



Rose Bowl Operating Company

April 3, 2008

TO: Rose Bowl Operating Company (RBOC)

FROM: Darryl Dunn, General Manager

SUBJECT: Nomination of the Pasadena Arroyo Parks and Recreation District to the National Register of Historic Places

RECOMMENDATION:

It is recommended that the RBOC Board of Directors communicate to the City Council the following:

1. Its support, in principle, for the efforts to recognize the historic significance and physical beauty of the Arroyo Seco in the nomination of the Pasadena Arroyo Parks and Recreation District to the National Register of Historic Places
2. Its concerns with the potential effect of including “routing” (the configuration or layout of the Golf Courses) as a contributing element to its historic significance
3. Its understanding that the process for future modifications of the golf courses will be consistent with the process that occurred prior to the nomination of the District to the National Register of Historic Places.
4. Its understanding that the general overall boundaries of Brookside Golf Club are largely defined by the historic stone walls around the perimeter of the two courses.

BACKGROUND:

At its January 3, 2008 meeting, the RBOC Board of Directors considered a recommendation based on a presentation by the City of Pasadena’s Planning and Development Department (PP&D) regarding the nomination of the Pasadena Arroyo Parks and Recreation District to the National Register of Historic Places. State Historic Preservation Officer had notified the City of the notification by Pasadena Heritage. The PP&D staff report recommended that the RBOC review and forward comments to the City Council . The Board discussed the nomination and took action to direct that a letter be prepared to express to the City Council concerns of the RBOC about an aspect of the proposed nomination. Attached is a copy of the letter, dated January 9, 2008 that was sent to the City Council.

The letter conveyed the RBOC's general support for the effort to recognize the historic significance and the physical beauty of the Arroyo district, but expressed concern that Brookside Golf Club was identified in the nomination as a contributing site. The letter noted that various changes have occurred at Brookside over the years and that to remain competitive, Brookside must have the flexibility to continue to change in the future. Brookside is currently mid-way through its 10-year Master Plan, and, additionally, the golf courses may be impacted by strategic planning that is underway for the Rose Bowl, or in connection with future changes that may be made in the way water is supplied to the facility. The letter described several possible impacts to the golf facilities. As stated in the letter, the RBOC's major concern is that Brookside Golf Club's future project planning not be adversely impacted by the proposed nomination.

On January 14, 2008, City Council took up the matter to support the nomination of the Pasadena Arroyo Parks and Recreation District to the National Register of Historic Places. After a lengthy discussion, Council directed City staff to send a letter to the Pasadena Heritage Board of Directors requesting the Board to ask for a continuance of the application to allow for Council's questions to be answered. Subsequently, a letter was sent to Pasadena Heritage requesting a continuance of the application and at its January 16, 2008 meeting, Pasadena Heritage approved the City's request to ask the State for continuance.

RBOC staff met with Pasadena Heritage regarding RBOC's concerns, and the RBOC Board of Directors addressed this item again at its March 6, 2008 meeting. At the meeting, Pasadena Heritage explained its reasons for identifying the Brookside Golf Club as a contributing site and emphasized that the historic significance of the site was because the golf courses are in their original location and have retained their general overall boundaries and routing (configuration) of the holes. The Board of Directors remained concerned with the description of the significant features of the site contained in the nomination, and an Ad Hoc Committee was subsequently appointed to discuss the matter further.

The Committee met with representatives of Pasadena Heritage, its own historic preservation consultants and City Planning staff and reached a better understanding of the review processes that would be employed to consider changes to the golf courses. The Committee and representatives of Pasadena Heritage agreed that the general overall boundaries are largely defined by the historic stone walls around the perimeter of the two courses. However, the Committee remained concerned with any reference to the specific routing as being a significant feature of the site.

Routing is essentially the configuration and layout of the holes on the golf courses from one to the next. The concern with including routing as a significant feature is that it may be necessary in the future to alter the routing of one or both of the golf courses or merely a hole or two to improve the competitive nature of the golf course or to accommodate changes in the water supply to the facility.

The economics of the Brookside Golf Club operations are essential to support Rose Bowl operations, as well as the golf courses. In this respect, it is very important to recognize that golf, as an industry, has been declining throughout the country, forcing some golf courses to reduce the number of holes or to be closed down. Although Brookside is still strong in terms of its play, it is imperative that the city and the RBOC retain flexibility, as it may become necessary in the future to consider rerouting or redesign of the course or reduction in the number of holes to remain competitive and/or economically viable.

If there are significant changes to the golf course in the future, those changes will be required to go through the city's CIP process, as well as CEQA processes. It is staff's understanding that the process for future modifications will be consistent with the process that occurred prior to the nomination of the District to the National Register of Historic Places. In no event is there any thought or suggestion that the beauty of the Arroyo Seco will be tarnished or affected negatively in any respect by any changes that may occur to the golf courses, but there is a definite concern that future "routing" not be unnecessarily restricted.

The 10-year Master Plan, that Brookside is currently undertaking will not change the original location, and Brookside will remain golf courses. Lengthening holes, adding/deleting bunkers, rebuilding green complexes, tees and fairways will continue to proceed without interfering with Brookside being a contributing site in the nomination.

FISCAL IMPACT:

There is no fiscal impact by being on the National Register since the City already requires design review for major alterations and new construction in the Arroyo Seco. It should be noted that properties with a historic designation may also be in an advantageous position to compete for rehabilitation and restoration grants from private, State, and Federal sources.

Respectfully submitted,

Darryl Dunn
General Manager