



NOTICE OF AVAILABILITY OF A DRAFT ENVIRONMENTAL IMPACT REPORT AND NOTICE OF PUBLIC HEARING

Arroyo Seco Music and Arts Festival

Date: December 21, 2015

To: Agencies, Organizations, and Interested Parties

From: City of Pasadena, Planning & Community Development Department, 175 N. Garfield Ave., Pasadena, CA 91101-1704

Subject: Notice of Availability of a Draft Environmental Impact Report and Notice of Public Hearing

NOTICE IS HEREBY GIVEN that the City of Pasadena has completed the Draft Environmental Impact Report (EIR) for the proposed Arroyo Seco Music and Arts Festival project (SCH # 2015051025). The Draft EIR has been prepared in compliance with the California Environmental Quality Act of 1970 (CEQA) and the State CEQA Guidelines (California Code of Regulations Section 15000 et seq.). The Draft EIR is available for public review during the following public review period:

PUBLIC REVIEW PERIOD: December 21, 2015 – February 19, 2016. Comments must be received by 5:30 p.m. on February 19, 2016.

PUBLIC HEARINGS: Public hearings will be held to receive comments on the contents of the Draft EIR. You are welcome to attend and present comments that pertain to the environmental analysis that is contained within the Draft EIR. The meetings are scheduled for:

Date: Thursday, January 28, 2016
Time: 4:00 P.M.
Place: Regular Transportation Advisory Commission Meeting
221 E. Walnut Street, Suite 210,
Pasadena

Date: Tuesday, February 2, 2016
Time: 6:00 P.M.
Place: Regular Recreation and Parks Commission Meeting
City Yards – Public Works
233 West Mountain, Second Floor
Pasadena

Date: Wednesday, February 10, 2016
Time: 6:30 P.M.
Place: Regular Planning Commission Meeting
Pasadena City Hall
Council Chambers (Room S249)
100 N. Garfield Avenue, Pasadena

COMMENTS: Comments on the Draft EIR may be submitted in writing during the public review period noted above. Written comments should be sent to David Sanchez at 175 N. Garfield Avenue, Pasadena, CA 91101 or dasanchez@cityofpasadena.net. If you wish to challenge the



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Draft EIR in court, you may be limited to raising those issues that you or someone else raised at any public hearing or meeting where this document was considered or in written correspondence delivered to the City at, or prior to the public hearing.

PROJECT LOCATION: The Project site is located in the City of Pasadena, primarily the Rose Bowl Stadium (1001 Rose Bowl Dr., Pasadena, Los Angeles County, CA, 91103), and the Brookside Golf Course (1133 Rosemont Ave., Pasadena, Los Angeles County, CA 91103). Regional access to the project site is generally provided by Interstate 210 (I-210, Foothill Freeway) and State Route 110 (SR 110, Pasadena Freeway). In addition, offsite parking and shuttle locations to support the Project would be located at the Parsons Pasadena property (100 West Walnut St., Pasadena, CA 91124) at the intersection of Walnut St. and Fair Oaks Blvd., and Pasadena City College (1570 East Colorado Blvd., Pasadena, CA 91106 and 3035 East Foothill Ave., Pasadena, CA 91107) at the intersections of Colorado Blvd. and Hill St. and on East Foothill Ave. in the City of Pasadena; the Santa Anita Race Track (285 West Huntington Dr., Arcadia, CA 91007 at the intersection of Colorado Pl. and Huntington Dr.) in the City of Arcadia; and the University of Southern California (USC) Campus Center Parking (3401/3434 South Grand St., Los Angeles CA 90007) at the intersection of Grand Ave. and Jefferson Blvd.) in the City of Los Angeles.

PROJECT DESCRIPTION: The City of Pasadena and Rose Bowl Operating Company (RBOC) are considering entering into a proposed License 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, Area H, parking lots south of the Stadium, and the Brookside Golf Course. The Agreement would extend over 10 years, with two 5-year renewal options. The proposed Project would require amending the Pasadena Municipal Code, Chapter 3.32, Arroyo Seco Public Lands Ordinance, to increase the number of displacement events at the Rose Bowl Stadium from 12 to 15 per year without further approval of the City Council and to allow uses on the Brookside Golf Course to include activities associated with displacement events, which would align it with the current practice of allowing events beyond golf and parking to occur on the Brookside Golf Course.

The annual Festival would occur over three days (Friday through Sunday), likely in June, with a capacity of up to 93,000 daily attendees, including employees. The first year of the Festival would be a two-day weekend event (Saturday and Sunday) with a capacity of 75,000. The annual Festival is anticipated to include up to four music stages; a theatre performance stage; art displays; carnival rides; concession stands for merchandise sales, food, and drink; and cultural programming representative of Pasadena and the local environs. It is anticipated that the four stages, some of which could be in tents, would be erected inside the Rose Bowl Stadium, on Area H or parking lots to the south of the Stadium, and on the Brookside Golf Course, with amplified sound occurring at each stage. There are five off-site parking locations that would utilize a shuttle system to transport patrons and employees and from the Rose Bowl Stadium.



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APPROVALS NEEDED: Pasadena Municipal Code Chapter 3.32 Amendment, License Agreement with AEG, Municipal Code Exemption to PMC Chapter 9.36 "Noise Restrictions", Festival permits, and parking permits.

POTENTIAL ENVIRONMENTAL EFFECTS: The Draft EIR identified potentially significant impacts related to the following topics: Aesthetics (project level), Air Quality (project and cumulative), Greenhouse Gas Emissions (project and cumulative), Noise (project and cumulative), Biological Resources (project level), Recreation (cumulative), and Traffic and Circulation (project and cumulative level). With the incorporation of mitigation measures, the Draft EIR determined that significant impacts related to Aesthetics and Biological Resources would be reduced to a less than significant level. Impacts related to Air Quality (project and cumulative), Greenhouse Gas (project and cumulative), Noise (project and cumulative), Recreation (cumulative), and Traffic and Circulation (project and cumulative) would remain significant and unavoidable after implementation of mitigation measures.

Hazardous Material Sites: The Project Site is not listed on a hazardous materials list pursuant to Section 65962.5 of the Government Code.

Document Availability: The Draft EIR can be viewed on the City of Pasadena website at the following address (URL): http://cityofpasadena.net/Arroyo_Seco_Music_and_Arts_Festival/

The Draft EIR is also available for public review at the locations listed below. The document is available for review during regular business hours at:

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

For additional information please contact: David Sanchez at (626) 744-6707 or dasanchez@cityofpasadena.net

ADA: *In compliance with the American with Disabilities Act (ADA) of 1990, listening assistive devices are available with a 24-hour advance notice. Please call (626) 744-4009 or (626) 744-4371 (TDD) to request use of a listening device. Language translation services may be requested with 48-hour advance notice by calling (626) 744-4009.*