

TRANSPORTATION ADVISORY COMMISSION

March 12, 2007

Via E-Mail & Hand Delivery
Mayor Bill Bogaard
Vice Mayor Steve Madison
Members of the City Council
City of Pasadena
175 North Garfield Avenue
Pasadena, California 91109

Subject: 3360 East Foothill Boulevard, Pasadena, California

Dear Mayor Bogaard, Vice Mayor Madison, and Members of the City Council:

On March 9, 2007, at the request of the City Council, the Transportation Advisory Commission ("TAC") reviewed and commented on the proposed project located at 3360 East Foothill Boulevard, Pasadena, California (hereinafter "Project"). The applicant, SMV Technology Partners LLC, is proposing a mixed-use (residential/theater) development located at the southeast corner of Sierra Madre Villa Avenue and Foothill Boulevard. The Project is located within the boundaries of the East Pasadena Specific Plan ("Specific Plan"), and is located in a Transit Oriented Development ("TOD") overlay area. On April 11, 2007, the Planning Commission will conduct a public hearing on the Project.

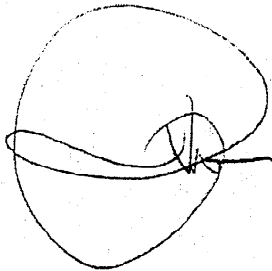
At the March 9, 2007 meeting, TAC heard presentations from City planning staff and the applicant, and reviewed site plans for the Project and a traffic evaluation prepared by Linscott, Law & Greenspan ("Linscott"). After asking questions of staff, Linscott and the applicant, TAC Commissioners commented on the Project's parking, traffic, circulation and pedestrian elements. At the conclusion of the meeting, TAC voted unanimously to adopt the following Commissioner comments regarding the Project:

1. Shared Parking for Theater: The applicant is requesting a Minor Conditional Use Permit ("CUP") to provide shared parking for the proposed theater in the adjacent Metropolitan Transit Authority ("Metro") Gold Line parking structure. TAC supports the applicant's request for a shared parking CUP. The Project's theater component is a good example of a transit-oriented development using shared parking to reduce the amount of new parking in the surrounding area.
2. Further Encourage Mass Transit: The Project is adjacent to a Metro Gold Line station. It is uniquely situated to employ "smart growth" planning strategies to encourage mass transit and non-auto mobility. Therefore, TAC recommends the applicant take additional steps to encourage future residents of the Project to use mass transit. Specifically, the applicant should consider "unbundling" the cost of parking from the apartment units, utilizing a "Flexcar" service, and providing future residents with free or subsidized Metro Gold Line passes.
3. Specific Plan Compliance: According to the staff report, the Project complies with the requirements of the Specific Plan. If the Project is approved, the applicant will provide a significant contribution to funding transit improvements identified in the Specific Plan for Walnut Street and Kinneloa Avenue. Moreover, the Linscott traffic evaluation has concluded that the Project would generate less traffic than originally forecasted in the Specific Plan EIR. TAC appreciates that the Project appears to fully comply with the Specific Plan, and that the applicant is not requesting any substantive variances from the requirements of the Specific Plan.
4. Pedestrian and Bicycle Planning: The applicant proposes to improve the area between the historic Stuart Pharmaceutical Company building and the apartment building with landscape plantings and a fountain to create what is described in the staff report as a "pocket-type pedestrian park." This landscaped area would serve as a north-south pedestrian connection between the Metro parking garage, the new theater, the new apartment building, and Foothill Boulevard. The Project also would include a closet for bicycles. TAC supports the pedestrian linkages and amenities within the Project's site plan.
5. Other Comments: TAC is concerned about the safety of vehicle access into the Project from Sierra Madre Villa. TAC concurs with Linscott's recommendation that vehicles entering the Project from

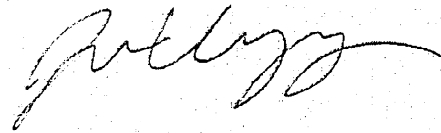
Sierra Madre Villa should be restricted to right turn-only. TAC also is concerned about the potential for illegal jaywalking if future theater patrons cross Foothill Boulevard at mid-block to get to Starbucks or El Torito. TAC encourages the applicant and City staff to discuss solutions to this potential problem during the design review process.

On behalf of TAC, we thank the City Council for the opportunity to review and comment on the Project. We hope our comments and recommendations will be helpful in the upcoming public review process.

Very truly yours,

A handwritten signature in black ink, appearing to be 'Vince Farhat', enclosed within a large, roughly circular scribble.

Vince Farhat
Chair

A handwritten signature in black ink, appearing to be 'Juan Carlos Velasquez', written in a cursive style.

Juan Carlos Velasquez
Vice-Chair

cc: Planning Commission