



March 8, 2010

Via Email

Mayor Bill Bogaard
Pasadena City Council Members
Pasadena City Hall
100 N. Garfield Ave. Room S228
Pasadena, CA 91109

Re. Rose Bowl Stadium Strategic Plan Concept Funding

Dear Mayor and Councilmembers,

The Rose Bowl is an important part of Pasadena's past and its future; therefore, the West Pasadena Residents' Association (WPRA) supports the Rose Bowl Operating Company (RBOC) in its efforts to improve the facility.

In April 2009 we supported the RBOC's request for funding to pursue development of a new concept with potential to meet the expectations of nearby neighbors and tenants. The project, now being developed from this concept, promises to maintain the stadium's historic landmark status while providing improvements to the facility that would be visually, physically and financially beneficial.

To this point, the RBOC has met all the deadlines set in the process of turning concept into actual project. We wholeheartedly support their request for funding to continue this development work to completion. We look forward to reviewing the project and trust that all pertinent questions and issues will have been addressed and resolved to the satisfaction of tenants and stakeholders.

The WPRA appreciates and commends the RBOC on the careful and transparent process in developing this worthy project. The hoped for result will be an improvement project that has support of the entire community and that can be completed in time for the 100th Rose Bowl game in 2014.

Sincerely,

Fred Zepeda
Director

WEST PASADENA RESIDENTS' ASSOCIATION
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