



East Arroyo Residents Association



LINDA VISTA ~ ANNANDALE ASSOCIATION



October 1, 2016

Via E-Mail

To: Steve Mermell, City Manager smermell@cityofpasadena.net
Terry Tornek, Mayor ttornek@cityofpasadena.net

Re: **Rose Bowl Donor Recognition Concerns**

Our organizations represent the neighborhoods and citizens of Pasadena most directly affected by Rose Bowl and Central Arroyo activities.

Background

Donors and sponsors have made generous offers to support improving Central Arroyo public spaces in exchange for public recognition. However, the plans we have seen are not consistent with the City's Arroyo Seco Master Plan (ASMP) and were developed without essential reviews by City agencies and the public.

The Rose Bowl and Central Arroyo are exceptional assets, officially designated in the National Directory of Historic Places, and require scrupulous management. As noted in a recent report by the Urban Land Institute, the Rose Bowl is

"...a world-class venue surrounded by a multipurpose park that cumulatively attracts upward of 2 million visitors a year. This large, complex and attractive setting contributes significantly to the economic, social, and environmental well-being of the city and the greater Los Angeles area."

"The Rose Bowl name is iconic and the high ethic of the Rose Bowl [in not selling its name] is in decreasing supply." *From Urban Land Institute report on the Rose Bowl and Central Arroyo, January 30 - February 2, 2012*

We have the following concerns, sparked by proposals brought to our attention by Rose Bowl management for signage for Rose Bowl Drive and for improving and renaming Area H in the Central Arroyo:

Concerns

1. The Central Arroyo must not be dominated by corporate branding.

- a. We understand the need to recognize those who generously contribute to arroyo facilities, and support tasteful signs thanking them. However no Central Arroyo feature or improvement should be named after a sponsor. The City's Park & Recreation Facility Naming Policy must be followed. (See item 2b below.)
- b. The City needs to adopt a process for recognizing donors and sponsors of improvements to public spaces. This process needs to be transparent and include the duration of the recognition.

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PASADENA, CA**

2. Modifications and improvements to the Central Arroyo must go through the normal review processes.

- a. Any change to the Central Arroyo must be consistent with the letter and spirit of the ASMP. All of us — City staff, City elected officials, City commissions, and the public — put a great deal of effort into crafting the plan and it must not be ignored.
- b. The City of Pasadena Public Park and Recreation Naming Policy, attached for your reference, includes criteria for determining names and the process for their approval. The process includes review by the Recreation and Parks Commission in a public meeting. The Rosemont Drive and Area H projects are bypassing this process.
- c. The ASMP Design Guidelines require that a plan for signage be developed and submitted to the Recreation & Parks Commission and Planning Commission. An Arroyo Seco sign plan is in work according to the City's website. The sign plan must go through the normal process with City staff, City commission and public participation before any new signage is installed.
- d. Proposals for modification and improvement must include clear plans for their maintenance.

We strongly believe that we must provide a framework for the future now, by asking the City to create a process for adopting consistent guidelines for all park signage, and to insure that guidelines already established are followed. (According to the City website, a company has been hired to develop guidelines for Park signage in the Arroyo Seco – this needs to be competed and the guidelines followed.) Projects within this National Landmark District should be approached in a holistic manner rather than the "one off" approach that appears to be the case now.

We appreciate the philanthropic offers to support Central Arroyo facilities, but we also expect the careful and transparent management which is essential to maintaining this precious treasure passed down to us by earlier generations.

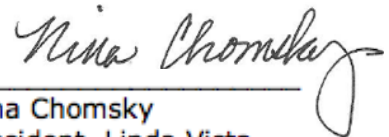
Sincerely,



Kenyon Harbison
President, West Pasadena
Resident's Association



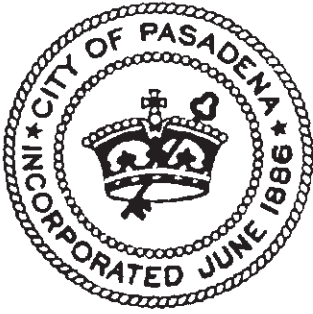
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Agenda Report

DATE: NOVEMBER 22, 2004

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: REQUEST TO NAME A PATH IN THE LOWER ARROYO "THE ROY BEGLEY WALK"

RECOMMENDATION

It is recommended that the City Council approve the request to name a path in the Lower Arroyo in honor of Roy Begley.

