

Agenda Report

October 17, 2016

TO: Pasadena City Council
FROM: Rose Bowl Operating Company
SUBJECT: Honda Community Recreation Loop in Area H

RECOMMENDATION:

It is recommended that the City Council approve the following:

1. Find that the actions proposed herein are exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301 (existing facilities-minor); and
2. Approve the naming of the new perimeter loop project in Area H for philanthropic contributions made to Legacy Connections, and physical improvements thereto, as "Honda Community Recreation Loop;" and
3. Approve two (2) donor recognition signs for the new perimeter loop project on Area H for contributions made to Legacy Connections by donors to this project.

BACKGROUND:

History of Legacy Naming Rights Opportunities

The Rose Bowl Legacy Connections fundraising efforts are well underway, and the RBOC is committed to taking the actions necessary to ensure that Legacy has the resources and support it needs to continue to be successful.

On October 11, 2010, the RBOC and City Council approved an amendment to the Operating Agreement between the RBOC and the City of Pasadena to allow the RBOC, through Legacy, to secure contributions for specific Rose Bowl Stadium naming rights. Less any fulfillment costs, the funds raised through Legacy's naming rights efforts are primarily intended to provide funding for elements of the Rose Bowl Stadium Renovation Project ("Project") and future stadium improvements. On November 4, 2010, the RBOC approved the specific naming opportunities to be established for donor

opportunities and the corresponding ranges indicated for the particular stadium features to be named, to ensure that all naming recognition decisions were made according to an established set of standards.

Area H Perimeter Project

On May 20, 2013, the City Council approved Legacy's updated, comprehensive list of naming rights and inventory opportunities, in which "Area H" was included. At that time, the RBOC reported that contributions solicited by Legacy for the Area H project naming rights would fund the proposed improvements for Pasadena residents and the thousands of recreationalists who utilize the Central Arroyo annually. The cost estimate of the project that was presented to Legacy by the City was \$1.2 million. The report referenced that the RBOC would return to the Council once a naming opportunity was identified for final approval.

It should be recognized that the recommendation from the RBOC is to name a new recreational feature that would be within Area H, not to rename a park or facility. Also, it should be noted that the development of a shorter loop around the Rose Bowl was contemplated as part of the Central Arroyo Master Plan (see below):

Consider Loop around the Stadium

"A Rose Bowl Stadium Loop Pedestrian Pathway would provide a view of the facility for visitors and tourists, and a pathway for daily park users. The exercise loop around the stadium would provide a shorter alternative to the three-mile recreation loop. This pathway would need to meet the safety and operational concerns of the Rose Bowl and golf course, and be ADA-accessible."

The above described loop would be approximately $\frac{3}{4}$ mile and would have fitness equipment as part of two clusters, a new rest area, and will also be ADA accessible for both recreationists as well as for those who may be trying to access the Rose Bowl from Seco Street

The Area H perimeter project was supported by gifts raised by Legacy from multiple private donors, including but not limited to: Honda Corporation (the largest donation), Ahmanson Foundation, Los Angeles County Supervisor Michael Antonovich, Kaiser Permanente and Ralph M. Parsons Foundation, with a total anticipated gross gift of approximately \$1,895,000. Without the Honda donation, this City CIP project would remain unfunded. The remaining balance of the gift will be utilized to support unfunded stadium capital improvements as well as for a new student education and physical fitness program, Field Trip to the Field, supported by Honda, for PUSD students.

On June 2, 2016 the RBOC approved the naming of Area H to "Honda Park" recognizing that it would be subject to City Council approval. RBOC staff then received

feedback from stakeholders. Staff held several meetings with community members along with the RBOC Operations Committee prior to recommending the naming of the new 'loop improvements' for the Area H Perimeter Project.

On October 6, 2016 the RBOC approved the name 'Honda Community Recreation Loop' along with two (2) sign locations, subject to City Council approval (RBOC staff envisions the dimensions of the signs being no larger than 6' x 6').

Accordingly, at this time, the RBOC requests that the City Council approve the naming of the new 'loop improvements' in Area H, as "Honda Community Recreation Loop", along with placement of two (2) signs, to recognize donor contributions to Legacy in completing this project:

The design and aesthetic of the two (2) donor recognition signs is to be approved by the City of Pasadena.

Field Trip to the Field Program – Pasadena Unified School District

A portion of Honda's philanthropic gift is also going to support a youth educational initiative.

The 'Field Trip to the Field' program has been funded by Honda as a part of its gift to the Area H Perimeter Project, and will eventually ensure that every student in the District has the chance to visit and learn about the Pasadena National Historic Landmark, the Rose Bowl Stadium. Honda's support of the Rose Bowl Stadium spans decades as one of the Stadium's founding partners.

