



June 12, 2014

*Via E-Mail and hand delivery*

To: Betty Donovanik, Senior Planner

**Re: WPRA Scoping Comments Regarding Rose Bowl Music Festival EIR**

The West Pasadena Residents' Association (WPRA) understands the importance of hosting events at the Rose Bowl for the stadium to maintain its status as one of Southern California's premier venues, and to pay for its continued improvement, maintenance and operation. However, the severe impact of each large event on both the surrounding neighbors and those along the traffic corridors serving the Rose Bowl, must be fully considered and taken into account.

Therefore, in preparing the Environmental Impact Report for a 3-day music festival which would add displacement events, WPRA urges you to consider recommendations by our partner neighborhood organizations, which are not repeated here, and the following:

1. The Rose Bowl Events EIR needs to address certain problems in the NFL EIR, which we understand you plan to use as a basis for this one. This needs to be done despite the results of prior litigation, as a gesture of good faith and to promote harmony. Our comments on the NFL EIR are attached. We continue to believe that many of our concerns, especially those regarding traffic, recreational users and safety, were not adequately addressed.
2. As you know, the EIR for NFL modeled traffic patterns using a poorly-attended football game (attendance of 50,000 compared with current seating capacity of 89,702, U2 concert attendance of 97,000, soccer game attendance of 92,000). This EIR should use a well-attended football game and at least one of the sold-out 2014 concerts. It seems likely that traffic patterns will be different for different types of events, different days of the week, and different times of day.
3. In this regard, the music festival presents an additional unique challenge, as attendees of a 3-day music festival may very well attempt to camp in the Arroyo, even if prohibited, unless there is adequate security to keep them out.
4. The EIR must consider the cumulative impact of displacement events plus additional events which are not big enough to be classified as displacement events. These events have serious impact on activities in the Arroyo and on the neighborhood. The Rose Bowl website lists 25 such events for 2014.
5. We understand that some want to bring the EIR before the City Council by December, but please do not close off analysis and comment until after the series of concerts concluding in September, which include weekend concerts, weekday concerts, and one period of three consecutive days with sold-out concerts.

6. There must be a formal and robust program to continuously monitor and improve event management and to reduce the impact of events on surrounding neighborhoods. Rose Bowl management has started work on such a program in conjunction with the Rose Bowl Neighbors group. This needs to be vigorously pursued.
7. The program should include regular, documented funding to support specific and ongoing mitigation measures.
8. The EIR should specifically address how impacts to the Brookside golf courses will be mitigated. It seems likely that, as opposed to the parking of cars, impacts will be different for a 3-day event that constructs concert venues on one or both golf courses, and where potentially tens of thousands of people will be dancing and otherwise congregating on one or both golf courses over several days.

Thank you for the opportunity to comment on this EIR, which will have a substantial impact on the quality of life for residents throughout Pasadena and especially in West Pasadena, Linda Vista, San Rafael and other neighborhoods along the Arroyo.

Sincerely,



---

Geoffrey Baum  
President, West Pasadena Residents' Association

**Distribution:**

Betty Donovanik	<a href="mailto:bdonavanik@cityofpasadena.net">bdonavanik@cityofpasadena.net</a>
Senior Planner	
Steve Madison	<a href="mailto:smadison@cityofpasadena.net">smadison@cityofpasadena.net</a>
Michael Beck	<a href="mailto:mbeck@cityofpasadena.net">mbeck@cityofpasadena.net</a>
Steve Mermell	<a href="mailto:smermell@cityofpasadena.net">smermell@cityofpasadena.net</a>
Vincent Bertoni	<a href="mailto:vbertoni@cityofpasadena.net">vbertoni@cityofpasadena.net</a>
Darryl Dunn	<a href="mailto:ddunn@rosebowlstadium.com">ddunn@rosebowlstadium.com</a>
WPRA Board	<a href="mailto:board.wpra@wpra.net">board.wpra@wpra.net</a>
Bill Bogaard	<a href="mailto:bbogaard@cityofpasadena.net">bbogaard@cityofpasadena.net</a>
Takako Suzuki	<a href="mailto:tsuzuki@cityofpasadena.net">tsuzuki@cityofpasadena.net</a>