



## The Rose Bowl ~ the Next Hundred Years Rose Bowl Renovation Roundup March 2011

By now, everyone should be aware that the City of Pasadena and the Rose Bowl Operating Company (RBOC) have begun the renovation of the Rose Bowl Stadium. The renovations will ensure that Pasadena's iconic stadium will continue to be a vital economic engine for generations to come.

You may wonder just what is happening down there in the ellipse. Well, there is a lot happening because the project began right on schedule, January 2011. So here's an update of the work currently underway based on a report prepared by the Owners Representative, Parsons.

### UNDERWAY

#### Rose Bowl Renovation and Improvement Begins\*

The first day of construction activity began with demolition at the field level, south bowl seating, and saw cutting of paving (for underground utility installation). Disconnecting the utilities that service the scoreboards, video and advertising panels have occurred and the demolition of the North and South scoreboards are completed or nearly completed.

While the Rose Bowl is "America's Stadium" it belongs to the citizens of Pasadena and the stadium, as well as its events, play a significant role in the economic viability of the city. Therefore, Pasadena businesses and local workforce are being given the opportunity to participate in its historic transformation.

Local Business and Pasadena resident participation will continue to be monitored throughout the three year construction project. Prime Contractors have already been awarded contracts. Information on business opportunities related to the Rose Bowl Stadium renovation can be obtained by visiting [www.rosebowl-renovation.com](http://www.rosebowl-renovation.com). Here is a brief description of the work they will be performing...

**General Construction ...** work is being done in the South end zone area with selective demolition of the lower tiers of seating, removing the benches, removing the existing deteriorated concrete topping at the bowl seats, salvaging the row tiles, and preparing the surface for the new topping course. Also removed were the wooden bridges and walkways under the South bowl seating.

**Site Utilities ...** is proceeding with saw cutting asphalt paving throughout the perimeter of the stadium. Work to install the underground plumbing utilities (water, gas, sanitary, and storm lines) is planned to proceed clockwise around the stadium starting on the East side in phases. This phased

approach will permit the areas to be excavated, backfilled and repaved prior to the monthly flea markets which will allow the Rose Bowl to continue to generate revenue during the renovation and expansion.

**Concrete Work ...** includes concrete foundations, retaining walls and other cast-in-place concrete associated with the concourse renovations. Additional work includes the pile foundations (micro piles) for new elevated bridges at the South tunnel expansion.

**Electric utility ...** consists of a new electric utility loop around the Rose Bowl parallel to and inside the site utility loop. This work is being performed concurrent with the site utilities being installed under RB-03. Saw cutting of asphalt throughout the perimeter of the stadium has taken place and excavation has begun in a phased approach.

**Video matrix display boards work...** during this period consists of surgical demolition of existing north video board structure; south score board structure and ad panel structures, detail design and submittal review by the A/E.

## **CONSTRUCTION STAGING PLAN**

### **Memorandum of Understanding (MOU) Update**

Obviously, a project of this magnitude will cause disruptions in ordinary life of those who live, work, and play in and around the Rose Bowl Stadium. For those neighbors who live nearby this was of great concern. Could a process be established for neighbors to mitigate the impacts of the construction activities? In the summer of 2010 they sat down with Rose Bowl staff and the construction project manager to see what could be accomplished. The result was a Memorandum of Agreement: the MOU Rose Bowl/Neighbors Construction Staging Management Plan. It is significant and unprecedented.

A great deal of time and attention was given to preparing the document and those familiar with it have been impressed by the thoroughness with which neighborhood issues were addressed and reassured by the Rose Bowl's neighborhood protection commitments. Particularly comforting is the process for neighbors to call directly those directing and managing the construction activities. All who worked diligently on developing this agreement had no doubt that with the good faith commitments of all parties it would be successful through the duration of the renovation process.

If you would like to see the Memorandum of Understanding, go to:  
[http://www.rosebowlstadium.com/RoseBowl\\_residents.php](http://www.rosebowlstadium.com/RoseBowl_residents.php);

## **CELEBRATING – THE GROUNDBREAKING**

On January 25, 2011 formal groundbreaking ceremonies were held on the field. It was a beautiful, sunny morning and over 200 people from Pasadena and beyond gathered to celebrate the commencement of the Rose Bowl renovation project. The symbolic ground breaking commenced with program participants digging shovels into the Rose Bowl turf on the 50 yard line to acknowledge the start of the long awaited renovations.

Rose Bowl general manager, Darryl Dunn welcomed program participants Pasadena Mayor Bill Bogaard, Victor Gordo, Rose Bowl Operating Company; Rick Jackson, 2012 President of Tournament of Roses; Dan Guerrero, UCLA Athletic Director; and Andrea Van de Kamp, Rose Bowl Legacy Campaign Director. All noted the importance of the stadium to Pasadena and to college football and their appreciation and support of this effort to ensure the iconic stadium's viability for generations to come.