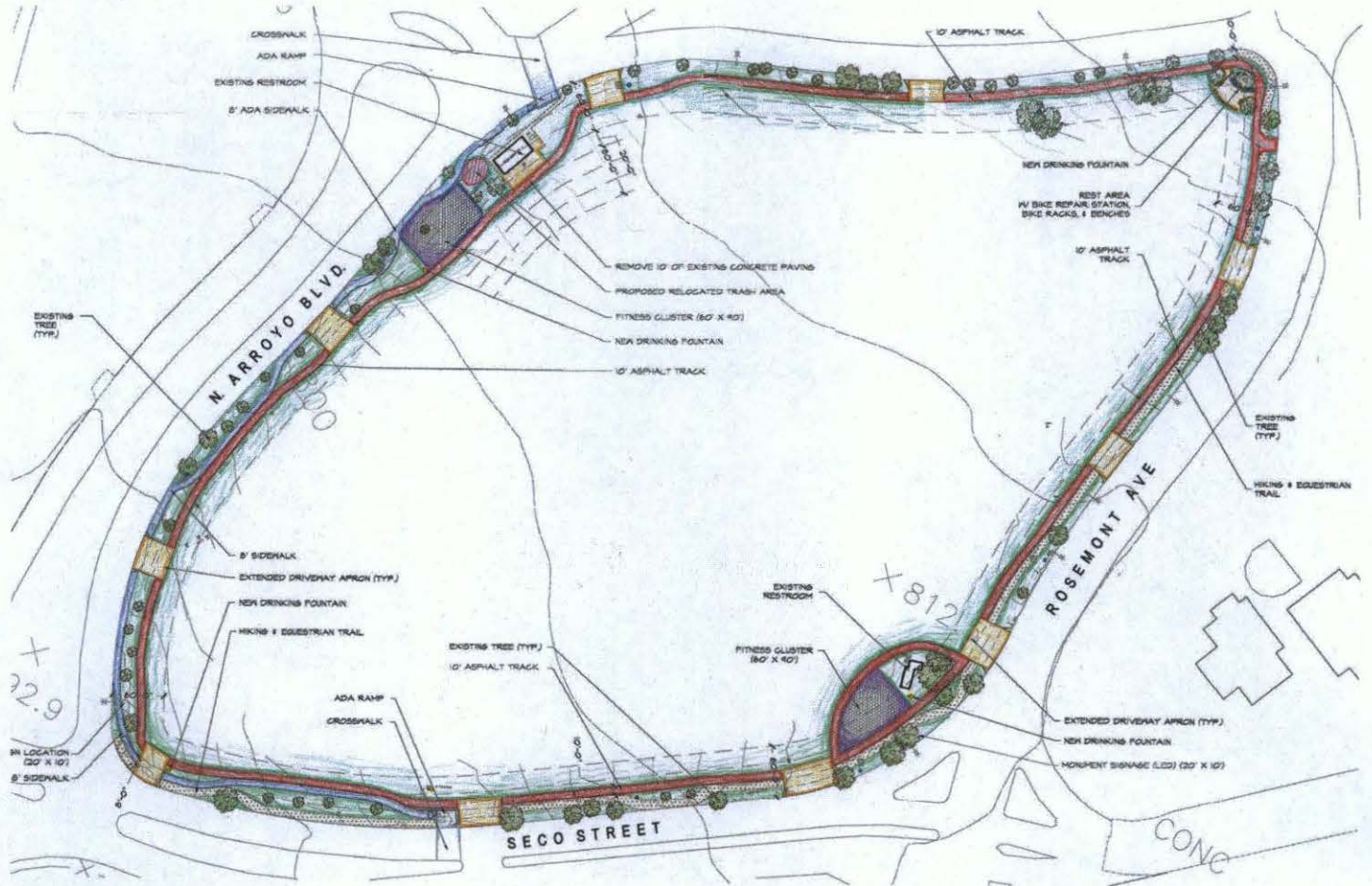
In addition to the educational focus on the venue's heritage and what it means for the City of Pasadena, PUSD students will embrace health and wellness during their visits. Students are expected to participate in a Physical Education class on Area H utilizing the new perimeter loop, before heading inside for a behind-the-scenes Stadium Tour. Each day will end with a nutritious lunch, underneath the historic Rose Bowl Marquee.

Led by professional tour guides, students will experience the behind-the-scenes aspects as displayed on the official Stadium Tour. The tour is a ticketed event that is open to the public each month, or by advanced group booking, and has welcomed thousands of visitors since its beginning in 2014. Stops on the tour include the original locker room from 1922, the new locker rooms, press box, Court of Champions and the iconic Rose Bowl Field.

