

Introduced by: C Councilmember Gordo

ORDINANCE NO. 7279

AN ORDINANCE OF THE CITY OF PASADENA AMENDING TITLE 3 (CIVIC EVENTS AND FACILITIES) TO INCREASE THE NUMBER OF DISPLACEMENT EVENTS IN THE ARROYO SECO AND CLARIFY THE PERMITTED USES RELATED TO THE BROOKSIDE GOLF COURSE AREA

The People of the City of Pasadena ordain as follows:

SECTION 1. This ordinance, due to its length and corresponding cost of publication, will be published by title and summary as permitted in Section 508 of the Pasadena City Charter. The approved summary of this ordinance is as follows:

“Summary

“Ordinance No. 7279 amends Title 3 (Civic Events and Facilities) to clarify the permitted uses of Brookside Golf Course, including to allow amplified sound and increased uses on the Brookside Golf Course, and to increase the number of displacement events in the Arroyo Seco from 12 to 15. It is anticipated that, as a result of these amendments, the Rose Bowl Operating Company will host an annual music and arts festival at the Rose Bowl Stadium and Brookside Golf Course.

Ordinance No. 7279 shall take effect upon publication.”

SECTION 2. Pasadena Municipal Code, Title 3, Chapter 32 (Arroyo Seco Public Lands), Section 3.32.260, Subsection A is amended to read as follows:

“3.32.260 Rose Bowl area – Administration.

A. To achieve a balance of recreational programs, public parks use and to preserve the residential values in the area, evaluation criteria for proposed Rose Bowl events shall include the recreational and financial benefits to the community, the impact on the surrounding residential areas. The standards which shall be considered in evaluating proposed Rose Bowl events shall include, but are not limited to the following:

1. The displacement of activities normally conducted on improved turf areas, including area H and the golf course.
2. The impact upon surrounding residential areas and the Arroyo Seco resulting from traffic, noise, parking and any other anticipated impacts.
3. That displacement of recreational programs and activities within Brookside Park and the Brookside Golf Course has not occurred more than 15 times annually.”

SECTION 3. Pasadena Municipal Code, Title 3, Chapter 32 (Arroyo Seco Public Lands), Section 3.32.270 is amended as follows:

“3.32.270 Rose Bowl area – Number of permitted events.

A. No displacement of recreational programs and accessibility to Arroyo Seco facilities shall be allowed more than 15 times in any calendar year without

permission of the city council who must find that each additional permitted event meets all of the following requirements:

1. The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.
 2. The revenue generating potential from the additional event justifies its consideration.
 3. The event does not create undue conflicts with other Arroyo Seco activities taking place at the same time.
 4. The event does not impose undue adverse impacts on surrounding residential areas.
- B. To minimize adverse impacts on surrounding residential areas, scheduling of events at the Rose Bowl shall emphasize a minimum number of events which yield the maximum amount of new revenues to the city.
- C. In the event that the RBOC enters into a multi-year license agreement to host a multi-day, multi-stage music and arts festival, in no case shall that festival and any regular season event permitted pursuant to Section 3.32.275 occur in the same year.”

SECTION 4. Pasadena Municipal Code, Title 3, Chapter 32 (Arroyo Seco Public Lands), Section 3.32.460 is amended as follows:

“3.32.460 Brookside Golf Course area – Permitted uses.

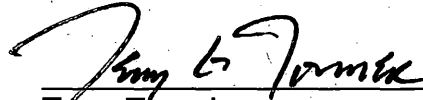
In addition to golf uses, the following uses are permitted in the Brookside Golf Course area:

- A. Clubhouse and related activities, including but not limited to weddings, private parties, and similar events;
- B. Parking under the same limitation as in Section 3.32.300;
- C. Displacement events and activities ancillary to displacement events, including but not limited to music and arts festivals, Rose Bowl Game parties, and related temporary structures and concessions;
- D. Amplified sound, including sound as permitted by the general manager of the Rose Bowl Operating Company pursuant to Pasadena Municipal Code Section 9.36.170(C);
- E. Non-displacement events and related temporary structures and concessions; and
- F. Structures that are ancillary to any use provided herein and maintenance and operation of the area. Any new permanent structure or alteration of existing structures shall be subject to the hearing procedures of Section 3.32.180.”

SECTION 5. The City Clerk shall certify the adoption of this ordinance and shall cause this ordinance to be published by title and summary.

SECTION 6. This ordinance shall take effect upon publication.

Signed and approved this 11th day of April, 2016.



