



June 14, 2010

Hearing Officer  
Planning and Development Department  
City of Pasadena  
175 N Garfield Ave  
Pasadena, CA 91109

RE: Conditional Use Permit, No. 55421, 1001 Rose Bowl Drive, Rose Bowl Stadium

Dear Hearing Officer,

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's (RBOC) ongoing efforts to improve the facility. We ask that you approve their request for a Conditional Use Permit.

The WPRA appreciates the RBOC's transparent process in developing this project and welcome all opportunities to participate in the process as it evolves. The WPRA looks forward to seeing an improvement project that the entire community can support and that can be completed in time for the 100<sup>th</sup> Rose Bowl game in 2014.

Sincerely,

A handwritten signature in black ink that reads "Fred Zepeda". The signature is written in a cursive, flowing style.

Fred Zepeda, Director

**WEST PASADENA RESIDENTS' ASSOCIATION**  
**POST OFFICE BOX 50252 • PASADENA, CA 91115**

**Serving our neighborhood since 1962**