



Notice of Public Hearing

ROSE BOWL OPERATING COMPANY

Notice of Public Hearing on an Amendment of Article 3 (Civic Events and Facilities) of the Pasadena Municipal Code

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 to and from the Rose Bowl Stadium.

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). 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.

APPROVALS NEEDED: The Rose Bowl Operating Committee Board will conduct a public hearing to provide a recommendation to the City Council on the Final Environmental Impact Report, Municipal Code Amendment, and License Agreement between the City and RBOC and the event operator, AEG.

ENVIRONMENTAL DETERMINATION: The City of Pasadena has completed the Final Environmental Impact Report (FEIR) for the proposed project. The FEIR analyzed the environmental impacts to the following study areas: 1) Aesthetics; 2) Air Quality; 3) Biological Resources; 4) Cultural Resources; 5) Greenhouse Gas Emissions; 6) Land Use and Planning; 7) Noise; 8) Public Services; 9) Recreation; 10) Traffic and Circulation; and 11) Water Supply. The FEIR analysis determined that the proposed project would result in significant impacts related to: 1) Air Quality; 2) Greenhouse Gas Emissions; 3) Noise; 4) Recreation; and 5) Traffic and Circulation. Impacts to other study areas were found to be less than significant or less than significant with mitigation measures incorporated.

NOTICE IS HEREBY GIVEN that the **Rose Bowl Operating Company Board** will hold a public hearing to receive testimony, oral and written, on the proposed Municipal Code Amendment, Final Environmental Impact Report, and License Agreement. The hearing is scheduled for:

Date: Thursday, March 24, 2016
Time: 6:30 p.m.
Place: Brookside Clubhouse
1133 Rosemont Avenue, Pasadena

PUBLIC INFORMATION: Any interested party or a representative may appear at the hearing and comment on the project and environmental documents.

For more information about the project and the related environmental documentation:

Contact Person: David Sanchez
Phone: (626) 744-6707 **Fax:** (626) 396-7219
E-mail: dasanchez@cityofpasadena.net

Mailing Address:
Planning Division
175 N. Garfield Avenue Pasadena, CA 91101

Document Availability: The Final EIR can be viewed on the City of Pasadena website beginning March 21, 2016 at the following address (URL): http://cityofpasadena.net/Arroyo_Seco_Music_and_Arts_Festival/

HAZARDOUS MATERIALS: The project site is not listed on any hazardous materials or waste databases pursuant to Section 65962.5 of the Government Code.

ADA: *In compliance with the Americans 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.*