



1001 Rose Bowl Drive, Pasadena, CA 91103

www.rosebowlstadium.com

ANNOUNCEMENT

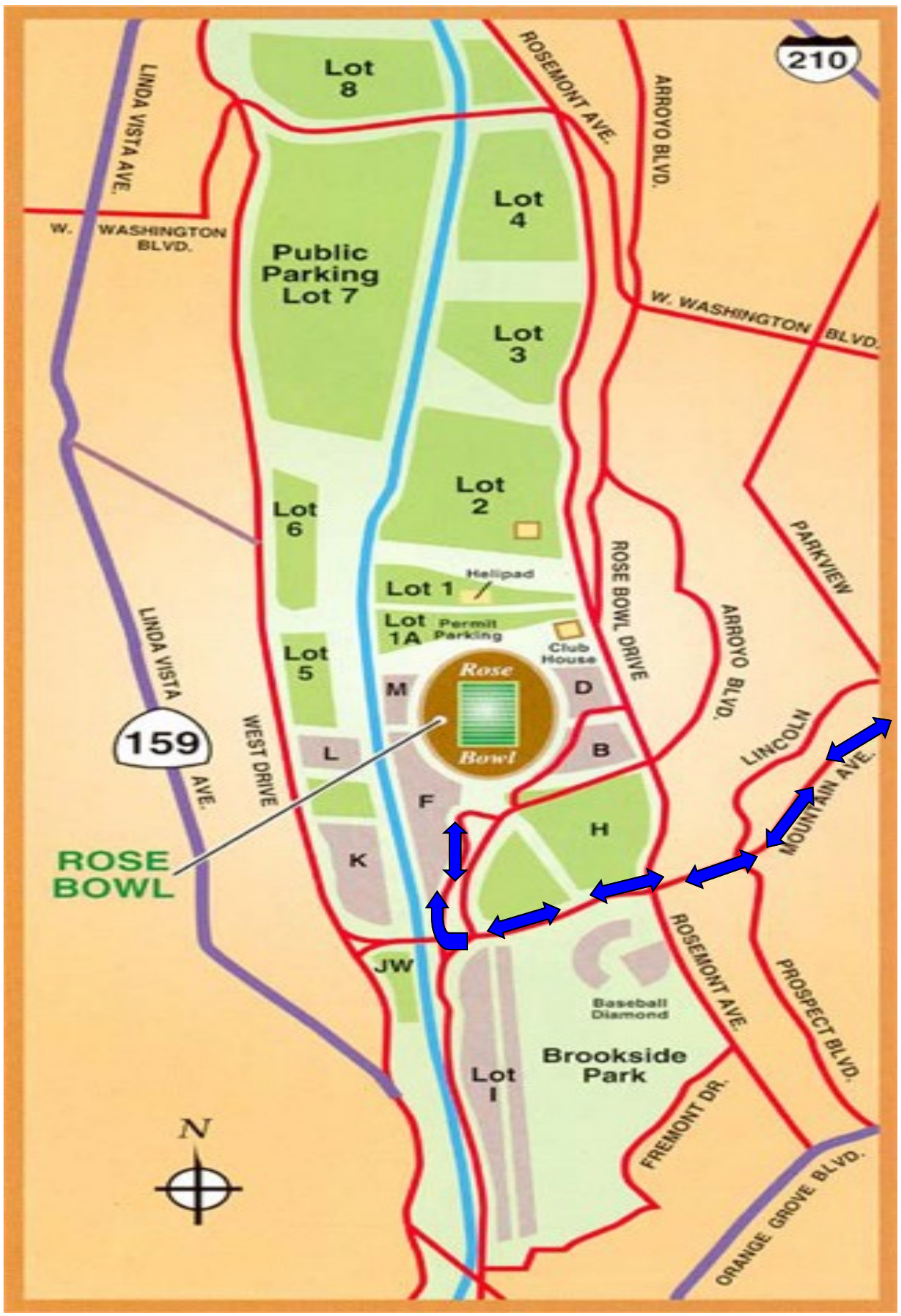
As you know, the Rose Bowl will be undergoing a \$152 million renovation project. The project begins on January 10, 2011, and construction will be complete in time for the 100th Rose Bowl Game, January 1, 2014.

A Memorandum of Understanding (MOU) has been developed and signed by representatives of East Arroyo Residents Association, Linda Vista Annandale Association and West Pasadena Residents Association. The purpose of the MOU is to focus on areas of potential impact, and how they could be mitigated, and also to outline a communication process between neighborhood organizations adjacent to the Rose Bowl and the Rose Bowl construction management team.

Attached for your reference is the approved truck route for construction (on reverse side), which was reviewed and approved by the City of Pasadena as part of the Environmental Impact Report.

For information on the renovation, please go to www.rosebowlstadium.com or you may contact Rose Bowl Event Manager, Abie Bacon at (626) 577-3101. In addition, we recommend you contact your neighborhood association representative or your City Council Field Representative.

Thank you for your understanding as we try to improve the stadium, so it has a viable future and for your continued support of the Rose Bowl.



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ROSE BOWL



Public Parking Lot 7

Lot 8

Lot 4

Lot 3

Lot 2

Lot 1

Lot 1A

Lot 6

Lot 5

M

L

F

K

JW

Lot I

Brookside Park

Baseball Diamond

Hellipad

Permit Parking

Club House

Rose Bowl

M

D

B

H

Rosemont Ave.

Fremont Dr.

Orange Grove Blvd.

Rosemont Ave.

Prospect Blvd.

Lincoln Mountain Ave.

Arroyo Blvd.

Rose Bowl Drive

Arroyo Blvd.

Parkview

W. Washington Blvd.

Rosemont Ave.

Arroyo Blvd.

Linda Vista Ave.

W. Washington Blvd.

Linda Vista Ave.

West Drive

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