RECOMMENDATION OF THE RECREATION AND PARKS COMMISSION

At the October 5, 2004, meeting of the Recreation and Parks Commission, the commission unanimously supported this request.

BACKGROUND

At the May 4, 2004, meeting of the Recreation and Parks Commission, the Commission endorsed the Public Park and Recreational Facility Naming Policy (Attachment A). This policy establishes guidelines and procedures for the process of naming City parks, park/recreational facilities and areas of parkland. This application represents the first request submitted since the Commission's endorsement of the policy.

The request is that a path situated in the Lower Arroyo be named in honor of Mr. Roy Begley. Mr. Begley was a former member of the Recreation and Parks Commission and worked on several projects in Pasadena's parks as a volunteer. The path identified by the applicant begins just north of the California path, paralleling South Arroyo Boulevard and emerging at the south end of the Coast Oak Grove at the Bird Sanctuary as indicated on the attached map (Attachment B).

Item II (d) of the Public Parks and Recreation Facility Naming Policy provides for use of an individual's name, if such person "...has made a significant contribution

to the community, country, state, or the field of parks and recreation". The Commission finds that the request is consistent with the established policy and recommends that the City Council approve this request. If approved, the trail name will be displayed on a sign (consistent with the Arroyo Seco Design Guidelines) that would be placed at a trail heading and documented on appropriate maps and records.

FISCAL IMPACT

There is a minimal cost for the signage that will identify the Roy Begley Path for which funds are available in the Capital Improvement Program Budget for the Lower Arroyo – Implement Master Plan – Signage and Restroom Demolition – Phase I (77414).

Respectfully submitted,


CYNTHIA A. KURTZ
City Manager

Prepared by:


Charles Peretz, Management Analyst IV
Parks and Natural Resources

Reviewed by:


Kathleen Woods, Administrator
Parks and Natural Resources

Approved by:


Martin Pastucha, Director
Department of Public Works

ATTACHMENT A



CITY OF PASADENA PUBLIC PARK AND RECREATIONAL FACILITY NAMING POLICY

I. PURPOSE

The city finds that it is in the best interest of the community to develop a formal process for requests to name parks and recreational facilities in city parks. Therefore the city deems it desirable, and in the public interest, to establish a set of guidelines and procedures for the selection of names for parks and recreational facilities.

II. POLICY

The City will adopt a name for each city park based on one or more of the following criteria and, when deemed appropriate, may do the same for a recreational facility located within the physical boundaries of a city park. The following criteria shall be used in determining the names of city parks and recreational facilities:

- (a) Geographical location of the park or facility; or
- (b) Natural or geological features proximate to the park or facility; or
- (c) Cultural or historical significance to the City or surrounding neighborhood; or
- (d) The name of an individual who has made a significant contribution to the community, country, state, or the field of parks and recreation.

Existing names shall not be subject to change unless, after investigation and review, the proposed name is found to be more appropriate than the existing name, based on the criteria listed in this policy. Any action to change the name of an existing park shall follow the same process as outlined below.

III. PROCESS

- A. Any person or organization may submit a request to name a public park or recreational facility to the City Manager. Such requests should provide the proposed name, the location and brief description of the park or facility to be named, and a statement evidencing that the proposed name is consistent with this policy.

- B. The City Manager shall review such requests and may refer the request to the Director of Public Works for appropriate action. In the case of the naming or renaming of a park, the city will notify and accept input from all property owners within a 1000-foot radius of the subject site. The proposed name change, along with any input received from property owners regarding such, will be considered by the Recreation and Parks commission at a public meeting.

- C. Upon the recommendation of the Recreation and Parks commission, staff will prepare an agenda report pertaining to the proposed naming. Such action will be considered by the City Council at a public meeting. The date, time and location of such hearing shall be noticed in advance. Although not required by law, courtesy notices of the name change should be mailed in advance of the City Council's consideration of a name change to all property owners within 1,000 feet of the park and to other parties which have expressed an interest. Based on the action taken by the Council, staff will take all appropriate measures regarding the naming of the park or recreational facility. Petitioner shall be responsible for all costs associated with name change.

Exhibit 1-3
 STUDY AREA