Terry Tornek
Mayor of the City of Pasadena

I HEREBY CERTIFY that the foregoing ordinance was adopted by the City Council of the City of Pasadena at its meeting held this 11th day of April 2016, by the following vote:


AYES: Councilmembers Gordo, Kennedy, Madison, McAustin, Wilson, Vice Mayor Masuda

NOES: Councilmember Hampton, Mayor Tornek

ABSENT: None

ABSTAIN: None

Date Published: April 14, 2016
Pasadena Journal



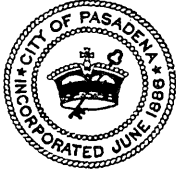
Mark Jomsky
City Clerk

Approved as to form:



Theresa E. Fuentes
Assistant City Attorney

0000137969C031



Ordinance Fact Sheet

TO: CITY COUNCIL

DATE: April 4, 2016

FROM: CITY ATTORNEY

SUBJECT: ARROYO SECO PUBLIC LANDS ORDINANCE AMENDMENTS TO INCREASE NUMBER OF DISPLACEMENT EVENTS AND ALLOW MUSIC AND ARTS FESTIVAL

TITLE OF PROPOSED ORDINANCE

AN ORDINANCE OF THE CITY OF PASADENA AMENDING TITLE 3 (CIVIC EVENTS AND FACILITIES) TO INCREASE THE NUMBER OF DISPLACEMENT EVENTS IN THE ARROYO SECO AND CLARIFY THE PERMITTED USES RELATED TO THE BROOKSIDE GOLF COURSE AREA

PURPOSE OF ORDINANCE

This ordinance implements the direction given by the City Council on this same date regarding amendments to the Pasadena Municipal Code, Title 3 (Civic Events and Facilities), Chapter 3.32 (Arroyo Seco Public Lands) primarily so as to enable the Arroyo Seco Music and Arts Festival.

REASON WHY LEGISLATION IS NEEDED

The Rose Bowl Operating Company and City of Pasadena have an opportunity to host an annual music and arts festival that would occur at the Rose Bowl Stadium and on the Brookside Golf Course. The festival requires an amendment to the Arroyo Seco Public Lands Ordinance (Pasadena Municipal Code Chapter 3.32) and approval of a license agreement with Anschutz Entertainment Group (AEG). The proposed amendment to the Arroyo Seco Public Lands Ordinance would increase the number of annual displacement events allowed without required findings by the City Council from 12 to 15, would modify allowed uses of the Brookside Golf Course so that displacement events and amplified sound are permitted in conformance with long standing practice, and would establish that the festival would not occur in the same calendar year as any NFL regular season game at the Rose Bowl.

04/11/2016

~~04/04/2016~~

MEETING OF _____

AGENDA ITEM NO. 10 21

Pursuant to the Operating Agreement between the City and RBOC, the RBOC Board recommended to the City Council the approval of this ordinance.

PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED

The Rose Bowl Operating Company will implement the license agreement in accordance with the ordinance.

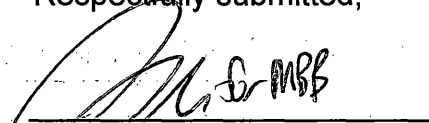
FISCAL IMPACT

The festival as authorized by the ordinance is projected to generate between \$90 million and \$106 million over the proposed 20-year period. The revenues are critical to stabilizing the RBOC operating budget, currently at \$40 million annually, in addition to future capital improvements for the stadium, which, through 2020, are projected to cost approximately \$19 million. An Economic Impact Study of the festival projected a total of \$385 million in potential overall economic benefits to the City over the life of the festival.

ENVIRONMENTAL DETERMINATION

On this same date, the City Council will be asked to (1) adopt a resolution certifying the Final Environmental Impact Report (FEIR) and adopt a Mitigation Monitoring and Reporting Program for a music and arts festival to occur in the Rose Bowl and on Brookside Golf Course; and (2) adopt a resolution adopting a Statement of Overriding Considerations for a music and arts festival to occur in the Rose Bowl and on Brookside Golf Course.

Respectfully submitted,



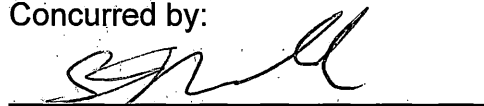
Michele Beal Bagneris
City Attorney

Prepared by:



Theresa E. Fuentes
Assistant City Attorney

Concurred by:



Steve Mermell
Interim City Manager

Introduced by: Councilmember Gordo

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SECTION 1. This ordinance, due to its length and corresponding cost of publication, will be published by title and summary as permitted in Section 508 of the Pasadena City Charter. The approved summary of this ordinance is as follows:

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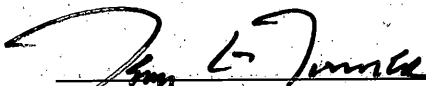
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Ordinance No. 7279 shall take effect upon publication.”

SECTION 2. The City Clerk shall certify the adoption of this ordinance and shall cause this ordinance to be published by title and summary.