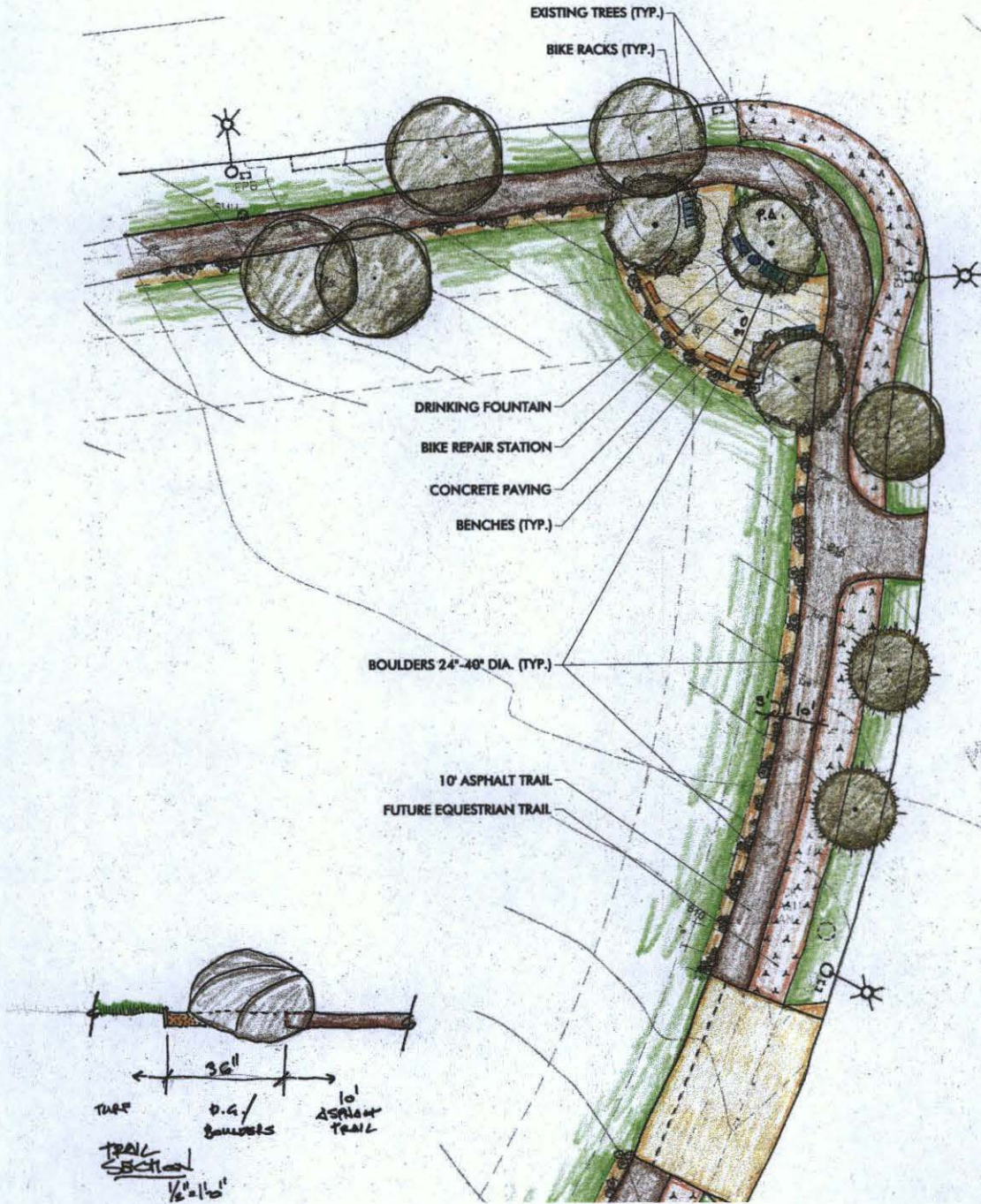
The program began on October 4, 2016 with more than 100 students.

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Draft Site Plan



Draft Site Plan – Rest Area on Northeast Corner

ENVIRONMENTAL:

The actions proposed herein are exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15301, which exempts from environmental review minor alterations of existing public structures that involve negligible or no expansion of the use. The alterations contemplated herein at Area H would not alter the use of the park in any manner. The alterations are primarily aesthetic, and would involve minor construction and landscaping of existing areas. Accordingly, the project described herein does not require additional environmental review.

FISCAL IMPACT:

Legacy has raised all funds privately to support the Area H perimeter project, which is included in the city's FY17 CIP plans. The private gifts raised by Legacy to date for the project total approximately \$1.895 million. The funds beyond the \$1.2 million dedicated to the Area H improvements will be utilized to support the Honda Field Trip to the Field program (page 3) and other RBOC unfunded capital improvements.

This project is included in the City's FY17 Capital Improvement Program Budget with total appropriations of \$1.4 million from Residential Impact Fees (\$200,000) and Legacy Contributions (\$1.2 million). As may be needed, the City will advance funds for the project, which will be reimbursed as contributions from donors are received. The majority of donations, \$1.095 million, are expected to be received the same year construction is completed (anticipated to be 2017).

Respectfully Submitted,



Darryl Dunn,
General Manager