ul>	
The proposed Project would not substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment).	Less than Significant	No mitigation required.	Less than Significant
The proposed Project would not result in inadequate emergency access.	Less than Significant	No mitigation required.	Less than Significant
The proposed Project would not conflict with adopted policies, plans or programs regarding, nor decrease the safety of, public transit, bicycle, or pedestrian facilities, but would decrease the performance of such facilities.	Less than Significant	No mitigation required.	Less than Significant
Cumulative Traffic and Circulation Impact	Potentially Significant	Implementation of Mitigation Measure TRA-1 and TRA-2 would reduce cumulative impacts; however, impacts would still be considered significant and unavoidable.	Significant and Unavoidable
<b>Water Supply</b>			
The proposed Project would not result in insufficient water supplies available to serve the Project from existing entitlements and resources, or need new or expanded entitlements.	Less than Significant	No mitigation required.	Less than Significant
Cumulative Water Supply Impact	Less than Significant	No mitigations required.	Less than Significant

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