



Mayor Bill Bogaard
Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109

September 28, 2012

Dear Mayor Bogaard and Pasadena City Council,

Please continue to support a healthy level of development in Pasadena, especially in our downtown and already vibrant commercial areas such as east Pasadena. Our city is in desperate need of resources and our residents need jobs. At the same time, our community and your residential constituents insist on a significant level of services to maintain our quality of life. Our community also appreciates the entertainment, cultural, dining, shopping, and service opportunities found in our commercial areas.

We appreciate the allowance for the additional housing units in our Central District, but please do not restrict commercial development below the current allowable square footage in our downtown area. While we appreciate the semantic changes your staff has suggested, placing a number that is lower than the existing 5 million square feet of allowable commercial development will essentially function in the same way, by restricting growth and development when we most need to nurture our local economy and create job opportunities for our residents and revenue for our city.

In east Pasadena, the Pasadena Chamber is very supportive of the technology campus plan for the area between Lamanda Park and the Freeway. We also support continued economic growth along Foothill Boulevard east of Sierra Madre Boulevard and along the Walnut corridor.

Interestingly, when you look at the most recent comments and workshop results, the community supports a higher level of growth and development than your staff is recommending. In almost every area of the city, respondents at the workshops support larger buildings than your staff is recommending. Where staff suggests two stories, the community supports three. Where staff suggest three stories, the community supports four. We agree with the community members that allowing for the additional growth to help stimulate our local economy and create new jobs will be healthier for Pasadena. Our general plan should reinforce and support those areas.

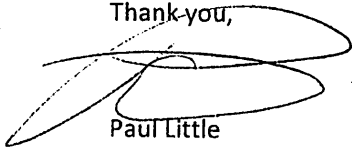
We agree that inclusion of a guiding principle related to education could be appropriate for Pasadena. We do feel excellent educational opportunity at all levels and for all people should be the principle so would support inclusion of the following: ***Pasadena is committed to community planning that supports vibrant educational resources responsive to the broad needs of our diverse community.***

10/1/2012
Item 9

We do not agree with the changes to the second guiding principle as suggested by Pasadena Heritage. Pasadena has a tradition and heritage of innovation, including our architectural heritage. These changes to the second guiding principle would, we fear, stifle creativity and homogenize development in a way that precludes excellence of design and inhibits creativity in our architecture. While we vigorously support excellence in design and construction in Pasadena, this change would certainly curtail innovative design in architecture, something that has been a hallmark of our community since the 1880s. If you think about it, had this principle been in place 100 years ago, we would not have been able to build Pasadena City Hall, our Pasadena Public Library or the Civic Auditorium, as they would have had to conform to the style of All Saints Church or whatever may have been there first. Likewise, the residential architecture we are known for, the craftsman style, would have been precluded as it did not resemble what preceded it. Would the Gamble House have been able to be built if it had to match the existing surrounding architecture? Would Frank Lloyd Wright's La Miniatura exist in Pasadena if we were governed by such a principle? This change to the second guiding principle represents a dramatic policy change that would limit creativity and preclude excellence of design in much of Pasadena. Quite frankly, there is nothing wrong with the existing principle, so why tinker with it?

Thank you for the time and energy you bring to this important discussion. Please consider Pasadena's future needs, and the feedback you have consistently received from your constituents throughout this process, and allow for appropriate levels of development that suit the needs of our community well into the future.

Thank-you,

A handwritten signature in black ink, appearing to read "Paul Little", written over a white background.

Paul Little

President and Chief Executive Officer

Cc: V. Bertoni, M. Beck, M. Jomsky

Novelo, Lilia

From: Jomsky, Mark
Sent: Monday, October 01, 2012 5:27 PM
To: Official Records - City Clerk
Subject: Fwd: General Plan > Land Use Designation Changes > Playhouse District City-Owned Lots

Sent from my iPhone

Begin forwarded message:

From: Greg Gunther <ggunther@frogkick.com>
Date: October 1, 2012, 4:40:16 PM PDT
To: "mjomsky@cityofpasadena.net" <mjomsky@cityofpasadena.net>
Cc: "BBogaard@cityofpasadena.net" <BBogaard@cityofpasadena.net>, "Terry Tornek (ttornek@cityofpasadena.net)" <ttornek@cityofpasadena.net>, "Margaret McAustin (mmcaustin@cityofpasadena.net)" <mmcaustin@cityofpasadena.net>, "Michael Beck (mbeck@cityofpasadena.net)" <mbeck@cityofpasadena.net>, "Vincent P. Bertoni (vbertoni@cityofpasadena.net)" <vbertoni@cityofpasadena.net>, "DeWolfe, Stephanie" <sdewolfe@cityofpasadena.net>, "Scott Reimers (sreimers@cityofpasadena.net)" <sreimers@cityofpasadena.net>
Subject: General Plan > Land Use Designation Changes > Playhouse District City-Owned Lots

It was my intention to make a brief statement [below] before City Council this evening with regard to the General Plan, but I have just learned that a close friend (Roger Lindbeck, here in Granada Court) has suddenly passed away. Instead of my personal testimony, I'm hoping that the following statement can be incorporated as part of this evening's record.

Thank you,
// Greg Gunther

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ggunther@frogkick.com

Good evening Mayor and Council –

I'm very concerned about the proposed changes to Land Use Designation for the city-owned lots on Madison/Green and Union/El Molino. At the last minute here, it seems that these parcels have been changed from "Parks" to "Mixed Use" (which expands permissible use to include both Commercial and Residential development).

I don't understand the reasoning behind this proposed change – and this modification just opens a Pandora's Box of possibilities (and it also seems to signal future intent).

What's more, this potential change represents a complete reversal of the City's previously stated objectives for these parcels.

Speaking of the property at Union and El Molino, City Manager Michael Beck wrote: "The City Council's priority is to deliver park space in this park-starved portion of the City as affirmed in the City Council's General Plan and Central District Specific Plan. The Goal of those plans is to make the Central District a livable and walkable area. Critical to that goal is the provision of neighborhood amenities, of which park space is of the uttermost importance in this area that has seen significant residential development and expects to experience more."

As Council knows, the Playhouse District is still working very hard to get green spaces into our "park-starved" neighborhood.

Please roll back this new designation and preserve the use for these tiny pockets of land that both residents and property owners currently envision. Thank you.