To read more about this event and view pictures, go to <http://rosebowllegacy.org/RB-legacy-updates.html>. Here you will also learn about the philanthropic group that will be raising private donations for Rose Bowl renovation project.

## **PASADENA MEMORIES**

### **Bob Hemmings: Growing up with the Rose Bowl**

Bob Hemmings was born in 1917 in Boone, Iowa but his family moved here in 1922 and settled in. They lived in a tiny one bedroom house on Michigan Avenue. His father, a barber, opened two shops in town and built a great life for his family here in Pasadena. Bob has enjoyed over 8 decades in Pasadena California, growing up and old with the venerable Rose Bowl stadium and collecting great memories along the way.

Bob remembers when the Parade went down Colorado Blvd to Hill, north to Orange Grove and west to Lake and then south to California to Tournament Park. Things were a bit more casual back then and the crowds were smaller. Davis Perfection Donuts were thrown from floats to the spectators at parade side. There was always fun to be had, before the parade as well. As a boy, Bob would hop on his bike and ride to where the floats were being decorated. Sometimes there was a need for some greenery and the boys would stop by a neighbor's yard and pull some from the garden to fill those gaps in the float.

In 1920 City officials declared Tournament Park unsafe for the growing New Year's Day crowds and plans for a stadium were laid. Myron Hunt chose the central Arroyo, which back then wasn't very hospitable; it was wild and it flooded and it was full of trash. After Devils Gate dam was built the floods were controlled. Hunt saw beyond the trash filled dump and convinced the city fathers to build the stadium there and develop the central Arroyo as a park.

Bob has vivid memories of the construction; often he and his Dad would pile into their Model T Ford and drive to the Arroyo's edge to watch the work below; he was about 6 or 7 years old then. They saw mules, 4 and 2 teams, pulling the big earth movers and the big scoops full of dirt being excavated. The scoops were like giant dust pans.

The new horseshoe shaped stadium was completed in 1922 and in 1923 the first Rose Bowl Game in the new stadium was played when USC defeated Penn State, 14-2. The stadium was a boon to the Arroyo, no longer a derelict and wild place. Now Bob and his buddies could ride their bikes around the Rose Bowl, no paved loop like there is now, a bit more wild, but just as much fun.

In addition to the bicycle, Pasadena offered other esoteric modes of transportation. The Eaton Canyon Toll Road went up to Mt. Wilson. And there were the streetcars that traveled through the

city and all the way down to Los Angeles. There was an incline plane that climbed up to the big hotel on Mt. Lowe. The hotel is gone now, burned down in the fire of 1925.

As for the Rose Bowl, changes kept on coming through the decades. Eventually the open ended horse shoe shaped stadium was closed and Bob watched through the years as additions and improvements were made to the stadium.

He remembers them building Brookside Golf Course. Years later, playing there as a young man on a beautiful, sunny Sunday afternoon he heard dreadful news. It was December 7th and the Japanese had bombed Pearl Harbor. He had been commissioned in July 1941 as a 2nd Lt and soon he was off to war. Bob returned to Pasadena, married and raised a family here.

Since the 1930s Bob rarely missed a Rose Bowl game. He graduated from Pasadena High School in 1935 and many a day Bob would get on his bike and cycle from the east side of Pasadena to the Rose Bowl to circle the venerable stadium. In fact, he did this until he was 85 years old!

So it was with feelings of pride and nostalgia that Bob Hemmings, 93 years strong, walked onto the Rose Bowl field for the groundbreaking ceremony on January 25th to mark the beginning of the three-year Rose Bowl renovation project. Bob and his friends sat in the warmth of the mid day sun and reminisced about the grand old days of the Rose Bowl, satisfied that she was in good hands, and that this latest renovation would ensure she would be there for others to mark the days of their lives just as he had.

Bob has rarely missed a Rose Bowl Game. Find out his favorite Rose Bowl Game memory at <http://www.rosebowlstadium.com/RoseBowl-memories.php>

## **THANK YOU**

This renovation would not have been possible without your support; both organizations and individuals who sent in letters of support and gave valuable input as this project was being developed over the years. As a result, we have a thoughtfully rendered plan that will renew the Rose Bowl while preserving that which makes it a National Historic Landmark. As the project work commences over the next three years we will be sending you timely updates to keep you informed.

The Rose Bowl structure and history are an embodiment of the spirit and character of Pasadena, a wonderful legacy handed down through the generations. We can all be proud of the work we are undertaking to protect this precious legacy, America's Stadium, located right here in Pasadena.

## **MORE ON THE ROSE BOWL RENOVATION**

For more detailed information, go to [www.rosebowl-renovation.com](http://www.rosebowl-renovation.com). Here you can take a look at the changes that will result from the renovation, view the three year construction phases, view construction photos and more.

\*Source: Rose Bowl Stadium Renovation & Improvement Project, Status Report: Parsons