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**From:** floatingrock [floatingrock@att.net]  
**Sent:** Thursday, December 09, 2010 4:07 PM  
**To:** Vandervort, Kathy  
**Subject:** Objection to change of name for Mercantile Alley 12/13/10

I request this email be entered into the record of Pasadena City Council 12/13/10 minutes to voice our opposition to the change in name for Mercantile Alley. James Plotkin lobbied against the continuance of our residential exemption which was granted to us by the City Council and on 6/20/05 was recommended for extension by the engineers report read by Robin Harris at its hearing for renewal . The law allows for exempt categories such as those created for the first five years of the BID:

one for all residential properties and one for the business properties at One Colorado. Reinstating an exempt category recognizing those who do not receive any benefits from the OPMD would have allowed developers and businessmen to have their BID without taxing us disproportionately. Our 2009 assessment was \$1099.92. My husband is 81 years old and a retired professor. BID funds are being spent to fund "strategic planning retreats for the Board of Directors" at undisclosed locations, advertisements for businesses and noisy blowers which just move trash around rather than sweeping it up. The police are now sometimes too busy late at night to answer calls on Dayton St. and no promised "ambassadors"

are on patrol either! Unlike OPMD businessmen and developers, our request for appointments with our city council representative and the city manager were denied. The Francisca, the first building built by an African American businessman in Pasadena, was saved from the wrecking ball by my husband. Our interests are in preserving neighborhood history, aesthetics, and protecting the environment - OPMD supports the interests of businesses and developers. A school torn down, 118 trees removed, historic Dearth house cut in half and removed so an Irvine developer (on OPMD board) can build 820 units. "Improvements for the Westgate Project" are damaging to us and our historic 1923 brick building - dust, trucks, our sidewalk jackhammered out and living with the noise and vibrations from FairOaks traffic across a trench scheduled for completion 11/15/09 but not filled in until 5/24/10! There was a fenced yard across Central Alley from the Baptist Church- its now a Unified parking lot - no more trees or grass. Less shade, more traffic, much more difficult street parking and access to our driveway, high density development, more noise, amplified music & movies, garbage, rats, worsening air quality- smokers cluster in front of our building and in Baker Alley (sidewalks across the street are monopolized by dining tables) exacerbated by the frequency of firehouse calls which continue to escalate staining the side of our building with diesel fumes from firehouse traffic. (No progress has been made towards the widening of Baker as recommended by Public Works from 15' to 20' when the station was built.) The station gets a new air filtration system but the sole tree planted 19 years ago when the station was built is cut down, I'm told by the firemen, because of rat infestation. Now we get to breathe the exhaust spewed out at us when vehicles are both inside and outside of the station. Late night businesses mean late night car alarms, vandalism and the vast assortment of crimes which insobriety invites.

There's been no progress in deterring wrong way traffic in Baker Alley.

Property values are down. With all the new high density developments and late night businesses in our area comes an increase in siren & chainsaw noise from Station 31. We cannot open our windows. The air quality and noise is unhealthy. We receive no benefit from OPMD but those on the board have properties that certainly do. We are being forced to pay an assessment which supports policies which have damaged our quality of life. Why recognize such selfish behavior with a change in alley signs?

Sincerely,

Elise Doyle

24 W Dayton St.

12/13/2010  
Item 25