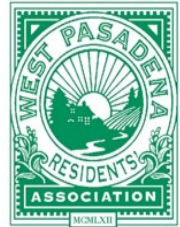




East Arroyo Residents Association



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.

**EARA LVAA WPRA
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.

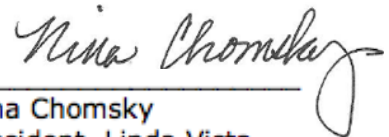
Sincerely,



Kenyon Harbison
President, West Pasadena
Resident's Association



Calvin Wells
President, East Arroyo
Residents Association



Nina Chomsky
President, Linda Vista-
Annandale Association

Distribution:

David Sanchez	dsanchez@cityofpasadena.net
RBOC Board	c/o mhenderson@rosebowlstadium.com
Darryl Dunn	ddunn@rosebowlstadium.com
Margo Mavridis	mmavridis@rosebowlstadium.com
Steve Madison	smadison@cityofpasadena.net
Takako Suzuki	tsuzuki@cityofpasadena.net
Rec & Parks Comm	c/o shouser@cityofpasadena.net
WPRA Board	board.wpra@wpra.net