SECTION 3. This ordinance shall take effect upon publication.

Signed and approved this 11th day of April, 2016.



Terry Tornek
Mayor of the City of Pasadena

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AYES: Councilmembers Gordo, Kennedy, Madison, McAustin, Wilson, Vice Mayor Masuda

NOES: Councilmember Hampton, Mayor Tornek

ABSENT: None


ABSTAIN: None

Date Published: April 14, 2016
Pasadena Journal



Mark Jomsky
City Clerk

Approved as to form:



Theresa E. Fuentes
Assistant City Attorney

0000137968C031

Introduced by: _____

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1. The displacement of activities normally conducted on improved turf areas, including area H and the golf course.
2. The impact upon surrounding residential areas and the Arroyo Seco resulting from traffic, noise, parking and any other anticipated impacts.
3. That displacement of recreational programs and activities within Brookside Park and the Brookside Golf Course has not occurred more than 42 15 times annually.”

SECTION 3. Pasadena Municipal Code, Title 3, Chapter 32 (Arroyo Seco Public Lands), Section 3.32.270 is amended as follows:

“3.32.270 Rose Bowl area – Number of permitted events.

A. No displacement of recreational programs and accessibility to Arroyo Seco facilities shall be allowed more than 42 15 times in any calendar year without

permission of the city council ~~board of directors~~ who must find that each additional permitted event meets all of the following requirements:

1. The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.
 2. The revenue generating potential from the additional event justifies its consideration.
 3. The event does not create undue conflicts with other Arroyo Seco activities taking place at the same time.
 4. The event does not impose undue adverse impacts on surrounding residential areas.
- B. To minimize adverse impacts on surrounding residential areas, scheduling of events at the Rose Bowl shall emphasize a minimum number of events which yield the maximum amount of new revenues to the city.
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SECTION 5. The City Clerk shall certify the adoption of this ordinance and shall cause this ordinance to be published by title and summary.

SECTION 6. This ordinance shall take effect upon publication.

Signed and approved this _____ day of _____, 2016.

Terry Tornek
Mayor of the City of Pasadena

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 _____ 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Date Published:

Mark Jomsky
City Clerk

Approved as to form:



Theresa E. Fuentes
Assistant City Attorney

0000137966C031

THE PASADENA JOURNAL NEWS
1541 N. Lake Ave., Suite A
Pasadena, CA 91104

This space is for Clerk's filing Stamp

PROOF OF PUBLICATION
(2025.5 C.C.P.)

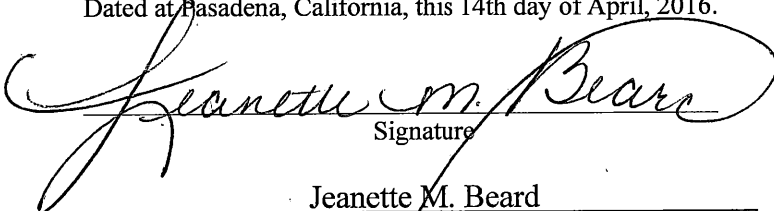
STATE OF CALIFORNIA
County of Los Angeles

I am a citizen of the United States and a resident
of the County of aforesaid. I am the Principal clerk of the

printer of the Pasadena Journal, a newspaper of general
circulation printed and published weekly in the County
of Los Angeles, and which newspaper has been adjudged
a newspaper of general circulation by the Superior
Court of the County of Los Angeles, State of California,
under the date of April 16, 1991, Case Number GS000541,
that the notice of which is annexed is a printed copy
(set in type not smaller than nonpareil) has been published
in each regular and entire issue of said newspaper and
not in any supplement thereof on the following dated to-wit
April 14, 2016 all in the year 2016.

I certify and declare under penalty perjury that the foregoing
is true and correct

Dated at Pasadena, California, this 14th day of April, 2016.


Signature

Jeanette M. Beard

Introduced by: Councilmember Gordo

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SEE ATTACHED

PROOF OF PUBLICATION

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Ordinance No. 7279 shall take effect upon publication."

SECTION 2. The City Clerk shall certify the adoption of this ordinance and shall cause this ordinance to be published by title and summary.

SECTION 3. This ordinance shall take effect upon publication.

Signed and approved this 11th day of April, 2016.

Terry Tomek
Mayor of the City of Pasadena

I HEREBY CERTIFY that the foregoing ordinance was adopted by the City Council of the City of Pasadena at its meeting held this 11th day of April 2016, by the following vote:

AYES: Councilmembers Gordo, Kennedy,
Madison, McAustin, Wilson,
Vice Mayor Masuda
NOES: Councilmember Hampton,
Mayor Tomek
ABSENT: None
ABSTAIN: None

Mark Jomsky
City Clerk

Date Published: April 14, 2016
Pasadena Journal